

March 2006

In This Issue...

Beef Management Calendar	2
55th Annual Florida Beef Cattle Short Course	2
Johanns Announces Results of Investigation Into Ineligible Veal Shipment to Japan	5
Beef Checkoff Announces 2006 Summer Grilling Campaign	6
Date Set for Boxed-Beef Price Trial	8
Eyeing a Test for Barber Pole Worm	8



Dates to Remember

March

- 1** Florida & Georgia Dairy Road Show - Mayo, FL
- 2-5** Adult Horsemanship School - Welaka, FL
- 3** Florida & Georgia Dairy Road Show - Chipley, FL
- 4** NFBFG Spring Pasture & Hayfield Weed Control Workshop - Joe Hendricks Farm
- 4** Small Farms Livestock Conference II - Bartow, FL
- 7** Florida & Georgia Dairy Road Show - Tifton, GA
- 9** Florida Beef Quality Producer Program - Osceola Co. Extension Office
- 10-18** Sumter County Fair - Bushnell, FL
- 10-19** Firefighter's Indian River County Fair - Vero Beach, FL
- 11-12** Okeechobee Rodeo - Okeechobee, FL
- 11-17** Polk County Youth Fair - Bartow, FL
- 14** FCA / FCW Legislative Quarterly Meeting - Tallahassee, FL

- 16 - Apr 2** Miami-Dade County Fair & Exposition - Miami, FL
- 18** 12th Annual Circle A Ranch Red & Black Bull Sale - Iberia, FL
- 18** Small Farms Livestock Conference II - LaBelle, FL
- 21** Farm Bureau Day - Tallahassee, FL
- 24** 4-H & FFA Steer Carcass Contest - Bradford County Fairgrounds
- 25** State 4-H Hippology Contest - Orlando, FL
- 25-30** National 4-H Conference - Washington, D.C.
- 28-30** 20th Annual Reproductive Management School Polk County Ag-Center - Bartow, FL
- 28-31** NCBA Spring Conference - Washington, DC

April

- 1** State 4-H & FFA Livestock Judging Contest - Gainesville, FL
- 8** State 4-H & FFA Horse Judging Contest - Gainesville, FL
- 10** Panhandle Cattlemen's Association Meeting - Crestview, FL
- 20** 2006 Alachua County Master Cattlemen Program - Gainesville, FL
- 20** Goat, Sheep & Ruminant Production Workshop - Ft. Myers, FL
- 21-22** Escambia County GCA & NRA Spring Livestock Show - Escambia County 4-H Center
- 23-28** FCA Young Cattlemen's Tour - Kissimmee, FL
- 27** 2006 Alachua County Master Cattlemen Program - Gainesville, FL
- 29** State 4-H & FFA Meats Judging Contest - Gainesville, FL





Beef Management Calendar

March

- ☑ Fertilize pasture to stimulate early growth and get fertilizer incorporated in grass roots while there is still good soil moisture.
- ☑ Prepare land for summer crops.
- ☑ Begin grazing warm season permanent pastures.
- ☑ Check and fill mineral feeder.
- ☑ Observe bulls for condition and success. Rotate and rest if needed.
- ☑ Deworm cows as needed.
- ☑ Make sure calves are healthy and making good weight gains.
- ☑ Hang forced-use dust bags by April 1st for external parasite control or use insecticide impregnated ear tags.
- ☑ Identify, vaccinate, implant, and work late calves.
- ☑ Put bulls out March 1st for calving season to start December 9.
- ☑ Remove bulls March 22nd to end calving season January 1.

April

- ☑ Plant warm season annual pastures.
- ☑ Plant corn for silage.
- ☑ Check and fill mineral feeder.
- ☑ Check dust bags or apply treated ear tags.
- ☑ Check for external parasites and treat if necessary.
- ☑ Observe cows for repeat breeders.
- ☑ Deworm cows as needed if not done in March.
- ☑ Vaccinate against blackleg and brucellosis after 3 months of age and before 12 months of age.
- ☑ Market cull cows and bulls.
- ☑ Update market information and refine market strategy for calves.

May

- ☑ Remove bulls.
- ☑ Harvest hay from cool season crops.
- ☑ Plant warm season perennial pastures.
- ☑ Fertilize warm season pastures.
- ☑ Check mineral feeder.
- ☑ Check for spittlebugs and treat if necessary.
- ☑ Apply spot-on agents for grub and louse control.

- ☑ Check dust bags.
- ☑ Vaccinate and implant with growth stimulant any later calves.
- ☑ Reimplant calves with growth stimulant at 90-120 days, when you have herd penned.
- ☑ Dispose of dead animals properly.
- ☑ Update market information and refine marketing plans.
- ☑ Remove bulls May 21 to end calving season March 1.



55th Annual Florida Beef Cattle Short Course

The 55th Annual Florida Beef Cattle Short Course at the University of Florida will be held on May 3-5, 2006, at the Hilton University of Florida Conference Center in Gainesville, Florida. Beef cattle production in Florida is a dynamic and challenging industry. Every producer faces challenges regarding economics and marketing, resource utilization, and management decisions. These challenges are on-going processes that necessitate current information for decision making. The 55th Annual Florida Beef Cattle Short Course addresses these challenges that the beef cattle producers face on an everyday basis. The Wednesday afternoon program will begin at 1 pm with the focus on marketing and land resource utilization challenges. As the cattle cycle evolves, knowing where we are and where the market may be headed is always pertinent. In addition, this session will focus on a timely and important topic for the sustainability of the beef cattle industry. The beef cattle enterprise's land resources and the continuing issue of land use and value in Florida will be approached on a number of different fronts. The day will conclude with a reception and Allied Industry Trade Show, a great chance for cattlemen and allied industry representatives to interact and share information. The program Thursday addresses some of the management issues of beef cattle production. Nutrition, cow herd management, beef products, and beef product procurement systems will all be addressed.

These basic issues of beef production will be approached with improved production efficiency in mind. Lunch will generously be sponsored by Farm Credit of North Florida. The afternoon program moves outside to utilize the UF/IFAS, Beef Teaching Unit to demonstrate calf processing, cattle evaluation, and hay production techniques. Thursday evening is capped by the annual Cattlemen's Steak-Out, an opportunity to enjoy a prime rib dinner and time for conversation. On Friday morning, the program highlights the University of Florida's ongoing dedication to beef cattle production. Two concurrent sessions will showcase some of the current research efforts in the Animal Sciences and Agronomy departments that relate directly to the Florida beef cattle producer. Alternatively, that morning will be an opportunity for interested producers to attend a Florida Beef Quality Producer training session. Securing the ability and the resources to maintain the beef industry in Florida will continue to be a challenge. Utilizing new and innovative production practices to profitably produce quality beef cattle and beef products will be an important key to maintaining the opportunity we have to enjoy a profession and lifestyle in the beef industry.

Registration cost is \$90 per participant before April 21, and includes a copy of the Beef Cattle Short Course proceedings, trade show, refreshments, and Steak-Out ticket. Complete information, schedules, and registration can be found online at <http://www.animal.ufl.edu/extension/beef/bcscIndex.shtml>, or contact the University of Florida, Department of Animal Sciences at (352) 392-1916.

Agenda

"Meeting the Challenges of Preserving Our Land, Managing Our Cattle, and Feeding Our Consumers"

Wednesday, May 3, 2006

AM

11:00 Registration (Hilton UF Conference Center)

PM

"Marketing and Land Resource Utilization Challenges"

Presiding: *Tim Marshall*, Department of Animal Sciences, UF/IFAS, Gainesville, FL

- 1:00 **Welcome**
- *F. Glen Hembry*, Department Chairman and Professor, Department of Animal Sciences, UF/IFAS, Gainesville, FL
- 1:20 **Remarks**
- *Joe Hilliard II*, President, Florida Cattlemen's Association, Clewiston, FL
- 1:30 **Economic and Market Outlook for 2006**
- *Derrell Peel*, Oklahoma State University, Stillwater, OK
- 2:15 **Land Use Rights**
- *Marty Smith*, Bond, Arnett, Phelan, Smith & Craggs, P.A., Ocala, FL
- 3:00 **Refreshment Break**
- 3:20 **Alternatives in the Presence of Urban Encroachment**
- *Johnnie James*, Tedder, James, Worden and Associates, PA, Orlando, FL
- 4:15 **Incorporation of the Value of Ranches into Community Planning and Landscapes**
- *Phil Leary*, AICP, Governmental Affairs Consultant, Palatka, FL
- 5:00 **Panel Discussion/Response to Questions - Land Resource Use**
- *Johnnie James*, Tedder, James, Worden and Associates, PA, Orlando, FL
- *Phil Leary*, AICP, Governmental Affairs Consultant, Palatka, FL
- *Marty Smith*, Bond, Arnett, Phelan, Smith & Craggs, P.A., Ocala, FL
- 5:30 **Allied Industry Trade Show and Reception** - Several companies will have exhibits and representatives to answer your questions. Hors d'oeuvres provided compliments of the exhibitors. A cash bar is available for your enjoyment.

Thursday, May 4, 2006

“Management Practices to Optimize Production Efficiency”

AM

7:00 Importance of Organic Trace Minerals in Beef Rations

- Breakfast Sponsored by *Alltech, Inc.*

Presiding: *Jeff Carter*, North Florida Research and Education Center, UF/IFAS, Marianna, FL

8:30 By-Product Feed Utilization for Forage Diets

- *Matt Hersom*, Department of Animal Sciences, UF/IFAS, Gainesville, FL

9:15 Process Verification and Product Supply Coordination of Beef

- *Marcine Moldenhauer*, Cargill Meat Solutions, Wichita, KS

10:00 Refreshment Break

10:30 Cow Herd Decisions for Future Tough Times

- *Ron Gill*, Texas A&M University, Department of Animal Science, College Station, TX

11:15 Natural-Organic-Grass fed Beef Cattle Definitions and Regulations

- *Terry Houser*, Department of Animal Sciences, UF/IFAS, Gainesville, FL

PM

12:00 Leave for Lunch at UF/IFAS Beef Teaching Unit (Sponsored by *Farm Credit of North Florida* - Directions to be provided)

Presiding: *John Arthington*, Range Cattle Research and Education Center, UF/IFAS, Ona, FL and *Jerry Wasdin*, Department of Animal Sciences, UF/IFAS, Gainesville, FL

1:30 Demonstration and Discussion (Three one-hour sessions repeated with refreshment break sponsored by *Helena Chemical Company*)

• Feeder-Finish Calf Evaluation

- *Tim Marshall*, Department of Animal Sciences, Department of Animal Sciences, UF/IFAS, Gainesville, FL, UF/IFAS, Gainesville, FL and *Ron Gill*, Texas A&M University, Department of Animal Science, College Station, TX

• Calf Processing Techniques

- *Todd Thrift*, Department of Animal Sciences, Department of Animal Sciences, UF/IFAS, Gainesville, FL, UF/IFAS, Gainesville, FL

• Hay Harvest and Preservation Methods

- *Matt Hersom*, Department of Animal Sciences, Department of Animal Sciences, UF/IFAS, Gainesville, FL

5:00 Adjourn

6:30 Cattlemen's Steak-Out (Horse Teaching Unit)

Friday, May 5, 2006

University of Florida's Ongoing Dedication to Beef Cattle Production - Two concurrent sessions highlighting selected research at the University of Florida pertaining to beef cattle production and forage-grazing management. Participants may attend either session or pick individual topics of interest. Florida Beef Quality Producer program is an all morning single session focusing on quality assurance practices and record keeping.

AM

Session I

Presiding: *Dwain Johnson*, Department of Animal Sciences, UF/IFAS, Gainesville, FL

8:30 Cull Cow Finishing Performance

- *Jeff Carter*, North Florida Research and Education Center, UF/IFAS, Marianna, FL

- 9:00 **Cull Cow Meat Quality**
- *Alex Stelzleni*, Department of Animal Sciences, UF/IFAS, Gainesville, FL
- 9:30 **Johne's Disease Control**
- *Owen Rae*, College of Veterinary Medicine, UF/IFAS, Gainesville, FL
- 10:00 **Refreshment Break**
- 10:30 **Nursing Calf Deworming**
- *Jeff Carter*, North Florida Research and Education Center, UF/IFAS, Marianna, FL
- 11:00 **Early Weaning Performance and Health**
- *John Arthington*, Range Cattle Research and Education Center, UF/IFAS, Ona, FL
- 11:30 **Estrus Synchronization Protocols**
- *Joel Yelich*, Department of Animal Sciences, UF/IFAS, Gainesville, FL

Session II

Presiding: *Terry Houser*, Department of Animal Sciences, UF/IFAS, Gainesville, FL

- 8:30 **North and Central Florida Herbicide Application**
- *Jay Ferrell*, Agronomy Department, UF/IFAS, Gainesville, FL
- 9:00 **South Florida Herbicide Application**
- *Brent Sellers*, Range Cattle Research and Education Center, UF/IFAS, Ona, FL
- 9:30 **Getting the Most out of Bahiagrass Pasture Fertilization**
- *Cheryl Mackowiak*, North Florida Research and Education Center, UF/IFAS, Marianna, FL
- 10:00 **Refreshment Break**
- 10:30 **Grazing Programs Utilizing Florida Forages**
- *Lynn Sollenberger*, Agronomy Department, UF/IFAS, Gainesville, FL

- 11:00 **Perennial Peanut Establishment**
- ¹*Ann Blount* and ²*Martin Adjei*, ¹North Florida Research and Education Center, UF/IFAS, Marianna, FL; ²Range Cattle Research and Education Center, UF/IFAS, Ona, FL
- 11:30 **Pasture Fertilization**
- *Jerry Sartain*, Agronomy Department, UF/IFAS, Gainesville, FL

Session III

- 8:00 **All morning session - Florida Beef Quality Assurance Program**
- *Todd Thrift*, Department of Animal Sciences; *Max Irsik*, College of Veterinary Medicine; *Matt Hersom*, Department of Animal Sciences; UF/IFAS, Gainesville, FL; and *Jeff Carter*, North Florida Research and Education Center, UF/IFAS, Marianna, FL

PM

- 12:00 **Adjourn**

SOURCE: **Matt Hersom**
Phone: (352) 392-2390
Email: hersom@animal.ufl.edu

Dwain Johnson
Phone: (352) 392-1922
Email: johnson@animal.ufl.edu

University of Florida
Department of Animal Sciences
Gainesville, FL
<http://www.animal.ufl.edu>



Johanns Announces Results of Investigation Into Ineligible Veal Shipment to Japan

Agriculture Secretary Mike Johanns has announced the results of an investigation into the ineligible shipment of veal that was sent to Japan last month. He also released a comprehensive USDA report that details the

findings of the investigation and actions taken by USDA.

“The thoroughness of this report demonstrates just how serious we are about addressing this incident and providing assurance to our trading partners that our system is among the best in the world,” said Johanns. “I believe our actions fully address the facts that led to this incident and provide added protections on a broader scale to prevent similar problems in the future.”

The report, which totals 475 pages, establishes several facts surrounding the ineligible shipment, including noting that it posed no risk to human health. The report lays out the unique circumstances surrounding this shipment: it was the first shipment of veal sent to Japan; only two plants were certified to ship veal to Japan; and both of them were delisted before any other shipments were sent to Japan. In addition, veal had only recently been added to the U.S. export agreement with Japan.

The document relayed to Japan contains two distinct reports: an investigation by the Food Safety and Inspection Service and an audit by the Office of the Inspector General. In total, it contains eleven findings: five resulting from the FSIS investigation and six from a separate Inspector General’s audit, with the findings closely mirroring each other.

The report concludes that mistakes were made by the plants involved with the shipment and by USDA inspection personnel. Those mistakes resulted from a lack of understanding of which products were eligible for shipment to Japan. The ineligible product included veal with the vertebral column intact and veal offal.

In addition, the report concludes that FSIS inspection program personnel at the establishment were not sufficiently aware of the Agricultural Marketing Service (AMS) Export Verification program and should not have certified or approved the shipment of ineligible product to Japan.

USDA is taking several actions in response to the findings of this report, in addition to the actions that were announced on January 20, when USDA learned of the ineligible shipment. These actions go beyond the circumstances of this incident to incorporate further efficiencies and protections into the U.S. export system. These actions can be summarized as follows:

All FSIS inspectors who work in plants that are

certified to export beef are undergoing additional mandatory training to ensure they fully understand U.S. export agreements.

USDA will require plants to maintain a list of specific products they are certified to ship to any country, instead of a blanket export certification and that list will be kept readily available to USDA inspectors.

USDA inspectors in the plants will be notified of changes to a plant’s eligibility to export at three separate times in the certification process: when the plant applies for certification, when the plant is audited and when a plant is certified or delisted.

Final export certification cannot be completed until in-plant inspectors have undergone additional training, ensuring coordination between AMS and FSIS.

Initiating with the resumption of exports to Japan, USDA will require a second signature on every shipment of beef for export, unless a trading partner indicates a second signature is not necessary for U.S. exports to that country.

The report is available on the web at: <http://www.fsis.usda.gov>. Additional appendices to the report, which are not posted on the web, are available by contacting USDA’s Office of Communications at (202) 720-4623 or FSIS at (202) 720-9113.

SOURCE: **Terri Teuber**
Phone: (202) 720-4623
Ed Loyd
Phone: (202) 720-4623
USDA
Washington, D.C.
<http://www.usda.gov>
Release - February 17, 2006



Beef Checkoff Announces 2006 Summer Grilling Campaign

The Beef Checkoff Program is firing up the grill on its annual Summer Grilling campaign to ignite strong summer beef sales at retail.

Conducted on behalf of the Cattlemen's Beef Board, the 19-week program spans from May to Labor Day and is an integrated retail marketing effort that features all grilling cuts of beef, including the chuck and round, and incorporates the well-recognized tagline, "Beef. It's What's for Dinner."

"We're very excited to continue the Summer Grilling promotion for the fifth consecutive year, and have a variety of promotional initiatives planned to drive consumers to the meat case," said Randy Irion, director of retail marketing for the National Cattlemen's Beef Association. "This collaborative effort has grown significantly since it was first introduced in 2001, and we're pleased to be building on the success of past years to get Americans enthusiastic about grilling up beef this summer."

According to FreshLook data, last year's promotion helped drive total beef sales up nearly 4 percent on a dollar basis versus the same period in 2004, despite a slightly reduced supply. Dollar increases in light of a reduced supply is further indication of the strong demand for beef.

Partnerships are integral to the annual summer grilling promotion. Based on the successes of 2005, the Beef Checkoff Program will again team with Kraft Foods' A.1.[®] Steak Sauce and Marinades in 2006. This year, two freestanding inserts (FSIs) on May 14 and June 18 will offer \$1-off beef coupons with the purchase of A.1. Steak Sauce and Marinades. In addition, in-store \$1-off beef instant redeemable coupons will be featured on rolling racks of A.1. Steaks Sauces and Marinades.

Through Labor Day, the beef industry will run national radio advertising with retailer tags in the top 40 markets, which will reach more than 94 percent of beef's target audience. In addition to the radio advertising and summer promotion, two national print campaigns focusing on beef's enjoyment and nutrition messages will run in publications such as Food & Wine, Southern Living and Sports Illustrated.

The annual Sutter Home Build a Better Burger[®] program has also returned for 2006, with continued support from the beef checkoff. This year marks the 16th anniversary of the contest, which will feature the "Beef. It's What's for Dinner[®]" logo. With in-store

displays in 1,600 supermarkets, the Build a Better Burger program will be promoted extensively and culminate in a nationally recognized burger recipe contest on September 30 with a cash prize of \$50,000 from Sutter Home for the best beef burger.

Other key elements of the 2006 promotion include:

- A color food page in food sections of daily newspapers across the country, which will feature grilling recipes and ideas and reach an estimated 10 million readers
- Deskside visits with editors of top consumer magazines to discuss summer grilling opportunities for beef

As proven in past years' success, this year's promotion will span across the entire country, yet again extending its reach to target the nation's top markets. To ensure all key markets are able to participate, state beef councils will be providing significant support to broaden the promotion throughout their respective states.

These beef retail promotions are funded by America's Beef Producers through the \$1-per-head Beef Checkoff Program and coordinated on behalf of the Cattlemen's Beef Board and state beef councils by the National Cattlemen's Beef Association, which serves as one of the Beef Board's contractors for checkoff-funded programs.

SOURCE:

Randy Irion

Phone: (312) 670-9403

Email: ririon@beef.org

Amy Leviton

Phone: (312) 596-3506

Email: amy_leviton@chi.bm.com

<http://www.beef.org>

Release - February 14, 2006



**IT'S WHAT'S
FOR
DINNER.[®]**

Date Set for Boxed-Beef Price Trial

A federal jury trial date has been set to consider allegations that four of the U.S. beef industry's largest packers misreported boxed-beef prices to the U.S. Department of Agriculture in 2001.

The case, to be tried on April 3, 2006, was first filed two and a half years ago by cattle producers Herman Schumacher, Michael Callicrate and Roger Koch, who all sold cattle to the defendant packing companies — Tyson Fresh Meats, Cargill Meat Solutions, Swift & Co and National Beef Packing.

District Court Judge Charles Kornmann certified the case as a class action on behalf of all cattle producers who sold fed cattle on the cash market, and the trial follows motions by the defendants to have the case dismissed, which Judge Kornmann denied in January.

Under boxed-beef reporting laws, packers have to report twice daily to USDA certain cattle-price information. During the period in question, the packers are alleged to have underreported the price they were receiving for boxed beef, which had the effect of depressing the prices cattle producers received for fed cattle sold to the packers during the same time period.

SOURCE: John Gregerson
 Email: jgregerson@meatingplace.com
<http://www.meatingplace.com>
 Release - February 27, 2006

Eyeing a Test for Barber Pole Worm

A test in the form of a plastic card featuring pictures of the eyes of sheep may help thwart the spread of barber pole worm, *Haemonchus contortus*, a parasite of small ruminants that's becoming increasingly resistant to the chemicals used to control it.

The test, called the FAMACHA eye color chart, can help sheep and goat producers save money by allowing them to deworm only the animals that need it, according to Agricultural Research Service (ARS) animal scientist Joan Burke. This would slow the spread of chemical-resistant parasites through more efficient identification, treatment and removal of infected animals.

Barber pole worms are microscopic, blood-sucking pests that thrive in heat and humidity and induce fatal cases of anemia and "bottle jaw" disease in animals.

The worms' increasing resistance to control chemicals--a result of widespread use of treatments--now threatens the entire goat and sheep population of the eastern United States, according to Burke, at ARS' Dale Bumpers Small Farms Research Center in Booneville, Ark.

The test is named after its developer, South African livestock parasitologist Francois "Fafa" Malan. The chart shows five high-resolution photographs that focus on shades of redness of the inner eyelids of sheep. Pale inner eyelids can be indicative of the parasite's presence.

Burke, who's working with the Southern Consortium for Small Ruminant Parasite Control (SCSRPC) to find the most effective ways to use the test, warned that using the actual chart, and not copies, is essential for gaining accurate results.

The test was 92 percent accurate in a study Burke and other collaborators conducted on sheep and goats in Arkansas, Georgia, Louisiana, Florida and the U.S. Virgin Islands.

Information on obtaining the test is on SCSRPC's website, www.scsrpc.org. Nonveterinarians can purchase the chart only after being trained in its use.

SOURCE: Luis Pons
 Phone: (301) 504-1628
 Email: lpns@ars.usda.gov
<http://www.ars.usda.gov>
 Release - February 15, 2006