

# Mississippi Beef Cattle Improvement Association

*Mississippi Beef Cattle Improvement Association—Productivity and Quality*



## Upcoming events:

- April 8—Cattlemen's Exchange tour, Amite/ Franklin/ Wilkinson County, Wilkinson County Extension office, Woodville, MS, 8:00 a.m.
- April 18-21—Beef Improvement Federation annual meeting, Pearl River Resort, Choctaw, MS
- April 21—Beef Improvement Federation producer tour, Buses depart Pearl River Resort at 7:00 a.m.
- May 11—Beef Cattle and Forage Field Day, North Mississippi Branch Experiment Station, Holly Springs, MS
- May 19—Beef Cattle Source Verification Short Course, distance education sites throughout MS, LA, and AL, 9:00 a.m. to 3:00 p.m.
- June 17—Mississippi Angus Association annual field day, Leveck Animal Research Center Beef Unit, MSU campus, Mississippi State, MS
- June 26-28—Mississippi Junior Cattlemen's Association Making Tracks Leadership Camp, Mississippi State University

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## Mississippi BCIA Nominees for the 2006 BIF Producer Awards

### EE Ranches, Inc., Winona, MS

**Owners:** Bill and Jo Ellard

**Managers:** Jack and Cheryl Evans

EE Ranches, Inc. of Winona, Mississippi, has been in operation for 23 years. This 2500-acre ranch currently runs 106 Hereford, 160 Angus, and 103 commercial cows. An intensive, multi-stage forage plan works to achieve the best forage system for efficient production in their environment.

The EE Ranches herds consist of approximately 90% fall-calving and 10% spring-calving females with each calving season being only 50 days in length. Artificial insemination and embryo transfer are heavily used in EE's breeding programs. Performance ratios, ultrasound body composition scan results, Expected Progeny Differences, index values, environmental adaptability, reproductive efficiency, and functional soundness are essential selection criteria. A high percentage of herd sires are raised on farm, revealing the depth of quality at EE Ranches and the emphasis on effective line-breeding.

Today's herds are the results of line-bred predictability with emphasis on stacking great cow families. While the Hereford herd is intense in L1 Domino genetics, the Angus herd is extremely line bred to Rito 149. Approximately one-half to two-thirds of the entire bull crop is usually sold by weaning to repeat customers.

EE is offering 50 to 60 Angus bulls and 40 to 50 Hereford bulls private treaty each year and markets a high percentage of these bulls through a branded beef program. Annually, EE consistently receives feedback from customers on feedlot and carcass performance on approximately 800 calves out of EE bulls. Getting to know each customer's herd is considered paramount in making sure that the right product is provided to each buyer.

### Hunt Hill Cattle Company, Woodville, MS

**Owners:** Cooper and Katie Hurst

Cooper and Katie Hurst established Hunt Hill Cattle Company in 1995 south of Woodville, Mississippi in Wilkinson County. The 1,200-acre, cow-calf operation currently consists of approximately 400 commercial cows and first-calf heifers, which are based on high performance Angus, Hereford and Brahman genetics. Raised replacement heifers are bred to Angus bulls to produce 1/8 blood Brahman-influence calves that are shipped to feeding facilities. Retained ownership marketing programs incorporate the determinations of optimum harvest end points, grid marketing and risk management strategies. Calves are weaned in August and pre-conditioned for a minimum of 45 days on the ranch before being sent to a feed yard in September.

Extensive cow-calf production and financial records are kept to continually monitor and make needed management changes. Feedlot performance, carcass performance and associated financial data are collected and used to refine production and marketing practices. Intensive forage management results in a successful average stocking rate at Hunt Hill of 1.5 acres per cow over 550 acres of pasture. Cooper and Katie Hurst's business plan for Hunt Hill Cattle Company places heavy emphasis on production and financial performance measures and benchmarks. Their initiation of progressive production and marketing alliances with area landowners and beef producers sets them apart as leaders in the commercial cattle business. Development of strong working relationships with partners throughout the production chain is an essential focus of Hunt Hill Cattle Company.

EE Ranches is nominated by the MBCIA and the American Hereford Association. Hunt Hill Cattle Co. is nominated by the MBCIA.

## Mississippi Graduates First Class of Master Cattle Producers



One of the ten groups of Mississippi Master Cattle Producer graduates

Nearly 400 beef cattle producers in Mississippi and Alabama recently completed the comprehensive Master Cattle Producer Training Program via interactive videoconferencing in March 2006. The course was offered at ten distance education sites in each state.

The eight-session interactive course was designed for any producer interested in learning more about improving production on their beef cattle operations. Course participants had to complete at least six of the eight sessions and become Beef Quality Assurance certified to graduate as a Mississippi Master Cattle Producer. The three-hour sessions covered the following topics: 1) Beef Quality Assurance, 2) Reproduction, 3) Marketing and Management, 4) End Product, 5) Forage Systems, 6) Nutrition, 7) Genetics, and 8) Herd Health and Handling. Upon completion of the course, program graduates were awarded a metal Master Cattle Producer farm sign, a Master Cattle Producer cap, and a Master Cattle Producer certificate.

The Master Cattle Producer training program will soon be offered as a self-study course on DVD. Look for more information on the DVD version of the course in the near future by visiting the Master Cattle Producer website [msucares.com/livestock/beef/mcp/](http://msucares.com/livestock/beef/mcp/) or by contacting your county Extension office for complete program and registration information. Congratulations to the first graduating class of the Mississippi Master Cattle Producer Training Program:

Warren Adams	John Allen
Dr. Jim Anderson	Jim Armstrong
Sid Ayres	Anthony Baggett
Tony Bailey	Bobby Bell
Terrell Bell	Denise & Lou Bordelon
James Bowen	Billy Ray Brown
Randall Carter	Wade Chipley
Edward Ciessau	Mary Jane Coign
Connie Collins	Cliff Covington
Terry Davis	Dwayne Davis
Elton Dean	Charles Downey
Donna Downey	William Easley
Buddy Edwards	Doug Edwards
Richard Ellis	Grey Ferris
Robert Field	Gary Fitzmorris
Skip Francis	David Frazier
Duston French	Bobby Garrett
Durwood Gordon, Jr.	Chuck Grantham
Kenny Harmon	Joe Havard
Marshall Havard	Leith Hawkins
Marlon Henry	Roy Higdon
Bernard Holliday	Mike Howell
John Huston	Keith Jantz
Larry Jefcoat	Mike Keene
Kenny Keith	Wyliss Kemp
Lynette & Ernie Lally	Robert Leathers
Eric McCain	B. J. McClenton
Betty McDonald	William McFadden
Chad McIntyre	Mark McKenna
Jacob Megehee	David Miller
Stacy Mosley	Mark Mowdy
Hurston Newcomb	Lance Newman
Blake Palmer	Jeff Palmer
Jimmy Ray Parish	James Peden
David Pinkerton	James Powe
Dean Ray	Deborah Reece
Ronnie Reynolds	Bill Richardson
Bill Rosanelli	Mickey Roth
Phil Ruff	Florence Sigman
Mike Skipper	Mike Steede
Steve Stewart	Joe Stewart
Lon Strong	Dusty Tanner
Toni Taylor	Greta Thornton
Rhonda Vann	Paul & Wendy Vickers
Jerry Webb	Wilson Webb
William Wells	William White
Ed Williams	Edward Williams
Lori Williams	Larry Woodward

## Source Verification Short Course Set for May

A Beef Cattle Source Verification short course is scheduled for Friday, May 19, 2006 at Extension distance education sites across Mississippi, Louisiana, and Alabama. The program runs from 9:00 a.m. to 3:00 p.m. and covers topics such as animal identification, source verification, the Southeastern Livestock Network, breed association commercial marketing programs, and other marketing services.

Speakers from USDA, Superior Livestock Auction, the University of Kentucky, Premium

Beef Network, Decatur County Feedyard, the American Angus Ass'n, and eMerge Interactive will be on hand to provide up to date information on beef cattle marketing alternatives, services, and industry trends.

Registration is \$15 per person. Contact MSU Extension Animal and Dairy Sciences at 662-325-3516 to sign-up or visit with your local county Extension office. The course brochure and registration form are also available online at [msucares.com/livestock/beef](http://msucares.com/livestock/beef).

*“Speakers will provide up to date information on beef cattle marketing alternatives, services, and industry trends...”*

# Beef Improvement Federation April 18-21, 2006, Pearl River Resort



**Attention Mississippi Cattle Producers:**  
**BIF 2006 registrations are still welcomed, and on-site registration will be available.**

Name(s): \_\_\_\_\_  
 Ranch/ Company/ Institution Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Preferred Name(s) for Name Tags: \_\_\_\_\_



**Full Registration:** includes all sessions, all meals/ receptions, and proceedings (does not include tour);  
**Spouse Registration:** the same as the full registration with no proceedings;  
**Daily Registration:** includes meals and sessions for that day with no proceedings.

**Full Conference:**  
 \_\_\_\_\_ Full at \$125 per person (\$150 late/ on-site)  
 \_\_\_\_\_ Spouse at \$115 per person (\$140 late/ on-site)  
 \_\_\_\_\_ Student at \$75 per person (\$90 late/ on-site)

**Additional Items:**  
 \_\_\_\_\_ Conference Proceedings at \$20 each  
 \_\_\_\_\_ Tuesday Evening Reception at \$20 each  
 \_\_\_\_\_ Wednesday Breakfast at \$10 each  
 \_\_\_\_\_ Wednesday Lunch at \$30 each  
 \_\_\_\_\_ Wednesday Supper at \$25 each  
 \_\_\_\_\_ Thursday Breakfast at \$10 each  
 \_\_\_\_\_ Thursday Lunch at \$30 each

**Daily Registration (Wednesday):**  
 \_\_\_\_\_ Attendee at \$70 per person (\$85 late/ on-site)  
 \_\_\_\_\_ Student at \$40 per person (\$50 late/ on-site)

**Producer Tour, Friday, April 21:**  
 \_\_\_\_\_ Seedstock/Commercial at \$50 each

**Daily Registration (Thursday):**  
 \_\_\_\_\_ Attendee at \$70 per person (\$85 late/ on-site)  
 \_\_\_\_\_ Student at \$40 per person (\$50 late/ on-site)

**Find out more about BIF 2006 online at**  
[msucares.com/livestock/beef/bif2006.html](http://msucares.com/livestock/beef/bif2006.html)

**Golf Tournament, Tuesday, April 18,**  
**Dancing Rabbit Golf Club:**  
 \_\_\_\_\_ Tuesday 10:00 am at \$85 each  
 \_\_\_\_\_ Handicap (18 Hole)

For more information on BIF 2006 contact:  
 Jane Parish or Blair McKinley  
 Department of Animal and Dairy Sciences  
 Mississippi State University  
 Box 9815, Mississippi State, MS 39762  
 (662) 325-7466 or (662) 325-3691  
 jparish@ads.msstate.edu  
 bmckinley@ads.msstate.edu

**Spouses Tour, Wednesday, April 19,**  
**Meridian, Mississippi:**  
 \_\_\_\_\_ Wednesday at \$50 each

**TOTAL DUE (\$US):** \_\_\_\_\_

**Payment Method:** \_\_\_\_\_ Check (made payable to BIF 2006) \_\_\_\_\_ Mastercard \_\_\_\_\_ Visa

**Expiration Date:** \_\_\_\_\_ **Acct.#** \_\_\_\_\_ **Name on Card** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Make checks payable to: BIF 2006. Send registration form and payment to BIF 2006:**  
 Box 9815, Mississippi State, MS 39762, phone (662) 325-7466 or 325-3691, fax (662) 325-8873



Mississippi  
Cattlemen's  
Association



*Mississippi Beef Cattle Improvement  
Association—Productivity and Quality*

Mississippi Beef Cattle Improvement  
Association  
Box 9815  
Mississippi State, MS 39762

Phone: 662-325-7466  
Fax: 662-325-8873  
Email: jparish@ads.msstate.edu



Send questions or comments about this  
newsletter to Jane Parish, Extension Beef  
Specialist, Mississippi State University  
Extension Service

Mississippi State  
University does not

discriminate on the basis of race, color, religion,  
national origin, sex, sexual orientation or group  
affiliation, age, disability, or veteran status.



**Visit MBCIA online at  
[http://msucares.com/  
livestock/beef/mbcia/](http://msucares.com/livestock/beef/mbcia/)**

## **MBCIA Membership Application**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

County: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

(Check one) Seedstock:  Commercial:

Cattle breed(s): \_\_\_\_\_

Completed applications and \$5 annual dues payable to  
Mississippi BCIA should be mailed to:

Mississippi Beef Cattle Improvement Association  
c/o Jane Parish, Extension Beef Specialist  
Box 9815, Mississippi State, MS 39762

## **BCIA Management Calendar—April 2006**

### **GENERAL**

It is finally here. Plan to attend the Beef Improvement Federation meeting in Choctaw, Mississippi on April 18-21, 2006. Continue to watch for grass tetany. Keep a close eye on pasture conditions, and continue supplemental feeding as needed until grass is plentiful. Use outside stores of hay first, and plan storage for new hay. Plant and fertilize pastures according to soil tests to ensure adequate forage supply for late spring and summer. Begin planning the feed supply for next winter. If renovation of existing toxic tall fescue fields to new "friendly" tall fescue is planned for next autumn, chemically eradicate the old toxic tall fescue prior to seedhead development. Provide proper free-choice minerals and fresh water at all times. Start watching for flies. Order fly control products and begin control program before fly population build-up. Consider the type of fly control chemicals used last year and rotate from organophosphate to pyrethroid or vice-versa. Secure a premises identification number for your farm or ranch from the Mississippi Board of Animal Health if you have not already done so.

### **SPRING CALVING—January, February, March**

Place bulls with herd in early April for mid-January calves. Start breeding heifers about a month before the cow herd. For pasture breeding make sure that appropriate bull power is used: one yearling bull to 15 cows, one 2-year-old bull to 20 cows, one mature bull to 25-30 cows. If adequate bull power is available, rotate bulls every 15 days to allow rest. Monitor condition of bulls during the

breeding season, and hand feed if necessary. Be ready to remove bulls from heifers after a 45-60 day breeding season. Observe breeding herds at least twice daily, early morning and late evening, to observe heat activity. Confining cattle to a limited grazing area makes this easier. Modify or establish facilities for artificial insemination if needed keeping ease of cattle handling in mind. Implement a proper heat synchronization protocol if desired. Artificially inseminate cattle about 12 hours after observation of standing heat (about 8 hours after standing heat for pure-bred Brahman cattle). Maintain good breeding records including heat detection records, artificial insemination dates, dates bulls turned in and out, identification of herd females and breeding groups, dates bred, returns to heat, and expected calving dates. Make sure the mature cow herd is in moderate to good condition to rebreed, and supplement if cows are thin or spring pastures are coming on slowly.

### **FALL CALVING—October, November, December**

Maintain bulls in small pasture traps and provide a nutritional program designed for starting the next breeding season in good condition. Implement a calf preweaning vaccination program as recommended by a veterinarian and make plans for boosters and preconditioning. Consult with a veterinarian for calthood vaccination recommendations for heifers. Pregnancy check herd females about 60 days after the end of the breeding season. Establish permanent identification (tattoos or brands) for bred heifers that will remain in the herd.