

FEED LOT[®]

FEEDER INFORMATION HIGHLIGHTS

Volume XXIII Number 8

December 2015



\$5.00

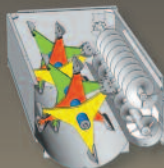


Blend Uniform Rations



Producers from Cow/Calf and Stockers to Commercial Feeders rely on Roto-Mix for the right feed mixer to fit their operation.

Our rotary feed mixers are available with a choice of rotor styles to better mix your specific kind of rations. Commercial series mixers are available in 540 to 920 cu ft. truck, trailer and stationary models.



Staggered Rotor Option
GeneRation II is ideal for feeding rations that require wet distillers grains.



3, 5 and 6-Bar Options
Rotary Mixer allows more leaves and particle length during mixing with hay.



www.rotomix.com

Call for more information! 620.225.1142





Greg Strong
Publisher
800-747-7575
greg@feedlotmagazine.com



Jill Dunkel
Editor
feedlot@st-tel.net
jill@feedlotmagazine.com



Annita Lorimor
Office Manager and
Production Manager
800-798-9515



Amy Marsh
Circulation Manager
Digital Assistant
circulation@feedlotmagazine.com



Robert A. Strong
Editor Emeritus

FEATURES

For National Sales Contact: Bob Bruncker, J.L. Farmakis, Inc., 48 Topfield Rd., Wilton, CT 06897
Email: bob@jlfarmakis.com / Sales Office: 203-834-8823

INDUSTRY ISSUES

Don't drag your feet — get BQA Certified	6
It's part of the story of responsible production	
Do you tell your story?	16
Only 1 in 49 Americans are close to agriculture	
Meet the leadership	18
Introducing new leaders in key cattle feeding states	
Does advocacy matter?	21
The industry should speak up for itself	
Tax credits for employee healthcare premiums	24
An update on the Affordable Care Act	

MARKETING

Export markets, expanded access critical	8
Randy Blach tells cattle feeders keys to future	

MANAGEMENT

Maximizing your New Year	10
Take advantage of a fresh start on the calendar	
Water woes	12
What does WOTUS mean for feed yards	

Feed•Lot Magazine

116 E Long, Dighton, KS 67839 • 800-798-9515
Email: feedlot@st-tel.net • Fax: 620-397-2839

MOLY MFG. COMPONENTS

for YOUR Operation--

Move 'em,
change'em
at the
drop of a hat--

Continues to
work & look like a
permanent system.



Remote controlled Turret Gate - Single/Dual Alleys
Transition - SILENCER Hydraulic Squeeze Chute
Hydraulic sorting gate - Hydraulic loading chute
Self-standing panels *designed to contour to terrain



(785) 472-3388
Use the Customization Tool at
www.molymfg.com
Find it on the homepage!

Playing offense

Issues. The cattle industry – like any other – has plenty of them. Government regulations, consumer perception and opinion versus facts on animal production are just a few. That's why *Feed•Lot* has dedicated the December magazine to industry issues. Not all "issues" are bad. But they do highlight areas that our industry needs to recognize and pay attention.

Consumers are hungry for information of where their food comes from. They want to know how it was produced, and with what inputs. What kind of life did the livestock that is now on their plates lead? What products were used to grow these cattle? Were they ever given antibiotics? Were the cattle comfortable? Where did they spend their time? Were they happy?

Just a few generations ago, most consumers had some basic agricultural knowledge. That is no longer the case. They are curious, and they are asking questions. The problem is, often people answering these questions don't know the facts. It's easy for these folks to find a platform

for their mis-information. And these "educators" have a large following. These "educators" include PETA, the Humane Society of the United States (HSUS) and individuals like "Food Babe."

Subway was in the news recently for pledging to go to a meat supply of animals that had never received antibiotics. This was not something they decided to do on their own. They felt pressure. In

writing this month's editorial, I decided to go to Food Babe's website to see exactly what information she was pushing. Interestingly enough, one of her big topics was asking followers to sign a petition to force Subway into using meat from animals that have never received antibiotics. Based on the company's actions, she obviously made an impact in the restaurant chain's thinking.



Photo courtesy of Erin Ehrlie, erinehnie.com

LBS LIVESTOCK SCALES
1-800-536-8438

- ❖ **Platform Scales**
(10 sizes/self-contained)
- ❖ **Single Animal Weigh Cage**
(self-contained)
- ❖ **Single Animal Scales**
(under squeeze chutes)
- ❖ **Portable Calf Scales**
(3 designs for various weights)
- ❖ **Hay Processor Scales**

"We can customize a system to meet your needs."

LBS Garden City, KS 67846
lbscales@gcnet.com

NTEP Approved
Certified legal for trade in ALL STATES

VAQUERO TRADING
CATTLE | BANDOLLO

YOUR #1
SOURCE AND PROVIDER
FOR MEXICAN CATTLE

CONTACT FOR IMMEDIATE OR FUTURE DELIVERY

ALVARO I. BUSTILLOS
abustillos@vaquerotrading.com
T. [915] 585.0797 C. [619] 312.7792

VAQUEROTRADING.COM
(500 W. Overland Suite 235 Ft. Worth, TX 76101)

The Original Blow-Hard Bunk Cleaner

End Your Bunk Cleaning Problems

- Never miss a feeding
- Works in any shape bunks
- Replaces men and shovels
- Fly spraying attachment available
- Over 32 years of proven performance

S&W Welding, Inc.
1-800-881-5510
402-372-5510
www.swwelding.com
References Available

Be Ready For Old Man Winter

Livestock producers also made an impression on Subway. Within hours of the Subway announcement, voices in the cattle industry spoke up with the information that beef sold in Subway stores IS antibiotic free because of the safety measures in place with withdrawal times and testing the meat supply. Did Subway want cattle producers to not treat sick cattle? Let them suffer a miserable death? Subway then clarified their stance on the issue, and I think the company was surprised by the backlash from agriculture.

Our industry had to play defense. Where's the offense?

We must share the story of agriculture and livestock production. Only two percent of the population is involved in agriculture. In simplest terms, one person involved in ag represents 49 who are not. Producers like yourself are the one, and likely you know 49 others who are not familiar with agriculture.

Sharing your story doesn't mean you have to build a fancy website to explain beef production. It doesn't mean you have to speak at public gatherings with a power point presentation on food safety.

But it does mean you can share your story in casual settings. It does mean you can talk to the

person sitting next to you on the airplane. Perhaps it means offering tours to school groups, providing a positive message of how your company cares for cattle. Maybe it means sharing photos of production on social media. There are many ways to share your story.

This volume of *Feed•Lot* focuses on several current issues of the livestock industry. Many of them have a central focus – advocacy.

We must speak up when it comes to political issues that affect agriculture. We must speak up when it comes to correct management practices and highlight our good works. We must tell others how we raise cattle in order to supply this country and world with a safe protein source. We must.

One in 49 has a direct connection to agriculture. Commit to share your story to 49 others. **FL**

Cattlemen's College Registration Open

The National Cattlemen's Beef Association's Cattlemen's College series will kick-off its 23rd year Jan. 26-27, 2016 in San Diego, Calif. Widely hailed as the premier educational event in the cattle industry, this series, sponsored by Zoetis, will feature speakers and live animal demonstrations that give cattlemen and women the tools to connect, learn and innovate.

Cattlemen's College will start off on Jan. 26, with an opportunity to listen to and question five of the most influential and dynamic experts in the beef industry through the session "Whole Herd Makeover: Cowboy Style." Industry experts will include Dr. Dave

Daley, Don Schiefelbein, Patsy Houghton and Tom Brink, with Dr. Tom Field moderating. Topics will range from expanding your cowherd with a vision, to genetics and animal health. This session will also feature live cattle demonstrations as these topics are explored in-depth.

Day two will feature another keynote speaker, followed by breakout sessions. Early registration for Cattlemen's College ends Jan. 4, 2016. Registration includes all Cattlemen's College sessions and the reception. A complete schedule and registration information are available online at www.beefusa.org. **FL**



Specializing In:

- Turn-Key Feedyard Construction
- Hog Site Construction • Complete Dairy Construction • Sprinkler System
- CAD Design • GPS Survey
- Slipform Concrete Feedbunks
- Dirtwork of All Types • Laser-Equipped Machinery • All types of Fencing

Phone: 800-536-2634

maxjantzexcavating.com



**Max Jantz
Excavating, LLC**

26503 Eleven Road • Montezuma, KS 67867



DON'T DRAG YOUR FEET! GET BQA CERTIFIED!

Beef Quality Assurance (BQA) certification has been around for a while, and thousands of producers have completed the program. Yet, there is still a large number of cattlemen and women who have yet to undergo the certification process. Associate Director of Beef Quality Assurance, Chase DeCoite, urged producers to take advantage of next year's upcoming free certification period and get BQA certified.

Even though you may already be doing all the right things, BQA certification is proof that our industry is dedicated to producing beef in a responsible manner, he said.

"BQA is used as the foundation of a much larger story of the beef industry," DeCoite explained. "It allows our industry to tell an honest, true story of how cattle are raised, building demand for beef. Consumers are increasingly concerned with how animals are raised. BQA is the basis of sharing that story with consumers."

He said that Beef Quality Assurance is the story the industry shares with retailers and regulatory agencies about the proactive approach producers take to ensure they are responsibly raising cattle. That includes the judicious use of antibiotics, ensuring adequate pen space, clean water, etc.

"You may think you are only one person, but you are one of many. The more producers we can get in that program, the better. Without you, our story diminishes. We need to keep momentum in the story of responsible beef production," DeCoite said.

Beef Quality Assurance certification is an ideal way to communicate

across the food supply chain that you're showing your commitment to quality to fellow producers, auction markets and retailers, said Melissa Sandfort, who works with the Beef Checkoff program.

"It's that stamp of approval," she said. "Being BQA certified is a source of pride. It shows other producers that you follow the BQA best management practices." In some states, gate signs are available, visually reinforcing producers' commitment to responsible beef production.

Although information in the training may be second nature to producers, the BQA certification process is a good refresher and also a great training tool for new employees.

"If nothing else, you might gain a new idea or adapt something in your operation," DeCoite said. "Maybe you'll pick up on something that could make you more profitable."

BQA certification is also a way to keep up with changing regulations, like the Veterinary Feed Directive. Evolving Best Management Practices and regulations are covered in the training and certification process, and certifications should be renewed every three years.

Individual Certifications

Individual training and certification is available in person or online.

"Go to bqa.org for certification information and select your state," DeCoite said. "The certification process is different in every state. There is web training on BQA principles, and producers can receive their certification online or through their state coordinator."

Videos are available on various BQA topics with individual modules geared to each segment of the industry. After each video, there is a short quiz on that information before producers move on to the next module. The certification can be done all at once or you can log in and save your progress as time allows.

In person training typically features four to six hours of instruction followed by a comprehensive quiz for certification.

"All of our states have BQA state coordinators who manage a network of trainers and typically host many training programs throughout the year," said DeCoite.

Feedyard Assessment

DeCoite said it is ideal for feedyard employees to be individually certified, but he also recommends feedyards complete a feedyard assessment and certification. Some states, including Texas and Kansas, offer extensive resources to complete the feedyard assessment; in others feedyard operators can complete a self-assessment.

"Yards should work with their state coordinator, and at completion of the program they are added to the feedyard assessment database. Packers can access this database to see what yards are participating in the program," he said. More information on feedyard assessments is available at feedyardassessment.org

A free certification period sponsored by Boehringer Ingelheim will be offered in the spring. Producers can complete the certification process anytime for a nominal fee at bqa.org.

FL



REWRITING THE BOOK ON BRD TREATMENT

Zelnate™ DNA Immunostimulant is a new chapter in BRD management.

Zelnate is the first licensed immunostimulant that aids in the treatment of BRD associated with *Mannheimia haemolytica*. By jumpstarting the innate immune system — which has been shown to provide a rapid, potent and broad protective response to infectious agents — Zelnate helps reduce lung lesions and mortality in cattle. Administer Zelnate at the time of, or within 24 hours after, a perceived stressful event.

visit zelnate.com for more information

This product is based on technology developed by Juvaris BioTherapeutics and is patent protected. Animal health applications are being exclusively developed by Bayer Animal Health and are the subject of Bayer patent applications.

©2015 Bayer HealthCare LLC, Animal Health, Shawnee Mission, Kansas 66201
Bayer (reg'd), the Bayer Cross (reg'd), Zelnate™ and It's not an antibiotic. It's Zelnate.™ are trademarks of Bayer. ZNT151142



ZELNATE™



It's not an antibiotic. It's not a vaccine. It's Zelnate.™

Export markets, expanded access critical says CattleFax CEO

More inventory and bigger cattle mean two things: Fewer imports and an increased importance of exports. That was one of the big stories out of CattleFax CEO Randy Blach's presentation at the Texas Cattle Feeders Association Convention in San Antonio Nov. 3.

He says 2 million cows have joined the nation's inventory over the last two years. Additionally, incentives to make feeders big will "continue to be a risk going forward."

"Let's be honest with each other," Blach says, "It is very, very important that we are able to grow these exports and get back to where we are exporting 3 million pounds and not 2.5 million pounds."

"We must stay focused on getting trade agreements done and getting expanded access. It's critically important to us as we look at the growth and production we are going to have across all of the meat segments," he adds.

One of Blach's slides offered a big dose of perspective.

It showed all of the protein the U.S. exports into key markets: Mexico, Japan, Canada, South

Korea and Greater China. At the top of the list is Mexico, to which the U.S. exports 3.8 billion pounds per year, or 30 pounds per person per year. To Canada, it's 36 pounds per person and Japan gets 15 pounds per person. Combined, Mexico and Canada get 30 to 33 percent of our beef exports.

"But then look at Greater China," Blach says. "1.4 pounds per person. How much difference would it make if we had expanded access to China? Would that start to change things? Obviously we are going through the grey market there, but that would be a bigger deal. Those are things that start to open up channels that can have an impact on these markets. Keep that in mind as we look down the road and be watching for some movement in some of those areas."

Also important to trade is the subject of currency values around the world.

Blach points out the places we ship our product to have had a 15 to 20 percent reduction in purchasing power.

"When you think about the



export volume we have across the U.S. — and these countries are getting that kind of a haircut because of the loss value of their currency, are they going to buy as much quantity? Absolutely not," he says.

Here in the U.S., though, the dollar is strong. Blach says the economy continues to do well and he sees a low risk of recession in the next 12 to 18 months.

One indicator the CattleFax team watches closely is the Bloomberg® Consumer Comfort Index.™ The index tracks the public's economic attitudes each week, assuming that if consumers feel good, they'll be spending more money and vice versa.

Blach says compared to 2014, consumers feel better and are now spending money. "It looks pretty positive."

For 2016, Blach's key take-home projections were:

- El Nino will likely mean a very wet three- to four- months in cattle feeding country. "Obviously that could take a lot of tonnage off these cattle."

- We're starting to see some improved traction on variety meats, which will help tremendously. Exports will likely be up 3 to 4

"We made 5.5 billion in the fourth quarter of 2013 through 2014. If you will look at where the futures are, right now through the end of the year, we will have given back 4.1 billion of it this year. That is the way it tends to happen...we have given back nearly all of the profits."

— Randy Blach
CattleFax CEO



percent next year.

- There will be more of everything in 2016 — beef, pork and poultry increases ahead.

- \$200-\$220 calves will be the norm from 2016 to 2017.

- 2016 corn prices will remain steady from where they've been over the last 12 to 18 months.

- Fewer hogs in China, the top market for bean exports, means softer prices. Blach doesn't think beans have bottomed out yet.

- Input costs shouldn't change much over the next year.

- Blach expects us to be up 700 to 800 million pounds in 2016. Most of that will come from mid-summer on.

- The cash market will probably spend a lot of time between \$140 and \$150 over the next six months.

Blach says he expects a lot of time "chopping a lot of wood" as the market finds its true value.

"These extremes that we have been going through, everybody is tired of them, aren't they? Up and down the channels. Nobody knows what to do when you have

markets moving \$5 and \$10 a hundred a week. Everybody sits on their advantages."

He says hopefully we will start to see a little bit of stability come back and those markets should recover some additionally as we move on into the first quarter of the year.

"Put this in perspective: We just came through the most profitable run in the history of our business," Blach says. "We made 5.5 billion in the fourth quarter of 2013 through 2014. If you will look at where the futures are, right now through the end of the year, we will have given back 4.1 billion of it this year. That is the way it tends to happen every cycle. I have been doing this about 35 years and after every major cycle I have seen, we have given back nearly all of the profits in the first 12 to 18 months after a cycle. This one doesn't look like it is going to be any different." **FL**

Sunshine therapy in San Diego!

SET SAIL for SAN DIEGO

CATTLE INDUSTRY
CONVENTION &
NCBA TRADE SHOW

January 27-29, 2016
San Diego, California

#BEEFMEET
www.beefusa.org

Beef Industry Council NCBA Beef Board National Cattlemen's Beef Association CattleFax



MAXIMIZING YOUR NEW YEAR

- How will we reduce our labor costs while continuing to pay competitive wages and benefits?

These sample questions provide a basic introduction to the issues that must be addressed to develop your strategy. It is essential for this discussion to have an open format, ensuring that all ideas are welcomed and that action steps are implemented.

Policies and Procedures

If you need to update your Employee Handbook, Performance Evaluations, Job Descriptions or Standard Operating Procedures, now is the time. Employees appreciate that these documents are modernized and kept up-to-date with current conditions and management practices.

Your Employee Handbook should have updated policies for Animal Welfare, Mobile Phone Use Limitations, Safe Equipment Operation, Guidelines and Limits for Social Media postings and activity, Media and Visitor Contact, Professional Behavior and Warnings about Anti-Ag Activists. Each of these areas has changed significantly in the last 3 years, so a review of these as well as your standard policies is essential.

Job Descriptions and SOP's need to be reviewed and updated to account for changes in your needs and procedures. If your Performance Evaluations are getting the desired results, stay with what you are doing. But if you feel that your process could provide better coaching, more engagement, additional motivation and better feedback, consider some adjustments to your standard process and the discussions you have with employees during these evaluation sessions.

Company Culture

Your company culture refers to the shared values, attitudes, standards and beliefs that characterize members of your organization and define its nature. It is rooted in the organization's vision, goals, strategies and structure. The essence of the company's culture is not contained in a document, but is realized in the work and social atmosphere seen in the day-to-day interactions between coworkers, leaders and the customers they serve.

Developing, reinforcing and enhancing company culture is growing more difficult. The variety of world-views, work ethics, work habits and personal interests in any given workforce can be quite broad, making it difficult to please everyone.

A well-established culture provides many benefits including a clear understanding of appropriate and inappropriate behavior, a vision that is fully comprehended by everyone, simplified decision-making, and employees that are engaged and empowered.

Begin by defining the core values that you and your employees feel are best for your business. Talk to your employees one-on-one to get their input on what they would like their preferred culture to be. Ask what they feel is currently positive in the culture, and what they would like to see improved.

You may not be able to put all these actions in place immediately, so select one or two that you feel will give you the most immediate results and implement the appropriate plan—and anticipate a great New Year!

FL

For assistance with these and other employee management issues contact Don Tyler; Tyler & Associates, at 765-523-3259 or e-mail: don@dontyler.com

Even though most people are reluctant to change, it seems that the New Year is the best time to introduce new policies and procedures, new strategies for improvement and to implement opportunities for personal and professional growth. I think this is even more prevalent in agriculture because we are accustomed to the closing of one farming season and the anticipation of another.

Here are a few areas where you might get the best “bang for your buck” if you want to maximize this annual opportunity:

Labor

Develop a Strategic Plan for Labor. The successful, forward-thinking business person has an overall Strategic Plan for their business that includes vision and mission statements, specific goals and timetables for accomplishing those goals. A shrinking labor pool, greater competition and rising benefit costs demand that we also have a strategic plan for our long-term labor needs. This plan should address these questions:

- Who will our labor force be in the next few years?
- How will we attract them?
- Who is our main competition for labor?
- How will we keep the good employees that we develop?

NEW DESIGN!

- * 100% ground hay
- * High tensile 5/8" auger tube
- * smooth hydrostatic control
- * 0-18rpm auger speed
- * low maintenance discharge
- * No bars to bend or break
- * Load from either side
- * No Dead spots
- * Inclosed drive box
- * Variety of Brands
- * Financing
- * Great Service
- * Delivery any where

HARSH

TRUCK/TRAILER MOUNTED FEED MIXERS



Roto Grind 1090/760



Schuler Twin MS725



KEAST ENTERPRISES

CONTACT THE KEAST TEAM TODAY!

800-480-2487



www.keastenterprises.com



*See us about our other product lines.

Selling to the farmer by a farmer.



WATER WOES

What WOTUS means in the feed yard

Thanks in no small part to beef industry efforts, the Environmental Protection Agency's plans to tighten its control over the Waters of the U.S. (WOTUS) is loosing steam.

But whether or not this version of the movement gains traction, the U.S. water supply will no doubt be the subject of ever-tightening regulation.

Producers need to be prepared for increased scrutiny of both water quality and quantity.

"Population is increasing. Climate is changing. The water table is dropping," says Dan Kraus, general manager of D&K Environmental, Inc., a Garden City, Kansas, excavation firm specializing in water resource and environmental services. "We're going to continue to see more demand and more restrictions."

Limited supply

For much of the Western United States, getting enough water is a challenge.

"I certainly know feedlot operators who would love to expand, but can't get the water to do so," says Kraus. In some states, regulation prohibits drilling new wells. In others, water rights can get hung up in courts for years, with a final decision coming down to how original water rights paperwork was filed.

"Regulations vary state by state," explains Kraus, "but one thing is for sure – if the federal government has control of the water, cities will take priority over livestock operations."

And that likely won't bode well for the cattle-feeding industry, where 15 gallons per head per day is required. As Kraus says, "that's a lot of water."

Kraus says there are things operators can do to be proactive.

"First of all, find out what your water rights really are. Watch the water tables. There's only so much water there, so plan ahead and conserve when you can."

In winter, it's common to let water tanks overflow to prevent freezing. Kraus says that practice can waste one gallon of water per minute – per tank.

Reclaiming and reusing that



"We were filthy with birds. You'd drive up the feed alleys and the sky would be dark. We put Bird Gard up before the bird season and they never came! We are installing Bird Gard in our other feedlots this year."

John Farley,
Innovative Livestock Services,
Great Bend, KS

Bird Gard products use digital recordings of alarmed and distressed birds, along with the sounds made by their natural predators, to effectively repel birds from feedlots and dairies. The thieving, disease spreading birds believe they are under attack and flee the area. Sophisticated randomization keeps birds from coming back. **GUARANTEED!**

TRY BIRD GARD FOR AN ENTIRE YEAR.

**IF YOU ARE NOT COMPLETELY SATISFIED WITH YOUR RESULTS
SIMPLY RETURN IT FOR A FULL REFUND OF YOUR PURCHASE PRICE.**

Bird Gard The World Leader in
Electronic Bird Control

www.BirdGard.com 888-332-2328

water is an option. Many feed yards are adopting the practice, and according to Kraus, it is likely to be a requirement in coming years. He says the most expensive element to a reclamation system is a connected drainage pipe system. "That's something feed yards really need to look at. It can be expensive to start, but will be cheaper in the long run as water supplies grow tighter." He says the average producer can recoup the expense in around five years.

Lagoon water can also be reused for limited purposes after proper filtration and chlorination. "Once water is mixed with waste in the lagoon it can't be used to feed livestock because of its nitrogen content," says Kraus, "but it can be used to wash floors and pens." Some may find a chlorination system to be beneficial when offset against increasing cost and limited availability. "It's only a matter of time before we run out, and the cost of pumping will only increase in the meantime."

Kraus says it is paramount feed yard operators learn to play by the rules, however unsavory they may seem. "Make sure you dispose of waste water and feedlot runoff in a legal fashion," says Kraus. "Excess nitrogen and phosphorous leaching into the aquifer will only make matters worse. And there won't be any leeway on the legal front for those who don't follow the rules."

He also encourages operators wanting to make improvements to do so now. Currently, the permitting timeframe for building a new three-acre livestock pond is around one year. Should the EPA enact increased WOTUS restrictions, Kraus says that could increase to two, possibly three years. "The bureaucracy will only get worse," says Kraus.

Plan ahead

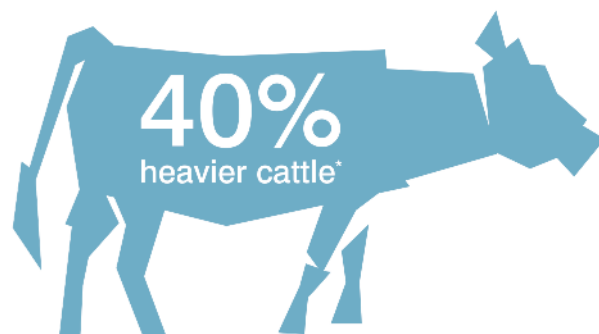
Even in places where water is plentiful most years, WOTUS is a common feature of ag gathering conversations. The Midwest is working to reverse the decade-old movement of cattle feeding to the West, and stricter regulation on drainage and feedlot run-off is not helping the cause.

Amana Farms, in eastern Iowa, added a 1,250 head monoslope facility this year, despite the bureaucratic hoops.

"Our new building is a good example of what's being done across the state," says Amana Farms Beef Manager Jon Haman. "Even with an EPA National Pollutant Discharge Elimination System (NPDES) permit we elected to expand by feeding cattle under roof. It's a risk you take in any business. Regulations will continue to change and you have to adapt to them or, sadly, your industry will pass you by."

John George says there are ways to mitigate that risk. "Hire a reputable, professional ag engineer for your project," says George, president and chief engineer at Agricultural Engineering Associates in Uniontown, Kansas. "This is not the time to take chances." ►

Big news in weight gain



Short video shows how the IDEXX SNAP® BVDV Antigen Test helped cut antibiotic use by 75%* and increase ROI with a healthier, heavier herd.

Get the full story at
idexx.com/weightgainFL.

Test with Confidence™

IDEXX

*Data on file at IDEXX Laboratories, Inc. Westbrook, Maine USA.
© 2015 IDEXX Laboratories, Inc. All rights reserved. • 107262-00-EN
All ®/™ marks are owned by IDEXX Laboratories, Inc. or its affiliates in the United States and/or other countries. The IDEXX Privacy Policy is available at idexx.com.



ANADA 200-495, Approved by FDA

Enroflox[®] 100

(enrofloxacin)

100 mg/mL Antimicrobial
Injectable Solution

**For Subcutaneous Use in Beef Cattle, Non-Lactating Dairy Cattle and Swine Only.
Not for Use in Female Dairy Cattle 20 Months of Age or Older Or in Calves To Be Processed For Veal.**

Brief Summary: Before using Enroflox[®] 100, consult the product insert, a summary of which follows.

CAUTION: Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian. Federal (U.S.A.) law prohibits the extra-label use of this drug in food-producing animals.

PRODUCT DESCRIPTION: Each mL of Enroflox 100 contains 100 mg of enrofloxacin. Excipients are L-arginine base 200 mg, n-butyl alcohol 30 mg, benzyl alcohol (as a preservative) 20 mg and water for injection q.s.

INDICATIONS:

Cattle - Single-Dose Therapy: Enroflox 100 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; and for the control of BRD in beef and non-lactating dairy cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, *H. somni* and *M. bovis*.

Cattle - Multiple-Day Therapy: Enroflox 100 is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni* in beef and non-lactating dairy cattle.

Swine: Enroflox 100 is indicated for the treatment and control of swine respiratory disease (SRD) associated with *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, *Haemophilus parasuis* and *Streptococcus suis*.

RESIDUE WARNINGS:

Cattle: Animals intended for human consumption must not be slaughtered within 28 days from the last treatment. This product is not approved for 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. A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

Swine: Animals intended for human consumption must not be slaughtered within 5 days of receiving a single-injection dose.

HUMAN WARNINGS: For use in animals only. Keep out of the reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation persists following ocular or dermal exposures. Individuals with a history of hypersensitivity to quinolones should avoid this product. In humans, there is a risk of user photosensitization within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. For customer service, to obtain a copy of the Material Safety Data Sheet (MSDS) or to report adverse reactions, call Norbrook at 1-866-591-5777.

PRECAUTIONS:

The effects of enrofloxacin on cattle or swine reproductive performance, pregnancy and lactation have not been adequately determined.

The long-term effects on articular joint cartilage have not been determined in pigs above market weight.

Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of edible tissue at slaughter. Enroflox 100 contains different excipients than other enrofloxacin products. The safety and efficacy of this formulation in species other than cattle and swine have not been determined.

Quinolone-class drugs should be used with caution in animals with known or suspected Central Nervous System (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation which may lead to convulsive seizures. Quinolone-class drugs have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. See Animal Safety section for additional information.

ADVERSE REACTIONS: No adverse reactions were observed during clinical trials.

ANIMAL SAFETY:

In cattle safety studies, clinical signs of depression, incoordination and muscle fasciculation were observed in calves when doses of 15 or 25 mg/kg were administered for 10 to 15 days. Clinical signs of depression, inappetence and incoordination were observed when a dose of 50 mg/kg was administered for 3 days. An injection site study conducted in feeder calves demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue and underlying muscle. In swine safety studies, incidental lameness of short duration was observed in all groups, including the saline-treated controls. Musculoskeletal stiffness was observed following the 15 and 25 mg/kg treatments with clinical signs appearing during the second week of treatment. Clinical signs of lameness improved after treatment ceased and most animals were clinically normal at necropsy. An injection site study conducted in pigs demonstrated that the formulation may induce a transient reaction in the subcutaneous tissue.

Norbrook Laboratories Limited,
Newry, BT35 6PU, Co. Down, Northern Ireland

101 March 2015

The Norbrook logos and
Enroflox[®] are registered
trademarks of Norbrook
Laboratories Limited.



Water woes... from previous page

George says while the USDA and EPA offer free advice, the interests of the feedlot owner are not necessarily their top priority.

He advocates seeking out independent technical service providers who stress technology and design based on an understanding of the science and compliance with current and future regulation.

A good design will consider soil erosion, application proximity to the facility, and the need for various nutrients such as nitrogen and phosphorous. George adds a good plan will be site and function specific, and will consider the transitional state of the industry.

Keep the pressure on

George also stresses the need for a professional who understands the need for advocacy with government agencies.

Haman agrees. "Legislators and policy makers need to take a common sense approach in a

collaborative effort with cattlemen to maintain our water quality," says Haman. "We all want the same things - clean water, air, and a better environment for our future generations. But government will have to learn some hard lessons as well. I certainly hope they don't regulate American agriculture out of being able to provide the food, fuels, other products we produce that have afforded us the lifestyle we've all enjoyed for so long."

It's likely political pressure from all sides will continue, as will producer awareness of the need for specialized facilities and sound water management.

The one thing they can't afford to do, according to Kraus, is nothing. "Livestock producers can't ignore this," he says. "They can't wait to react. We can't raise cows if we don't have water. Tomorrow's coming, so it's best they get their act together today."

FL



CATTLE MATS WITH PROVEN PREVENTION

Non-slip and durable cattle mats from Double D Mats make unforgiving surfaces comfortable for all your cattle.



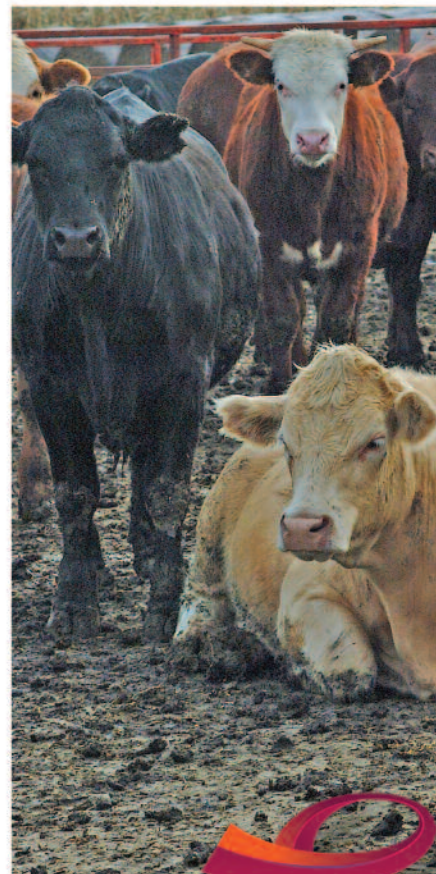
please contact us

p. 1.888.377.2879

w. DoubleDMats.com

THE WAIT IS OVER

ENROFLOX[®] 100 **NOW APPROVED** FOR SINGLE-DOSE
BRD TREATMENT & CONTROL
enrofloxacin



ENROFLOX[®] 100

enrofloxacin

Single-Dose BRD Treatment & Control

**Same Active Ingredient & Dosing Regimen as
Baytril[®] 100 in Beef & Non-Lactating Dairy Cattle**

Federal law restricts this drug to use by or on the order of a licensed veterinarian. Federal law prohibits the extra-label use of this drug in food-producing animals. Cattle intended for human consumption must not be slaughtered within 28 days from the last treatment. This product is not approved for 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 calves born to these cows. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal. Use with caution in animals with known or suspected CNS disorders. Observe label directions and withdrawal times. See product labeling for full product information.

www.norbrookinc.com

FOR VETERINARY USE ONLY

The Norbrook logos are registered trademarks of Norbrook Laboratories Limited
Enroflox is a registered trademark of Norbrook Laboratories Limited
Baytril is a registered trademark of Bayer Animal Health

0815-495-1018


Norbrook[®]

DO YOU TELL YOUR STORY?

Share your story of responsible beef production with those who don't understand where their beef comes from.



Only two percent of the United States is involved in agriculture. That leaves 98% who are removed. Removed from food production. Removed from animal agriculture. Removed from an accurate understanding of how their food is produced. Therefore, they hear and likely believe what they are told about food production.

There are plenty of so-called experts with newspaper columns, food blogs, websites, etc. who tell a story about food production. But often it is far from the truth. Today's consumers are hungry for information. If falsities about food production are the information they hear, how are they to know any different?

Incoming Kansas Livestock Association President Matt Perrier said one of the goals of his presidency is to convince producers to tell their stories. "The public perception of beef is a broad-based challenge," he said. "There's less connection to farming and ranching between urban and suburban consumers now more than ever."

"Until now, agricultural producers have not had to reach out and

tell our story. People saw it. If they weren't raising food in their own backyard, they saw it at grandma's house. But now there is obviously a disconnect between those who raise food and those who consume it."

Perrier said the reality of how beef is produced and people's perception of how beef is produced is different. "On our ranch, nearly every decision we make is based on science. Decisions on animal health products, nutrition, range

management...it's all based on science." However, consumers make food decisions on emotion, he said.

Buzz words like locally grown, hormone free, ethically produced...today those terms have little to do with science, Perrier added. "They have more to do with feeling and emotion, and that's become the driver of products purchased today."

Perrier believes that telling beef's story and being willing to

Looking for some references on beef production?

— Here are a few —

Facts About Beef – a Beef Checkoff-run blog – www.factsaboutbeef.com

Beef – It's What's For Dinner – another Beef Checkoff website with health facts, tips for purchasing, grilling and beef recipes – www.beefitswhatsfordinner.com

Sustainable Beef Resource Center – full of facts and resources on the sustainability of beef production – www.sustainablebeef.org/contact.shtml

BeefNutrition.org – also funded by the Beef Checkoff, this website includes information on how beef contributes to a healthy diet – www.beefnutrition.org

Beef Cattle Institute – powered by Kansas State University, the website's goal is to provide beef producers with the most current education, research and outreach available – www.beefcattleinstitute.org

show people how beef is raised is important in keeping the trust of the consumer. "We have to stand up and be counted. We need to come forward and say we are proud with how we raise cattle. We have nothing to hide," he said.

Some producers are starting to share their story, and livestock-related companies and associations are nudging them along. Elanco and Micro Technologies conducted a producer and feedlot manager meeting called the 4C Summit, where they introduced individuals who are sharing their story and are beef and agriculture advocates in hopes producers would step out and start sharing. One such advocate is Erin Ehnle.

Ehnle is known in social media circles as "Through the Lens of a Farm Girl." She uses photography to spread facts about agriculture production. Her creative images paired with truths about agriculture get shared by thousands on Facebook, Twitter and Instagram.

"I think we make up the greatest industry in the world as far as our community and our people," Ehnle said. "I believe we need to invest in our industry and protect our future."

Ehnle said that by producers sharing their story, they're letting people get to know them, like them, and ultimately trust them. "They care about that way more than they care about all the facts and the statistics. They want to know, like, and trust the person who's growing or raising their food. Producers can do that by telling a story."

To be successful, Ehnle said producers don't have to be great writers. "Your story can be a quote from an employee. Interview your workers. Interview your owners. You're introducing them to the people who grow and raise their food."

Sharing your story can take on many forms. It can be in the form of a blog, your business website, posting on social media, public speaking, giving tours or even educating school students. Educating consumers can be intimidating, but several web sites offer beef-related facts that producers can share.

Marketing professor and author

Jonah Berger said one of the biggest mistakes people can make is assuming others have the same knowledge as you. Making the assumption that people know how their food is raised has led the industry down a dangerous path. Others, like PETA, HSUS and Food Babe are sharing what they say is our story.

It's time to take a stand and share your story, your story of safe

food production. This trend is starting to catch on in the industry. Consider the best avenue that fits your business, your personality and your skills, and develop a plan to share.

Those of us in agriculture need to tell our story. Because no one else can tell it quite like we can.

For ideas and suggestions on telling your story, visit www.4csummit.com. **FL**



EVEN THE SMALLEST COMPONENTS CAN HAVE A BIG IMPACT

Every ration component plays an important role on overall performance and ensuring you provide the best beef product to the consumer. Consistent performance lies in the details.

Micro-Cell® probiotics are high quality feed additives that feature proven bacterial strains that help your cattle maintain an ideal intestinal balance.

Micro-Cell probiotics are a small yet critical component and another tool to help you produce a top quality product that consumers want.

According to research trials, the strain *Lactobacillus acidophilus* BT-1386 found in Micro-Cell probiotics has been shown to:

- Decrease shedding of *E. coli* O157:H7¹
- Reduce re-infection of *Salmonella*²
- Increase average daily gain³
- Improve feed to gain⁴

Probiotic strain *Lactobacillus acidophilus* BT-1386, available exclusively from Lallemand Animal Nutrition, was added to the 2015 pre-harvest production best practice (PBP) document released by the Beef Industry Food Safety Council (BIFSCO).



For information on Micro-Cell probiotics, visit www.LallemandAnimalNutrition.com.

1 Production Best Practices (PBP) to Aid in the Control of Foodborne Pathogens in Groups of Cattle. Beef Industry Food Safety Council Subcommittee on Pre-Harvest. Spring 2015. Accessed March 19, 2015.

2 Tabe ES, Oloya J, Doetkott DK, Bauer ML, Gibbs PS, Khaitsa ML. Comparative effect of direct-fed microbials on fecal shedding of *Escherichia coli* O157:H7 and *Salmonella* in naturally infected feedlot cattle. J. Food Prot. May 2008; 31(5): 539-544.

3 Lallemand Animal Nutrition. Unpublished. United States. 1996.

4 Hutcheson D and Lallemand Animal Nutrition. Unpublished. United States. 1986.

©2015. Micro-Cell is a registered trademark of Lallemand Animal Nutrition.

Not all products are available in all markets nor are all claims allowed in all regions.

LALLEMAND ANIMAL NUTRITION

Tel: 414 464 6440 Email: LAN_NA@lallemand.com

www.lallemandanimalnutrition.com



MEET THE LEADERSHIP

To navigate through issues, the livestock industry must have active, astute and business-minded leaders. These individuals either recently took office or will be inducted at their upcoming association meetings.

Tracy Brunner **NCBA President Elect**

Tracy Brunner is the 4th generation on his family operation located in Ramona, Kansas. He has served as president of his family corporation since its inception in 1988. Tracy manages the feed yard and the yearling grazing operation. He also oversees the cattle and grain marketing decisions, commodity risk management, customer relations, and financial reports. Tracy's family also operates a seed stock enterprise raising bulls and replacement heifers for many ranchers throughout the U.S.



Tracy graduated from Kansas State University in 1978 with a degree in Animal Science. Through the years he has held many leadership positions in the beef industry including; Kansas Livestock Association (KLA) President, KLA Executive Committee, Kansas Beef Council Executive Committee, KLA PAC Chairman, KLA Advisory Council and Kansas Governor's Agriculture Advisory Board.

Not only has Tracy been very active at the state level he has been active at the national level as well. He was the Policy Division Chair in 2009. He was on the Executive Committee from 2005 until 2009 and Tracy served on the NCBA Board from 1998-2011.

Tracy believes good cattle industry leadership focuses on working

together to help NCBA members achieve their goals of prosperity and maintaining their lifestyle, through profitable and sustainable farm and ranch businesses.

David Baumann **Texas Cattle Feeders Association**

The 2016 Chairman of the Texas Cattle Feeders Association (TCFA), David Baumann, is a devoted leader and passionate advocate for the future of cattle feeding and the U.S. beef industry as a whole. As general manager and partner at Dawn Custom Cattle Feeders, Baumann actively serves within the cattle industry and his local community of Canyon, Texas.



The TCFA Research Committee is where Baumann found his start within the Association beginning in 2003. Since that time, he has served on the TCFA Legislative and Regulatory Committee, TCFA Budget and Audit Committee and TCFA Executive Committee. He was also on the TCFA Board of Directors from 2009 to 2011, moving into the officer rotation in 2014. He currently sits on the National Cattlemen's Beef Association (NCBA) Board of Directors as well as the NCBA Cattle Health and Well Being Committee. He previously served on the NCBA Beef Production Research Committee from 2005 to 2012. He has participated in both the TCFA Leadership Program and NCBA's Young Cattlemen's Conference. Apart from TCFA and NCBA,

Baumann is active in his local community and youth programs.

David and his wife Randie have been married 17 years and have two sons, Slade and Thatcher. They are members of St. Ann's Catholic Church in Canyon, Texas, and enjoy attending junior rodeos where Slade and Thatcher compete in various events.

Barb Cooksley **Nebraska Cattlemen**

Barb Cooksley and her husband, George, are fourth generation ranchers in the Nebraska Sandhills near Anselmo. They have one daughter, Sara, who currently attends the University of Nebraska-Kearney. Barb participates in the day-to-day operations at the ranch alongside George and



their two nephews, Ben and Seth. Barb spends many days checking pastures on the ranch; checking cattle health, water facilities, distributing salt and mineral, evaluating grazing pressure and cutting cedar trees.

Barb is currently President-Elect of Nebraska Cattlemen (NC) association. She was a member of the Nebraska Stock Growers Association and has continued her activity in the beef industry. She has served as Chairman of the Natural Resources Committee for NC, served on the initial National Cattlemen Beef Association (NCBA) Board, served on the federal Invasive Species Advisory Committee (ISAC), a Western Governors

Advisory Committee on habitat. Barb is currently serving on Nebraska Cattlemen's Board, Nebraska Cattlemen's Foundation, the Governors Climate Assessment and Response Committee (CARC), Grazing Livestock Systems Board, Nebraska College of Technical Agriculture Statewide Advisory Committee, a board member of the Sandhills Task Force, and a member the Council for Agricultural Research, Extension, and Teaching (CARET) Board.

Barb attended the University of Nebraska-Lincoln for her bachelors and masters degrees in Agronomy – Range Science.

Barb began her 14 year career with the Soil Conservation Service as a range conservationist and district conservationist. She was also detailed to Denmark and Washington, D.C.

Matt Perrier

Kansas Livestock Association

Matt Perrier of Eureka, Kansas, takes the reins of the Kansas Livestock Association (KLA) at their yearly convention in December. Perrier was raised on the family Angus farm known as Dalebanks Angus. He graduated from Kansas



State University in 1996 and after graduation took a full time job working for the Pennsylvania Beef Council in foodservice

and beef promotion. That position led to an opportunity with the American Angus Association (AAA) where Perrier was regional manager based out of Fort Worth, Texas, and eventually in the AAA corporate office in St. Jo, Missouri. In the spring of 2004, Perrier and his wife Amy moved back to Dalebanks Angus to raise their growing family. ►

If Your Calves Aren't Ready, You Must Be

New options to manage stress and get calves on feed

As a cattleman, you are very familiar with stress – both from the pressures of managing day-to-day activities, and the heightened risks with today's high-priced calves. Now is the time to consider new strategies to combat arrival stress head-on, get calves on feed and maximize your return on investment.

You need to move quickly

Things kick into high gear when new calves arrive. Today's cattle market means the risk and reward is greater than ever before. Record prices also mean more calves are arriving to your operation with little or no preconditioning or backgrounding. The clock is ticking to get your calves on feed and past the critical arrival stress period with as few pulls as possible.

Calves that don't eat have a higher tendency of getting sick. This results in higher pull rates – or worse, greater mortality — and translates to more days on feed and dollars lost.

The times are changing

Old habits die hard, but having a proactive arrival plan can help reduce costs for treating sick cattle. Don't wait until the trucks arrive this fall – planning ahead and trying something now can help get your calves on feed and reach their genetic potential sooner.

One way to help limit the impacts of shipping and arrival stress is by feeding a proven probiotic — also known as a direct-fed microbial. Probiotics are natural, proactive alternatives to help improve overall cattle performance. Probiotics are not used to treat disease, but some have been shown to naturally prompt positive effects to the calves' overall well-being

and immunity while limiting the negative effects of stress.

Develop a ProTernative arrival plan

ProTernative®, *Saccharomyces cerevisiae boulardii* strain CNCM I-1079, is an active dry yeast from Lallemand Animal Nutrition. It is an example of a probiotic that has scientifically been shown to improve feed uptake¹, lower morbidity¹, lower mortality¹ and improve average daily gain² among stressed calves. ProTernative helps to balance microbes in the intestinal tract to get calves on feed, even during arrival stress.

In recent university trials, ProTernative significantly improved feed uptake during the receiving period, reduced BRD morbidity rates by about 40 percent and improved gain.^{1,2}

ProTernative is leading the charge by advancing feeding practices for arrival calves as an additional management tool before treatment.

A responsible choice

Cattlemen are always pushed to get calves on feed and gaining weight with the fewest setbacks. When you add ProTernative to your arrival protocol, your starter ration is taking action against stress with an advanced alternative to get calves on feed and have fewer pulls.

It's time to try something different – be proactive, be ProTernative.



SCAN HERE

See how one cattleman uses ProTernative to help naturally combat the impacts of stress, or visit IAmProTernative.com/feedlot for more information.



ProTernative®

©2015, PROTERNATIVE IS A REGISTERED TRADEMARK OF LALLEMAND ANIMAL NUTRITION. *NOT ALL PRODUCTS ARE AVAILABLE IN ALL MARKETS NOR ARE ALL CLAIMS ALLOWED IN ALL REGIONS.

¹ KEYSER SA, MC MENIMAN JR, SMITH DR, MACDONALD JC, GALYEAN ML. EFFECTS OF SACCCHAROMYCES CEREVISIAE SUBSPECIES BOULARDII CNCM I-1079 ON FEED INTAKE BY HEALTHY BEEF CATTLE TREATED WITH FLORFENICOL AND ON HEALTH AND PERFORMANCE OF NEWLY RECEIVED BEEF HEIFERS. J ANIM SCI. 2007(95):1264-1273.

² LALLEMAND ANIMAL NUTRITION. UNPUBLISHED. UNITED STATES. 1996.

LALLEMAND ANIMAL NUTRITION

Tel: 414 464 6440 Email: LAN_NA@lallemand.com

www.lallemandanimalnutrition.com



Meet the leadership... from previous page

When Perrier moved back to the Flint Hills, he started volunteering with KLA, serving on about every committee, dedicating a lot of time to the stock growers committee. He served as chairman in 2009, and he's served on the KLA board ever since.

As he takes command of the association, Perrier believes it's important for fellow ranchers to share their story with urban and suburban consumers. Whether it's issues with the EPA or marketing programs that pit one against another (natural vs. conventionally raised), he believes the public's perception has an impact. Perrier said it's vital that producers tell their beef story, stand up and be counted.

Charlie Swanson Oklahoma Cattlemen's Association

Charlie Swanson, Roosevelt, Okla. is a third generation cattlemen who ranches in Kiowa and Comanche Counties and is a lifetime member of the OCA. Charlie and his wife Mary Jan live on the family ranch east of Cooperton near the Wichita Mountains. They have two



sons, Chris and Clint, and six grandchildren.

Charlie graduated in 1972 from Oklahoma State University with a degree in Agriculture Education. For a brief time, he taught vocational agriculture and worked as an OSU Extension Director. From there he worked his way into banking to become a bank president in Hobart, Okla. He is currently the manager of Coop Services, a Lawton based Farmer's Cooperative.

As a producer of Angus-based commercial cattle and an active member of the Oklahoma Cattlemen's Association, Swanson has worked to monitor and influence government programs affecting people in agriculture, both positively and negatively.

Swanson said he and the association are particularly concerned about the "waters of the U.S" rule (WOTUS) scheduled to go into effect in August. WOTUS will give the EPA and the U.S. Army Corps of Engineers new authority over U.S. waterways by regulating "dry creek beds and ditches which are rarely wet except after a big rain. It will make those areas subject to federal regulation, preventing property owners from being able to use their own land," Swanson said.

Bob Patterson Colorado Cattlemen's Association

The 2015-16 president of Colorado Cattlemen's Association (CCA) was born and raised on a farm near Pritchett, Colorado. After leaving Colorado State University in 1956, he joined the United States Navy and visited some of the far reaches of the earth. By his own volition, he chose to return to the parched southeast corner of Colorado to build his legacy and raise a family in the shadows of the Mesa de Maya, just south of Kim, Colorado. Bob and his wife Bunny now operate the original Patterson family farm in Baca County, in addition to ranching atop the Mesa de Maya and its surrounding valleys.



His belief in supporting organizations that support his way of life weighed heavily in his decision to take a leadership role in his local cattlemen's affiliate. In 1996, he was elected as officer of Southern Colorado Cattlemen's and a decade later, Bob was elected to the board of directors of the CCA.

Like many in rural communities, Bob has always given much of his time and energy to support efforts that are reflective of what he believes. The Las Animas County Fair board, Lions Club, Kim Young Farmers Club, National Little Britches Rodeo Association, and Las Animas County Livestock Association have all benefited from many years of commitment from this conscientious rancher.

FL

INCREASE YOUR FEED CONVERSION & GAIN

11/10/14 at Bluegrass Sale Barn, Lexington, KY, Jim Dinklage purchased 32 lots of 90 hd, bawling, steer calves averaging 580 lbs. Cattle were vaccinated and drenched with Natur's Way MSE probiotic by barn vet Dawn Crouch, DVM. Cattle were shipped, but returned due to truck problems. Then reloaded on a different truck and again left for Nebraska. Temperature in Lexington was 65°. 1000 miles later cattle were received at J&D Feeders, Atkinson, NE in 0° weather. Cattle were given loose hay top dressed with MSE. Started on a grower ration containing dry probiotic. As of 2/1/15 cattle had exceptional gains and no health problems.



J & D FEEDERS
Jeff Hostert and
Doug Coburn,
Atkinson, NE




"NATUR'S WAY MSE PROBIOTICS MADE BELIEVERS OUT OF US"



NATUR'S WAY INC.

866-615-0299 • 785-548-5840



Does ADVOCACY matter?

The recent EPA WOTUS debacle is a classic case in point of the importance of effective political and bureaucratic advocacy. Most agricultural membership associations rely solely on their leadership, staff, and lawyers when engaged in advocacy initiatives, but I contend, with environmental matters, using the most competent resources available is in order.

After a stint as the Region 7 EPA CAFO Permits Coordinator after passage of the Clean Water Act (CWA), I commenced private sector business focused on helping ag producers deal with the new CWA regulations. I remember a meeting

with a group of influential leaders from ag membership associations, academia, extension, and USDA-SCS. Discussion focused on the requirement for every CAFO to apply for the EPA Feedlot Permit. The consensus in the room was that agriculture had no choice, as EPA said that was a requirement of the CWA.

There was only one other person in the room besides me who read the CWA to require a CAFO

to apply for an EPA Permit only if the CAFO had a discharge to the Waters of the U.S. Neither of us were considered credible in contrast to the leadership in the room who had accepted EPA's assertion. The rest is history as all CAFOs were coerced to go along with their leadership.

Thirty years later the Federal Appeals Court (2005) made an unequivocal determination that EPA cannot require permits of CAFOs ►

Virtually all agricultural advocacy groups can read and interpret proposed regulations, but there is no substitute for expertise and "in the trenches" experience.

Start Right. Finish Strong.™



Their job: Grow fast and stay healthy.

Your responsibility: Give them what they need to do their job.

Diamond V Original XPC™ helps get new cattle coming to the bunk, which helps keep them out of the sick pen, and optimizes rumen performance — all for about 5 cents per head per day.

They're worth every penny!

Ask for Original XPC in your starter ration.
The daily insurance they need to start right and finish strong.



©2014 Diamond V Mills, Inc. All rights reserved. Diamond V® is a registered trademark and Original XPC™ is a trademark of Diamond V Mills, Inc. | MADE IN USA

**START RIGHT.
FINISH STRONG.**

For more information call 800-373-7234 or visit www.diamondv.com



ANADA 200-591, Approved by FDA

Norfenicol®

(florfenicol)

Injectable Solution

300 mg/mL

For intramuscular and subcutaneous use in beef and non-lactating dairy cattle only.

BRIEF SUMMARY (For full Prescribing Information, see package insert.)

INDICATIONS: Norfenicol is indicated for treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni*, and for the treatment of foot rot. Also, it is indicated for control of respiratory disease in cattle at high risk of developing BRD associated with *M. haemolytica*, *P. multocida*, and *H. somni*.

CONTRAINDICATIONS: Do not use in animals that have shown hypersensitivity to florfenicol.

NOT FOR HUMAN USE.

KEEP OUT OF REACH OF CHILDREN.

Can be irritating to skin and eyes. Avoid direct contact with skin, eyes, and clothing. In case of accidental eye exposure, flush with water for 15 minutes. In case of accidental skin exposure, wash with soap and water. Remove contaminated clothing. Consult physician if irritation persists. Accidental injection of this product may cause local irritation. Consult physician immediately. The risk information provided here is not comprehensive. To learn more, talk about Norfenicol with your veterinarian.

For customer service, adverse effects reporting, or to obtain a copy of the MSDS or FDA-approved package insert, call 1-866-591-5777.

PRECAUTIONS: Not for use in animals intended for breeding. Effects on bovine reproductive performance, pregnancy, and lactation have not been determined. Intramuscular injection may result in local tissue reaction which persists beyond 28 days. This may result in trim loss at slaughter. Tissue reaction at injection sites other than the neck is likely to be more severe.

RESIDUE WARNINGS: Animals intended for human consumption must not be slaughtered within 28 days of the last intramuscular treatment. Animals intended for human consumption must not be slaughtered within 33 days of subcutaneous treatment.

Not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows as such use may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

ADVERSE REACTIONS: Inappetence, decreased water consumption, or diarrhea may occur transiently.

Manufactured by:
Norbrook Laboratories Limited, Newry, BT35 6PU, Co. Down, Northern Ireland.

The Norbrook logos and Norfenicol® are registered trademarks of Norbrook Laboratories Limited.



Does advocacy matter.. from previous page

that don't have a discharge. An estimated 70% to 90% of the CAFO permits in existence today could not be required by the CWA.

I believe that a critical environmental advocacy resource is the technical service providers (TSPs) who function "in the trenches" daily helping producers deal with rules, regulations, and bureaucratic over-reach. One outstanding group of TSPs, The Private Enterprise Foundation, represents over forty years of leading edge service to livestock agriculture across the U.S., with extensive experience and credentials in EPA and state environmental agencies, along with thousands of client specific interfaces with the regulatory bureaucracy. Such TSPs recognize when a regulatory agency or bureaucrat is over-stepping the statutory and/or technical/common-sense bounds of agricultural

environmental protection. Should agriculture ignore such resources when the need for effective environmental advocacy at the industry wide level is most critical?

Virtually all agricultural advocacy groups can read and interpret proposed regulations, but there is no substitute for expertise and "in the trenches" experience when it comes to discerning how proposed rules/regulations may be interpreted/misinterpreted by an "over-reaching" bureaucrat or agency. Failure to exercise insightful and diligent advocacy during world changing negotiations often constitutes "escorting the fox into the chicken coop."

Consider how different the regulatory landscape for CAFOs would be today if the industry had understood and advocated at the outset for EPA permits only where there is a discharge?

FL

A Hot Item for Feedyards This Year

Add Fat or Molasses to the Ration

This year the price of grain and hay have shown the benefits of fat and molasses in feedlot rations. But a critical factor in their use is the storage for fat or molasses. Palmer has been building a heated, sloped bottom, all welded steel tank for fat and molasses storage for over 25 years. The heaters, gas or electric, are in a heating chamber below the storage area. This prevents the products from scorching. The top of the heat chamber is the bottom of the storage tank, it is sloped so all fine solids flow with gravity out the bottom with the liquid ingredients.



Here's what nutritionists say:

- A good alternate source for energy.
- Gives some performance edge.
- Excellent for binding up fines in a ration
- Just generally dresses up a ration to look good and feed well.



WORTHINGTON INDUSTRIES

2814 West Jones Avenue • Garden City, KS 67846

Phone: 614-438-7953 • Fax: 614-438-3083

For all your storage tank needs Call toll free: 855-212-1867

BREAKING BRD

- Shorter Sub-Q Withdrawal Time Than Nuflor®
- Less Viscous and More Syringeable Than Nuflor®
- New Plastic Bottles Eliminate Breakage
- FDA-Approved for Sub-Q Use in Cattle at High-Risk of BRD
- Broad Spectrum Treatment and Control Against BRD
- Unique Formulation



*Data on file

www.norbrookinc.com

Observe label directions and withdrawal times. Federal law restricts this drug to use by or on the order of a licensed veterinarian. For use in beef and non-lactating dairy cattle only. Not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Animals intended for human consumption must not be slaughtered within 28 days of the last intramuscular treatment or within 33 days of subcutaneous treatment. Do not use in calves to be processed for veal. Intramuscular injection may result in local tissue reaction which may result in trim loss at slaughter. See product labeling for full product information, including adverse reactions.

The Norbrook logos and Norfenicol are registered trademarks of Norbrook Laboratories Limited. Nuflor is a registered trademark of Merck Animal Health.

1015-591-101E FOR VETERINARY USE ONLY



Tax credits for employee healthcare premiums

What is the latest on the Affordable Care Act

The U.S. Supreme Court in *King v. Burwell*, ruled the tax subsidies for health insurance provided by the federal government to citizens in the 34 states that have not established the health insurance marketplaces or exchanges were legal. That means, some six million people, including the nearly 3.5 million people in small-business plans and small business owners, feedlot operators, self-employed professionals and early retirees who depend on subsidized health care costs, will continue to receive them.

The subsidies, available to anyone who earns between 100 and 400 percent of the poverty level will, for many, continue to reduce the cost of insurance. Unfortunately, escalating insurance costs have already begun impacting some feedlot operators and others who do not qualify for subsidies.

It's safe to say the smaller the business the better the tax breaks and fortunate that the Affordable Care Act (ACA) measures "small" by the number of employees. After all, the ACA provides small feedlot

operations with insurance options, cost assistance and increased buying power via the Small Business Health Options Program (SHOP).

Small feedlots, those with fewer than 25 full-time equivalent (FTE) workers, paying average annual wages below \$50,000, qualify for tax credits to help pay employee healthcare premiums. Employers with 10 or fewer full-time employees, paying annual average wages of \$25,000 or less, qualify for the maximum credit of 50 percent. The amount employers do pay is tax

9500 COMMERCIAL GRADE VERTICAL SPREADER



- 20' – 24' – 30' Models (Spread fast and even)
- Wider profile for more capacity and better stability
- Massive vertical expellers create an explosive 30' to 40' pattern
- Three apron chain (std) 667XH



MEYER Manufacturing

1-800-325-9103 • Email: sales@meyermfg.com • www.meyermfg.com • Fax: 715-654-5513



deductible and can be carried forward or backward.

Retroactive to January 1, 2014, and through at least 2015, two percent shareholders in a stocker, cow-calf or feedlot business operating as an S corporation can receive reimbursement for their individual health insurance premiums. Even better, the S corporation will not be subject to the excise tax penalty if it correctly includes the health insurance premiums on the two percent shareholders' W-2. The

two percent shareholder must report the income as wages, but will be allowed to take a self-employed health insurance deduction.

Last year, many employers were shocked to learn that employee payment plans, plans under which they reimbursed employees for the cost of obtaining individual health insurance, violated the ACA rules, and they risked a \$100-per-day-per-affected-employee excise tax if they continued using the arrangements. The IRS is reportedly

reconsidering this penalty but it remains a threat.

According to a report from the Urban Institute, a Washington DC-based think tank, businesses are among those most vulnerable to today's steep healthcare cost increases. Skyrocketing healthcare costs are all-the-more reason for every feedlot operator to seek professional assistance in dealing with the complex, confusing and ever-changing ACA. **FL**

Natures Formula

Natures formula Feel Rite is a probiotic drench that aids in stressful times and helps deliver the proper microorganisms to the digestive system. It is recommended for arrival at feed lot to help the animals in time of stress so they can go to feed and water with out delay. This product will allow the animals to have an appetite with out using antibiotics and other drugs. A Probiotic supplement with an array of trace minerals and amino acids that helps with the break down of feed to a more digestible state so more nutrients can be uptaken by the animals. **FL**

Newport Labs Mycoplasma test

Newport Laboratories, Inc. has developed a new multilocus sequence typing (MLST) technique for *Mycoplasma bovis*, a significant cause of disease in cattle. The new technology represents a major advancement over the previous diagnostic process and will provide increased resolution and a better assessment of genetic variation that may be associated with antigenic, or strain differences. **FL**

Krone Rotary Rakes

Krone's new generation of Swadro rotary rakes include the Swadro Trailed Center (TC) and the Swadro Trailed Side (TS) models. The new rotary rakes are ideal for medium to large dry hay or silage producers who require even and consistent windrows. **FL**

Ranches that Endure and Prosper with Today's Technology ... Process and Blend Two Kinds of Hay
Floor Speeds Independently Controlled
Cut feed cost up to 50% or more!



- Tandem axle includes rocker-style suspension system
- Excellent for feeding heavy loads in rough terrain
- Cattle do better on a balanced ration
- Change the blend on-the-go
- Grain, silage and scale options



Patented

EZ RATION PROCESSOR
RCMR Inc.
ezration@ezration.com • Kim, CO 81049
800.242.9599 www.ezration.com

See pricing and feed cost calculator on our website!

SWIHART Sales Company
— S.I. Feeders —
mfg. by Schoessow, Inc.®
Free Delivery to most areas



FEED:
Silage, Round Bales, Square Bales,
Ground Hay, Total Mixed Ration

KNOWN FOR:
Quality, Strength,
Durability, Longevity



Also check out our Mist Sprayers



785-754-3513 or 800-864-4595
www.swihart-sales.com
7240 Co. Rd. AA, Quinter, KS 67752



Complete Working Facilities for Cattle and Bison

See our new innovative hydraulic chute.

National Distributor for Tru-Test Scales

**INFORMATION OR BROCHURES:
PEARSON'S INC.**
90 COURT ST.
THEDFORD, NE 69166
308/645-2231
www.pearsonlivestockeq.com

THE BATCH BOX GIVES YOU 1/3 MORE USE OF FEED TRUCKS WITH 1/3 LESS MAN HOURS

While the truck
is unloading the
loader is refilling
the Batch
Box.



**STREAMLINE YOUR
FEEDING WITH A
BATCH BOX**
402-564-1400

feedingsystems.biz

Feeding Systems, LLC
2500 E 23rd St. • Columbus NE 68601

SUMMIT TRUCK GROUP

We Carry the Full Line of
Kuhn Knight Mixers
Mounted on International
or Kenworth Trucks.



SUMMIT TRUCK GROUP
4354 Canyon Drive / Amarillo, TX 79109
800-692-4430 806-355-9771
www.summittruckgroup.com



A1 Mist Sprayers

Spray up to 140' Without Booms!

Poultry & Confinements
Cow/Calf & Dairy
Feedlots & Swine
Mosquito (West Nile)
Army Worms
Stink Bugs
Grasshoppers



SPECIALITIES
Livestock Spraying
Pasture Spraying
Tree Spraying



Now Offering
Organic
Pesticides



3PT Terminator

www.mistsprayers.com 877-924-2474

Bill's Volume Sales

SERVING YOU FOR OVER 50 YEARS

We Are Your Headquarters For New and Used Mixers



Sales & Service
SINCE 1963



www.billsvolume.com



PIERCE, CO
1201 Hope Avenue
Pierce, CO 80660
888-978-0019
970-834-1120

CENTRAL CITY, NE
East Hwy 30, P.O. Box 277
Central City, NE 68826
800-658-4375
308-946-2224
Fax: 308-946-2672

LEXINGTON, NE
75470 Rd. 435
Lexington, NE 68850
877-768-6649
308-324-7409

Shade-All

Cattle and Livestock Shade



Heavy Duty Ratchet Tightener and Reinforced all Four Corners

Approximately 5,000 lb. Base



Reinforced Center



SHADE-ALL BENEFITS AND FEATURES

- Durable 30' x 30' shade device
- Cheaper than putting up a new building
- Portable (Place anywhere in pen to keep cattle from congregating by water tank or bunks)
- Place away from water tank to prevent crowding
- Help keep cattle on feed and gaining
- Eliminates mud and mess caused by sprinklers
- Less property tax compared to a building
- Removable tarp in winter
- Covers approx. 65 head (1,000lb plus)
- 4 Inch heavy duty cargo strap helps keep stability and makes for easy assembly

WEST POINT IMPLEMENT & DESIGN, INC.

2074 So. Hwy. 275 / West Point, NE 68788

www.westpointimp.com

(402) 372-2408

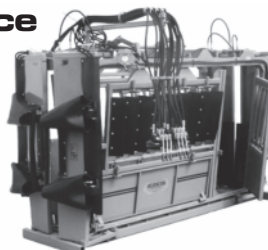
Here for you yesterday, today and tomorrow!



Sales & Service
SINCE 1983



Commercial Series
920-18



Silencer Commercial
Pro Model

BJM Sales & Service

3925 US Highway 60 • Hereford, TX 79045-7291

(806) 364-7470 • www.bjmsales.com



Dirks Earthmoving

Precision Land Forming

- Livestock Pen Shaping
- Lagoon Construction
- Conservation Practices
- Laser Equipped Site Preparation

Call Richard Dirks Toll Free

1-877-872-3057

Cell: 620-872-1793

dirksearthmoving.com

www.FeedlotMagazine.com

www.YourCattle.com

FEED-LOT eNews

YourCattle eNews



PROCESSING, SORTING and SHIPPING LAYOUTS



By World Famous Dr. Grandin
Originator of Curved Ranch Corrals

CUSTOM DESIGN SERVICE AVAILABLE

Curved chute with raised walking platform for safe working of the flight zone.

Drawings for gates, hinges, latches, chutes, sorting pens and loading ramp plus cattle behavior information.

BOOK OF LAYOUTS \$55 Check/MO
For Large & Small Operations

INSTRUCTIONAL VIDEO on low stress cattle handling.

DVD \$68 – DVD set includes additional Spanish video and picture CD

GRANDIN

LIVESTOCK SYSTEMS

3504 North Shields / Fort Collins, CO 80524

970-229-0703 / www.grandin.com

Manco MANUFACTURING, INC. **BUILT TO LAST
HEAVYWEIGHT SCRAPERS**



8012 SCRAPER

- Approx wt. 6900 lbs.
- 4x20 hyd cylinder/
replacable bushings,
2" cross pins
- 4x10 hyd tilt cylinder/
replacable bushings,
1 3/4" cross pins
- 3 1/2" axle tilt pins
replacable bushings
- 45 inch sides
- Back plate 3/8" standard,
1/2", 3/4" optional
- 31 inch dump height
- 15,000 lb. 10 bolt hub
spindles
- 3/4" sides standard,
1" optional

Manco Manufacturing, Inc.
43408 Road 786 / Oconto, NE 68860-1255
Phone: 308-858-4957
www.mancomanufacturing.com



**The First Hydraulic
Corral and still the
Largest!**

**3
sizes
AVAILABLE!**



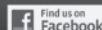
**VISIT
WEBSITE
FOR
VIDEOS**

Rawhide Processor by John McDonald

- Pull it on highway at speed limit.
- Fits through any gate your pickup will.
- Stable on uneven terrain.
- Wheels on each panel and electric over hydraulic jack eliminates lifting—saves time.
- Frame gates for sorting.
- Transport wheels are permanent, no sliding off the axles and rolling out of the way.
- Permanent sheeted adjustable alley.

RAWHIDE PORTABLE CORRAL

900 N. WASHINGTON ST. • ABILENE, KS 67410 • 785.263.3436
www.rawhideportablecorral.com



**BRUTE CATTLE
EQUIPMENT**



"Cattle Friendly – Performance Driven"

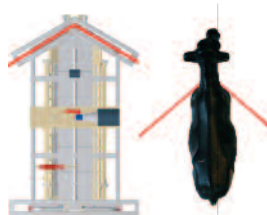


Brute Double Wedge
Alley Facility.

**Safe, Efficient, Strong,
The Brute Way!**

BRUTE STEALTH™

If the Chute Fits, Swear By It!



Improved chute design to improve
your cattle performance.



Process your cattle in the 21st Century

www.dodgemfg.com
Toll Free: 866-441-2555



Farm Credit

Ag. Your Business. Our Business. Partners.

FEEDLOT FINANCING

Farm Credit offers financing for...

- ◆ Facility and Land
- ◆ Operating Loans
- ◆ Customer Cattle and Feed
- ◆ Feed Yard Equipment
and Rolling Stock

Farm Credit of Southwest Kansas

Dodge City 800-799-6547 / Garden City 800-799-6549
Liberal 800-799-6553 / Scott City 800-799-6563

Farm Credit of Western Kansas

Colby 800-657-6048

High Plains Farm Credit

Dodge City 800-289-5370 / Hays 800-369-9625
Larned 800-864-4458 / Phillipsburg 800-815-8593
Pratt 866-672-1265

The Super Spreader

is a result of more than 40 years of industry experience and modern engineering.



A Better Manure Spreader

The only truly-modern, truck-mounted commercial manure and compost spreader.



Better Engineered and Built To raise the industry standard

- Load-Sensing Hydraulics
- Floors and chains that are built tough enough to stand the test of time.
- Parts and service you can depend on

Smart Hydraulic System

For ease of operation and improved longevity

Kick-Out Beaters

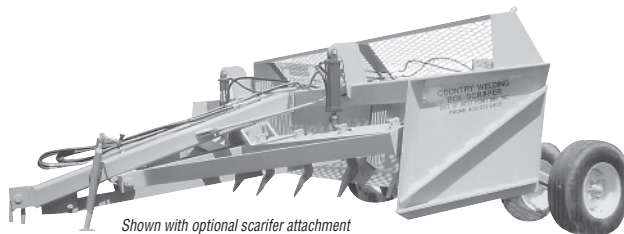
An improved design for reduced downtime and expense



PHONE
970-542-0640

Bruce Mohrlang
18990 CR 29
Brush, Colorado
bmohrlang@spreaderz.com

COUNTRY WELDING BOX SCRAPER



Shown with optional scarifier attachment

Benefits of this attachment is that it loosens hardened soil so blade can cut and remove excess soil and by products. This reduces cut and fill time by at least a third.

- Excellent for Leveling Feed Yards (especially in winter months for cleaning off frozen manure)
- Constructed from 1/2" Thick Steel and 6" x 6" Box Beams (weight is built-in, no need to add any)
- Complete with Dual Hydraulic Cylinders, Hoses and Tips
- Four 11L/16 10-ply Tires with 6 Bolt Hubs
- Standard with See Through Extension (allows for Easy See-Through Visibility)
- Swivel Clevis Hitch
- Available in 10', 12' and 14' Widths
- Lift Height at Blade Edge - 23"

**THE QUALITY
SPEAKS FOR
ITSELF!**

COUNTRY WELDING

690 Highway 275 / Wisner, NE 68791

(402) 529-3501

www.countryweldingscrapers.com

800-779-8099

SmithCo
SIDE-DUMP TRAILERS

30902 C-38 Le Mars, IA
www.sidedump.com

**We Haul
it ALL!**



**Leading the
industry in...**

**Stock Pile
&
Spread**

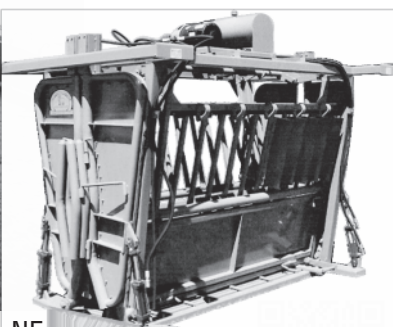
**Top Quality
&
Custom Designs**

**Payload Capacity
&
Stability**

**Customer Service
&
Customer Support**

BOWMAN MFG. INC.

"Quality Cattle Handling Equipment"



Garden City, KS | Fremont, NE
1-800-426-9626 | 1-402-721-7604
www.cattlechutes.com



MIXER CENTER

STEPHENVILLE, TX • FRONA, TX • ROSWELL, NM • DALHART, TX

Your Feeding and Manure Handling Headquarters.



JBS
 J Brand & Sons Ltd



KUHN
KNIGHT

254-965-3663

www.mixercenter.com

sales@mixercenter.com / Fax 254-965-5718

Greg Strong, *publisher*; Jill Dunkel, *editor*; Annita Lorimor, *office manager*; Robert A. Strong, *editor emeritus*.

The editor assumes no responsibility for unsolicited manuscripts and photographs. Publisher reserves the right to reject advertising matter. Copyright 2015 by FEED•LOT Magazine All rights reserved.

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: \$45 per year within USA. \$60 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.

Brand names appearing in this publication are for product identification purposes only. No endorsement is intended, nor is criticism implied of similar products not mentioned.

STATEMENT OF OWNERSHIP

UNITED STATES POSTAL SERVICE
Statement of Ownership, Management, and Circulation
(Required for Publications Only)

1. Publication Title: **FEED•LOT Magazine**
 2. Issue Date: **11/13/2015**
 3. Issue Frequency: **Quarterly**
 4. Issue Month/Year: **November/2015**
 5. Issue Number: **11**
 6. Publication Title: **FEED•LOT Magazine**
 7. Issue Date: **11/13/2015**
 8. Issue Frequency: **Quarterly**
 9. Issue Month/Year: **November/2015**
 10. Issue Number: **11**
 11. Publication Title: **FEED•LOT Magazine**
 12. Issue Date: **11/13/2015**
 13. Issue Frequency: **Quarterly**
 14. Issue Month/Year: **November/2015**
 15. Issue Number: **11**
 16. Publication Title: **FEED•LOT Magazine**
 17. Issue Date: **11/13/2015**
 18. Issue Frequency: **Quarterly**
 19. Issue Month/Year: **November/2015**
 20. Issue Number: **11**
 21. Publication Title: **FEED•LOT Magazine**
 22. Issue Date: **11/13/2015**
 23. Issue Frequency: **Quarterly**
 24. Issue Month/Year: **November/2015**
 25. Issue Number: **11**
 26. Publication Title: **FEED•LOT Magazine**
 27. Issue Date: **11/13/2015**
 28. Issue Frequency: **Quarterly**
 29. Issue Month/Year: **November/2015**
 30. Issue Number: **11**
 31. Publication Title: **FEED•LOT Magazine**
 32. Issue Date: **11/13/2015**
 33. Issue Frequency: **Quarterly**
 34. Issue Month/Year: **November/2015**
 35. Issue Number: **11**
 36. Publication Title: **FEED•LOT Magazine**
 37. Issue Date: **11/13/2015**
 38. Issue Frequency: **Quarterly**
 39. Issue Month/Year: **November/2015**
 40. Issue Number: **11**
 41. Publication Title: **FEED•LOT Magazine**
 42. Issue Date: **11/13/2015**
 43. Issue Frequency: **Quarterly**
 44. Issue Month/Year: **November/2015**
 45. Issue Number: **11**
 46. Publication Title: **FEED•LOT Magazine**
 47. Issue Date: **11/13/2015**
 48. Issue Frequency: **Quarterly**
 49. Issue Month/Year: **November/2015**
 50. Issue Number: **11**
 51. Publication Title: **FEED•LOT Magazine**
 52. Issue Date: **11/13/2015**
 53. Issue Frequency: **Quarterly**
 54. Issue Month/Year: **November/2015**
 55. Issue Number: **11**
 56. Publication Title: **FEED•LOT Magazine**
 57. Issue Date: **11/13/2015**
 58. Issue Frequency: **Quarterly**
 59. Issue Month/Year: **November/2015**
 60. Issue Number: **11**
 61. Publication Title: **FEED•LOT Magazine**
 62. Issue Date: **11/13/2015**
 63. Issue Frequency: **Quarterly**
 64. Issue Month/Year: **November/2015**
 65. Issue Number: **11**
 66. Publication Title: **FEED•LOT Magazine**
 67. Issue Date: **11/13/2015**
 68. Issue Frequency: **Quarterly**
 69. Issue Month/Year: **November/2015**
 70. Issue Number: **11**
 71. Publication Title: **FEED•LOT Magazine**
 72. Issue Date: **11/13/2015**
 73. Issue Frequency: **Quarterly**
 74. Issue Month/Year: **November/2015**
 75. Issue Number: **11**
 76. Publication Title: **FEED•LOT Magazine**
 77. Issue Date: **11/13/2015**
 78. Issue Frequency: **Quarterly**
 79. Issue Month/Year: **November/2015**
 80. Issue Number: **11**
 81. Publication Title: **FEED•LOT Magazine**
 82. Issue Date: **11/13/2015**
 83. Issue Frequency: **Quarterly**
 84. Issue Month/Year: **November/2015**
 85. Issue Number: **11**
 86. Publication Title: **FEED•LOT Magazine**
 87. Issue Date: **11/13/2015**
 88. Issue Frequency: **Quarterly**
 89. Issue Month/Year: **November/2015**
 90. Issue Number: **11**
 91. Publication Title: **FEED•LOT Magazine**
 92. Issue Date: **11/13/2015**
 93. Issue Frequency: **Quarterly**
 94. Issue Month/Year: **November/2015**
 95. Issue Number: **11**
 96. Publication Title: **FEED•LOT Magazine**
 97. Issue Date: **11/13/2015**
 98. Issue Frequency: **Quarterly**
 99. Issue Month/Year: **November/2015**
 100. Issue Number: **11**
 101. Publication Title: **FEED•LOT Magazine**
 102. Issue Date: **11/13/2015**
 103. Issue Frequency: **Quarterly**
 104. Issue Month/Year: **November/2015**
 105. Issue Number: **11**
 106. Publication Title: **FEED•LOT Magazine**
 107. Issue Date: **11/13/2015**
 108. Issue Frequency: **Quarterly**
 109. Issue Month/Year: **November/2015**
 110. Issue Number: **11**
 111. Publication Title: **FEED•LOT Magazine**
 112. Issue Date: **11/13/2015**
 113. Issue Frequency: **Quarterly**
 114. Issue Month/Year: **November/2015**
 115. Issue Number: **11**
 116. Publication Title: **FEED•LOT Magazine**
 117. Issue Date: **11/13/2015**
 118. Issue Frequency: **Quarterly**
 119. Issue Month/Year: **November/2015**
 120. Issue Number: **11**
 121. Publication Title: **FEED•LOT Magazine**
 122. Issue Date: **11/13/2015**
 123. Issue Frequency: **Quarterly**
 124. Issue Month/Year: **November/2015**
 125. Issue Number: **11**
 126. Publication Title: **FEED•LOT Magazine**
 127. Issue Date: **11/13/2015**
 128. Issue Frequency: **Quarterly**
 129. Issue Month/Year: **November/2015**
 130. Issue Number: **11**
 131. Publication Title: **FEED•LOT Magazine**
 132. Issue Date: **11/13/2015**
 133. Issue Frequency: **Quarterly**
 134. Issue Month/Year: **November/2015**
 135. Issue Number: **11**
 136. Publication Title: **FEED•LOT Magazine**
 137. Issue Date: **11/13/2015**
 138. Issue Frequency: **Quarterly**
 139. Issue Month/Year: **November/2015**
 140. Issue Number: **11**
 141. Publication Title: **FEED•LOT Magazine**
 142. Issue Date: **11/13/2015**
 143. Issue Frequency: **Quarterly**
 144. Issue Month/Year: **November/2015**
 145. Issue Number: **11**
 146. Publication Title: **FEED•LOT Magazine**
 147. Issue Date: **11/13/2015**
 148. Issue Frequency: **Quarterly**
 149. Issue Month/Year: **November/2015**
 150. Issue Number: **11**
 151. Publication Title: **FEED•LOT Magazine**
 152. Issue Date: **11/13/2015**
 153. Issue Frequency: **Quarterly**
 154. Issue Month/Year: **November/2015**
 155. Issue Number: **11**
 156. Publication Title: **FEED•LOT Magazine**
 157. Issue Date: **11/13/2015**
 158. Issue Frequency: **Quarterly**
 159. Issue Month/Year: **November/2015**
 160. Issue Number: **11**
 161. Publication Title: **FEED•LOT Magazine**
 162. Issue Date: **11/13/2015**
 163. Issue Frequency: **Quarterly**
 164. Issue Month/Year: **November/2015**
 165. Issue Number: **11**
 166. Publication Title: **FEED•LOT Magazine**
 167. Issue Date: **11/13/2015**
 168. Issue Frequency: **Quarterly**
 169. Issue Month/Year: **November/2015**
 170. Issue Number: **11**
 171. Publication Title: **FEED•LOT Magazine**
 172. Issue Date: **11/13/2015**
 173. Issue Frequency: **Quarterly**
 174. Issue Month/Year: **November/2015**
 175. Issue Number: **11**
 176. Publication Title: **FEED•LOT Magazine**
 177. Issue Date: **11/13/2015**
 178. Issue Frequency: **Quarterly**
 179. Issue Month/Year: **November/2015**
 180. Issue Number: **11**
 181. Publication Title: **FEED•LOT Magazine**
 182. Issue Date: **11/13/2015**
 183. Issue Frequency: **Quarterly**
 184. Issue Month/Year: **November/2015**
 185. Issue Number: **11**
 186. Publication Title: **FEED•LOT Magazine**
 187. Issue Date: **11/13/2015**
 188. Issue Frequency: **Quarterly**
 189. Issue Month/Year: **November/2015**
 190. Issue Number: **11**
 191. Publication Title: **FEED•LOT Magazine**
 192. Issue Date: **11/13/2015**
 193. Issue Frequency: **Quarterly**
 194. Issue Month/Year: **November/2015**
 195. Issue Number: **11**
 196. Publication Title: **FEED•LOT Magazine**
 197. Issue Date: **11/13/2015**
 198. Issue Frequency: **Quarterly**
 199. Issue Month/Year: **November/2015**
 200. Issue Number: **11**
 201. Publication Title: **FEED•LOT Magazine**
 202. Issue Date: **11/13/2015**
 203. Issue Frequency: **Quarterly**
 204. Issue Month/Year: **November/2015**
 205. Issue Number: **11**
 206. Publication Title: **FEED•LOT Magazine**
 207. Issue Date: **11/13/2015**
 208. Issue Frequency: **Quarterly**
 209. Issue Month/Year: **November/2015**
 210. Issue Number: **11**
 211. Publication Title: **FEED•LOT Magazine**
 212. Issue Date: **11/13/2015**
 213. Issue Frequency: **Quarterly**
 214. Issue Month/Year: **November/2015**
 215. Issue Number: **11**
 216. Publication Title: **FEED•LOT Magazine**
 217. Issue Date: **11/13/2015**
 218. Issue Frequency: **Quarterly**
 219. Issue Month/Year: **November/2015**
 220. Issue Number: **11**
 221. Publication Title: **FEED•LOT Magazine**
 222. Issue Date: **11/13/2015**
 223. Issue Frequency: **Quarterly**
 224. Issue Month/Year: **November/2015**
 225. Issue Number: **11**
 226. Publication Title: **FEED•LOT Magazine**
 227. Issue Date: **11/13/2015**
 228. Issue Frequency: **Quarterly**
 229. Issue Month/Year: **November/2015**
 230. Issue Number: **11**
 231. Publication Title: **FEED•LOT Magazine**
 232. Issue Date: **11/13/2015**
 233. Issue Frequency: **Quarterly**
 234. Issue Month/Year: **November/2015**
 235. Issue Number: **11**
 236. Publication Title: **FEED•LOT Magazine**
 237. Issue Date: **11/13/2015**
 238. Issue Frequency: **Quarterly**
 239. Issue Month/Year: **November/2015**
 240. Issue Number: **11**
 241. Publication Title: **FEED•LOT Magazine**
 242. Issue Date: **11/13/2015**
 243. Issue Frequency: **Quarterly**
 244. Issue Month/Year: **November/2015**
 245. Issue Number: **11**
 246. Publication Title: **FEED•LOT Magazine**
 247. Issue Date: **11/13/2015**
 248. Issue Frequency: **Quarterly**
 249. Issue Month/Year: **November/2015**
 250. Issue Number: **11**
 251. Publication Title: **FEED•LOT Magazine**
 252. Issue Date: **11/13/2015**
 253. Issue Frequency: **Quarterly**
 254. Issue Month/Year: **November/2015**
 255. Issue Number: **11**
 256. Publication Title: **FEED•LOT Magazine**
 257. Issue Date: **11/13/2015**
 258. Issue Frequency: **Quarterly**
 259. Issue Month/Year: **November/2015**
 260. Issue Number: **11**
 261. Publication Title: **FEED•LOT Magazine**
 262. Issue Date: **11/13/2015**
 263. Issue Frequency: **Quarterly**
 264. Issue Month/Year: **November/2015**
 265. Issue Number: **11**
 266. Publication Title: **FEED•LOT Magazine**
 267. Issue Date: **11/13/2015**
 268. Issue Frequency: **Quarterly**
 269. Issue Month/Year: **November/2015**
 270. Issue Number: **11**
 271. Publication Title: **FEED•LOT Magazine**
 272. Issue Date: **11/13/2015**
 273. Issue Frequency: **Quarterly**
 274. Issue Month/Year: **November/2015**
 275. Issue Number: **11**
 276. Publication Title: **FEED•LOT Magazine**
 277. Issue Date: **11/13/2015**
 278. Issue Frequency: **Quarterly**
 279. Issue Month/Year: **November/2015**
 280. Issue Number: **11**
 281. Publication Title: **FEED•LOT Magazine**
 282. Issue Date: **11/13/2015**
 283. Issue Frequency: **Quarterly**
 284. Issue Month/Year: **November/2015**
 285. Issue Number: **11**
 286. Publication Title: **FEED•LOT Magazine**
 287. Issue Date: **11/13/2015**
 288. Issue Frequency: **Quarterly**
 289. Issue Month/Year: **November/2015**
 290. Issue Number: **11**
 291. Publication Title: **FEED•LOT Magazine**
 292. Issue Date: **11/13/2015**
 293. Issue Frequency: **Quarterly**
 294. Issue Month/Year: **November/2015**
 295. Issue Number: **11**
 296. Publication Title: **FEED•LOT Magazine**
 297. Issue Date: **11/13/2015**
 298. Issue Frequency: **Quarterly**
 299. Issue Month/Year: **November/2015**
 300. Issue Number: **11**
 301. Publication Title: **FEED•LOT Magazine**
 302. Issue Date: **11/13/2015**
 303. Issue Frequency: **Quarterly**
 304. Issue Month/Year: **November/2015**
 305. Issue Number: **11**
 306. Publication Title: **FEED•LOT Magazine**
 307. Issue Date: **11/13/2015**
 308. Issue Frequency: **Quarterly**
 309. Issue Month/Year: **November/2015**
 310. Issue Number: **11**
 311. Publication Title: **FEED•LOT Magazine**
 312. Issue Date: **11/13/2015**
 313. Issue Frequency: **Quarterly**
 314. Issue Month/Year: **November/2015**
 315. Issue Number: **11**
 316. Publication Title: **FEED•LOT Magazine**
 317. Issue Date: **11/13/2015**
 318. Issue Frequency: **Quarterly**
 319. Issue Month/Year: **November/2015**
 320. Issue Number: **11**
 321. Publication Title: **FEED•LOT Magazine**
 322. Issue Date: **11/13/2015**
 323. Issue Frequency: **Quarterly**
 324. Issue Month/Year: **November/2015**
 325. Issue Number: **11**
 326. Publication Title: **FEED•LOT Magazine**
 327. Issue Date: **11/13/2015**
 328. Issue Frequency: **Quarterly**
 329. Issue Month/Year: **November/2015**
 330. Issue Number: **11**
 331. Publication Title: **FEED•LOT Magazine**
 332. Issue Date: **11/13/2015**
 333. Issue Frequency: **Quarterly**
 334. Issue Month/Year: **November/2015**
 335. Issue Number: **11**
 336. Publication Title: **FEED•LOT Magazine**
 337. Issue Date: **11/13/2015**
 338. Issue Frequency: **Quarterly**
 339. Issue Month/Year: **November/2015**
 340. Issue Number: **11**
 341. Publication Title: **FEED•LOT Magazine**
 342. Issue Date: **11/13/2015**
 343. Issue Frequency: **Quarterly**
 344. Issue Month/Year: **November/2015**
 345. Issue Number: **11**
 346. Publication Title: **FEED•LOT Magazine**
 347. Issue Date: **11/13/2015**
 348. Issue Frequency: **Quarterly**
 349. Issue Month/Year: **November/2015**
 350. Issue Number: **11**
 351. Publication Title: **FEED•LOT Magazine**
 352. Issue Date: **11/13/2015**
 353. Issue Frequency: **Quarterly**
 354. Issue Month/Year: **November/2015**
 355. Issue Number: **11**
 356. Publication Title: **FEED•LOT Magazine**
 357. Issue Date: **11/13/2015**
 358. Issue Frequency: **Quarterly**
 359. Issue Month/Year: **November/2015**
 360. Issue Number: **11**
 361. Publication Title: **FEED•LOT Magazine**
 362. Issue Date: **11/13/2015**
 363. Issue Frequency: **Quarterly**
 364. Issue Month/Year: **November/2015**
 365. Issue Number: **11**
 366. Publication Title: **FEED•LOT Magazine**
 367. Issue Date: **11/13/2015**
 368. Issue Frequency: **Quarterly**
 369. Issue Month/Year: **November/2015**
 370. Issue Number: **11**
 371. Publication Title: **FEED•LOT Magazine**
 372. Issue Date: **11/13/2015**
 373. Issue Frequency: **Quarterly**
 374. Issue Month/Year: **November/2015**
 375. Issue Number: **11**
 376. Publication Title: **FEED•LOT Magazine**
 377. Issue Date: **11/13/2015**
 378. Issue Frequency: **Quarterly**
 379. Issue Month/Year: **November/2015**
 380. Issue Number: **11**
 381. Publication Title: **FEED•LOT Magazine**
 382. Issue Date: **11/13/2015**
 383. Issue Frequency: **Quarterly**
 384. Issue Month/Year: **November/2015**
 385. Issue Number: **11**
 386. Publication Title: **FEED•LOT Magazine**
 387. Issue Date: **11/13/2015**
 388. Issue Frequency: **Quarterly**
 389. Issue Month/Year: **November/2015**
 390. Issue Number: **11**
 391. Publication Title: **FEED•LOT Magazine**
 392. Issue Date: **11/13/2015**
 393. Issue Frequency: **Quarterly**
 394. Issue Month/Year: **November/2015**
 395. Issue Number: **11**
 396. Publication Title: **FEED•LOT Magazine**
 397. Issue Date: **11/13/2015**
 398. Issue Frequency: **Quarterly**
 399. Issue Month/Year: **November/2015**
 400. Issue Number: **11**
 401. Publication Title: **FEED•LOT Magazine**
 402. Issue Date: **11/13/2015**
 403. Issue Frequency: **Quarterly**
 404. Issue Month/Year: **November/2015**
 405. Issue Number: **11**
 406. Publication Title: **FEED•LOT Magazine**
 407. Issue Date: **11/13/2015**
 408. Issue Frequency: **Quarterly**
 409. Issue Month/Year: **November/2015**
 410. Issue Number: **11**
 411. Publication Title: **FEED•LOT Magazine**
 412. Issue Date: **11/13/2015**
 413. Issue Frequency: **Quarterly**
 414. Issue Month/Year: **November/2015**
 415. Issue Number: **11**
 416. Publication Title: **FEED•LOT Magazine**
 417. Issue Date: **11/13/2015**
 418. Issue Frequency: **Quarterly**
 419. Issue Month/Year: **November/2015**
 420. Issue Number: **11**
 421. Publication Title: **FEED•LOT Magazine**
 422. Issue Date: **11/13/2015**
 423. Issue Frequency: **Quarterly**
 424. Issue Month/Year: **November/2015**
 425. Issue Number: **11**
 426. Publication Title: **FEED•LOT Magazine**
 427. Issue Date: **11/13/2015**
 428. Issue Frequency: **Quarterly**
 429. Issue Month/Year: **November/2015**
 430. Issue Number: **11**
 431. Publication Title: **FEED•LOT Magazine**
 432. Issue Date: **11/13/2015**
 433. Issue Frequency: **Quarterly**
 434. Issue Month/Year: **November/2015**
 435. Issue Number: **11**
 436. Publication Title: **FEED•LOT Magazine**
 437. Issue Date: **11/13/2015**
 438. Issue Frequency: **Quarterly**
 439. Issue Month/Year: **November/2015**
 440. Issue Number: **11**
 441. Publication Title: **FEED•LOT Magazine**
 442. Issue Date: **11/13/2015**
 443. Issue Frequency: **Quarterly**
 444. Issue Month/Year: **November/2015**
 445. Issue Number: **11**
 446. Publication Title: **FEED•LOT Magazine**
 447. Issue Date: **11/13/2015**
 448. Issue Frequency: **Quarterly**
 449. Issue Month/Year: **November/2015**
 450. Issue Number: **11**
 451. Publication Title: **FEED•LOT Magazine**
 452. Issue Date: **11/13/2015**
 453. Issue Frequency: **Quarterly**
 454. Issue Month/Year: **November/2015**
 455. Issue Number: **11**
 456. Publication Title: **FEED•LOT Magazine**
 457. Issue Date: **11/13/2015**
 458. Issue Frequency: **Quarterly**
 459. Issue Month/Year: **November/2015**
 460. Issue Number: **11**
 461. Publication Title: **FEED•LOT Magazine**
 462. Issue Date: **11/13/2015**
 463. Issue Frequency: **Quarterly**
 464. Issue Month/Year: **November/2015**
 465. Issue Number: **11**
 466. Publication Title: **FEED•LOT Magazine**
 467. Issue Date: **11/13/2015**
 468. Issue Frequency: **Quarterly**
 469. Issue Month/Year

LAIRD

MANUFACTURING

531 S. Hwy. 59 • Merced • CA 95341 • USA
209-722-4145 • sales@lairdmfg.com • www.lairdmfg.com



**COLORADO/WYOMING
NEBRASKA (PANHANDLE)**

Mor-Line Equipment
(970) 302-2617

NEBRASKA/NORTHERN KANSAS

Cappel Sales Inc.
(308) 345-5115

KANSAS

Cappel Sales Inc.
(866) 649-7778

**EASTERN TEXAS (PANHANDLE)
OKLAHOMA (PANHANDLE)**

Dale Barber
(806) 333-3433

NEW MEXICO/WEST TEXAS

Hughes Brothers Equipment
(575) 359-0111

TEXAS (PANHANDLE)

Cecil's Diesel & Repairs
(806) 333-3424

ARIZONA

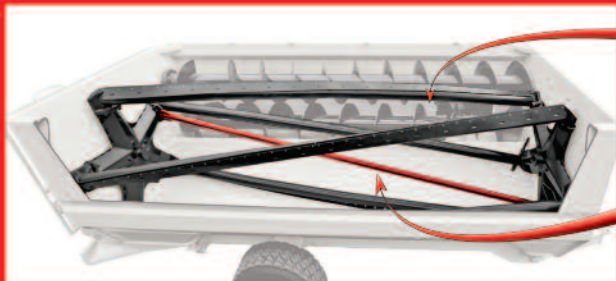
Dykstra Machinery
(602) 768-3858

EASTERN WASHINGTON

Empire Heavy Equipment
(509) 840-1149



SUPERIOR MIXING OF WET BYPRODUCT RATIONS



The Helix Design

The open-center design eliminates obstructions and provides superior feed movement for faster, more consistent mixing.

Mix Bar

The mix bar ensures consistent feed movement. It helps to "split" or "fold" feed as it rotates in the center of the chamber, decreasing mix time and eliminating dead spots.

RC 200 Series Reel Commercial Mixers

500 – 950 cu. ft. capacities | Truck, trailer & stationary

www.KuhnNorthAmerica.com



- ✓ Improved Load Leveling
- ✓ Faster, More Even Unloading and Cleanout
- ✓ Superior Performance for Grain & Roughage Rations

Ask about other Kuhn Knight mixers and spreaders!



Mid-America
Truck Equipment
Belleville, KS

KanEquip
Clay Center, KS
Ellsworth, KS
Herington, KS
Garden City, KS
Marysville, KS
Topeka, KS
Wamego, KS
Syracuse, NE



R & R Equipment
Fort Scott, KS

O'Malley Equipment
Independence, KS

Lott Implement
Minneapolis, KS

Midwest Mixer Service
Scott City, KS

U.S. Tractor & Harvest
Alamosa, CO



Western Implement
Grand Junction, CO

Kuhn Knight of Greeley
Greeley, CO

SEMCO
Lamar, CO

Grossenburg Implement
Bloomfield, NE
Hartington, NE
Laurel, NE
Wayne, NE



West Point
Implement of Columbus
Columbus, NE

Landmark Implement
Holdrege, NE

Kuhn Knight of Lexington
Lexington, NE

Steve's Truck & Equipment
Scottsbluff, NE

West Point Implement
West Point, NE



Tidenberg
Welding & Repair
Clovis, NM

Summit Truck Group
Amarillo, TX

Mixer Center Dalhart
Dalhart, TX

Mixer Center Friona
Friona, TX