

November 2005

In This Issue...

Beef Management Calendar	2
A Bull is Worth?	2
USDA Awards \$2.5 Million for Rural Youth Development	3
Compounds May Help Produce Juicier Meat	4
2006 American Farm Bureau Annual Meeting	4
NIAA Launches Johne's Disease Education Program ..	5
The Florida Beef Quality Producer Program	5
America's Heartland Highlights Cattle Industry's Role in U.S. Agriculture	6
U.S. Cattlemen Support Senate Action on Japan	7
Meat Export Board Joins Wal-Mart in China Pork Promotion	8

Prepared by Extension Specialists in Animal Sciences

- ❖ **J.D. Arthington**
Beef Cattle Management, Ona
- ❖ **J.N. Carter**
Beef Cattle Extension Specialist, Marianna
- ❖ **G.R. Hansen**
Beef Cattle Production, Marianna
- ❖ **F.G. Hembry, Professor**
Department Chairman, Gainesville
- ❖ **M.J. Hersom**
Extension Beef Cattle Specialist, Gainesville
- ❖ **T.A. Houser**
Extension Meat Specialist, Gainesville
- ❖ **E.L. Johnson, Associate Professor**
Extension Equine Specialist, Gainesville
- ❖ **T.T. Marshall, Professor**
Beef Cattle Management, Gainesville
- ❖ **R.O. Myer, Professor**
Animal Nutritionist, Marianna
- ❖ **W. Taylor, Coordinator**
Youth Education/Training, Gainesville
- ❖ **S.H. TenBroeck, Associate Professor**
Extension Equine Specialist, Gainesville
- ❖ **T.A. Thrift, Assistant Professor**
Beef Cattle Nutrition, Gainesville



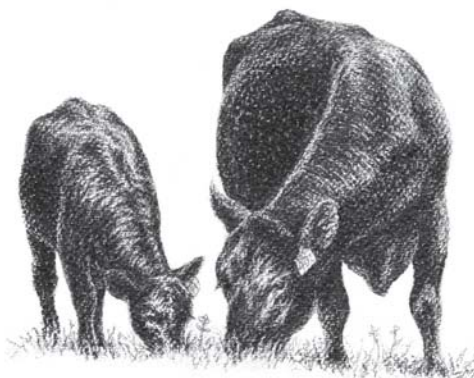
Dates to Remember

November

- 1-3** Inter Agency Basic Prescribed Fire Training Course, Cattlemen's Version - Arcadia, FL
- 3** Southern Cattle Company Bull Sale - Marianna, FL
- 4** First Annual Cowboy "Chute" Out - Okeechobee, FL
- 4-5** Florida Cracker Cattle Association Gathering & Sale - Brooksville
- 4-6** Eastern National 4-H Horse Roundup - Louisville, KY
- 7** Three Trees/Twin Valley Bull Sale - Woodbury, GA
- 9** Agricultural Enterprise Workshops for North Florida - Suwannee Valley, FL
- 15** National 4-H Livestock Judging Contest - Louisville, KY
- 15** Winter Beef Herd Management - Starke, FL
- 16** Florida Beef Quality Producer Program - Arcadia, FL
- 18-19** Camp Cooley Ranch Bull Sale - Franklin, TX
- 30** Florida Beef Quality Producer Program - Okeechobee, FL
- 30 - Dec 2** FCA Quarterly Meeting - Clewiston, FL

December

- 3** 4-H Youth Livestock Evaluation School - Gainesville
- 6** Horse Council Meeting - Duval County
- 10** 4-H/FFA Horse Judging School - Gainesville, FL
- 17** Tri-County 4-H Horse Show Series - Columbia County
- 25** Christmas





Beef Management Calendar

November

- ☑ Have soils tested.
- ☑ Observe cows daily to detect calving difficulty.
- ☑ Use mineral with high level of magnesium if grass tetany has been a problem in the past.
- ☑ Check for external parasites and treat if needed.
- ☑ Maintain adequate nutrient level for cow herd.
- ☑ Calve in well-drained pastures.
- ☑ Survey pastures for poisonous plants.
- ☑ Start summarizing your annual records, both production and financial-then you will have time to make adjustments for tax purposes.
- ☑ Re-evaluate winter feeding program and feed supplies.
- ☑ Get breeding soundness exams on bull battery so you have time to find replacements if some fail.
- ☑ Implement bull conditioning program.
- ☑ Review plans and arrangements for the upcoming breeding season.
- ☑ Check progress of developing replacement heifers - are they going to meet your target weight by the start of the breeding season?

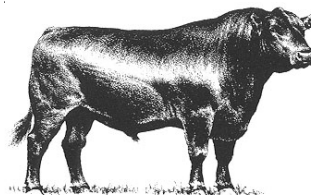
December

- ☑ Begin grazing small grain pastures (if ready).
- ☑ Check mineral feeder.
- ☑ Check for external parasites and treat if needed.
- ☑ Deworm cows and heifers prior to winter feeding season.
- ☑ Observe regularly for calving difficulties.
- ☑ Rotate calving pastures to prevent diseases.
- ☑ Watch for scours in calves.
- ☑ Investigate health of bulls before you buy.
- ☑ Have dead animals posted by a veterinarian or diagnostic laboratory.
- ☑ Complete review of management plan and update for next year. Check replacement heifers to be sure they will be ready to breed 3 - 4 weeks prior to the main cow herd.

January

- ☑ Apply lime for summer crops.

- ☑ Check for lice and treat if necessary.
- ☑ Control weeds in cool season pastures.
- ☑ Begin grazing winter clover pastures when approximately 6 inches high. Rye should be 12-18 inches high.
- ☑ Check mineral feeders.
- ☑ Put bulls out for October calving season.
- ☑ Make up breeding herd lists if using single sire herds.
- ☑ Watch for calf scours.
- ☑ Give bulls extra feed and care so they will be in condition for breeding season.
- ☑ Make sure cow herd has access to adequate fresh water.
- ☑ Buy only performance tested bulls with superior records.
- ☑ Get taxes filed.
- ☑ Discuss herd health with you veterinarian and outline a program for the year.
- ☑ Review herd health program with your veterinarian regularly.
- ☑ Carry a pocket notebook to record heat, breeding abnormalities, discharges, abortions, retained placentas, difficult calvings and other data.
- ☑ Observe cow herd for calving difficulties.
- ☑ Watch for grass tetany on winter pastures.
- ☑ Increase magnesium levels in mineral mixes if grass tetany has been previous problem (if you are not already using a high magnesium mineral).
- ☑ Examine bulls for breeding soundness and semen quality prior to the breeding season.
- ☑ Vaccinate cows and heifers against vibriosis and leptospirosis prior to the breeding season.



A Bull is Worth?

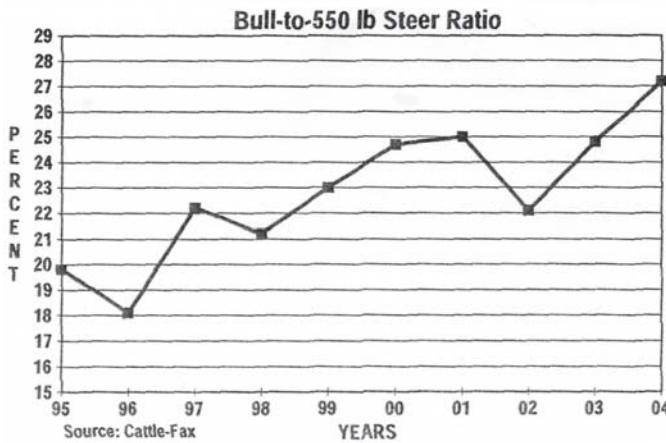
During bull buying season this is a question in many producers' minds.

What is a bull worth? An analysis of bull prices compared to 550 lb steer values over the past ten years suggests that it typically takes between 4 and 5 calves (between 20 to 25% of the bull value) to purchase a bull at the average price. (The bull price data is the annual average bull price from 10 respective breed associations averaged together over the previous 10 years, compared to the

Cattle-Fax annual average steer price.)

From 1995-2004 the calf price as a percentage of bull price averaged 23%, with a low occurring in 1996 of 18.1% and a high in 2004 of 27.2%. That percentage has increased in recent years due to a strong calf market that the bull market hasn't kept pace with.

Given the average 550 lb steer price for 2005 of \$128, this would historically suggest bull values would be in a range of \$2,700 to \$2,900 per head. If history repeats itself, that would have the average bull price at its highest levels in history. Given the fact that bull prices have not recently kept pace with calf prices, a more likely scenario would be for that spread to continue to widen and bull averages to be around \$2,500/head, still a historically high price.



SOURCE: Troy Applehans
Cattle-Fax
Englewood, CO
Phone: (800) 825-7525
Web: <http://www.cattle-fax.com>
Release - September 21, 2005



USDA Awards \$2.5 Million for Rural Youth Development

Agriculture Deputy Secretary Chuck Conner has announced that USDA is awarding \$2.5 million through the Rural Youth Development Grant Program, which

provides opportunities for rural youth to gain leadership skills.

“More than 4 million young Americans live in our rural communities,” Conner said. “USDA is committed to helping them learn and grow in agriculture so they can make a difference in their lives and communities.”

The grants were awarded to the National 4-H Council, Girl Scouts of the USA and the National FFA Organization to expand youth development programs, reach the needs of rural youth and involve youth in designing these activities.

These organizations currently reach more than one in three young people in rural America. Activities conducted through the Rural Youth Development Grant Program affect youth in 50 states.

USDA's Cooperative State Research, Education and Extension Service (CSREES) administers the awards to the organizations, who in turn distribute the funds to local programs on a competitive basis. In 2005, each organization received \$840,000.

These three organizations have 275 years of collective experience in serving rural youth needs, and they are equipped to help rural youth face issues in the 21st century. The Rural Youth Development Grant Program provides greater access to educational, leadership and service opportunities and resources so youth in 4-H, FFA and Girl Scouts are empowered to build strong communities.

CSREES helps advance knowledge of agriculture, the environment, human health and well-being, by supporting research, education, and extension programs in the Land-Grant University System and other partner organizations. For more information, visit <http://www.csrees.usda.gov>.

SOURCE: Ed Loyd
Phone: (202) 720-4623
Jennifer Martin
Phone: (202)-720-8188
USDA
Washington, DC
Web: <http://www.usda.gov>
Release - October 27, 2005

Compounds May Help Produce Juicier Meat

Getting a juicy cut of meat isn't always the easiest of tasks. Juiciness is governed by how much fat—called marbling fat—is woven within the muscles. But the likelihood of getting a juicy steak or chop may increase in the future, thanks to Agricultural Research Service (ARS) scientists who are studying a class of compounds that increase marbling fat in livestock.

ARS physiologist Gary Hausman and his colleagues at the Animal Physiology Research Unit in Athens, GA, in collaboration with University of Georgia researchers, developed a method that can increase marbling fat by as much as 3.5 percent by adding the compound as a feed supplement for swine.

Increased marbling fat improves meat quality factors such as flavor intensity, juiciness and texture. Decreasing fat in meats has been a goal of breeders in the past, but it results in meat that is not considered desirable by consumers.

Some of the compounds, called thiazolidinediones, are currently approved by the Food and Drug Administration for use in diabetic people to control glucose levels. However, none are currently approved by FDA for use in livestock with the intent of changing food composition.

In research studies, the compounds were mixed into livestock feed with relative ease during animal production. Most of the research focused on swine, but the compounds may also improve marbling fat in beef cattle as well.

Enhanced marbling fat would increase carcass value, benefitting the livestock industry and possibly



Juiciness is governed by how much fat is woven within the muscles, which is called marbling fat. This steak exhibits a desirable amount of marbling fat.

providing increased profitability for producers.

Other technologies exist for boosting marbling fat, but they are costly and the effectiveness varies. A patent for the new technology has been filed and foreign licensing rights are available.

ARS is the chief scientific research agency of the U.S. Department of Agriculture.

SOURCE: Sharon Durham
USDA/ARS
Beltsville, MD
Phone: (301) 504-1611
Email: sdurham@ars.usda.gov
Release - October 27, 2005



2006 American Farm Bureau Annual Meeting

*Sunday, January 08, 2006 -
Wednesday, January 11, 2006*

A city known equally well for its deep musical roots and as a cultural and learning destination will welcome Farm Bureau members this coming January. Nashville, Tenn., also known as “Music City, USA,” is the site for the American Farm Bureau Federation’s 87th annual convention, Jan. 8-11, 2006.

More than 5,000 Farm Bureau members from across the nation will gather in “Music City, USA” to learn more about the forces shaping today’s agriculture and participate in a grassroots policy setting process that will guide Farm Bureau through 2006.

“Nashville’s rich musical heritage is well-known, but Farm Bureau members also have the opportunity to experience this city’s unique dedication to fine arts and higher education, which has earned it the nickname ‘Athens of the South,’” said Jennifer Holdgreve, AFBF’s annual convention coordinator. “While visiting Nashville, farm and ranch families from across the nation have the opportunity to visit with old friends, make new friends and find out more about the current issues influencing the policies that directly influence their operations.”

Farm Bureau members attending the 2006 AFBF annual convention will be offered a broad range of

sessions, special events and entertainment. “It’s a full schedule, with something to suit the interests of every member,” said Holdgreve.

The annual Young Farmer and Rancher competitions, scheduled for Sunday, Jan. 8, and Monday, Jan. 9, are just one of many highlights on this year’s tentative agenda. Some of the nation’s top young farmers and ranchers will participate in the YF&R Discussion Meet, the YF&R Achievement Awards and the YF&am.

For further information or to make your reservations, please visit <http://floridafarmbureau.org/afbf2006.aspx>.

SOURCE: Florida Farm Bureau
Web: <http://floridafarmbureau.org/>



NIAA Launches Johne’s Disease Education Program

The National Institute for Animal Agriculture (NIAA) is launching a collaborative effort between industry and government to educate producers, veterinarians and others involved in dairy and beef production about Johne’s disease. The program is designed to help minimize risks and control Johne’s disease, a bacterial disease of the intestinal tract that cause ruminants to waste away. The disease is prevalent in cattle, but is also found in other ruminants. It is estimated to cost the dairy industry in excess of \$200 million annually.

“The National Johne’s Educational Initiative will enhance educational efforts about Johne’s by utilizing previously available information on the disease and coordinating the development of new materials that are needed,” says Dr. Ken Olson, Johne’s education coordinator for NIAA. “The goal is to control and reduce incidence of Johne’s in the U.S.”

NIAA is working with USDA on the initiative to implement a strategic plan developed by the National Johne’s Working Group, which is part of the U.S. Animal Health Association. The collaborative effort provides a focal point for collection and distribution of Johne’s

information, according to Olson.

“Through this initiative, we will be reviewing existing publications and information as well as identifying additional educational needs for producers and those who work with them,” says Olson.

The initiative will help producers in three key areas:

- Minimize the risk of Johne’s entering their herd through implementation of proven management practices;
- Reduce the economic impact in herds with the disease through enhanced management; and
- Eliminate Johne’s as a factor in dairy and beef production.

More information on the Initiative will be available on the Internet at www.johnesdisease.org. For further information, contact Ken Olson at kolson@animalagriculture.org.

SOURCE: Ben Richey
NIAA
Bowling Green, KY
Phone: (270) 782-9798
Email: brichey@animalagriculture.org
Web: <http://animalagriculture.org>
Release - October 6, 2005



The Florida Beef Quality Producer Program

Why is it Important to My Beef Cattle Operation? and How Can I Get Involved?

A series of upcoming meetings will be held to address these questions and many others. The Florida Beef Quality Producer Program is a cooperative program that has been developed by the University of Florida Beef Cattle Extension Group, the Florida Department of Agriculture and the Florida Cattlemen’s Association. The educational program is designed to update producers on Beef Quality Assurance (BQA). Florida has had an informal BQA program for 15 years and most producers are aware of the beef quality issues facing our industry like injection site blemishes and

bruises. With the current market situation, it is becoming increasingly important to not only be aware of what can be done to improve beef quality but it is also critical to DOCUMENT your beef quality practices and procedures. The demand for source verified, age verified, and process verified cattle is increasing and market access is certainly greater for cattle with a known and documented history. The Florida Beef Quality Producer Program will focus on these topics and many others including:

- Injection site management
- Avoiding residues from antibiotics, medicated feeds, chemicals, feed contaminants, feed toxins, ruminant by-products
- Foreign object avoidance
- Breeding and genetic selection
- Utilization of animal health products
- Cattle handling/processing
- Cull cow management

Most importantly, the training will focus on the Record Keeping that will help you DOCUMENT the beef quality practices on your operation. Producers who attend the meeting will receive the 140 page Florida Beef Quality Producer manual that outlines how a producer can implement a Beef Quality Assurance Plan on his/her operation. I would encourage all beef cattle producers to attend this meeting and I also recommend that all producers bring their cow crew. Beef Quality Assurance is everyone's job and it takes everyone to implement it properly

Meeting Dates for Florida Beef Quality Producer program:

Arcadia

November 16th - 10am-3:00 pm
Desoto Co. Extension Office
Contact: Jim Selph (863) 993-4846

Okeechobee

November 30th - 10am-3:00 pm
Okeechobee Co. Extension Office
Contact: Pat Hogue (863) 763-6469

Marianna

February 2nd - 10am-3:00 pm
Jackson Co. Extension Office
Contact Doug Mayo (850) 482-9620

Kissimmee

March 9th - 10am-3:00 pm
Osceola Co. Extension Office
Contact Randy Bateman (321) 697-3000

SOURCE: Todd Thrift
Phone: (352) 392-8597
Email: thrift@animal.ufl.edu
UF/IFAS, Department of Animal Sciences
Gainesville, FL 32611-0910

***America's Heartland* Highlights Cattle Industry's Role in U.S. Agriculture**

***PBS series features several episodes
on beef production***

Cattle and beef production – the largest segment of American agriculture – will play a prominent role in upcoming episodes of *America's Heartland*. This new weekly public television series profiles the people, places and processes of our nation's agriculture.

Over the next year, 20 episodes of *America's Heartland* will tap into - and strengthen - the ties that bind all Americans together: the love of our land and the respect for the people who live on it and make their living from it. Hosted by Paul Ryan, each episode will feature about five separate news segments.

The U.S. cattle industry is featured in several segments of the program, including:

- Ryan hosts a feature on the 800,000-acre King Ranch of Texas. The legend of this historic south Texas ranch is told through the experiences of cowboys who have ridden its vast stretches for decades. Viewers are also offered insights into the King family history and the Texas Longhorn cattle that this ranch helped introduce to America.

- Reporter Pat McConahay visits one of America's more unusual ranches, which has become a Florida tourist attraction. At the Babcock Ranch, an ancient livestock breed known as "cracker cattle" is raised along with alligators.

- Correspondent Craig Miller takes the audience to California to witness the use of global positioning system (GPS) technology to track cattle.

- Reporter Jason Shoultz introduces a Montana cattle breeder who mixes the rough-and-ready ranching lifestyle with high-tech science to build better stock.

- McConahay visits the scenic Wisconsin ranch of country music star Michael Martin Murphey, where running the ranch operation involves the entire family.

Jim McAdams, a Texas rancher and president of the National Cattlemen's Beef Association (NCBA), said cattlemen will be pleased to see a television series celebrating the heritage of the cattle industry, as well as the prominent role it still plays in the nation's economy.

"As a rancher, I will watch this series with great interest and anticipation," McAdams said. "But I am also grateful that the program offers urban folks the opportunity to learn more about farming and ranching and the role that agriculture played in building this nation."

John Braly, NCBA vice-president for industry and member services and an advisory board member of *America's Heartland*, also predicts the program will appeal to a wide audience.

"PBS stations in California carried a similar program called *California Heartland*," Braly said. "Other than *NOVA*, it was the most-watched PBS program in California. And, it was heavily viewed in some of the largest urban centers."

America's Heartland will be carried on at least 141 PBS affiliates, covering 40 percent of the nation's households. Viewers should check local listings for programs times, and can learn more about the program at <http://www.americasheartland.org>.

SOURCE: Joe Schuele
NCBA
Centennial, CO
Phone: 303-850-3360
Email: jshuele@beef.org



U.S. Cattlemen Support Senate Action on Japan

Senators Kent Conrad (D-N.D.) and Pat Roberts (R-Kan.) are introducing bipartisan legislation regarding the 22-month ban on U.S. beef going into Japan in effort to regain this valuable market for America's cattle ranchers. The bill calls for tariffs on Japanese products if Japan does not reopen its important domestic market to U.S. beef.

"U.S. beef is among the safest in the world," says Sen. Conrad. "There is no scientific basis for Japan to continue blocking our exports. If Japan does not accept our beef, we will impose tariffs to compensate for the damage they have caused our ranchers, who are suffering from Japan's trade embargo. The time has come for Japan to live up to its commitments and reopen its borders to American-grown beef."

"Despite the efforts of even the highest office in our nation's government, Japan continues to keep American beef out of their country," says Sen. Roberts. "This week, the Japanese Food Safety Commission again failed to reach an agreement to remove the blockade to U.S. beef imports. And to add insult to injury, four of the Commission's twelve members did not even show up. I am troubled that our negotiations with Japan have deteriorated to this point."

The Senate legislation will require the U.S. Department of Treasury to implement additional tariffs on goods grown, produced or manufactured in Japan unless the U.S. Trade Representative certifies that Japan has reopened its market to American beef by December 15, 2005.

"Cleary, Senate leaders are detecting the intense level of frustration from cattle producers across the countryside, and like us they are frustrated with the inactivity of the Japanese Food Safety Commission (FSC)," says National Cattlemen's Beef Association (NCBA) President and Texas cattle producer Jim McAdams. "We know the possibility of renewed trade with Japan is on the horizon, and we support any efforts from the Senate impelling Japan's FSC to expedite the process."

Cosponsors of the legislation include Senators Wayne Allard, (R-Colo.); Max Baucus, (D-Mont.); Kit Bond, (R-Mo.); Sam Brownback, (R-Kan.); Conrad Burns (R-Mont.); Saxby Chambliss (R-Ga.); Norm Coleman, (R-Minn.); John Cornyn (R-Texas); Larry Craig, (R-Idaho); Mike Crapo, (R-Idaho); Byron Dorgan, (D-N.D.); Mike Enzi, (R-Wyo.); Tim Johnson, (D-S.D.); Blanche Lincoln, (D-Ark.); Harry Reid, (D-Nev.); Ken Salazar, (D-Colo.); Jim Talent, (R-Mo.); Craig Thomas, (R-Wyo.); and John Thune, (R-S.D.).

“America produces some of the highest quality beef in the world,” says Sen. Thune. “Our standard for excellence is respected by nations worldwide, and Japan should be no exception. Our cattle and ranching industries are a source of pride for America and a key component of U.S. economic growth and global competitiveness. Japanese leaders must follow through with the good-faith commitment they made last year to resume imports.”

“Japan has chosen to ignore internationally recognized science and has instead based its food safety on emotional, politically-driven arguments,” says Roberts. “Free trade is a two-way street. More importantly, in the context of the pending negotiations in the Doha Round of the World Trade Organization, I urge my colleagues to support this bill because it sends the message to American producers that we will stand up for American agriculture in our trade negotiations.”

NCBA is urging members of the Senate to support this legislation and asking members of the House of Representatives to take up Rep. Jerry Moran’s (R-Kan.) House Resolution 137, which calls for the U.S. Trade Representative to immediately impose retaliatory trade sanctions against Japan if it continues to delay meeting its obligations as part of the understanding reached October 2004.

“I think I speak for all cattlemen when I say it’s time,” says McAdams. “Through NCBA, cattlemen have continued to loudly express their frustrations with this non-science based trade ban. These Senators’ leadership is appreciated.”

For more information from NCBA regarding the Japanese embargo, including a timeline of events, go to: <http://hill.beef.org/japan>.

SOURCE: Tanya Augustson
Phone: (202) 347-0228
Email: taugustson@beef.org
Karen Batra
Phone: (202) 347-0228
Email: kbatra@beef.org
NCBA
Centennial, CO
Release - October 26, 2005

Meat Export Board Joins Wal-Mart in China Pork Promotion

The United States Meat Export Federation joined forces with Wal-Mart’s Chinese store division to launch Wal-Mart’s first-ever U.S. pork promotion. The promotion, held in Wal-Mart’s new Shanghai store, featured sliced boneless butt and brisket, with in-store sampling, recipes and nutritional information about U.S. pork products.

According to USMEF, pork exports to China and Hong Kong have risen 12 percent through the first eight months of the year — to 48,101 tons — while the value has risen 18 percent to \$67.5 million.

USMEF also teamed up with the Nebraska Corn Board to promote Nebraska value-added pork in Japan. The promotion, Nebraska Pork Sausage Tasting Session, introduced Japanese meat buyers to high-quality Nebraska sausages, provided by Wimmer’s Meats, West Point, NE.

SOURCE: Pete Hisey
Email: phisey@meatingplace.com
MeatingPlace.com
Release - October 27, 2005

