

Mississippi Beef Cattle Improvement Association

Mississippi Beef Cattle Improvement Association—Productivity and Quality



Upcoming events:

- October 7—Bulls arrive at Hinds CC Bull Test, Raymond, MS
- October 13—Cattlemen's Exchange Winona group meeting: MCOOL and cattle marketing - EE Ranches, Winona, MS, 7:00 P.M.
- October 20—Cattlemen's Exchange Clay/Monroe Co. group meeting: Beef cattle production technologies - Monroe Co. Extension office, Aberdeen, MS, 6:30 P.M.
- October 23-25—MSU Extension Service Artificial Insemination School, Mississippi State, MS
- November 13—Mississippi BCIA Fall Bull Sale, Hinds Community College Bull Sale Facility, Raymond, MS
- January 20—Mississippi BCIA Spring Bull Sale nomination deadline
- March 5—Hinds CC Bull Test Sale and Mississippi BCIA Spring Bull Sale, Hinds Community College Bull Sale Facility, Raymond, MS

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BCIA Celebrates 40 Years of Bull Sales on November 13

BCIA Fall Bull Sale Information

Thursday, November 13, 2008
12:00 Noon

Hinds Community College Bull Sale Facility
Raymond, Mississippi

Interactive video bidding sites
Panola County Extension office, Batesville
North MS R&E Center, Verona

Angus · Brangus · Charolais
Hereford · Balancer

The Mississippi Beef Cattle Improvement Association celebrates 40 years of marketing quality beef cattle genetics at the 2008 Mississippi BCIA Fall Bull Sale. We recognize the adaptability, transportation, and customer service advantages of purchasing bulls raised in Mississippi. Our commitment to beef herd improvement is once again evident in the bull offering this fall.

Genetic improvement is critical to profitability in current markets. New bull yearling weight and age requirements are in place for 2008. All bulls are screened for structure, disposition, and performance and are guaranteed as breeders. These bulls have passed breeding soundness examinations and met minimum growth and scrotal circumference requirements.

Sale bulls will be available for viewing at the Hinds Community College Sales Facility in Raymond, MS starting on the afternoon of November 12. Mississippi BCIA members, breeders, and Extension Service personnel will be glad to assist you in selecting herd sires that will work for your operation.

We look forward to seeing you at the sale on November 13. For more information or to request a catalog, contact Jane Parish at (662) 325-7466 or go to http://msucare.com/livestock/beef/mbcia/bcia_bullsale.html. Catalogs will be available in mid-October.

BCIA 2008 Fall Bull Sale Consignors

- ▶ Clear Water Cattle
- ▶ Golden J Farm
- ▶ Harvey Farms
- ▶ Lakeview Angus
- ▶ Mississippi Agricultural and Forestry Experiment Station
- ▶ Monogram Farms
- ▶ Phil Slay Farms



Spring 2009 Bull Sale Nomination Information Now Online

Mississippi BCIA 2009 Spring Bull Sale

Nomination Forms and Rules Website:

msucare.com/livestock/beef/mbcia/bcia_bullsale.html

Nomination Deadline:

Tuesday, January 20, 2009

Sale Date:

Thursday, March 5, 2009

**Make plans now for
the Spring 2009 Sale**



Seedstock cattle marketing is a "people business"

Seedstock Marketing Approach

Marketing seedstock cattle differs greatly from marketing commercial cattle. There are differences in products, product values, price fluctuations, customers, marketing flexibility, and amounts of seller influence on price between the two types of marketing. Opportunities exist to add value to cattle and cattle products for both seedstock suppliers and their commercial customers.

Marketable products for seedstock producers include purebred or registered bulls, cows, heifers, semen, and embryos as value-added beef cattle genetics. A breeding animal's base value depends on its salvage value. A breeding animal's value above slaughter value is based on its ability to produce both live calves. The overall quality of those calves can impact the value of a breeding animal being marketed as a replacement. Cow-calf producers affect the marketability of their calves when selecting breeding stock.

A quality product is something worth marketing. Each breeder has the decision to produce cattle to meet own desires and preferences, to produce cattle to meet the desires of potential buyers, or to produce cattle that satisfy both personal preferences and customer desires. Perceptions of "quality" differ among beef industry participants. Individual seedstock suppliers and the rest of the industry benefit from breeder commitments to a quality product.

While cattle of all qualities can be sold, seedstock operations should carefully consider the quality of cattle to offer. Marketing few quality animals, and instead, selling many cull animals can damage a breeder's reputation. Promotion of poor quality products only further contributes to a poor seedstock supplier reputation. Reputation is essential in marketing the entire program.

Marketing effectiveness is measured by profitability and customer satisfaction. Profitability should be achieved by both buyer and seller. When making marketing decisions, know cost of production and breakeven prices. Be aware of the operation's product value and how well it will perform or be valued by other industry segments. Understand current prices and trends. Seed-

stock operations must sell at higher than breakeven prices to realize profits. Beef cattle breeders must successfully market their cattle to remain in business.

Promotion is the act of furthering the acceptance and sale of merchandise through advertising and publicity. Investment in promotional efforts is an important part of the marketing process. Creating ranch logos and business cards is an important first step in promoting seedstock cattle. Electronic advertising of seedstock cattle is now common. Many seedstock operations maintain ranch websites. Current contact information and production offerings provide website visitors with information to pursue cattle purchases. Some ranches distribute periodic electronic or printed newsletters to prospective customers. Advertisements in such as breed association, state cattlemen's association, or other industry publications can be a very effective means of reaching potential customers. Hosting field days or producer tours at the ranch is another chance to promote the operation's seedstock.

The marketing plan should identify potential customers, assess the competition, point out product uniqueness, and evaluate ranch resources to cover production costs and marketing budgets. Marketing program development involves knowing who has purchased cattle during the last three years that might be interested in the same quality of animals the ranch offers. Learn the location of potential customers. Analysis of Mississippi BCIA bull sale buyers shows that while bulls often sold into states surrounding Mississippi each sale, the majority of bull buyers resided within 200 miles of the sale location.

The registered livestock business is a people business. The role of a seedstock salesperson is "to satisfy the customer". Seedstock producers must listen to learn their customer's needs. Inquire about the prospective customer's breeding and management programs. Visit their operations if possible. Know the customer's cow herd and price range. Match bulls accordingly. Help the customer with breeding and marketing goals even after the sale.

"...Marketing few quality animals, and instead selling many cull animals can damage a breeder's reputation."

Mississippi BCIA 2008 Fall Bull Sale



Thursday, November 13, 2008, 12:00 Noon
Hinds Community College Bull Sale Facility, Raymond, MS

Fall 2008 Consignors

- Clear Water Cattle
Aberdeen, MS
- Golden J Farm
Tupelo, MS
- Harvey Farms
Flora, MS
- Lakeview Angus
New Hebron, MS
- MAFES
Mississippi State, MS
- Monogram Farms
Terry, MS
- Phil Slay Farms
Crystal Springs, MS
- Southern Shine Pastures
Belden, MS

Lot	Birth Date	Bull Name	Reg. #	Sire	BW	Adj WW	WW Ratio	Adj YW	YW Ratio	EPDs			
										BW	WW	YW	MILK
ANGUS													
1	9/18/2006	Harvey's Right Time 620	15738222	Leachman Right Time	72	555	103	1008	112	1.8	40	76	19
2	10/12/2006	Monogram Traveler 8506	15738298	S A V 8180 Traveler 004	90	708	104	1162	110	5.0	56	107	23
3	11/20/2006	Monogram Net Worth 5666	15740353	S A V Net Worth 4200	100	772	108	1116	110	6.9	55	101	23
4	12/22/2006	C A F Fahren 21X-716	15815515	D D A Fahren 21X	76	730	116	1044	113	0.3	37	68	18
5	2/2/2007	SSP Walden 039 E7H1	15685504	E E 338 Right Time 039	78	683	106	1149	107	4.2	49	85	24
10	11/1/2006	S A V 004 Traveler 670	+15980527	S A V 8180 Traveler 004	81	711	100	1283	100	3.3	47	95	23
11	8/26/2007	Lakeview New Day 702	16021354	E E 8005 New Day 364	80	693	104			3.9	52	96	23
12	9/11/2007	Lakeview New Day 723	16021367	E E 8005 New Day 364	85	679	102			3.9	46	83	22
13	9/12/2007	Lakeview New Day 728	16021370	E E 8005 New Day 364	86	654	98			3.1	48	84	18
14	10/11/2007	Lakeview New Day 762	16021394	E E 8005 New Day 364						2.4	40	69	23
15	10/5/2007	Lakeview New Day 7577	16024968	E E 8005 New Day 364	90	642	96			6.6	42	81	20
16	2/19/2007	MSU New Design T054	15750440	B/R New Frontier 095	85	734	111	1272	104	3.2	52	95	25
17	9/20/2007	MSU Objective T140	15908499	S S Objective T510 0T26	62	572	98	1057	99	0.8	59	100	24
CHAROLAIS													
6	1/9/2007	PSF MAC 701	M745575	BTC SIR MAC 8907 P ET	85	667	95	1213	100	1.4	36	62	11
7	1/29/2007	PSF MAC 709	M745576	BTC SIR MAC 8907 P ET	89	734	105	1204	100	1.9	35	51	7
8	5/3/2007	CWC MOTOR T702	M746027	HCR KPCC MOTOR 5091 PLD	76	609	100	1124	100	-0.3	18	38	8
9	6/4/2007	CWC SIR MAC T704	M753892	WCR SIR MAC 3334 P	96	704	100	1301	100	0.2	26	46	2
18	2/12/2007	MSU EASY PROFIT T029	M736207	LT EASY PRO 1158 PLD	98	786	114	1376	115	1.3	34	62	10
HEREFORD													
19	2/11/2007	MSU DOMINO 484 T023	42787736	CL 1 DOMINO 484	93	682	120	1216	105	2.1	44	73	22
20	2/20/2007	MSU DOMINO 484 T058	42787726	CL 1 DOMINO 484	97	596	105	1280	111	5.0	55	101	22

Capture the Advantages of Mississippi Beef Bulls

Adaptability • Breed Leading Genetics • Local Sources

Angus • Charolais • Hereford
Jane Parish (662) 325-7466 Justin Rhinehart (662) 325-7465
msucares.com/livestock/beef/mbcia/

Mississippi Beef Cattle Improvement
Association—Productivity and Quality

Mississippi Beef Cattle Improvement Assn.
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Mississippi State, MS 39762

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Send questions or comments to Jane Parish or
Justin Rhinehart, Extension Beef Specialists,
Mississippi State University
Extension Service



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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 or \$100 life-
time dues payable to Mississippi BCIA should be mailed to:

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

BCIA Genetic Profit Tips – October 2008

The Importance of Sire Selection

Bull selection presents an important opportunity to enhance the profitability of the beef production enterprise. For several reasons, bull selection is one of the most important producer decisions and, as such, requires advance preparation and effort to be successful. To effectively select sires, producers must not only be well versed in the use of Expected Progeny Differences (EPD) and understand breed differences, but they must also accurately and objectively assess their current genetics, resources, and management. Furthermore, recent advances in DNA technology and decision support tools add complexity to selection but will ultimately enhance selection accuracy. Producers who stay up to date on advances in beef cattle genetics should profit from enhanced revenue and reduced production costs, as they best match genetics to their production situation.

Whether selecting natural service sires for purchase or sires to be used via artificial insemination (AI), the amount of variation available can be almost overwhelming. Producers can find bulls that will increase or decrease nearly any trait of economic importance. Furthermore, since a relatively few bulls will service a large number of cows, producers can select bulls that are fairly elite even when natural mating. Use of AI allows commercial producers to use some of the most outstanding bulls in the world at a reasonable cost, allowing for enormous amounts of genetic change, if desired. Finally, selection of bulls is more accurate than female selection. Seedstock breeders provide genetic information in the form of EPD, which allow for direct compari-

son of potential sires across herds and environments. Unlike actual measurements, EPD consider the heritability of the trait to accurately predict genetic differences between animals. If AI is used, even greater accuracy is possible. Bulls used in AI may have highly proven EPD, calculated from thousands of progeny measured in many herds and environments.

Genetic change is permanent change. Among management decisions, genetic selection differs from others in that the effects are not temporary. Feeding a supplement to meet nutritional requirements is beneficial as long as the feeding continues, and health protocols, while important, must be maintained year after year. However, once a genetic change occurs, that change will remain until additional new genetics enter the herd. Whether selecting for growth, carcass traits, or maternal performance, those traits, once established in the herd, are automatically passed on to the next generation.

Sire selection has a long-term impact. Regardless of whether a selected sire has a favorable or unfavorable effect on the herd, if his daughters enter the cowherd, his effects will remain for a considerable period of time. Assuming a sire is used for four years and his daughters are retained, his impact will easily extend into the next decade. And, while each generation dilutes his contribution, his granddaughters and great-granddaughters may remain in the herd a quarter-century after he last sired calves. For this reason, purchases of bulls and semen should be viewed not as a short-term expense but as a long-term investment into the efficiency and adaptability of the beef production enterprise.

Source: National Beef Cattle Evaluation Consortium. 2006. *Beef Sire Selection Manual*.