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Volume XXVI Number 5

August 2018



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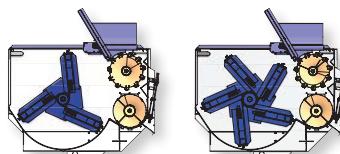


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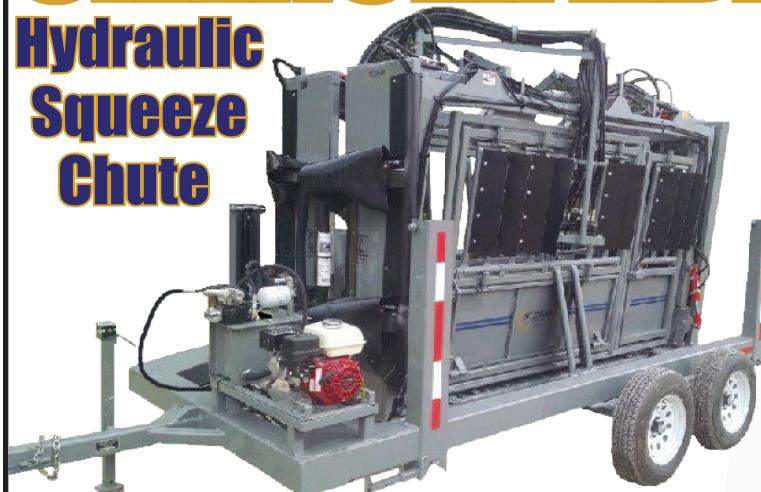
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# ZACTRAN®

By Merial (gamithromycin)

## 150 mg/mL ANTIMICROBIAL

NADA 141-328, Approved by FDA

For subcutaneous injection in beef and non-lactating dairy cattle only. Not for use in female dairy cattle 20 months of age or older or in calves to be processed for veal.

**Caution:** Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

READ ENTIRE BROCHURE CAREFULLY BEFORE USING THIS PRODUCT.

## INDICATIONS

ZACTRAN is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *Mycoplasma bovis* in beef and non-lactating dairy cattle. ZACTRAN is also indicated for the control of respiratory disease in beef and non-lactating dairy cattle at high risk of developing BRD associated with *Mannheimia haemolytica* and *Pasteurella multocida*.

## CONTRAINDICATIONS

As with all drugs, the use of ZACTRAN is contraindicated in animals previously found to be hypersensitive to this drug.

**WARNING: FOR USE IN CATTLE ONLY. NOT FOR USE IN HUMANS. KEEP THIS AND ALL DRUGS OUT OF REACH OF CHILDREN. NOT FOR USE IN CHICKENS OR TURKEYS.**

The material safety data sheet (MSDS) contains more detailed occupational safety information. To report adverse effects, obtain an MSDS or for assistance, contact Merial at 1-888-637-4251.

**RESIDUE WARNINGS:** Do not treat cattle within 35 days of slaughter. Because a discard time in milk has not been established, do not use in female dairy cattle 20 months of age or older. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

## PRECAUTIONS

The effects of ZACTRAN on bovine reproductive performance, pregnancy, and lactation have not been determined. Subcutaneous injection of ZACTRAN may cause a transient local tissue reaction in some cattle that may result in trim loss of edible tissues at slaughter.

## ADVERSE REACTIONS

Transient animal discomfort and mild to moderate injection site swelling may be seen in cattle treated with ZACTRAN.

## EFFECTIVENESS

The effectiveness of ZACTRAN for the treatment of BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* was demonstrated in a field study conducted at four geographic locations in the United States. A total of 497 cattle exhibiting clinical signs of BRD were enrolled in the study. Cattle were administered ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline as a subcutaneous injection once on Day 0. Cattle were observed daily for clinical signs of BRD and were evaluated for clinical success on Day 10. The percentage of successes in cattle treated with ZACTRAN (58%) was statistically significantly higher ( $p < 0.05$ ) than the percentage of successes in the cattle treated with saline (19%).

The effectiveness of ZACTRAN for the treatment of BRD associated with *M. bovis* was demonstrated independently at two U.S. study sites. A total of 502 cattle exhibiting clinical signs of BRD were enrolled in the studies. Cattle were administered ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline as a subcutaneous injection once on Day 0. At each site, the percentage of successes in cattle treated with ZACTRAN on Day 10 was statistically significantly higher than the percentage of successes in the cattle treated with saline (74.4% vs. 24% [ $p < 0.001$ ]), and 67.4% vs. 46.2% [ $p = 0.002$ ]). In addition, in the group of calves treated with gamithromycin that were confirmed positive for *M. bovis* (pre-treatment nasopharyngeal swabs), there were more calves at each site (45 of 57 calves, and 5 of 6 calves) classified as successes than as failures.

The effectiveness of ZACTRAN for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica* and *Pasteurella multocida* was demonstrated in two independent studies conducted in the United States. A total of 467 crossbred beef cattle at high risk of developing BRD were enrolled in the study. ZACTRAN (6 mg/kg BW) or an equivalent volume of sterile saline was administered as a single subcutaneous injection within one day after arrival. Cattle were observed daily for clinical signs of BRD and were evaluated for clinical success on Day 10 post-treatment. In each of the two studies, the percentage of successes in the cattle treated with ZACTRAN (86% and 78%) was statistically significantly higher ( $p = 0.0019$  and  $p = 0.0016$ ) than the percentage of successes in the cattle treated with saline (36% and 58%).

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# Fair Labeling

I've never milked an almond.

And I bet you haven't either. That's part of the argument the dairy industry is using to rein in what is called milk. Dairymen aren't asking for a new rule so that items like soy milk would lose its "milk" name. Instead they are asking the FDA to enforce a regulation already on the books.

The FDA's current standard of identity talks about milk being a product of a lactating animal. However in recent years, soy milk, almond milk and other white beverages have taken hold with consumers who see these products as a healthy version of what Elsie has been producing for decades.

This battle for the dairy industry is nothing new. It has lodged complaints for years about labeling violations of products called "milk," much to the yawn of the FDA. So when the FDA Commissioner Scott Gottlieb said in late July that his agency will soon begin enforcing standards of identity for milk, dairy farms across the nation uttered a big "finally" in unison.

It sounds as though the FDA has come around to enforcing their own rules, but truth be told it will take some time. The agency held a hearing in late July to get public input on enforcing existing regulations, so don't expect the almond milk commercials to change anytime soon.

But why should any of this make a difference to beef producers?

It's all about labeling. Lab grown "meat" products are rapidly catching the attention of consumers, and meat groups (think beef groups) are concerned the term "meat" might go the way "milk" has for the last several years. Outgoing Missouri governor Eric Greitens recently signed a measure prohibiting companies in the state from misrepresenting products as meat



that aren't "derived from harvested production of livestock or poultry."

With some analysts projecting lab-grown "meat" will be a \$5.2 billion global business by 2020, cattlemen need to pay attention to the plight of the dairy industry. It's time to legally define what can be called beef. NCBA president Kevin Kester said, "It is critical that the federal government step up to the plate and enforce fair and accurate labeling for fake meat. As long as we have a level playing field, our product will continue to be the leading protein choice for families..."

NCBA is requesting that the USDA (specifically the Food Safety Inspection Service or FSIS) be given jurisdiction over foods consisting of, or produced from cell cultures or tissue. Routing jurisdiction through the FSIS will provide greater protection against false and misleading marketing claims through questionable labeling, NCBA says.

But right now, another governmental agency is staking claim to regulating fake meat. Can you guess which one? The same one who hasn't been enforcing accurate milk labeling for the last several years – the FDA.

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Important Safety Information: For use in cattle only. Do not treat cattle within 35 days of slaughter. Because a discard time in milk has not been established, do not use in female dairy cattle 20 months of age or older, or in calves to be processed for veal. The effects of ZACTRAN on bovine reproductive performance, pregnancy and lactation have not been determined. Subcutaneous injection may cause a transient local tissue reaction in some cattle that may result in trim loss of edible tissues at slaughter. NOT FOR USE IN HUMANS. KEEP OUT OF REACH OF CHILDREN.

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- 6 Saves money





# UTILIZING DROUGHT STRESSED CORN FOR LIVESTOCK FEED

The game of “what-if” can be tricky. What if the corn crop becomes drought damaged this year? Am I prepared to utilize this forage? Drought-stressed corn will start to wilt and roll its leaves. If drought occurs for four days during the silking and pollination period—the early reproductive stages of the corn plant—as much as 40-50% drop in yield can occur. Cattle producers looking to make use of the drought-stressed corn may harvest it for forage but it should be done with a few considerations.

## Chemical labels

If harvesting corn as forage or grazing directly, check the chemical and pesticide labels applied to crops to ensure that the crop is cleared for forage and minimum pre-harvest interval (PHI) has been met.

## Nitrate poisoning potential

Drought conditions can prevent normal plant growth, thereby higher levels of nitrates can accumulate in the corn stalk. Livestock do convert nitrate to other nitrogen compounds in the rumen, but it is the amount consumed and time it took to consume the forage that becomes the issue. Feedstuffs testing high in nitrates can be used as part

of the ration if they are diluted with lower nitrate feeds. Talk with an extension educator or nutritionist about what could be blended and what ration could be balanced.

When harvesting drought-stressed corn as forage, options include:

### Feeding green

Green chop is chopping corn and feeding it fresh instead of first letting it go through an ensiling process. Nitrates accumulate in the lower 8-12 inches of the standing cornstalk in drought challenged corn. Setting the cutter bar higher and chopping the corn for green chop may lower the amount of nitrate fed. If feeding green chop, feed immediately after harvest and only feed the amount that the animals will consume in two hours. If green chop is left in the bunk or on the wagon, it can heat up and nitrate will be converted to nitrite. Nitrite is TEN TIMES as toxic as nitrate when fed to animals. Therefore, it is better to feed green chop 2-3 times a day to ensure that it is cleaned up quickly and not left sitting. If nitrate poisoning is suspected, remove the contaminated feed from the diet, provide a high energy feed such as

corn grain, and call a veterinarian immediately. Green chop may be a potential alternative for feeding some drought stressed corn, but one should do so with care.

### Feeding as corn silage

This method is the most widely preferred as the ensiling process reduces nitrate levels by as much as 1/2 to 1/3 as the gas escapes as nitrous oxide compounds from the pile. Moisture LEVEL is key as excess can lead to poor fermentation or reduced feed value. Proper moisture is 65% with a range of 62-68% moisture. Delay harvest as long as there is some green in leaf and stalk tissue. Proper ensiling technique is key to success. Below are a few articles on properly ensiling corn silage. Keys to successful ensiling and feedout can be found in the BeefWatch article “Silage Considerations” (<https://go.unl.edu/7jit>). It is also a good idea to test the silage before using in a ration for moisture, crude protein, TDN and Nitrate content to allow for proper formulation in a ration. Tips for obtaining a good sample are provided in the Neb-Guide <http://extensionpublications.unl.edu/assets/html/g331/build/>

g331.htm. YouTube videos from the Silage for Beef Cattle Conference (<https://go.unl.edu/jjoe>) will provide more in depth information on producing and using corn silage in cattle rations.

#### Baling corn stover for dry feed

If corn grain is minimal on drought-stressed plants and silage is not an option, baling the corn stover for feed is a final opportunity. Cut the stover at 8-10 inches above the ground when a little green tissue is present and allow to dry down to stover for baling. Nitrates still exist in the corn stover and do not decline as it does in the ensiling process, so caution should be used when feeding. Sending in a sample prior to harvest will allow an initial look at nitrate levels. If nitrate test comes back high and at a dangerous level, cut the plants higher, 8-12 inches off the ground.

#### Grazing drought-stressed ears

If mechanical harvest is not planned, one can graze the drought-stressed corn standing in the field. Caution should be made in turning cows out to unlimited access of the field. Seasoned cows will seek out the corn ears before forage, meaning the cow will have a high grain diet and an increased risk of acidosis. Ensure that cattle are acclimated by increasing the amount of grain consumed over a week. Cows should not be turned out hungry on drought-stressed corn but rather fill them up on low nitrate forage beforehand. Consider also feeding high quality hay as a supplement and then moving to the corn field for a period of time during the day.

Cross fencing and strip grazing areas will help to limit intake and reduce trampling while turned out on drought-stressed corn. Recall nitrates are an issue with higher concentrations noted as you move from top to bottom of the plant. Do not force cattle to eat lower portion of stalk as that is where highest concentration of nitrates exist. See the article "Graze Drought Stressed

Cornstalks CAREFULLY" (<https://go.unl.edu/m29r>) for more information on grazing.

Options exist for utilizing drought stressed corn, but one must look at his/her scenario to determine which situation would work well with the risk taken. Drought-stressed corn can be utilized in several ways with careful management and care in feeding.

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## PRODUCT INFORMATION

NADA #141-450, Approved by FDA

**Banamine® Transdermal**  
(flunixin transdermal solution)

Pour-On for Beef and Dairy Cattle 50 mg/mL

**BRIEF SUMMARY:** (For full prescribing information, see package insert)**Non-Steroidal Anti-inflammatory Drug**

Only for topical use in beef and dairy cattle. Not for use in beef bulls intended for breeding; dairy bulls; female dairy cattle 20 months of age or older, including dry dairy cows; and suckling beef calves, dairy calves, and veal calves.

**CAUTION:** Federal law restricts this drug to use by or on the order of a licensed veterinarian.**DESCRIPTION:** Each milliliter of Banamine Transdermal pour-on contains 50 mg flunixin (equivalent to 83 mg flunixin meglumine), 150 mg pyrrolidine, 50 mg L-menthol, 500 mg propylene glycol dicaprylate/dicaprate NF, 0.20 mg FD&C Red No. 40, and glycerol monocaprylate NF qs.**INDICATIONS:** Banamine Transdermal pour-on is indicated for the control of pyrexia associated with bovine respiratory disease and the control of pain associated with foot rot in steers, beef heifers, beef cows, beef bulls intended for slaughter, and replacement dairy heifers under 20 months of age.**CONTRAINdications:** NSAIDs inhibit production of prostaglandins which are important in signaling the initiation of parturition. The use of flunixin can delay parturition and prolong labor which may increase the risk of stillbirth. Do not use Banamine Transdermal pour-on within 48 hours of expected parturition. Do not use in animals showing hypersensitivity to flunixin meglumine.**USER SAFETY WARNINGS:** Not for use in humans. Keep out of reach of children. Flunixin transdermal solution is a potent non-steroidal anti-inflammatory drug (NSAID), and ingestion may cause gastrointestinal irritation and bleeding, kidney, and central nervous system effects.

This product has been shown to cause severe and potentially irreversible eye damage (conjunctivitis, iritis, and corneal opacity) and irritation to skin in laboratory animals. Users should wear suitable eye protection (face shields, safety glasses, or goggles) to prevent eye contact; and chemical-resistant gloves and appropriate clothing (such as long-sleeve shirt and pants) to prevent skin contact and/or drug absorption. Wash hands after use.

**In case of accidental eye contact, flush eyes immediately with water and seek medical attention.** If wearing contact lenses, flush eyes immediately with water before removing lenses. **In case of accidental skin contact and/or clothing contamination, wash skin thoroughly with soap and water and launder clothing with detergent.** **In case of ingestion do not induce vomiting and seek medical attention immediately.** Probable mucosal damage may contraindicate the use of gastric lavage. Provide product label and/or package insert to medical personnel.**RESIDUE WARNINGS:** Cattle must not be slaughtered for human consumption within 8 days of the last treatment. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows; use in these cattle may cause drug residues in milk and/or in calves born to these cows or heifers. Not for use in suckling beef calves, dairy calves, and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves.**PRECAUTIONS:** As a class, cyclooxygenase inhibitory NSAIDs may be associated with gastrointestinal, renal, and hepatic toxicity. Sensitivity to drug-associated adverse events varies with the individual patient. Patients at greatest risk for adverse events are those that are dehydrated, on concurrent diuretic therapy, or those with renal, cardiovascular, and/or hepatic dysfunction. Banamine transdermal should be used with caution in animals with suspected pre-existing gastric erosions or ulcerations. Concurrent administration of other NSAIDs, corticosteroids, or potentially nephrotoxic drugs should be avoided or used only with careful monitoring because of the potential increase of adverse events.NSAIDs are known to have potential effects on both parturition (see *Contraindications*) and the estrous cycle. There may be a delay in the onset of estrus if flunixin is administered during the prostaglandin phase of the estrous cycle. NSAIDs are known to have the potential to delay parturition through a tocolytic effect. The use of NSAIDs in the immediate post-partum period may interfere with uterine involution and expulsion of fetal membranes. Cows should be monitored carefully for placental retention and metritis if Banamine Transdermal pour-on is used within 24 hours after parturition.

Not for use in dairy or beef bulls intended for breeding because reproductive safety has not been evaluated.

**HOW SUPPLIED:** Banamine Transdermal pour-on, is available in 100-mL (NDC 0061-4363-01), 250-mL (NDC 0061-4363-02), and 1-L (NDC 0061-4363-03) bottles.

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# Cattlemen Press for USDA Oversight at Public Meeting on Lab-Grown Fake Meat

Danielle Beck, director of government affairs for the National Cattlemen's Beef Association, used remarks at a public meeting to advocate for U.S. Department of Agriculture (USDA) oversight of lab-grown fake meat products. Hosted by the Food and Drug Administration (FDA), the stated goal of the public meeting was to provide interested parties and the public with an opportunity to comment on the technology and regulations related to lab-grown fake meat technology. However, despite existing federal laws which designate USDA as the primary oversight body of lab-grown fake meat, USDA was not afforded a role in the public meeting.

"NCBA applauds the pointed questions FDA has posed regarding risks, hazards and manufacturing methods of lab-grown meat food products," said Beck. "However, the appropriate agency to ask the questions under discussion is the agency that will ultimately have jurisdiction over lab-grown meat food products. Any fair reading of the law places lab-grown meat food products within the primary jurisdiction of the USDA's Food Safety and Inspection Service."

Beck also explained why USDA jurisdiction is crucial for ensuring that lab-grown fake meat products are safe for consumers. Continuous

inspection that draws on the scientific expertise of USDA's Food Safety Inspection Service provides the most stringent oversight of any perishable meat food product.

"Critical food safety oversight objectives can only be accomplished if USDA complies with the law and asserts jurisdiction over cultured meat food products," Beck added.

Many promoters of lab-grown fake meat have claimed that USDA oversight of lab-grown fake meat is unnecessary because animals are not being harvested. In fact, USDA inspection is required for all federal meat plants, whether harvesting occurs or not. USDA inspectors provide daily oversight in facilities where meat is processed into products such as ground beef, hot dogs or deli meats.

There are many varied interests in regulating this technology, however at the hearing animal activist groups and technology groups were given equal amount of time to comment on lab-grown protein.

There is a push in the Trump administration, according to Beck, that would move all food regulation to the USDA, and refocus the FDA to more drug regulations.

"The law is clear," Beck said. "Any meat food product or byproduct should be regulated by the USDA. This turf war between these agencies needs to stop."



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**IMPORTANT SAFETY INFORMATION: NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN.** Only for topical use in beef and dairy cattle. Do not use Banamine Transdermal pour-on within 48 hours of expected parturition. Do not use in animals showing hypersensitivity to flunixin meglumine. Cattle must not be slaughtered for human consumption within 8 days of the last treatment. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows; use in these cattle may cause drug residues in milk and/or in calves born to these cows or heifers. Not for use in suckling beef calves, dairy calves, and veal calves. A withdrawal period has not been established for this product in pre-ruminating calves. Not for use in dairy or beef bulls intended for breeding because reproductive safety has not been evaluated. Copyright ©2018 Intervet Inc., d/b/a Merck Animal Health, a subsidiary of Merck & Co., Inc. All rights reserved.



# REGIONAL OPTIONS FOR BACKGROUNDING CALVES

Backgrounding can be vastly different from one region or operation to another, depending on climate and what's available as feed, says Terry Klopfenstein, Professor Emeritus, University of Nebraska. "This period in the calf's life is the staging factor for our industry. The feedlot hauls cattle to the slaughter plant every working day, so feedlots need a supply that can be finishing all through the year. The backgrounding phase determines how ready they are and when,"

Klopfenstein says.

"The most important part of this phase is taking advantage of local resources such as by-products. Grazing situations are great, and in certain parts of Texas, Oklahoma or Kansas, grazing wheat pasture is the norm. This is an economical and great way to background cattle, but limits you to a certain time of year," he says.

Summer grazing on grass is also limited. "In Nebraska we have two excellent resources—corn

residue that can be grazed and distillers grains that are a great supplement with corn residue. Distillers grains are relatively inexpensive because we have ethanol plants here," says Klopfenstein.

"When backgrounding, you must match the program (type of cattle) to whatever the resources are on a particular farm or ranch and it's more complicated than cow-calf or feedlot operations." Availability and price may vary, even from year to year, on what you can feed calves. In Nebraska, grass rental rates have risen, and grazing might not be the least expensive option.

"Some of the best backgrounders are cow-calf people who maintain ownership. Segmentation makes us less competitive as an industry; we are constantly negotiating price between cow-calf and backgrounder, between backgrounder and feedlot, between feedlot and packer. We are always trying to take advantage of someone else in the industry," he explains.

"If you background your own cattle or have them custom fed you are doing an integrated industry,



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getting away from that aspect. I like the combination of cow-calf and backgrounding because it spreads some price risk. You know your supply, and get the benefit of quality and health," he says.

Klopfenstein recently completed a study comparing weaned calves fed harvested crop residue and

distillers grains in a feedlot versus similar calves grazing brome. Cattle can perform well with either diet, but whether it pays off depends on several factors.

"Cattle production is ultimately about economics. We need to know how the cattle perform, and nutritional aspects of diet are important,

but none of that matters if what you do and what you feed is not economical," he says. A certain feeding program may make ►



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*Regional Options... from previous page*  
money one year and not another.

"We did our study over two years, comparing groups of backgrounding calves, then did an economic analysis. One year it was more profitable to have them in the feedlot, and the other year it was a lot more profitable to have them grazing."

Nutritional variability in pasture must be considered. "When we feed cattle in the dry-lot, we know exactly what they are getting (quality, and quantity). We can control these factors. When they are grazing, you don't know how much they are eating, nor the nutritional value of the forage. Feedlot studies are easier to do," he says.

"We figure 35 cents per day per animal for yardage in confinement, on average, to have the facility and do the feeding, haul out manure, etc. It costs more to care for them," says Klopfenstein.

"We figure 10 cents per day per

animal grazing—for monitoring them, supplying salt/mineral, moving temporary hot wire, etc. There's a difference of 25 cents per day, but it may vary. How intensive is the grazing and how much labor does it entail? If we assume 25 cents difference, the cost of feed in the dry-lot would have to be less than the cost of pasture. I calculated the cost of different feed ingredients, based on TDN (energy) value of the feed—the cost per pound of TDN," he explains.

"Corn silage is about 8 cents per pound of TDN, as economical as any harvested forage. Crop residue becomes more expensive because it doesn't have as much energy," he says.

"Distillers grains have more energy than silage or corn residue; it only costs about 7 cents per pound of TDN. Feeding some combination of silage and distillers grains would be a little less than 8 cents per pound of TDN," he says.

Determining value of grass for grazing becomes more complex. "In Nebraska it used to be about \$20 per pair, then during the drought of 2011-12 it jumped to \$60 per pair. Now it's about \$50," he says.

"If I estimate what that pair eats in terms of TDN, at \$50 per pair per month, it's about 9 cents per pound of TDN, which is more than the cost of corn silage and distillers grains. However, if it's \$30 per pair, that would be 5 cents per pound of TDN. When we try to compare grazing versus confinement feeding we have to consider the cost of grass, and whether it includes management of the cattle," says Klopfenstein.

What kind of performance you get on grass is another variable. "If you are not getting above 1½ pounds gain per day, grass becomes more costly in terms of profit. You are paying the same for the grass whether the cattle are gaining one or two pounds per day."

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# MONEYBALL

## Cattle Style

### Information at Your Fingertips



**REMEMBER** the movie MONEYBALL starring Brad Pitt? The philosophy of Pitt's character changed the way baseball players' skills are measured. What if

there was a similar way to take the guesswork out of buying cattle?

Well, maybe there is. It's called Cattle Krush, and it may just be the future of the industry.

"Cattle producers have been waiting for this type of technology," says Cattle Krush creator Dane Kuper. "They're good at raising cattle. Now they can be more effective in making business decisions."

Cattle Krush, like its partner Performance Beef, uses sophisticated algorithms to supply real time information in buying and selling cattle, with a direct connection to the Chicago Board of Trade feeder cattle, live cattle, and corn prices.

"Prices can fluctuate \$2-\$3 in the course of a day," says Kuper. "That can have a significant impact on profit."

Kuper says 75 percent of a cattle producer's income variation is due to market fluctuations. For some producers that can mean hundreds of thousands of dollars. Apps like Cattle Krush can help producers better manage their options. "It's about how well you do vs. how well your cattle do," says Kuper.

By entering animal profiles such as weight at sale and the target finish weight, Cattle Krush calculates the cost of gain, target finish date and rate of gain, feeder break even, and profit – based on the current Board of Trade prices and live futures.

"When buying, this changes the producer's ability to bid," says Kuper. "It automates and changes what he can pay, by taking the guess work out." But it's not just about price. There's more to buying the right stock than buying the cheapest; a buyer needs to select the right profile to fit the desired profit margin. The algorithms used can take the bias out of purchasing, basing decisions on hard facts.

The idea is gaining in popularity, with more than 500 users across the country coming on board in just 15 months since its introduction. "We've had outstanding feedback," says Kuper. "Producers, especially younger producers accustomed to ready access to real time information, have been waiting on this type of technology."



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The approach is not foreign to agriculture. Row crop producers are adept in the use of market technology and digital access to information. But the livestock industry is underserved, according to Kuper, who also created Performance Beef, a feedlot profit app that provides daily data and financial analysis on when to sell for optimal profit, as well as benchmarking against other producers.

"The use of this type of technology enables the small feedlot to be as good as the biggest one," says Kuper.

He emphasizes neither Performance Beef nor Cattle Krush make trades. "We are not a broker," says Kuper. "We just provide the data."

The technological advantage holds through the cattle production cycle. Both apps will notify the producer via text message when a group of cattle has reached optimal profitability. Up to 20 groups of cattle can be monitored at one time, and historical data assesses the profitability of any group type over the last 30 years.

"That's easy to lose track of profit goals in the day-to-day," says Kuper. "We want to make sure no opportunity is lost. The key is the real-time information in the calculations."

The new apps also allow for partner input. Nutritionists, vets, commodities brokers, absentee owners, can log in, ask questions, and help make decisions – all based on the same real time information. It even provides a printable report for the banker.

"Producers out there today are using their cell phones, I-pads and other mobile devices to manage their operations," says Kuper. "This is the way of the future. The evolution we've seen in row crop data use is on the verge of hitting livestock production. It's one more way we can make producers savvier at what they do and keep family farms in operation long term by increasing profitability. It's about enabling producers to make better, more effective decisions."



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# CREEP FEEDING

## *When Does it Pay?*

Creep feed is one of the most misunderstood, and perhaps overused, feeding strategies in cow/calf production. The “Hungry Calf Gap,” which is the difference between milk required by the calf and the amount of milk available from the cow, is typically used as a justification for selling creep feed, even when calf prices are low and feed prices are high.

There can be no argument that milk production and calf requirements diverge around 200-300 lb of calf weight; however, during that same period, calves are becoming fully functional ruminants, capable of converting the available forage resources to pounds of body weight. The available forage may be grass or a total mixed ration (TMR) in a drylot. Either way, creep feed is not the only source of supplemental nutrition. This is clearly evident by observing young calves in a drylot

as the creep feed is not causing any long term negative impacts.

Research into creep feeding has both proven and dispelled perceptions about the importance of creep feeding. Creep feeding does improve average daily gain (ADG) of calves. Research conducted by Oklahoma State University in the 1980's revealed an improvement in ADG between 0.17 and 0.25 lb/day. Additional research suggests a slightly higher rate of gain, up to an additional 0.75 lb/day, depending upon feed intake. Average feed conversion for calves consuming creep feed is between 5:1 and 7:1 lb of feed per extra lb gained. Generally, high protein creep feeds promote a better feed conversion rate because the added protein helps calves better utilize forages. High protein creeps also promote slightly lower creep intake, again improving efficiency. Whenever



where intake was either limited or unlimited. Average daily gain was not different between corn or soybean hulls; however, ADG was improved by at least 0.50 lb/day for the creep fed calves compared to no creep, depending on intake. When creep intake was limited, the efficiency of gain was improved by 33% over non-limited controls. Research indicates that creep intake of about 1.5% of body weight is maximally efficient for high protein, high fiber creep feeds. The same study by Faulkner demonstrated no negative impact of creep feeding on subsequent feedlot performance or efficiency. Creep feeding, especially with a high starch creep, increased quality grade by 5% over non-supplemented controls; however, the same result can be obtained with early weaning and feeding a higher starch diet.

Creep feeding is often turned toward during drought situations or in the case of young and/or thin cows. The expectation is that creep feeding will reduce milk intake, which is simply not true. If a calf consumed more feed but less milk, ADG would not change. Research from Oklahoma State University shows virtually no difference in

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**The main take away should be to use creep feed to add extra pounds on calves when that weight is more valuable than the cost of feed and feeding, as long as the creep feed is not causing any long term negative impacts.**

---

consuming TMR at the bunk with their dams. Please understand that the purpose of this article is not to discourage producers from using creep feed. Rather, the main take away should be to use creep feed to add extra pounds on calves when that weight is more valuable than the cost of feed and feeding, as long

possible, avoid high starch levels in creep feed because high starch levels in the rumen interfere with forage digestion, resulting in poorer overall feed conversion.

Faulkner et al. (1994) conducted a study where calves were creep fed with a corn-based supplement or a soybean hull-based supplement



milk consumption between creep fed and non-creep fed calves. It is true that creep feeding, especially with a high starch creep feed, will reduce forage consumption

by calves due to slower fiber digestibility and reduced passage rate resulting from a change in rumen microbial population. Since fine ground corn has a high starch availability, it should not be used and rolled corn should be used as an ingredient instead. High protein creeps will not reduce forage consumption like high starch creeps. The reduction in forage consumed by calves on creep feed is not likely high enough to have a major impact on pasture availability, especially in light of creep feed costs.

A major drawback of creep feeding is over fattening young calves, especially heifers. Research from Illinois State University (Buskirk et al, 1996) revealed that creep feeding has a negative long-term impact on heifer productivity. In this case, unlimited creep intake resulted in 0.60 extra lb/head/day of ADG. As a consequence, milk production of creep fed heifers after calving was

20% lower than non-creep fed counterparts. In accordance with milk production, calf weaning weight of their offspring was lower as well. ►

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*Creep Feeding... from previous page*

The take away from this data is to not creep feed replacement heifers, and if you must do so, limit feed intake of a high protein (14-16%) creep feed to avoid developing fat in the udder. Steers can also be over fatten, so extra care needs to be taken to monitor intake and to make sure the creep being used does not contain a large amount of grain. Besides negatively impacting heifer productivity, if calves are over fatten feedlot performance can also be reduced.

A major benefit of creep feeding is easing the weaning stress of home raised calves. It appears that calves who learn to consume concentrate feedstuffs prior to weaning, wean easier and start on feed more quickly. If creep feeders are used, with a limiter, simply pull the feeder in with calves for the first 5-7 days of weaning, and then begin adapting the cattle to the

bunk. This method allows the calf to consume needed energy and protein during the stressful period and may reduce some health problems. It is suggested to place creep feeders 30 days prior to weaning to acclimate calves to feed and to encourage reasonable feed consumption.

The ultimate decision to creep feed needs to be based on economics. We'll use the following assumptions: 7:1 feed conversion, \$250/ton creep feed, \$1.80/lb for a 600 lb calf. Based on these assumptions, it will cost \$0.88/lb of gain to feed creep, so each lb of creep consumption will save you \$0.92/lb on overhead and yardage.

This calculation does not take into account the labor, equipment and potential marketing (overfat cattle) problems potentially associated with creep feed or the increase in profit due to more pounds of calf



Dan Larson and Jordan Burhoop, authors

sold, so each producer must analyze those economics in their own herd. When choosing to creep feed calves, the producer needs to keep in mind the price slide on calves, as they will be marketing a heavier animal. In closing, don't assume creep feeding fits each operation. Rather, you should evaluate the decision critically, keep the pitfalls in mind, and carefully evaluate the economics when making the decision to creep feed.

For additional information, visit [www.gplc-inc.com](http://www.gplc-inc.com)



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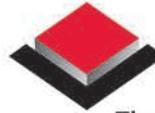
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# Feeding Quality Forum Breaks New Ground in 2018 in Sioux City, Iowa

## Reinvented Forum For Both Feedlot and Cow Calf Producers

In its thirteenth year, the 2018 Feeding Quality Forum (FQF) will be reinvented. Until this summer, it has focused on cattle feeders with one-day sessions repeated two days apart in Nebraska and the southern High Plains.

This year, a single Forum will address topics for all segments of the cattle industry in Sioux City, Iowa, on August 28-29. A diverse range of speakers have signed on to create an opportunity like no other.

“We’re going to have some topics stretch beyond where the ranch is today, and then there’ll be very practical topics that the cow-calf producer, the stocker and feedyard operator can take home and use tomorrow,” says Justin Sexten, Certified Angus Beef LLC (CAB) supply development director. Seven allied industry partners are sponsoring the event with CAB.

Presentations begin Tuesday afternoon as longtime FQF favorite Dan Basse of AgResource Company provides a global market overview. Then Nebraska and Kansas State University scientists look at vaccine timing and the advantages of a single step-up ration on feed.

Next, Air Force Reserves Commander and Diamond V technical services veterinarian Sam Barringer will share new ideas in management that address health challenges affecting the immune system, as a way to capture genetic investments on the ranch.

“Dr. Barringer comes with a diverse background of military medical experience in addition to his veterinary training,” Sexten says. “He will tell us how and what we feed cattle can influence the



immune system response beyond just using antibiotics and vaccines.”

Sexten notes two other speakers particularly unique to the forum: IBM Food Trust’s Nigel Gopie and Tyson Fresh Meats procurement team of John Gerber and Kevin Hueser.

“We’re going to have Dr. Gopie talk about where IBM is already using blockchain in segments of the food industry, and then look at how that technology might influence the flow of information from the ranch through the end product,” Sexten says.

“We’ll have the packers talking about how they merchandise beef – and direct their procurement team in buying cattle to supply their needs,” he says. “Not often do you get to hear directly from a packer, ‘This is what we want to buy and why we want to buy it.’”

Others will bring in topics like

genetic selection, vitamins and minerals, replacement heifer decisions, weaning and grid marketing.

Networking with other beef producers focused on quality across the supply chain stands as an added attraction at FQF, Sexten says.

Registration by August 14 costs \$100, after which they will be accepted as space allows for \$125. The fee covers all seminar sessions and the Industry Achievement Awards Banquet.

Meeting sponsors include Where Food Comes From, Roto-Mix, *Feed•Lot Magazine*, Tyson Foods, Intellibond, Zoetis, Diamond V and CAB.

Register online at [www.CAB-partners.com/events/fqf/2018](http://www.CAB-partners.com/events/fqf/2018). For more information, visit the website or call Marilyn Conley, 800-225-2333, ext. 298, or email [mconley@certifiedangusbeef.com](mailto:mconley@certifiedangusbeef.com).

# USDA Assists Farmers Impacted by Unjustified Retaliation

U.S. Secretary of Agriculture Sonny Perdue today announced that the U.S. Department of Agriculture (USDA) will take several actions to assist farmers in response to trade damage from unjustified retaliation. President Trump directed Secretary Perdue to craft a short-term relief strategy to protect agricultural producers while the Administration works on free, fair, and reciprocal trade deals to open more markets in the long run to help American farmers compete globally. Specifically, USDA will authorize up to \$12 billion in programs, which is in line with the estimated \$11 billion impact of the unjustified retaliatory tariffs on U.S. agricultural goods. These programs will assist agricultural producers to meet the costs of disrupted markets.

"This is a short-term solution to allow President Trump time to work on long-term trade deals to benefit agriculture and the entire U.S. economy," Secretary Perdue said. "The President promised to have the back of every American farmer and rancher, and he knows the importance of keeping our rural economy strong. Unfortunately, America's hard-working agricultural producers have been treated unfairly by China's illegal trading practices and have taken a disproportionate hit when it comes to illegal retaliatory tariffs. USDA will not stand by while our hard-working agricultural producers bear the brunt of unfriendly tariffs enacted by foreign nations. The programs we are announcing today help ensure our nation's agriculture continues to feed the world and innovate to meet the demand." **FL**



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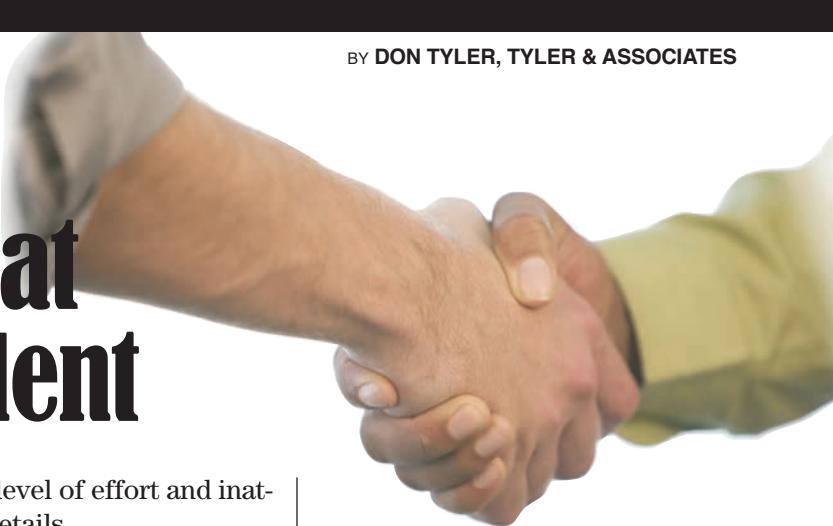
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# Personal Attributes That Require No Talent



Hiring the person that is the best fit for the job is hard to do and getting more difficult as fewer individuals want to work in the difficult conditions of a feed lot. Frankly, our industry is finding that we can teach many of the skills that are needed to be proficient in daily duties, but we're struggling to find people with the attitude needed to fit our desired company culture. Too often we find someone that has the right job fit and skills fit but we simply can't cope with their lack of dedication, inconsistent reliability,

fluctuating level of effort and inattention to details.

Here is a list of Personal Attributes\* that take no talent, skills, experience or education to be a great employee.

## Being on Time

Being on Time is the easiest and most essential part of the job, and one that an employee has complete control over. There are certainly times when child care falls through

\*Adapted from Bill Gross, Idealab.

at the last minute, transportation problems occur or other unforeseen situations arise, but dedicated employees will have backup plans that keep these times limited and the effect minimized.

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**Global Market Overview** – Dan Basse, President, AgResource Company

**Vaccine Timing for Feedyards: On Arrival or Delayed** – Brian Vander Ley, Great Plains Veterinary Education Center, University of Nebraska

**Limit Feeding a Single Step-up Diet to Save Labor and Enhance Cattle Efficiency** – Dale Blasi, Kansas State University

**Optimizing Genetics through Rumen and Immune Resiliency** – Sam Barringer, DVM, Commander - Air Force Reserves Medical Team

**Tyson Overview on Procurement and Sales** – John Gerber and Kevin Hueser, Tyson

**Blockchain: Application to the Beef Supply Chain** – Nigel Gopie, Ph.D., Marketing Leader for IBM Food Trust, IBM Blockchain

**Vitamin and Mineral Formulations: What We Learned from the Vitamin A Shortage** – Jeff Heldt, Micronutrients

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Personal Attributes... from previous page

**Effort**

Effort is measurable and is an indication of a person's desire to do an appropriate level of work. Even when a person lacks the experience, education or skills needed to do a job, putting in maximum effort will show they care about their work and putting in a full day.

**Being Coachable**

Being Coachable is a choice that shows management the employee wants to learn, which is a prerequisite for any personal or professional growth.

**Attitude**

Attitude is a choice every morning when we wake up, regardless of circumstances. If a paraplegic, someone fighting cancer, etc. can wake up in the morning and choose to have a great day, then just about anyone can.

**Passion For The Job**

Passion for the job can propel a good employee to a great one because these people take every opportunity to learn, grow, achieve tough goals and help to meet the long-term vision of the business.

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## Work Ethic

Work Ethic may be defined differently depending on the business and the culture of the company. This term captures the broad sense that the individual has hard work as a core value, will do the appropriate amount of work, show a high level of caring for our animals and their well-being, and avoids counterproductive habits.

## Body Language

Body Language is what we witness that they may not be aware of during communications. Their facial expression at hearing additional tasks to complete, their posture during an interview or in staff meetings, and the level of respect that they show to others is all revealed in their physiology. From smiles to eye-rolling, these facial expressions and other subtle cues provide us with important information about their true thoughts.

How do we screen for these traits during the hiring process? First, consider your current and former employees who possessed these traits and develop a list of their actions and behaviors that indicated these tendencies. Next, ask about them during reference checks and through conversations with others familiar with the candidate. Finally, look for them in the interview process. Be specific and ask for detailed examples of how they have expressed these traits in past jobs, different situations and other opportunities.

Throughout this process look for them in all your interactions with the person—face-to-face, on the phone, written communications, etc. Choice of vocabulary, proper language, posture, eye contact, promptness, dress, respect, self-confidence, politeness and other traits are very obvious when we make a deliberate effort to look for them.

*Don Tyler is Founder of Tyler & Associates Management Coaching. He can be reached at [dtyler@frontiernet.net](mailto:dtyler@frontiernet.net) or by calling 765-490-0353.*

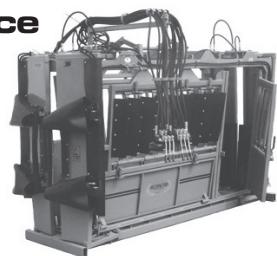
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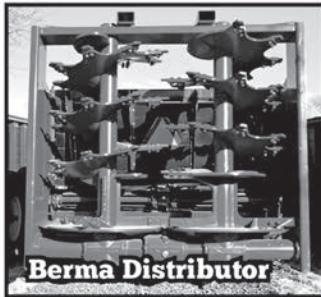
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FEED•LOT is published under  
ISSN 1083-5385

FEED•LOT (ISSN 1083-5385) is published eight times per year in February, March, April/May, June, August, September/October, November and December at no charge to qualified recipients, by FEED•LOT Magazine, Inc. 116 E. Long, Dighton, KS 67839. Periodicals postage paid at Dighton, KS 67839 and additional mailing offices. Non-qualifying subscription rates: \$55 per year within USA. \$80 per year for foreign, including Canada. Back issues \$10, including postage and handling. Please call FEED•LOT Magazine, Inc. for reprint and copy authorization, 620-397-2838. POSTMASTER: Send address changes to FEED•LOT Magazine, Inc. PO Box 850, Dighton, KS 67839.

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