

Volume 31 • Number 4
Early Fall 2023

SIM TALK

Linking SimGenetics to Commercial Cattle



In This Issue:

Committed to Quality

The Relationship Between
Genetics and Beef Industry
Longevity

Tyson Takes Big Step

Is Beef Contributing to Antibiotic
Resistance in Humans?

Economic Importance of
Cow Longevity and Depreciation

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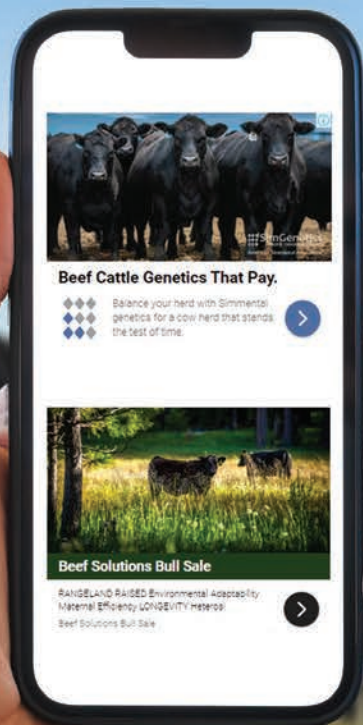
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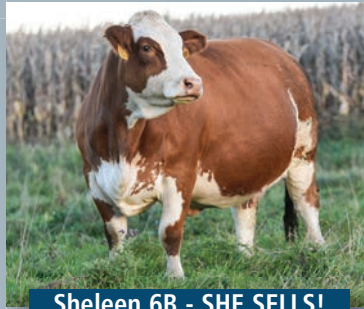
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American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA

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901 E Pine Rd

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mtrauernicht@diodecom.net

Matt Aggen (2026)

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Chalmers IN 47929 • 219.863.4744

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Maureen Mai (2025)

427 Peaceful Way

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FROM THE EDITOR

by Lilly Platts, managing editor



It doesn't seem possible that the time has come to work on this Early Fall *SimTalk* issue. For some time we have been discussing the creation of more "themed" issues, with a focus on harder-hitting issues in our industry. This is easier said than done since doing so requires a

lot of thought and research. I can tell you that simply putting together an issue of either *the Register* or *SimTalk*, theme or no theme, is plenty of work. I am, however, looking forward to finally realizing this plan starting in upcoming issues of *SimTalk*. This year's Fall Focus event honed in on two extremely important issues to the beef industry — heart health in beef cattle and sustainability — and the wealth of information shared at this event is giving me a launching pad for following issues of *SimTalk*. I want to keep the final details under my hat for now, but if you're interested in either of those topics keep an eye on upcoming issues.

This issue of *SimTalk* is less focused on a theme, but still covers topics important to our industry, including a teaser about sustainability. Another subject I tackled

is antibiotic use in beef cattle; the idea for this was sparked by a piece from Steve Dittmer that we also included, discussing Tyson's recent move to take the "no antibiotics" label off their chicken products. I have been following news about antibiotic resistance for years, and have also had several interesting experiences with antibiotics myself. I am extremely thankful to live during a time when antibiotics are so readily available, but I also worry about their use as a "catchall" treatment in humans. The beef industry takes a disproportionate amount of blame for our current issues with antibiotics, and the news doesn't do us any favors.

If you Google "does beef cause antibiotic resistance in humans?", a pile of articles come up claiming that antibiotic use in beef is the number one cause of issues in humans. For example, a *National Geographic* article states that beef causes antibiotic resistance, and directs people to simply eat less of it. No direct evidence is cited. I know I am biased, but I make an honest effort to take in information from all sides. Simply making claims doesn't fly on either side.

The truth is of course less catchy and a lot more complicated. Dittmer cites a 2016 Colorado State University study about this in his column. It was the first study to actually follow cattle from the feedlot to the processor, and measure the antibiotic resistance genes present throughout the process using DNA sequencing technology. They randomly selected pens in large feedlots, analyzing pooled samples of water, manure, and other surfaces. Cattle were fed a standard ration, including an antibiotic feed additive, and while resistance genes were found in fecal samples and water, after being processed there were none present in the finished product. That is to say, if you ate a steak from one of these animals you would not be consuming antibiotic resistance genes.

The study does note other environmental concerns, which apply beyond the beef industry. It's a good reminder that sometimes all we are paying for is a label, like "antibiotic free," and that we have to take a more holistic view of things. Simply drawing a line from eating beef to antibiotic resistance makes people feel better, but it doesn't fix the issue. I am sure beef production does play a role in the larger issue — for example, irresponsible wastewater management — but articles stating that the act of eating a piece of beef is going to directly lead to antibiotic resistance will only scare consumers and distract from discussions that could actually lead to improvement.

I wrote a summary of this study on page 18, and a link to the full piece is included there as well. I encourage you to share it the next time you encounter someone directly linking antibiotic resistance in humans to eating beef.

ST



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Committed *to* Quality

by Lilly Platts

Triangle H Ranch, located in Finney County, Kansas, is a multi-generation cow-calf, feedlot, and farming operation owned by the Hands family. Sam Hands, who heads the family's feedlot operation, met with the Grant Company to discuss his side of the business and the Simmental breed's influence. The Stand Strong feature can be viewed on YouTube.

The Hands family found their way to southwestern Kansas as cowboys and homesteaders. The Triangle H business was officially established in 1974 as a partnership between Fielding Hands and his sons, Sam, Greg, and Cedric. The family farm started generations before the current business, and Sam Hands got his official start in the cattle business when he was just nine years old, purchasing a calf.

Today, the farming and cattle operation complement one another and have allowed the family to diversify. Crops include corn, grain sorghum, soybeans, wheat, and alfalfa, and the cow herd is used to clean up crop residue.

Hands leads the cow-calf, stocker, and finishing programs, continuing his lifelong passion for the industry. His daughter, Marisa Kleysteuber, has also stepped in as a managing partner, becoming the fifth generation to farm and raise cattle.

After learning to AI in the 1960s, Hands became an early adopter of this technology. This work exposed him to many breeds and facets of the industry. Hands recalls, "We decided that with the development of the feeding industry, feeder cattle were more fitting for our operation. We brought in Hereford bulls for cleanup, and were AIing with Charolais and Angus at first. As continental breeds started becoming more available we tested all of the different breeds, and we really liked what we were seeing with Simmental."

The Hands family settled on a SimAngus cross, and have since balanced that cross to maintain performance in the feedlot and on the rail. "We've followed the numbers and done our own research, and can say that heterosis works. We get a little more ribeye, a little leaner carcass, a bit more quality, and looking at bottom line net profit, SimAngus works extremely well for us through the feed yard," Hands says. SimAngus females have also worked well in the cow herd. "When we brought the Simmental cross females into the herd the conception rates got a little better."





Triangle H has become a trusted cattle feeder, committed to continual improvement through data evaluation and quality management.

Hands explains that Simmental has paired well with Angus for a number of reasons, from the volume of data available to performance traits. “The thing we wanted to pick up from Simmental was heterosis, and also the dual-purpose traits which provide good maternal and terminal performance. Now we’ve made extensive progress in the Angus breed for size and production efficiency, so there’s just a nice balance with Simmental for getting carcass traits and feedlot performance.”

The All Purpose Index (\$API) is a valuable tool for Hands. “The reason I use it is because we are going to keep females back in the herd. Feedlot performance and carcass traits are very important to us, but at the same time we’re going to keep females back and look at frame size, milk, longevity, and fertility,” he explains. “It helps bring traits together and makes life a little simpler.”

In the late 1990s Triangle H began marketing cattle through US Premium Beef, which provides full carcass data for each animal. This has been valuable for Hands’ customers. “One of the reasons they feed with us is that they [our customers] want data back on their cattle to see if there are changes they need to make,” Hands explains.

Triangle H has become a trusted feeder thanks to their dedication to data and unwavering commitment to making sure cattle are well-cared-for. “Our natural niche right now is that we have a good ongoing list of clientele who want to feed cattle here and get data back.”

Helping customers improve has strengthened these customer relationships. “We’ve developed an index here that incorporates feedlot performance along with carcass traits so they can evaluate their cattle and hopefully do a better job each year. We’ve also worked with them to develop a health program that helps them reach those end objectives,” Hands says.

Southwest Kansas has been a good home for the Hands family operation. “Animals seem to get along well here in our environment,” Hands explains. “If it is hot they cool off, and if it’s cold we’re dry so the humidity doesn’t cause a problem with that, typically.”

(CONTINUED ON PAGE 10)



Above: Sam Hands leads the Triangle H cow-calf and feeding business, alongside his daughter, Marisa Kleysteuber.

Below: Hands chose Simmental genetics to add heterosis to the program. Triangle H retains heifers, which requires balancing maternal and terminal traits.





*Above: Simmental genetics were added to the Angus cow herd to complement traits and add performance.
Below: Southwest Kansas is a productive area for farming and ranching.*

Hands enjoys each aspect of the cattle business, from calving to feeding. "It's neat to see mother cows bringing life into the world and watching the whole process," he says. "They raise a calf up to weaning size, and it's neat to watch those calves out on wheat pasture, and then as they transition at the feedlot level to become a finished product. Then, we get that carcass data back and to see those end results altogether is very rewarding."

An appreciation for the process and desire to continue improving drives the Triangle H program. Hands concludes, "I look at our ruminant animals and the amazing job they do of taking raw resources and turning them into a very highly desired, digestible protein with extreme quality that is sought after by consumers across the world. With today's cost of production we just have to keep working at being efficient. People have the means and are willing to pay for higher quality so why not go for it."

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The Relationship Between Genetics and Beef Industry Longevity

by the National Cattlemen's Beef Association

A long-lasting beef industry means shared value among environmental stewardship, economic viability, and social responsibility — NCBA's three pillars of sustainability. This combination of factors not only drives the United States' contributions to meeting the global demand for beef but also the ability for cattle producers to continue operating.

As we often hear, US beef production is more efficient than ever before. We are able to produce more pounds of beef with fewer head of cattle and fewer resources. Undoubtedly, this is the result of a few things: developments in animal nutrition, modified production practices, and the cattle producer's commitment to continuous improvement. Often left out of consideration, however, is the contribution of genetic advancements.

"We talk a lot about sustainability. It's become a little bit of a buzzword, but I think it is central to everything we do and what we've been doing as an industry for a really long time," said Troy Rowan, PhD, assistant professor and state Extension specialist at the University of Tennessee Institute of Agriculture Genomics Center for the Advancement of Agriculture.¹

Despite cattle producers' work as dedicated stewards of the land and their livestock, the beef industry is experiencing a shift in demand. As Rowan's research states, the changes the beef industry is undergoing are driven by "economic, social, and environmental pressures to increase its efficiency."²

This brings us back to NCBA's three pillars of sustainability. So, the question then becomes what can we start today to help address the pressure to increase efficiency as an industry? The simple answer is genetic improvements.

How Do Genetics Relate to Sustainability?

Beef cattle are situated in a very unique ecological niche. Rowan draws a connection between the beef cow's ability to not only provide a service to the environment but to humankind as well. This combination results in sustainable food production — an increasingly prevalent topic and one that genetics can contribute to.

"Genetics play a critical role in building a sustainable food supply, which is crucial to addressing the world's protein needs," said Matthew Cleveland, PhD, senior director, Global Beef Sustainability and Product Development for ABS Global.

Of course, increasing the efficiency of US beef production through genetics is not something that happens overnight. It takes time and resources to create the right beef genetics for a more viable food supply.

Genetics *do* have the ability of making positive change on a global scale. However, they also can improve the overall sustainability of an individual cattle operation, and as Cleveland said, "True sustainability starts with better breeding."

Aside from the ability for genetic improvements to impact the efficiency of global food production, it is important to step back and remind ourselves of the practicality of the beef business — we have to be profitable.

"The goal is to aid each business sector in optimizing the blend of biology and economics," said Chip Kemp, director of the American Simmental Association and International Genetic Solutions commercial and industry operations. "That provides confidence to the consumer that resources are used responsibly. It offers grocers and purveyors a meaningful metric to honestly market with. It empowers packers and feeders to choose cattle that are tailored and designed to meet their profit motives while appealing to their customers' needs. And uniquely, this approach positions the farmer and rancher for unparalleled influence and operational success."

How Does This Affect You?

As research indicates, the beef industry relies on producer-driven genetic improvement.² In the cow-calf sector, this is especially the case. Investing in better breeding decisions can result in your herd using resources more effectively while maintaining, or improving, production levels.²

When we hear about sustainability and the role genetics play in that space, it often comes back to the idea of more efficient production from the cow, your management practices, and the land. If you are able to achieve this, especially increased cow efficiency, you will not only reduce the beef industry's environmental footprint, but you will also increase profitability for yourself.²

"Improving cow efficiency and sustainability is a multifaceted challenge, providing multiple avenues for improvement. These could come from direct interventions to increase forage-use efficiency or decrease greenhouse gas emissions. Other traits such as fertility, longevity, and animal health can also affect the overall sustainability of cow-calf production," Rowan said.²

Breaking it down, it seems simple. Those are often traits producers seek to improve on their own accord, let alone as a method of improving industry sustainability. However, it is through that easy connection that Rowan shares this concept: almost all the traits that

drive sustainability are the same as the traits that drive profitability.¹

When we think back on the pressure the beef industry is facing to increase efficiency, particularly on a cow-calf level, our ability as producers to influence the productivity of a cow through genetic selection is the key.

What Can You Do?

Part of understanding your role as a producer in this effort is drawing the connection between the decisions on the farm or ranch and the complexity of sustainable beef production.

“Efficiency in cow-calf systems can take multiple forms, from metabolic efficiency to feed efficiency to production efficiency to economic efficiency,” Rowan explains. “We can view sustainability through a similar lens, from raw per-animal emissions to emission intensities to the economic sustainability of the industry.”²

As producers, making those improvements in feed efficiency, production efficiency, and other areas is something many are already working to do. After all, it just makes good business sense. However, continuing to place focus on genetic selection can also help drive long-term progress for our industry.

Making genetic decisions is one of the most powerful tools we have as beef producers. Many of the traits linked to cow efficiency and sustainability are heritable.² According to Rowan, the easiest way to improve those traits is through crossbreeding.¹

“Heterosis affects each trait involved in cow efficiency and sustainability. As a result, the widespread adoption of crossbreeding programs could be one of the single most effective strategies for increasing emissions efficiency industry-wide,” Rowan explained.

While crossbreeding is an accessible tool for increasing cow efficiency, it is just one of the many options available to producers. There are a variety of tools that already exist that can increase forage-based beef production, and they exist in the form of Expected Progeny Differences (EPD).²

EPD allow you to select for traits such as feed efficiency, mature cow size, and longevity, which are many of the same traits that were said to be linked to sustainability. Investing in these genetic decisions and monitoring the performance of your cow herd can make a notable difference in our industry-wide progress.

“If we can measure a trait, we can make genetic predictions in the form of EPD, and when we have genetic predictions, we can accelerate genetic progress,” Rowan stated.¹

What is the Industry Doing?

Improving the sustainability of the beef industry is not just a weight placed on the shoulders of producers.

Businesses across the world are recognizing the role genetic advancements play in sustainability.

“As individual cattle producers and as the collective beef industry, we will continue to be asked to do more with less, as it relates to environmental and economic sustainability,” said Jack Ward, executive vice president of the American Hereford Association (AHA).

It is with this idea in mind that the AHA partnered with Colorado State University (CSU) on a research project that seeks to enhance understanding of the genetic differences in seedstock relative to enteric methane production and nitrogen excretion, a byproduct of rumen fermentation. The research includes identifying selection tools that can help reduce beef’s carbon and environmental footprint.

Outside of the research space, companies are actively engaging in conversations that are driving change. For example, both ABS and the AHA are active members of the US Roundtable for Sustainable Beef (USRSB). By engaging with an organization such as the USRSB, industry professionals are able to identify and discuss issues that impact producers around the world.

As ABS shared, “We must have a voice within organizations to convey the often-overlooked component in the sustainability discussion — genetics.”

Interested in Learning More?

If you are interested in learning more about genetic improvements and what you can do on your operation to advance beef industry sustainability, check out Rowan’s webinar “Tools for Breeding an Efficient and Sustainable Cow,” a feature of NCBA’s Cattlemen’s Webinar Series and found on YouTube at <https://youtu.be/Xyp-I9QPhXA>.

Sources

1. Rowan, Troy. Tools for Breeding and Efficient and Sustainable Cow, 22 Feb. 2023. <https://youtu.be/Xyp-I9QPhXA>
2. Rowan, Troy. (2022). Invited Review: Genetic decision tools for increasing cow efficiency and sustainability in forage-based beef systems, *Applied Animal Science*, 38(6), 660-670, <https://doi.org/10.15232/aas.2022-02306>.

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The National Cattlemen’s Beef Association (NCBA) is the trusted leader and definitive voice of the US cattle and beef industry. As a grassroots organization, NCBA works to advance the economic, social and political interests of the US cattle business and to be an advocate for the cattle industry’s policy positions and economic interests. This article was originally published in NCBA’s member-exclusive *Spring Directions* magazine. Interested in learning more about the value of becoming an NCBA member? Visit ncba.org.

BEST PRACTICES FOR SEEDSTOCK PRODUCERS

Best Practices to Receive the Most Accurate Genetic Predictions

1 Clearly define breeding objectives

With the ability to increase the rate of genetic change comes the possibility to make mistakes at a faster pace. Breeding goals need to be clearly identified to ensure that selection at the nucleus level matches the profit-oriented needs of the commercial industry.

2 Use whole herd reporting

Inventory-based reporting captures more complete phenotypes on reproduction and longevity traits, and thus creates more accurate genetic selection tools.

3 Properly define contemporary groups

It is important for the precision of the genetic evaluation to group animals treated uniformly. Proper reporting of contemporary groups reduces bias in EPD.

4 Take data collection and reporting seriously

Phenotypes are the fuel that drives the genetic evaluation. Take pride in collecting accurate data. Report records on the complete contemporary group in order to paint the most accurate picture of the genetics in these cattle. If possible, collect additional phenotypes like mature cow weight, cow body condition score, udder scores, feed intake, and carcass data.

5 Make both thorough and accurate phenotypic data collection for economically relevant traits a high priority

The quantity and quality of fertility traits need to dramatically improve. Providing disposal codes to identify why females leave the herd is vital. Commercial data resources, where the true economically relevant traits exist, are going to become more critical to capture. Breeders can help prove the genetics of their own seedstock by encouraging their commercial customers to join ASA's Commercial Total Herd Enrollment (THE) option and add valuable data to the evaluation.

6 Use index-based selection

As the list of published EPD continues to grow, using economic selection indices will become even more helpful to reduce the complexity of multiple trait selection.

If the number of EPD increase, tools to reduce the complexity of sire selection for commercial producers must continue to develop. Breed associations and seedstock producers have the obligation to aid commercial clientele in making profitable bull selection decisions.



Jackie Atkins, PhD



Matt Spangler, PhD



Bob Weaber, PhD



Wade Shafer, PhD

7 Use genomics

Genomic selection offers an opportunity to increase the rate of genetic change and break the antagonistic relationship between generation interval (the average age of the parents when the next generation is born) and the accuracy of selection (e.g., accuracy of EPD) — two components that determine the rate of genetic change. However, as with any tool, genomic information must be used correctly and to its fullest extent.

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Best Practices for Genomic Testing

1 All animals within a contemporary group should be genotyped.

If genomic data are meant to truly enable selection decisions, this information must be collected on animals before selection decisions are made. The return on investment of this technology is substantially reduced if it is used after the decision is made. The ASA's Calf Crop Genomics (CCG) program offers 50% off GGP100K test for breeders who commit to genotype the entire calf crop. See sidebar for more details.

2 Both male and female animals should be genotyped.

The promise of genomic selection has always suggested the largest impact is for lowly heritable and/or sex limited (e.g., fertility) traits or those that are not routinely collected (e.g., disease). This is indeed true, but it necessitates that genotyped animals have phenotypes. For sex-limited traits, this becomes a critical choke point, given that historically the vast majority of genotyped cattle are males. If producers wish to have genomic-enhanced EPD for traits such as calving ease maternal and heifer pregnancy, they must begin or continue to genotype females. The ASA has a unique program called the Cow Herd DNA Roundup (CHR) to help herds collect female genotypes. See sidebar for more details.

3 Genotypes can provide useful information in addition to predictions of additive genetic merit.

Do not forget the value in correcting parentage errors, tracking inbreeding levels, identifying unfavorable haplotypes, estimating breed composition, and estimating retained heterozygosity. All of these can be garnered from populations that have a well-defined set of genotyping protocols.

The beef industry should be congratulated for the rapid adoption of genomic technology, but there is a lot of work to do. Of critical importance is the fact that genomic technology will continue to change and does not replace the need for phenotypes nor the fundamental understanding of traditional selection principles including EPD and accuracy.

Total Herd Enrollment (THE)

A cow inventory reporting program, THE requires participants to provide annual reproductive and inventory status on their cow herd. THE is designed to improve quality of data submitted for the genetic evaluation, and in turn improve and develop reproductive EPD. By submitting data on the entire calf crop or contemporary group, breeders will receive more accurate predictions of their cattle. The ASA has four THE options to fit most seedstock and commercial operations.



Cow Herd DNA Roundup (CHR)

The Cow Herd DNA Roundup (CHR) is designed to increase the number of female genotypes to better predict maternal traits, such as maternal calving ease. Genotyping entire herds reduces bias created when only the best cattle are genotyped. Gathering massive amounts of genotypes on entire cow herds will significantly improve the genomic predictions and rate of genetic progress. As parentage testing is included, CHR herds will have pedigrees validated through DNA. Participating breeders benefit from having genomically enhanced EPD on the entire cow herd — equivalent to a lifetime number of calf records in several traits for an exceptionally low cost.



Calf Crop Genomics (CCG)

Calf Crop Genomics, a research project launched by the ASA in collaboration with Neogen Genomics, offers 50% off GGP100K genomic test including parentage (\$25 compared to \$50 equivalent test) to participating breeders who test their entire calf crop. Genotyping entire calf crops is important to use genomically enhanced EPD (GE-EPD) for selection decisions, reduce selection bias in genomic predictions, and increase the volume of genotyped animals for future improvements to genetic predictions. The latter two points make any singular genomic test in the future better for all members using genomics.



Carcass Expansion Project (CXP)

Despite the importance of carcass traits to our industry, few producers devote resources to collecting and recording actual carcass data. While the Carcass Merit Program (CMP) is a valuable progeny test, it is limited in the number of records produced. We cannot depend on the CMP alone to bring in carcass data. In the age of genomics, it is clear we need genotypes on animals with actual carcass phenotypes.

Adding another layer of commitment to predicting carcass traits, the ASA initiated a new program, called the Carcass Expansion Project, in the fall of 2018 to increase the number of carcass records on genotyped animals. The ASA is ramping up both phenotypic and genotypic data collection on terminal calves — a vital part of our vision.



Tyson Takes Big Step

by Steve Dittmer, Agribusiness Freedom Foundation

Once in a while, the chicken people do us a favor. The beef industry has gotten a very unfair rap when it comes to antibiotics. Especially the alleged contribution of antibiotic use in cattle and the development of resistance to antibiotics in humans.

Meticulous research spearheaded by Colorado State University involving institutions in the US and Canada showed that the biological precursors of antibiotic resistance did not survive the extensive interventions of modern beef processing. Therefore, without the carriers of antibiotic resistance in the meat, beef could not be responsible for engendering antibiotic resistance in humans eating beef.

Of course, that research got little notice in the general media or the nutrition and health “experts” that continue to blame meat for antibiotic resistance in humans.

A subset of this problem has been ionophore growth promotants in cattle, some of which technically fall into the category of antibiotics but have little similarities to antibiotics used either for sub-therapeutic use or at therapeutic dosages. Neither the medical or nutrition community usually grasp the difference.

So what does this have to do with chickens? It didn't seem to get much media attention but Tyson made a big announcement recently. It is dropping its “No Antibiotics Ever” label claim, mostly because it needs ionophores — again technically antibiotics — not as growth promotants but as coccidiostats. Tyson was careful to explain that it still wasn't going to use any antibiotics important to humans. In addition, the World Health Organization (WHO) doesn't consider ionophores to be medically important to humans.*

So if anyone is paying attention, they would learn that ionophore use in animals is not medically significant to humans and even the notoriously picky WHO is not concerned.

Tyson made the shift to “no antibiotics” in 2017. USDA reports that 70% of chicken sold in 2021 was marketed as “no antibiotic” chicken. Perdue's chicken is marketed as a “no antibiotic” product, and JBS's Pilgrim's Pride said about a quarter of its production is “no antibiotic” chicken.

Given chicken's attempt to create an image of a lily-white health meat, I'm sure Tyson gave major deliberation to this move. We're no experts in coccidiosis in chickens, but in cattle it can be a significant drain on the animal's health and certainly drops efficiency and gain. Poultry supplies are up, there is price pressure right now, poultry processors are seeing tight margins and beef is getting premium prices. So, besides any production efficiencies Tyson would gain from controlling

coccidiosis with ionophores, when consumers are hunting food price relief might be a good time to drop the “no antibiotics” claim, the company might have reasoned.

It is also worth noting that Tyson produces a bigger bird for retail use, meaning a longer time period to keep a bird healthy, according to the *Journal* story. Smaller chickens destined for fast food sandwiches are smaller and fed for shorter time periods.

Tyson said that when it made the “no antibiotics” shift in 2017, it believed it could market chicken labeled as such for 20% higher prices. But, it costs more to raise them that way, there can be some mortality, and the company uses probiotics, essential oils, and other products as substitutes.

It may be finding that the 20% extra margin isn't there in this competitive food price environment. And, the probiotics and other ration elements have to be paid for.

One other interesting note: the rest of the world doesn't consider ionophores to be antibiotics, so poultry producers in Europe, for example, have a competitive advantage as they can boost health and efficiency and still market “no antibiotic” chicken.

We're glad we didn't have to make this kind of a call. But it will be very interesting to see what consumer reaction will be. Consumer activists will weigh in.

But we'll be glad to observe from the sidelines and be thankful Tyson is doing something to educate consumers and so-called experts about the difference between ionophores and therapeutic antibiotics. It's a small step to eventually getting consumers to understand that there are no residue problems in their meat.

**Tyson Foods Drops 'No Antibiotics Ever' Chicken Label," *Wall Street Journal*, 07/03/23

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Steve Dittmer has been a key voice for free market agriculture for the last 19 years at the Agribusiness Freedom Foundation. He has nearly 50 years experience in communications, marketing and management in the beef industry. He was publisher of the cattle feeders' magazine *CALF News* for nearly 20 years. His past experience includes beef councils, cattlemen's associations and small-time ranching.

Editor's note: Ionophores are feed additives used in cattle (and other livestock) diets to increase feed efficiency and body weight gain. They are compounds that alter rumen fermentation patterns. Ionophores can be fed to any class of cattle and can be used in any segment of the beef cattle industry. In chickens, ionophores are fed to control Coccidiosis, a parasitic disease of the intestinal tract of animals caused by coccidian protozoa. The disease spreads from one animal to another by contact with infected feces or ingestion of infected tissue. Diarrhea, which may become bloody in severe cases, is the primary symptom.

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Is Beef Contributing to Antibiotic Resistance in Humans?

by Lilly Platts

Antibiotic resistance is a concern for many consumers of animal products. Horror stories about common bacterial infections in people no longer responding to standard antibiotic treatments have gotten everyone's attention, and labels like "antibiotic free," and "no antibiotics ever" are spread throughout grocery stores shelves. Antibiotics have recently been on beef producers' minds with the new change requiring a veterinarian prescription for antibiotics previously available over the counter.

Producers also know that antibiotics are sometimes absolutely necessary to save an animal's life, prevent suffering, stop the spread of disease, and more. Do standard treatments for common bacterial infections or the use of feed additives in cattle put human health at risk? A 2016 Colorado State University (CSU) study "Resistome diversity in cattle and the environment decreases during beef production" investigates the presence of Antimicrobial Resistant Determinants (ARDs) from feedlot to finished product.

First, what is an ARD? According to the Centers for Disease Control, an ARD is defined as a catchall term that includes both resistance genes and resistance mutations that give a microbe the ability to resist the effects of one or more drugs.

How do ARDs apply to cattle? Antibiotic, or antimicrobial, treatments are given to animals whenever a bacterial infection is present, like Bovine Respiratory Disease (BRD). The recommended treatment includes the use of third-generation cephalosporins, fluoroquinolones, florfenicol (a relative of chloramphenicol), or tilmicosin, a macrolide antibiotic. In a producer's language, cattle are given an antibiotic like RESFLOR or Draxxin. Treatments are effective, and the goal is to only have to treat an animal once. Antibiotic feed additives are common in large feedlots, and the use of these products is approved by the FDA. The question is, do these treatments lead to antibiotic resistance in humans?

To explore this, 16 researchers from CSU identified large feedlots to focus their study on. Their objective was to use DNA sequencing technology to see whether some form of antimicrobial resistance material can be passed from food animals to humans through food.

They identified large feedlots in Texas and Colorado — capacity in these feedlots was 69,000, 73,000, 74,000, and 98,000 cattle — and randomly selected pens to study. In total, the study pooled samples from eight different pens of cattle, totaling 1,741 head.

The feedlot managers were aware of the study, but the pen riders responsible for identifying and treating sick animals, and the feeding staff, did not know about the study, which eliminated any chance of biased treatment or feeding.

The researchers collected soil, water, and manure samples throughout the stages of an animal's time in the feedlot, including as feeders entering the facility to post-slaughter. This included taking water samples throughout the feeding process, and even swabbing the inside of the cattle pot after transport to the processing facility. Samples were taken from each pen, not individual animals, meaning the results are a pooled representation of each group of cattle.

Over 300 ARDs were identified, meaning antimicrobial resistance genes were present throughout the feeding process. The researchers noted that as the feeding process progressed, the number of ARDs narrowed. All cattle received macrolides (tylosin), which is a common additive in feed to reduce the risk of liver abscesses. This is especially worth noting since macrolides are a treatment for infections in humans. Individual treatment with antibiotics was rare, but was documented in at least one animal in each group.

Post-slaughter, the results get much more interesting. After sampling various sites on the processed carcass, including fat trimmings, no ARDs (resistance genes) were present. The researchers attributed this to the standard processing practices used in US beef processing facilities, including steam vacuuming, carcass washing, knife trimming, the application of organic acid rinses, and thermal pasteurization. The study notes that nationwide food safety surveys in the US suggest a relatively low level of bacterial presence in post-slaughter beef.

As with all scientific studies, these results are not definitive proof that ARDs cannot be passed to humans through finished beef products, but the fact that none of the 300 unique resistance genes identified throughout the feeding process were present at the end is important; this study is strong evidence that eating beef is not putting humans at risk for antibiotic resistance. The CSU researchers concluded that the likelihood of these



Researchers collected soil, water, and manure samples throughout the animals' feedlot time for the study. Photo by Hannah Wine.

ARDs being passed on to humans is minimal thanks to standard processing practices in the US.

The researchers did observe the presence of additional ARDs in the pen samples that were not linked to the study cattle but are important to human health. They couldn't identify the source of these ARDs, but suggested they may be triggered by the use of other drugs, or migrated there through working dogs and horses, or feedlot workers.

The study concludes that while the likelihood of intact ARDs being passed through the food supply is minimized by standard beef processing practices, the results also highlight the likelihood of indirect environmental exposure through things like wastewater runoff

or manure application to cropland. The researchers note that more research is needed throughout the various environments linked to beef production to fully understand how ARDs may be linked to human health.

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The study was funded by the National Beef Checkoff, and can be explored in full by scanning this QR code:

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Economic Importance of Cow Longevity and Depreciation

by Rick Machen, Professor, King Ranch Institute for Ranch Management,
in collaboration with graduate students Caroline Wild and Nathan Clackum

Cow longevity is directly related to the profitability of an operation. Cows that leave the herd before weaning a fifth calf saddle the remaining cows with extra costs.

The verdict is in: an open cow is among the top three financial liabilities for cow-calf operators. Calf sales are the largest contributor to annual income; cows that fail to wean a calf are a financial burden borne by the productive cows. Profit-driven producers focus on managing annual cow cost. Depreciation, which is the purchase / capitalization cost minus salvage value divided by years of useful life, is typically among the top three contributors — along with labor and fed feed — to annual cow cost.

Longevity is directly related to fertility. With that in mind, King Ranch Institute for Ranch Management students worked with a seedstock breeder to add financial metrics to the development of fertility/longevity expected progeny differences (EPD). Seems like a simple metric; any cow in the herd after five years has had five calves, right? Ideally, yes, but of greater interest are cows that leave the herd before weaning a fifth calf. Cows that depart before recouping all of their depreciation saddle the productive cows with extra cost.

Excluding circumstances such as liquidation due to drought, pregnancy status is the primary determinant

of the “keep or cull” decision. When relating the percent cow herd retained — or weaning percentage, since these have a direct relationship — to the average number of calves that a cow will produce in her lifetime, the weaning percentage resulting in a cow herd average of five calves per cow lifetime is 87% (Table 1).

In the calculation, weaning rate was equated to retention rate, and it was assumed all open females are removed from the herd at weaning. It was also assumed that all cows left the herd — regardless of pregnancy status — after their tenth pregnancy. Admittedly, weaning rate may exceed retention rate (e.g., culling bred females due to feet problems or disposition), but pairing weaning rate and retention rate facilitates evaluation of the relationship between longevity and retirement of depreciation. Additionally, in this calculation, a constant culling rate was assumed each year, although in a given year certain ages of cattle may be more likely to fall out than others.

For example, consider 100 bred heifers with an 87% average weaning/retention rate. In the first year of the simulation, 87 females successfully weaned a calf and progressed to their second parturition as a three-year-old cow, and 13 open cows were removed from the herd. Repeating this simulation through four more parities indicates that by the sixth pregnancy, 50 of the original 100 cows have departed the herd.

Consider the annual depreciation cost of keeping a cow in the herd. For this example, assume a heifer purchase / capitalization cost of \$2,000 and an \$800 salvage — these numbers can be adjusted to match specific ranch balance sheet entries. Therefore, depreciation equals \$1,200 (\$2,000 minus \$800). Over a useful life of five years, the annual depreciation cost is \$240.

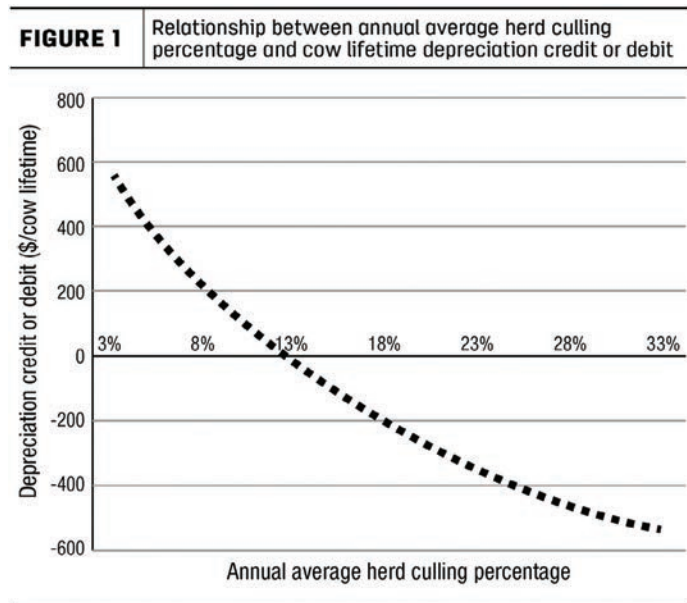
Relating longevity and depreciation: for every year short of weaning five calves, there is \$240 of unpaid depreciation. The productive cows remaining have to cover \$240 for every year that a cow falls short of weaning her fifth calf. For example, if a heifer fails to conceive for her second calf and is culled, she is leaving \$960 (\$240 x 4 years) of depreciation on the balance sheet.

Fertility and longevity are the solutions. As depicted in Figure 1, for every year after weaning a fifth calf — which occurs in a herd with an 87% weaning rate and 13% culling rate — there is a \$240 reduction in annual cow cost — described as a depreciation credit — compared to a young replacement entering the herd and incurring depreciation.

TABLE 1 Average number of calves produced and average age of a cow in a cohort with 87% annual weaning (13% annual culling) rate

Age	Parity	Cows departing	Cows remaining	Calves weaned
2	1	13	100	87
3	2	11	87	75
4	3	10	76	65
5	4	9	66	57
6	5	7	57	50
7	6	7	50	43
8	7	6	43	37
9	8	5	37	32
10	9	4	32	28
11	10	28	28	25
Total		100		500
Average number of calves produced per cow				5
Weighted average age of cow in the cohort, years				6.76

As shown in Table 1, with an 87% weaning rate, 50 cows have left the herd before producing five calves, but the remaining 50 cows stay in the herd long enough to cover accumulated depreciation for their cohort.



Takeaways

First, though not a cash cost, cow depreciation is real and must be accounted for on the balance sheet. Second, profit-driven managers can decrease cow depreciation by increasing salvage value (expose and market as bred cows calving in a different season versus packer cows), grazing spring-calving cows after weaning, adding weight and marketing them in the historically annual high spring-packer cow market, or by decreasing the purchase / capitalization cost of replacements.

Finally, cow longevity is directly related to profitability. The industry average female replacement rate is 15%. In this example, cows leaving the herd before weaning a fifth calf — a 13% annual culling rate — often results in a capital loss on the balance sheet due to residual (unpaid) depreciation. Use herd records and fertility / longevity / stayability tools to select females that are adapted to the production environment and herd management to improve longevity and cow-calf enterprise profitability.

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Editor's note: This article originally appeared in Progressive Cattle and is reprinted here with permission. Caroline Wild is a past member of ASA's DNA team.

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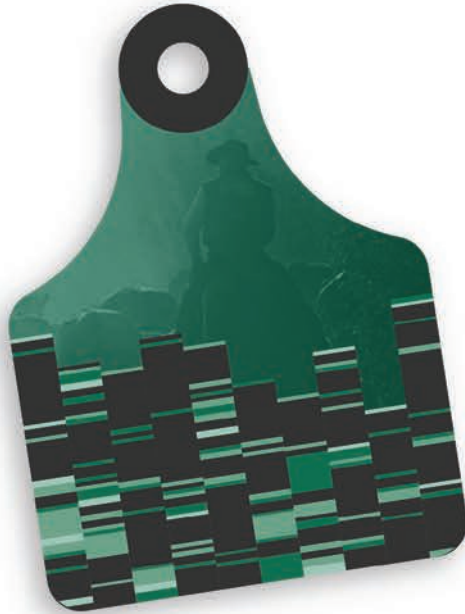
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"I love this program and appreciate that it is flexible for other activities. I like it more when Cowan can be on the live webinar, but that's life. The data is awesome, and it's a great learning experience. Many of the assignments were high-level. I think that is great but can be daunting when even the parents aren't awesome at it."

– Natasha Mortenson, participant

"She really enjoyed it all, and the varied content was awesome! The hands-on things she enjoyed more than the papers, but that is her being young."

– Chelsea Faulhaber, parent

"I enjoyed participating in the SPC Contest this year a ton. My favorite part was honestly probably making my steers ration! It was so different than any of the other assignments and it honestly took things to a whole different perspective for me. As always, every year I seem to learn more and more. I love the topics that the webinars go over and they have awesome speakers/presenters this year so it made it really fun to listen to. There was nothing that I disliked this year, you guys all made it really fun for me anyways and I really enjoyed it."

– Audrey Redalen, participant

"I greatly appreciate how this program has continued to be open to feedback and evolve! An example that especially resonates with me as a parent is how the assignments have developed into truly educational experiences. The first year of the SPC program primarily focused on the assignments summarizing the content of the webinars. This year the participants have had the opportunity to showcase through a number of different avenues what they've learned. These learning activities accommodate diverse types of learning styles and help to solidify the information in a meaningful way! As a parent and a Simmental breeder, this program is so valuable in my eyes. Please continue to communicate what we can do to support this program!"

– Abbie Redalen, parent

"I liked to learn about everything and I think it will all help me moving forward."

– Cowan Mortenson, participant

"I enjoy the data! Grace and I enjoy working together, particularly using good data for making decisions and then evaluating our results. This is one of the reasons we continue to participate in the SPC, to learn more about our own operation from the terminal side. I am encouraged that she gets excited about topics that she is learning from."

– Chuck Ewing, parent



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2024 AJSA STEER PROFITABILITY COMPETITION

The AJSA Steer Profitability Competition (SPC) is designed to provide junior members meaningful exposure to the opportunities and challenges associated with cattle feeding. The SPC will not only allow participants to measure and compare the profitability of their own animal(s), but of greater importance, it will introduce young beef enthusiasts to peers, mentors, industry advocates, and experiences that are exceedingly difficult to acquire for any beef producer. Participants in the SPC program will be powerful voices as they transition from junior membership to adult participation within the beef industry.

REQUIREMENTS

1. Steers only
2. Entrant must be an AJSA member
3. Animals must be entered in the ASA database
4. Either sire or dam on file in the ASA database
5. Birth date range: 1/15/23 to 4/15/23
6. Weaning date range: 8/15/23 to 10/15/23
7. Castration must occur prior to weaning
8. Steers must weigh 500–750 lbs. at delivery
9. Steers must be polled or dehorned
10. Any breed composition welcome provided they meet rules 1–9

CONTEST GUIDELINES

1. Entry fee of \$65/head
2. Feedlot placement approximately November 1
3. All decisions at the discretion of feedlot
4. Harvest will occur approximately June 15, 2024
5. Participation in monthly e-meetings
6. Entrant will receive reports on
 - a. Monthly feed and health bill
 - b. Final feedyard data
 - c. Final carcass performance data

Awards will be granted for the top three animals overall, top three pens of three overall, and top monthly write-up participant.

DETAILS

1. All steers on GrowSafe feed intake system throughout the entire project.
2. Individual intake and gain information on all steers.
3. Monthly weights on all steers.
4. Steers will be fed at University of Missouri Beef Research & Teaching Farm in Columbia, MO.
5. Regular updates highlighting SPC details, industry news and steer performance.
6. Monthly bill detailing specific expenses on each steer.

- Mandatory monthly educational webinar
- Mandatory monthly assignment (variety of formats and age expectations)

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Register by October 15, 2023



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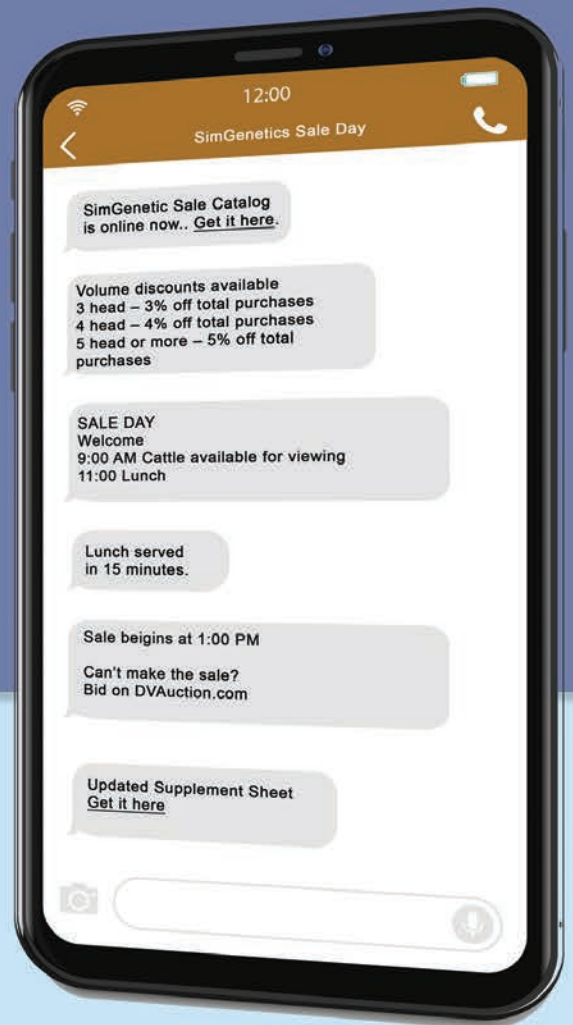
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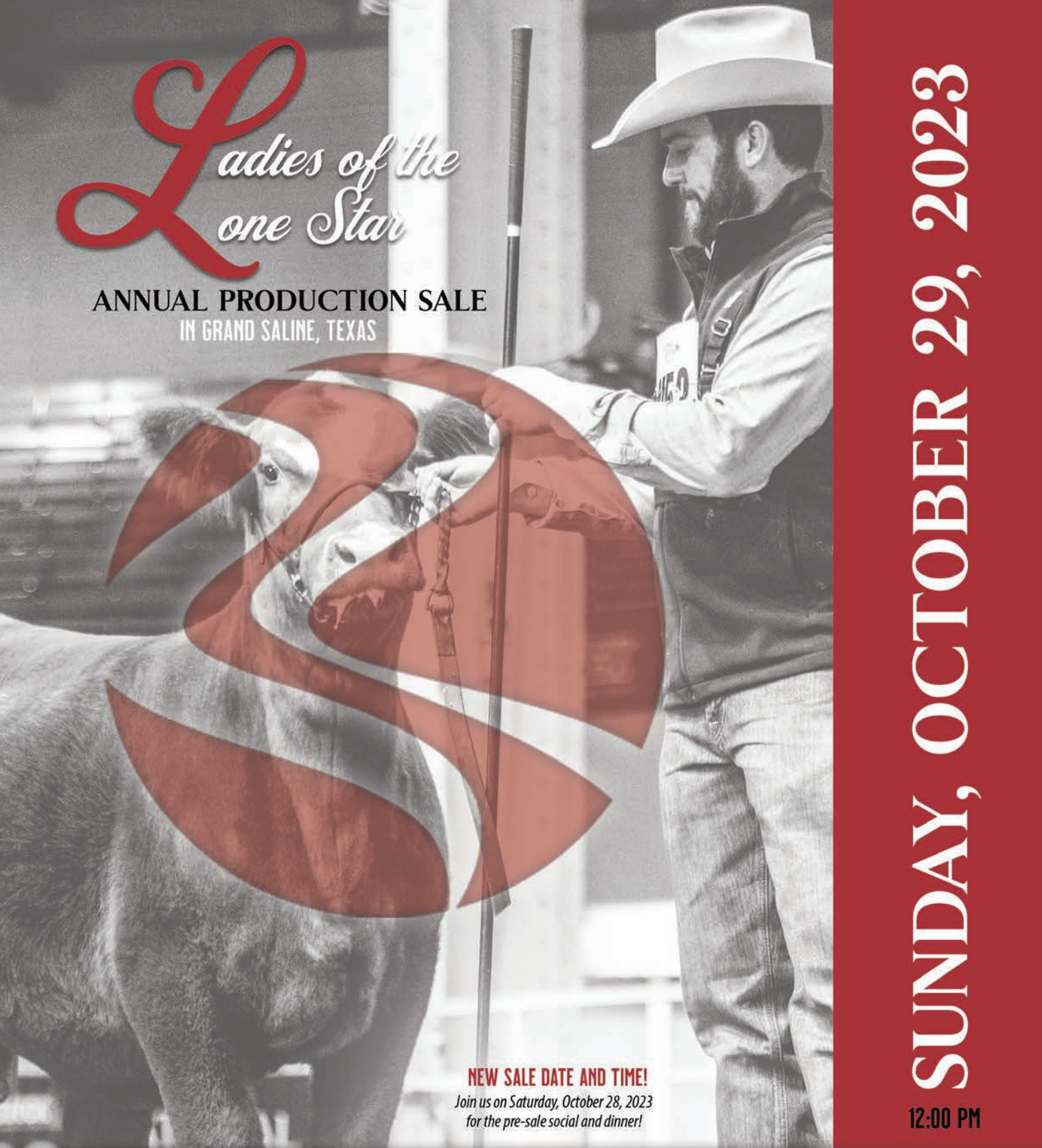
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Management of a New Yearling Bull Sets the Stage for Performance Success

by Rhonda Brooks, Bovine Veterinarian

Young beef bulls new to their jobs on the farm or ranch often need extra time and attention to get acclimated to their environment and roles. During a recent Beef Cattle Institute podcast, livestock experts at Kansas State University (KSU) addressed how to best manage a young bull, thanks to a cattleman who submitted this question: "I just purchased a relatively expensive yearling bull and am preparing to turn him out with my herd. What are your tips for making sure we have a successful year with this bull?"

"I'm going to say really pay attention to him," advised Robert (Bob) Larson, DVM and professor of production medicine at the university.

"This is not a proven bull, so make sure you consider all things about his health. Body condition score, feet and legs soundness — all the types of things that can cause a bull to have health problems and structural problems," Larson said. "Monitor all of that pretty closely because he's young, and he's just getting to know his way around the operation."

Turnout duration is an important management decision. Young bulls tend to run themselves a bit ragged, and producers need to take that into consideration in their management, according to Bob Weaber, Extension beef specialist at KSU.

"We can control that by not leaving him out with the cows for the entire breeding season," Weaber said.

The benefits of not pushing a young bull to perform throughout a long breeding season are at least twofold. The first is the producer is better able to maintain that animal's well-being. Second, the producer can minimize the potential for having a bunch of open cows because the yearling bull was new to his job.

Weaber said he would use the yearling bull for about half the breeding season and then bring in another bull to finish the season.

"I'd turn out multiple bulls, though maybe not at the same time so you can minimize the potential for social dominance problems," Weaber said. "In a multi-bull pasture a concern that arises is injury due to the bulls fighting and aggression."

Weaber said when the young bull is pulled out of the herd it's important for producers to have the ability to place him somewhere else on the farm or ranch, so he's not over-worked or in competition with other working bulls.

Brad White, production medicine director for the Beef Cattle Institute and host of the podcast, said he would assume the yearling bull in question had a breeding soundness examination prior to being purchased. He

asked what Weaber and Larson would watch for during the breeding season, specifically related to the bull's ability to breed.

Larson reiterated that regardless of age and experience, some of the main things to evaluate during the season are a bull's feet and legs.

"Foot rot, injury, anything that affects mobility is going to affect his ability to follow the cows and breed them, and it can impact sperm production as well," he said.

Larson recommended that producers schedule a specific time every two to three days to check out how well the bull is moving. "Pencil it on your calendar to get out and check how he's walking. Make sure he's healthy in that way," he said.

Good body condition during the breeding season is important. "Body condition for a bull tends to change slowly and the only reason it would likely drop is if he's really in trouble, but it's something to watch," Larson noted.

Weaber said taking the ratio of bull-to-cow numbers into consideration can help maintain body condition for a young bull. As a rule of thumb for a young bull, Weaber recommends allowing the bull to service one cow per month of age at turnout.

"So, if he's 15 months old, for instance, when you turn him out he can cover 15 cows for a 45- to 90-day breeding season," Weaber explained.

For producers with a two-season calving strategy, the team encouraged allowing extra recovery time for a young bull between breeding seasons.

"Make sure he gets plenty of recuperation time. And because he's still trying to grow, put some extra feed into him so he's in good shape at turnout for fall covers," Larson said.

How Much Water Do Cattle Need and What Water Problems Should Cattle Producers Watch For?

Troy Walz and Aaron Berger, University of Nebraska-Lincoln

Water quantity and quality is critical to cattle health and performance. Hot weather and drought conditions can impact both water quality and quantity for cattle.

How Much Water Do Cattle Need?

There is an easy answer, and there is a right answer. A general guideline is that lactating cows need two gallons of water per 100 pounds of bodyweight per day. Bulls and dry cows need one to one-and-a-half gallons of water per 100 pounds per day, according to the 2016 *Nutrient Requirements of Beef Cattle*.

Water needs are influenced by environmental temperature, class of livestock, weight, and stage of production. The warmer it gets, the more water cows need. Cows

CONTINUED ON PAGE 38



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^aUSMARC, Zimmerman, M., et al., "Breed and heterotic effects for mature weight in beef cattle," *J. of Anim. Sci.*, Vol. 99, 2021. Adjusted for sire sampling, Angus was the heaviest at maturity among the 16 breeds evaluated. Solutions are deviations from Angus. YW EPDs were extracted from genetic evaluations conducted in 2019. Estimate of MWT differences at 6 years of age. The study considered 108,857 weight records from 5,156 crossbred cows sired by 787 bulls. ^bEffect of sire breed group on carcass value of feedlot cattle harvested through Tri-County Steer Carcass Futurity Cooperative, Lewis, Iowa, 2002 to 2018. Odde, K. & King, M. (March 2021). Kansas State University. Relationships Among Sire-Breed Group, Calf Sex and Year Group on Carcass Traits. Breeds represented in the English-sired group: Angus, Red Angus, South Devon, Hereford and Shorthorn.

with nursing calves need more water than dry cows. As cattle gain weight, they need more water.

As an example, spring calving cows will need close to 20 to 24 gallons of water per day for themselves and another five to ten gallons for their calf when it gets hot.

Some water comes from the feed they eat, and grass can be high in water content. Nursing calves meet some of their daily water needs with their dam's milk. However, it's best to plan on making sure cattle have access to the full recommended amount of good-quality water. It's particularly important that calves are able to reach the water levels in a tank, especially in hot weather. If cows come into water first and drink a tank down, calves may struggle to get a drink if there is a slow recharge on the water tank. This can lead to stress and health problems for calves. Depending on the watering system, giving calves "creep" access to a water tank they can reach separate from the cows can help to ensure calves stay hydrated.

The importance of water to beef cattle is often overlooked, and cattle performance can be affected by water intake. Nutritionists balance diets for carbohydrate (energy), protein, vitamins, and minerals, but water is the most critical of these nutrients. Several factors make water needs difficult to assess.

Because feeds contain some water, not all the water needs must be provided as drinking water. Feeds such as silages, green chop, or growing pasture are usually high in moisture, while grains and hays are low. When cattle consume feeds high in water content, they drink less water.

Water Quality for Cattle

Water quality is important for cattle health and performance. It's important to check water for nitrates, sulfates, and blue-green algae if a problem is suspected.

Nitrates

Nitrates are of elevated concern in drought conditions. The total intake limit for cattle is the combined amounts from both feed and water. So if you have feed that's high in nitrates, but within acceptable limits, and water that is also high, but acceptable, the combination could exceed recommended limits and cause problems.

- A safe level of nitrate nitrogen (NO³N) in the water for cattle is less than 100 ppm.
- The sulfate upper limit for calves is less than 500 ppm (167 ppm sulfur as sulfate).
- For adult cattle, the upper limit is less than 1,000 ppm (333 ppm sulfur as sulfate).

Symptoms of nitrate poisoning include brownish discoloration of the blood, difficult and rapid breathing, muscle tremors, low tolerance to exercise, incoordination, diarrhea, frequent urination, collapse, and death.

Blue-Green Algae

Blue-green algae can be toxic to cattle, and it grows in stagnant water, lakes, and ponds. When there's a lot of blue-green algae, it makes the water look like someone

has dumped a bucket of light green or turquoise paint in the water.

Signs of blue-green algae poisoning are diarrhea, lack of coordination, labored breathing, seizures, convulsions, and possibly death. More information on blue-green algae can be found in the *BeefWatch* article "Blue-Green Algae Impacts on Cattle." Warm temperatures and sunlight can cause algae to grow rapidly, so keep an eye on that in both ponds and tanks. Routinely cleaning tanks and utilizing a copper sulfate treatment or chlorine treatment can help keep water tanks free from moss and algae.

Cattle standing in the water to fight flies, or walking through it to drink increases the solids suspended in the water, and the added nutrients from manure and urine may encourage algae growth. Limiting cattle access to only a portion of a pond can reduce pond water contamination. Pumping water in the deep part of a pond to a water tank is a way to still utilize pond water for cattle while reducing the risk of cattle consuming blue-green algae. Fly management can also help cut down on the amount of time cattle spend in the water.

Water Testing

Monitoring water quality is a way to manage risk. Knowing if there's a problem before symptoms show up in the cow herd is the best way to prevent losses to cattle performance, or death.

Taking a water sample and submitting it to a lab for analysis may take a few extra minutes, but if you're out checking water anyway, it's not much extra effort for the knowledge that the water is safe. While ponds and dams are often the most questionable in quality, the water in tanks and troughs may also need to be tested. Occasionally, events such as drought or flooding may impact the quality of water from a well or other source of water that is being used for livestock. Testing the water provides information needed to know if the water is safe for use. There are a number of labs where livestock water can be tested. Prior to collecting a sample, contact the lab for a test kit and collection instructions to ensure a representative sample is taken and that the lab can complete the analysis needed.

The Nebraska Extension Nebguide "Water Requirements for Beef Cattle" (available online) contains information on guidelines for meeting cattle water requirements, potentially toxic levels of substances that can be in water, as well as instructions for treatment of water tanks utilizing copper sulfate.

2022 Semen Sales Report Reflects Changing Global Trends

The National Association of Animal Breeders (NAAB) members report annual units for the categories of domestic sales, export sales, custom collection, and imported units for dairy and beef breeds. With approximately 95%

CONTINUED ON PAGE 40



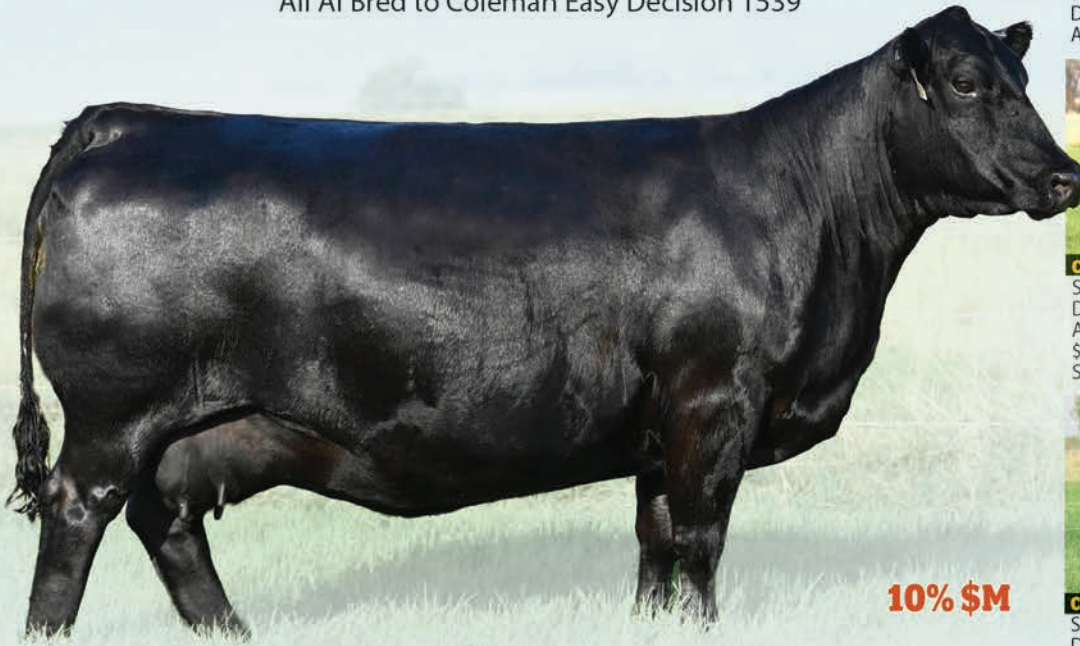
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of the US AI industry represented by NAAB members, these annual statistics provide an accurate insight of the sales of US bovine semen.

“After successfully managing two years of disruptions to the supply chain and public health challenges, the impact of the global economic downturn has reached the genetics industry, resulting in a decline in total dairy and beef units sold,” says Jay Weiker, president of NAAB.

The US bovine semen industry reports a decline of 5% in total unit sales, reaching 69 million total units reported for all categories combined. This represents a 3.4 million unit decrease from the previous year. The total number of dairy unit sales for domestic and export was nearly the same as 2021 at 49.4 million units, while beef unit sales experienced a significant decline of 15%, representing 3.3 million fewer units sold. Breaking this down further, the beef-on-dairy semen sales increased by about 718,000 units both in the US and for export; however, beef-on-beef sales saw a decline of four million units.

Dairy producers in the US continue to adjust their reproductive management programs and make breeding decisions that provide the best economic return for their business. Producers are using different combinations of conventional and sexed dairy semen along with beef semen to improve their bottom line. The cost of raising a heifer to the age of first calving has also increased significantly, so a calculated number of replacement heifers are produced to meet expected future needs, and beef semen is used on the remainder of the herd.

The domestic dairy units reported for the US declined by 5%, just over 800,000 units with a market size of 16 million dairy units. Dairy units declined in 2021 and 2020 by one million and 1.2 million units respectively; so over the last three years, the US market has declined by 3 million dairy units.

On a positive note, domestic beef units sold in the US increased by 322,000 units overall with units used on dairies increasing 457,000 units, while beef used in beef herds decreased. Additionally, in the domestic market, sex-sorted dairy product increased by 245,000 units or 3%. Sexed dairy semen has grown steadily and now represents 49% of the dairy units used by US dairy producers, and this product mix is used to maintain the delicate balance of replacement heifer management. Custom-collected dairy units for non-members were down 12%, while custom-collected beef units for non-members were down 1%.

“In spite of the economic and geopolitical challenges facing global dairy and beef producers, the international demand for US dairy genetics continued to expand,” says Weiker. “The business interruptions of the past couple years haven’t dampened the interest to use imported genetics in their breeding programs.”

A new record was set with 31.6 million units of dairy semen exported representing an increase of nearly one

million units for a 3% increase over 2021. Beef semen exports declined to a total of 4.7 million units, down 3.6 million units or -43% from the previous year.

Brazil was the major market for beef semen and the economic crisis there was a major contributor to the decline in beef units. Beef semen exports are also impacted by the large number of elite beef bulls that have been exported live to Brazil where semen is produced locally instead of being imported. This will have a flow-on effect as some of those units will be exported to other countries, especially in Latin America.

Producers around the world face similar issues related to the cost of production, labor shortages, and finding new ways to decrease the carbon footprint of livestock production. The reproductive management practices influence the type of product used.

While the US market accounts for 8.3 million units of conventional dairy semen usage, export markets purchased 23 million units, or nearly three times the volume. While there has been a decline in utilization of conventional semen in the US, the demand from the export markets has continued to increase.

Similarly, 7.9 million units of sexed dairy semen is used by US producers, while 8.7 million dairy units were exported. Roughly 34% of the dairy semen produced by members was used by US producers and the other 66% was exported.

For the second year in a row, China was the top export market for total units and dollars. Brazil remained the second-highest for total units, even though exports were half of 2021 volumes. Russia was the second-highest market for dollar value.

The top 36 international markets all imported product valued over \$1 million dollars in 2022 and 11 countries imported product valued over \$5 million dollars. These 36 markets account for 93% of the total export units and nearly 94% of the dollar value.

More information about NAAB and its annual statistics can be found on <http://www.naab-css.org/>

Animal Ag Organizations Team Up to Combat Misinformation and Share Science

by Jennifer Shike, Bovine Veterinarian

Everyone knows communication is key to animal agriculture’s future success. That’s why the Animal Agriculture Alliance and National Institute for Animal Agriculture (NIAA) are teaming up.

On July 26, the Animal Agriculture Alliance and NIAA announced a working partnership to maximize areas of expertise to ensure sound scientific information about animal agriculture is being communicated effectively to key audiences.

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Annual Production Sale

Nov. 20, 2023

1 P.M. • AT THE RANCH • LINTON, N.D.

65 Bulls • 50 Bred Females

Embryos • Special Lots

2022 SALE HIGHLIGHTS



ES PURSUIT HD 55-2 • Standout sire group in both the heifer and bull pens



HHS INCOGNITO 847G • Outcross red and black progeny sell. Several baldies!



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High selling bred to Joey Schreck



BCLR CRUZ J8361
3rd high selling bull to Begger's Diamond V Ranch



BCLR MISS ABUNDANCE J104
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BCLR NIGHTCAP J6041
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Simmental

Five Star Jackson J10



Trait	Direct					Maternal				DOC	Carcass						\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	15.6	-0.2	91.9	140.8	.31	9.5	25.9	71.8	17.0	18.1	38.8	-.29	.60	-.045	.94	-.29	173.8	100.9
ACC	.50	.57	.49	.49	.49	.28	.20	.29	.33	.45	.44	.35	.43	.38	.42	.03		
%	10	20	10	10	15	5	35	15	45	2	20	95	3	99	40	85	3	2

EPD as of 8.7.23

THE NEXT STEP

The next step in the relentless effort to advance beef genetics is to combine genomic excellence with phenotypic excellence, and Five Star Jackson represents that progress. And he does so as an outcross to many of today's popular pedigrees, sired by Hook's Full Figures and out of KBHR F316. Jackson's genomically enhanced EPD are as follows:

Top 3% \$API (179.7), \$TI (102.2), marbling, and docility

Top 5% Maternal calving ease

Top 10% Weaning weight, yearling weight

Top 20% Birthweight,

Top 15% ADG and maternal weaning weight

Top 20% Carcass weight

Top 35% Milk

- A stout, attractive, genetically advanced bull that will improve looks and a broad base of numbers — an Elite Balance Bull.
- Jackson was the \$65,000 showstopper at the recent Oak Meadow and Five Star sale.
- Over 30 calves at Drake's and all born unassisted. Calves are vigorous and showing fantastic look and depth.

Semen: \$50/unit

Semen available
through owners

**Heterozygous Black
Homozygous Polled**

ASA# 3947790 • PB SM

TJ Diplomat 294D

Sire: Hook's Full Figures 11F

Hook's Docila 23D

WS All Aboard B80

Dam: KBHR F316

KBHR C295

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cell 641-895-9422
mharlan2990@gmail.com

Five Star Ranch

Jared Seinola
507-271-2634



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La Motte, IA
Cell: 563-580-1053
flint@ironcreekcattle.com

Angus

Iron Creek Hickok C44K



Trait	Direct					Maternal					Carcass						\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	14.5	-1.5	101.9	177.9	.48	2.6	37.3	88.2	11.8	30.4	103.4	.34	2.02	.061	.64	-	217.5	128.7
ACC	.34	.51	.43	.38	.38	.28	.29	.29	.06	.37	.40	.31	.37	.33	.37	-		
%	25	25	2	1	1	99	1	1	80	1	1	99	1	99	60	-	1	1

EPD as of 8.7.23

Poss Maverick
Sire: Poss Deadwood
 Poss Ellunamere 399

G A R Sure Fire
Dam: G A R Sure Fire 187
 Chair Rock Prophet 3054

Homozygous Black
Homozygous Polled
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Semen: \$50/unit

Semen available through owner

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Gilliland Livestock, Inc.

Ron Gilliland
rongilliland7@gmail.com
 916-612-1340

“The Alliance frequently fields questions from food brands, registered dietitians, media, and thought leaders on issues such as animal welfare, responsible antibiotic use, and environmental stewardship. This partnership with the NIAA will give us greater access to technical experts in these fields to ensure we’re communicating accurate, science-backed, and expert-supported information to these audiences,” Hannah Thompson-Weeman, Animal Agriculture Alliance president and CEO, said in a release. “The animal agriculture community has an incredible history of progress — thanks in large part to advancements in science — and we’re honored to continue spreading that message with the support of NIAA.”

According to the release, the working relationship includes: NIAA, a non-profit organization dedicated to providing programs to work toward providing solutions for disease, while promoting a safe and wholesome food supply, will serve as a resource on scientific research and technical expertise; and the Animal Agriculture Alliance, a nonprofit working to safeguard the future of animal agriculture and its value to society by bridging the communication gap between the farm and food communities, will work to communicate this information to key audiences.

“The NIAA has often served the animal agriculture community behind the scenes by convening experts and allies to explore, discuss, learn, and develop knowledge that fosters interdisciplinary cooperation and advances progress within the fields of animal welfare, animal health, and antibiotic use, among others,” J.J. Jones, NIAA executive director, said in a release. “Working alongside our communications partners at the Alliance, we’re positioned to better support the animal agriculture community in communicating science while combating misinformation.”

From coordinating media responses on technical issues with third-party expertise and collaborating on the development and review of talking points, infographics, and other resources on topics such as animal welfare, antibiotic use, and sustainability to hosting regular joint issue updates with key stakeholders from each organization, the partnership will allow each organization to achieve greater reach.

Cattle Producers Direct NCBA Action on Cell-Cultured Products

On July 26, the members of the National Cattlemen’s Beef Association (NCBA) passed a directive at the NCBA Summer Business Meeting to continue the association’s advocacy efforts on transparent labeling and inspection of cell-cultured protein products.

“Cattle producers are not afraid of a little competition, and I know that consumers will continue choosing real

high-quality beef over cell-cultured imitations,” said NCBA President Todd Wilkinson, a South Dakota cattle producer. “Our priority is ensuring that consumers accurately know the difference between real beef and cell-cultured products through transparent and accurate labeling. We have already been successful at engaging the US Department of Agriculture to conduct robust inspections and oversight to protect food safety.”

This directive was brought forward by the Tennessee Cattlemen’s Association, California Cattlemen’s Association, and Florida Cattlemen’s Association, and passed at the Summer Business Meeting. All policies passed at this meeting will be forwarded to NCBA’s general membership for a full vote in the fall. This grassroots policy process ensures that NCBA’s policy positions reflect the views of cattle producers.

Earlier this year, the US Department of Agriculture Food Safety Inspection Service (USDA–FSIS) issued two grants of inspection to companies producing cell-cultured chicken imitation products. These grants of inspection permit companies producing cell-cultured products to sell their products in interstate commerce. While no cell-cultured imitations of beef have received a grant of inspection, we are aware of several companies attempting to create these products.

NCBA previously advocated for USDA oversight of cell-cultured meat and was pleased to see FSIS inspecting these products as opposed to the Food and Drug Administration (FDA). USDA inspections occur more frequently and hold these companies to a higher food safety standard. Moving forward, NCBA will be urging Congress to set labeling requirements, so cell-cultured products are clearly distinguishable from real beef and to prevent confusion or misrepresentation about these products.

New Tool Evaluates Embryo Health

by Rhonda Brooks, Bovine Veterinarian

A new animal health company, EmGenisys, has created what it describes as the first non-invasive and objective method to evaluate a bovine embryo’s health to improve the success rates of embryo transfer and in-vitro fertilization.

“We are scanning embryos and using software to provide veterinarians and IVF enterprises with more objective data regarding an embryo’s developmental stress, metabolic function, and overall health,” says Cara Wells, founder and CEO.

The company has developed a web-based platform, EmGenuity, which hosts an advanced analytics and machine learning assessment called EmVision. When using the tools, cattle pregnancy rates for both beef and dairy can be improved by up to 20%, the company reports.

CONTINUED ON PAGE 48

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J-J Ms 8T Cowgirl 917G ASA 3550879
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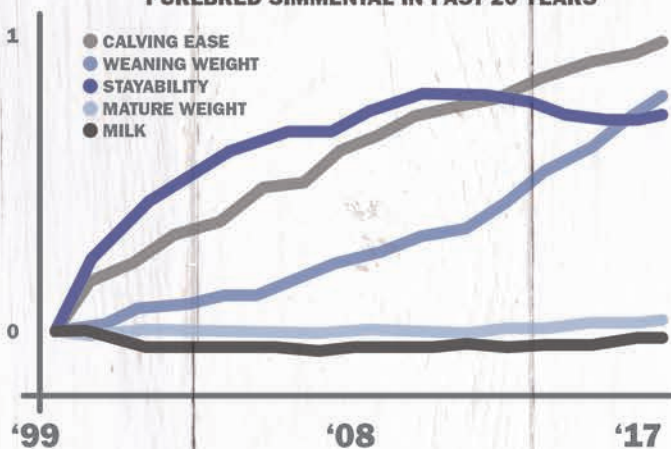
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CE 14.5 | YW 111.4 | MARB 0.43 | RE 0.48



New Day K102 ASA 4090714
TJ CHIEF 460G son \$API 144 | \$TI 82
CE 14.8 | YW 119.5 | MARB 0.31 | RE 0.32



New Day 1298J ASA 4015595
R&R DOUBLE PUMP F80 son \$API 133.5 | \$TI 80.5
CE 9.2 | YW 125.2 | MARB 0.51 | RE 0.61



New Day K105 ASA 4090709
TJ CHIEF 460G son \$API 129.1 | \$TI 75.6
CE 12.4 | YW 123 | MARB 0.18 | RE 0.56



New Day 103K ASA 4017629
CONNEALY CONFIDENCE PLUS son \$API 159.4 | \$TI 88
CE 13.7 | YW 135.1 | MARB 0.52 | RE 1.02



New Day K234 ASA 4041627
MR NLC CASH FLOW 7125E son \$API 140.3 | \$TI 86.9
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How It Works

EmVision allows veterinarians to record 30-second videos of embryos with their smartphone, upload videos into the company's web-based platform and receive a digital report with detailed information.

The resulting information can help practitioners determine whether to keep an embryo or discard it, thereby optimizing the breeding strategy for a dairy or beef producer.

"Veterinarians using the system can create a higher level of satisfaction for their clients when they get higher pregnancy rates," Wells says. "They're going to identify more viable embryos, so they're not going to be transferring bad embryos, which is great from cost and labor perspectives."

Improved Accuracy

Historically, technicians have graded embryos by evaluating their cell shape, size, and color under a microscope. Wells believes the pitfalls from that approach are twofold. First, she says technicians don't always have sufficient knowledge and experience to determine which embryos are good. The second challenge is that many things happen inside an embryo that the human eye can't see.

"A healthy embryo should be growing, it should be using energy, it should be dividing, and doing the things it needs to do to become a calf," Wells says. "Sometimes we can't visually tell which ones are growing in a healthy way and which ones could even be dying."

She adds that as the EmGenisys technology was being developed, her team realized that IVF embryos and conventionally flushed embryos develop a little bit differently, and they made adjustments. "We had to create models specific for those," she says. "We've also realized there are differences in beef species versus dairy species, and just a lot of variables that we've used to improve our prediction accuracy."

Go-To Market Strategy

Wells says the company's direct customers will be veterinarians, embryologists, and IVF enterprises.

"But it is the cattle producer that bears the economic burden of failed pregnancy, so it's really critical for them that every embryo that gets transferred is alive and viable and produces that calf that they just spent money making," she says. "So, I see beef and dairy producers as important influencers and advocates for the technology."

Wells says EmGenisys is ramping up to introduce the technology commercially this year. "Our go-to market plan is to do custom pilots where we train the data specifically for the different farms on their embryos with their production protocol, so we can have the best performance possible," she says.

Options for Safely Using High-Nitrate Forage: Grazing, Silage, and Haying

Mary Drewnoski, Nebraska Extension

Given the drought conditions in some locations this year, many producers may be asking themselves how to handle the annual forages they have standing in the field that may not have grown as much as would be expected under normal conditions. These drought-stressed forages can be high in nitrates and may be potentially toxic to cattle.

But with careful management, you can reduce the risk of grazing drought-stressed forages. So, what are the options?

Grazing high-nitrate forage

Most recommendations for the level of nitrates in forages that cause issues are based on hay and it is suggested that levels above 2,100 ppm N03-N are toxic. Often, grazing cattle can tolerate greater concentrations of nitrates than those consuming hay. The amount of nitrates cattle can consume without an issue depends a lot on the situation and management. You can test standing forage for nitrates, but situations and management are so variable we don't make blanket recommendations about "safe" levels. If you're interested in testing standing forage, or have any concerns about how to approach high-nitrate forage, please contact your local Extension educator to work through your situation.

If the forage to be grazed is high-moisture it is often lower-risk. Fresh forages release nitrates into the rumen at a slower rate than dry forages. The slower release rate allows rumen microbes that convert toxic nitrite to ammonia, to better keep up with nitrate inflow. If the forage is mature and dried out, the rate of release of nitrate and thus the risks would be greater, more like hay.

A few things to understand about risks when grazing higher-nitrate forages:

Gradual adaptation is a key management strategy. Producers should not strip-graze high-nitrate forages, but allow cattle to be selective. The capacity of the microbial population in the rumen to detoxify nitrite will increase with exposure to nitrate. Nitrates tend to be greatest in the bottom of the stem and with the least nitrates in the leaf. If given the opportunity, cattle tend to select leaf material first and work their way down the plant, slowly increasing their nitrate exposure over the grazing period. That may allow microbial populations in the rumen of grazing cattle to adapt to higher nitrate concentrations by the time the animal consumes the stem and lower portions of the plant. Losses from nitrate toxicity are more likely in cattle not adapted to nitrate. To adapt the cattle, start by grazing the lowest-nitrate fields and then work up to the highest. If a lower-nitrate field is not available, producers should graze higher-nitrate fields at lower stocking rates to allow animals to selectively graze the plant parts that are lower in nitrate concentration.

CONTINUED ON PAGE 50



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Feeding cattle prior to turnout can help slow initial intake of high-nitrate feed. Grazing cattle often have a slower rate of dry matter intake than when eating harvested forages, allowing the microbes to better keep pace with the nitrate inflow. Also, if intake becomes restricted at any point (forage runs out or weather impedes grazing) producers should fill them up on lower-nitrate hay again before they go back to grazing the high-nitrate forage.

Research has shown that feeding a couple pounds of corn to cattle when feeding mature high-nitrate forages can lower risk. Higher dietary energy increases the rate of detoxification. Cattle grazing immature forages can have lower risk than mature forages with the same amount of nitrate. So, if the forage is older/mature, producers should consider grain supplementation. This will supply energy for rumen microbes to convert nitrate into bacterial protein and minimizes the accumulation of the intermediate nitrite. Grain feeding may be of limited benefit for high-quality annual forages but is a good idea when grazing more mature forages.

Ultimately, the decision to graze high-nitrate fields is a judgment call and a question of how much risk one is willing to take.

Harvesting high-nitrate forage as silage

If done right, ensiling can decrease nitrate content of the forage by 40 to 60%. Ensiling is one of the best ways to decrease the potential nitrate toxicity of a forage, so this is an option worth considering. Warm season annuals such as corn, sorghum, sorghum-sudan, and pearl millet can all be harvested as silage, as can small cereals such as oats, barley, cereal rye, and wheat.

Harvesting at the proper moisture content (65 to 70%) and packing it well are keys to lowering the nitrate content. Raising the chopper height can also decrease the amount of nitrates in the silage, as the highest concentrations are usually in the lower stem of the plant. Letting the silage ferment for at least 21 days will be most effective.

Silage should be sampled and analyzed before feeding to ensure the amount of the silage in the ration provides acceptable nitrate levels in the diet. Producers should target an initial diet content of less than 1000 ppm $\text{NO}_3\text{-N}$. Animals can then be adapted to higher levels by slowly increasing the inclusion of high-nitrate silage in the diet. Over time cattle can be adapted to consume diets up to 4,000 ppm $\text{NO}_3\text{-N}$.

Harvesting high-nitrate forage for hay

For some situations, hay may be the only option. The drying process does not decrease nitrates, so this hay may need to be diluted in the diet with other forages low in nitrates.

Grinding and blending of low- and high-nitrates hay is best to reduce risk. Feeding a couple pounds of grain per cow each day can also help reduce risk. Producers should

unroll the low-nitrate hay first, then after they have consumed most of the low-nitrate hay, roll out high-nitrate hay, if blending the hay isn't possible. Be sure animals are not hungry when eating the high-nitrate hay (slow intake is key to reducing risk).

To adapt the cattle, start by feeding the lowest-nitrate hay and then work up to higher levels. Even with adaptation, feeding hay free-choice is risky when the hay has higher than 2,100 ppm $\text{NO}_3\text{-N}$. This is because there are likely to be "hot spots" in the hay with high nitrate content that could result in a cow consuming a much higher load of nitrate.

Do not feed hay, straw, or fodder suspected of being high in nitrate when it is damp. Damp hay tends to be more toxic because some of the nitrate already has been converted to the more toxic nitrite before being consumed.

Producers with high nitrate forage who need assistance with developing a management plan can contact their local Extension educator.

USDA Awards \$3.2 Million to Fund Antimicrobial Resistance Dashboards

by Jennifer Shike, Bovine Veterinarian

USDA's Animal and Plant Health Inspection Service (APHIS) is awarding more than \$3.2 million in cooperative agreement funding to create antimicrobial resistance (AMR) dashboards. These public-private partnerships will improve access to information on antimicrobial resistance in domesticated animals, including livestock, poultry, and companion animals.

The 12 awards will help advance scientific knowledge around antimicrobial resistance through partnerships with the National Association of State Departments of Agriculture, Cornell University, Iowa State University, University of Florida, North Carolina State University, Texas Tech University, University of Illinois, University of Missouri, and University of Washington.

"Antimicrobial resistance is a global health threat that makes antibiotics and other antimicrobials less effective. Addressing AMR is important to APHIS, along with the agricultural and public health sectors, because antimicrobials are some of our most critical tools for treating serious infections and saving the lives of people and animals. Taking a One Health approach to tackling complex human and animal health challenges such as this is imperative," APHIS said in a release.

Data protection is also important to APHIS. Because of this, all antimicrobial resistance dashboards developed with this funding are required to include data protections similar to the Confidential Information Protection and Statistical Efficiency Act. APHIS will then use the dashboards to monitor trends in antimicrobial resistance patterns, detect emerging resistance profiles, and better understand relationships between

CONTINUED ON PAGE 54

THOR & NELSON FAMILY

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09.16.23

Meal & Social Hour 5:00 pm
Auction 6:00 PM at the Ranch
Montevideo, Minnesota

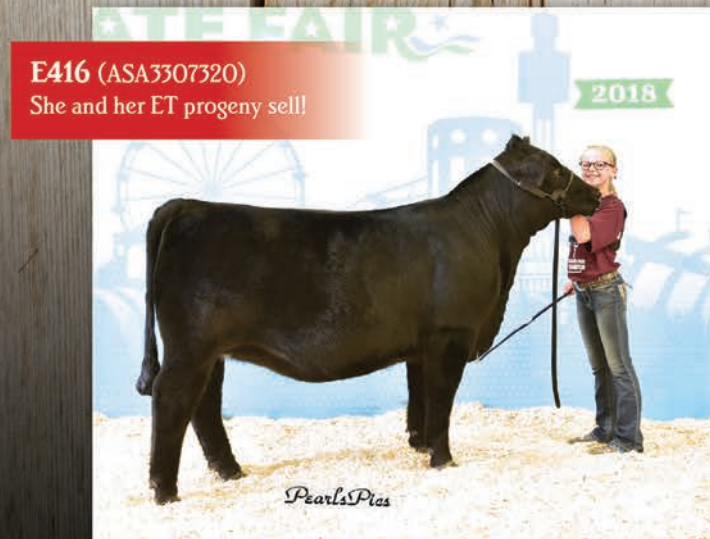
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MCM Top Grade O18X
 HHS Miss Lucky Ann 842A
 HHS Miss 87OU

Individuals EPD • Bolt - 6-15-23

	CE	Brth	Wean	Year	ADG	MCE	Milk	MWW	Stay
EPD	16.1	-1.0	86.7	131.8	0.28	9.8	21.8	65.1	20.5
%	5	15	25	25	30	4	65	40	10
	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
EPD	14.0	24.6	-0.36	0.54	-0.072	0.78	-0.43	176.2	96.9
%	20	70	80	4	70	75	10	2	4

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Bryan Strommen
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antimicrobial use, animal health management practices, and antimicrobial resistance.

The projects will focus on:

- Developing antimicrobial resistance dashboards to securely track the emergence and spread of antimicrobial-resistant microbes in domesticated animals.
- Identifying and/or developing methods for protecting data confidentiality with these dashboards.
- Identifying data user needs and preferences for antimicrobial resistance dashboards.
- Exploring aspects of data management for antimicrobial resistance dashboards.

APHIS' National Animal Health Monitoring System (NAHMS) collects and evaluates information voluntarily provided by US farmers and ranchers to better understand antimicrobial use in the context of overall animal health. Partner labs in the National Animal Health Laboratory Network (NAHLN) will be on the lookout for antimicrobial resistance, supporting APHIS' work to monitor for trends and identify new or emerging resistance profiles, assess the continued usefulness of antibiotics over time, and provide actionable guidance to veterinarians, producers, and other stakeholders, APHIS said in the release.

Congress directed and provided funding to APHIS to carry out this project as part of USDA's fiscal year 2021 and 2023 appropriations.

China Maintains Status as Top Meat Importer

China remains the world's largest meat importer since 2019, despite a recent decrease in imported meat volumes, according to a USDA Economic Research Service report.

In 2022, China's meat imports were 43% higher than those of Japan, the second-largest meat-importing country. Analysts said strict environmental laws and the departure of small-scale farmers limited China's meat supply, resulting in an increase in domestic prices and making imports more appealing.

Pork, the most-consumed meat in China, generally dictates the nation's meat supply and demand trends.

Longer production cycles, insufficient grazing lands and persistent disease have hindered China's ability to meet domestic beef demand, which boosted the country's beef imports. Chinese consumers are also consuming more poultry — mainly because it tends to be the most affordable meat — yet rising feed costs and diseases have inflated domestic poultry prices, leading to higher poultry imports.

While China's meat consumption appeared to reach a peak after 2014, statistical models project usage will continue to rise through 2031, driven by changes in diet and moderate growth in income and prices.

However, the COVID-19 pandemic and subsequent economic downturn in 2022 have dampened consumption and the associated import prospects.

Red Meat in Cold Storage Plummets

The total amount of red meat in cold storage declined 14% year over year in June, according to the latest report from the USDA.

With rare exception, all cuts of red meat had less storage in June from the year before, with notable examples including: Boneless beef, which was down 20%; beef cuts (down 24%); pork ribs (down 42%); pork butts (down 24%); and veal (down 64%).

The proteins with more cold storage were bone-in hams (up 10%), pork bellies (up 33%), boneless loins (up 1%), and lamb/mutton (up 9%).

Exports, Prop 12 impacts

In its analysis of the cold storage numbers, the Daily Livestock Report (DLR) stated that lower exports may be "partly responsible" for the low beef numbers.

"While cold storage supplies are down across all regions, in the Pacific region inventory was down almost 42 million pounds (-33%), reflecting less product staged for exports and consistent with the significant decline in export outstanding sales."

On the pork side, DLR hypothesized that Prop 12 (Farm Animal Confinement Initiative) eligibility concerns and inflation may have contributed to a larger-than-normal drop in cold storage (and that contrary to some analyst expectations, inventory is not building up ahead of Prop 12's final implementation).

DLR added, "Export outstanding sales are up by double digits from a year ago, which would mean there is more pork staged for export than last year. The implication is that pork inventory available for the domestic US may be even lower than top line numbers suggest."

Poultry cold storage swells

Flock improvements, meanwhile, continue to benefit the cold storage of poultry products. The USDA reports regional numbers for poultry, and storage of breast meat was up 65% in the South Atlantic, 25% in East South Central, and 18% in West South Central (but down 43% in the Pacific).

Overall, poultry cold storage was up 11% in the South Atlantic and West South Central, 17% in East South Central, and 5% in the Pacific.

Whole Foods to Face Some False Antibiotic-free Beef Claims

A federal judge in California ruled in late July that Whole Foods must face at least some claims in a lawsuit alleging the retailer has falsely advertised its beef as free

CONTINUED ON PAGE 62

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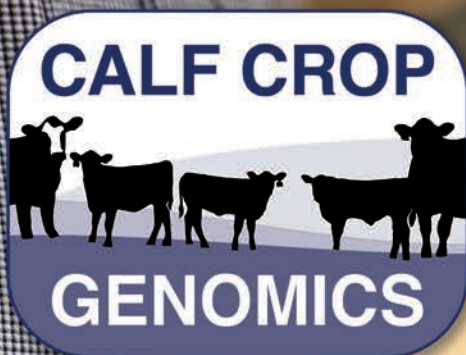
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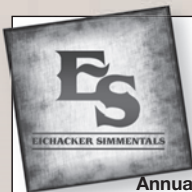


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of antibiotics, according to court documents.

In an update of a proposed class-action case filed a year ago, US District Judge John Holcomb dismissed two plaintiffs for lack of standing but allowed a third consumer to move forward.

Asserting consumer fraud, plaintiffs claim that although Whole Foods advertises its beef with the slogan "No Antibiotics, Ever!" and sells such product for a premium, independent laboratory testing has detected traces of antibiotics and pharmaceutical residue in those products.

In January, Whole Foods filed a motion to dismiss for lack of standing. Plaintiffs include individual consumers Sara Safari and Peymon Khaghani, as well as Portland, Oregon-based animal welfare organization Farm Forward, a member of Whole Foods' Global Animal Partnership (GAP) animal welfare standard-setting body whose certification requires no use of antibiotics.

Holcomb sided with Whole Foods with regard to Safari, saying she lacked standing for failing to claim she purchased beef from a supply chain tainted with antibiotics use.

Holcomb also sided with the store against Farm Forward, which argued that Whole Foods' false advertisements frustrated Farm Forward's mission and caused it to expend resources to combat Whole Foods' actions. He reasoned essentially that Farm Forward acted in accordance with its ongoing mission, rather than spent money as a result of injury by Whole Foods.

However, the judge let stand claims by Khaghani, who stated he bought beef from multiple Whole Foods stores in Northern California, including one where beef tested positive for traces of antibiotic residue. Holcomb ruled that Khaghani sufficiently pleaded a monetary injury from the premium he paid for antibiotics-free beef.

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SEPTEMBER

- 1-4 Johnson Cattle Company's "Maternal Traditions" Private Treaty Sale — Danforth, IL
- 2 Four Starr Genetics and Friends 5th Annual Fleckvieh Production Sale — Eugene, MO
- 2 North Carolina Fall Harvest Sale — Union Grove, NC
- 9 ETSSA and HOTSSA Fall Fest Sale — Henderson, TX
- 9 Kentucky Simmental Fall Sale — Lexington, KY
- 16 TSN Lucky Red Angus and Simmental's Dispersal Sale — Montevideo, MN (pg. 51)
- 17 Illini Elite Sale — Shelbyville, IL (pg. 11)
- 23 Logland Farms' "Fleckvieh Heritage Sale" — Roland, OK
- 23 Synergy XVI Sale — Giddings, TX (pg. 2)
- 26-27 Fall Fiesta Online Simmental Sale — www.dponlinesales.com
- 28 Circle Ranch Beef Solutions Bull Sale — Ione, CA (pg. 23)
- 30 Seedstock Connection Sale — Lyles, TN (pg. 69)

OCTOBER

- 6 Mississippi State Elite Heifer and Bull Sale — Jackson, MS
- 7 Factory Direct Sale — West Lafayette, IN
- 7 Lucas Cattle Company's Fall Bull Sale — Cross Timbers, MO (pg. 67)
- 8 Our Vision, Your Future Sale — Chalmers, IN
- 9 Burlap and Barbed Wire Female Sale, Vol. VII — Clay Center, KS (pg. 33)
- 10 Coleman Angus' Complete Fall Herd Dispersal Sale — Charlo, MT (pg. 39)
- 10-11 RA Brown Ranch's 49th Annual Sale — Throckmorton, TX (pg. 29)
- 14 C&C Farms Clear Visions Sale — Winder, GA
- 14 Fred Smith Company's Extra Effort Sale — Clayton, NC (pgs. 49, 60)
- 14 Trinity Farms' Fall Female Sale — Ellensburg, WA (pg. 63)
- 15 Houck Rock Creek Ranch's Private Treaty Sale — Allen, KS
- 21 The Black Label — Grandview, TX
- 21 Blackjack and Guests Female Production Sale — Seminole, OK
- 21 Ferguson Show Cattle's Annual Rare Vintage Production Sale — Jefferson, OH (pg. 33)
- 21 Little Creek Cattle's Magnolia Classic — Starkville, MS (pg. 17)
- 21 New Day Genetics' Fall Bull Sale — Salem, MO (pg. 47)
- 21 New Direction Sale — Seward, NE (pg. 60)
- 27 29th Annual Hokie Harvest Sale — Blacksburg, VA
- 27 Yon Family Farms' Fall Female Sale — Ridge Spring, SC
- 28 7P Ranch's 48th Annual Production Sale — Winona, TX (pg. 7)
- 28 Clear Choice Female Sale — Milan, IN (pg. 58)
- 28 Deep South Genetics — Troy, AL
- 28 Pennsylvania Simmental's Fall Classic Sale — Waynesburg, PA
- 28 Red Hill Farms' Bulls and Females of Fall Sale IX — Lafayette, TN (pg. 70)
- 28 Yon Family Farms' Fall Bull Sale — Ridge Spring, SC
- 29 Red River Farms' Ladies of the Lonestar Annual Production Sale — Grand Saline, TX (pg. 29)

NOVEMBER

- 4 27th Annual Southern Showcase — Rome, GA
- 4 Cason's Pride & Joy Simmentals' Maternally Inspired Female Sale — Russell, IA
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- 2 Western Choice Simmental Sale — Billings, MT

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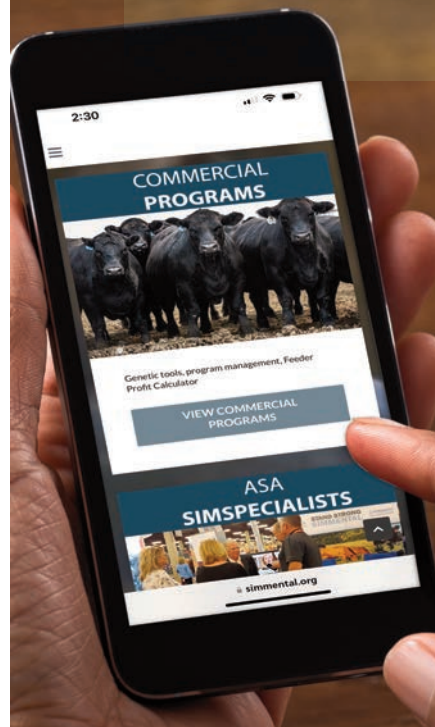


SCAN ME

Annual Female Sale Ellensburg, Washington 10.14.23



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Have you visited simmental.org lately?

The entire website has a new look highlighting cattle sales, industry events, ASA's programs, marketing opportunities, and breeders' resources.

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- ◆ SimGenetics
- ◆ Simple trait selection
- ◆ Genetic improvement tools
- ◆ Frequently asked questions

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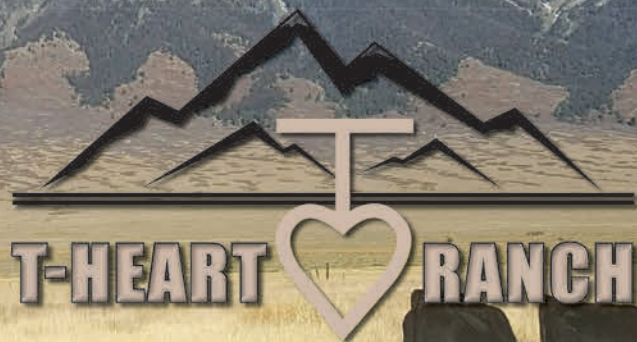
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- 8 Lassel Ranch Simmentals 31st Annual Production Sale — Glendive, MT
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- 2 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 61)



HIGH ALTITUDE *Female Sale*

December 2, 2023 || LaGarita, CO
2,050 HEAD OFFERED

1,000 SIMANGUS BRED HEIFERS || 150 THREE-YEAR-OLD BRED COWS || 250 FALL-CALVING PAIRS || 500 SPRING-BORN REPLACEMENT HEIFERS

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- Cattle located at both ranches – LaGarita, CO and Pauls Valley, OK

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SimTalk is an 8 1/8 x 10 7/8-inch publication produced by *the Register*, the official publication of the American Simmental Association. Published four times annually, *SimTalk* is a glossy, full-color publication with a circulation that targets commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.



Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield
406-587-2778

nchesterfield@simmgene.com



Rebecca Price
406-587-2778

rprice@simmgene.com

Subscriptions

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ASA PUBLICATION, INC.

One Genetics Way
Bozeman, Montana 59718
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register@simmgene.com

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1/4 page	\$260	\$250	\$230	\$75
1/8 page	\$150			\$50
3-inch mini	\$115			\$30
2-inch mini	\$85			\$15
2-inch card	\$289/year, 4 insertion			\$60
1-inch card	\$220/year, 4 insertions			\$40
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March 2024	Jan 29	Feb 1	Feb 9	Feb 27
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The Seedstock CONNECTION

SIMMENTAL | ANGUS | SIMANGUS™

Sale

1:00 p.m.

Saturday, September 30, 2023

MARTIN FARMS
LYLES, TENNESSEE



ASA 3708441

RSCC GiGi C97A

Hook's Eagle x Bold Future

Selling an opportunity to flush this beautiful young baldy as well as three full sisters!



ASA 4179405

MF/BMF Lovebird L35G

Selling three full sisters to RSCC GiGi from the powerful A197 donor by Bold Future.



ASA 4179381

MF London and her flush mates are some of the first Global progeny to hit the ground. Martin Farms will offer choice of two ET heifer calves or their donor dam, TJ Journey 223J, and what an opportunity! Journey has been flushed twice, averaging 28 embryos! Bred to Iron Creek Anthem, it seems like an easy choice, but wait until you see this heifer calf.



ASA 3194559

MF / Circle M Bluebell

Offering this blue roan purebred donor along with her February blue heifer calf by Hilljack and a heifer pregnancy by Hook's Black Hawk.



ASA 4024349

MF / BMF Kisses K29H

Selling embryos sired by LBRS Genesis out of the first daughter of Hilljack to enter our herd backed by the TJ 95A cow family.



AAA 18531319

Offering one pick of four open fall yearling daughters of the popular \$18,000 record high seller at Martin Farms, MF Vanilla Bean. Two daughters of Cowboy Cut, including MF/BMF Kit Kat, and two of her sisters by Top Grade, they are the next generation of the cow family that built the Martin Farms program.



ASA 3099739

S A V Blackcap May 6605

Coleman Charlo x Blackcap May 2397

Selling pick of two ET heifer calves by Growth Fund out of the this Water's Edge headliner, now co-owned with ZWT Ranch.



Offering choice of mother/daughter pairs from our top cow families like this CCR Frontier daughter bred to LCDR Anthem or her 2023 heifer calf by Hilljack.

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Fertility ... Growth ... Carcass Superiority.



REDHILL 672X X004 231A #2847534

Unrivaled in thickness, muscle density and body capacity, 231A adds pounds and performance without adding frame and mature size. Plus, he has adapted to heat and fescue in all phases of development and production. His progeny are dense made and thick with loads of capacity and his daughters are good uddered, easy fleshing and ideal brood cows.

231A – Beef Efficiency Specialist – Leachman ABCs		
Intake	-41.24	4.3%
F:G	-0.48	0.0%
\$Profit	\$34,342	0.1%
\$Feeder	\$290	0.0%

CE	BW	WW	YW	ADG	MCE	Milk	MWW	ST	DOC	CW	YG	MARB	BF	REA	API	TI
12.6	-0.3	90	146.4	0.35	9.2	3.2	48.2	22	16.5	38.6	-0.44	0.79	-0.057	1.29	181.2	98.8
50%	40%	15%	10%	10%	15%	99%	99%	2%	10%	30%	5%	4%	35%	1%	2%	3%

*EPDs as of 8-4-23

BULLS & FEMALES OF FALL

IX

SATURDAY, OCT. 28, 2023

11 a.m. CDT • At the Farm




Selling:

- 25 SimGenetics Bulls
- 25 Red Angus Bulls
- 5 Charolais, Angus & Cross-Ty Bulls
- 20 Red Angus Bred Heifers
- 20 SimGenetics Bred Heifers
- 25 Red Angus Bred Cows
- 50 Red Hill-Influenced Bred Commercial Heifers with Genomic-Enhanced Data

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18th ANNUAL Bull & Replacement Female Sale
RANBURNE, AL November 11, 2023 11:00 AM CST
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2380K ASA# 4120776
 SIMANGUS - GIBBS HILLTOP 0062H SON

CE	BW	WW	YW	MARB	RE	SAPI	STI
11.8	1.0	96.9	153.5	0.78	0.67	166.7	100.9



2510K ASA# 4120968
 PB SM - GIBBS 9114G ESSENTIAL SON

CE	BW	WW	YW	MARB	RE	SAPI	STI
15.9	-0.4	96.9	164.6	0.46	1.04	175.2	102.2



2308K ASA# 4120491
 PB SM - GIBBS 9114G ESSENTIAL SON

CE	BW	WW	YW	MARB	RE	SAPI	STI
17.5	-3.5	79.5	127.2	0.57	1.25	179.2	97.2



2281K ASA# 4120877
 SIMANGUS - G A R HOME TOWN SON

CE	BW	WW	YW	MARB	RE	SAPI	STI
18.4	-3.1	80.5	135.8	0.91	1.06	178.8	101.0



2325K ASA# 4120307
 SIMANGUS - POSS RAWHIDE SON

CE	BW	WW	YW	MARB	RE	SAPI	STI
15.2	-2.7	89.7	134.5	0.84	0.63	164.0	100.1



2043K ASA# 4120446
 PB SM - KBHR HONOR H060 SON

CE	BW	WW	YW	MARB	RE	SAPI	STI
18.0	-2.8	83.7	131.7	0.40	1.08	178.7	95.2

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IRVINE RANCH

19th Annual Production Sale

November 4, 2023

140 Head Sell!

70 Herd Building Females!

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All sired by breed leading AI sires
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2 Elite Donor Females

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Bovabytes Efficiency Tested



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44TH Annual Gateway "Breeding Value" Bull Sale

Monday, February 5, 2024, at Noon MST - Offering 250 Bulls at the Ranch near Lewistown, MT

GATEWAY

SIMMENTAL & LUCKY CROSS

Jim and Tom Butcher

Jim 406-350-0467 • Tom 406-350-0979

jimbutcher58@gmail.com

2109 Joyland Road, Lewistown, MT 59457

www.gatewaysimmental.com

Chris Miller, Larry Hagenbuch, Logan Butcher, Brock Butcher



Whichever direction
you are going, they cross.

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Fall 2022 heifers



mature breds



first calf breds



Flecks and Purebreds

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and heifers**

**We have the Steaks
you need to keep your
herd moving forward.**

John and Jeanne Scorse

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Bulls