



# SANTA GERTRUDIS

USA

JULY 2016 | VOLUME 19, NUMBER 7

**ANIMAL HEALTH**  
**INDUSTRY ISSUES**



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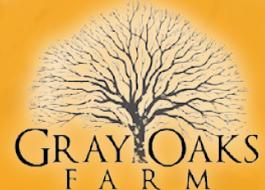
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# SANTA GERTRUDIS USA

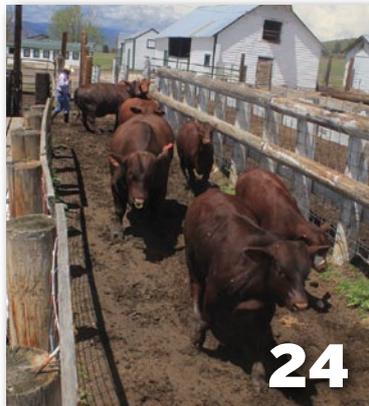
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Yearling bulls out on pasture at Cherokee Ranch and Castle in Sedalia, Colo. Photo by Megan Sajbel.

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# Ramblings from the Open Range

## EXECUTIVE DIRECTOR'S REPORT

By John Ford

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Earlier this year I shared my thoughts with the Midcoast Affiliate concerning perceptions some members of the beef industry hold regarding our cattle and the negative impact faulty views can have from a marketing standpoint. Recently, a District 6 SGBI member and I discussed difficulties we often face resulting from views and opinions that are not based on facts.

All cattle producers fall into the perception is reality trap at some time or other. It is human nature to mistake how we understand things for the way things truly are. Our thoughts and feelings seem real to us; therefore, we conclude they must be true. It is we who supply the perceptions. Reality, on the other hand, is the true state of things. It is how things really are, whether they are perceived as such or not.

This spring I spent several hours with the manager/owner of a regional sale barn on the east side of the Mississippi

River. Like many professional cattlemen, he recognizes the value Santa Gertrudis genetics add to a commercial cow-calf operation. He understands his customers see an increase in weaning weights when utilizing Santa Gertrudis bulls in breeding programs. He appreciates the strong maternal traits of the Santa Gertrudis-influenced female and the value she brings to his customers' cow-calf businesses. As a cattleman, he is appreciative of the gains made by the breed in recent years and impressed with SGBI's increased focus on profitable production. He also understands that the perception many of his customers hold hinders the breed's ability to capture a greater share of the commercial market. He went on to share a laundry list of his customers' perceptions regarding our cattle: extreme sheath, too much frame, excitable, poor carcass quality, prolapse problems, and excessive calf size, to name

a few. Perception or reality? These are perceptions others have developed over time for one reason or another. These mindsets are how they perceive things to be. We must be honest: unfavorable perceptions do exist and they exist nationwide.

**It is simple: we must arm ourselves with knowledge. Being well-versed in the performance of our breed and prepared to share, at every opportunity, valid, factual information is the first step in fighting the war on faulty perceptions.**

Santa Gertrudis cattle are some of the most efficient, productive and profitable in the beef industry. SGBI has the data to validate this claim and this supporting information is found on each animal's registration certificate in the form of EPDs, indices, and actual and adjusted weights. So why is there a disconnect and how do we combat the unfavorable perceptions some industry members hold regarding our breed? It is simple: we must arm ourselves with knowledge. Being well-versed in the performance of our breed and prepared to share, at every opportunity, valid, factual information is the first step in fighting the war on faulty perceptions.

Most importantly, we must continually provide industry members performance information on our individual herds. How can we change the perceptions others hold about reproductive efficiency if we do not know our herd's conception rate? How do we change the perception others may have concerning calving difficulty if we can't discuss our calf crop's actual birth weights and BW EPDs? How can we talk about growth if we don't have, on the tips of our tongues, the numbers and data to support our claims? Can we respond to the damaging perception that Bos indicus-influenced cattle don't produce a quality carcass if we are not familiar with the carcass quality information (carcass rank index, carcass EPDs) found on each animal's registration certificate? When we fail to emphasize, on a continual basis, the positive performance of the breed and of our individual herds, we do little to combat unfavorable perceptions. After all, **PERCEPTION IS NOT REALITY.** 🐾

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# PRESIDENT'S LETTER

By Wes McDaniel

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## A Healthy Herd

Friends, it is hard to believe we are already over halfway through the year. Each year, the time seems to sneak by just a little faster. Among the hustle and bustle of our everyday lives, we commonly overlook the basic activities of daily living. For example, I recently had my annual physical exam. As I was leaving, my physician reminded me it was ideal to do a physical more often than once every seven years!



The same can be true of our cattle operations. Many often overlook or take for granted the health of their herds. It is understandable when there are fences to be fixed and hay to be cut in the brief hours between our day jobs. However, the reality is that herd health and management should be a primary focus for all Santa Gertrudis breeders. The loss of a single calf or a breeding-age female is costly. The loss of several animals can severely impact your bottom line.

For this reason, good management practices should be put in place to limit preventable losses. This month's magazine highlights good herd health

and management practices. I encourage everyone to implement a cost-effective strategy to maintain the best herd health possible. Fortunately, we all raise Santa Gertrudis and Santa Gertrudis-influenced cattle, which are genetically less prone to health issues than many other breeds.

As you assess your herd health, I encourage you to carefully consider the information shared in this issue and consult with your local veterinarian, extension agents and other cattle producers as you work toward optimal herd health. Remember, a healthy herd is a productive and profitable herd. 🐄

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## 2016 Membership Directory Coming in October

Fall is quickly approaching, which for SGBI members means one important thing: it's time to check and make sure your membership is current so you can be included in the Annual Membership Directory. The October issue of *Santa Gertrudis USA* is the largest of the year and you want to be part of it!

Not only is it vital to be an SGBI member in good standing to be a part of the directory, but as a directory, it's the single issue of 2016 to be held onto for an entire year by breeders and commercial cattlemen alike. Advertising in this issue is an excellent opportunity as copies will be distributed throughout the year.

Also, the semi-annual semen catalog will be produced this winter, so look for additional information on that in the next issue. 🐄

**2015-2016 SGBI MEMBERSHIP DIRECTORY**

The directory is organized by state, including Alabama, Arkansas, California, Colorado, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming. Each state listing includes the name of the member, their address, phone number, and email address.

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# BOVINE VIRAL DIARRHEA, RE-VISITED

By Randy L. Stanko, Ph.D., Texas A&M University-Kingsville



**W**hen it comes to annual vaccinations for the cow herd and initial immunization of calves, there are many disease agents to protect against. In general, these bacterial or viral agents are grouped according to disease type, such as clostridia (blackleg), respiratory, reproductive, or both respiratory and reproductive. Bovine viral diarrhea (BVD) is a viral disease agent that falls into that “both” category. This

disease was discovered in 1946 and can be found throughout the world. Results of BVD include decreased cow herd reproduction and lowered feed efficiency and increased morbidity and mortality in calves. Signs of infection include animals that are lethargic, off feed, head down, showing nasal discharge and obviously, diarrhea. This disease has become a major economic drain (\$1.5 to \$2.6 billion dollars annually) on the entire cattle industry (both beef and dairy), according to Derrell Peel, Ph.D., OSU Extension Livestock Marketing Specialist.

This disease costs each U.S. beef cow \$20-\$30 in lost performance. Peel suggests BVD could be linked, at least in part, to the 4 percent decline in U.S. annual calf crop (since 1986) and is definitely closely tied to Bovine Respiratory Disease (BRD) seen in background and feedyards across the United States. Exposure to BVD virus can compromise the immune system and exacerbate the effects of other disease agents. The biggest concern with this disease is calves that are infected with BVD virus but never show symptoms. These calves continue moving through the beef industry and continue to shed the BVD virus, exposing all cattle that they contact. These calves are named persistently infected (PI). Only about 0.3 to 0.5 percent of cattle are BVD-PI; however, a 2005 study found that nearly 16 percent of feedyard BRD was due to exposure to BVD-PI calves. In another study (2009) using high-risk stocker calves from the southeast United States (n= 22,000), it was reported that including a BVD-PI calf in a pen of healthy calves costs each calf \$5.26 in profit and \$88.26 in lost performance.

Dr. Dan Grooms (D.V.M., Michigan State University) has outlined a three-pronged approach to manage this devastating cattle disease: 1) Biosecurity: limit exposure to BVD-PI cattle; 2) Identify and eliminate PI-cattle from herds; and 3) Improve herd immunity through BVD vaccination. Because PI-calves will shed BVD throughout their lifetime, testing for BVD and preventative vaccination for the birth of PI calves

are major components of a well-planned BVD control plan, as PI calves are the main virus source of a fetal infection. A vaccine that provides protection from BVD type 1 and 2 PI calves is preferred.

Bovine viral diarrhea can be transmitted from dam to fetus (Table 1) or in nose-to-nose exposure to nasal discharge. Additionally, exposure to other bodily fluids such as tears, saliva, urine, feces, milk, or semen, or improper use of a modified live vaccine (Table 2), can result in BVD transmission. Many large (15,000+) stocker calf operators in Kansas test each and every calf that they process. Testing for BVD is relatively inexpensive (about \$3.50/head) and results can be obtained quickly, even overnight in some cases. The easiest method for ranchers to test for BVD is to obtain an ear notch at birth or while working calves. A blood sample can also be used. The testing price is low because they are done in batches of up to 25; if a positive is detected, then each ear notch is re-tested, individually, at no additional cost. Ear-notch samples can be collected over time, frozen, and then

CONTINUED ON PAGE 17 ▶

**Table 1.** Effects of Bovine Viral Diarrhea infection in a gestating bovine fetus

Gestation Days	BVD Effects on Unborn Calves (cow)
0 to 40 days	Abortion, resorption (return to estrus)
40 to 120 days	Persistently infected (PI)
120 to 160 days	Feal anomalies/weak calves
> 160 days	Increased risk of health problems

**Table 2.** Basic comparison of beef cattle vaccines, killed vs. modified live

Item	Killed Vaccine (KV)	Modified Live Vaccine (MLV)
Amount of antigen provided	More	Less
Cost	\$\$	\$
Susceptible to deactivation	Less	More
Booster immunization req.	Yes	No
Safe for pregnant cows	Yes	No

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# SANTA GERTRUDIS *Commercial Corner*

## HANDLING AND TEMPERAMENT OF BOS INDICUS-INFLUENCED CATTLE

By Joe C. Paschal, Livestock Specialist • Texas A&M AgriLife Extension

**How cattle perceive and respond to the world as they see it – cattle behavior – has been of great interest lately. Besides the obvious reason, making cattle easier to work with makes it easier on us, and their behavior or temperament affects many production traits such as reproduction, growth, carcass and health.**

Several methods have been developed to measure their disposition, including a chute score, flight or exit speed or velocity and pen scores. Each of these has their strong points as well as their faults. I have used all of them at some point in time. The initial chute scoring system was proposed by Temple Grandin, Ph.D., for cattle confined but not restrained in a chute.

The chute score is widely used by beef breed associations and the Beef Improvement Federation (BIF, 2009) has adopted a 6-point scoring system in its guidelines. It should be used at weaning or yearling when the animal is in a squeeze chute. This is an abbreviated description:

- 1. DOCILE** – Mild disposition. Exits chute calmly.
- 2. RESTLESS** – Quieter than average. Flicking of tail. Exits chute promptly.
- 3. NERVOUS** – Typically manageable but nervous and impatient. Exits chute briskly.
- 4. FLIGHTY** – wild. Jumpy and out of control, quivers and struggles violently. Exits chute wildly.
- 5. AGGRESSIVE** – Score 4 with aggressive behavior. Exits chute frantically.
- 6. VERY AGGRESSIVE** – Extremely aggressive temperament. Pronounced attack behavior.

A second measurement of temperament is the Pen Score. A small group of cattle (3 to 5 head) is placed in a small pen and one person moves slowly into the pen and around the cattle, scoring them on a scale of 1 to 5. A score of 1 is calm and a score of 5 is wild. A single observer can do this (as with the chute scores), but I prefer to use three observers (one in the pen and two outside, all scoring), since it is hard to observe and score at the same time. One observer might miss an animal's behavior but the other two may not. This is the type of scoring I prefer and the type that we use with Courtney Daigle, Ph.D., scoring Santa Gertrudis for SGBI (see sidebar next page).

- 1. NON-AGGRESSIVE** – Walks slowly, can be approached, not excited.
- 2. SLIGHTLY AGGRESSIVE** – Runs along fences, will stand in corner if not approached.
- 3. MODERATELY AGGRESSIVE** – Runs along fences. Stops before hitting gates and fences. Avoids humans.
- 4. AGGRESSIVE** – Runs, stays at the back of the group, and very aware of humans. May run into gates and fences.
- 5. VERY AGGRESSIVE** – Excited, runs into fences, runs over humans and anything in its path.



A final measurement that is also used but requires some equipment is Exit Velocity. This requires the measurement of time it takes for an animal to cover six feet after being released from the chute. A faster (shorter) time indicates increased flight behavior; a longer time indicates a calmer animal. In addition to the chute, two timers are required (the same as those used in speed events in some equine competitions), as well as a tape measure. It is recommended that measurement be at an early age (weaning to yearling). Exit velocity, unlike the other measurements, is objective rather than subjective, so is less likely to be biased. The best measurement, according to researchers, is a combination of both the exit velocity and the pen score.

At the Texas A&M AgriLife Research Station at McGregor, Texas, researchers Jim Sanders, Ph.D., David Riley, Ph.D., Andy Herring, Ph.D., and others are conducting a Temperament Scoring Project that evaluates calves post-weaning by two trained evaluators that are about 50 feet apart (Herring, et. al., 2005). Two calves are evaluated for two minutes in a pen and are scored 1 to 9 for aggressiveness, nervousness, flightiness and gregariousness. The four scores are averaged into an overall disposition score where 1 is completely docile and 9 is crazy. This does take considerable time, and these results are used to look for genetic markers for temperament as part of a larger, long-term genomics project using Angus and Nelore and their crosses.

Docility is moderately heritable (similar to weaning weight); the first reported estimate was by Shrode and Hammack in 1971 ( $h^2 = .40$ ) in Hereford and Angus cattle. Subsequent research in *Bos indicus* has shown estimates that are lower (.20 to .25) but still within those useful in selection

# SGBI Supports Temperament Research

The SGBI Foundation is a contributing supporter of a research project being conducted by Courtney Lynd Daigle, Ph.D., of the Department of Animal Science at Texas A&M University on evaluating the relationship between temperament, productivity and product quality in cattle. The objectives of this study are to collect enough data across multiple generations to be able to calculate a temperament EPD in Santa Gertrudis cattle, as well as to examine the relationships among pen score, temperament, productivity and product quality in Santa Gertrudis cattle.

To collect this data, small groups of cattle (five head per group) are placed into a pen or small lot and randomly assigned an assessment order. Two observers enter the pen and slowly approach the first animal to be assessed and the animal's response will be scored. The observers then return to the entrance of the pen and approach the second animal to be assessed. This process is repeated

until all individuals in the pen have been assessed, and then the next group will be assessed.

During feeding and upon harvesting, production performance and carcass characteristics will be collected to determine the relationship between cattle behavior and profitability. Correlation analysis will identify the association between pen score, temperament EPD, growth metrics and carcass characteristics.

Daigle is an assistant professor of animal welfare in the Department of Animal Science at Texas A&M University. She conducts research in animal behavior and welfare. Her research interests include developing science-based methods for objectively assessing and improving animal welfare, developing and validating practical species-specific welfare assessment parameters, examining individual traits that impact behavior and coping with challenges, and measuring the impact of management practices on behavior in production environments.

programs. Considering the effects behavior has on many traits of economic importance, it should be of interest to all cattle producers, not just Santa Gertrudis breeders.

There are at least two genomic tests for docility, but these might not be as accurate with *Bos indicus*-influenced cattle as they are with *Bos taurus*. There are several genetic markers that have been identified as potentially important for evaluating docility (some are tied to production traits, as you would expect) and in the future there could be wider use of these markers commercially. However, in order to validate or prove that these genes affect docility in *Bos indicus*-type

cattle or even Santa Gertrudis, breeders have to decide to score their cattle – and more importantly, report those scores to the association for inclusion as EPDs. Then when the genetic markers are identified, it is a simple step to add the EPDs to the genomic results and to have useful docility scores for a large percentage of the breed.

Cattle can be trained to be more docile. Just look at the Junior Show and Open Show exhibitors. However, older animals are less trainable than younger ones. Cattle that are subjected to calm handling over and over generally respond

CONTINUED ON PAGE 17 ►



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Photo courtesy Red Doc Farms

## For Producers, Veterinarians and Feed Mills

By Traci Eatherton, Feature Writer

**B**ig adjustments are in the works for livestock operators due to the U.S. Food and Drug Administration's (FDA) June 2015 announced Veterinary Feed Directive (VFD) changes, set to be fully implemented by Jan. 1, 2017. While January is still months away, experts are recommending that all parties affected not wait until then to make the needed transitions.

The regulations, initially established in 1999, were revised in 2015 to better facilitate the VFD's expanded use under FDA's antimicrobial resistance policies, according to National Grain and Feed Association Senior Vice President of Feed Services David Fairfield.

"The revised VFD requirements already are in place. The Jan. 1, 2017 date is when drug sponsors are to have transitioned the marketing status of their affected products from over-the-counter to VFD status," Fairfield says.

The rule now requires producers to administer antibiotics with a VFD marketing status through animal feed under the supervision of a licensed veterinarian to ensure the drugs are only being

used when necessary to treat an infection in an animal.

"The VFD regulation only applies to drugs with a VFD marketing status that are used in animal feed. Medically important antimicrobials that are approved for use in water consumed by animals will be transitioned to prescription status effective Jan. 1, 2017," Fairfield says.

Antimicrobial resistance policies being implemented by FDA include eliminating the growth promotion use of medically important antibiotics and expanding the list of feed-grade antibiotics classified as VFD drugs. Historically, a majority of feed-grade antibiotics used in or on animal feeds have been available to producers over-the-counter, without approval from a veterinarian.

According to FDA, the strategy of a VFD is to promote the judicious use of antimicrobials in food-producing animals. To some, that simply boils down to "more regulations." According to the FDA, they put the rule together in the hope of minimizing oversight, taking into consideration the variety of antibiotic needs producers have.

"The actions the FDA has taken to date represent important steps toward a fundamental change in how antimicrobials can be legally used in food-producing animals," said Michael R. Taylor, FDA deputy commissioner for foods, in a news release. "The VFD final rule takes another important step by facilitating veterinary oversight in a way that allows for the flexibility needed to accommodate the diversity of circumstances that veterinarians encounter, while ensuring such oversight is conducted in accordance with nationally consistent principles."

The rule requires veterinarians to issue, in writing, all VFDs within the context of a veterinarian-client-patient relationship (VCPR) and specifies the key elements that define a VCPR. These key elements include that the veterinarian engage with the client (i.e., animal producer or caretaker) to assume responsibility for making clinical judgments about patient (i.e., animal) health, have sufficient knowledge of the animal by conducting examinations and/or visits to the facility where the animal is managed, and provide for any necessary follow-up evaluation or care. The final rule requires veterinarians to follow state-defined VCPR requirements; in states where the FDA determines that no applicable or appropriate state VCPR requirements exist, veterinarians will need to issue VFDs in compliance with federally defined VCPR requirements.

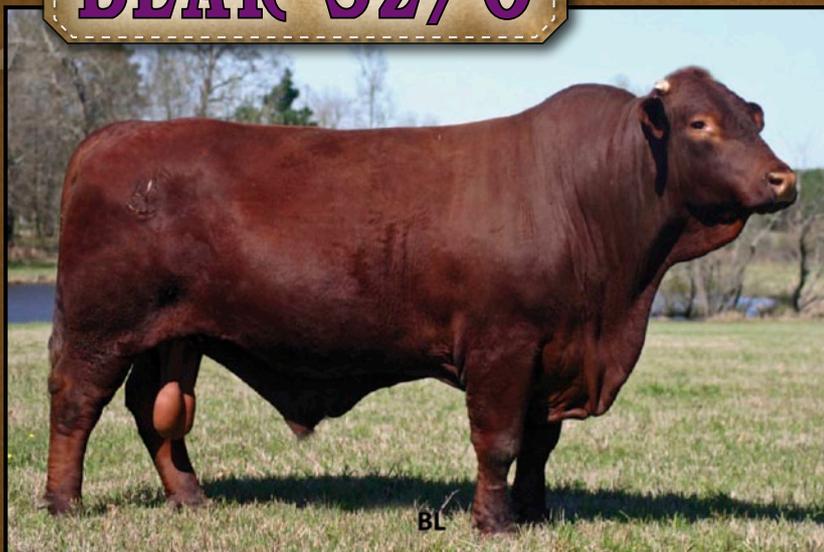
"The point is two-fold. First, because the VFD is written and signed by your veterinarian, use of the medicated feed cannot be approved by a phone call. You had better give your veterinarian time to get the documents submitted prior to your need for the medicated feed. Secondly, the VFD is submitted to the feed supplier, with a copy going to the producer, and a third copy remaining with the veterinarian. This is certainly an additional layer of management which hasn't been required before, but for all parties to demonstrate that the sale and the use of the product was legal, the paper trail must be in place throughout the system," Chris Reinhardt, extension feedlot specialist at Kansas State University, says.

For the most part, the label-approved uses of medications won't change. The VFD is designed to curtail unapproved uses of some products, because a veterinarian must sign off on the intended purposes of medicated feeds, Reinhardt points out.

CONTINUED ON PAGE 22 »

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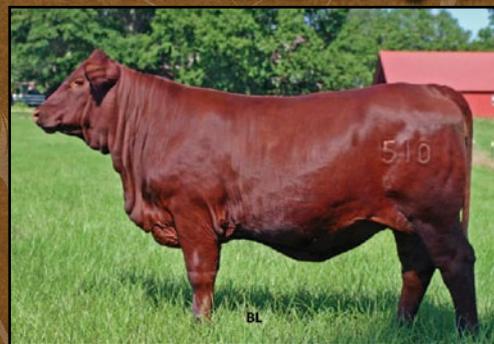


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High-gaining purebred Santa Gertrudis bull in the fall 2015 GDC Bull Gain Test.

ADG: 4.93 • REA: 13.20 • RFI: -1.15

**Bear Daughter**



### CB 510

205 Adj. WW: 591 • YW: 840

REA: 10.33 • CWT: 1.30 • IMF: 4.46

Averages for spring 2015 Bear heifers:

REA: 10.01 • CWT: 1.20 • IMF: 4.02

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# SANTA GERTRUDIS

# Juniors

By Will McDaniel, President



July is here! With temperatures hovering at a scorching 100+ degrees, the National Junior Heifer Show is but a memory, and we all have to anxiously wait the passing of another year for the next GOALS (Gerts Ongoing Advanced Leadership Summit). As you reflect on another successful NJSNGHS (results will be featured in the August issue), it may appear a distant and accomplished memory. But don't be fooled, as the best is always yet to come.

I'm very proud to be expanding my studies next year as a freshman at the University of Georgia. The process of transitioning from high school to college is a monumental experience that every junior should work hard to achieve. These past few months, I've received many kind words in the form of "conGRADulations" and of course great encouragement from Dr. Seuss' *Oh, The Places You'll Go!* All the messages made me think, wow, the time is NOW to get my ducks in a row! A bit of advice that really struck home with me went something like this: You should never look back at high school and say to yourself, those were the best four years of my life. Instead, you should look forward and continue to make your future the best years of your life.

The same concept holds in our cattle business. We should never settle for the success that came before us, even if it's our own success. Sure, we've made numerous strides forward in the past few years, but our work is far from over. Consider this. Usain Bolt, the extremely talented Olympic sprinter, has broken several of his own world records, *several times*. He didn't stop when he reached the top to wait for another runner

to beat his record. His hard work shows that there is no one end-goal that we work our whole lives to reach. Rather, we should strive to attain our greatest potential, and then continue to set our goals one step higher. As we travel into this new show season, I urge all exhibitors and breeders to look past the stash of blue ribbon and shiny belt buckles you may have received and set your eyes on how your achievements will leave a lasting impact on our breed. Never settle on greatness, as greatness will always be just one step ahead of you.

It has truly been an honor to serve as your NJSNGA president this past year – a year full of great memories and big steps forward. I challenge each of you to keep the momentum going onward and upward – for our best is yet to come!

Best wishes always. 🍀

## SANTA GERTRUDIS

## Calendar

### JULY

- 15-16** Kentucky Santa Gertrudis Show & Sale, Bowling Green, Ky.
- 16** Kentucky Santa Gertrudis Junior Heifer Show, Bowling Green, Ky.

### AUGUST

- 2** Ohio State Fair Open Santa Gertrudis Show, Columbus, Ohio
- 6** Ozark Empire Fair Open Santa Gertrudis Show, Springfield, Mo.
- 10** Indiana State Fair Open Santa Gertrudis Show, Indianapolis, Ind.
- 21** Missouri State Fair Open Santa Gertrudis Show, Sedalia, Mo.
- 27** Inaugural Power Progeny Sale, Athens, Texas
- 28** Kentucky State Fair Open Santa Gertrudis Show, Louisville, Ky.

### SEPTEMBER

- 12** Four States Fair Open Santa Gertrudis Show, Texarkana, Ark.
- 15** Southeastern Empire Fair Open Santa Gertrudis Show, Lawrenceville, Ga.
- 16-17** District 6 Sale & Jr. Show, Richmond, Ind.
- 24** Mid-Coast Opportunity Sale, Navasota, Texas
- 25** Oklahoma State Fair Open Santa Gertrudis Show, Oklahoma City, Okla.

### OCTOBER

- 1** Arkoma Association Sale, Tulsa, Okla.
- 2** Tulsa State Fair Open Santa Gertrudis Show, Tulsa, Okla.
- 8** 28th Annual Alabama Connection Sale, Cullman, Ala.
- 15** Corazon Pitchford Heifer Spectacular Sale, Athens, Texas
- 19** North Carolina State Fair Open Santa Gertrudis Show, Raleigh, N.C.
- 20** Arkansas State Fair Open Santa Gertrudis Show, Little Rock, Ark.
- 21-23** State Fair of Texas Pan Am, Youth Star 5 and Youth Santa Gertrudis Show, Dallas, Texas

## SANTA GERTRUDIS WELCOMES

## New Members

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Curtis W. Moss, Giddings, Texas  
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Baylee Edwards, New Boston, Texas  
Laura Zibilski, Burton, Texas  
Justin (Ty) Davis, Pierson, Fla.  
Isabel Theut, Columbus, Texas  
Bailey Browder, Land O' Lakes, Fla.  
Tandi Schlottman, Ennis, Texas  
Riley Stringer, Trenton, Texas  
Abigail Desselle, Plaucheville, La.

### Commercial Members

Hill Ranch, James M. Hill, Ellijay, Ga.

## COMMERCIAL CORNER CONTINUED FROM PAGE 13

better and can act more docile. It has been said that more people (especially men over the age of 60, like me) are killed by cattle (repeat offender bulls usually known to have bad attitudes) than swimmers are eaten by sharks! We do want our cows to be a little aggressive, and research has shown that trait to be beneficial for calf survival. However, we don't want her to be too aggressive or to be in attack mode whenever she is in a pen with us or in a chute.

**Calm, quiet and gentle handling should be practiced at all times. Begin at an early age, prior to weaning and shortly after calving if disposition is important to you.**

I remember a rancher bringing me eight big Braford type cows that he wanted to AI to a bucking bull. These were big cows with horns, and I am pretty sure I was the first person they had ever seen afoot. I thought about telling him I changed my mind, but we unloaded them and they gathered up in a tight knot in the pen every time I went in to feed them. When I began the synchronization program, they ran out of the pen up the alley into the chute; they were loaded when I walked up. As they came into heat, they all went; there was no sorting them. Over time they became more relaxed and one or two even came up to me (within a few feet) without snorting. By the time we had finished with the program, they would walk to the chute, allow me to sort them, and we got seven of the eight bred in 30 days. We did it all over again the next year, too!

Calm, quiet and gentle handling should be practiced at all times. Begin at an early age, prior to weaning and shortly after calving if disposition is important to you. Continue calm handling throughout and try to understand why cattle don't respond, not only in the pen but also in the pasture. Get training on cattle handling; remember that they are prey animals, like to be with each other, and don't see the world as we do. Finally, select for more docile animals if you think that it is an economically important trait in your Santa Gertrudis herd. 🐄

## PRODUCTION CONTINUED FROM PAGE 10

shipped together to any one of several diagnostic labs.

In my opinion, it seems logical that all seedstock producers would want to test their herds for BVD, especially the replacement bulls and heifers that they provide to commercial-calf producers. As a first step, it is recommended that only calves need to be BVD tested. If a BVD-PI calf is detected in a herd, then the next logical step is to test the dam. What happens to a calf identified as a

BVD-PI? A BVD-PI calf should be quarantined immediately to prevent further disease transmission. Not all BVD-PI calves will survive past 6-12 months of age, but some do. A BVD-PI calf could be fed out and processed because BVD does not affect humans, or it may be euthanized. If a BVD-PI calf is to be marketed through traditional means, then transparency is a must. Identification of a BVD-PI calf as such and consultation with a veterinarian and livestock market owner will be necessary for the benefit of the entire beef industry. 🐄

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# Out with the Old

# Animal ID In with the New



By Traci Eatherton, Feature Writer

While past contentious discussions of animal identification and traceability have long since been laid to rest, confusion still surrounds the U.S. Department of Agriculture's (USDA) Animal Identification Number (AIN) system.

Changes in the system, implemented on March 11, 2013, were designed to improve the traceability of U.S. livestock moving interstate. While change is sometimes difficult, Neil Hammerschmidt with the Animal and Plant Health Inspection Service (APHIS), points out that over time, outdated systems needed an overhaul.

"We are very pleased with how it is going, across the board," Hammerschmidt says. "It is working tremendously well."

USDA finished a two-year implementation period March 11, 2015. Any animal tagged with a 900-series prefix or American ID will no longer be accepted as officially tagged, unless the animal was tagged before that date. The National Uniform Eartagging System (NUES) and tags starting with 840 are now the new normal, or at least should be. (NUES is a numbering system for official eartags used for many years in specific animal disease programs, primarily brucellosis vaccination eartags.) Metal USDA-approved tags that follow the NUES are acceptable as official identification provided they have a U.S. shield.

"The United States now has a flexible, effective animal disease traceability system for livestock moving interstate, without undue burdens for ranchers and U.S. livestock businesses," says Agriculture Secretary Tom Vilsack.

Animal disease traceability, or knowing where diseased and at-risk animals are, where they've been and when, is very important to ensure a rapid

response when animal disease events take place, according to USDA. An efficient and accurate animal disease traceability system helps reduce the number of animals involved in an investigation, reduces the time needed to respond and decreases the cost to producers and the government.

## Showing

Some livestock shows have taken the identification system a step further, requiring electronic tags.

"Over time, we've learned that there is tremendous opportunity with electronic ID," Hammerschmidt says.

In Pennsylvania, three state-sponsored livestock shows require radio frequency or electronic identification (RFID/EID) tags that meet federal traceability standards.

The All American Dairy Show, Keystone International Livestock Expo and Pennsylvania Farm Show have implemented an electronic system for not just the safety of the animals, but also the efficiency of the shows. Other leading exhibitions like World Dairy Expo and breed associations like Holstein USA have adopted stronger traceability measures.

While the 900 tags and other IDs may be approved for travel, animals tagged and identified with other prefixes prior to March 11, 2015, cannot use those identifications to enter some shows.

"This decision makes animal check-in faster and safer and better aligns our shows with the Animal Disease Traceability Act," says Pennsylvania State Veterinarian Dr. Craig Shultz. "Disease transmission is a real threat to the animal agriculture industry and for these high-value show and sale animals in particular. This is an extra level of biosecurity that benefits our industry."

Using wands to read the electronic tags allows veterinarians and others to work farther from the animals themselves, saving time and making the work of check-in safer, as well as making it easier to confirm the animals' identification than reading visual ear tags or tattoos, and to write a Certificate of Veterinary Inspection (CVI) after sales.

## Data and Records

Hammerschmidt points out that the cost and convenience of the electronic identification (EID) tags is also becoming more attractive.

Improving management and production practices is a plus with EID tags. Plus, the small button-like tags, placed in the ear, are designed to last the lifetime of the animal, whereas visual tags can be lost. Each EID tag has a unique 15-digit number printed on it, and the number can also be read by scanning the tag with an EID reader.

All of the animal's information can be easily stored on a computer system and available on smartphones and iPads. Visual tags may still be needed for identification in the pasture, as the range on EID tags is less than two feet.

Another plus is that an animal can easily be identified with a scanner when the visual tag, tattoo or brand is not easy to read. Scanning EID tags rather than writing down EID numbers is a tremendous benefit in saving time and minimizing errors. As cattle are being worked or loaded onto a trailer, their EID tags can be scanned while they are on the move.

A system like the Tru-Test XRS digital Stick Reader (cost of \$1,300 to \$1,500) reads an animal's EID tag (cost is \$2.25) and records its weight each time it passes through a working chute and crosses the electronic scale. The information, along with the calf's average daily gain and health history, is wirelessly stored in the Tru-Test ID5000 scale head (cost is \$2,059). The information can then be transferred into a CattleMax computer software program (cost is \$9 per month for 100 animals).

Another benefit to the electronic plan and the CattleMax software comes at tax season. All of the data is readily available.

Some breed associations have firmly entered the electronic age. CattleMax works with several associations to maintain production records, generate reports for management decisions and print pedigree ads for buyers. By integrating with breed associations, CattleMax enables them to use a cattle record-management solution while benefitting from the association with cattle registrations, downloading EPDs, submitting and receiving data electronically and more. The breed association and the available integrations depend on customer requests and the breed's capabilities. 🐄

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SERVICES

## VETERINARY FEED DIRECTIVE CONTINUED FROM PAGE 14

“The VFD won’t change the ranching world a great deal,” Reinhardt says, “but it will require some additional planning and subsequent recordkeeping. If you don’t have a veterinarian involved in your operation, you’ll need to choose to either get a veterinarian involved in your operation now, or lose the ability to buy certain medicated feeds in the future.”

While it is hoped that the transition will be relatively simple, the American Veterinary Medical Association (AVMA) has been looking at what exactly the VFD means for veterinarians.

“Shifting away from over-the-counter status to one requiring veterinary oversight doesn’t come without its challenges,” Christine Hoang, DVM, MPH, CPH, assistant director of the Division of Animal and Public Health at AVMA, says. “Now that nearly all antimicrobial feed additives will transition to VFD drugs, we want to help ensure that the VFD program is as efficient as possible, while keeping in mind the program’s primary goal of protecting human health as well as animal health and welfare.”

According to Fairfield, under FDA’s antimicrobial resistance polices, the agency established that use of medically important drugs should be limited to those that: 1) are considered necessary for assuring animal health (i.e., medically important antibiotics should not be used to promote animal growth or to improve feed efficiency); and 2) include veterinary oversight or consultation (i.e., medically important antibiotics should not be used in the feed or drinking water of food-producing animals without veterinary oversight or consultation).

A listing of those animal drugs and drug combinations that will become subject to FDA’s antibiotic-use policies and the VFD regulation is available on FDA’s website (<http://www.fda.gov/AnimalVeterinary/SafetyHealth/AntimicrobialResistance/JudiciousUseofAntimicrobials/ucm390429.htm>). Among the animal drugs currently not classified as being important to human medicine are wormers, ionophores, carbadox, bacitracin, bambarmycin and tiamulin.

With the implementation planned by the end of the year, Fairfield points out the responsibilities for feed mills.

“That means sponsors of affected drugs are to have eliminated any growth-promotion claims associated with their products by that time. In addition, sponsors are to have tran-

sitioned the marketing status of their products so they may be distributed to animal producers only under the requirements established by the VFD regulation. Once the policy implementation is complete, the affected antibiotics no longer will be available to be distributed to animal producers on an over-the-counter basis,” Fairfield says.

The added paperwork and costs have industry players working together to develop software for an easier transition.

For example, Purina Animal Nutrition is using New Planet Technologies RxExpress software to help meet feed documentation requirements for VFD. The technology is designed to streamline the VFD and non-VFD prescription processes. Simple electronic protocols prompt veterinarians to quickly and accurately produce an e-transmittable VFD or script; protocols contain unique, intelligent technology to streamline data entry and guide compliance, using a smartphone or tablet.

**“If you don’t have a veterinarian involved in your operation, you’ll need to choose to either get a veterinarian involved in your operation now, or lose the ability to buy certain medicated feeds in the future.”**

**Chris Reinhardt**

The FDA has put together several VFD brochures to help with the transition:

- **Veterinary Feed Directive Producer Requirements** (<http://www.fda.gov/AnimalVeterinary/DevelopmentApprovalProcess/ucm455413.htm>)
- **Veterinary Feed Directive Requirements for Distributors (Who Manufacture VFD Feed)** (<http://www.fda.gov/AnimalVeterinary/DevelopmentApprovalProcess/ucm455414.htm>)
- **Veterinary Feed Directive Requirements for Distributors (Who Do Not Manufacture VFD Feed)** (<http://www.fda.gov/AnimalVeterinary/DevelopmentApprovalProcess/ucm455415.htm>)
- **Veterinary Feed Directive Requirements for Veterinarians** (<http://www.fda.gov/AnimalVeterinary/DevelopmentApprovalProcess/ucm455416.htm>)
- **Veterinary Feed Directive Requirements for Veterinarians – For Veterinary Students** (<http://www.fda.gov/AnimalVeterinary/DevelopmentApprovalProcess/ucm455417.htm>)

According to FDA, the rule will cost the industry as much as \$1.41 billion in one-time compliance fees. FDA expects the annual benefits of veterinarians offering more efficient feed directives to be \$13,000 over 10 years, and the reduction in veterinarian labor costs due to this rule is expected to result in a cost savings of about \$7.87 million annually. 🐾

# VFD

## KEY COMPONENTS

- Producers can fill a VFD order at any mill, retailer or other establishment listed as a distributor with the FDA.
- In order for feed mills to fill requests for feed with VFD drugs, a current VFD order must be on file.
- A veterinarian can write a VFD order that may only apply for up to six months. The FDA will publish a list of specific products that are allowed VFD renewal.
- The expiration date on the VFD order is the last date the VFD feed can be fed.
- A copy of the VFD order must be kept by the producer for two years from the date of writing. If the farm is inspected by the FDA, producers must be able to provide VFD orders, when requested.
- Labels of VFD drugs must have the following statement: “Caution: Federal law restricts medicated feed containing this VFD drug to use by or on the order of a licensed veterinarian.”
- VFD feeds made at the mill will need to carry a VFD cautionary statement on their label.

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# BQA:

## It's Not Just For the Newbies

By Hannah Wine, Freelance Writer

If you've got cattle, at some point over the years you've probably received a flyer in your mailbox from the local extension office for a Beef Quality Assurance (BQA) certification session.

It's the kind of thing you open and think, "Hmm, don't they know I aged out of 4-H 15 years ago?" Or maybe you open it and it reminds you, "I really need to do something about that old cow with the bad eye before it gets worse. Let's figure out withdrawal times and see when I can ship her," and set the flyer down (never to look at it again) to go hook up the trailer and get the old cow up.

Or perhaps you've never received a BQA flyer in the mail and you're hearing about it for the first time now.

### What IS BQA?

BQA programming focuses on educating and training cattle producers, farm advisors and veterinarians on the issues present in cattle food safety and quality.

State BQA programs are voluntary, locally led and administered through organizations such as state beef councils, land-grant universities and state cattle associations. The program focuses on production of defect-free food, biosecurity, animal health and well-being, production performance and environmental stewardship.

### Who IS BQA?

Nearly every state in the United States has an active BQA program. Funding for these efforts ranges from state-derived Beef Checkoff money to national Beef Checkoff support through the Cattlemen's Beef Board. State-based activities are often enhanced through locally derived private and public grants.

While state BQA programs chart their own direction, program assistance and national leadership is provided by the National Cattlemen's Beef Association. The Joint Producer Education Committee continually updates a set of recommended national BQA guidelines from which states can base their BQA programs. The BQA manual is the overarching protocol, providing some consistency across the state programs. Because the beef industry is so diversified, the program allows states the opportunity to provide specifics that work best for their producers.

### A Great Refresher Course

It is never easy to hear you've been doing it wrong all along. But in reality, things change over time and BQA is a realistic way to keep yourself up to date. Even you know that you don't know it all. BQA is designed to build on what you already know. You might even learn a trick or two.



Sometimes it's even worse to be reminded you're doing it wrong when you really know better. BQA is a great refresher course to remind you that some of your old habits have got to go. You know that little cubby hole in your truck that's filled with old needles? (I know, it's safe, they've got tops on them, right?) That's not really where they should go. A sharps container would be ideal but BQA is realistic; they'll suggest you use an old bleach bottle, laundry detergent container or some other opaque sturdy plastic container with a screw-top lid. If worse comes to worst, a soda bottle is better than loose needles in the truck cab.

### Putting BQA Lessons to Use

It's not just as easy as spending your Saturday afternoon at the local sale barn listening to speakers and watching demos. Well, it is. But there's also the critical point of absorbing what you're learning and taking it home and putting it to work.

BQA programs cover a wide variety of topics, from care and husbandry practices to records management and industry issues. BQA certification is available online; however, most producers attend in-person classes, most of which have hands-on sessions on topics like low-stress handling, proper identification, body condition scoring and proper injection sites. A portion of the day will be spent in seminars learning about verification of withdrawal times, recording vaccine serial numbers, proper vaccine handling, national animal identification programs, biosecurity and tons of other pertinent industry topics.

The program emphasizes the importance of doing things the right way. It just might be that for as long as you can remember, come branding time, dad has been there giving intramuscular injections in the hip. What you might not know is that hip injections cause an injection site blemish in the steaks from that animal, and they may also toughen the meat in an area up to several inches around the injection site. According to the 1995 National BQA Audit, injection-site blemishes cost the beef industry \$188 million annually, and cost producers approximately \$7.05 per head.

Times have changed. It's been proven that producers also need to make some changes. For proper injection sites, injections (all intramuscular (IM) and routine subcutaneous (SQ) medications and vaccines) should be given in front of the shoulders – never in the rump or back leg. BQA guidelines recommend all medications be given subcutaneously, intravenously, intranasally or orally if possible, noting that it is against BQA guidelines to give SQ injections along the ribs or in the elbow region. Giving injections above the curve of the ribs could cause excessive trim in the area of the prime rib cuts.

When intramuscular medications must be used, they should be given in front of the shoulder and the injections



This Cherokee Ranch female is obviously relaxed and calm, exiting the chute after being artificially inseminated by Ranch and Land Operations Manager Rafael Miranda. Following BQA guidelines and low-stress cattle handling results in healthy, happy cattle that are easy to handle. *Photo by Megan Sajbel.*

## BQA and the Big Picture

A large part of the beef industry's job involves making sure that beef is safe and wholesome for consumers. Perhaps you're thinking, "But I'm a cow/calf producer; I'm not in the fed cattle business." Truth is, BQA is just as important for cow/calf producers. Market cows and bulls account for approximately 15 to 20 percent of the total annual U.S. beef production.

In the 1990s, the USDA mandated that all meat packing and processing plants develop and implement Hazard Analysis Critical Control Point (HACCP) programs. However, mandatory regulations do not exist for the pre-harvest segments of the beef industry. To provide a quality, wholesome product without government regulation, industry groups have developed voluntary safety and quality assurance programs.

No matter what type of cattle you raise, the size of your herd, or even your reason for owning them, those cattle end up on someone's plate. Participation in the BQA program is a tool to show our customers – whether they are cattle buyers or beef consumers – that we take every possible step to raise beef responsibly.

BQA does more than just help beef producers capture more value from their market cattle; BQA also builds a positive public image and instills consumer confidence in the beef industry. Participating in BQA is a step toward ensuring the continuation of the lifestyle of raising cattle for the generations to come. 🍴

should never exceed 10 cc per IM site. If you have a 24-cc dose, rather than two 12-cc injections, you should give three 8-cc injections. When it comes to SQ injection amounts, there are no requirements other than what is listed on the product label or recommended by your vet.

BQA practices have helped to significantly reduce incidences of injection site lesions in fed beef cattle, but injection site lesions are still a frequent problem in older kill cows and bulls.

# Looking to the Future!



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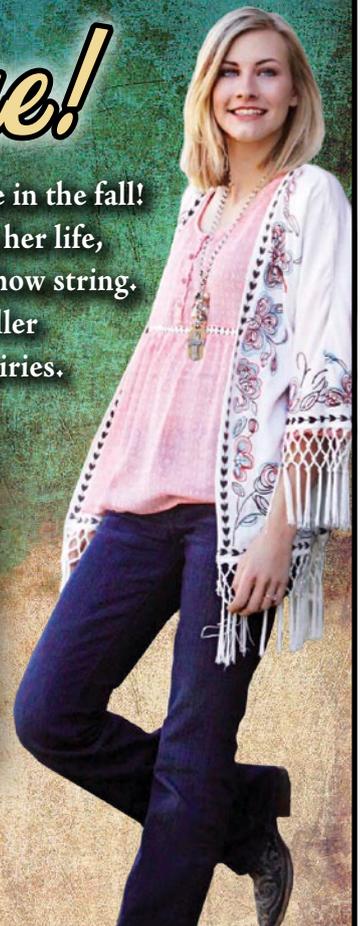
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Sired by Tomahawk 414, Reg#1246807



**T.J. & Lauren Lee**  
Fayetteville, AR • 479-409-2333  
Laurenlacie@hotmail.com

**L-S**  
**LC Cattle**

**Cammi Selby**  
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Sandymiller15@yahoo.com





CORAZON-PITCHFORD CATTLE CO.

PRESENTS

## INAUGURAL POWER PROGENY SALE

POWER-PACKED SANTA GERTRUDIS GENETICS

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**AUGUST 27, 2016**

**10:00 A.M. CENTRAL TIME**

CATTLE AVAILABLE FOR VIEWING 7:00 A.M. SATURDAY AND 4:00-8:00 P.M. FRIDAY EVENING

CORAZON-PITCHFORD SALE FACILITY

7150 CR 3715, ATHENS, TEXAS

ONLINE AT [WWW.CATTLEINMOTION.COM](http://WWW.CATTLEINMOTION.COM)

JOIN US FOR DINNER AT 6:00 P.M., FRIDAY, AUGUST 26

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**THIS SALE WILL HAVE POWER-PACKED LOTS OF YEARLING BULLS, HEIFERS, BRED DONOR PROSPECTS AND QUALITY FEMALES, BOTH BRED AND OPEN.**

**MAKE YOUR PLANS TO VISIT OUR FACILITY AND SEE THE RESULTS OF OUR RECENT EFFORTS TO COMBINE POWER GENETICS WITH PHENOTYPE PERFECTION.**

**OUR GUEST CONSIGNORS INCLUDE HARRIS FARMS, D BAR J, AND DOUBLE TT RANCH.**

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