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I related earlier that I had once written a research paper for a college class on the "World-wide Influence of Shorthorn Cattle" primarily since they were one of the many British breeds taken to their far flung Empire to improve the cattle genetics of their colonies. Sometimes this worked out well (as it did for many years, and still does in the temperate climates) and sometimes I think it was probably a disaster, especially in the Tropics. In addition, there are several breeds that have Shorthorn influence in them which proves that the breed had much to offer the local breeds in improvement.

Features

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Established in 1980, Tinney Farms is at home in Hanceville, Ala., about 45 miles north of Birmingham. Its founder, Howard Tinney, attended the University of Alabama and became a successful businessman, creating Birmingham Fastener, a manufacturer and distributor of fasteners for structural steel fabrication; metal building manufacturers; transportation; water works and utilities; original equipment manufacturers; construction; maintenance, repairs and operations; and more. Today, Birmingham Fastener operates the highest volume distribution center of nuts and bolts, and standard fasteners in the U.S.

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Now that spring is upon us, many cattle producers are in the midst of calving. That means that breeding season is just around the corner. Now is the time to start thinking about the coming breeding season. Much focus is placed on the importance of proper cow nutrition for successful breeding and conception, but too often the needs of the bull are ignored. The bull stands in the unique position of being responsible for 50% of the reproductive success of your herd. Bulls are like athletes getting ready for the big game – lots of prep time for one brief but critically important performance.



< On the Cover:
Brangus cow in the snow.
Taken February 2014 at
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Fairmount, Georgia.

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Have You Heard.... the Truth

We have seen unprecedented highs in the fed cattle, feeder calf and stocker markets driven by short supplies and an easing of corn prices in the US. Internationally, prices tend to follow and attempt to fill voids created in a global economy, and beef is a global commodity. Commercial replacement females, opens, breds and pairs have also achieved lofty values. Special sales are setting new records in sale barns and stock show venues across the country. Demands for quality herd bulls are also on the rise as competition for reputation seedstock continues to drive market values.

The truth is market topping sales are no accident for the commercial and seedstock producers who consistently achieve these top end values. In my view, market topping seedstock and commercial producers alike have a number of common characteristics. In an industry that views itself as segmented, it is interesting to examine parallels, particularly when it concerns production systems and marketing.

Truth 1 – Their cattle are managed to maximize their appeal. The cattle topping sales are in sale condition, an often hard to define parameter that means carrying more condition than running cattle, but are not over finished and gobby fat. They have enough cover to assure the buyers of thriftiness and are soft in their appearance. In the case of bulls being marketed, they remain athletic and able to maintain a portion of their condition when breeding cows. They are clean of joint and sound and carrying around 3/10ths of an inch of fat opposite the ribeye on ultrasound scan. While more fat may indicate an increase in fleshing ability, there becomes a point where more fat is detrimental to the longevity of the herd bull in terms of structure and soundness. Replacement females, whether commercial or registered are also well presented. They are clipped to enhance eye appeal. They are well conditioned and they are sorted into like kinds in their pens. It is hard to emphasize, and often hard to understand, the value of uniform appearance in sale pens. In my view this is an intuitive appeal to the buyer that is difficult to quantify, but never the less exists, and is highly rewarding to the seller when cattle are properly sorted and presented in uniform sale groups.

Truth 2 – Reputation pays. I read a book one time by Joe Girard, *How to Sell anything to Anybody*. Joe sold more cars in a single year than had ever been sold by anyone in history at the time. You know his secret? Satisfied customers! His research said he could expect on average, 5 leads from every satisfied car buyer. That amounted to 5 new sales opportunities. His research also said that if a customer was dissatisfied, that customer would tell 7 people of their dissatisfaction. 7 vs. 5, pretty easy math. The bottom line is, it pays to have satisfied customers year after year. Produce a superior product, under promise and over deliver.

As a commercial producer, it pays to use reputation seedstock to produce your product. Note the references in the Superior catalogs to the sires of the load lots selling and many times, note the price differentiation. In the premium replacement female sales, both in sale barns and stock show sales, note the references made to the sires and service sires of the heifers selling. Also notice the long time consignor's selling prices, those who have built a positive reputation by offering quality year after year.

Truth 3 – Reputations are Earned. In today's world of 15 second sound bites and instant gratification, we often expect to invest in top quality genetics, both at the seedstock level and the commercial level and, because of our investment, expect immediately to have the reputation and ability to market the resulting offspring high. In fact, earning the respect that goes along with market topping reputation cattle takes time. Only through satisfied repeat customers can a reputation be earned. In most cases that takes years. Read your sales results in the various magazines, make a note of who is having the best bull sales, the best replacement female sales, the best registered seedstock sales, topping the superior sales with their steers. Do a little research and see how long they have been selling seedstock and replacement females and feeder calves. You will find, their value is driven by repeat customers and reputation cattle.

The Truth – Whether you run registered or commercial cattle - Manage your cattle to maximize their appeal, reputation pays and reputations are earned.

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Mark Cowan



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CCC Ms Griese 541U48

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BOS INDICUS INFLUENCE IN THE WORLD

THE SCIENCE OF BOS INDICUS
featuring Dr. Joe Paschal
Professor & Livestock Specialist
Texas A&M AgriLife Extension Service
Corpus Christi, Texas



**Red Brahman bull
shown at a cattle show.**

I related earlier that I had once written a research paper for a college class on the “World-wide Influence of Shorthorn Cattle” primarily since they were one of the many British breeds taken to their far flung Empire to improve the cattle genetics of their colonies. Sometimes this worked out well (as it did for many years, and still does in the temperate climates) and sometimes I think it was probably a disaster, especially in the Tropics. In addition, there are several breeds that have Shorthorn influence in them which proves that the breed had much to offer the local breeds in improvement.

If one looks at the same geographic influence of *Bos indicus* cattle, specifically the American Brahman and the American breeds closely associated with it, the geographic and climatic range increases substantially. The area between the Tropic of Cancer and the Tropic of Capricorn (Figure 1.) reaches like a wide belt around the globe encompassing many countries, including the home of the *Bos indicus* and its many local and regional breeds. The story of bringing *Bos indicus* cattle to the New World has been well told by others, and the breed developed from those importations (as well as the breeds created with those genetics, the Eared Breeds) have an important place in beef production now and in the future as well.

In Mexico, our southern Northern American neighbor, I have seen wide use of Eared genetics. Along the eastern and western coasts here the environment is hotter and more humid you tend to see more Brahman (but not only) while inland you tend to see more of the other Eared breeds. The high deserts to the west, the intermountain region and the inland coastal areas are full of Beefmaster, Braford, Brangus (black but many red), Beefmaster, Santa Gertrudis and Simbrah and their crosses. I have also seen Charbray and Brahman x Romagnola (not sure what to call them), though not in the numbers of the others. Many times these breeds are crossed commercially (in Mexico as in many other countries of Central and South America) with a milking breed so the cows pro-

duce milk and a beef type calf.

I have been to most of the countries in Central America with the exception of Belize and I tend to see more *Bos indicus* genetics. There are a number of Brahman and other Eared breed breeders but in some countries that are either small or have had some political turmoil (or outright war) the cattle populations are quite small. Many of these producers are dual purpose, keeping cows to produce milk and a calf. There are exceptions but still even in these *Bos indicus* genetics tend to be the beef genetics of choice. I remember my first trip to Guatemala in 1980 and visiting a dairy set up by the US a few years prior to my visit with US Holsteins. The Holsteins succumbed to the tropical climate and were replaced with *Bos indicus* crosses (compliments of Fidel Castro as I recall) and reopened.

I am often reminded about the number of Nellore cattle in Brazil and that Brazil is the number one exporter of beef in the world (followed closely by India which includes a significant amount of water buffalo meat). I have been there several times over the past 35 years and I am very impressed by their large cattle ranches and their use of technology. The same is true of the other ranches I have visited in the tropical areas of Central and South America. Large commercial ranches (I realize they are not all called ranches), many smaller ones, some with purebreds but mostly with some *Bos indicus* genetics. They use the *Bos indicus* influence in their cows just like we do, perhaps they are maintaining a higher percentage of *Bos indicus* but they use the genetics for the same reasons we do.

I have only been to Australia once, several years ago, but the station I visited raised Brahman cattle. It belonged to a company that imported embryos of non-*Bos indicus* beef breeds of cattle from South Africa hoping to find buyers in the US, as a replacement (or alternative) to our Eared breeds since they were being pretty badly mauled in the press for not “grading” or being tender. These breeds were studied in the US but to date, like several others that have been brought in and studied in the past 20-30 years, not much has been heard of them since. As a side note, this company also brought in South African Boer goat and Rambouillet sheep embryos. They were very successful in that endeavor. *Bos indicus* genetics from the US have been important in the formation of the Brahman and other eared breeds in Australia.

I have been invited to come to the Southeast Asian region a few times and almost made it once, but cancelled due to a Foot and Mouth Disease outbreak in the region I was going to visit. I still have my ticket and hope to make it soon. I know that several of the American Breeds are interested in (or have sent) genetics to a few of the countries in the area. They have cattle, and probably very good cattle, but the importation of genetics, especially if they are adapted to their climatic conditions, speeds up selection response. Instead of taking years to improve the type, the adapted genetics of the type are included in the crossbred.

I almost went to India in 1990, I wish I had. I would still love to see where *Bos indicus* cattle came from to the New World. I know that the site of the first *Bos indicus* was probably farther west, towards Iran or maybe Egypt but I think India might be a slightly safer destination for now. I will make my first trip to



Red Brangus cattle.



Brahman cows in the tropics.



Crossbred *Bos indicus* commercial cows.



Typical high percentage *Bos indicus* female used in dual purpose production systems.

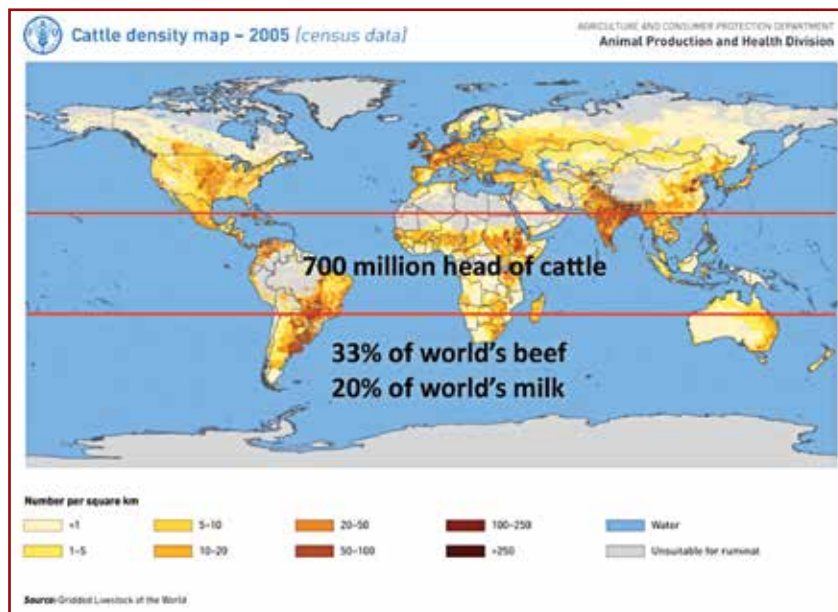


Figure 1.

the African continent in April, to attend the 14th World Brahman Congress in Parys, South Africa. I have had opportunities to go to Iraq (as an Extension specialist), Egypt and Botswana but just couldn't fit the schedule. I know that is a long way south of the probable origination of *Bos indicus* but I am sure I will see a lot of Brahman cattle and most likely Eared crosses.

I haven't been around the world as much as some of my colleagues but I have travelled quite a bit and had a chance to visit, look and ask questions. Whenever I visit with cattle producers from some of these tropical countries they are very interested in what our breeds, especially our Eared breeds, are doing to improve, promote and market their beef and their cattle. A few months ago, a group came up from Brazil and I got a chance to meet with them at Graham Land and Cattle Co. Feedyard in Gonzales, Texas. They didn't ask about CAB, they were interested in what sort of research the different Eared breeds were doing in carcass, what EPDs were they calculating, did they use genomic information (and include it in their EPD calculation), how were they marketing their cattle and what types of producer educational programs did they conduct. We gave them an EAR-FUL! ♦

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34 Years in the Making

Tinney Farms, Hanceville, Alabama

By Micky Burch



TF HATCHET 150:
A National Champion in 1998,
has since become the bull
of the decade. Producing
multiple National Champions,
four National Get of Sires and
SGBI Sire of the Year.

Established in 1980, Tinney Farms is at home in Hanceville, Ala., about 45 miles north of Birmingham. Its founder, Howard Tinney, attended the University of Alabama and became a successful businessman, creating Birmingham Fastener, a manufacturer and distributor of fasteners for structural steel fabrication; metal building manufacturers; transportation; water works and utilities; original equipment manufacturers; construction; maintenance, repairs and operations; and more. Today, Birmingham Fastener operates the highest volume distribution center of nuts and bolts, and standard fasteners in the U.S.

Alongside building his manufacturing business, Howard also put his passion and efforts into breeding Santa Gertrudis cattle. Also in 1980, he began to put together an outstanding group of cattle from breeders throughout the country. He searched in the southeast, and expanded his pursuit for the best genetics into Texas. One of Tinney Farms first herd sires was Bosque 8/5, a bull Howard purchased from El Colina Ranches of Sutherland Springs, Texas, and Chapparosa 259 from Chaparro Ranch, La Pryor, Texas. These two herd sires were the building blocks that started the Tinney Farms cow herd.

In the early 1990s, Howard had a vision the show ring could be used as a great marketing tool, and soon after the run of Tinney Farms national champions began with Hammer 860 and Miss Reno 044 in 1992. Not long after that, in 1998, Tinney Farms bred and raised its first national champion bull, Hatchet 150, who would become one of the Santa Gertrudis breed's all-time great herd sires. Additional Tinney Farms national champions include Overdrive, Sombrero, Hanna Montana and a run of three consecutive Tinney-bred national champion bulls from 2010 to 2012: Sledge, Hatchetman and Ranger. Tinney Farms genetics are also very prevalent in the SGBI junior program where they've raised three National Junior Santa Gertrudis Heifer Show grand champions, in addition to many other winners carrying Tinney Farms genetics.

Given their strong show ring presence, it's no wonder Tinney Farms has earned the SGBI Breeder & Exhibitor Award multiple times, and are the winners of many SGBI High Point Awards. Still, Tinney Farms success goes beyond the show ring. Several winners in the performance arena have been produced by Tinney Farms, including many gain test and ranch-to-rail awards for highest average daily gain and feed efficiency. Along with show ring and performance cattle involvement, Howard was also very active in SGBI breed association activities, including serving multiple terms as an SGBI board member, as the Shows & Exhibits Committee Chairman and as SGBI president in 2006-2007. He's also a past president of the Alabama Cattleman's Association. To top their list of accolades, in 2007 Tinney Farms was named the Alabama Beef Cattle Improvement Association Purebred Breeder of the Year.

In an effort to promote the Santa Gertrudis breed, Tinney Farms served as one of the founding members of the Alabama Connection Sale that celebrated its 25th anniversary in 2013. From its conception, this sale has been one of the premier Santa Gertrudis sales in the U.S. because each consignor offers their best and stands behind their product. Every year, some of the breed's highest selling lots are sold here, and numerous national show winners have been purchased through the Alabama Connection Sale. Through this sale and other marketing outlets, Tinney Farms has established itself as a staple for many commercial breeders throughout the southeast, serving as

a reliable source for Santa Gertrudis bulls and females as the foundation for their crossbred herds and Star Five programs.

Another example of Howard's entrepreneurial spirit can be seen in Stouts Mountain Ranch, a premier white tail deer hunting destination in the southeast. Howard's son Brad has had a major role in its growth, along with ranch manager Rodney Floyd.

More than 30 years ago, Tinney Farms began as a passion and vision that, through hard work, a great marketing plan and superior management, today is one of the top Santa Gertrudis herds in the country. Even with Howard's untimely death in the spring of 2013, Tinney Farms continues on with the same passion that Howard had. His wife Retha, son Brad, his wife Sloan and their family, along with farm manager Arlin Taylor and employees Adam Seckfort, and Louis and Stoney Garcia, plan to continue the great program that Howard built. Howard loved his red cows, and the cattle family that grew each time he met a new breeder. Once you drove through the front gate at Tinney Farms, you weren't a stranger – you were his friend and were treated with great Southern Hospitality. Tinney Farms invites you to visit – the gate is wide open. ♦



Pictured L-R: Delmo Payne, Leroy Chaney, Dennis Jones, Brad Tinney, Retha Tinney, Hoover Case, Arlin Taylor, Brent Shaw, Bill Lundberg, Charles Sandlin



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Don't Forget

About Your Bulls This Breeding Season

By Jackie Nix, Animal Nutritionist
Ridley Block Operations



Now that spring is upon us, many cattle producers are in the midst of calving. That means that breeding season is just around the corner. Now is the time to start thinking about the coming breeding season. Much focus is placed on the importance of proper cow nutrition for successful breeding and conception, but too often the needs of the bull are ignored. The bull stands in the unique position of being responsible for 50% of the reproductive success of your herd. Bulls are like athletes getting ready for the big game – lots of prep time for one brief but critically important performance.

AN OVERVIEW OF MALE REPRODUCTION

Unlike the cow that is born with every egg (ova) she will ever ovulate in her life, the bull constantly manufactures sperm from the time of puberty until death. Sperm production takes place in the testes in a continuous cycle. Then once the sperm leave the testes, they undergo a period of maturation in the epididymis (an organ located next to the testis in the scrotum) prior to ejaculation. This entire cycle takes roughly 60 days from the initial creation of sperm from germ cells on up to the ejaculation of semen. What this means in a nutshell is that the health and nutritional status of a bull for up to 60 days prior to breeding will affect the quality of the semen ejaculated today. What this also means is that fertility in a bull is ever changing. Just because he was fertile last year doesn't mean that he will automatically still be fertile today. Because sperm production is a continuous process, nutrition is critical to maintain peak fertility.

HOW DOES NUTRITION AFFECT MALE REPRODUCTION?

Bull nutrition is vital since properly fed bulls are able to cover more cows with a better success rate. It is vital that steps are taken to assure that their nutritional needs are being met for optimum fertility.

Energy. Energy is important in that it directly affects his level of activity and willingness to seek out females in heat. It is extremely important that bulls be in good body condition without being too fat upon entering the breeding season. It is not uncommon for a good bull to lose weight during breeding. A mature bull fed a low-energy diet for prolonged periods will suffer loss of libido and testosterone production much earlier than loss of semen quality. Energy is particularly important in the diet of young, growing bulls in that they not only have to support the activity involved in breeding, but also maintain their own growth all while going through a period of reduced feed intake. Immature bulls fed an energy deficient diet will display retarded sexual development and delayed puberty. While effects of an energy deficient diet can be corrected in mature bulls, in young bulls the damage can often be permanent.

Protein. Adequate protein is needed to maintain body condition in an active bull as well as to support growth in young bulls as mentioned above. There is also a protein component in seminal fluids and spermatozoal proteins in the form of enzymes are critical for sperm motility and the penetration and fertilization of the egg. Protein deficiency affects young bulls more than mature bulls. Young bulls on a protein-deficient diet will display decreased libido and poor semen characteristics.

Minerals. While proper levels of all minerals are important to bull health and production, two key minerals with a direct effect on bull fertility are cop-

per and zinc. Copper deficiency has been identified as a serious problem in grazing cattle. Bulls that are deficient in copper may have reduced libido and poor semen quality. If the deficiency is severe, the bull can become sterile due to damaged testicular tissue. High levels of dietary sulfur, iron and molybdenum exaggerate the problem. Many soil types are deficient in copper and high in antagonists. Additionally, endophyte found in fescue forages binds with copper making it unavailable for use by the bull.

Zinc nutrition is also of vital importance for the development and maintenance of testicular tissue. Research² has shown that bulls receiving supplemental zinc will produce more and better quality semen than bulls that are not supplemented. Either organic or inorganic forms of zinc produced positive results in terms of semen volume, sperm concentration, percent live sperm and sperm motility. But it was found that bulls receiving organic zinc displayed higher numbers of sperm per ejaculate and better motility compared to those receiving inorganic zinc sulfate. Zinc deficiency also results in reduced vitamin A utilization and signs of vitamin A deficiency may be seen even though adequate levels of vitamin A are present in the diet.

Vitamins. Vitamin A deficiency leads to testicular degeneration in all farm animals. This effect is believed to be caused by a suppression of the release of hormones needed for testicular maintenance. Bulls experiencing vitamin A deficiency produce fewer total sperm and a greater percentage of abnormal sperm, all of which contribute to infertility problems.

Table 1: Nutritional Requirements of Bulls at Maintenance and Regaining Body Condition.

Bull Weight, Lbs.	Daily Gain, Lbs.	Daily Consumption (As fed basis)	TDN, Lbs. (%)	CP, Lbs. (%)	Copper ¹ , mg	Zinc ¹ , mg	Vitamin A, IU
1300	1.0	28.2	14.2 (56)	1.9 (7.5)	93	347	45,000
1700	0.0	30.8	13.4 (48)	1.9 (6.8)	101	378	49,000
2100	0.0	36.1	15.7 (48)	2.2 (6.8)	119	444	58,000

¹Mineral values represent an average of a range of requirement levels. Mineral requirements are affected by a variety of dietary, environmental and animal factors that can increase requirement levels.

SUGGESTIONS FOR A SUCCESSFUL BREEDING SEASON

Starting at least 60 days prior to your anticipated breeding season, place bulls on a higher plain of nutrition, making sure to meet their energy, protein, mineral and vitamin needs. For optimum performance, you may want to consider organic mineral sources for optimum mineral bioavailability during this window of high nutrition (60 days prior to breeding and throughout the breeding season).

Cattle producers should consider one of the SWEETLIX® CopperHead® line of mineral supplement products. All CopperHead® supplement products deliver enhanced levels of copper and zinc, as well other essential minerals and vitamins. All minerals in the CopperHead® line of mineral supplements contain organic forms of zinc, copper, manganese and cobalt for optimum bioavailability. SWEETLIX® CopperHead® minerals are highly palatable and provide consistent intake. SWEETLIX® CopperHead® supplements also have the added advantage of RainBloc® for improved resistance to moisture resulting in less problems/waste associated with “caking”. Call 1-87SWEETLIX, visit www.sweetlix.com or like us on Facebook to learn more about how SWEETLIX® CopperHead® Minerals can work for you.

The key is to SUPPLEMENT NOW! The process of spermatozoa formation and maturation takes roughly 60 days in the bull. Therefore, what you feed your bull TODAY will affect the quality of his breeding effort 2 MONTHS from now! ♦

²Effect of different levels and sources of zinc supplementation on quantitative and qualitative semen attributes and serum testosterone level in crossbred cattle (Bos indicus X Bos taurus) bulls. N. Kumar, et. al. Reprod. Nutr. Dev. 46 (2006) 663-675.

Beefmaster Headlines



Beefmaster Breeders Featured in Progressive Farmer Winter 2013 Issue

We breed and raise a wonderful breed of cattle and The Progressive Farmer has taken note of our outstanding breed. In the winter 2013 issue of the The Progressive Farmer not only one but two Beefmaster breeders were featured with fantastic articles. These two articles have been featured on the the DTN/ The Progressive Farmer website and in the digital version of the winter 2013 issue magazine.

If you or another Beefmaster breed is featured in a magazine, newspaper or on a website for your cattle operation utilizing the Beefmaster breed, please let BBU know through emailing us at jstephens@beefmasters.org.



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Customer Appreciation Sale | March 22nd



SVF MS 31S12 | SVF Mr 535N35 X SVF Ms 31K8

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FAT
4.5	-0.5	9	27	4	9	7.5	0.5	0.5	0.05	0.007



SVF MS 44S9 | Cadence x Special Addition

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FAT
4.5	1.2	27	48	24	37	7.2	0.3	0.26	0.02	0.010

These sell along with more consignments from Clover Ranch at each of these spring sales. Please contact us for more information or request your catalog today!



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Braford Headlines



Houston Livestock Show and Rodeo Events

Join the United Braford Breeders at the Houston Livestock Show and Rodeo March 6th – 9th for a host of events. For a full schedule of Braford events, go to our website: Brafords.org and look under “Shows”. The International Braford Sale will be held on March 7th at 5:30 p.m. and selling high quality Braford lots. The HLSR is also home of the National Braford Show. Be sure

to join us as we select the 2014 National Champion Bull and Female. For more information on this, and learning Braford cattle or becoming a member of the UBB, contact us! ubb@brafords.org

Brahman Headlines



2014 ABBA Board of Directors Election Results Announced

The ABBA Board of Director's Election ballots have been counted and the results are in. Congratulations to all of the newly elected ABBA Board of Directors.

Area 1
Jim Bob Trant, Anderson, TX – term expires March, 2015

Kenneth Allen, Beaumont, TX
– term expires March, 2016
Ernest Cannon, Madisonville, TX – term expires March 2016

Area 2
Terry Novak, Danbury, TX – term expires March 2015

Continued on page 24 ►►

THESE FEMALES SELL!

SELLING at SALACOA VALLEY FARMS CUSTOMER APPRECIATION SALE MARCH 22

CCC MS. GRIESE 541U48

She could be the best Griese daughter in the breed. She posts EPDs ranking in the breed's top 10% Milk, 15% REA, 20% IMF and top 25% BW. We are currently flushing her to Atlanta and she sells open and ready to flush for her new owner.



MS BRINKS NEW ERA 468P23

a granddaughter of 468G15 out of the #8 ranking cow in the breed for REA.



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She is a maternal sister to the popular and powerful AI sire CRC Landau 263X2. She is also a full sister to the \$29,000 Ms CRC Csonka 263U3 female that sold in the 2013 IVPCAS sale.

TBF MS BRAGG 406Z2

She is a daughter of the breed's #2 ranked REA trait leader, Bragg, who is also the 8th ranked YW and 11th ranked WW trait leader.



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MAILED BY REQUEST ONLY.

THE EAR MARCH 2014 | 23

Continued from page 22.

Carl Lambert, Hempstead, TX - term expires March 2016

Gerald Young, Katy, TX - term expires March 2016

Area 3

John Coleman Locke, Hungerford, TX - term expires March 2015

Wade Watkins, Ganado, TX - term expires March 2015

Brandon Cutrer, Boling, TX - term expires March 2015

Steve Hudgins, Hungerford, TX - term expires March 2015

Dean Burkhardt, Schulenburg, TX - term expires March 2015

Rachel Cutrer, Wharton, TX - term expires March 2016

J.D. Sartwelle, Jr., Sealy, TX - term expires March 2016

Area 4

Rudy Rios, Hondo, TX - term expires March 2015

David Domsch, Poteet, TX - term expires March 2015

Glenn Ruschhaupt, George West, TX - term expires March 2015

Arnold Saunders, Devine, TX - term expires March 2016

Wes Schneider, Boerne, TX - term expires March 2016

Area 6

Billie Farris, Normangee, TX - term expires March 2015

Shirley Watts, Frost, TX - term expires March 2015

Steamer Swaner, Waco, TX - term expires March 2015

Patricia Collins, Chilton, TX - term expires March 2015

Buddy Bailey, Riesel, TX - term expires March 2016

Sara Allen Lindley, - term expires March 2016

Todd Smith, Henderson, TX - term expires March 2016

Area 7

Samuel C. Duplantis, Erath, LA - term expires March 2015

Craig Fontenot, Ville Platte, LA - term expires March 2015

David Miller, Ville Platte, LA - term expires 2015

Pat Cone, Choudrant, LA - term expires March 2016

Jason Smith, Maringouin, LA - term expires March 2016

Scott Esthay, Kaplan, LA - term expires March 2016

Area 8

George Kempfer, St. Cloud, FL - term expires March 2015

Larry Barthle, San Antonio, FL - term expires March 2016

Larry Ford, Greenwood, FL - term expires March 2016

Area 11

Dr. Robert Barlow, Mathews, AL - term expires March 2015

Bill Nettles, Summit, MS - term expires March 2016

Area 12

Myra Neal Morrison, Rockwell, NC - term expires March 2016

Area 13

Steve Wilkins, Ozona, TX - term expires March 2015

Ricky Hammonds, Idabel, OK - term expires March 2016

Area 15

Loren Pratt, Maricopa, AZ - term expires March 2016

Brangus Headlines



Brangus Board Approves Genetic Disorder Testing Policy

SAN ANTONIO, TX - The discussion of genetic defects has been ongoing in the Angus breed and others for the past five years or more. Most recently, Brangus and other breeds have joined in on this debate with the discovery of the genetic disorder called developmental duplication (DD).

It is important to note that DD testing, to date, has rendered a very low occurrence of the condition in our Brangus population. Ultimately, members will be able to manage this condition and others with a sound DNA testing policy and a well thought out breeding program. Therefore, the International Brangus Breeders Association (IBBA) Board of Directors has adopted a new genetic disorder testing policy to aid breeders and members in this process. The policy is summarized below:

1. The Executive Vice-President will contact Zoetis and at least one other genomic company to form an agreement for genetic testing of all genetic conditions that could impact Brangus cattle. The agreement will:

- Allow IBBA members to order test kits (blood cards, hair cards, purple top tubes, tissue cards, etc. and all paper work) directly from the genomic companies' websites (and linked from the IBBA website).
- Allow for direct shipment of DNA samples from individual IBBA members to the genomics company.
- Allow all test results to be sent from the genomics company directly to the IBBA office and copied to the member submitting the samples for testing.
- Require the genomics company to send all results on a timely basis to IBBA staff for daily entry into the database.
- Require the notation of current genetic condition status in the IBBA system as is currently done with known Angus issues in the pedigrees in

our database.

2. The IBBA staff will perform a query of the database to determine pedigrees with potential genetic condition carrier animals linked to known Angus and Brangus carrier animals for Developmental Duplication (DD), Arthrogryposis Multiplex (AM), Neuro-pathic Hydrocephalus (NH), Contractural Arachnodactyly (CA), Osteopetrosis (OS), and other known genetic conditions with available DNA tests.

3. The top 50 to 100 Brangus, Red Brangus, Ultrablack and/or Ultrared candidate sires and/or dams for the above mentioned genetic conditions will be identified and tested for such conditions. Owners of the selected animal(s) will pay for the genetic testing of their animal(s). If a candidate animal is owned by a non-IBBA member, IBBA will pay for the test(s).

4. All DNA tested animals and potential carrier animals will have notation included in the IBBA database using the following protocol:

- The phrase "potential carrier" will refer to a genetic defect mutation (DD, AM, NH, CA and OS) and is used to refer to animals that are deemed impacted animals due to confirmed carriers of such genetic defects in their pedigree.
- All recorded animals with impacted genetics shall remain recorded (registered, certified, appendix, Ultrablack, Ultrared, etc).
- All progeny of identified carrier animals can be recorded without submitting to DNA testing if they do not become an AI sire or donor dam.
- All animals used as an AI sire or donor dam that have been identified as a potential carrier (impacted genetics) for any defect will be required to be tested for such defect.

Continued on page 26 ►►

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Continued from page 24.

- All animals with impacted animal pedigrees will have the below notation on each recording certificate, listed on individual animal detail page on IBBA website, and be required to have same notation in any sale catalog, printed material, electronic information, etc. where animal has name, number, pedigree, part of pedigree, picture, etc.

This animal has one or more ancestors genetically tested and identified to carry the genetic condition Developmental Duplication (DD) (or fill in the blank for other genetic conditions).

- Once an animal with impacted genetics is tested for DD, AM, NH, CA or OS, the above mentioned notation will be deleted from the recording certificates, animal detail page on IBBA website, any and all other areas of former notation, and replaced as follows depending upon tested status:
- Genetic Condition Status Designation Codes.

DDPC, AMPC, NHPC, CAPC & OSPC	Animal that hasn't been tested for the genetic condition but has known carriers in pedigree
DDF, AMF, NHF, CAF & OSF	Animal tested FREE of the genetic condition
DDC, AMD, NHC, CAC & OSC	Animal tested as a CARRIER (one copy of the defective allele)
DDA, AMA, NHA, CAA & OSA	Animal tested as AFFECTED and carrying two copies of the defective allele

Brangus Association Elects New Board Members

SAN ANTONIO, TX (Jan. 27, 2014) - The International Brangus Breeders Association (IBBA) recently elected four new directors to serve a three-year term on the IBBA Board of Directors. The directors will be officially inducted at the IBBA business meeting March 6, 2014, in Houston, Texas.

The new members of the board include:

Area 2: Bill Davis, owner and operator of Chimney Rock Cattle Co. along with his wife, Gail, in Concord, Ark. Having never owned any brand of cattle other than Brangus, Bill is very familiar with both the purebred and commercial aspects of the breed. Bill said the cattle industry is in the middle of record setting times, and no other breed has more potential for growth than Brangus.

Area 3: Cody Gariss was elected to serve a second term in area three. Gariss is a third generation cattleman and co-owns and operates his family's diversified cattle operation in Lamar, Mo. The Gariss Ranch consists of approximately 50 registered Brangus cows, more than 400 commercial Brangus females, and, in addition, markets nearly 1,000 yearlings annually. Gariss graduated with honors from Missouri State University in 2005 with a degree in Animal Science.

Area 7: Mike Kammerer, along with his wife, Judy, own and operate Red Bird Meadows in Montgomery County, Texas. Mike has a passion for the cattle industry that stems from his involvement as a young man with one of the largest registered Angus and quarter horse ranches in Colorado. He spent all of his spare time at the ranch learning as much as he could about the operation while cultivating a dream of one day owning his own cattle ranch. Kammerer purchased his first registered Brangus cattle in 2001 and has grown the herd substantially since then both in numbers and quality.

Area 11: Edward "Eddy" Roberts was raised on the family farm in the Suwanee River Valley in northern Florida where his great grandfather settled in the early 1860s, only three miles from where Roberts and his wife, Mary, currently reside. The farm became a family operated business in 1972 and W.E.T. Farms was established, representing each stakeholder in its name, Walter, Eddy and Ted. Roberts is now the sole survivor and operator of the farm.

- Any animal that will be used as an AI sire or donor dam with known impacted genetics will require testing and then identified with above notation regardless of tested and known free pedigrees.
- Any animal that has been previously tested of other known genetic conditions will have those notations listed beside animals recorded name/registration number.
- Any animal tested as a carrier animal or affected animal can be retested at a second lab to confirm first test results.

5. The above mentioned policies go into effect for IBBA membership beginning February 1, 2014. In the meantime IBBA urges all public sales to initiate testing policies so that potential buyers and new members can be made aware of impacted genetics in the sale offerings.

6. An effort to educate and inform the membership on various genetic conditions will be initiated and incorporated in the Brangus Journal and IBBA website.



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Few bulls in the Brangus breed today will combine the degree of soundness, phenotype, fleshing ability, performance and maternal value that you will find in Arabella. Born in a blizzard and a drought survivor, Arabella has bred cows in our tough environment and is stamping his calves with a design that will work for registered breeders, the showring and commercial cattlemen. His balance of EPD's and proven pedigree make him a versatile sire that can complement your cow herd.



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Santa Gertrudis Headlines



2014 First Quarter EPDs Released

Santa Gertrudis Breeders International released the breed's first quarter EPDs on January 1, 2014. Myers Farms 306/6 was the breed's Proven Sire Trait Leader for Birth Weights with a -6.3 EPD. Briggs 031/6 topped the Proven Sire Trait Leaders List with a Weaning Weight EPD of 40.6. The Yearling Weight leader on the Proven Sire List is SCC Grid Maker 820. Grid Maker

recorded an YW EPD of 37.9. KR N 6/5 sits at the top of the Milk leader list with a 20.1 EPD and KR 410/08 leads proven sires in carcass traits.

SGBI Foreign Marketing Committee Announces Sale to Kazakhstan

Robert Silva, SGBI Foreign Marketing Co-chair, has announced the pending sale of 500 units of semen to the Kazakhstan Santa Gertrudis Association.

This announcement follows a visit in late 2013 from a delegation of Santa Gertrudis Breeders from the Eastern European nation.

63rd Annual Membership Meeting

The 63rd Annual SGBI Membership Meeting will be held March 27th – 29th, 2014 in Branson, Missouri. Producing Profitable Seedstock for the Commercial Cattlemen will be the focus of the annual event. Educational sessions will include Order Buying 101 with Dr. Frank Brazle, Cattle Buyer and KUS Professor Emeritus. Brazle will comment about his approach to filling calf orders and determining animal value. Circle A Angus Ranch General Manager Mark Akin will share tips with SGBI members on building

and maintaining a successful commercial bull marketing program. The educational sessions will wrap-up with Mike Armitage of Armitage Livestock a marketing company that sells primarily bred cows and heifers. Armitage will discuss strategies designed to assist SGBI Members in capturing a larger share of the commercial female market. In addition to the educational sessions, the association will hold its spring committee meetings, Board of Director meeting, membership meeting, and recognize the 2014 Hall of Fame inductees.

2014 Membership Renewals and Herd Inventories

The 2014 membership renewal forms and herd inventories have been mailed to SGBI members according to Registration and Member Services Special-

ist Diana Ruiz. SGBI is asking that members complete the documents and return to P.O. Box 1257, Kingsville, Texas 78364 prior to April 1, 2014.

Industry News

AgriLife Research Study: Efficient Cattle Operations Lower Greenhouse Gas Emissions

VERNON - Direct linkages can be found between farm efficiency and carbon emissions and sequestration, according to "Factors Affecting Cow-Calf Herd Performance and Greenhouse Gas Emissions," a Texas A&M AgriLife Research paper recently published in the Journal of Agricultural and Resource Economics.

Conducting the study were economist Dr. Seong Park, postdoctoral research associate Dr. Tong Wang and rangeland ecologist Dr. Richard Teague, all with AgriLife Research at Vernon; Stan Bevers, Texas A&M AgriLife Extension Service economist, Vernon; and Jaesung Cho, research fellow at the Korea Rural Economic Institute.

Funding for this study was provided by a U.S. Department of Agriculture National Institute of Food and Agriculture grant.

This paper provides the first study on the relationship between cow-calf farm efficiency and environmental consequences as indicated by net greenhouse

gas emission, Park said. Results suggest that for the cow-calf industry, pursuing farm efficiency aligns with environmental protection goals.

"We found that carbon emissions per unit of output decrease as farm efficiency increases," Wang said. "Higher carbon sequestration occurs on farms that are more technically efficient as a result of more acres allocated to each breeding cow."

The greatest net carbon sequestration was found for the two most technically efficient groups – those that managed the age of weaning, cost of pasture improvement and purchased feed, etc. the best. This indicates that pursuing technical efficiency will not compromise environmental quality, she said.

Park said the Rolling Plains' beef cattle industry is inherently risky due to frequent drought conditions, volatile cattle prices and rising input costs.

In the face of these challenges, the Beef Cow-Calf Standardized Perfor-

mance Analysis data have been developed. This analytical tool helps farmers and ranchers identify their strengths and weaknesses in production and financial performance, Bevers said.

Based on the Standardized Performance Analysis data, the study found the factors promoting higher herd productivity included machinery investment, pasture-quality improvement and protein supplements. In contrast, herd productivity is compromised by a longer breeding season, percentage of hired labor and deviation from the average annual rainfall.

"Interestingly, the more technically efficient farms tend to emit fewer greenhouse gas units per unit of output," Park said. "For example, net greenhouse gas emissions are 6.12 and -8.7 pounds of carbon equivalent, respectively, for farms with technical efficiency below 0.8 and above 0.96."

The focus of this paper is on output, or pounds weaned per breeding female, rather than profitability, he said.

"Future research could investigate whether the incentive to pursue financial profitability conflicts with environmental protection objectives," Park said. "Future efforts could also extend the method to model the link between pursuing efficiency and environmental protection in other industries, such as cropping, or in different regions."

—*AgriLife TODAY*

Cargill's New Labels Aim for Greater Transparency

Just a few months after announcing it would label finely textured beef products, Cargill on Monday unveiled a variety of initiatives to help consumers understand what they are eating.

According to the company, consumer research conducted over the past year sparked the changes, which include more fact-based material online and a pre-printed QR code on packaging in addition to labeling efforts.

"Based on dialogue we had with consumers and retailers, Cargill designed these ground beef communications initiatives to provide information that enhances consumer awareness about ground beef products regarding how they are made and used," said John Keating, president of Cargill's Wichita-based beef business.

Cargill's ground beef information initiative includes:

- A website for consumers seeking information about ground beef, www.cargillgroundbeef.com. The site contains a recipe database and educational resources.
- Our Certified ground beef brand. Cargill has refreshed this ground beef brand with a new logo and design elements. Effective Jan. 20, 2014, in the United States, the packaging will include a QR code pointing to the newly created ground beef website. Consumers will be able to trace the ground beef they buy back to Cargill processing facility where it was produced. The packaging will also provide clearer labeling of the ground beef as being "gluten free," while also clearly identifying 93% lean ground beef products as "Lean Ground Beef."
- Finely Textured Beef. Effective Jan. 20, 2014, all Cargill branded, U.S. produced 100% ground beef products containing Finely Textured Beef – both consumer and bulk, including Our Certified brand products – began rolling out to the marketplace carrying the declaration "Contains Finely Textured Beef" on the product box end labels. Additionally, Cargill's Our Certified brand ground beef chubs will include the printed declaration on retail packaging.

Cargill developed a dedicated website for its Finely Textured Beef – www.groundbeefanswers.com. The site contains detailed information and videos about Finely Textured Beef.

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Customers grew leery of a similar product, Lean Finely Textured Beef, in March, 2012, when ABC labeled it "pink slime" in a news report. Following a media frenzy, schools, hospitals and restaurants were cancelling orders and the LFTB manufacturer, Beef Products Inc., filed for bankruptcy. Later, BPI sued ABC for defamation.

"More than ever, consumers are interested in how the food they eat is produced, and we are committed to providing industry leadership with a greater level of transparency," Keating added. "We are supplying consumers with information that should give them complete confidence in the quality, nutrition, flavor and affordability of the ground beef they feed their families. That's important to them, which makes it important to us, and it is what the category leader needs to be doing."

Additional materials are under development for rollout in the months leading up to the 2014 hamburger-grilling season that traditionally begins with the Memorial Day holiday weekend in May.

—*Beef Producer*

Merck Releases Intranasal Vaccine for Bacterial Pneumonia

FEB 6, 2014 - Merck Animal Health this week introduced Once PMH IN, the only intranasal vaccine to deliver dual bacterial pneumonia protection in healthy beef and dairy cattle, including calves as young as 1 week of age.

The vaccine aids in the control of respiratory disease caused by Mannheimia haemolytica and in the prevention of disease caused by Pasteurella multocida – the leading causes of early-onset Bovine Respiratory Disease, Merck says.

BRD costs the U.S. cattle industry an estimated \$800 million to \$900 million annually in medical and treatment expense, reduced animal performance and mortality. It's also the single biggest killer of newly weaned calves, Merck reports.

"The intranasal administration of Once PMH IN stimulates a strong immune response because vaccine antigens are delivered directly to mucosal surfaces in the nose – the major sites of immune response in cattle," said Rick Sibbel, D.V.M., Merck Animal Health director of beef cattle technical services.

Merck studies demonstrate young calves given an intranasal administration of Once PMH IN performed better on body temperature and weight gain

measures when compared to calves given a commercial subcutaneous pasteurella vaccine.

"Calves given Once PMH IN also had a dramatically reduced inflammatory protein level response, an indicator of infection and inflammation, which can adversely affect calf performance," Sibbel explained.

Once PMH IN is a non-adjuvanted formulation with two dosing options – 1 mL applied in each nostril of the animal or a 2-mL dose delivered in one nostril. Because there is no vaccine injection site, carcass quality is not compromised.

While annual revaccination is recommended, the vaccine can be administered more frequently, depending on the farm's risk assessment or if the herd faces epidemic conditions, Merck notes. As always, consult your herd veterinarian for specific guidance.

Once PMH IN is available in 10-dose and 50-dose packages. Merck Animal Health has developed less invasive cannula and pump-its to assist with vaccine delivery, which are available through Merck Animal Health representatives or veterinarians.

–Merck

McDonald's & Wal-Mart Demand Sustainable Beef - What Does That Really Mean?

JAN 16, 2014 - Last week, when McDonald's announced it will begin purchasing verifiable sustainable beef in 2016, many in the cattle business wondered exactly what McDonald's meant by "sustainable beef."

Here's the catch—nobody knows. And that, says Tom McDonald, is a conundrum.

McDonald is vice president of environmental affairs with JBS Five Rivers Cattle Feeding and a member of the committee overseeing the National Cattlemen's Beef Association's (NCBA) beef sustainability assessment project. Speaking at the Southwest Beef Symposium last week in Clayton, NM, McDonald told cattlemen that the beef sustainability clock is now ticking in earnest.

Historically, McDonald says, sustainability in the beef business meant that your income exceeded your operating expenses and you were able to stay around for another year. However, consumers change and the world in which cattlemen now must operate is different.

"You've got Americans who not only want to buy products that work, that do the job, but that align with their values," he told cattlemen. "Today, I think you can safely say that sustainability represents the moral values of each person or organization representing the term. So that's where our dilemma comes in; everybody has their own mental picture of what sustainability means when it addresses their moral values."

Up until last week, there was a lot of conversation about beef sustainability, but little definite action. That has now changed. "Now we have a deadline. In 2016, McDonald's is going to purchase verified sustainable beef. They don't say how much and they don't give themselves a timeline to have their entire beef purchases sustainable. But I bet you in 2016, we will have standards and

they will have a way to verify them. So the clock starts."

And McDonald's isn't the only major player to start the clock. Last September, Walmart announced it will have an expanded program with a consistent message and a standard of excellence that will touch at least 50% of the cattle industry by the close of 2016, McDonald says. This expanded program will include guidelines on land stewardship, water quality and reduced feed and manure emissions, he adds. And that's not all. "They're also starting a pilot program that includes environmental criteria. And 15% of their beef supply will be sourced under this criteria by 2023," he says.

Fortunately, says Ben Weinheimer, Texas Cattle Feeders Association vice president, the beef industry, through NCBA's beef sustainability assessment project, has a head start on establishing a baseline and a level of improvement in an exhaustive list of beef sustainability efforts. Based on that assessment, the beef industry now defines its sustainability as three pillars—financial viability, environmental stewardship and social equity. Based on the beef industry's initial assessment, he says the beef industry improved its sustainability efforts overall by 5% from 2005 to 2011.

So the beef industry has a good story to tell. Weinheimer and McDonald say that the beef industry has been at the table, telling cattlemen's story and defending the beef industry in the many meetings leading up to last week's announcement. That effort will now have to shift into road gear.

"So you have McDonald's and Walmart setting goals that will have to have standards that will have to be met. And today, we don't know what those standards are. So you can understand the level of activity that's fixing to occur," McDonald says.

–BeefMagazine.com

USDA to Launch "Made In Rural America" Initiative

Today, the President directed his Administration, working through the White House Rural Council, to lead a new 'Made in Rural America' export and investment initiative. This initiative is charged with bringing together federal resources to help rural businesses and leaders take advantage of new investment opportunities and access new customers and markets abroad.

Specifically, the President has instructed his Rural Council - in coordination with the U.S. Department of Agriculture, the U.S. Department of Commerce, the Small Business Administration, the Export-Import Bank, the Office of the United States Trade Representative, and other agencies - to commit to connecting more rural businesses of all types to export information and assistance through a comprehensive strategy including the following specific commitments, to be provided over the next nine months:

- Host five "Made in Rural America" regional forums dedicated to promoting rural exports by providing rural leaders and businesses with information about federal and other resources available to help expand exports. Working with local partners including the National Association of Counties (NACo), the Delta Regional Authority, and the Appalachian Regional Commission, these export-focused regional forums will help rural businesses take advantage of new market opportunities by providing training from experienced

exporters and federal officials on the basics of exporting, accessing federal support, and participating in major trade events and trade shows across the country, as well as overseas trade missions.

- Convene an "Investing in Rural America" conference later this year to connect major investors with rural business leaders, high-level government officials, economic development experts, and other partners. This conference, hosted by the White House Rural Council in coordination with the Department of Agriculture and other partners, will promote opportunities to invest in Rural America by highlighting successful projects in energy; bio-fuels and bioproducts; infrastructure, from transportation to water systems to telecommunications; healthcare; manufacturing; and local and regional food systems.

- Host training sessions to equip local USDA Rural Development staff in all 50 states plus territories with the tools they need to counsel businesses on export opportunities and resources. The Department of Commerce, through the Trade Promotion Coordinating Committee, will cross-train USDA Rural Development staff so they can better deliver support or refer rural businesses to federal services.

- Provide enhanced export counseling for rural businesses to connect with foreign buyers through the Department of Commerce's U.S. Export Assistance Center trade specialists in over 100 domestic locations and in collaboration with the U.S. Department of Agriculture's field staff.
- Coordinate across the Administration to promote rural-produced goods and services at trade events including trade missions, buyer programs, trade shows, and other promotion programs.
- Educate local leaders across the country on the importance of rural exports in partnership with NACo and through the Trade Promotion Coordinat-

Veterinarian Addresses Proposed Antibiotic Changes

FEB 3, 2014 - The Food and Drug Administration in December proposed plans to phase out the use of "medically important" antimicrobials in food animals when used to enhance growth or improve feed efficiency.

Though the proposal is still up for public comment on the Federal Register, it begs the question: what does that mean for livestock producers and veterinarians?

"Initially, it's the animal health companies that will be adjusting their practices," explains Russ Daly, DVM, South Dakota State University Extension veterinarian. But, he notes, producers will soon be affected, and FDA's changes will eventually make their way down to the folks who prescribe and use the drugs.

What will change?

The role of livestock antibiotics in contributing to resistant bacterial infections in humans is complex and has been long-debated, Daly says, and producer associations have seen the writing on the wall for a couple of years now that these changes were coming.

He outlines what is expected to change:

- *The labeled uses of "medically important" antibiotics for growth promotion and improvements in feed efficiency will go away. The FDA is asking drug manufacturers to voluntarily take these uses off their products' labels. Because extra-label use of feed grade antibiotics is illegal, these uses will no longer be legal as well.*

The companies have until mid-March to tell the FDA what products they plan to do this with. After that, they have three years to make the label changes, so livestock producers currently using antibiotics for growth promotion will have time to adjust, depending on how quickly the companies switch over.

- *The list of what FDA considers "medically important" antibiotics is pretty long. It contains older drugs like tetracyclines and penicillin along with classes of drugs that are more critical to human medicine, such as cephalosporins and fluoroquinolones.*

When it comes to growth-promoting antibiotics that fall into this category, it's drugs like tetracyclines, tylosin, and neomycin that will be affected.

- *These "medically important" products will shift from over-the-counter to "Veterinary Feed Directive" classification – possibly with new label indications for treatment, control, or prevention. The VFD is not a new classification; it's currently being used for some newer feed-grade drugs.*

- *This means that before a producer can obtain (for example) CTC (chlortetracycline) crumbles for his calves or pigs, he will have to obtain a VFD form filled out by his veterinarian. The form will specify the farm and animals to be treated, the duration of treatment, and which drug is to be used. The feed mill or distributor would need to have a properly completed VFD before they could supply the feed.*

- *The VFD won't be able to come from just any veterinarian. A veterinarian would only be able to issue a VFD for use in animals "under his or her supervision or oversight in the course of his or her professional practice, and in compliance with all applicable veterinary licensing and practice requirements."*

Right now VFDs have to be issued in the midst of a valid veterinary-client-patient relationship that's spelled out by federal regulation. The new changes add some flexibility in that this relationship will be deemed appropriate by state and professional entities, such as a state Board of Veterinary Examiners.

This flexibility means that far-flung cattle enterprises may not need to be treated the same as an intensely managed hog operation, in regards to veterinary oversight. But it still means that a veterinarian needs to be involved – one that knows the operation and its needs well.

- *The VFD forms will be easier to manage. Everyone's recordkeeping requirement*

ing Committee in order to connect these leaders with federal resources and information to better support rural businesses to develop their potential for exporting.

Use the BusinessUSA online platform to better connect rural businesses with export and investment resources and coordinate support from across the federal government. BusinessUSA was launched by the President last year to serve as a "one-stop-shop" that matches businesses and entrepreneurs to the full range of services and resources available to them at every stage of development.

~USDA News Release

will be cut from 2 years to 1 year. The forms will be able to be transmitted and stored electronically. And thankfully for this veterinarian, they will no longer have to include an estimate of how much of the medication the animals will consume in the given time frame (this was hard to accurately guess a lot of times). The form will need to simply specify the inclusion rate of the drug, the number of animals to be fed, and the duration of the feeding.

What won't change?

Daly says there are also several items that won't be affected by the FDA's change. They include:

- *The ability to use feed-grade antibiotics to treat, control, or prevent bacterial diseases. The term "prevention" is used in the situation where there is a very high risk of illness if you don't administer the antibiotic. However, producers will need to obtain a VFD for these products as explained above.*

- *How one uses and obtains non-"medically important" feed grade products. Examples of these include ionophores like Rumensin, Bovatec, most coccidiosis medications, and certain growth-promoting medications like bacitracin. Since they're not used very often if at all in human medicine, there will be no changes in their use.*

- *Uses of injectable antibiotics. However, this proposal would also move over-the-counter medically-important water medications to "prescription" status like many injectable antibiotics.*

- *Extra label uses of feed-grade medications. Any use of feed grade medications not in accordance with their label is illegal now, and it will remain so.*

- *The ability of current distributors and feed mills to supply these products. Yes, there will be more paperwork related to more VFD forms, but these new proposals do not limit these businesses in what they can carry or manufacture.*

- *The need for veterinarians to be involved in decisions about feed-grade antibiotics. There is no better source of information about the proper uses of these products in livestock populations than the herd veterinarian. A close relationship with a veterinarian means that producers may avoid wasting time and money on ineffective uses of these products. Better yet, it may result in practical advice on how to prevent illnesses that would necessitate the uses of these products.*

Antibiotic resistance is a complex and sometimes contentious topic among animal and human health professionals, Daly explains.

"The complexity of the issue means that a "silver bullet" solution is not going to present itself any time soon. All of us involved in using these products—in animals and people alike—play a role in ensuring that they continue to work for the sake of our animals and our family members. Understanding these proposed changes and proactively deciding how they will work into your operation is a great first step that we can all take," he says.

~South Dakota State University

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Animal Health Experts Meet at Texas A&M to Discuss Show Animal Health Emerging Issues

COLLEGE STATION, TX - Veterinarians and animal health representatives from across Texas recently gathered at Texas A&M University's O.D. Butler Jr. Animal Science Complex in College Station to discuss issues involving show animals and exhibitors.

The daylong event was sponsored by the Texas A&M AgriLife Extension Service and department of animal science at Texas A&M.

"The purpose of this meeting is to start dialogue with practicing vets about unique challenges facing exhibitors and show market animals," said Dr. Ron Gill, AgriLife Extension Service beef cattle specialist, College Station. "There are some unique challenges with animals going straight from the home environment to the show and they may need special medical treatment at the show."

"Because of zero-tolerance policies for any kind of residue from approved drugs or any kind of pharmaceutical product, veterinarians need to be able to communicate that to the families at home when asked for consultation. They then have to make a decision that the animal can be treated and be shown, or be treated and left at home."

The program featured several speakers throughout the day. Allyson Tjoelker, executive director of agricultural exhibits with the Houston Livestock Show and Rodeo, provided a livestock show perspective on animal health. Dr. Davey Griffin, AgriLife Extension meat specialist, College Station, discussed carcass residues. Dr. Gary Warner, Elgin Veterinary Hospital, provided a presentation on treating show cattle. Dr. Steve Kennedy, Muleshoe Animal Clinic, discussed treating show swine, and Dr. William Edmiston of Eldorado Veterinary Clinic, discussed treating small ruminants.

The afternoon session also featured a panel discussion on several topics pre-

sented throughout the day.

"Livestock shows are critical events for our youth," said Dr. Russell Cross, head of the Department of Animal Science at Texas A&M. "Those animals coming through the shows basically become food. We need to make sure we are following all of the rules and also consider what is best for the animal."

Many attendees said the meeting was the first of its kind bringing together veterinarians and academic professionals to discuss show-animal health.

"This was a really good meeting," Kennedy said. "Some (of these) points needed to be discussed to try to create some uniformity in the industry and among veterinarians in addressing some of the issues there and protecting the show animal industry."

Warner, whose presentation included an overview on treating show cattle and discussion of technical points on structural soundness of cattle said: "Structural soundness goes to the well-being of the animal."

"We need to make sure cattle are sound when calves are purchased so we have a better guarantee that they are going to be functional as individuals at the end point which is hopefully going to one of the major livestock shows," he said. "I think helping everybody understand the issues we are presented, with particularly as a referral hospital, they can carry that message on to the buying public and the people that get these projects started to help them better understand what they need to be looking for."

Organizers said interest and attendance was high, leading to possible future meetings to discuss other issues affecting show animals across Texas.

-Blair Fannin, AgriLife TODAY

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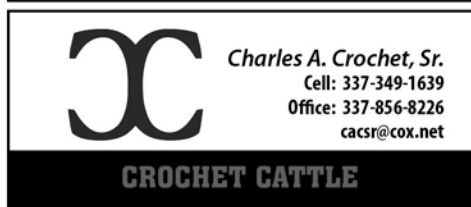
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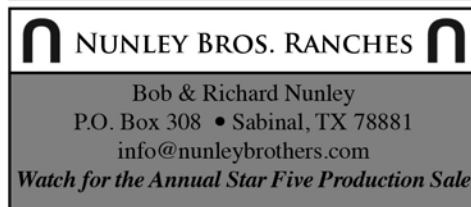
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Industry News Continued from page 33.

TAHC Adopts Cattle Rules for Animal Disease Traceability, Trichomoniasis & Fever Tick Programs

AUSTIN, TX - The Texas Animal Health Commission (TAHC) recently held a regularly scheduled Commission meeting on January 14, 2014, at its Austin office.

The following cattle rules were adopted during the Commission meeting and will go into effect on Tuesday, February 4, 2014:

- Chapter 50, Animal Disease Traceability, Cattle Identification: This amendment establishes identification requirements for adult cattle being sold within the state of Texas. The rule states that all adult breeding cattle, except cattle going directly to slaughter, shall be permanently identified within seven days of change of ownership. Untagged adult cattle have seven days after purchase to be delivered to a slaughter facility, resold through a livestock market, or have acceptable permanent official identification applied. Slaughter type cattle that will be put on feed prior to slaughter shall also be permanently identified within seven days of purchase.
- Chapter 38, Trichomoniasis, Test Exceptions: This rule allows untested adult bulls to be purchased without a current Trich test, if moved under

- TAHC permit with official permanent identification. TAHC inspectors will permit untested bulls from a market to either a feeding facility, another sale barn (if the intent is to resell it), or to another physical location given by the buyer. The permit will expire seven days from the date of issuance. The bull cannot be commingled with female cattle during the seven days. At the end of the seven days the buyer must agree to have the bull tested, resold through a livestock market, or deliver it to a slaughter facility.
- Chapter 41, Fever Ticks, New Authorized Treatments: These amendments add new treatment options for the cattle fever tick and expands the TAHC's authority to inspect and treat deer on premises adjacent to infected pastures.
- Chapter 51, Entry Requirements, Trichomoniasis: The rule changes the Trich entry requirements to allow Texas bulls participating in out of state "bull station feeding trials" to return to their Texas farm of origin without a Trich test, if they were maintained in a controlled environment without any contact with female cattle while out of state.

- Texas Animal Health Commission

THE EAR Calendar

Please note that events/sales in **bold** have ads placed in this issue. Check them out!

March

- 4-5 HLSR 47th Annual All Breeds Sale - Houston, TX
- 4-6 Heritage on Ice Embryo & Semen Online Sale**
- 5 International Brahman Sale - Houston, TX
- 6 IVP Customer Appreciation Sale - Houston, TX**
- 6-11 RB Cattle Houston Highlights Sale - Online
- 7 International Braford Sale - Houston, TX
- 7 Houston Magic XIV Sale - Houston, TX
- 7 South Texas BBA Houston Futurity & Classic Sale - Houston, TX
- 7 Mid Coast Santa Gertrudis International Super Sale - Houston, TX
- 8 International Beefmaster Gala Sale - Houston, TX
- 8 Indian Nations Spring Brangus Sale - Ada, OK
- 8 IRBBA Genetic Edge Sale XIX - Houston, TX
- 15 Quail Creek Brangus "Cut Above" Sale - Cullman, AL**
- 15 Texoma Beefmaster Sale - McAlester, OK
- 15 Mound Creek Ranch Bull & Female Sale - Leona, TX
- 22 Salacoa Valley Farms Customer Appreciation Sale - Fairmount, GA**
- 22 Santa Gertrudis Bluebonnet Classic - Hallettsville, TX**
- 22 27th Annual National F1 & TBA Sponsored Brahman Heifer Sale - Caldwell, TX
- 22 WTBBA Sale - Abilene, TX
- 22 Southeastern BBA Dixie National Sale - Tunica, MS
- 25 GENETRUST at Suhm Cattle Co - Eureka, KS**
- 25 44 Farms Bull & Commercial Female Sale - Abilene, TX**
- 29 TBBA "Miss America" Sale - Salado, TX
- 29 16th Annual LBA Brahman F1 Sale - Carencro, LA
- 12 Collier Farms Advantage Sale - Giddings, TX
- 12 Ozark & Heart of America Spring Sale - Springfield, MO
- 19 East Texas/Louisiana BMG Sale - Crockett, TX
- 19 Southeastern BBA Unity Sale - Calhoun, GA
- 19 VIVA La Brahman Fiesta Sale - Venus, FL
- 26 Tinney Farms Herd Reduction Sale - Cullman, AL**
- 26 GENETRUST at Cavender's Neches River Ranch - Jacksonville, TX**
- 26 Heritage Cattle "Money Makers" Production Sale - Hungerford, TX
- 26 Springtime in Texas Sale - Brenham, TX
- 26 Florida Brahman Association Heifer Sale - St. Cloud, FL
- 26 "Divas In Red" Red Brangus Sale - College Station, TX

May

- 3 Live Oak BBA Spring Sale - Sulphur Springs, TX
- 3 L2 Ranch Production Sale - Beeville, TX
- 3 JLS International "Winning Tradition XI" Sale - Devine, TX
- 10 Central States BBA Heart of Oklahoma Sale - Locust Grove, OK
- 17 Miller Brangus Spring Production Sale - Waynesboro, TN
- 17 Emmons Ranch Production Sale - Fairfield, TX
- 24 Lone Star BBA Spring Sale - Sulphur Springs, TX
- 31 The Event Red Brangus Sale - Brenham, TX

We're all about getting the word out, let us know about your next Bos indicus influenced event or sale. Contact:

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Brad Wright
Phone: 979/219-4599
Fax: 979/828-5532
bradw@amscattle.com

April

- 5 Louisiana BBA & Arkansas BBA Rose Capital Classic Sale - Shreveport, LA
- 6 BBU National E6 Sale - Columbus, TX
- 9 Beefmaster Influenced Feeder Calf Sale - Springfield, MO
- 11 Doguet's Elite Brangus Show Heifer Sale - Poteet, TX**
- 12 Doguet's "Texas Best" Brangus Female Sale - Poteet, TX**
- 12 Red Doc Farms Red Hot Bull Sale - Bosque, NM**

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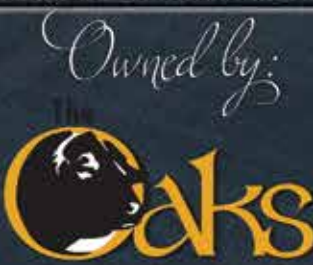
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