



CAROLINA CATTLE CONNECTION

Spotlight on

SANTA GERTRUDIS

SEPTEMBER 2025 • Vol. 39, Issue No. 9



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THE CAROLINA CATTLE CONNECTION

Volume 39, Number 9 • SEPTEMBER 2025

The official publication of the North Carolina & South Carolina Cattlemen's Associations.

Sales & Publication Office

2228 N. Main Street
Fuquay-Varina, NC 27526

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The Carolina Cattle Connection is printed on 30 lb recycled newsprint by BN Printing in Benson, N.C.

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The Carolina Cattle Connection is published monthly by the N.C. Cattlemen's Association.

A complementary subscription is included with membership to each state's association.

Non-member subscriptions are \$30 per year.

All address changes for NCCA members to:

The Carolina Cattle Connection
2228 N. Main Street • Fuquay-Varina, NC 27526

All address changes for SCCA members to:

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¹Herd, R. Strategies for Nematode Control in Cattle. Modern Veterinary Practice, 1985.

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By TRAVIS MITCHELL, S.C. Cattlemen's Association

Director's Report

A Busy Fall

As summer begins to wind down, the S.C. Cattlemen's Association is preparing for a busy fall. Dates have been set for for the 2025 SCCA Regional Meetings. The first meeting will be held on October 21 in Anderson, and the second will be on October 23 in Lexington. These meetings will cover a wide range of topics, including hay/forage analysis, legislative updates, and a roundtable discussion on tax ramifications and lending for cattle operations. Information on how to register for

these great events will be available soon.

The Clemson Extension Service will be hosting a Hoof to Herd Sire Series this fall. This will be an outstanding educational series covering a wide range of topics for cattle producers.

The S.C. Cattlemen's Association will hold its next Board of Directors meeting on September 16 in Columbia. We thank you for your membership in the S.C. Cattlemen's Association as we strive to do our best for the beef cattle industry.



South Carolina Cattlemen's Association

OCTOBER 21 & 23

REGIONAL BEEF CATTLE FIELD DAYS

Topics: Understanding Hay/Forage Analysis; New World Screwworm Update; Legislative Updates; Tax Ramifications and Lending for Cattle Operations; Roundtable Discussion

More details coming soon!

Locations: Anderson and Lexington Counties




SAVE the DATE

SPOTLIGHT on *Santa Gertrudis*

America's Original Beef Breed

Santa Gertrudis cattle, named for the Spanish land grant where Captain Richard King first established the King Ranch, were developed to thrive, prosper, and gain weight on the native grasses of the South Texas brush country. The first and perhaps most enduring efforts to produce the rugged breed began in 1910 when King Ranch decided to systematically cross its Shorthorn and Hereford cattle with Brahman. After a few crosses, the Brahman-Shorthorn cross showed the most promise, and the ranch headed toward a cross of $\frac{3}{8}$ Brahman and $\frac{5}{8}$ Shorthorn as the optimum blend of the two breeds.

In 1920, an outstanding bull calf, Monkey, was produced. With a distinctive red color and an exceptionally deep and well muscled body, Monkey was the most impressive calf of any breed ever born on King Ranch. In 1923, Monkey was used in a breeding herd of first cross Brahman-Shorthorn red heifers. His offspring were superior

cattle that were well adapted to the harsh environment where they were developed.

Most important, the calves made money for the ranch. Highly prepotent, Monkey became the foundation herd sire for the Santa Gertrudis breed. Through many generations, his descendants have retained the rapid and efficient growth, solid red color, hardiness, and good disposition Monkey was known for.

In 1940, the cross received official recognition when the U.S. Department of Agriculture recognized $\frac{3}{8}$ Brahman and $\frac{5}{8}$ Shorthorn as a distinctive beef breed. Cattlemen throughout the United States, Mexico, South America, Australia, and other countries took an interest in the breed and started using them in commercial herds and/or establishing seedstock operations. Today, Santa Gertrudis are still referred to as America's original beef breed.

Characteristics – The smooth, short coat of the Santa Gertrudis



is a solid, deep cherry red in color, with only minimal traces of white on the underline. They may be either polled or horned. They are hardy, with good resistance to ticks and bloat. Signs of their Indicine heritage include a small hump in bulls, medium-large ears, and loose skin with heavy folds below the neck.

Adaptable Cattle – Santa Gertrudis were developed for survival and are adaptable to most climates, environments, and terrains. They thrive in the hot, humid weather along the coastal regions of Texas, Louisiana, Mississippi, Alabama, and Florida. They also perform well in more arid regions, such as those found in South Texas, Arizona, and New Mexico. Purebred Santa Gertrudis herds are located as far south as Argentina and as far north as Canada. Santa Gertrudis are very disease resistant and are hardy animals that will travel long distances in search of forage and water.

Exceptional Mothers – Santa Gertrudis females are known for their exceptional maternal traits; they are fertile and give birth to calves that are small at birth, eliminating most calving difficulties. The females are also known for their strong mothering instincts. Under normal management and with adequate nutrition, Santa Gertrudis females will breed at 12–14 months of age and produce their first calf as a two-year-old. Santa Gertrudis females are also above average producers of milk, which allows females to wean heavier calves.

Profitable Feeders – Santa Gertrudis have also proved to be one of the world’s leading and most efficient producers of quality beef. Purebred Santa Gertrudis steers are exceptional feeder calves that

gain rapidly and efficiently while producing a consumer pleasing product. Santa Gertrudis steers, purebred or crossbred, prove they can gain above and beyond the national average when in the feedlot.

As part of the 2018 SGBI Steer Feedout, purebred Santa Gertrudis steers representing 25 different sire groups were fed at AzTx Feeders in Hereford, Tex., through the winter and spring and harvested at the Tyson beef plant in Amarillo, Tex., on June 29, 2018. The Santa Gertrudis cattle graded 96 percent Choice, with 51 percent hitting the Premium Choice mark. The steers’ average USDA Yield Grade was 2.98, with 50 percent of the carcasses scoring Yield Grade 1s and 2s. The ribeye area (REA) average was 14 square inches, and the cattle gained 3.51 pounds per day during the feeding period.

Industry data collected and released in 2017 on 3,800 head showed Santa Gertrudis steers grading 70.9 percent Prime and Choice, surpassing the plant average of 62.3 percent Choice by 8.6 percent. This information is valid and is proof that Santa Gertrudis feeders efficiently hit endpoint targets, producing a profitable animal for all beef industry members. Most important, the results of numerous association, university, and industry feeding trials and harvest data collection activities show that the final product pleases consumers.

Santa Gertrudis, horned or polled, possess traits that purebred and commercial cattlemen demand. Whether you are producing purebred, commercial, or feedlot animals, Santa Gertrudis combine all the traits needed for performance and profitability.

The Santa Gertrudis female.
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Santa Gertrudis females work with almost any bull, and they have great heat tolerance. If you're breeding for the terminal side of the business, Santa Gertrudis cattle will give you heterosis. The females also provide great maternal traits for being productive in the cow herd.

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SPOTLIGHT on *Santa Gertrudis*

Stephen Perry Farms – Continuing a Legacy in a New Way

Stephen and Amanda Perry, along with their boys Rhett and Myles, are relative newcomers to the Santa Gertrudis breed. They began working with Santa Gertrudis cattle in 2019. Stephen is part of a fourth generation farming legacy that he began carrying on in 2013. However, prior to the introduction of the Gerts in 2019, it had not included cattle for nearly 30 years, when Stephen's great grandfather ran a herd of about 50 Black Angus cows on the property.

Finding Santa Gertrudis as a fit for the farm was a result of multiple factors. Stephen had heard of the breed and also knew Brandon Creech for a long time, but more than anything, he liked the looks of the cattle. Now, the Perrys have built a cow/calf herd

of purebred Santa Gertrudis and Star 5 cattle. They appreciate the adaptability of the Gerts and their ability to thrive in any environment, including the hot and humid North Carolina summers. On the Star 5 side, they have appreciated the expression of hybrid vigor in the cross with Hereford cattle.

In the stocking up process, one of the first cows was at the Wiley Ranch Southern Harvest Sale in Louisiana. They weren't sure how it would go, but they went, bid, and came home with two bred heifers. After that, they were off and running. The following year, they attended the Santa Gertrudis Breeders of the Carolinas Sale and purchased from Hiss Family Farm of Indiana, Tinney Farms of Alabama, and Jernigan Ranch of Georgia. Around that group of



Stephen, Amanda, Rhett, and Myles Perry with some of their Santa Gertrudis and Star 5 cattle.



Maisie Bunn helping Rhett Perry in the show ring.

cows, the Perrys built their existing herd of about 30 mama cows. Along the way, picking up a few from Jody Standley's 5J's Ranch that included some Heft Ranch G70 and D25 calves. The Perrys have used bulls from Creech Farms with straight breeding as well as incorporating A.I. into their breeding program.

In terms of lessons learned, when Stephen was first starting out, he put a lot of selection emphasis on EPDs. He did not get the results he wanted, so now he takes a more holistic approach in his selection. He's putting a lot of focus now on improving udder quality. From Tony Creech, he took away the important lesson of prioritizing quality over quantity, which has freed him up to buy the best cows he can as he can.

As mentioned, Stephen has an appreciation for the hybrid vigor

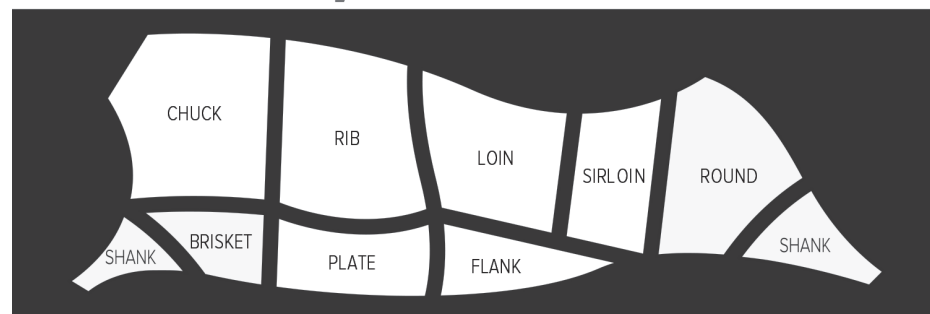


A Perry 5 Star show heifer.

that he's seeing from the Hereford x Santa Gertrudis cross and this will continue to be an important part of his breeding program as well.

Ultimately, Stephen is excited to be involved with Santa Gertrudis cattle and Santa Gertrudis crosses. He and his family have just entered the world of showing cattle. They have been traveling to shows all over North Carolina, not just with cattle but with other livestock as well. They are enjoying it, but the show ring is not the primary focus of the operation. They want to produce a high quality animal that will go out and do its job in tough conditions.

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SPOTLIGHT on Santa Gertrudis

Lou-Al-Tuck

– Over 40 Years of Santa Gertrudis Excellence

Al Jackson of Great Falls, S.C., has been a staple at Santa Gertrudis events across the country for more than 40 years.

Al and his father, Tucker, started attending Santa Gertrudis sales in the early 1980s, when the Santa Gertrudis Breeders of the Carolinas Sale was located in Shelby, North Carolina. Al recalls purchasing a bull named Freight Train, and that was really the start of their experience with Santa Gertrudis. The Jacksons used that bull as long as they could. He passed on the ranch and is buried with a marked grave on the ranch. In those early years, Al said they did a lot of sourcing of their herd through the Breeders of the Carolinas Sale, and early registrations show herd influence from W.B. Oswald of Sugar Hill, Abco-Tyger Ranch Division, Tom and Alice Johnson, and Clarendon — all long time Santa Gertrudis Breeders in the Carolinas.

As time went on, Al and Tucker started attending more national, high level sales in Texas and Alabama, in particular. Through the 1990s, you can see the story play out in their calf crops with a herd base from Diamond J, City View, 2S Ranch, Double TT, Nine Bar Ranch, Grey Rocks, Lazy E, Grandview, and Tinney Farms. Over the past 20 years, Harris, Briggs, 5-E, Grandview, and Tinney have played a larger role in the herd base.

On the bull side, bulls that have left their mark on the Lou-Al-Tuck herd include Rattler 102/5, a Tinney Farms bred bull out of Briggs 023/91; Payday 0049, a City View bull, son of Geronimo 3983;



and Grandview 366T, a Geronimo 3983 son out of a Briggs 023/91 daughter. They have used bulls they have bred out of these bulls as well. Currently, Al is using a young Powerball son out of a Stryker daughter that he describes as long with a long hip — in addition to A.I.

Their goal all along was to make their herd better and better, and the trend has been sourcing from some of the strongest producers in the country. Although there were lessons learned over time through the various purchases, that has been consistent. Al has focused on the udder and legs. He wants a cow that will be sustainable as she ages.





He has also found that the majority of the people in the breed will do what they can to make things right if there's an issue with an animal.

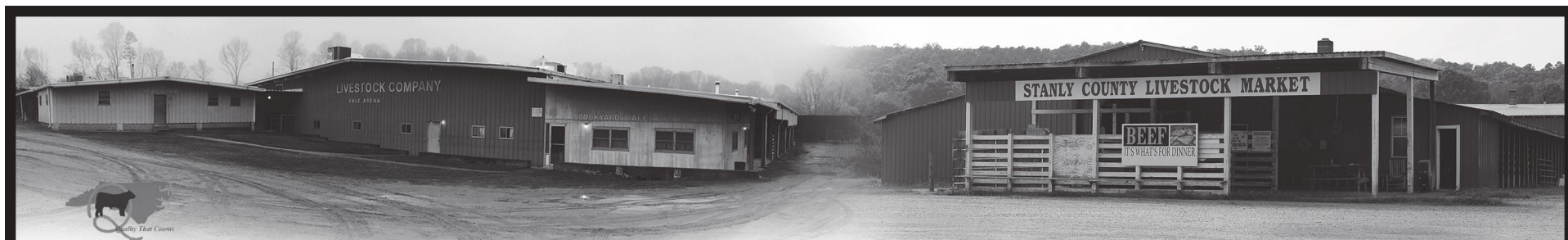
The current operation consists of about 55 head of quality seedstock, reflecting all the lessons they have had and relationships they have built over a long tenure with the Santa Gertrudis breed.



Al sees a trend of using Santa Gertrudis over Hereford cows and getting quality results, and really this cross is one that excels in the commercial world. This combination can really drive sales of Santa Gertrudis bulls and cows.



The ranch name, Lou-Al-Tuck, reflects the family — Louise, Al, and Tucker. Louise and Tucker have since passed, but for Al, it's still a family business. He recalls bringing his daughters to events when they were young and getting their pictures taken with Fred "Hoss" Shaw, a long time fixture of national level Santa Gertrudis sales. Al has recently retired from his work with Duke Energy after 44 years and is able to dedicate more time to his cow herd.



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SPOTLIGHT on Santa Gertrudis

Building Blocks – Why Commercial Cattlemen Should Consider Santa Gertrudis

By JESSICA WESSON, Santa Gertrudis Source

The building blocks of any structure must be strong. They serve as a foundation upon which the rest of the structure is built and must stand the test of time. As with anything, creating a robust commercial cattle herd has to start with the right ingredients.

The Hefte Ranch in South Texas has raised purebred Santa Gertrudis cattle since the 1970s, and Kathryn Hefte has been involved in the operation since childhood.

“We sell cattle to other seedstock producers and commercial cattlemen,” Hefte says. “Some of the commercial cattlemen who buy from us will often have elite programs, and we also sell to local producers around South Texas. We run the whole gamut of producers.”

She says commercial cattlemen should consider building their herds on the Santa Gertrudis breed, especially as the weather tends to get warmer year after year.

“Unfortunately, it’s a scientific fact that the earth is getting warmer, and *Bos indicus* cattle are adaptable in the humid, hot climates,” Hefte says. “However, Santa Gertrudis cattle thrive in colder environments like British Columbia, Canada. They can thrive in the extreme environments and adapt.”

Environment Hardy Cattle – The Santa Gertrudis breed was developed in South Texas on the King Ranch in the early 20th century. The ranch needed an animal that could withstand the harsh environment and produce efficiently.

The King Ranch started crossing Shorthorn cattle with Brahman, and they pivoted toward a cross of $\frac{3}{8}$ Brahman and $\frac{5}{8}$ Shorthorn as the most advantageous combination of the two breeds. The ranch continued breeding this combination until it gained popularity and was officially recognized in 1940 in the United States.

Commercial producers report that they will watch other breeds go to shade or the pond while the Santa Gertrudis influenced cattle will continue grazing. They can handle the heat much better because of their *Bos indicus* influence, red hide, and thick skin. They radiate heat better than *Bos taurus* cattle and are more parasite and disease resistant.

In the past, some producers had concerns about droopy ears and

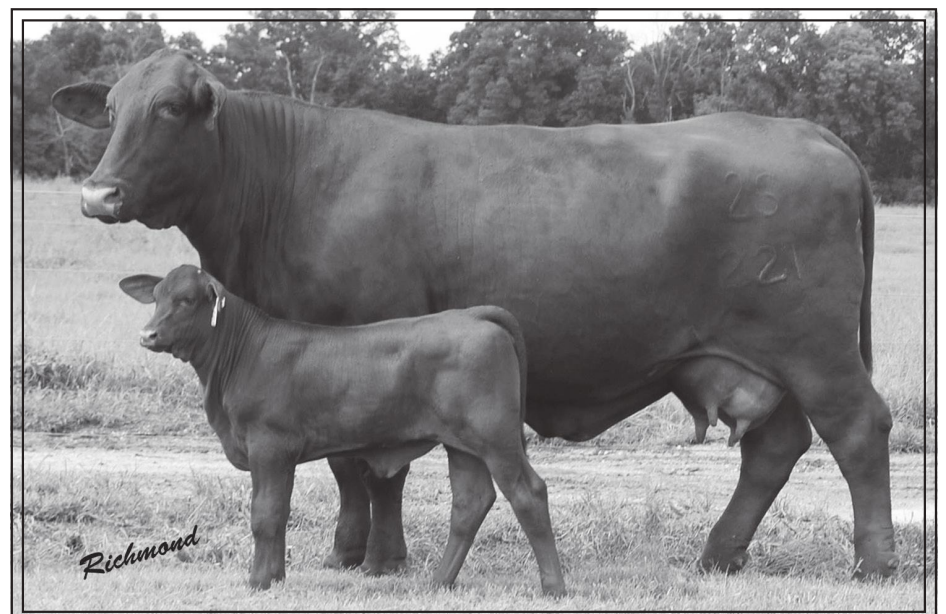
excessive dewlap. However, the breed has progressed significantly in addressing those challenges. The modern Santa Gertrudis has a clean underline and no excess skin. They were developed in the brush country of South Texas and can withstand thorns and rough country but also work in other environments.

As Hefte mentioned, Santa Gertrudis cattle are not only found in hot, dry climates. They are also successful in colder, wetter climates.

Utah State University recently conducted a study comparing Angus, Santa Gertrudis and crossbred cattle with influences from both breeds. They found that the Santa Gertrudis and crossbred calves had more cold tolerance based on their initial trial, indicating that Santa Gertrudis can adapt to any environment or conditions and thrive.

Exceptional Mothers – Santa Gertrudis cattle not only thrive in extreme environments but can also raise a calf in one. This is partly because the breed was developed on the King Ranch.

“South Texas is not an area where you can intensely manage cattle,” Hefte says. “Cows are turned out and worked maybe once each year. If they have trouble calving, they won’t be around next year. In this climate, it’s survival of the fittest, and only the best survive.”



This method has refined the breed's genetics to allow only the best mothers to continue their bloodlines, which is imperative for commercial herds.

The Santa Gertrudis female can raise an extremely large calf in the summer heat of South Texas, where the heat index can reach more than 120°F. The heifers on the King Ranch have one chance to bring a live calf and raise it well, or else she's culled. It's a natural selection to prioritize the most fertile and maternal females.

This breed will produce enough milk to support her offspring, even in severe conditions.

"Santa Gertrudis are such excellent milkers that we have to closely monitor them when they have a calf on their side," Hefte says. "We have limited resources, and Santa Gertrudis cows will put immense energy into milking. We have to ensure she has enough energy to keep her body condition up to breed back the next year."

A Santa Gertrudis female can calve long after other breeds, which increases the overall draw for commercial breeders who want dependable, calf producing mothers. Some Santa Gertrudis cows can reach 18–20 years and still produce a calf year after year, and it's common to see active cows in a herd that are 12–15 years old. Typically, the *Bos taurus* breeds produce four calves in their lifetime, but the Santa Gertrudis females can easily produce more than 10 calves.

Impressive Sires – Strong maternal traits are important in a commercial herd, but producers cannot underestimate the importance of a Santa Gertrudis bull. Producers can choose from two types of bulls – terminal bulls and maternal bulls.

A maternal bull sounds like an oxymoron, but they pass on the maternal traits. The offspring from a maternal bull will wean at a higher weight than most breeds, making them fantastic mothers. The terminal bull passes on traits like growth, weaning weight, marbling ability, ribeye area, and others.

Santa Gertrudis Breeders International board member and vice president of breed improvement Arlin Taylor of Tinney Farms says Santa Gertrudis bulls are top performing.

"A lot of progressive breeders have done a lot of hard work to create bulls for the commercial industry," Taylor says. "These bulls will perform at a high level under harsh conditions and be fertile. The Santa Gertrudis breed is also self sufficient and will be able to forage where other breeds may not."

Their longevity is another perk of adding a Santa Gertrudis bull to the commercial operation.

"When you spend a lot of money on a sire, you don't want them to only last one breeding season," Taylor says. "The hardiness of these bulls ensures they will be servicing your herd for several breeding seasons in the future."

Hybrid Vigor – Adding hybrid vigor is one of the most significant advantages of utilizing Santa Gertrudis cattle in a commercial operation.

Producing cattle in a commercial operation is all about how many pounds can be produced on a given amount of land. The most challenging part of raising cattle is facing limited resources such as water and land. They need to sustainably produce as much beef as possible, and the Santa Gertrudis breed does that extremely well.

The original genetics of the Santa Gertrudis breed lend themselves to creating crossbreeds that stand out in a crowd.

"If you breed Santa Gertrudis to *Bos taurus* breeds like Angus, you'll get to reap the benefits of both breeds," Taylor says. "You'll have the fertility, heat tolerance, and mothering instincts of the Santa Gertrudis and the best traits from the other breed. It also allows commercial cattlemen to enter their animals in crossbreeding programs like the STAR 5 program."

The STAR 5 program allows Santa Gertrudis breeders to upgrade their non-Santa Gertrudis herd. It begins with a STAR 5 Recordation Certificate, which is recognized throughout the cattle industry as representing a percentage of Santa Gertrudis genetics. Progeny

Building Blocks continued on the next page



Building Blocks *continued from the previous page*

can advance to purebred status through multiple generations of breeding back to registered Santa Gertrudis cattle.

Feed Efficient – Santa Gertrudis is gaining popularity in the commercial business because of its feed efficiency and performance in a feedlot.

Recent numbers from closeouts show Santa Gertrudis cattle gained 3.9 pounds per day and converted 5.2 pounds of dry feed, contrasting with other breeds that show anywhere from 5.7 to 6.5 pounds of feed required to convert to 1 pound of beef. Santa Gertrudis gain fast and convert feed efficiently.

However, sometimes, there needs to be a longer feeding period and a good understanding of the growth profile of Santa Gertrudis cattle.

Feeders have to grow them long enough to reach their optimum quality, and if that is done, the cattle will grade 85–95 percent Choice or better.

Santa Gertrudis also excel health wise in a feedlot situation when many others will fall prey to sickness. Feeders report that Santa Gertrudis resist the pathogens, stay healthy, and have minimal health issues.

The Future of the Breed – The future of Santa Gertrudis has never been brighter, and breeders are working to advance Santa Gertrudis to the next level and keep it in high demand, with an extremely high demand for crossbreds with maternal traits. Many breeders are working to fill the demand for the F1 crossbreds because operations are hungry for them, but they sell fast.

Hefte says it is all about education and breed promotion.

“We have to get the word out about how this breed has modernized and the work we’ve done to make Santa Gertrudis desirable,” Hefte says. “These cattle will thrive anywhere you put them, but people don’t know that. We have an excellent product, and now it’s about getting people familiar with it.”

She believes data is the best way to prove the breed’s value in a commercial setting.

“We utilize the latest technology at Hefte Ranch by using genomics and feed efficiency tests,” Hefte says. “We also use ultrasound to scan our animals to determine intramuscular fat and ribeye area. We keep detailed records that are labor intensive because we want to continue bringing quality, consistent animals to the table every time.”

Individual breeders are not the only ones working hard to improve the breed’s quality and demand in the industry. SGBI is also making strides to improve the breed.

“We created a new EPD for fertility, and we are always looking to create viable EPD measurements,” Taylor says. “Our goal is to remain a frontrunner in the newest technology and create programs that benefit producers. We are lucky to have the support of the breeders willing to work with us to propel Santa Gertrudis to the next level within the beef industry.”

Reprinted from the January 2025 issue of Santa Gertrudis Source



2025 Santa Gertrudis Breeders of the Carolinas Sale Results

The 2025 Santa Gertrudis Breeders of the Carolinas Sale was held on May 10 in Monroe, North Carolina. The sale showed strong demand for Santa Gertrudis genetics, with 70 lots selling to 24 buyers from North Carolina, Virginia, Tennessee, South Carolina, and Georgia. The volume buyer was Robin Branch from Virginia. E.B. Harris was the auctioneer, Josh Bowman the sale chairman, and Darren Richmond the sale consultant.

- 20 purebred lots averaged \$5,412
- 50 Star 5 lots averaged \$2,922

The high selling lot was a bred heifer from Creech Farms, which sold to Jack Standley for \$11,500.

The high selling bred cow from Jack Standley sold to Lou-Al-Tuck Farm for \$8,000. Another high selling bred heifer from Rockin’ B Farm sold to Robin Branch for \$7,500.

The high selling open heifer from Robert Walker of Black Tip Cattle sold to Robin Branch for \$6,000.

The high selling bull from Creech Farm sold to Lynn Thomas for \$7,000.

The high selling pair from MC Ranch sold for \$5,000 to Triple C Cattle Company.

The high selling Star 5 Five J’s Farm Pick sold for \$7,250 to 3S Farm.

The 2026 sale will be May 9, 2026, at the Union County Agricultural Center in Monroe, N.C., with a dinner and Santa Gertrudis Breeders of the Carolinas Annual Meeting on May 8 at the sale facility.

Our Sincere Thanks!

ANOTHER SUCCESSFUL SALE IS IN THE BOOKS. WE THANK ALL OUR CONSIGNORS & BUYERS!



- | | | |
|---------------------------------------|-------------------------------|----------------------------------|
| Creech Farms, N.C. | Triple C Cattle Co., N.C. | Amanda Hale, Tenn. |
| Jack Standley, N.C. | Robin Branch, Va. | Rocky River Ranch, N.C. |
| MC Ranch, Ga. | Price Land & Cattle LLC, N.C. | Moffitt Farms, N.C. |
| JC Sherrill Jr. Ranch, N.C. | Mark Thomas, N.C. | Rouse Livestock Co., N.C. |
| Rockin B Farm, N.C. | Lynn Thomas, N.C. | Buffalo Springs Cattle Co., N.C. |
| Hiss Family Farm, Ind. | Shadow B Farms, Ga. | Keith Moore, N.C. |
| RW Farm, N.C. | K & C Farm, N.C. | Jeremiah Price, N.C. |
| Five Js Cattle Company, N.C. | Palmetto Cattle Co., S.C. | Jeff Morgan, N.C. |
| Black Tip Cattle Co., Ala. | E B Harris, N.C. | Kimberling Creek Ranch, Va. |
| North Carolina State University, N.C. | Brian Foust, N.C. | |
| | 3S Farm, N.C. | |



SANTA GERTRUDIS
BREEDERS
OF THE CAROLINAS

Our Team

Scott Sherrill, *President*
(404) 402-5601

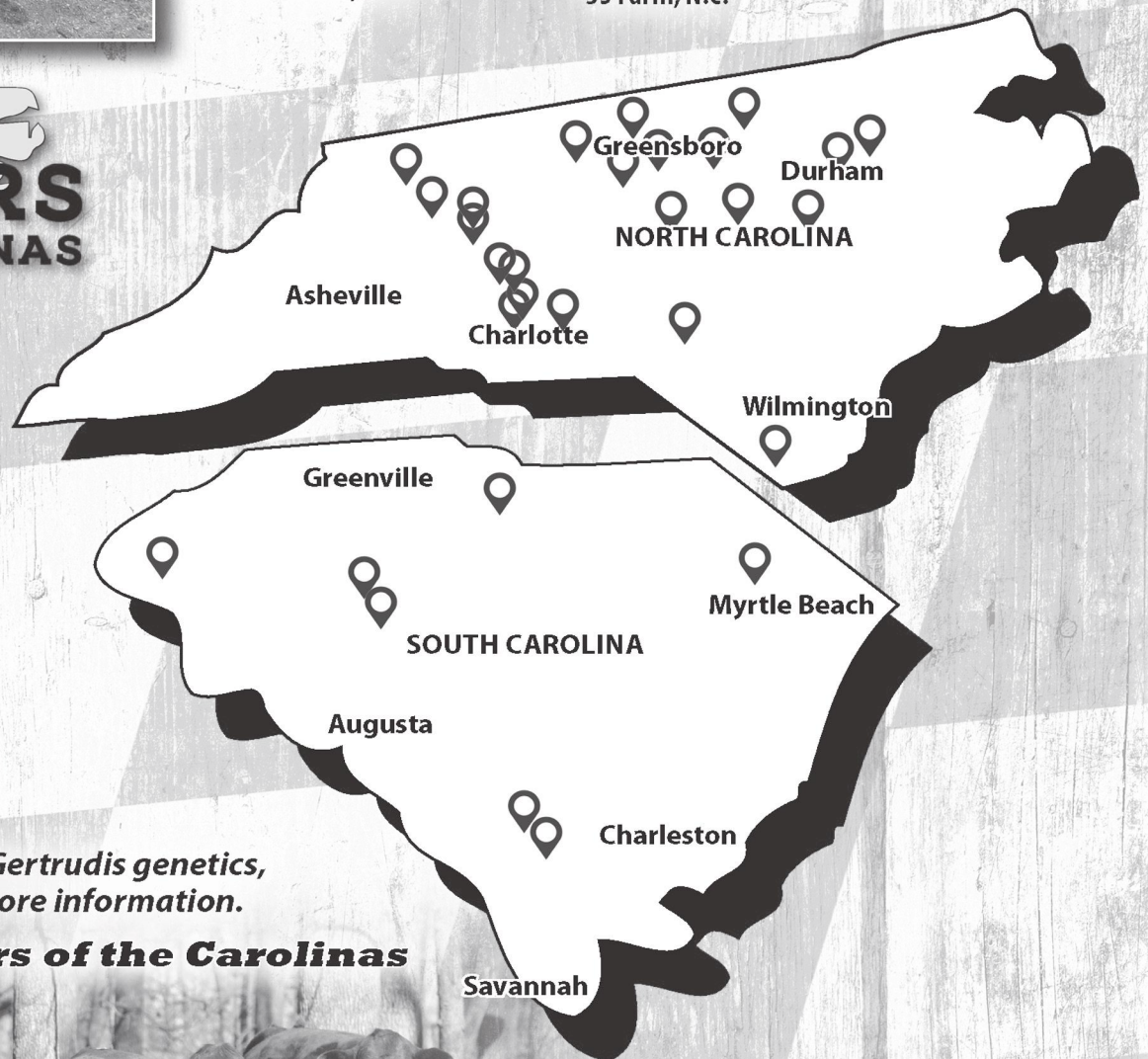
Brandon Creech, *Vice President*
(919) 761-3894

Tony Creech, *Secretary/Treasurer*
(919) 427-4679



If you're looking for Santa Gertrudis genetics, visit us on Facebook for more information.

Santa Gertrudis Breeders of the Carolinas



Make Plans to Attend!

BREEDERS OF THE CAROLINAS FIELD DAY – CRUTCHFIELD FARMS

November 8, 2025 • Monroe, N.C.

BREEDERS OF THE CAROLINAS SALE

May 9, 2026 • Zebulon, N.C.



SPOTLIGHT on Santa Gertrudis

2025 Santa Gertrudis Breeders of the Carolinas Annual Membership Meeting

By SCOTT SHERRILL, *Santa Gertrudis Breeders of the Carolinas*

The Santa Gertrudis Breeders of the Carolinas held their annual membership meeting and pre-sale dinner on the evening of May 9 at the Union County AgriCenter in Monroe, North Carolina.

President Scott Sherrill presided over the meeting. The membership re-elected board members Nathan Barlowe, Jody Standley, and Dennis Lee to three year terms.

Sherrill recognized Jody Standley's 5Js Cattle Company as the Breeder of the Year for their activity at sales and participation around the nation. Bar M Farms was recognized as Exhibitor of the Year for their participation on the national show road and domination at the local level. Nathan Barlowe accepted the award. The President's Award was presented to Mickey Bowman for his efforts on the national board and his efforts with the 2024 SGBI Annual Meeting.

A special presentation was made to junior exhibitors Rhett Perry, Robbie Sherrill, Elizabeth Hutton, and Mazie Bunn who showed Santa Gertrudis around the state over the course of the previous year.



Breeder of the Year was presented to the Standleys of 5Js Farms in Clayton, N.C.

Upcoming events from the Santa Gertrudis Breeders of the Carolinas include the affiliate field day on November 15 at Crutchfield Farms in Midland, N.C., and the North Carolina and South Carolina State Fairs, and of course, mark your calendars for the weekend of May 8-9, 2026, for next year's sale. Follow us on Facebook for updates.



Exhibitor of the Year was presented to Nathan Barlowe of Bar M Farms in Lenoir, N.C.



The President's Award was presented to Josh Bowman on behalf of Mickey Bowman of Staley, N.C.

THE CAROLINA CATTLE CONNECTION

Producer/In State Advertising Rates & Sizes

For Commercial Rates, contact Livestock Advertising Network at 859-278-0899.

All rates listed are for BLACK & WHITE ads only!
An additional flat rate for color will be included, regardless of size.

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PAGE**

10 W x 12¼ D

\$575 - Open Rate
\$530* - 6 Ads Annually
\$460* - 12 Ads Annually
**per month*

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x
12¼ D**

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\$200* - 6 Ads Annually
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**per month*

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**2¼ W
x
12¼ D**

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\$200 - Open Rate
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(Open Rate Examples)

Please contact for Contract Rates!

1¼ inch x 1 column	1¼ inch x 2 columns
\$40	\$80
2½ inches x 1 column	2½ inches x 2 columns
\$80	\$160

ASHLEY'S BEEF CORNER

The Heart of Summer

By **ASHLEY HERRING**, N.C. Cattlemen's Beef Council



The 4-H state beef chargrill competition is an annual tradition that the N.C. Cattlemen's Beef Council is proud to support. Young culinary enthusiasts create a presentation and grill their favorite cut of beef to share with judges. Criteria for judging include food safety, temperature, creativity in cut selection, and knowledge of the cut.



Congratulations to the winners of the 11–13 age division, Jake Ledford and Jake Johnson of Yancey County; second place Brilen Anderson of Edgecombe County; third place Riley Davis of Camden County; and fourth place Will Benton of Columbus County.

Special thanks to judges Heather Glennon with NCSU Cooperative Extension, David Pearce and Matt Morrison from N.C. State University, and Stephen Herring with N.C. Farm Bureau.

New for the beef council was a fun, engaging radio and digital campaign called Win Your Weight in Meat. Beef. It's What's for Dinner

audio spots were aired on Mix 101.5, directing listeners online to find recipes and grilling tips. Digital elements on social media and an e-newsletter added to our impact. This was the fourth summer for the promotion, and this year had the most entries of all years.

Promos for the event aired on 99.9 the Fan and the Buzz. The total campaign reach was 331,300 at an average of 2.7 times for a total of 878,400 impressions. This is an excellent example of a small investment making an impact, meaning our dollars went far to push demand for beef.

OPTION 1
Original - Spots on Sports

radio and digital exposure. Sponsoring win your weight in meat offers significant radio and digital exposure.

RADIO ELEMENTS

Promos: Inclusion in a minimum of 120 promos airing across The Fan and The Buzz

Ad Campaign: Bank of 50 ads

Days	Time	Len	The Fan	The Buzz
Mon-Fri	6 AM-7 PM	:30	25	25

Streaming Audio: All radio elements matched on streaming platforms

Visual Radio: Image and short text displayed in enabled vehicles each time the ads air on The Fan

DIGITAL ELEMENTS

- Social Media:** Inclusion in 4 social media posts
- Hype Video:** Inclusion in hype video pushed through social media
- Newsletter:** Featured inclusion in two edition of The Fan Insider newsletter

Adults 18+
Reach: 101,500
Frequency: 3.7
Gross Impressions: 380,000

Investment: \$3,950
Deadline June 30

2025 sponsor has first right of Renewal for the Fall event - deadline August 15th

Seared To Perfection

Ingredients:

Dry Rubs:

Weber® Steak 'n Chop
&
Wolfpack Rub: (makes large quantity)

- 1 box salt
- 2 oz. garlic powder
- 2 oz. ground cayenne pepper
- 2 oz. chili powder
- 2 oz. black pepper
- 2 oz. Accent

Brilen Anderson
Edgecombe County 4-H

From July 7–18, listeners were prompted to text a keyword to enter to win the grand prize, their weight in meat. The winner received a gift card to purchase beef. The N.C. Cattlemen's Beef Council and Beef. It's What's for Dinner received significant radio and digital exposure.

The N.C. Cattlemen's Beef Council is also partnering with fellow state beef councils in the Southeast for the Speedway Classic, a Major League Baseball game held at the Bristol Motor Speedway. This event ties into our national efforts of working with baseball. The Beef Checkoff is an official partner of Little League as a sponsor.

The Speedway Classic was held in early August at the Bristol Motor Speedway in Bristol, Tennessee. Southeastern state beef councils partnered to bring beef to the forefront of the event. An on-site presence, coupled with a comprehensive digital campaign, gave beef major recognition. We're eager to see the results and share the impact that beef made at this large event.

The summer heat is still upon us, but fall is coming soon. Tailgate menus are ready to feature beef, and we have plenty of ideas at the BIWFD website. Click over to take a look at all the options, and prepare your feast for fans!



THE BEEF CHECKOFF

Now Working Twice as Hard for YOU —Nationally and at Home

Have You Sold Cattle on the Farm?

If so, be sure to send in your checkoff investment.

- It's the **LAW** to pay the National \$1.00 Checkoff per head on all cattle sold.
- It's a wise investment to contribute to the North Carolina Cattle Industry \$1.00 Assessment per head on all cattle sold.

The National (\$1.00) Checkoff and the State (\$1.00) Assessment provides funds needed to help promote beef and the cattle industry. The Beef Checkoff program is run by producers like you and has played a vital role in increasing the demand for beef. The North Carolina Cattle Industry Assessment will support youth activities, promotion, issues management, research, and education.

**National Beef Checkoff/North Carolina Cattle Industry Assessment
PRIVATE TREATY SALES CHECKOFF/ASSESSMENT INVESTMENT FORM**

Both the seller and the buyer have the responsibility to have the \$1 per head assessment for the National Beef Checkoff and the \$1 per head assessment for the North Carolina Cattle Industry Assessment collected and remitted to the N. C. Cattlemen's Beef Council. This form is designed for the seller to use in private treaty sales of North Carolina cattle.

Date of Sale _____

Seller's Name _____

Address _____

City _____ State _____ Zip _____

Seller's Signature _____

Buyer's Name _____

Address _____

City _____ State _____ Zip _____

Buyer's Signature _____

National Beef Checkoff

Total Number of Cattle Sold _____ x \$1.00/head = \$ _____

North Carolina Cattle Industry Assessment

Total Number of Cattle Sold _____ x \$1.00/head = \$ _____

Total Amount Remitted \$ _____

FOR OFFICE USE ONLY

Check No.: _____

Postmark Date: _____

Person remitting assessment Seller Buyer

Send Form and Remittance to: **N. C. Cattlemen's Beef Council**
2228 N. Main Street
Fuquay-Varina, NC 27526

❖ AMAZING GRAZING ❖

The Solution to Fescue Toxicosis is Discovered at Last!

By **DR. MATT POORE**, *N.C. State University*



Author's Note

This is another oldie but goodie I wrote several years ago. I continue to be amazed at the problems that fescue toxicosis causes and the general feeling by cattlemen that there is nothing that can be done about it. Be aware as we come to tall fescue planting time that the only way to completely solve the problem is to remove toxins from the diet of the animals. That is difficult, but many progressive cattlemen are glad they took the effort to take control of this difficult problem.

I recently got an email from a colleague asking me if I had heard of the new protein tub with a feed additive that is the ultimate solution to the problem of fescue toxicosis. I followed up and looked at the advertising and at the research that evaluated the supplement product containing the newly discovered technology. After a careful review of the information, I found that this “solution” was just another thing you can do that might help partially mitigate fescue toxicosis, but that doesn’t nearly solve the problem. There is not enough research available with the new additive to clearly understand how much of a response you might expect, but what little research there is suggests that the benefit to performance would be small if there is any benefit at all, and it certainly would not be a very economical approach. I am actually embarrassed that the university researchers who worked on this product can live with their work being twisted into such misleading advertising.

This experience was like déjà vu and made me reflect on the very many years we have struggled with this problem and the countless “solutions” that have been proposed and explored. There have been very many compounds that have been suggested to help, including ivermectin, niacin, implants, binders (yeast cell wall), trace minerals, antioxidants, flavonoids, etc. Eldon Cole, a regional beef specialist in Missouri, kept a list of all the things that have been proposed to help with the fescue problem, and that list has grown to well over 100 items, many of which do nothing to help solve the problem.

Some of these solutions do help sometimes, especially things like just feeding a concentrate to improve cattle performance, adding clover, etc. However, all create added expenses that take away part of all of the benefit of the added response, and many give the same

amount of response if you were on tall fescue or other grasses — as is the case with clover.

While many continue to have hope that the ultimate antidote will be discovered, those of us that have been working on this for 30 years or more realize that this is just not going to happen. Even promising approaches like seeking out genetic tolerance to the toxins are expensive and not really practically available to farmers at this time.

To understand why we might never see a magic bullet that allows grazing toxic fescue without any effects on animal welfare or performance, let’s dig a little deeper into what is causing the problem. The tall fescue wild type endophyte, found in most of the Kentucky 31 stands across the U.S., produces a variety of toxins called ergot alkaloids. These toxins are found at high levels when the forage is actively growing, especially in late spring when seedheads are developing, and in the fall when growth resumes after fescue’s summer slowdown.

Ergot alkaloids are nothing to play with. This group of toxins influences many of the metabolic processes in the body because they mimic important compounds that interact with many different hormone receptor types in the body. Remember that humans have struggled with exposure to ergot alkaloids for centuries, including the disease described hundreds of years ago called “Saint Anthony’s Fire.” The toxins in those days commonly came from ergot infected grain and caused people to have a terrible burning sensation in their hands and feet, caused by the choking off of normal blood circulation. In extreme cases, blood flow is cut off enough to result in the loss of the extremity. This condition is analogous to fescue foot, one of the most extreme results of fescue toxicosis.

Joe Davis, one of our South Carolina farmers that has struggled with fescue toxicosis over the years, gave the analogy at a conference one time that feeding something to try to counteract the impact of these toxins is akin to teaching your kids to safely smoke cigarettes. His point was that it can’t be done! Some things are just too bad to overcome with simple approaches. The latest additive, based on hot chili peppers, just raises false hope among farmers that a simple solution will eventually be discovered.

So, if these toxins are so bad, how do so many cattlemen find a way to be successful on a toxic fescue base? They have developed a management system that takes advantage of what we call

“incremental improvement.” Each thing you do that has a small benefit can add up. If you do enough, eventually performance can be improved to where your cattle business can survive. Many farmers have switched to fall calving, grazing or clipping to control seedheads — where the toxins concentrate, using a good quality mineral supplement, using some energy and protein supplement, and selecting for cows that seem to get along better with fescue than others. Unfortunately, while these practices can allow you to survive, all these approaches add additional costs to the system every year. Also, during the worst times of toxin exposure, the cattle still visibly suffer, which is not good for them or for our own mental health.

At our farm in Southern Virginia, we have used many of these approaches to keep our farm running, but it is a constant battle. We finish many of our calves for the local market, and unfortunately it takes a lot of feed to get them as fat as we need them. To try to help us meet our production goals, we decided to kill some of our toxic fescue pastures and plant annuals that we could put the finishers on. We also use the annuals to improve the performance of our replacement heifers. It didn't take very many years for us to realize how much tall fescue had limited the performance of our cattle. Heifers grown through the spring gain over two pounds a day on ryegrass and over 1.5 lb/day during summer on crabgrass or other summer annuals. They calve in great body condition and require very little feed. This has made a big impact on my thinking because I am really getting tired of the daily toting of feed to make our system work.

So back to my title. I am serious that the solution to fescue toxicosis has been discovered at last. The thing that keeps us holding on to toxic tall fescue is that the plant is so rugged and able to withstand drought and heavy grazing. We need grass first and foremost to make our systems work, and toxic tall fescue does provide a lot of growth. Unfortunately again, that observation is partially because the cattle just don't want to eat the forage.

The ultimate solution to the problem is novel endophyte tall fescue and other non-toxic forages. While implementing this technology is more difficult than just putting out a supplement

tub, it completely solves the problem because you are removing the toxins from the system. Again, to the analogy of smoking cigarettes. What is the ultimate solution? You quit. Hard to do? Yes, but I did it four decades ago, and after I got past those terrible cravings, my health has undoubtedly benefited dramatically.

As we move our farm into the future, we continue to kill more and more of our toxic fescue pastures to replace them with non-toxic forages. We have plans for some more pure novel endophyte pasture, some complex mixes containing novel endophyte tall fescue, and also for native warm season grasses. My goal is to have a system where I don't have to carry supplemental feed to our developing heifers and to minimize the amount of feed it takes to finish our fat cattle. As I age, it is harder and harder for me to carry feed...I can move fence easily, but those 50 lb bags are getting a little bit difficult for me. I want to continue to farm for many years into my old age, and I need to do it on forages, not with a lot of external inputs.

As I age, I also don't want to go to bed at night knowing that I am allowing my cows to suffer from these terrible toxins. I love my cows, and how they feel greatly impacts my mood. If they are miserable, I am miserable, and I am beyond accepting that.

Unlike the many “solutions” on Eldon Cole's list, novel endophyte tall fescue has given very consistent responses — increases from 0.5 to 1 lb/day in average daily gain — with a significant benefit in virtually every study. Some fear that the novel endophyte tall fescue stands will not last, but again, nearly all the research done — and it is a lot — shows that these new tall fescue varieties with proven non-toxic endophytes are very strong and aggressive, just like the toxic fescue we are accustomed to. None of the other items on Eldon's list can hold up to scientific scrutiny the way novel endophyte tall fescue can.

Most importantly, unlike incremental improvement, which continues to cost you money every year, the cost of converting fescue pastures pays back after several years, after which you continue to enjoy the benefits of non-toxic forage for the remainder of the time the stands last, which in our experience is indefinitely with average grazing management. Also, unlike the annuals that we have depended on, you don't have to go on buying seed every year and doing all the spraying and planting that goes into an annual program.

So, if you raise cattle on a toxic tall fescue base, be aware that the solution to toxic tall fescue has been discovered, validated by university research, and made available to you through normal seed industry channels. While we still have questions about how to best fit novel endophyte tall fescue into various forage systems, there is no question that as progressive cattlemen assess their options, more and more will realize that they can revolutionize their forage system if they will address fescue toxicosis by removing fescue toxins from the system. As you ponder the latest “solutions” offered up in advertisements, realize that nearly all these approaches will be expensive and give you only a small improvement. Don't let the false hope that there will be a silver bullet in a bag of supplement that will totally eliminate the problem stop you from solving your problem. There is only one true silver bullet — novel endophyte tall fescue.

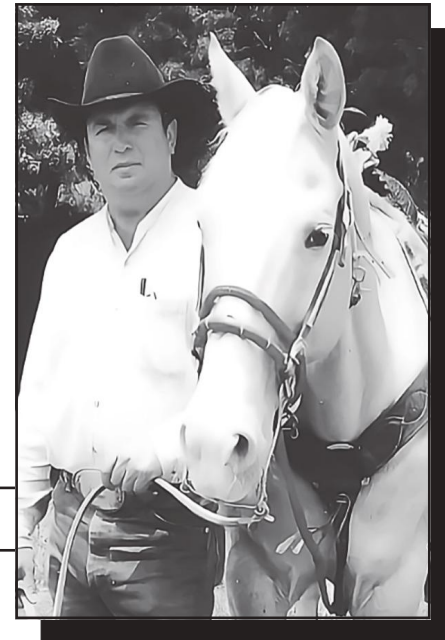


**Growing cattle grazing
a new stand of novel endophyte tall fescue in April.**

E.B.'s VIEW FROM THE COW PASTURE

Just Be Careful

By E.B. HARRIS, Warrenton, N.C.



The other morning I was hooking up to the gooseneck stock trailer, and it reminded me about an incident that happened years ago. I had an '88 Chevrolet one ton, 4-wheel drive truck that we used a lot. We hauled cattle with it or would hook a 20' flatbed gooseneck to move equipment on. When I was hooking the latch up this particular morning, it made me recall the following story.

About this time, Shane was a young tyke, and he went with me just about everywhere I went. I did not go many places where he was not right there with me. His mama would pack his bag, and he would hop in the car seat in the middle of the truck and ride.

One particular time I went to Carolina Stockyards in Siler City. Ann Dunlap was on the other side of the counter and looked over at him and said to me, "Do you know what you are doing to that boy?" I said, "No, Mrs. Dunlap I don't." She said, "You are letting him follow in your footsteps, and he is going to want to do exactly what you are doing. You look at Ben. Red has taken him just about everywhere he goes, and now all he wants to do is be involved with cattle." Ben was a few years older than Shane. I look back on it now, and some good kids don't have that opportunity, but it's a good life.

Back to hooking up the trailer and the incident it reminded me of. We were up in Virginia moving equipment with this '88 Chevrolet with the 20' flatbed gooseneck that had a telescoping adjustable neck in it made out of tubing. It was a well made trailer.

When we were handling equipment, Shane had his safe space. He was in the back of the pickup with a toolbox that stretched from one side to the other. He would play with his little toys there and be safe. I could cast my eyes over there every so often, and everything was good.

This particular inventory we were handling had a Massey Ferguson 235 tractor. It had a good general appearance, but something was wrong in the cranking system, so it would not crank. We had loaded it on the semi lowboy and put it on backwards on the tailgate of the semi.

It was getting dusky dark, and we were finishing up for the day. We decided to bring that Massey Ferguson 235 in and get it repaired. We were going to leave the semi and lowboy trailer up in Virginia that night, so I backed the gooseneck.

We had a John Deere 4020 with a front end loader there, so I picked the front end of the Massey Ferguson 235 to lead it onto the flatbed gooseneck. As we were leading it up on the trailer, the back wheels got

onto the gooseneck. When that happened, unbeknownst to us, the telescoping gooseneck hitch had broken inside the sleeve, which was not visible on the gooseneck. All this happened in a flash, and the rear tires and wheels of the Massey Ferguson 235 got onto the trailer. It shot the trailer straight down to the ground on the tail end, and the neck came off the gooseneck and went up in the air. When it all stopped, the chassis of the trailer was up on the back of the bed of the '88 Chevrolet, and the neck was on top of the truck, right over the center.

Now listen, I was standing on the driver's side when all this happened. My first thought was Shane. I went running up to the back of the truck where that trailer was on top, and I did not see Shane anywhere. I can't explain the feeling that I had — where was Shane?!



Shane at two years old wearing his Powder River cap that Harry Lee Horney gave to him.

As I walked up beside the truck looking for him, I looked in the back glass. Evidently he had gotten tired and slid the two back windows of the truck open and crawled in the back seat and went to sleep. There he was, safely asleep. I stopped and thanked God for looking out for my son.

There are certain things that replay in your mind or memory. Safety chains were not on this trailer but are now on trailers. They are putting them on there for it to be safe. If they had been on this trailer, maybe it would not have done as much damage. I don't know, but I know one thing — they are good options to have on a gooseneck trailer, so use them. Be careful because you never know.

Somebody came by one day and said, "E.B., you should write one tip at the end of your article on cows," so here it is — always hook the safety chains on your gooseneck trailer. It would not hurt to add a chain and lock to the back door of the trailer, especially when you are going places where folks don't know much about cattle — just to be safe.

N.C. Cattle Receipts, Trends, and Prices for the Month of JULY 2025

Cattle Receipts: 11,244 • Previous Month: 13,797
Feeder supply - 30% steers • 43% heifers • 27% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,511	\$154.07
Boner	1,271	\$159.08
Lean	1,068	\$141.62
Bulls - Yield Grade 1-2	1,574	\$183.65

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	424	379.79	\$1,610.31
450-500	474	365.21	\$1,731.10
500-550	522	348.41	\$1,818.70
550-600	572	342.71	\$1,960.30
600-650	620	328.25	\$2,035.15
650-700	672	315.15	\$2,117.81

FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	423	361.32	\$1,528.38
450-500	473	350.32	\$1,657.01
500-550	521	332.73	\$1,733.52
550-600	571	313.90	\$1,792.37
600-650	621	302.68	\$1,879.64
650-700	668	288.59	\$1,927.78

FEEDER HEIFERS (Medium and Large 1-2)

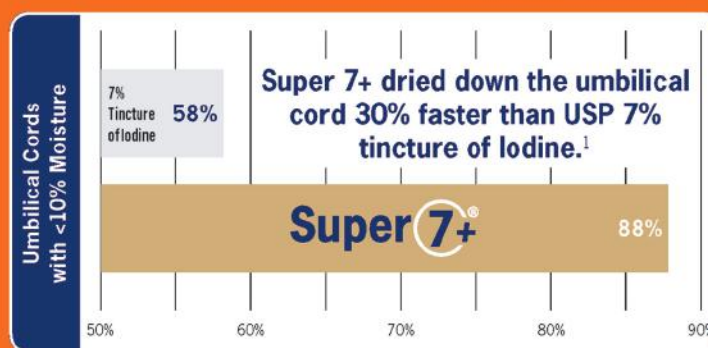
Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	424	341.66	\$1,448.64
450-500	475	328.64	\$1,561.04
500-550	523	322.68	\$1,687.62
550-600	573	313.30	\$1,795.21
600-650	619	296.09	\$1,832.80
650-700	665	280.06	\$1,862.40

Source: N.C. Dept. of Agriculture - USDA Market News Service, Raleigh, N.C. - 919-707-3156

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(1) J. Gard, S. Rodning, S. Duran, T. Hathcock, D. Taylor. Evaluation & Comparison of Super 7+ Navel Dip & Tincture of Iodine to Desiccate Umbilical Cord of Neonatal Dairy Calves with varying Immune statuses. Auburn University. 2013. Vetericyn's Super 7+ Navel Dip formulation has been enhanced and rebranded into Super 7 Ultra, since this 2013 study by Auburn University.

Focus on Forage

Preparing for Fall Forages

By HILLARY P. CARNLEY, *Clemson University*

As the leaves begin to change and the temperatures cool, September signals more than just the arrival of autumn — it marks a crucial transition period for livestock producers. While warm season pastures begin to fade and forage availability declines, hay or supplemental feed becomes necessary to maintain animal health and performance. However, with a strategic cool season forage plan, producers can extend their grazing season, reduce feed costs, and improve soil and animal health. Now is the time to assess your land, plan your planting, and prepare your pastures for the months ahead. Soil health is the cornerstone of any successful forage system.

Before planting cool season forages, starting with a soil test is essential. A soil test provides a snapshot of your pasture's current nutrient status and pH, allowing for precise fertilizer and lime recommendations that improve productivity and efficiency. Failing to address soil pH or deficiencies can significantly reduce forage yield and quality. Soil sampling should be done annually or at least every 2–3 years, especially before establishing new pastures. Collecting and submitting soil samples is a quick and easy way to know about your soil's nutrients and pH level. All you need is a soil probe or a spade, a clean plastic bucket, a Ziplock bag, or a soil sample bag from your local extension office. Collect 10–15 soil cores from random areas of your pastures, avoiding areas like your fenceline, gates, and high traffic areas. Mix your core samples in the plastic bucket and then fill a sandwich size bag with your sample or an extension provided soil bag that can be found at your local extension office. Clearly label your bag so you can remember where the sample came from and what you plan on planting there. Take as many samples as you need and deliver them to your local extension office. Once your results come in, contact your local extension agent to help calculate the fertilizer and lime required for your pasture. Remember that it takes several months for lime to adjust the pH level of your soil. Therefore, if you plan to plant in September, you must submit your test in plenty of time for the lime to make a difference in your pH levels.

Several varieties of cool season forages and mixes are available that you can plant to help extend your grazing period during the cooler months. You can plant one cool season variety, such as ryegrass, or multiple varieties to extend the grazing period and

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Annual Cool Season Grasses	Perennial Cool Season Grasses
Annual Ryegrass	Tall Fescue
Barley	Orchardgrass
Oat	Bluegrass
Rye	Perennial Ryegrass
Triticale	Timothy
Wheat	Rescuegrass

restore nutrients to your soil. The planting period for your forages can depend on the variety and your location. Reach out to your local agent to see which variety would work best for your area.

Depending on your area and the recommended varieties, they need to be planted as early as late August and as late as late October. Cool season grasses will continue to grow until late March to early April. If you are in an area that stays cooler for longer, there is potential for the grasses to continue to grow into late April.

You should also consider legumes as a variety to plant with your cool season grasses. Legumes not only help extend your grazing period but also put nitrogen back in your soil that is available for other plants to use. It is also higher in protein, which can increase weight gain and improve body conditioning scores for your livestock. You can plant several different annual varieties, including clovers, vetch, and winter pea. There are a few perennial varieties available to plant as well.

Annual Cool Season Legumes	Perennial Cool Season Legumes
Arrowleaf Clover	Alfalfa
Ball Clover	Red Clover
Berseem Clover	White Clover
Red Clover	
Rose Clover	
Subterranean Clover	
Vetch	
Winter Pea	

The soil type — sandy, loam, or clay — and area may dictate the success rate of your legumes. Reach out to your local extension agent to discuss which variety would work best for you and recommendations for planting a successful legume stand.

Another option to consider is brassicas as a cool season forage. They are high in water and establish quickly during the cooler months. Brassicas help improve the soil by breaking up highly compacted areas. They also help suppress weeds and provide nutritional value to cattle. Varieties include radishes, turnips, kale, and rapeseed.

There is also the option of mixing several varieties of cool season forages. Combining one or two cool season grasses with a legume and brassica can help improve soil quality, deter weed growth, lengthen grazing periods, and provide high quality forage to your livestock.

It may seem like a lot of work preparing and planning for cool season forages, but it is worth it in the long run. You can extend your grazing season by several months, resulting in less need for feed supplementation. Livestock are able to maintain body conditioning scores or gain weight if needed. Nutrients like nitrogen are added back to the soil for other plants to use, and highly compacted soil areas can be broken apart, allowing for better soil nutrient flow to other plants.

Planning is needed to have a successful cool season forage stand. It is vital to collect soil samples beforehand so the lime can have time to change pH levels if required. You can choose from several different varieties, and by mixing them, you extend your grazing period. Other benefits include improving soil quality and nutritional value for livestock. If you are interested in planting cool season

forages, reach out to your local extension agent to learn about the best varieties in your area.

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Mississippi State trials show 8,226 lbs DM/A average across three locations
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THE CHAPLAIN'S CORRAL

A Different Kind of Fish

By **DAVE HARVEY**, *Cowboys for Christ Chaplain*

“Turn my heart toward your statutes and not toward selfish gain.” — Psalms 119:36

Folks, I’m here to tell you that I sure can chow down on some good shellfish, except for raw oysters. I have just never acquired the taste for them. Most shellfish are the kind of fish that are edible, and I mean the kind you can really eat. Most of them that I have eaten—and that is a pretty good bunch — really taste great, and for the most part, they are good for you.

Now, most of us know that there are fish that you can eat and there are fish that will eat you. I am, personally, a typical “cowboy swimmer,” which means that I probably will not be able to outswim a shark — or even a rock. With that swimming ability — or lack thereof — I don’t go very far from the shore, wherever that may be — ocean or large stock tank. I just have no desire to be fish bait, so I try to keep one foot on dry ground, if possible.

While we are at it, let’s talk about another kind of “fish” — not a shark or shellfish. I want to talk about the most dangerous “fish” there is in existence, which has been around for a really long time. Down through the ages, there have been many who have been caught by this “fish.” Just ask Satan or a whole host of others — if you are inclined to speak to them.

Now, this “fish” is spelled a little differently, so sometimes we won’t smell the fishy smell until it is too late. We are all susceptible to being bitten by this “fish,” and often we don’t even realize we are being attacked by this most dangerous and often deadly “fish.” This “fish” that I keep talking about is the “self fish.” Actually, it has been shortened to “selfish” to try to cover up the danger of this most dreaded “fish.”

This is the kind of fish that will eat you — and your family. It will eat your kids, your marriage, your friends, your coworkers, and even the stranger who passes your way. It is to be feared much more than a few great white sharks that may be swimming in your stock tank or pond or the occasional killer whale that may swim by while you are floating across the Atlantic on your raft. This most dreaded of all fish will consume your joy, devour your happiness, and totally feast on your life. “Selfish” will win any “hooked a big fish” battle, and it sure won’t just get off of your hook and swim away on its own.

This fish has destroyed relationships, demolished friendships, wreaked havoc on marriages, and actually devastated lives. In many cases, those involved did not realize they had been in a fish fight. Because the “self” in selfish means “your” self, many don’t understand that the battle being waged is really between you and yourself, with

the adversary using a harpoon to dig as deep and cause as much hurt as possible. Many folks think being selfish means “keeping all my stuff for me,” but it also means being stingy with our time, feelings, words, prayers, and even our love. It means allowing our thoughts to cause pain by not thinking of others as we march through life with our focus on me, myself, and I — totally unaware of the suffering all around us.

Most of us are familiar with the story in the Book of Jonah and how he was swallowed by a big fish. We fail to see this terrible “selfish” that had taken over the mind and body of the Prophet Jonah and was seeking the total destruction of Jonah, the sailors on the ship he was on, and even the people of Nineveh, to whom he was supposed to deliver the message of hope and salvation from the Lord. The big fish or whale that swallowed Jonah didn’t like the taste of the “selfish” that had driven Jonah to disobey the Lord. Jonah was trying to get away from fulfilling the direct word that came to him and led him to go to Nineveh. That “selfish” in Jonah made the big fish so sick that it vomited Jonah out on dry ground.

Now, folks, if that “selfish” made the big fish so sick that it actually vomited Jonah out on the shore, don’t you think that same “selfish” would make us sick and really hard to keep on our stomachs, too? Well, what about those around us who see our “selfish” swimming all around us and are watching us choke and strangle on that “selfish” caught in our throats — not going on down and is probably on the way back up — for all sin is selfish action. As it says in *James 4:1* — “Do you know where your fights and arguments come from? They come from the selfish desires that make war inside you.”

You may be thinking right about now that you have seen that “selfish” working in someone’s life, and there are probably folks who could be thinking of times when they may have seen that same fish swimming around in your life. Guess what? Many of those folks who may have seen it in your life are your spouses, parents, children, family, coworkers, friends, and maybe even those you were ministering to or hoped to reach for the Lord. That dreaded “fish” can sure take the strength out of your witness and leave you powerless before the enemy. The lives you were hoping to reach for Jesus Christ are lost in the sea of doubt, hurt, and confusion as they watch that “selfish” swim around you and maybe even swallow you. At best, you will only end up as the biggest chunk in a pile of fish vomit, but you will certainly end up fruitless for the Kingdom of God.

Dear Heavenly Father, please touch your servants in a special way and give us victory over this dreaded and dangerous “selfish.” Please give us wisdom and power to be the fruitful workers for the Kingdom of God that you have created us to be. In Jesus’s name—Amen.



Clemson Corner

New Forage-Livestock Resources Available for South Carolina Producers

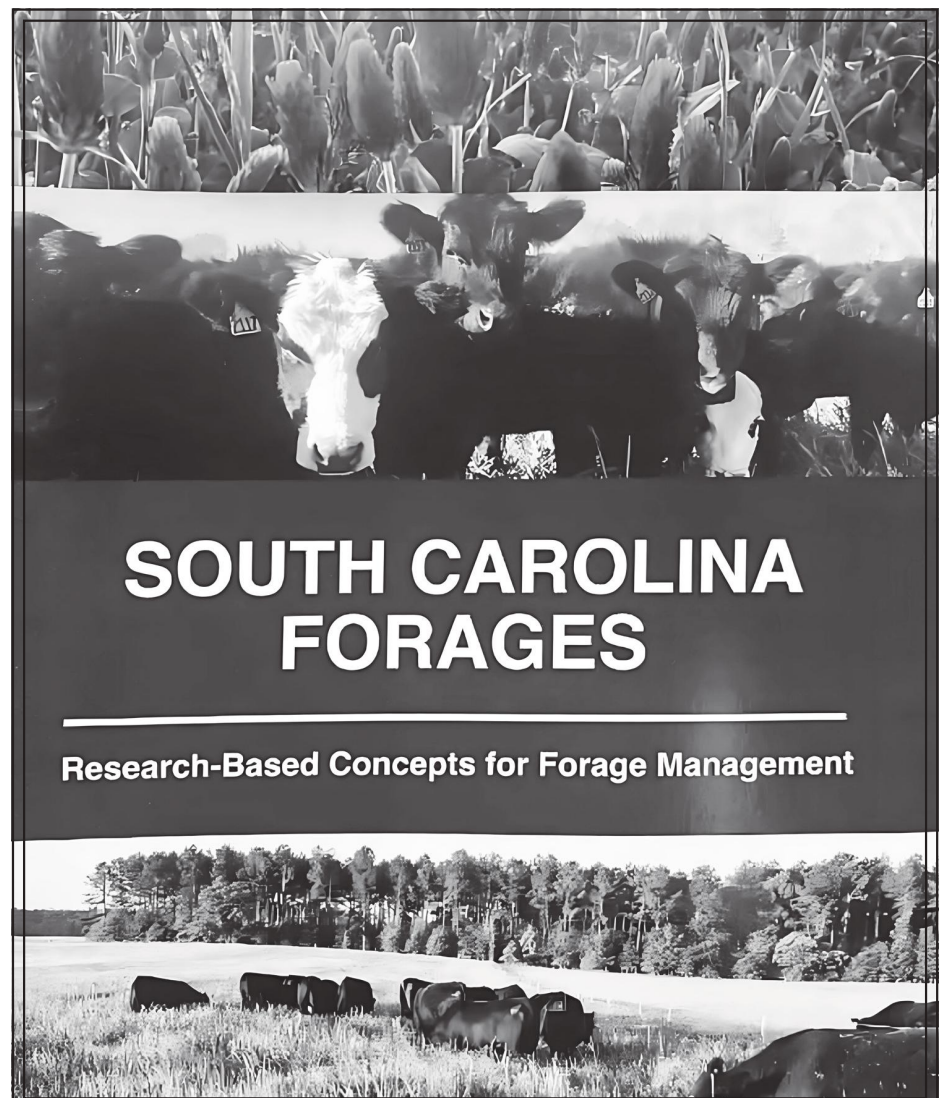
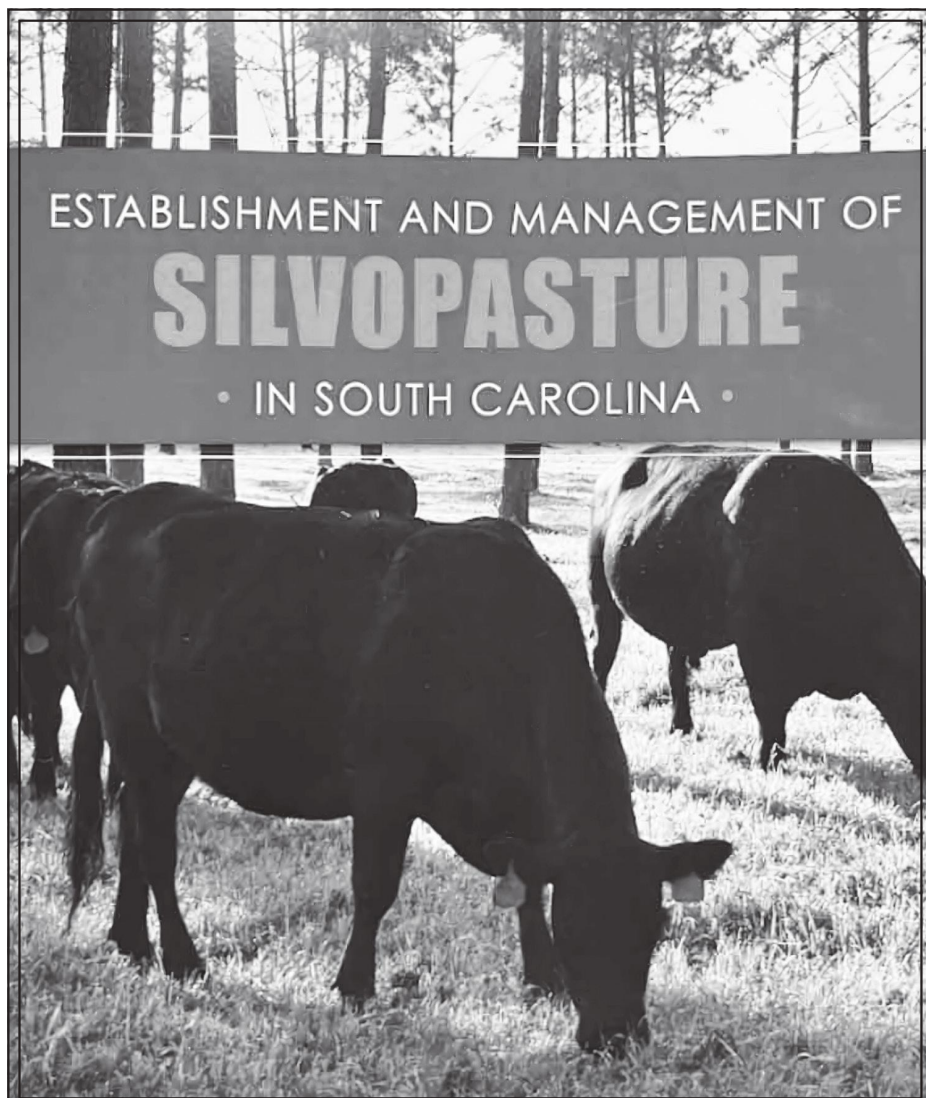
By DR. LILIANE SILVA, *Clemson University*

We are excited to announce the release of new educational handbooks. The image below shows Establishment and Management of Silvopasture Systems in South Carolina, a great multidisciplinary collaboration among 12 specialists and graduate students to discuss aspects related to the establishment and management of silvopasture. This handbook provides concepts and research based information on the establishment and management of silvopasture for Extension and agricultural educators, producers, students, and the public in South Carolina. The goal is to provide a practical resource that any producer can understand and use, regardless of their background or scientific training. This handbook encompasses topics related to trees, forages, and livestock management, as well as water quality, ecosystem services, and economic considerations for adopting silvopasture, among others.

The second resource is our revised handbook, South Carolina

Forages: Research Based Concepts for Forage Management, as shown below. The first edition of this resource was released in 2023. Through the support of the S.C. Sustainable Agriculture Research and Education (SARE) program, we have been able to revise it and distribute more copies to our producers. It is designed to be a handy resource for those interested in learning more about forage and livestock management and to serve as a go-to manual with practical information. Chapters were updated and content incorporated in this new version to meet the needs of our producers and also share some results from ongoing trials being conducted under the forage-livestock systems program.

Both resources are free of charge. Those interested in getting a copy should contact their local livestock and forages Extension agent or stop by the Edisto Research and Education Center in Blackville, S.C., if possible. For more information, please contact Dr. Liliane Silva at lseveri@clemson.edu.



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Record Keeping for Cattle – Why It Matters and How to Start

By LINDSEY CRAIG, *Clemson University*

Raising cattle has its rewarding moments — reaching goals, daily interactions, and watching your animals grow and thrive. However, one of the less glamorous but absolutely essential aspects of livestock management is record keeping. It may not be the most exciting part of the job, but without accurate and consistent records, achieving long term success becomes difficult. Good records help you make informed decisions, reduce losses, and ultimately become a more efficient and profitable producer.

Why Records Matter – Whether you're running a cow/calf operation, a stocker program, or a backgrounding system, records provide the foundation for measuring performance and making improvements. With just a few consistent records, you can:

- Track animal performance and health
- Monitor expenses and profitability
- Make better breeding and culling decisions
- Align with value added marketing programs
- Identify patterns or issues over time

Basic Records on Cow/Calf Operations – You'll need to maintain the following:

- Breeding records — dates, sires, and breeding methods
- Calving records — dates, calf sex, birth weights, calving ease
- Performance records — weaning weights, weaning dates, and growth metrics

Basic Records on Stocker/Backgrounding Operations – You should focus on:

- Beginning and ending weights
- Feed intake and conversion rates
- Cost of gain — including feed, labor, and healthcare
- Death loss and treatment costs
- Vaccination protocols — often tailored to meet requirements for value added sales programs

Tools for Record Keeping – There are several approaches depending on your preferences, scale, and budget:

• **High Tech Solutions** – Digital herd management systems allow for detailed, centralized data storage and analytics. These are ideal for larger operations and often come with customizable features.

However, cost may scale with the number of animals or features used.

• **Traditional Methods** – Tools like spreadsheets (e.g., Excel) or physical record books are effective for smaller or newer operations. They're low cost and accessible, offering a simple way to get started.

Choose the system that fits your operation and commit to using it consistently.

What Your Records Should Include – Regardless of the method, here are the essential elements every producer should track:

• **Individual Animal Identification** – Ear tags, tattoos, or registration numbers — unique IDs are the foundation of accurate tracking

• **Vaccination and Treatment Records** – Include product name, date, route of administration, withdrawal times, expiration dates, and serial numbers. Record all illnesses, symptoms, medications used, and outcomes.

• **Reproduction Records** – Track breeding and calving dates, calving intervals, birth weights, calf sex, and open cows.

• **Performance Records** – Document weights (weaning, yearling), average daily gain, and body condition scores for cows and calves.

• **Financial Records** – Include feed costs, veterinary expenses, labor, insurance, equipment, and other overheads.

• **Marketing Records** – Note sale dates, cattle weights, sale prices, and whether the sale was part of a value added program.

Putting It All to Use – You may choose to track additional data based on the unique goals or needs of your operation. The true value of records is in using them — to identify trends, make better decisions, and improve your herd and bottom line.

Consistency is key. Make it a habit to record information daily, weekly, or after key events such as weaning, vaccinations, processing, or sales.

Well kept records are more than paperwork — they're a powerful management tool.

If you have any questions about record keeping, please reach out to your local extension agent.

Have You Herd

Antibiotic Stewardship – Reality vs. Regulation

By ASHLYN RAMSEY, N.C. State University -- ANS 402 Beef Management

Does “New FDA Regulations Limit the Sale of Over-the-Counter Antibiotics” sound familiar? These headlines made national news in June of 2023 when the latest regulations about antibiotic stewardship within livestock production went into effect. You might not realize it, but whether you’re a producer or a consumer, these regulations affect all our lives in some way. The purpose of this article is to dive deeper into common misconceptions about antibiotic use within livestock production, the history of antibiotic use within the industry, and ways producers can improve antibiotic stewardship within their operations.

To start, we must gain a basic understanding of what antibiotics are and the mechanism by which they work. According to the National Library of Medicine, antibiotics are agents used to treat bacterial infections by destroying the cell entirely, preventing cell reproduction, or disrupting processes the cell must carry out to sustain life. The two primary types of antibiotics are bacteriostatic and bactericidal.³ Bacteriostatic antibiotics, such as tetracyclines, inhibit the growth of bacterial populations. On the other hand, bactericidal antibiotics, such as metronidazole, work by killing the cell. Some antibiotics can act as both bactericidal and bacteriostatic depending on the exposure duration and concentration administered to an animal.

Now that you know how various antibiotics work, you may be wondering what role they play within the beef industry. As stated by an article from the *Animal Science Journal of Biotechnology*, the three primary uses of antibiotics within the industry include “prophylaxis, metaphylaxis, and growth promotion.”⁴ Metaphylaxis is when an entire herd of animals is administered an antibiotic. This practice is meant to treat infected animals and conduct a form of prophylaxis, or the prevention of an infection by administering the antibiotic before the animal has contracted the disease. Antibiotics can also be used to increase feed efficiency and improve animal performance, as they contain “antimicrobial growth promoters,” or APGs. In terms of the stage of production that animals are exposed to antibiotics on a large scale, it is primarily when they arrive at the feedlots. Disease prevention and treatment are critical for this sector of production due to its larger stocking density, with the latest statistics reporting the U.S. feedlot inventory to be 14.42 million

head.² Undetected diseases can spread rapidly and be detrimental to the rate of production. As of 2017, 87.5 percent of all feedlots in the United States were administering antibiotics in water, feed, or via injection.² With the industry’s increased emphasis on feed efficiency and improving growth rates, these numbers have likely increased in recent years.

While the administration of antibiotics has proven to have its benefits in reducing the incidence of disease and establishing an industry standard of efficiency, it still raises concern for some consumers. One of the largest areas of concern is the presence of antibiotic residues within our food. Antibiotic residues occur in food after an animal has been exposed to an antibiotic and then sent to slaughter. The concentration of an antibiotic residue present within an animal byproduct relies heavily on the type of antibiotic, route of administration, and if appropriate withdrawal periods have been followed. For example, antibiotics that are administered via injection are likely to produce more significant residues than those administered through feed due to how they sequester within the animal’s tissues.⁸ The concentration of antibiotic residues is heavily monitored due to the adverse effects that they can have in humans. These effects include antimicrobial resistance, drug hypersensitivity, and the teratogenic effect within pregnant women.⁹ Figure 1

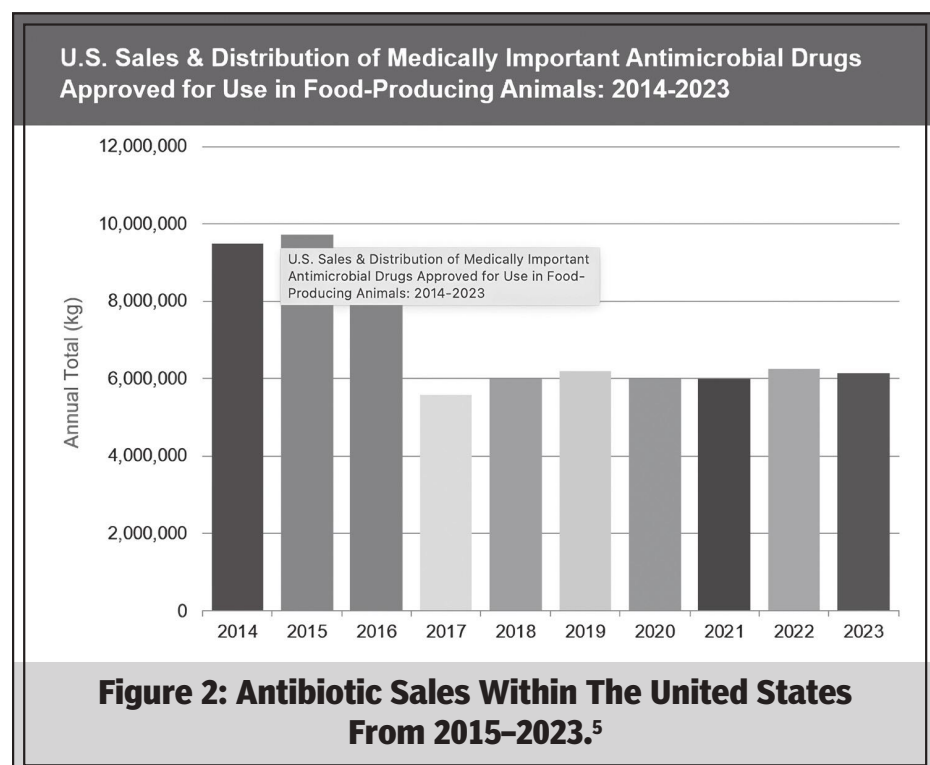
Antimicrobial	Muscle (µg/kg)	Liver (µg/kg)	Kidney (µg/kg)	Fat (µg/kg)	Cow milk (µg/kg)
Amoxicillin	50	50	50	50	4
Benzyl penicillin	50	50	50	50	4
Chlortetracycline/oxytetracycline/tetracycline	100	300	600	—	100
Streptomycin/dihydrostreptomycin	600	600	1000	600	200
Closantel	1000	1000	3000	3000	—
Spiramycin	200	300	300	300	—
Cefquinome	50	100	200	50	20
Tilmicosin	50	1000	1000	50	50
Tylosin	100	100	100	100	50

Figure 1: Acceptable Antibiotic Residue Levels of Common Antibiotics Used in Livestock Production.⁹

describes the acceptable levels of antibiotic residues within animal byproducts. According to the same study, the most prevalent cause of antibiotic residues within animal byproducts is attributed to the overuse of veterinary antimicrobials in livestock production.

With the incidence rate of antimicrobial resistance on the rise, organizations like the FDA have begun to enforce stricter regulations on the use of antimicrobials within livestock production. One of the first major changes to industry policy came in 2015 with the implementation of “*Guidance for Industry #213*” beginning in 2013.⁶ This new set of guidelines was aimed at reducing levels of antimicrobial resistance by decreasing the amount of antibiotics used within livestock production and providing more veterinary oversight. As a component of these new guidelines, and to expand upon the Animal Drug Availability Act of 1996, more emphasis was placed on the use of Veterinary Feed Directives. Veterinary Feed Directives regulate the use of specific antibiotics by requiring producers to obtain written permission through a licensed veterinarian before implementing specific antibiotics in feed.⁵ The latest addendum to these regulations came in June of 2023 with GFI #263. GFI #263 stopped the sale of over-the-counter antibiotics, requiring producers to obtain a prescription before using antibiotics on their operation.¹¹ Both new regulations encourage producers to form veterinary-client-patient relationships with veterinarians in their area, simultaneously promoting better herd health practices.

The implementation of these new regulations has had significant effects on decreasing the sale and usage of antibiotics in livestock production. Figure 2 below shows how the volume of antibiotic sales has decreased since reaching its peak in 2015.⁵ Doctors in the human medical field have also noticed the effects. A statistic cited by the World Health Organization notes that these recent interventions in restricting antibiotic use within food animals have “decreased the development of antibiotic resistant bacteria within these animals by up to 39 percent.”¹⁰ Despite the positive changes that are being made within the field, the question remains of what else producers can



do to hold each other accountable and improve their own efforts at reducing antibiotic usage within their operation. According to Beef Quality Assurance, good stewardship practices include no extra-label drug use, treating the fewest number of animals possible, and being selective about the antibiotic being used.¹ Antibiotics should always be used according to their label; this includes specific dosage instructions for the individual animal species and the duration of treatment. Treating the fewest number of animals possible limits the exposure of the herd to the antibiotic, preventing the development of antibiotic resistant bacteria strains in animals not in need of treatment. Lastly, it is important to choose an antibiotic that is designed to treat the bacteria you are trying to target. It is a common misconception that antibiotics will be effective against all types of bacteria; rather, each of them has a specific mechanism that targets specific strains of bacteria.

Overall, effective antibiotic stewardship involves us all. As the consumer, it is up to us to be educated about where our food comes from and to fact check misinformation about the industry that provides it for us. In terms of the producer, following the recommended guidelines and holding each other accountable in doing so is essential to reducing the prevalence of antibiotic resistance. Together, we can lower the statistics and make the issue of antibiotic overuse a topic of the past.

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Have You Herd is written as a portion of ANS 402 Beef Management course requirement at N.C. State University Department of Animal Science under the instruction of Dr. Carrie Pickworth. The opinions of Ashlyn Ramsey are not necessarily those of N.C. State University or Dr. Carrie Pickworth.

You Decide!

By DR. MIKE WALDEN, *William Neal Reynolds Distinguished Professor Emeritus, N.C. State University*

You Decide: Should You Be a Buyer or Seller of the Economy? As the major league baseball season reaches the mid-season point and the trading deadline looms, teams must decide if they will be buyers or sellers. A buyer is a team that is optimistic and wants to trade for players to help them this year. Conversely, a selling team is pessimistic about the season and wants to trade current players for future prospects.

It's logical for both households and businesses to make similar mid-year assessments about the economy. Should they be optimistic and continue plans to spend, invest, grow, and hopefully succeed? Conversely, if a household or business is pessimistic about the rest of the year, they may want to save their resources, take few risks, and perhaps even sell some investments to stockpile funds for a rainy day.

In today's column I'll present my mid-year economic assessment. Think of it as a starting point for making your own decision about whether to be a buyer or seller of the economy.

To look ahead, we first have to look back. The economy has been expanding since COVID-19 ended. There was a slight decline in the first quarter of this year, but that was easily explained as a result of a surge in businesses purchasing imports before tariffs increased. Imports count against national economic growth since they are a substitute for domestic production. While the second quarter growth rate has not yet been released, forecasters think it will be positive and in the neighborhood of a 2–3 percent annualized rate.

For many people, the job market is the most important feature of the economy. While jobs continue to be added, the pace of the increase has slowed. Although the jobless rate is only slightly above 4 percent, this is higher than it's been in many previous years. The good news is that North Carolina's unemployment rate is under 4 percent. In North Carolina, the largest job increases have been in education and health services, government, and professional and business services.

One of the most important issues is whether worker earnings are keeping pace with inflation. In the years immediately after the pandemic, this wasn't the case, as the increases in prices surged past the gains in worker earnings, thereby causing the average household's standard of living to drop. Yet in both 2023 and 2024, and so far in 2025, worker earnings are rising faster than prices.

But clearly, the fight against inflation is not over. Indeed, the latest data suggest the battle has become harder. What happened? Most economists answer with one word: tariffs. Tariffs are taxes on imports. In an effort to motivate more production in the U.S. and less buying from foreign countries, the Trump administration has levied higher tariffs on products from many countries and

is threatening to impose even more. In the first half of 2025, the federal government has collected over \$100 billion from tariffs.

While the goal of using tariffs and the funds collected from them may seem logical and impressive, there's an important part of the tariff equation that is often missed. This is that tariffs are collected from the domestic importer, not the foreign exporter. That is, U.S. businesses have paid the \$100 billion of tariffs this year. Most businesses will try to recover at least some of these costs by cutting their workforce or raising prices charged to consumers.

Let's now turn to the future economy during the rest of 2025. The first question I'm most often asked about the economic outlook is, will there be a recession? I, and most forecasters, are saying no. As long as the economy is expanding, regardless of the pace, there is no recession. But as long as the tariff war continues, while I see the economy growing, it will be growing at a much slower pace, with the annualized rate of growth being as low as 1 percent. While the labor market won't collapse, we could see the unemployment rate rise. If the tariff war causes the nearly 3 percent inflation rate to persist, or possibly move higher, we could be faced with a situation economists call stagflation — the combination of slow growth and higher inflation.

The "big beautiful bill" recently passed by Congress could provide some support for the economy. There are significant tax reductions for businesses in the bill, which could motivate them to expand and spend more. But the question is whether businesses will take advantage of the provisions as long as uncertainties over tariffs are still looming.

Another controversial issue, migrant deportations, could have an impact on the economy. It is well known that migrant workers are very important to several industries, including agriculture, hospitality, and construction. What happens to these industries if a significant part of their workforce is removed? A recent study by the Federal Reserve predicted economic growth will be more modest if large deportations continue.

Speaking of the Federal Reserve (the Fed), recognize that the Fed has important influence over the economy through its control of the money supply and its influence on interest rates. The Fed has signaled a desire to lower interest rates later this year, which would give a boost to the economy, and especially to the housing market. However, if tariffs keep upward pressure on inflation, any Fed rate cuts will likely be more modest.

Hence, as usual, predicting the economy is challenging. For this year, keep your eyes on TTF — tariffs, taxes, and the Fed. Will trade deals get done that help cool inflation? Will tax cuts stimulate more economic growth? And will the Fed cut interest rates? The answers

will help you decide, just like major league general managers, whether to be a buyer or seller — in this case, of the economy.

You Decide: Which Economic-ism is Best? A renewed debate about the three -isms of socialism, communism, and capitalism has been sparked by a proclaimed socialist candidate, who some claim is actually a communist, running in the New York City mayoral race. Currently, these are the three major competing philosophies of how societies can be organized. My goal in this column is to explain each -ism and its pros and cons and then let you decide which makes the most sense for a society.

Several factors are used in comparing the -isms. Perhaps the most important is ownership of property, broadly defined to include resources used in making products and services as well as personal property like homes, clothing, and vehicles. Also important is the role of government in terms of what government controls and what control remains with companies and households.

In pure socialism, the government controls the “means of production,” the term for resources needed to make products and services a society requires to survive and prosper, such as raw materials, tools, machines, factories, hospitals, farms, food stores, and others. Decisions about usage, prices, schedules, etc. are made by the government, which represents the society — hence, the term “socialism.” However, personal property like clothes, vehicles, and homes can be privately owned by households.

Since the government is very powerful in socialism, a key question is how the government is formed. The most common method is through elections, called democratic socialism, where socialist organizations like the Labour Party in the United Kingdom compete for votes from the population to elect enough representatives to control the government. If successful, the socialists then work to implement their plans, as long as they maintain control. The socialist Labour Party in the U.K. has been in control during five different time periods since World War II, including today.

Communism is a form of government that takes control much further than socialism. In the pure form of communism, the government controls all aspects of economic production and distribution, leaving no room for personal private ownership. In theory, individuals are provided all their basic needs by the government, with the government deciding what constitutes those basic needs.

A major difference between socialism and communism is in how the groups obtain control of the government. In socialism, control is obtained through the ballot box — that is, through the voting process. This means socialism can be both voted in as well as voted out by the population. Communism is entirely different. Control is usually taken via a violent revolution, which has been observed numerous times during the last century. This also means for communism to be removed, counterrevolutions often must take place, as was seen in Eastern Europe in the late 20th century when numerous communist governments were ousted.

Now on to capitalism, which best describes the -ism that dominates our country and much of the rest of the world. The word capitalism refers to the ongoing use of wealth and resources by private individuals and companies to provide products and services people want, while at the same time having some resources left over for the providers, also

called profit. Another way to characterize capitalism is as a free market system, meaning government involvement is limited as profit motivated companies make the major production and distribution decisions.

Now let’s look at the pros and cons of the three -isms. Communism is widely unpopular because where it exists, it has resulted in total control by a relatively few individuals often using rigged elections.

Socialism is attractive because it appears to strive to give people what they need, in many cases regardless of their ability to pay. There are no profits and big company executive salaries that use resources. The government makes resource decisions without being influenced by what it can financially gain.

Yet, the lack of rewards, or incentives, for government workers under socialism could be a hindrance to good outcomes. It’s natural for people to work harder if they are rewarded for that hard work. Without incentives, will socialism just lead to “good enough?” Without competition and the threat of failure and dismissal, will socialism fail to create improvements and better and more cost effective products and services for households?

It’s in the area of making products and services better and doing so at the lowest cost where supporters argue capitalism shines. Companies in capitalism, especially when they face competitors, are constantly looking to deliver what buyers want, but at the most efficient and lowest cost methods. Fans of capitalism say it’s through innovations to improve products and services that result both in profits to companies and improved lives for people.

Realistically, there’s not a lot to recommend communism. Communism has evolved to be a dictatorial and often brutal system benefiting supporters and harming opponents.

Hence, the choice for most comes down to socialism or capitalism. Or does it? While many will correctly say the U.S. is predominantly a capitalist country due to private ownership of the resources of production, others say the U.S. really has a mixed system of capitalism and socialism. Indeed, total government spending (local, state, and federal) today accounts for almost 40 percent of all spending, compared to 28 percent in 1960. Through a myriad of federal spending programs and regulations, governments in the U.S. are involved in influencing both the production and distribution of goods and services.

Today’s -ism debate is about socialism, capitalism, and a mix. You decide your pick.





S.C. CHAROLAIS NEWS

By **GEORGEANNE WEBB**, S.C. Charolais Association

I have attached a picture of our newest member with the new additions to her herd. If anyone wants to fuss and say Charolais are mean, just get in touch with Riley Friddle in Donalds, South Carolina. She is the one who told her dad that the white bull he bought was “prettier than those old black cows that he had.” He came back and bought Peppa and Pearl. I have learned not to name my heifers until after they are sold because some people, like Riley, want to name them themselves.

She is also the one who all she wanted for Christmas was her very own white bull, and I had to get out there on Christmas Eve at daybreak to load Guapo — she named him — onto Santa’s sleigh. That was a first for me.

She wanted some more heifers, so she came by and picked them out, and we delivered five to her house. Now she has a bull and seven heifers, so her herd is building. She has them all tame as dogs because she feeds and talks to all of them. Her herd loves

her as much as she loves them.

Be sure to mark your calendars for October 4 for the Southern Connection sale in Knoxville. Get there early, and you will get to meet Riley and her dad because they will be there. I will be there, but I have nothing left to sell. All bulls and heifer calves have been sold, and I only have just weaned bull calves left here.

Thankfully I don’t have any bad news this month. Take care of each other in this hot, hot weather. The news said to check on the elderly, so I am letting you know I get up at 6:30 every morning — and bring donuts when you check on me.

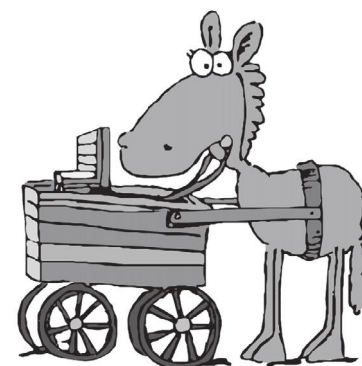


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USDA-NRCS in South Carolina Announces FY26 Deadline for EQIP and CSP

Acting State Conservationist Kellee Melton of the U.S. Department of Agriculture's (USDA) Natural Resources Conservation Service (NRCS) – South Carolina recently announced October 3 as the application batching deadline for the Environmental Quality Incentives Program (EQIP) and the Conservation Stewardship Program (CSP).

Applications for EQIP and CSP are accepted on a year round basis, but application evaluations only take place during announced batching periods. October 3 is the final date by which a producer or landowner must submit a signed application at their local NRCS office for Fiscal Year 2026 (FY26) funding consideration. Applications received after this date will be considered during the next funding cycle.

EQIP is NRCS's flagship conservation program that helps farmers, ranchers, and forest landowners integrate conservation into working lands by offering technical assistance and financial incentives to implement practices that will improve the quality of the

environment on their land. With over 170 practices available, EQIP allows producers to invest in solutions that will deliver benefits such as improved water and air quality, increased soil health, and improved or created wildlife habitat.

CSP offers technical and financial assistance to help agricultural and forest producers who are already implementing conservation activities on their land and want to achieve a higher level of environmental stewardship. CSP provides annual payments over a five year period to strengthen existing conservation efforts, address priority resource concerns, and improve agricultural production.

How to Apply – To be included in this funding batch, interested producers can apply at their local USDA Service Center by submitting a Conservation Program Application (NRCS-CPA-1200) by October 3.

More information on USDA conservation programs is available online at www.nrcs.usda.gov/programs-initiatives.



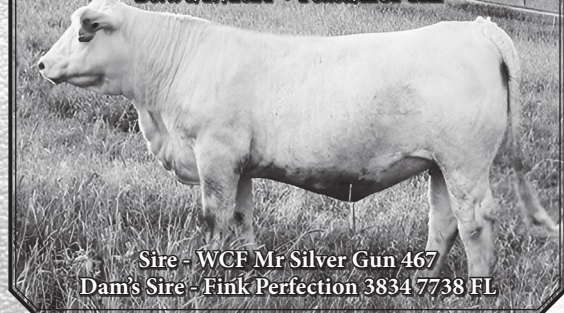
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COMMON GROUND



By MARK McCULLY, American Angus Association CEO

“We are committed to providing innovative support through programs, services, and demand creation.”

As we look across the landscape of today’s beef industry, one thing is clear — we are witnessing a moment of historic opportunity. Record high prices are making headlines.

While tight supplies are certainly a major factor, the deeper story is one of long term vision, relentless focus on quality, and a breed that has never wavered in its commitment to the consumer. At the heart of this story is Angus.

Decades of discipline – For generations, Angus breeders and commercial cattlemen have worked together to build a product that delivers on the ranch, in the feedyard and, ultimately, on the plate. The Angus cow is the backbone of the beef industry. She is renowned for her adaptability, maternal strength, and ability to thrive in our diverse environments.

The Angus breed has become synonymous with quality, consistency, and value to the consumer. That reputation wasn’t built overnight. It was earned through decades of disciplined selection, data driven decisions, diverse breeding programs, and a shared belief that doing what’s right for the consumer is also what’s best for the industry.

Results – Today, we see the results of that commitment. Demand for high quality beef continues to rise, both domestically and globally. According to CattleFax, retail beef prices are projected to average \$8.25 per pound in 2025, up from \$8.01 in 2024. The gap between beef and other protein options in the meat case continues to get larger as consumers crave great-tasting steaks, roasts, and hamburgers.

Fed cattle prices are also surging. In 2024, the average fed-steer price reached approximately \$186 per hundredweight (cwt.). In 2025, we have experienced fed cattle prices of more than \$235 per cwt. Yet quality premiums are still significant in the marketplace. Just recently I was sent a closeout on a pen of cattle sold on a grid that returned more than \$250 per cwt. (live basis) because they were

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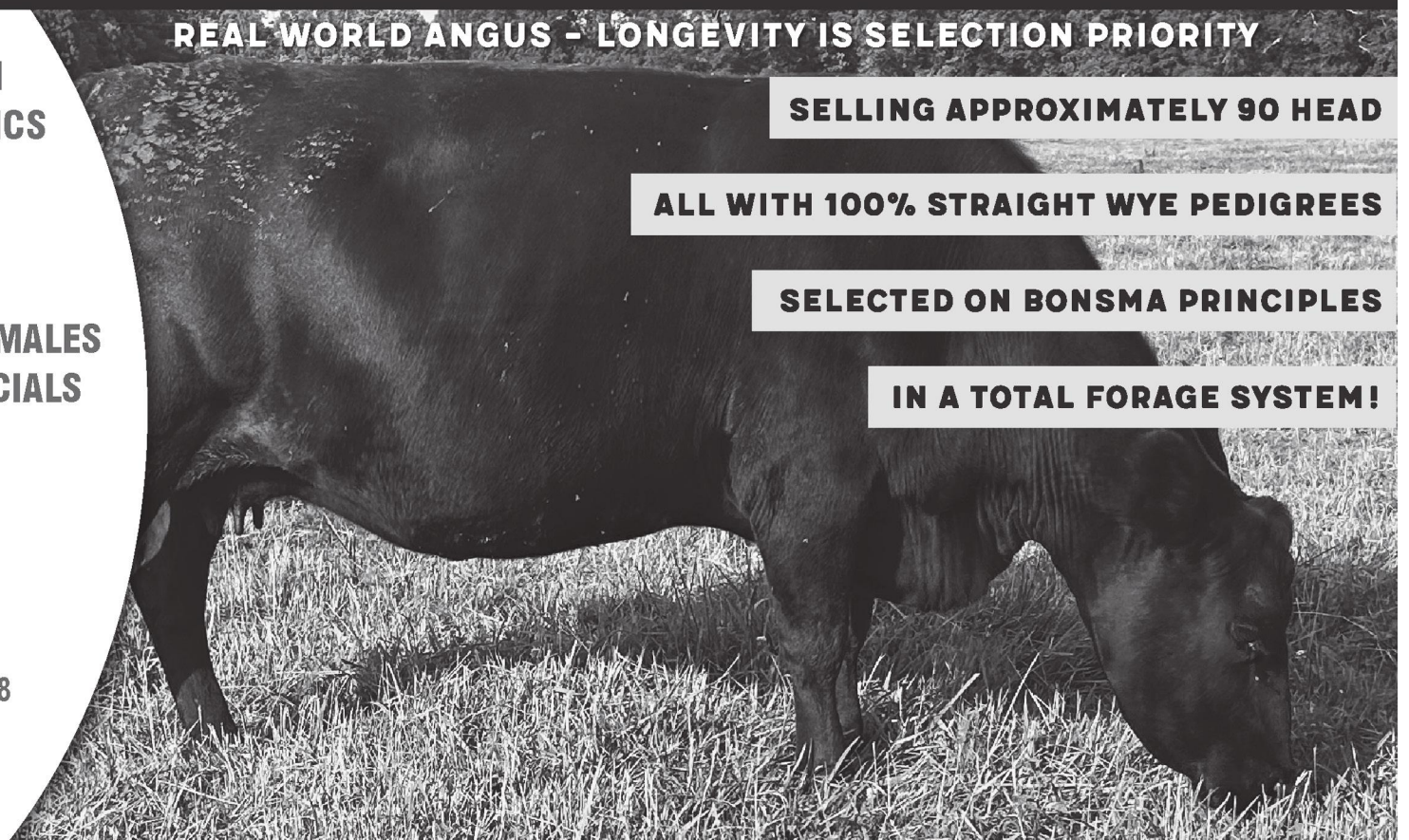
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Feeder cattle prices have emerged as one of the most compelling stories in recent years. With the summer video sale season now underway, calves across all weight classes are commanding record breaking bids. Angus sired calves are leading the charge, consistently earning significant premiums that reflect the market's confidence in their quality and performance.

These numbers are more than just market indicators; they are a direct reflection of the value consumers place on quality beef. Angus genetics are at the core of that value proposition. Fueled by the genetics you've developed and the trust you've earned, the CAB brand continues to lead the premium beef category and set a new all time monthly sales record in March with 113.8 million pounds sold.


Looking ahead – But this moment is not just about celebrating success. It's about recognizing the responsibility that comes with it. As Angus breeders and commercial cattlemen, we are stewards of a legacy but also architects of the future. The decisions we make today – about genetics, management, and consumer engagement – will shape the industry for decades to come. We must continue to lead.

That means doubling down on innovation, embracing the tools that allow us to make smarter, faster, and more precise genetic progress. It means continuing to invest in research, in education, and in the next generation of cattlemen and women. It means staying laser-focused on the consumer – because at the end of the day, they are the ones who determine the value of what we produce.

At the American Angus Association, our mission is to support you – through programs, services, and demand creation that help you thrive in a changing world. We are proud of the role Angus plays in driving profitability and progress across the beef supply

chain. We are even more proud of the people behind the breed. Your passion, your integrity, and your commitment to excellence are what make Angus more than just a breed. It makes it a community.

As we move forward, let's do so with humble respect for the history we stand on and with confidence in the path ahead. The Angus breed has never been stronger, and the opportunities before us have never been greater. Together, we'll continue to raise the bar for our industry, for our consumers, and for the generations yet to come.



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\$M +46; \$W +77; \$F +151; \$G +74; \$B +226; \$C +339
Sire: Jindra Acclaim • Dam: SD Lady 4107 W

Progeny from Linz Lady Acclaim 4107-8809 will highlight this event. This daughter of Jindra Acclaim has produced more than \$250,000 in progeny sales for Chessie Creek Farm and she is now the anchor donor for Black Creek Angus. Lady Acclaim 4107-8809 produced CCF Lady 3099, pictured below, and a full sister by Beal Breakthrough sold to The 808 Ranch in Missouri for \$50,000. Another full sister will be a highlight of this sale on October 11. Daughters sired by SydGen Enhance and Ellingson Prolific also sell along with a flush by bull of the buyer's choice.

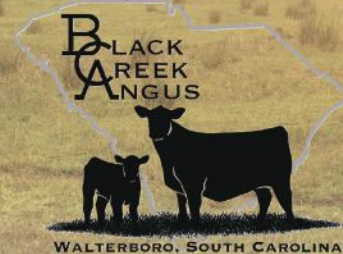
CED +14; BW -.6; WW +86; YW +151; Milk +32
CW +100; Marb +1.53; RE +1.39; Fat +.019
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In Loving Memory...

Theodore “Ted” Katsigianis

September 16, 1949 – August 8, 2025

Theodore Stephen Katsigianis was born on September 16, 1949, in Brooklyn, New York. He passed away August 8, 2025, at his home in Asheville, North Carolina. He was 75 years old.

Even though Ted spent his early years growing up in Brooklyn, he was never a city kid. Every summer he and his parents, sister, and brother would pile into the family station wagon and head up to the family’s home in Ashland, New York. There, Ted was surrounded by extended family, spending every waking moment on the nearby dairy farms. That is where Ted’s love of animals began.

In the early 1960s, the family moved from Brooklyn to Dix Hills, N.Y., where Ted graduated from Half Hollow Hills High School. He received his BA in liberal arts and an MA in biology from SUNY Oneonta.

In 1975 and 1979, Ted earned his master’s degree and doctoral degree from Penn State University. While a student at Penn State, Ted served on the Penn State-U.S. Agency for International Development Bahamas project team as an on-site animal scientist. He was elected to several honor societies, including Sigma Xi, Gamma Sigma Delta, and Phi Kappa Phi.

Ted was outstanding in his field, winning many accolades from his peers. The North American International Livestock Exposition honored Ted in 2009 with the Vision Award for outstanding service to the industry.



In 2016, Ted received the Alumni Fellow Award from Penn State’s College of Agricultural Sciences, followed by an induction into the College of Agricultural Sciences’ Armsby Society in 2017. In 2018, Ted was celebrated with the Distinguished Alumnus Award in Animal Sciences.

After graduating from Penn State, Ted was assistant professor of animal sciences at the University of Maryland, where he was responsible for the development of extension educational programs. He was also an assistant extension professor of animal sciences at the University of Kentucky. There he was a member of a team credited for the development and execution of statewide educational livestock programs.

In 1983, Ted joined the Biltmore Company in Asheville, North Carolina. As Vice President of Agriculture and Environmental Sciences, Ted led the company’s programs in sustainable agriculture on Biltmore’s 8,000 acre estate, implementing the farm-to-table philosophy long before it became a popular concept. He also worked with the Equestrian Center programs. He was a team member in helping to create Long Valley Vineyard, which he managed for 17 years. He retired from Biltmore in 2020 after nearly four decades of service.

Ted has been featured in articles, *Andrews*, *the Washington Post*, *Progressive Farmer*, *Penn State Ag Science*, WYFF-TV, UNC-TV, and “I Am Angus.” He served on local, regional, and national agricultural industry boards, including the N.C. State University College of Agriculture and Life Sciences Research Foundation, the N.C. Angus Association, and the American Dorper Sheep Breeders’ Society.

Ted was a world traveler, visiting Greece, Italy, England, Scotland, China, India, New Zealand, and Australia and traveling extensively throughout the United States. But his true happy place was in Upstate New York, where he spent countless hours creating wonderful memories.

Ted had a wide circle of friends. He was fiercely loyal, cultivating friendships in every phase of his life. If you were fortunate enough to call him a friend or mentor, you knew he took a genuine interest in your life. You probably even received a package from him, maybe a book, an old photograph, or something silly he thought you might like. Ted had a bit of a joker side to him. There was always something to laugh about, recalling many extraordinary moments, always looking to create new ones.

Ted will be sorely missed by all who knew and loved him. He is survived by his sister, Melissa (Tom) Pollak; brother John (Janine) Katsigianis; uncle Gus Zaferiou; cousins George (Paris) Zaferiou, Amelia (Tom) Van Noy, James Filou, and Toni Filou; and numerous nieces and nephews.

If you would like, you may honor Ted with a donation to his favorite charities.

Black Mountain Children’s Home

80 Lake Eden Road
Black Mountain, NC 29711

Katsigianis/Cathopoulos Beef and Sheep Barns Endowment at Penn State

Contact Abby Hofman-Floyd at Amh143@psu.edu

ANGUS

THE BUSINESS BREED

UPDATE

Registration Open for the 2025 Angus Convention in Kansas City. Join the Angus family in Kansas City, Mo., for the American Angus Association's national convention. The 2025 Angus Convention is Kansas City bound. This fall, cattle producers of all types will head to the Midwest metropolis known as the Heart of America with a shared purpose — to connect with fellow cattlemen and women, expand industry knowledge, and take part in conversations that drive breed progress.

New Schedule – This year's condensed schedule — October 31 to November 2 — is an effort to better meet the needs of busy producers who have asked to reduce the time commitment to attend the annual event. The new schedule will also make it easier for all convention goers to be in the same hotel-event venue space year over year.

“We know that one of the best parts of the Angus Convention is catching up with friends from across the country. In years past, that has required people to jump between multiple hotel lobbies and back and forth from event space to event space,” said Catilyn Brandt, director of events and junior activities for the American Angus Association. “We are excited to bring everyone together under one roof and expand the opportunities to connect in a more intimate setting.”

The Kansas City Downtown Marriott will host the main stage events, Angus University sessions, cocktail hours, and the newest addition — the Industry Showcase. Located just outside the main ballroom, the Industry Showcase will offer cattle producers a chance to connect with industry partners between sessions. This change will save travel time between event spaces and allow attendees to focus on what's important — meaningful conversation.

Other major events include:

- October 31 – Tours, candidate forum, opening session, welcome reception, and candidate reception
- November 1 – Genetic Symposium, Angus University sessions, caucuses, and awards dinner
- November 2 – Auxiliary breakfast, general session, and convention of delegates

Tour the Heart of America – Event favorites, the National Angus Tour and Beef Blitz, offer attendees the chance to see a segment of the industry different from their own. Whether it is understanding the unique environmental challenges of grazing cattle in the prairies of Kansas or delivering quality beef to customers in the BBQ Capital

of the World — these pre-convention tours provide context and perspective for all who take part.

This year, the American Angus Association will host an open house with tours of the office in Saint Joseph, Mo., on October 31 and November 3. Just 55 minutes north of downtown Kansas City, the association invites members to tour the building, meet the staff supporting the services, resources, and tools available to members, and take in the newly completed Angus History Timeline — a project designed to capture and preserve the milestones that make up the Angus story.

Educational Sessions – Our main stage will offer thought provoking sessions focused on where the breed is today and what breed progress looks like in all types of Angus operations. Angus Convention is excited to welcome Randy Blach, CEO of CattleFax, to the main stage. Blach will set the tone of the event as part of our opening session on Friday evening.

Another annual highlight, the Genetic Symposium will kick off Saturday morning's sessions with a dynamic discussion on the future of phenotyping. Are there technologies out there that can make data collection easier? What about the traits that cannot be tracked through the seedstock industry? How do current tools support both the cow/calf producer's need to build a herd of functional females while still driving demand for a consumer eating experience? Angus Genetics Inc. (AGI) President Kelli Retallick-Riley will lead a panel discussion exploring those questions following presentations by several industry experts.

Saturday's Angus University (AU) breakout sessions will offer attendees a chance to expand their knowledge in the areas that interest them most. Session topics include leveraging Angus genetics for profitability, balancing maternal and terminal traits, and marketing for sale day.

Register Today – Between educational sessions, the Angus Convention will focus on celebrating the accomplishments of producers who have helped move the breed forward, conducting business, and electing the next Board of Directors during the annual Convention of Delegates. Discover all Angus Convention has to offer and register at angusconvention.com.

National Beef USPB reflect on first year of genetics based grid premiums. The American Angus Association, National Beef Packing Co. LLC, IMI Global, and U.S. Premium Beef LLC review successes and challenges with first-of-its-kind grid premiums based on genetic merit data. There's a first for everything, and for the first time producers earned premiums on the U.S. Premium Beef, LLC (USPB) Kansas grid based on the genetic merit of their cattle, starting in August 2024. One year later, the Genetic Merit Scorecard (GMS) remains the measuring stick for these National Beef Packing Co., LLC (NBP) premiums on the USPB grid.

“It's predictable, consistent quality,” said Chad Barker, vice president of cattle procurement with NBP. He adds that the GMS allows them to forecast and sell that quality with some confidence because of the predictive power of the tool.

“For us, this year's been more about validating what we expected from a performance perspective and if it lines up with our value added business; and it does,” Barker said. “To me, those things are

both really positive. That makes it sustainable, and this program will probably continue to evolve as we learn and know more moving forward.”

The GMS is one of the AngusLink value added programs administered by the American Angus Association in partnership with IMI Global and Where Food Comes From, and it objectively describes performance potential across four areas using a range from 0 to 200, with the industry average being 100.

The GMS Beef Score specifically predicts genetic potential for feedlot performance and carcass value and is calculated using the Association database and genetic information on sires and the cow herd. For producers and feeders, cattle harvested August 5, 2024, and later with a Beef Score of 100 or greater on the AngusLink GMS can earn a grid premium of \$5 per head. In December 2024, a second grid premium — \$10 per head for cattle with a GMS Beef Score of 150 or greater — took effect, while those scoring 100-149 continued to receive the \$5 per head premium.

These premiums have been in addition to all other premiums and discounts available based on grading and carcass performance and are exclusively available for cattle marketed through USPB and delivered to NBP plant locations in Liberal and Dodge City, Kansas.

Predictable performance – Barker says NBP has been pleased with the quality of cattle qualifying for these premiums.

“I think all but maybe four pens have been really high prime,” he said. “That’s something we would not be able to sort out or find without the scorecard.”

Troy Marshall, director of commercial industry relations with the Association, said the cattle going into the program have been extremely good, averaging close to 150 for their GMS Beef Score.

Brian Bertelsen, USPB vice president of field operations, explained the cattle with a GMS going through the USPB grid have been well above average. Looking at data from August 2024 through mid-February 2025, over 44 percent have been Prime. The average for the industry is 11 percent Prime.

These qualifying cattle have averaged more than a \$200 per head premium over selling in the cash market, Bertelsen said. As a reference, the non-GMS or USPB average premium during the same period was a little over \$100 more than if those cattle were marketed on the average cash, live market in Kansas.

Bertelsen shared that overall, these cattle have excelled in all

areas except for Yield Grade 4s and 5s, with those being higher than average for the USPB grid. Their average live weight was close to 100 lbs. higher than all other USPB cattle.

“The better your genetics are for marbling, the longer you probably ought to feed them to let them do what you designed them to do,” he said.

Barker says the traceability component of this is something they like, but it’s also something that has not fully developed yet.

“We like being able to share and make progress and make improvements,” Barker said. “We just have to find out what’s an effective mechanism for sharing and communicating it.”

Room to grow – At the one year mark, Barker said the main challenge is getting enough volume consistently. Since January 2025, the number of cattle with the GMS being harvested at NBP has increased compared to the first several months of the program, but there is room and demand for more cattle.

“As long as we can continue to show a little incremental margin, we’re going to be committed to growing it, and we know most good things take time,” Barker said.

To qualify for the GMS, calves’ sires must be predominantly (50 percent or more) registered Angus and 75 percent of the bull battery must be registered.

“I know the guys that feed them like them,” Barker said about AngusLink cattle. “Then they bring a pretty big grid return.”

Marisa Kleysteuber, managing partner of Triangle H near Garden City, Kan., estimates between 1/2–2/3 of the cattle at their feedyard are enrolled in AngusLink, and 50 percent of those are customer cattle. The rest are owned by Triangle H and K Ranch. Most of the cattle fed at their yard are marketed on the USPB grid.

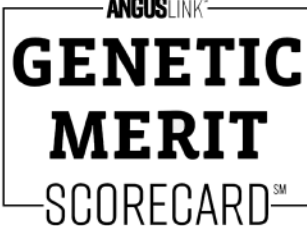
“The GMS AngusLink program definitely rewards producers for producing high quality beef,” she said. “Our focus is the consumer and producing what the consumer wants, and they’ve clearly said they want high-quality beef. I think it’s exciting that there’s another program out there that is rewarding the cow/calf producers for their willingness to focus on high performance, quality cattle.”

Tracking cattle with the GMS to earn grid premiums, “It makes it a little more challenging, and we’ve had to adjust our management some with how we’d typically sort our cattle,” she said. Other adaptations have included making sure all AngusLink certificate numbers are listed on the show list for National Beef and providing that information two weeks ahead of harvest instead of one.

“This is just another way to send the market signals, and every dollar helps,” Kleysteuber said.

Who’s participating? Before these grid premiums were added, people retaining ownership of their cattle through the feeding phase did not have much incentive to enroll in the GMS program outside of benchmarking their genetic progress.

“They now have a financial incentive,” said Doug Stanton, senior vice president of sales and business development at IMI Global. “They can see in the US Premium Beef grid that they can earn an additional \$5 or \$10 a head based on their Genetic Merit Scorecard

		BEEF SCORE 119
FEEDLOT SCORE 122	GRID SCORE 109	

Angus Update *continued from the previous page*

on the Beef Score specifically. In most cases it's been eye opening for them from the standpoint that cattle were maybe better than they thought they were."

Many of those who earned premiums this past year have been those already comfortable with marketing cattle on the USPB grid or retained ownership.

"It's really nice that those people can get a little bit more premium, a little bit more recognition," said Bertelsen. "We can even better identify them in our data and recognize them with the higher premiums for the cattle that are truly genetically designed for our system."

Stanton said he anticipates new participation coming through USPB members buying cattle with the GMS, placing them in a USPB yard, and then delivering them to NBP. Bertelsen agrees and adds that more will also participate during the second year simply because they will have heard more about it.

"Moving forward, we sure hope that more cattle feeders and feedlots will step out and buy AngusLink GMS enrolled feeder cattle to really boost the volume of cattle," Bertelsen said. "The grid system really works. If you offer a carrot — in other words, a premium for the producer — at least some of them will chase that and achieve it."

Bertelsen recognizes it is a challenging time to ask feeders to do that, given the current cattle supply.

"They certainly know and appreciate that genetics makes a difference," he said. "If the record high prices of feeder cattle postpone their stepping out and buying these cattle, that'll change. This cattle cycle will come around eventually."

For those ready to take the next step, he said he is quick to remind producers that the process of enrolling and getting a GMS for cattle is pretty easy.

"You don't have to have an onsite audit," he said. "You just need to send the birth dates, the registration numbers (for sires), and a description of the cow herd."

There is no additional cost associated with the GMS program, aside from IMI Global's Age and Source verification enrollment, which includes an EID tag. Plus, for cattle marketed on the USPB grid, a \$1 per head premium is paid for each low frequency EID tag that is read and assigned to a carcass ID number within each lot.

When available, feeders can lease USPB delivery rights to market cattle through USPB on the Kansas grid. Those interested should call USPB at 866-877-2525 or visit www.uspb.com for more information.

"As we see more and more acceptance of the scorecard as a valuable tool for describing cattle's genetic merit in the marketplace, I know we'll see this program progress," Marshall said. "There's tremendous value in better understanding the genetics of cattle in our industry, and this has just added to the momentum we see for rewarding the good work producers are already doing."

For questions about the GMS or AngusVerified, call 816-383-5100, or contact AngusLink via email at anguslink@angus.org. IMI Global can also be reached to help start an enrollment at 303-895-

3002, or producers can complete its contact form to get started at www.imiglobal.com/contact.

New AHIR program recognizes herds committed to data collection. *The American Angus Association launches a new recognition program, Data Driven Herd, in August 2025.* Members of the American Angus Association have built the largest single beef breed database through a commitment to data collection and participation in the Angus Herd Improvement Records (AHIR) program. The database supports the National Cattle Evaluation (NCE) run weekly by Angus Genetics, Inc. (AGI) and used by Angus producers across the world to make selection decisions. Continuing to contribute new phenotypes to this database ensures the NCE's Expected Progeny Differences (EPDs) and Indexes continue to describe the Angus population as accurately as possible.

"We rely on our members to submit good data; it benefits every breeder, so we wanted to find a way to recognize those breeders that go above and beyond," explained Smitty Lamb, chair of the Association's Board of Directors Breed Improvement Committee.

Board members have spent several years discussing ways to recognize breeders for their commitment to data submission. As a result of those discussions, in August 2025, AHIR launched the Data Driven Herd recognition program, which recognizes herds that contribute a set of phenotypes on multiple traits of their choosing each year.

"Some of these phenotypes are hard to measure; we know it's time consuming, we know it's expensive, but our database and selection tools would not be what they are today without these submissions," said Lamb. "This recognition program highlights the herds who have made the commitment, gives them some visibility, and, just really, is a way of saying thank you for submitting the data."

Qualifying herds will be recognized annually at the Angus Convention at one of three levels — bronze, silver, or gold — and will have access to that year's logo to use for marketing. The complete list of Data Driven Herds will also be available on Angus.org for reference throughout the year. Levels will be determined based on the number of traits submitted on a percentage of the individual herd's population.

"We are fortunate to have herds of all sizes that are committed to submitting records to AHIR so we wanted to make sure that members could take part in this program no matter the size of their operation," said Esther Tarpoff, director of the American Angus Association's Performance Programs. "When setting minimum percentages required for each trait, we considered what would be realistic for an operation to collect in a perfect scenario and then adjusted to allow room in that number for differing production practices."

How do herds qualify? The first step to qualify is for a herd to be actively enrolled in AHIR's Inventory Reporting program with at least five cows enrolled. The whole herd reporting program allows AHIR to determine a base population and minimum required phenotypes for each trait.

In addition, a herd's registration during the award year must

equal at least 50 percent of the active cow herd inventory. For example, if a herd has 50 cows enrolled in Inventory Reporting, there must have been at least 25 animals registered during the award year.

- *Bronze Level* – To qualify for Bronze, a herd must also submit at least 8 traits, meeting the minimum number required for the individual herd, which is based on the number of cows enrolled in Inventory Reporting.

- *Silver Level* – To earn Silver recognition, a herd must report at least 10 traits, meeting the minimum number required for the individual herd.

- *Gold Level* – To earn the top recognition level, Gold, a herd must also be earning Inventory Reporting’s MaternalPlus status, and submit at least 12 traits, meeting the minimum number of required phenotypes for each trait.

Association members can track their current status and progress towards the Data Driven Herd award levels in their AAA Login account. Members should look for the green button “New AHIR Data Driven Herd Recognition Program” located in the AHIR section on the home page to access their personalized dashboard.

The award year runs October 1 to September 30 to align with the Association’s fiscal year.

Percent required for each trait – Table 1 lists the required percentage needed for each trait. For example, if a herd has 100 cows enrolled in Inventory Reporting, to meet the minimum

requirements for birth weight, 75 birth weights would need to be submitted from October 1 to September 30. This allows room for females that may not have a calf born because they were a donor, moved a calving season, a calf dies, etc.

Looking at another example, scrotal requires a minimum of 20 percent. For a herd with 100 cows enrolled, at least 20 yearling scrotal measures are required because we consider that approximately 50 percent of the calf crop will be bulls, and not all those bulls will remain in the herd until yearling age.

The percentages were set to be attainable to achieve, but also realistic regarding each specific trait and the number of records a herd may be able to collect. Keep in mind, while the minimum number of phenotypes was set for meeting the requirements of the program, submitting complete contemporary groups is still the best practice for genetic comparisons. Complete contemporary groups are the best way to ensure that calves receive credit for their performance within the herd. If records are not reported, then it affects all the calves within a group, not just the calf with a missing record.

For phenotypes to meet requirements for each trait, they must be collected within the appropriate age window for the individual trait. The program is designed to recognize herds that are contributing at an above average level; the parameters for the program may be reviewed and updated as needed.

How to determine your status – To view your current status, you can visit your AAA Login account on Angus.org. On the homepage in the AHIR widget, click on the green “New AHIR Data Driven Herd Recognition Program” button.

This will load a dashboard that lists details about the program as well as your herd’s current status. The current status of the herd is for data submitted during the fiscal year. Listed are the number of cows currently enrolled for your herd, the number of registrations since October 1, 2024, and the number of completed traits. There is also a table that lists the minimum number of phenotypes needed for each trait for your herd as well as how many are submitted. If a trait has a green check mark next to it, the minimum has been met for this program.

For decades, Angus breeders like you have been dedicated to collecting and submitting phenotypes. Due to this commitment, the Angus breed has the largest single beef breed database in the world. These continued efforts are what continues to support the genetic advancement of the breed and ensures seedstock and commercial herds have accurate selection tools for their breeding programs.

The first set of Data Driven Herds will be recognized at the 2025 Angus Convention and will be based on data submitted between October 1, 2024, and September 30, 2025.

ANGUS MEANS BUSINESS. *The American Angus Association is the nation’s largest beef breed organization, serving more than 21,000 members across the United States, Canada, and several other countries. It’s home to an extensive breed registry that grows by more than 300,000 animals each year. The Association also provides programs and services to farmers, ranchers, and others who rely on Angus to produce quality genetics for the beef industry and quality beef for consumers. For more information about Angus cattle and the American Angus Association, visit www.angus.org.*

Trait	Percent Needed
Birth Weight	75
Calving Ease	75
Weaning Weight	75
Hair Shed	50
Foot Scores	50
Mature Height	50
Mature Weight	50
Teat Size / Udder Suspension	50
Yearling Weight	40
Yearling Height	40
Breeding	30
Docility	30
Ultrasound	30
Feed Intake	30
Pulmonary Arterial Pressure	30
Scrotal Circumference	20
Carcass	10

Table 1. Percentage required for each trait.

Dr. Gary Smith Receives 2025 Industry Achievement Award.

Renowned meat scientist honored at Certified Angus Beef's Feeding Quality Forum. The meat science discipline has advanced by leaps and bounds under Dr. Gary Smith's guidance. From food safety to quality beef production, it could be argued that his research findings helped save the beef industry in some of its most challenging times. College students were educated, inspired, and trained to be top-notch leaders. The "Dean of Meat Scientists," a renowned researcher and educator, has never shied away from getting in the trenches and putting in the work.

For the indelible mark he left on meat science and the beef community, Smith earned the 2025 Certified Angus Beef (CAB) Industry Achievement Award, presented at CAB's Feeding Quality Forum in Rochester, Minn., on August 24.

A lasting impression – Smith's first exposure to protein processing was during his childhood, when his family would gather to harvest livestock and poultry for meat. From cattle and hogs to chickens and turkeys, generations would work together, without electricity, to get the job done.

Witnessing the challenges of drought and socio-economic issues on the farm made an impression on Smith. When choosing a degree path, he settled on teaching agriculture – his experience guiding him to help other farm families earn the money necessary to survive.

After high school, Smith headed to California State University – Fresno (Fresno State) to pursue a bachelor's degree in vocational agricultural education. He completed that degree, spent a year student-teaching high school agriculture classes, and quickly decided it was not for him.

At the encouragement of a college advisor, Smith returned to



NEWS

graduate school. He planned to finish a master's degree and return to the classroom as a junior college instructor.

Although he finished his master's in animal breeding, it was his time at Washington State University (WSU) that set the pivot for Smith's next chapter in meat science.

A chance opportunity – Growing up, Smith dabbled in meat judging and later took a meats course at Fresno State. But he had no plans to become a meat scientist. While finishing graduate school at WSU, Dr. Gene Ensminger, department head at WSU, tapped Smith to fill a vacant meat science professor position.

After four years teaching meat science at WSU, Smith took a leave of absence and went to Texas A&M University (Texas A&M). There, he

completed a Ph.D. under famed animal scientist O.D. Butler. And the rest is history, literally.

"I got into [meat science], I loved it, and I spent the rest of my life trying to be better at it," Smith says.

Since his academic detour, Smith has been at the forefront of industry changing research. A key to his success has been establishing a deep network of colleagues and peers within meat science, the beef community, and the agriculture industry. Another key – Smith's work ethic, passion, and initiative to find solutions for producers.

"The things I enjoyed the most were getting involved with people who were in the trenches trying to make a living, trying to make a better life for themselves and others," Smith says. "We just helped them by finding ways to use research."

In the span of 60 years, Smith's body of work varied and expanded greatly. In the early years, he was educating people on how to cure meat with the right combination of salt, nitrate, and nitrite. By retirement, his research had touched all corners of meat science – a nod to one of his top qualities, the ability to keep an ear to the ground on what problems existed and where solutions needed to be found.

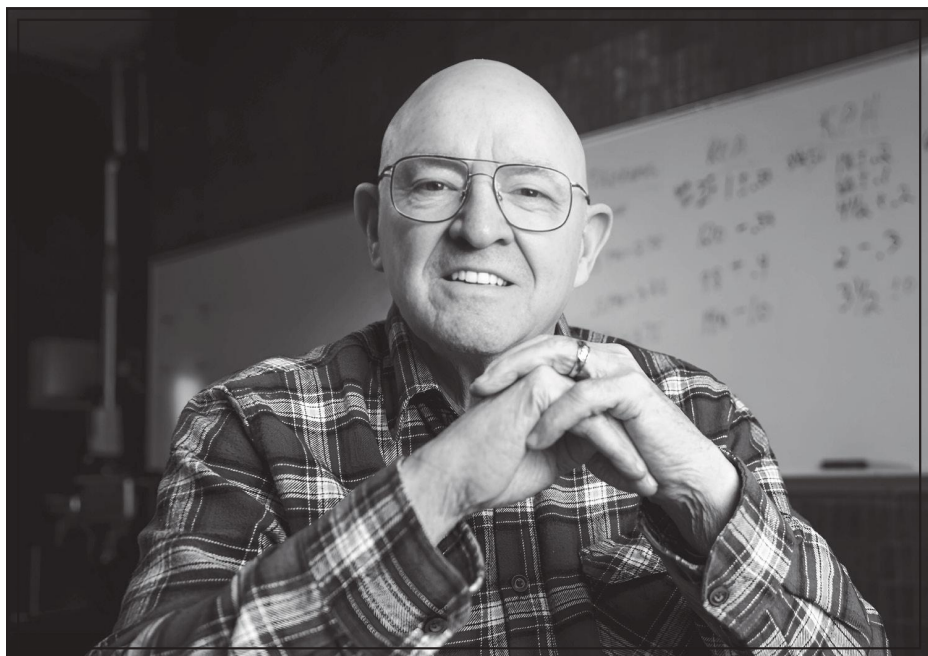
Smith has been at the forefront of studies on beef palatability, food safety, product packaging, beef shelf life, transoceanic shipment of meat, and food safety, including mitigation of *E.coli* 0157:H7, salmonella, and listeria in packing plants.

Alongside a team of researchers from Texas A&M and Colorado State University, Smith pioneered the National Beef Quality Audit. Other notable industry research projects include the International Beef Quality Audit, National Consumer Retail Beef Study, and exploring USDA beef quality and yield grade standards.

That research had a direct impact on the trajectory of CAB, exploring the importance of marbling and its influence on flavor and tenderness.

The infamous War on Fat was fought during Smith's research tenure. There was a belief that cattle had too much backfat and the issue needed to be rectified.

"I think we were scared to death we were going to lose beef over





quality,” Smith says.

Getting rid of the waste fat while simultaneously keeping the “taste fat” proved to be the answer — one that Smith says saved the beef industry.

“It took us time,” Smith says. “Fortunately, there were people who went in the right direction. CAB did it. The industry as a whole did it.”

Dr. Jeffrey Savell, Vice Chancellor and Dean, Agriculture and Life Sciences; University Distinguished Professor, Meat Science & E.M. “Manny” Rosenthal Chair in Animal Science at Texas A&M, says that at that time, many people were skeptical.

“He let the data support what he had to say,” Savell says.

And that paved the way for an industry’s understanding of quality and its importance.

Savell says Smith could bring research results to life — translating them and explaining what the research meant to others, with a “magic” unlike anyone else.

Dean of Meat Scientists – “He’s an icon,” Russell Cross, senior professor in the Department of Animal Science at Texas A&M, says. “We call him the Dean of Meat Scientists.”

Smith has taught thousands of students and mentored hundreds of graduate students. Many of those past students are industry leaders in research, academia, and government roles.

To Cross, a former colleague who worked alongside Smith for decades, Smith’s unique teaching and communication style bring out students’ ideas and inspire them to ask questions.

It’s part of what made him such an admired educator and the recipient of many teaching awards. The other part? The genuine care and love he has shown his students.

Now retired from academia, Smith’s passion is still present. It’s not uncommon to see him in the halls of Texas A&M’s buildings, dropping off news articles and notes he’s meticulously written for those still actively doing research and teaching college courses.

Purpose follows passion — and Smith found purpose in bettering the beef business.

The application of his research findings has improved every sector of the beef community, from cow/calf ranchers to feedyards, packers, and end users. Beyond the practical implications of Smith’s research, he is known for his unmatched work ethic, no stone left unturned research methodology, and ability to build collaborative — and deeply meaningful — relationships with students, colleagues, and peers.



“You can measure people by whom they had around them, who they trained, and the impact that they had,” Cross says. “For Dr. Smith, it’s impossible to measure. He will go down in history as the one who had the greatest impact on the meat science community.”

Who is Certified Angus Beef? *At Certified Angus Beef, we know people want to put great meals on the table. Our employees work across the beef supply chain to ensure chefs and home cooks find and prepare the best Angus beef. Led by our culinary, beef, and marketing experts, our team provides consultation, marketing materials, training, market insights, and tools that help businesses like grocery stores and restaurants thrive. Our team is also dedicated to sharing the story of family farmers and ranchers who supply the brand.*

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N.C. Angus Association Fall Field Day

The N.C. Angus Association invites Angus breeders and cattlemen to the N.C. Angus Fall Field Day, set for October 11 at Prestage Farms in Roseboro, North Carolina. This event will offer a tour of a large commercial cattle operation, lunch, and educational sessions to benefit all producers.

The field day will include two engaging educational sessions tailored to today's cattle producers:

- Panel discussion on "Full Value Calves," led by NCDA Marketing Specialist Will Thompson
- "Vaccinating for Return on Investment," led by Prestage Farms herd veterinarian Dr. Harrison Dudley, DVM

These sessions are designed to equip cattlemen with tools and strategies for enhancing their business goals.

All Angus breeders and commercial cattlemen from North Carolina, South Carolina, and Virginia are encouraged to attend.

Tentative Schedule

- 9:30 a.m. – Registration opens
- 10:00 a.m. – Farm Tour
- 11:00 a.m. – Lunch sponsored by Piedmont Custom Meats and Biltmore Livestock
- 12:00 noon – Educational Sessions

Registration is now open and can be completed by visiting www.ncangus.org or scanning the QR code below.

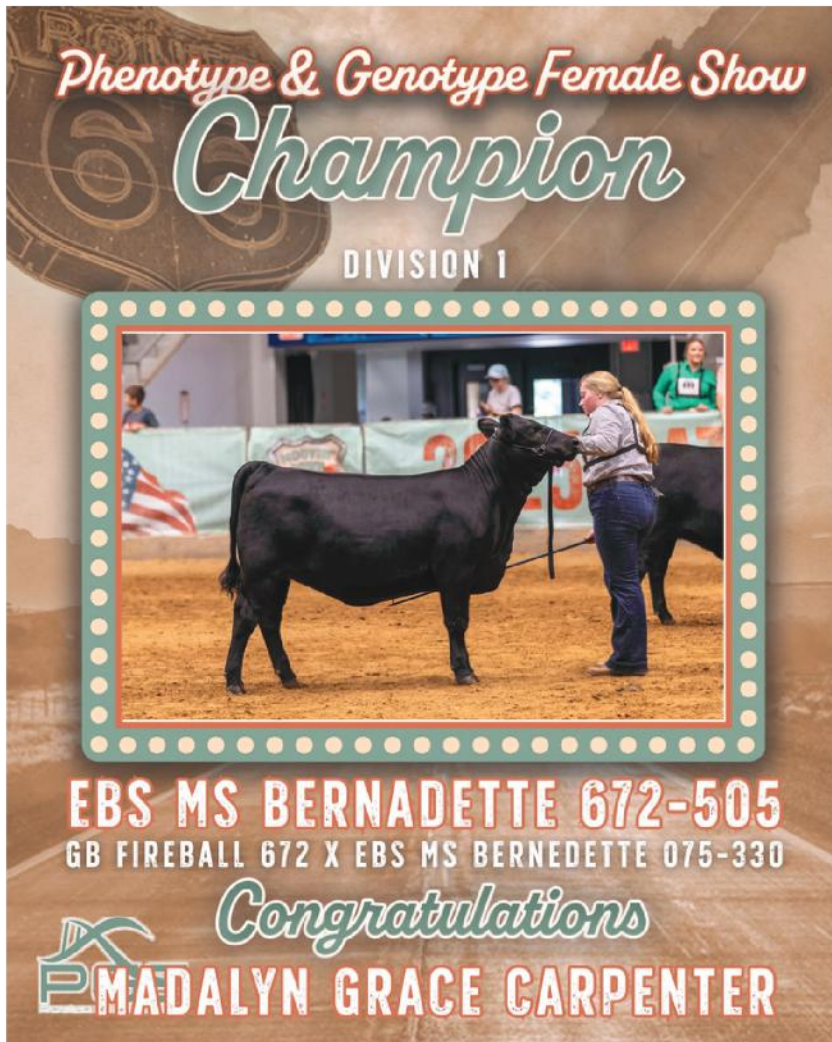
This event combines networking and education, offering a unique opportunity for Angus breeders and commercial cattlemen in the Carolinas to connect and learn.

For more information, visit www.ncangus.org or contact NCAA Executive Secretary Cortney Holshouser at ncaa.sec@gmail.com or 919-796-2346.





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FDA NEWS

HHS Allows FDA Emergency Use of Animal Drugs to Combat New World Screwworm, Protect U.S. Food Supply.

The U.S. Department of Health and Human Services (HHS) recently issued a declaration that allows the U.S. Food and Drug Administration (FDA) to issue Emergency Use Authorizations (EUAs) for animal drugs to treat or prevent infestations caused by the New World screwworm (NWS). This declaration applies only to drugs for animals.

NWS infests warm blooded animals, including livestock, pets, wildlife, and, in rare cases, humans, causing severe tissue damage and sometimes death. The risk to human health in the U.S. remains very low, but the potential future threat to animal populations and the food supply chain requires proactive action. Although eradicated from North America and Central America decades ago, NWS has progressed north since 2022 and is now approaching the U.S. border with Mexico. This parasite poses an emerging threat to livestock and food security, with potential impacts on both national security and animal health.

“Today we are taking decisive action to safeguard the nation’s food supply from this emerging threat,” said HHS Secretary Robert F. Kennedy, Jr. “This authorization equips FDA to act quickly, limit the spread of New World screwworm, and protect America’s livestock.”

Currently, there are no FDA approved drugs for NWS in the United States. The FDA, through an EUA, can authorize the flexible, faster use of certain animal drug products that may be approved for other purposes or available in other countries but not formally approved for NWS in the United States. This ensures veterinarians, farmers, and animal health officials have timely access to the tools they need to protect pets, livestock, and the nation’s food supply.

“Thank you to my friends and partners, Secretary Kennedy and Commissioner Makary, who are answering the call and supporting our aggressive plan to push back and ultimately defeat this devastating pest. This emergency use authorization is another tool we can use in the fight against New World screwworm,” said Secretary of Agriculture Brooke L. Rollins. “Our cattle ranchers and livestock producers are relying on the Trump Administration to defend their livelihoods. Stopping this pest is a national security priority, and we are linking arms across President Trump’s cabinet

to defend our borders and push back this threat.”

“Our priority is to safeguard both animal health and the nation’s food supply,” said FDA Commissioner Marty Makary, M.D., M.P.H. “FDA is acting swiftly and responsibly to help ensure we have the necessary tools to prevent and control New World Screwworm, minimizing risks to agriculture and public health.”

FDA will provide future guidance to veterinarians and stakeholders on the appropriate use of any products authorized for emergency use and update the New World Screwworm: Information for Veterinarians webpage.

About the Food & Drug Administration. FDA is responsible for protecting public health by ensuring the safety, efficacy, and security of human and veterinary drugs, biological products, and medical devices, and by ensuring the safety of our nation’s food supply, cosmetics, and products that emit radiation.

FDA is responsible for advancing public health by helping to speed innovations that make medical products more effective, safer, and more affordable, and by helping the public get the accurate, science based information they need to use medical products and foods to maintain and improve their health.

FDA also plays a significant role in the nation’s counterterrorism capability. FDA fulfills this responsibility by ensuring the security of the food supply and by fostering the development of medical products to respond to deliberate and naturally emerging public health threats.



LIVESTOCK RISK PROTECTION (LRP)

It is not a good idea to call your insurance agent about buying combine insurance the day after your combine catches on fire. It is also a good idea not to wait until the day after feeder cattle markets fall to ask me about LRP coverage. LRP is an important risk management tool you can use to protect your bottom line.

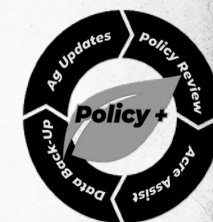
*These high feeder calf prices may not last forever.
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CIRCLE F FARMS ANNUAL PRODUCTION SALE

Circle F Farms has grown its offering and is proud to have a variety of breeds available during this year's 2025 Production Sale! This TWO DAY event will feature some of the best pedigrees and bloodlines in the industry. Females will be sold Friday, October 10th at 2:00 pm and all Bulls will be sold on Saturday, October 11th at Noon. We invite you to come sort through these animals and enjoy a weekend in God's Country!

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ABBA Welcomes Dr. Mark F. Allan to Lead Breed Improvement Initiatives. The American Brahman Breeders Association (ABBA) is pleased to announce the addition of Mark F. Allan, Ph.D., in a consultative capacity. He will be a great resource to lead our initiatives in genomics and breed improvement. Allan brings a strong background in livestock production, consultation, genetic improvement, and innovative breed development.

Dr. Allan currently serves as a consultant for the livestock industry, emphasizing producer profitability through genetic improvement. Previously serving as the Director of Genetic Technology at TransOva Genetics, he oversaw R&D for genetics, genetic marketing initiatives, and new product development.

Early on in his career, Dr. Allan established himself as an expert in livestock production, working directly with purebred and commercial cow/calf operations. Eventually, he returned to graduate school at the University of Nebraska, studying the genetic basis of energy metabolism and selection response of correlated traits in livestock.



Following his graduate work, Allan served as a research geneticist with the USDA's Agricultural Research Service at the U.S. Meat Animal Research Center in Clay Center, Nebraska. There, he was part of the pioneering team that developed and brought to the market the first bovine 50K genomic chip.

From 2008 to 2011, Dr. Allan worked as Associate International Director of Global Technical Services for Pfizer Animal Health – Animal Genetics. During that time, he helped lead the development and launch of the Angus HD50K and Dairy Clarified genomic tools, both of which remain widely used across the industry today.

Throughout his career, Dr. Allan has been recognized for his many achievements in the industry, including being named as one of *Cattle Business Weekly's* "Top Ten Industry Leaders Under 40." Along with special awards for outstanding teaching and support of the Pfizer Animal Health workforce.

"Adding Dr. Allan to our team marks a significant step in ABBA's commitment to science based innovation and breed improvement," said Paul Maulsby, Executive Vice President of ABBA. "His insight and leadership in genetic technologies will be instrumental as we work to elevate the performance and predictability of Brahman cattle on a global scale."

Residing in Iowa, Mark and his wife Alise are proud parents to Kiley and Brady, who are both active in beef and swine projects.

With decades of experience spanning research, genetic tool development, and practical application, Dr. Allan brings a unique combination of scientific expertise and real world insight to ABBA's breed improvement efforts.

ABBA Staff Participate in 2025 Beef Cattle Short Course at Texas A&M University. Paul Maulsby, along with key staff members



at ABBA, recently attended the 2025 Beef Cattle Short Course at Texas A&M University in College Station. Recognized as one of the largest and most comprehensive educational programs in the beef industry, the event attracted thousands of producers, researchers, and stakeholders from across the country.

For ABBA leadership and staff, the course provided an important opportunity to connect with both long time cattlemen and new stakeholders while also staying up to date on the latest research and innovations in the beef industry.

Of particular significance were the many positive research projects focused on Brahman cattle, underscoring the breed's critical role in adaptability, efficiency, and crossbreeding systems. One notable project highlighted during the week came out of Florida, where researchers are studying tenderness in Brahman cattle. This work holds promise for strengthening consumer acceptance and adding measurable value to Brahman influenced beef in both domestic and global markets.

ABBA was also pleased to welcome many visitors to its booth during the trade show portion of the event. Numerous producers, industry partners, and new stakeholders stopped by with questions and interest in Brahman genetics and the breed as a whole – reflecting the growing curiosity and recognition of Brahman's role in the beef industry.

"Engaging in events like the Beef Cattle Short Course ensures ABBA remains at the forefront of industry progress, while reinforcing the importance of Brahman genetics in today's beef industry," said Maulsby.

representing its members, fostering connections, and ensuring that Brahman breeders have access to the most current science and industry knowledge.

About the American Brahman Breeders Association. *The American Brahman Breeders Association is the world registry for Brahman cattle, the #1 beef breed for efficiency, hybrid vigor, and environmental adaptability. ABBA provides an array of member services, educational opportunities, and a wide array of programs to assist the profitability of its members. For more information about the American Brahman breed or the many opportunities offered by the ABBA, visit www.brahman.org.*



ABBA

Executive Vice President Update

By PAUL MAULSBY, *American Brahman Breeders Association*



Dear Members of the American Brahman Breeders Association,

As we move from the heat of summer into the promise of fall, I find myself reflecting on the progress our association has made in recent months. When I stepped into the role of executive vice president, I committed to building a vision centered on five pillars that define the American Brahman Breeders Association and its membership. These pillars — each distinct yet interconnected — form the foundation of our strength as an association.

It is my firm belief that every segment of our breed and industry plays a vital role in shaping our success. Whether you identify as a breeder, a marketer, or a commercial cattleman, we all benefit when we acknowledge the importance of each perspective in advancing the Brahman breed.

Two areas I'd like to highlight this season are the strong demand for Brahman influenced cattle and the growing trend of breeders promoting Brahman beef.

Brahman cattle are an essential component of the commercial cattle equation, particularly across the Gulf Coast states. Yet their impact reaches far beyond any one region. Even a modest infusion of Brahman genetics — sometimes just a quarter influence — can deliver tremendous benefits in hybrid vigor, efficiency, and performance. The strength of today's cattle market, particularly the high demand for F1 females and replacement heifers, is proof of the

lasting value Brahman genetics bring to the industry.

At ABBA, we have been stepping up our marketing efforts to showcase these advantages. From targeted commercial cattle publications to social media platforms and industry outreach, we are committed to ensuring the Brahman breed continues to earn recognition and demand. While there is still work to be done, I am proud of the forward momentum we are building together.

Another area where we are seeing significant growth is in the ranch-to-table beef movement. Across the country, consumers are showing greater interest in boutique beef programs that highlight not only quality but also the unique story behind the cattle. Many Brahman breeders have been at the forefront of this evolution — marketing Brahman beef both as breeding stock and as high quality cuts like steaks, roasts, and briskets.

To support this opportunity, ABBA has launched a new campaign to tell the Brahman beef story. One initiative already in place is a classifieds page on our website, where members can promote their Brahman beef programs directly to consumers. This is just the beginning of a broader effort to connect our breed's reputation for resilience, adaptability, and quality with the ever-expanding consumer marketplace.

The months ahead will be busy, but I am confident that with your support and continued dedication, we will keep building a stronger future for our breed, our association, and our members.

2025 South Carolina Sale Barn Cattle Receipts

	January	February	March	April	May	June	July	August	September	October	November	December
Darlington	950	949	1,581	586	688	903	723					
Laurens	966	779	603	614	619	726	499					
Orangeburg	770	809	610	403	509	574	613					
Saluda Livestock Market	2,218	2,297	2,089	1,773	2,353	2,829	2,348					
Saluda Stockyards	760	507	604	466	465	796	379					
Williamston	2,193	1,847	1,481	1,130	509	1,863	1,396					



Boehringer Ingelheim

NEWS

What Every Producer Should Know About Judicious Antibiotic Use. *Responsibly using antibiotics is fundamental to raising healthy, productive, and profitable cattle.* Judicious use of antibiotics is tremendously important for the future of beef and dairy production.

“If we’re going to preserve the effectiveness of the limited number of antimicrobials that we have in the cattle industry, using them appropriately to minimize the development of antimicrobial resistance is vital,” said Pat Gorden, DVM, Ph.D., professor at Iowa State University, specializing in dairy production medicine and clinical pharmacology.

Utilizing antibiotics responsibly also supports the long term success of cattle operations and helps reinforce consumer trust in our industry.

“Keeping cattle healthy is always the goal,” stated Nathan Meyer, DVM, Ph.D., Boehringer Ingelheim. “When antibiotics are used judiciously, it improves the lives of cattle, producers, and consumers.”

Using antibiotics judiciously requires implementing these fundamental herd health practices on your operation:

- **Maintain a veterinarian-client-patient relationship** – The foundation of responsible antibiotic use begins with establishing and maintaining a veterinarian-client-patient relationship (VCPR), which is required to access prescription antibiotics.

With a VCPR, your veterinarian can be a true partner in supporting your herd’s health. It can help them gain a better understanding of your herd and be more aligned with your operation’s goals.

“Before a disease occurs, your veterinarian can help develop protocols for receiving cattle or moving cattle through an operation that can minimize the stress and the risk of disease,” noted Dr. Gorden.

Then, when treatment is needed, your veterinarian can provide more timely and accurate treatment advice. “Your veterinarian can help identify the correct animals that need treatment and recommend when to implement metaphylaxis protocols,” related Dr. Meyer.

A strong VCPR allows you to work with your veterinarian to build more effective protocols, preventing problems before they start and ensuring long term success for your herd.

- **Maximize antibiotic efficacy** – A key strategy to judicious antibiotic use is accurately identifying which cattle need treatment.

“Making sure we identify sick cattle quickly and treat them soon after detecting signs of illness is very important,” said Dr. Meyer. Tools like digital sensors, stethoscopes, and rectal thermometers can help improve the odds of finding sick animals. However, it still

ultimately comes down to the human eye to properly identify illness, so it’s important that anyone working with the animals is trained to recognize the signs early.

Once an animal has been identified for treatment, the right antibiotic should be selected. “For instance, if you’re treating bovine respiratory disease [BRD], a broad spectrum antibiotic might be advised,” shared Dr. Meyer. “The macrolides class of antimicrobials is broad spectrum, meaning they treat the four primary BRD pathogens. So, choosing the correct antibiotic is crucial, based on what you’re observing for clinical illness.”

Following the treatment protocols and label recommendations is also a must. This includes withdrawal periods, dosage, and post treatment intervals.

“Where we could improve is accurately knowing the weight of cattle, so we deliver the right dosage,” Dr. Gorden pointed out. When determining the correct dosage, try to weigh cattle individually to get an accurate weight, or, at a minimum, use a weight tape.

Once cattle have been treated, keep thorough records on each individual animal to better adhere to withdrawal periods and know what to do if additional treatment is required.

“Frequently monitor records to see what’s changing,” continued Dr. Gorden. “If you’re typically seeing a certain prevalence of a disease, and it suddenly increases, that’s an indication that something changed. Unless somebody’s looking at those records on a regular basis, an issue may not be found until it’s too late.”

- **Management matters** – Strong management practices are imperative to preventing disease and reducing the need for antibiotics. Implementing tactics such as biosecurity, low stress handling, limiting overcrowding, housing in well ventilated buildings, and providing a clean environment are just a few ways to help minimize stress and disease risk.

“Cover the basics, like trying to minimize stress by purchasing high health cattle if they’re on the beef side,” said Dr. Gorden. “Taking care of nutrition on the dairy cattle side is hugely important to grow those animals at a faster rate, but at the same time, feed the immune system so it’s ready to help fight off any infections that may come.”

Vaccinations are another way to prepare cattle for a battle with disease and reduce the need for antibiotics. “The cornerstone to any herd health plan is prevention,” asserted Dr. Meyer. “We want to build immunity through vaccination to have a good herd health status. Whenever cattle are challenged, they normally mount a strong immune response. The key is prevention, so vaccination must precede the challenge to have maximum effect.”

Work with your veterinarian to create protocols that help optimize the health of your herd and reduce the need for antibiotics. Visit CattleFirst.com for more details on how to support your herd’s health.

About Boehringer Ingelheim. *Boehringer Ingelheim provides innovation for preventing and treating diseases in animals. The company offers a wide range of vaccines, parasite control products, and medicines for pets, horses, and livestock to veterinarians, animal owners, farmers, and governments. As a leader in animal health, Boehringer Ingelheim values that the health of humans and animals is deeply connected and strives to make a difference for people, animals, and society. Learn more at www.bi-animalhealth.com.*

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MARB 0.55;CHBS 177



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VacHolster NEWS

VacHolster Launches Durable, Hands Free Vaccine Gun Holster to Improve Ranch Efficiency and Animal Care. Just in time for fall processing, livestock management innovation company VacHolster has introduced a rugged, hands free vaccine gun holster designed to help ranchers work faster, safer, and more efficiently. Built to withstand harsh ranch conditions, the VacHolster keeps vaccine guns secure, clean, and within easy reach, reducing stress, preventing contamination, and improving animal handling safety.

“Ranchers are tired of searching for where they last set down their syringe or trying to figure out where they CAN set down their syringe to free their hands for other jobs,” said Seth Davis, founder of VacHolster. “We built the VacHolster to solve that problem. It’s

a tool that keeps your vaccine gun exactly where your hand expects it to be, and as a bonus, it helps protect the potency of your vaccine, reduces needle stick risks, and improves cattle handling speeds by up to 20 percent.”

Designed with heavy duty materials and a ranch proof build, the VacHolster custom fits your vaccine gun and you. By eliminating the need to set syringes down between uses, ranchers can speed up vaccination while keeping vaccines protected from sunlight, dirt, and damage.

Key Benefits of VacHolster:

- **Get Your Hands Back** – Free your hands for all the other jobs with confidence that your syringe will be there when you reach for it, whether you rope and drag or work ‘em through a chute.
- **Work Faster** – No more setting syringes down or hunting for where they landed.
- **Reduce Stress on Livestock** – Shorter livestock handling time equals less stress on you and your livestock.
- **Protect Vaccine Potency** – Reduces exposure to sunlight, dust, and damage to ensure that your vaccine provides maximum protection for your herd.
- **Work Safer** – Reduce needlestick risk with the wraparound needle guard.
- **Fits You** – Wear on the right side or left side and adjust to fit any size user.
- **Fits the Job** – Strong enough to handle heat, cold, mud, and daily use.

Since its launch, VacHolster has been used on more than 10,000 head of cattle and 6,000 calves. It has been worn for hundreds of miles on horseback, four wheelers, and in pickup trucks. Ranchers praise its durability, comfort, and time saving functionality.

“Very handy to be able to have hands free but still have syringes within my grasp at all times,” said Iowa rancher Nolan Hagen.

See it in action on YouTube at www.youtube.com/@VacHolster.

About VacHolster. VacHolster creates tools that make life easier for ranchers. Designed from real world experience and built for tough conditions, our products help keep livestock healthy, operations efficient, and workdays a little less stressful. For more information, visit www.VacHolster.com.



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NCHA FIELD DAY • SAVE THE DATE

SATURDAY, OCTOBER 11, 2025

SPECIAL GUESTS - SOUTH CAROLINA HEREFORD ASSOC. & RED ANGUS ASSOCIATION OF THE CAROLINAS

AT SIMPSON EVENTS CENTER • 307 CULTIVATION CIRCLE • MONROE, NC 28112

Registration Starts at 9:00 am

Educational Programs Begin at 9:30am

PROGRAM

- TRANSITION FROM OLD TO NEW - TOMMY COLEY WITH THE AHA SOUTHEASTERN REGION
- HEREFORD INFLUENCE ON COMMERCIAL COWS - NEIL BOWMAN - NCDA LIVESTOCK MARKETING
- GRAZING MANAGEMENT ESSENTIALS - JOHNNY ROGERS - EXTENSION ASSOCIATE NCSU DEPT. OF ANIMAL SCIENCE
- POWER OF THE FEMALE - LAINE BROOKSHIRE - CLIENT SERVICE REP. COORDINATOR GEORGIA - TRANS OVA GENETICS
- THE MISSING PIECE FOR THE SOUTHEAST - RED ANGUS - JD MILLER AT HAND DIRECTOR for the Jr Red Angus Assoc. of America

This field day is open to any cattleman that would be interested in using Hereford genetics.

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Andy Smith has donated Semen & Embryos as a Fundraiser for the NCJHA.

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markbrewer65@gmail.com

Tammy Ward

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Purina Animal Nutrition Center Hosts Hereford Juniors. The 2025 Faces of Leadership conference hosted 84 National Junior Hereford Association (NJHA) members from 21 states at the Purina Animal Nutrition Center in Gray Summit, Mo., on July 30–August 2. In partnership with Purina, this year’s event kicked off with a focus on exploring leadership through a personal lens, encouraging members to discover and develop their unique leadership styles while sharpening vital communication and team building skills.

“People want to follow leaders who stay humble, stay hungry, and always try to find better for those around them,” said Mike Matheny, St. Louis, Mo., setting the tone for NJHA members during the first night of the conference. Matheny is a New York Times bestselling author and former Major League Baseball catcher and manager. He is also a leadership coach who inspires others through his faith based approach to mentoring, team building, and character development.

Conference participants enjoyed several unique learning opportunities during the event, including:

- An inside look at the Purina Animal Nutrition Center, where participants toured the dairy, beef, poultry, and companion animal facilities, learning about the farm’s diverse operations from industry leaders.
- A hands-on leadership simulation led by the NJHA board of directors, designed to challenge and grow their decision making and communication skills while working in a team setting.
- Roundtable discussions with American Hereford Association staff provided valuable insight and guidance to help prepare participants for future careers in the industry.
- The Bridging the Gap College and Career Fair included representatives from 13 agricultural companies and universities for juniors to meet with and explore opportunities.

Among other key insights, Faces of Leadership conference participants learned the importance of understanding their personal “why” and how it inspires and drives leadership, no matter the career or educational path.

Missouri Director of Agriculture Chris Chinn explained how her personal “why” fuels her advocacy for agriculture and those who work in it.

“My ‘why’ is because I want my kids to have a better future than I had. I want you [NJHA members] to have every opportunity available to you,” Chinn explained. “Don’t not try.”

Over the course of the two day leadership simulation workshop, participants leaned into their personal leadership styles and found motivation through their individual “why.” The experience came full circle with a powerful closing keynote from NJHA Chairman Salem Sifford.

“I was never told that I had to be one way or another to be a leader within the Hereford breed. My Hereford family accepted me as I am and simply encouraged me along the way. I learned that it truly is all about



American Hereford Association NEWS

the people who meet you where you are and encourage you,” Sifford explained. “Sometimes being unique isn’t always key, but support, encouragement, acceptance, and transformation are.”

Made possible by the Coley-Malir Leadership Endowment and the Hereford Youth Foundation of America, this conference is a pivotal stepping stone to building the pipeline of future leaders for the Hereford breed. This year, juniors were fortunate to have Rick Malir and his wife Bonnie Coley-Malir join for the duration of the conference and heard from Rick as a keynote speaker.

The annual Faces of Leadership conference is open to NJHA members 14–21 years old. Watch for more information on future conferences at [Hereford.org/youth/njha/faces-of-leadership](https://www.hereford.org/youth/njha/faces-of-leadership).

About the National Junior Hereford Association. NJHA is one of the most active junior programs in the country with more than 4,200 members. The NJHA’s mission is to create and promote enthusiasm for the breed while providing opportunities through leadership, education and teamwork, and emphasizing the mantra of Learn. Lead. Achieve. For more information about the NJHA, visit [Hereford.org/youth](https://www.hereford.org/youth).

About the American Hereford Association. AHA, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth, and research.

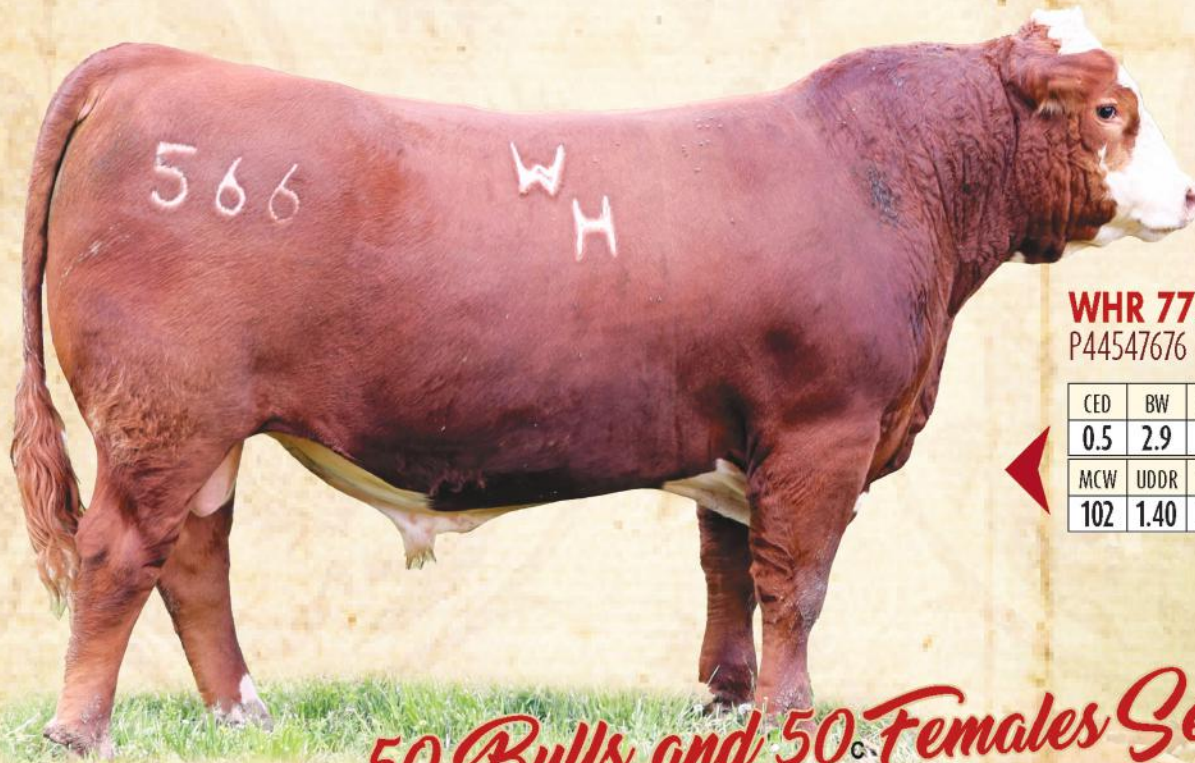


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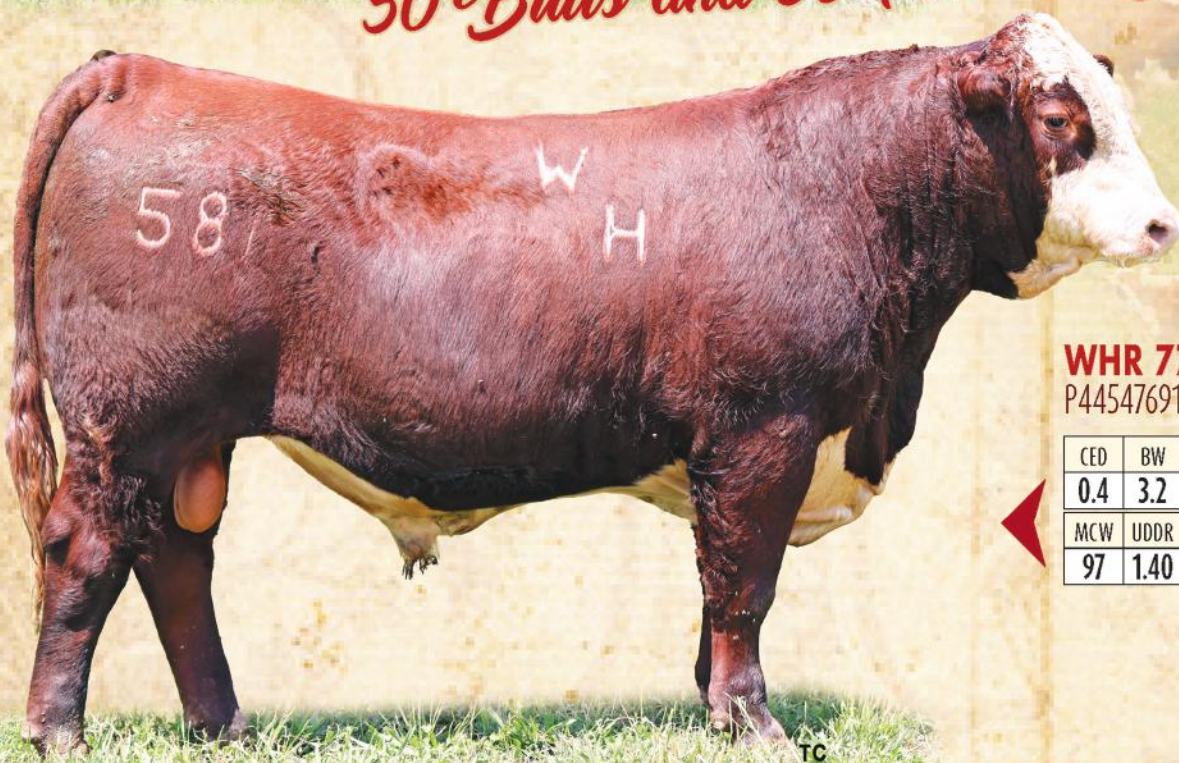


WHR 778J 494E BEEFMAKER 566MET

P44547676 BD: 3/21/2024 Tattoo: 566M

CED	BW	WW	YW	DMI	SC	SCF	Milk	M&G	CEM
0.5	2.9	72	122	0.5	2.1	16.4	28	64	-1.6
MCW	UDDR	Teat	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
102	1.40	1.40	99	0.011	0.92	0.26	404	499	177

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CED	BW	WW	YW	DMI	SC	SCF	Milk	M&G	CEM
0.4	3.2	64	101	0.2	1.3	15.8	25	57	0.4
MCW	UDDR	Teat	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
97	1.40	1.40	78	-0.009	0.83	-0.02	360	428	122



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DATE	LOCATION	DEADLINE
Sept. 11	Fort Worth, TX	Sept. 2
Oct. 9	Fort Worth, TX	Sept. 30
Nov. 13	Fort Worth, TX	Nov. 4
Dec. 11	Fort Worth, TX	Dec. 2
Jan. 15	Denver, CO	Jan. 6

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I have tried the “Generic Marshall” from my local co-op. In short, it did not come close to production or have the carrying capacity like WAX Marshall... it looked more like Gulf... it did not have the vigor and fast recovery like WAX Marshall.

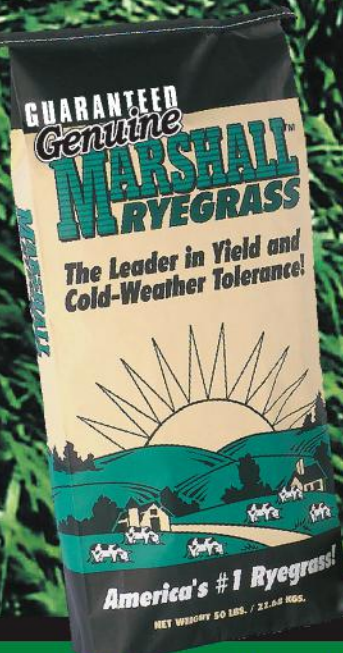
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CE	BW	WW	YW	MCE	STAY	MARB	RE	\$API	\$TI
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M021 ASA# 4395501 Age-Advantaged Bull
 YON FLAGSHIP x RC XCEED 063D

CE	BW	WW	YW	MCE	STAY	MARB	RE	\$API	\$TI
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Steps to Keep Your Account in Active Status. ASA's fiscal year ended on June 30, which means you likely noticed the Annual Service Fee (ASF) charged to your Herdbook account. There are two important steps to remain an active member:

1. Pay your Annual Service Fee.
2. Register and/or transfer at least one animal record within two years.

Your account must be in an active status in order to elect trustees from your region and to vote on rule and bylaw amendments. If you have any questions, contact ASA's Membership Department at 406-587-4531 or members@simmgene.com.

ASA Welcomes Dr. Elizabeth Dressler as ASA Geneticist. ASA is proud to announce the hire of Elizabeth Dressler, filling the role of ASA geneticist. Dressler recently completed her doctoral degree at Kansas State University in animal breeding and genetics. Much of Dressler's research has been focused on capturing traits that are difficult to measure in beef cattle, including gas fluxes, feed intake, and water intake. She is well versed in novel trait collection and quantitative genetics, bringing real world experience in the beef industry to the role.

Dressler grew up on a small cow/calf operation in Berryton, Kansas, just south of Topeka. She received her undergraduate and graduate degrees at KSU, maintaining a 4.0 GPA throughout her studies. In her graduate work, Dressler conducted genetic evaluations, managing phenotype and genotype datasets. By working directly with cooperator herds, Dressler gained valuable experience working one-on-one with beef producers. Dressler's



research has been presented in a number of formats, from academic journals to industry events — she is skilled in communication, understanding the importance of sharing research and findings with real world producers. In June of 2025, she received a Baker/Cundiff Award from the Beef Improvement Federation and also presented her research during the educational breakout sessions.

“Dr. Elizabeth Dressler is exactly the kind of forward thinking

geneticist we want at ASA — accomplished, innovative, and passionate about applying science to advance the cattle industry,” Dr. Jon DeClerck, ASA Executive Vice President, shared. “ASA's progressive producers have always embraced technology to drive progress, and Elizabeth's gift for turning complex breeding and genetic principles into practical solutions will help them stay ahead in a rapidly evolving beef industry.”

Dressler and her husband, Chase, reside in Manhattan, Kan., with their miniature Australian Shepherd, Pepper. When she isn't evaluating beef cattle genetics and gathering valuable data, Dressler enjoys kayaking, reading, country music concerts, and walks with Pepper.

About the American Simmental Association. Founded in 1968, the American Simmental Association is headquartered in Bozeman, Montana. ASA is committed to leveraging technology, education, and collaboration to accelerate genetic profitability for the beef industry. In keeping with its commitment, ASA and its partners formed International Genetic Solutions — the world's largest genetic evaluation of beef cattle. Learn more at www.simmental.org.



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By BROOKE HARWARD, N.C. Simmental Association

Fall Harvest Sale. The Fall Harvest Sale is right around the corner, and we hope we see you on September 6 in Union Grove, North Carolina. Thank you to all of the consignors who have brought a great set of cattle to the sale. This year's sale features 68 lots of purebred Simmental and SimAngus bred heifers, open heifers, bred cows, pairs, bulls, semen, and embryos. Stay up to date on all the sale details on our website at www.ncsimmental.com or by following us on Facebook. We would love to see you in person at the sale, but if you can't make it, bidding will also be online on DV Auction.

Annual Meeting. The N.C. Simmental Association Annual Meeting will be held the night before the Fall Harvest Sale on

September 5. We will start at 5:00 p.m. with a social hour featuring live music from Anna Mertson. Dinner will be served at 6:00 p.m. followed by a brief meeting and our annual fundraising auction. Be sure to look at our Facebook page and website for more information. Whether you are a member or not, we would love to have you attend, as it is always a fun evening!



Reid Johnson with the S.C. JBRU grand champion Simmental heifer.

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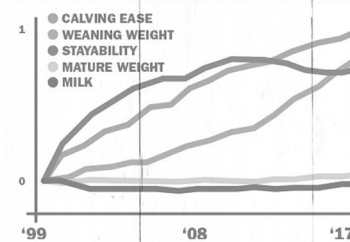
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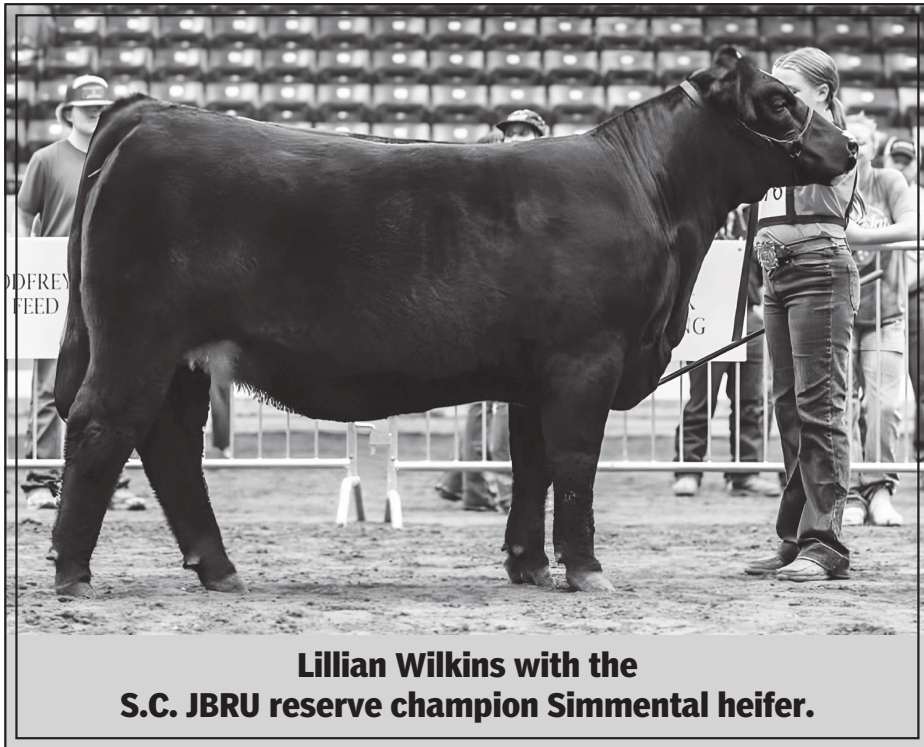
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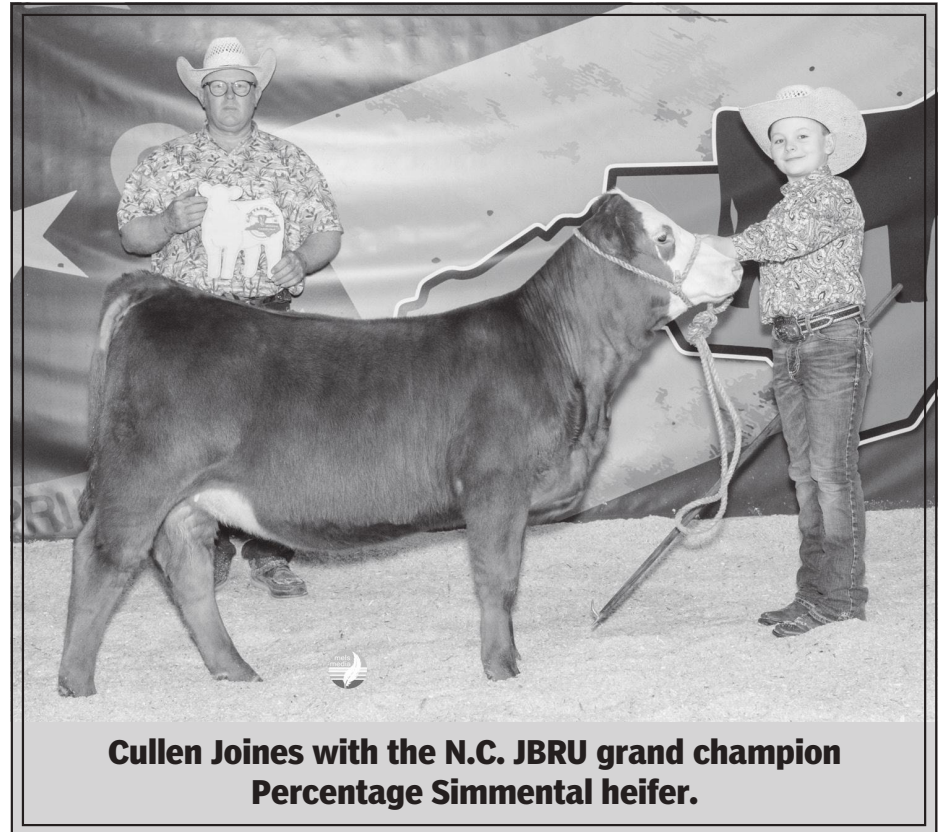
Lillian Wilkins with the S.C. JBRU reserve champion Simmental heifer.

Junior Beef Round-Up. The fall show season kicked off in early August with the Junior Beef Round-Ups (JBRU) in both South Carolina and North Carolina. Our Simmental juniors had great success at both shows.

The S.C. JBRU was held August 1–3 at the T. Ed Garrison Arena in Clemson, South Carolina. Exhibitors from South Carolina, North Carolina, and Georgia all competed in several breeds and contests during the weekend. Congratulations to all of the Simmental exhibitors who competed in both purebred and percentage divisions during the show. Jack Shirley from Commerce, Ga., won champion percentage Simmental heifer with CCF Stylin Mattaline M403 and went on to also win fifth overall heifer of the show. Reserve percentage Simmental went to Reid Johnson of Honea Path, S.C., with Block No Limits 116. Champion Simmental heifer also went to Reid Johnson with Block Lookin Sharp 322M, and reserve Simmental heifer went to Lillian Wilkins of Blacksburg, S.C., with WCCO/WST/RMN/Q's Revelation 50. Congratulations go to Lillian Wilkins, who also showed the reserve champion overall bred-and-owned heifer and champion Simmental bred-and-owned heifer with L/W Docs Lotta Love.

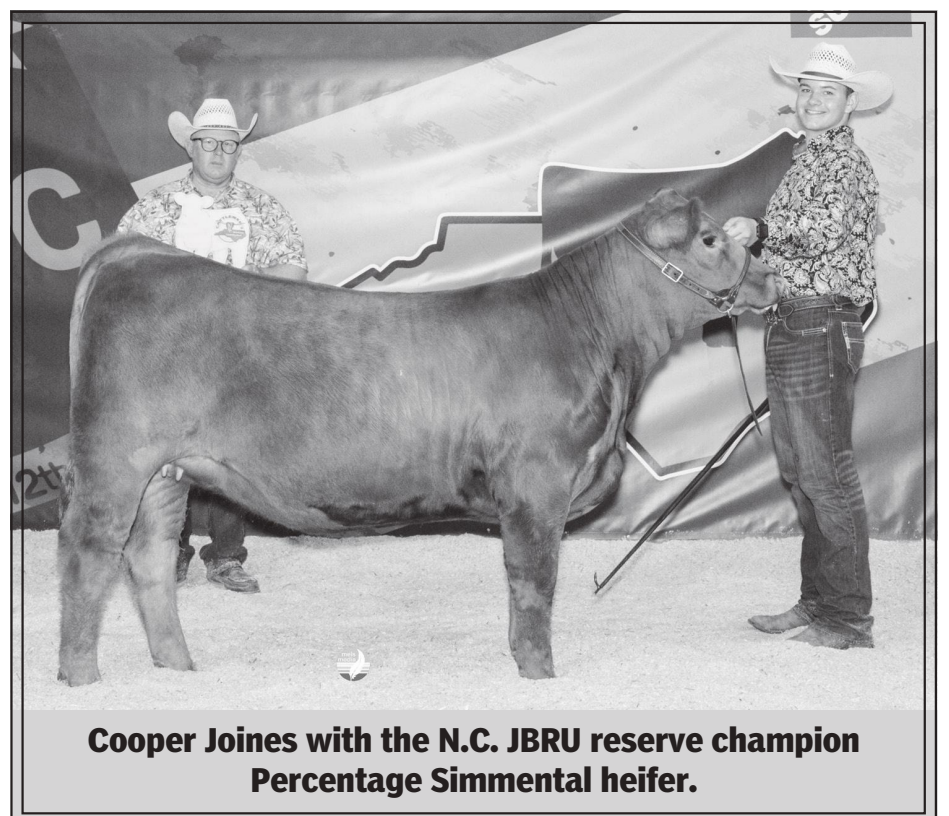


Ella Miller with the N.C. JBRU grand champion Simmental heifer and fourth overall.



Cullen Joines with the N.C. JBRU grand champion Percentage Simmental heifer.

The N.C. JBRU was held on August 8–10, at the N.C. Mountain State Fairgrounds in Fletcher, N.C., where juniors once again competed in both purebred and percentage Simmental shows. Champion Simmental heifer went to Summer 33M, shown by Ella Miller of Crockett, Va., and the reserve champion Simmental heifer went to Block Lookin Sharp 322M, shown by Reid Johnson of Honea Path, South Carolina. The Joines brothers of Blacksburg, Va., swept the Percentage Simmental show, with Cullen winning champion with TX Brianna and Cooper winning reserve with TX Ambrosia M866. Ella Miller went on to win fourth overall heifer with her Simmental champion. Congratulations also go to Trey Davis of Iva, S.C., for winning third overall heifer with his $\frac{3}{8}$ Simmental heifer Block Spicy Queen 114M. Congratulations to all of the juniors, and good luck as your fall show season continues!



Cooper Joines with the N.C. JBRU reserve champion Percentage Simmental heifer.



SIMMENTAL

Executive Vice President Report

By JON DeCLERCK, *American Simmental Association*

Dear American Simmental Association Members,

As many of you know, over the past eight months the ASA Board of Trustees and the Breed Improvement Committee have engaged in extensive discussions regarding the governance of International Genetic Solutions (IGS). While no structural changes have been adopted, these conversations have identified key opportunities to further strengthen the largest and most trusted multi-breed genetic evaluation in the world.

The first opportunity was to right size the IGS team to better meet the moment. As such, the Finance Committee and ASA Board of Trustees approved funding in the current fiscal year budget – beginning

July 1 – to support hiring an additional geneticist. This move should improve trait development and add critical capacity to our efforts.

The second opportunity that emerged was the need for more structured and ongoing access to technical advisors. While the IGS team regularly engages with industry leaders, we saw value in formalizing a group of trusted scientific advisors – experts who are consistently in the loop and able to provide timely, informed feedback as our staff works to refine and improve the genetic evaluation.

I'm excited to share that we're moving forward with forming this advisory group. The goal is to create a steady sounding board that helps IGS continue advancing the science behind genetic evaluation and delivering tools to serve the beef industry.

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Sure Champ Turns 40, Celebrates with Birthday Tour. Birthday celebrations are synonymous with people, milestones, and typically a day of fun! At BioZyme, makers of Sure Champ, we're extending our celebration to a six month event across the country, supporting the youth and exhibitors who attend livestock shows and #preptowin every day!

Sure Champ — a line of products that support the health and well being of show livestock — is turning 40 this year. The Official Sure Champ Birthday Tour kicked off in early June during the annual BioZyme Dealer's Retreat in Saint Joseph, Missouri. After that, the BioZyme sales and marketing teams took the tour on the road, attending five breed junior nationals: Charolais, Limousin, Maine-Anjou/Chianina, Angus, and Hereford. The tour continues at state fairs and livestock expos across the country.

"Sure Champ is known as our giving back brand, and it was time to get back and engage with our youth. The first part of our tour has been great, with young people making slime, which assimilates the components of our gels, getting to learn about our products, and getting birthday gifts from us," said Lisa Norton, BioZyme president and CEO. "We are excited to reach even more young people across species as our team travels to state fairs during the next stint of our birthday tour celebration."

Livestock exhibitors rely on Sure Champ and other BioZyme brands like VitaFerm and DuraFerm to keep their animals healthy on the inside, enabling them to perform to their highest potential. Sure Champ products are powered by AO-Biotics Amaferm, a prebiotic research proven to enhance digestibility.

To commemorate its 40th birthday, Sure Champ has rolled out two of its products with a limited edition birthday cake flavor. Both Sure Champ Cattle and Sure Champ Appetite Plu Gel now come in limited edition birthday cake flavors. Sure Champ Cattle also comes in a commemorative bag.

"Most brands' lifespan is 5–7 years. The fact that Sure Champ has existed for 40 years and that multiple generations have fed it successfully in their barns is very exciting to us. We want to make this year something special for all livestock families to remember," Norton said.

Results are In – At those five junior nationals, 65 percent of the exhibitors use either Sure Champ or VitaFerm products. Furthermore, of the champion females, more than 80 percent fed VitaFerm products, helping them #preptowin.

Tyler Loudon of Creston, Iowa, is a long time BioZyme customer. He exhibited the grand champion fullblood Maine-Anjou female in Louisville during the junior national.

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NEWS

"We use the [Sure Champ] Cattle Drench every day. It keeps our cattle balanced out, helps out with their gut, and really makes a difference. I have to give a big shout out to BioZyme for making such a great product," Loudon said.

Likewise, Josi Shrader of Wells, Kan., had multiple champions at the Charolais Junior National, including grand champion bred-and-owned bull and grand champion P&G (phenotype/genotype) female. Her product of choice: Sure Champ Liquid Boost.

"We start them on Liquid Boost leading up to the show. It helps them keep drinking and stay healthy and happy the entire time there," she said.

The Birthday Tour Continues – The Sure Champ Birthday Tour did more than attend the junior nationals, hand out cupcakes, and make slime. BioZyme staff members are attending state fairs, expos, and other shows throughout the rest of 2025. Our team is excited to engage with as many young exhibitors across the country as possible. Birthday party favors, including t-shirts, buckets, and samples, are given out as a token of appreciation. We want to capture and celebrate the successes of our customers and help to

BioZyme News continued on the next page

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BioZyme News *continued from the previous page*

ensure that Sure Champ is there for the next generation as well.

S **tate Fairs – More Than Just a Show.** The summer heat and late nights in the barn can mean only one thing – state fairs are nearing. For many livestock exhibitors across the country, the state fair is the culmination of hard work, dedication, and hours of working with a particular set of animals. The goal – claiming the grand champion banner. Once that title is earned, a coveted spot in the premium or Governor’s auction is earned, and your goals have been achieved.

Regardless of whether it is your last year in 4-H or FFA or if you are a beginner, the state fair is a magical place. It’s so much more than just a show. The state fair, in most cases, is so much bigger than the county fair. It’s where friendships are forged with young people across the state. It’s where your parents let you roam from the cattle barn to the pig barn and then to the sheep barn. It’s likely where you go to your first concert.

And for livestock enthusiasts, it’s where you try to be the very best in your species – the grand champion wether goat, market steer, breeding heifer, or gilt. It’s where those days of wrapping legs and nights on the treadmill pay off. It’s where using products from

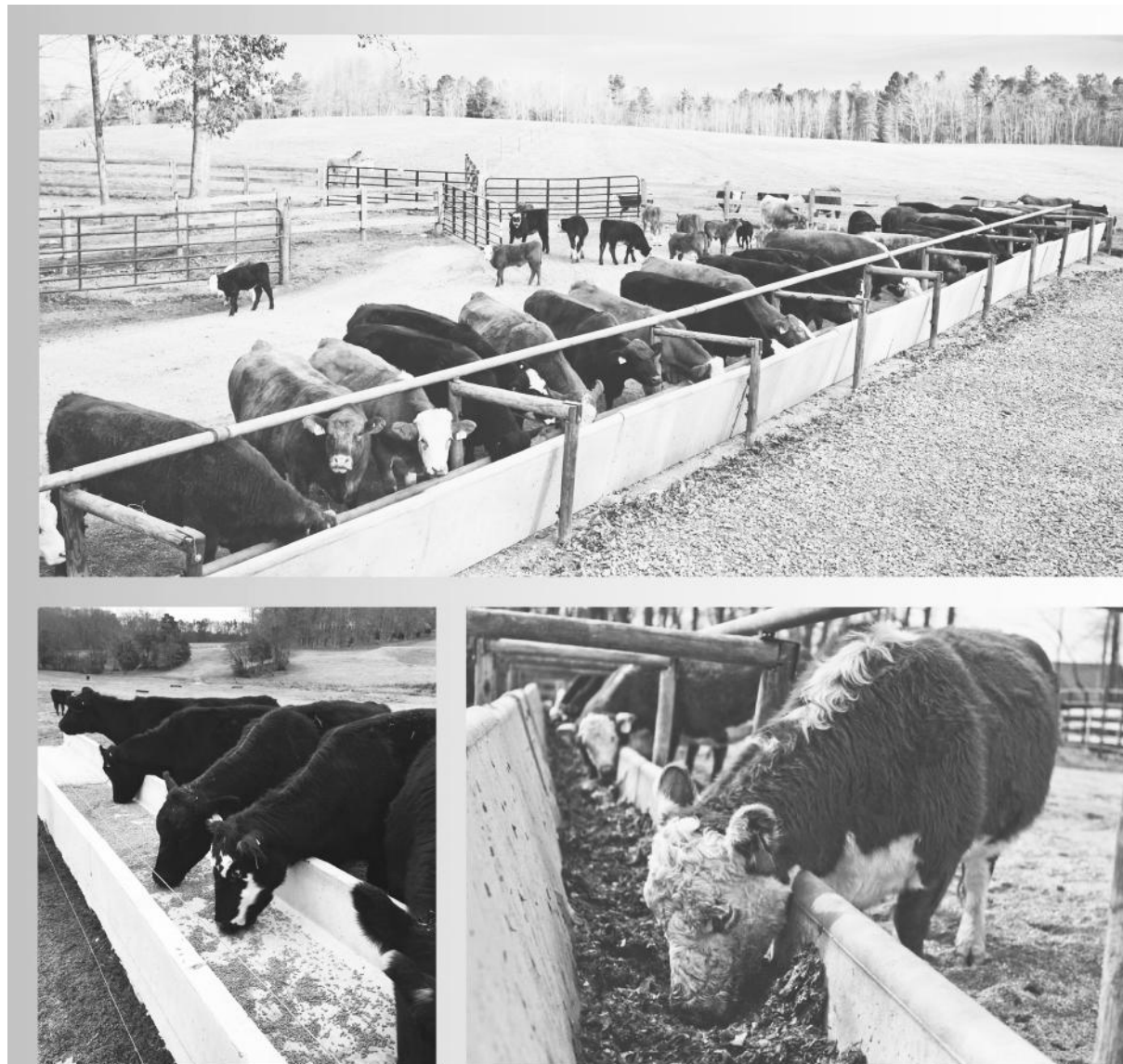
Sure Champ helps you prep to win.

History of State Fairs – The first state fair in the United States was organized by the New York Agricultural Society in 1841 in Syracuse, New York. Since that time, state fairs in nearly every state have evolved and grown into a platform to showcase agriculture, entertainment, and the arts.

Over time, nearly every state has begun its version of a state fair – the common thread – a place for young people to showcase their livestock. Today, the State Fair of Texas is known for being the largest attended fair; however, it is also the longest running. The Minnesota State Fair comes in close second with nearly two million visitors annually.

Sure Champ Helps You Prep for State Fairs – Our product line includes products that can be fed every day and those that are needed at the show in times of stress for quick recovery. Our products include a proprietary, research proven prebiotic, AO-Biotics Amaferm, that enhances digestion, helps your animals stay on feed and water, and perform to their optimum.

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• *Sure Champ Products for Cattle* – Of course, 40 years ago, cattle were the primary show species, so our flagship product is one specifically for cattle – Sure Champ Cattle. We have two other products specifically for cattle. Let's explore.

• *Sure Champ Cattle* – Sure Champ Cattle is a pelleted daily supplement with protein, vitamins, and minerals for show livestock designed to support performance. It contains Amaferm, stimulates a consistent appetite, and ensures that cattle receive adequate vitamins and minerals. For the Sure Champ birthday, we introduced a research proven birthday cake flavor of this supplement.

• *Sure Champ Cattle Drench* – Sure Champ Cattle Drench supports digestive health before, during, and after challenges. This green drench contains enzymes that generate a more rapid digestive response. It also contains Amaferm and MOS (mannan oligosaccharides), which help normalize gut microflora and support the immune system.

• *Sure Champ Ration Builder* – Sure Champ Ration Builder is a pelleted base mix for cattle with 32% protein, Amaferm, vitamins, and minerals for diet fortification. It is customizable to build complete creep, growing, and finishing rations by adjusting inclusion rates and supports optimal animal performance during all stages of life.

Show Animal Supplements for all Species – The rest of the Sure Champ products are designed to work across cattle, sheep, goats, and swine. Sure Champ Liquid Boost is also labeled for poultry and rabbits.

All of these, except Sure Champ Joint Juice, contain Amaferm.

• *Sure Champ Extreme with ClariFly* – Sure Champ Extreme with ClariFly is a pelleted, daily supplement for show livestock with ClariFly designed to support hoof health, hair coat, and performance when temperatures are above 70°F. Designed for all species, it contains Amaferm and MOS to help normalize gut microflora and support the immune system.

It also contains HEAT technology, a combination of essential oils and garlic, and ClariFly to support animals when heat and insects are a challenge.

• *Sure Champ Liquid Boost* – Sure Champ Liquid Boost is a liquid for all livestock and provides immediate support to the animal's digestive and immune systems. This fruit punch flavored supplement covers the chlorine taste of town water and contains both Amaferm and MOS to help drive feed or water intake before or during state fairs.

• *Sure Champ Appetite Plus Gel* – Sure Champ Appetite Plus Gel is a gel for all livestock and provides immediate support to the animal's digestive and immune systems. It also contains both Amaferm and MOS and works fast to support appetite and hydration. This is the second product that will contain a limited edition birthday cake flavor.

• *Sure Champ Climate Control Gel* – Sure Champ Climate Control Gel is a gel for all livestock and supports digestive health and recovery when temperatures are above 70°F. This gel contains Amaferm and HEAT technology, a combination of essential oils, to support animals when heat is a challenge. It promotes appetite and water intake.

• *Sure Champ Clench Gel* – Sure Champ Clench Gel is a gel

for all livestock and supports normal digestive function during occasional diarrhea or scours. This gel includes Amaferm and MOS, and it contains electrolytes to support rehydration before or during state fairs.

• *Sure Champ Joint Juice* – Sure Champ Joint Juice is a liquid product for livestock and supports joint health utilizing patented technology. Joint Juice contains MHB3, a patented high molecular weight hyaluronic acid. It lubricates joints and supports mobility and soundness.

About BioZyme Inc. With a continued commitment to excellence, the BioZyme Stockyards location earned the American Feed Industry Association (AFIA) and Feedstuffs 2024 Feed Facility of the Year honor. BioZyme Inc., founded in 1951, develops and manufactures natural, proprietary products focused on animal nutrition, health, and microbiology. With a continued commitment to research, BioZyme offers a complete line of feed additives and high density, highly available vitamin, mineral, trace mineral, and protein supplements for a variety of animals, including cattle, pigs, poultry, sheep, goats, horses, and dogs. BioZyme brands include AO-Biotics, VitaFerm, Gain Smart, Sure Champ, Vitalize, DuraFerm, and Backyard Boost. With headquarters in St. Joseph, Mo., the company reaches a global market of customers that stretches into countries across five continents. For more information about BioZyme, visit www.biozymeinc.com.

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**An Overview of the
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SEPTEMBER 17, 2025

9:00 a.m. – 12:00 noon

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LIMOUSIN

North American Limousin Foundation

UPDATE

NALF Summary of Summer Board Meetings and Announcements.

1. DNA testing costs will be dramatically reduced beginning on September 1. As of September 1, the genomic 100K test at NEOGEN will be reduced by \$15/head, with the genomic test dropping from \$57/head to \$42/head. Free parentage is still included when cattle are tested on the 100k panel.

Homozygous trait testing will also be reduced when bundled with the 100K test. The horn/polled test will go from \$21/head to \$10/head as an add-on with the 100K test.

Coat color testing will be reduced from \$16/head to \$10/head as an add-on to the 100K test. Myostatin or F94L, will be reduced from \$20/head to \$10/head as an add-on to the 100K test as well.

The association and NALF Board are excited to pass on the reduction of DNA testing cost from Neogen to membership and encourage folks to take advantage of the ability to get their cattle genomically enhanced at a more affordable rate for EPD production on the cattle and the resulting increase in accuracies. Moving forward, when cattle are genomically tested and they order coat color and horned/polled tests, the total testing cost is reduced by \$31/head.

2. Due to inflationary increases in business operating costs and vendor contracts, your association operating costs have risen as well. The NALF board voted unanimously for an inflationary increase in registration fees to cover normal operating expenses. Registration rates will increase by \$3/head and \$2/head on transfers effective September 1. Given the substantial decrease in DNA testing cost, the NALF board approved the rate increase for both LIMS and non-LIMS registrations, which will still enable members to register and test cattle at a much cheaper rate in total expense.

3. Thanks to 701X Autonomous Rancher, who owns and operates NALF's DigitalBeef registry system, members are about to receive the 701X cattle management software and program for free, which is fully integrated with the DigitalBeef registry system. In a few short weeks, 701X will make the Beef Cow Management software available for members to access online, which can be utilized on a computer, or even better, data entry will be able to be made via iOS phones, iPads, or Android systems via the 701x app.

Once your herd is set up in the system, this means at calving time you will easily be able to navigate selectable fields to enter items such as sex, BW, cow number, DNA sampling options, and calf tag, just to name a few items. Instead of recording items on paper and then entering by hand to get cattle into the system, the system's goal is to make your life easier and save time when recording your cattle.

Since this is fully integrated with the herd book, cattle can be dropped automatically into birth queues and available to register

via the app. This is just one example of the automated cattle management system's functionality, but it is also usable at when weaning, preg checking, vaccinating, and recording additional phenotype data the member desires to submit.

You can also expect the look and functionality of your DigitalBeef herdbook to change sometime next year as the system is redesigned and programmed for improved functionality moving forward.

4. The IGS mature cow weight EPD completion will enable the NALF to build the Maternal Index and All Purpose Index per the NALF board action and direction from four years ago. As you are already aware, NALF updated its Terminal Profit Index utilizing iGENDEC software. It will also be utilized for the production of the Maternal Index and All Purpose Index to round out the index packages for breeders who wish to utilize them in their mating decisions moving into the future.

About the North American Limousin Foundation. *The North American Limousin Foundation, headquartered in Englewood, Colo., provides programs and services, including the documentation of more than 25,000 head of cattle annually, for approximately 4,000 members and their commercial customers. The Limousin breed and Lim-Flex hybrid offer industry leading growth and efficiency while being an ideal complement to British breeds. For more information about NALF, please visit www.nalf.org.*

The Power of Delayed Castration

Research has shown that bull calves gain and develop faster and more efficiently than steer calves castrated soon after birth. This approach avoids the use of synthetic hormone implants, qualifying cattle for the premium natural beef programs.

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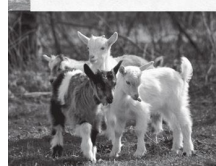
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RED ANGUS

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UPDATE

Red Angus Association of America Announces Collaboration with Breedr to Enhance Value and Market Access for Cattlemen.

RAAA has launched a new supply chain initiative in collaboration with the Breedr livestock management technology platform. For producers participating in the Angus Access marketing program, this collaboration offers real time, data driven tools to improve cattle traceability — meeting market access requirements and enhancing the value of Red Angus cattle.

Breedr's cattle management platform enables digital tracking of individual animals from ranch to rail. By investing in this innovative supply chain tool, RAAA is enabling Red Angus genetics to connect more seamlessly with verified beef programs, giving producers greater access to the branded beef marketplace and advancing Red Angus cattle within the beef industry.

“Partnering with RAAA is a natural extension of Breedr's commitment to supporting ranchers with modern tools that drive value, profitability, and sustainability,” said Ian Wheal, founder and CEO of Breedr. “Combining Breedr's data driven insights and analytics with RAAA's trusted Angus Access program empowers Red Angus producers and increases collaboration across the beef supply chain.”

Participation in the platform is opt-in and entirely voluntary. Producers who enroll in Angus Access can access Breedr's user friendly and secure system to organize herd data, generate carcass feedback, and connect quality cattle with value based marketing programs, all without disrupting existing workflows. By combining digital infrastructure with national marketing access, this effort makes Angus Access more valuable than ever for cattle producers.

“Breedr gives mid-sized producers like me a way to organize herd data without adding cost or complexity,” said Tony Ballinger, RAAA first vice president. “We're excited to see this system link our producers' high quality feeder calves to the right buyers and, ultimately, the consumer. This will support consistent, high quality beef supply chains across the commercial and seedstock sectors.”

This collaboration and strategic investment by RAAA establishes the groundwork for stronger connections between producers, feeders, processors, and retail facing programs, with all data remaining the property of producers and the association.

To enroll in RAAA's value added programs, contact tags@redangus.org or call 940-477-4593. For more information on Red Angus and upcoming RAAA events, visit www.RedAngus.org.

About the Red Angus Association of America. *The RAAA serves the beef industry by enhancing and promoting the measurable advantages of Red Angus and Red Angus influenced cattle. The RAAA provides commercial producers with objectively described cattle by implementing new technologies and using scientifically sound principles that quantify traits of economic importance to beef producers in all segments of the beef industry.*

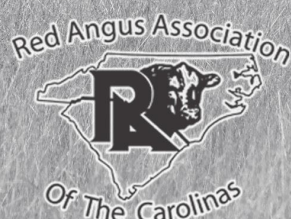
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RedAngus.org
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ronnie@hardrockbeefcattle.com

JK RED ANGUS

Jeff Banfield & Madison Adams
331 Tee Jay Farm Road | Aberdeen, NC
910-315-3821

LANGDON RED ANGUS & SIMMENTAL

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919-796-5010
johnlangdon5@gmail.com

ROGERS CATTLE COMPANY

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rccbeef@gmail.com

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Raymond Prescott, Manager
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bullhill2@prtcnet.com | bullhillredangus.com

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AMERICAN WAGYU ASSOCIATION

UPDATE

American Wagyu Association Live Animal Specification. The Live Animal Specification document is utilized by USDA and FSIS for all products claiming Wagyu or Wagyu influence. The FSIS Labeling Program is revisiting ‘truthful and not misleading’ claims made on labels, which includes breed claims. The breed association Live Animal Specification is regarded by USDA as the industry standard. Currently there are seven breed associations with listed Live Animal Specifications with the USDA.

The American Wagyu Association (AWA) participated in a

meeting with the FSIS Labeling team for a discussion to provide clarity and subsequently updated the Live Specification. Two edits were included in the latest version of the Live Animal Specification, which include:

- Added “American Wagyu” as acceptable terminology for percentage Wagyu
- Delayed implementation to 2030

Previous versions (dating back to 2008) of the Live Animal Specification included the ‘traceable to registered parental component’ for Wagyu influence cattle. The FSIS is monitoring requirements for label claims more closely; hence, the latest version of the Live Animal Specification delayed the parental registration component to assist producers and processors with time to be compliant. The AWA and the AWA Board of Directors requested the sunset clause to ensure minimal disruption for Wagyu labeled products. Again, the Live Animal Specification document is utilized by USDA and FSIS for all products claiming Wagyu or Wagyu influence.

Conversations between AWA and FSIS Labeling brought about needed clarification to help brand owners attain label approval. The conversations that took place and the updated Live Animal Specification assisted those that had been held up in the denied/appeal process.

Questions or concerns should be referred to the FSIS labeling team for specifics on how they will utilize the Live Animal Specification for breed claim qualifications.

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The Authentic Wagyu G162 and PVP Programs

The Authentic Wagyu Programs initiated by the AWA are certified meat programs that will also need to abide by the AWA Live Animal Specification. The Authentic Wagyu Programs, however, have additional requirements that are above and beyond the AWA Live Animal Specification. Producers and processors who wish to label their product as Wagyu do not have to meet the Authentic Wagyu (G162) specifications.

Specification for Characteristics of Cattle Eligible For Approved Programs Claiming Wagyu Influence

1. Scope – This specification sets forth the requirements for live cattle from which carcasses can be derived for certification in approved branded beef programs claiming Wagyu influence. Cattle may qualify for the breed influence specification of these branded beef programs by meeting the genotype requirements specified below.

2. Requirements – Cattle eligible for Wagyu fullblood (100% Wagyu), Wagyu purebred (93.75% Wagyu minimum), and Wagyu influence or American Wagyu certified beef programs must be born, raised, and harvested in the United States and meet one of the following:

- **2.1.** Cattle eligible for Wagyu fullblood (100% Wagyu) certified beef programs must have positive identification (e.g., ear tags, tattoos, brands), be registered with the American Wagyu Association, and DNA parent verification through the American Wagyu Association for both sire and dam. Both parents must be registered by the American Wagyu Association.

- **2.2.** Cattle eligible for Wagyu Purebred (93.75% Wagyu minimum) certified beef programs must have positive identification (e.g., ear tags, tattoos, brands), be registered with the American Wagyu Association, and DNA parent verification through the American Wagyu Association for both sire and dam. Both parents must be registered by the American Wagyu Association.

- **2.3.** Cattle eligible for Wagyu influence or American Wagyu certified beef programs must have positive identification (e.g., ear tags, tattoos, brands) and be traceable to verifiable Wagyu parentage (e.g., registration certificates, affidavits) to at least one parent (fullblood or purebred) that is registered with the American Wagyu Association. The American Wagyu Association parental registration certificate requirement will be effective January 1, 2030, and thereafter.

- **2.4.** The registration categories can be viewed at www.wagyu.org.

3. Verification

- **3.1. Genotype** – Compliance with genotype requirements shall be determined and controlled through a quality management program approved and monitored by the Livestock and Poultry Program.

A WA Progeny Test 1. Exciting progress is underway in the first AWA Cooperative Progeny Test with our friends at Agri Beef! In the final week of July 2025, the single origin test herd, comprising 1,200 animals, was successfully artificially inseminated. This milestone marks the launch of a groundbreaking journey in standardized data collection, conducted under tightly controlled environmental conditions.

What sets this program apart is its unique design: a uniform

test environment that allows for cleaner, more accurate data. This directly enhances the reliability and precision of Expected Progeny Differences (EPDs) for participating sires, which bring meaningful insights to producers and the Wagyu industry as a whole.

Want to be part of it? A new year of AWA Cooperative Progeny Test opens in October 2025. Submissions are free; don't miss your chance to contribute to the future of Wagyu genetics!

About the American Wagyu Association. *The American Wagyu Association, Inc. was incorporated in Texas on March 14, 1990, and serves to register Wagyu and promote the breed throughout the U.S., Canada, and other countries. The Association headquarters is located at the University of Idaho Research Park, Post Falls, Idaho. The American Wagyu Association has a vibrant membership base that continues to promote and develop the Wagyu influence in America and worldwide.*

The opportunities Wagyu beef can offer are endless. Wagyu genetics cater to producers targeting the high end restaurant trade with highly marbled beef to the seedstock producer, supplying the cow/calf producers with a crossbred alternative that will offer calving ease and premium carcass quality in a single cross, which no other beef breed can.

Wagyu has a vital role to play in today's beef industry, increasing the quality of red meat produced that health conscious consumer demand.



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BEEF



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Information is held confidential (7 CFR 1260.203).

Today's Date: _____

Seller's Name: _____

Buyer's Name: _____

Address: _____

Address: _____

City: _____ State: _____ Zip: _____

City: _____ State: _____ Zip: _____

Seller's Signature: _____

Buyer's Signature: _____

Both the seller & the buyer are responsible for making sure that the \$1.50 per head assessment is collected and remitted to the Beef Promotion & Research Board.

Total Number of Cattle Sold: _____ x \$1.50 Per Head = \$ _____

Date of Sale: _____

Person remitting assessment form: Seller Buyer

* State of Origin of Cattle: _____

* If cattle purchased came from another state within the last 30 days, indicate from which state the cattle were purchased.

**Send Report and Remittance to:
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P.O. Box 11280
Columbia, SC 29211**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0093. The time required to complete this information collection is estimated to average 1.8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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American
Gelbvieh Association
NEWS

AGA Now Offers BCHF Testing. BCHF is a genomic test that estimates an animal's genetic risk for heart failure. By DNA testing cattle for BCHF, producers can confidently identify animals with the genetics to improve bovine heart health. To select breeding animals that will produce progeny with the best heart health. Reducing the frequency of genes associated with heart failure in the breeding herd is expected to reduce BCHF risk in subsequent calf crops and reduce economic losses due to BCHF in the feedlot. In herds associated with high prevalence of BCHF in finishing cattle, culling of breeding animals with higher BCHF scores will reduce the frequency of future BCHF cases.

BVD Testing Delayed on TSUs. Neogen has informed us that they are currently experiencing delays in BVD testing for TSU samples only due to a vendor related issue. This delay does not affect BVD testing on blood or hair samples, which will continue to be processed as normal. At this time, Neogen is unsure of the estimated timeframe for when the issue will be resolved. We will provide updates as more information becomes available.

We appreciate your understanding and encourage those with time sensitive testing needs to reach out to the DNA department.

Discover the Cow Power in Your Herd! The Cow Power Female Genotyping Project is a collaborative effort with the American Gelbvieh Association (AGA), American Gelbvieh Foundation (AGF), and Neogen to increase the number of genotypes and phenotypic information on females in the AGA herdbook. Collection of this information helps to increase the accuracy and predicting power of EPDs used to describe Gelbvieh and Balancer cattle.

Through participation in the project, members have the opportunity to receive a research price of \$20 for a GGP-100k genomic test on females, provided they DNA test at least 90 percent of their current active cow inventory. Additionally, participants who submit both mature weights and body condition scores electronically on at least 90 percent of their current active cow inventory will receive an additional one time \$4 per head rebate. Thus, all females can receive a GGP-100k genomic test for only \$16. For less than the cost of a parentage test, members are encouraged to take advantage of this incredible opportunity and learn about the cow power in their herd.

To enroll in the Cow Power Project, contact Sarah Mumm, AGA performance programs coordinator, at sarah@gelbvieh.org.

Preparing for DNA Testing Season. As we look ahead to another busy DNA testing season, don't wait to test! Please be sure to give yourself plenty of time to order testing supplies, collect samples, create the DNA order on the AGA Online Registry Service, and mail samples to the lab. You should expect a 4-6 week turnaround time for results and GE-EPDs (turnaround time begins when samples are received at the lab). The AGA offers a variety of trait testing, such as homozygous polled and coat color, along with two genomic tests. Pricing for DNA testing can be found on the DNA Testing page on Gelbvieh.org. These panels are only available when ordering tests through the AGA. The genomic panels are listed below:

- *GGP 100K* – This 100K panel includes parentage markers and is required for A.I. sires, donor dams, and all walking sires. Trait tests can be run with this panel at the discounted add-on price. A.I. sires and donor dams are also required to be tested for all four monitored genetic conditions (OS, NH, AM, DD) and be parent verified to both sire and dam.

- *GGP-uLD* – This ultra-low density panel includes parentage markers and is generally used on AGA registered replacement heifers. This panel does not include add-on options and is available exclusively on tissue samples.

About the American Gelbvieh Association. AGA, started in 1971, is a progressive beef cattle breed association representing approximately 1,000 members and approximately 45,000 currently active Gelbvieh, Balancer, and Gelbvieh influenced cows assessed annually in a performance oriented total herd reporting system. The Gelbvieh breed is well known throughout the industry for their maternal strengths and superior growth. With these attributes, Gelbvieh and Balancer cattle fit well into a crossbreeding system.



National Farm Safety and Health Week – September 21–27

By MARION BARNES, *Clemson University*

National Farm Safety and Health Week serves as an annual reminder to the public and the agricultural community of the dangers of living and working on a farm. The 2025 National Farm Safety and Health Week theme is Safety First, Avoid the Worst. During the weeklong observation, many agricultural groups will focus on different aspects of farm safety each day by recognizing common agricultural hazards.

The U.S. Bureau of Labor Statistics (BLS) 2022 data indicates that agriculture is still one of the most dangerous occupations in America, with 417 fatal injuries, and has the highest fatality rate (18.6 per 100,000 full time workers) when compared to all other U.S. industries. Farm injuries and fatalities are costly, with estimates running as high as \$11 billion annually in the United States.

Farmers and agricultural workers face more potential hazards than workers in other occupations. On a daily basis they encounter situations including machinery operation, crop handling and storage, livestock, and pesticides. Farmers work long hours in different weather conditions throughout the year. Generally, most agricultural related injuries and fatalities occur when farmers are the busiest, such as during planting, growing, and harvest seasons. When busy, distracted, in a hurry, or under stress, we often take shortcuts that may lead to injury or fatalities. Most agricultural related safety incidents are due to human error and therefore preventable.

Prioritizing or “making safety first” is so important for raising awareness and promoting safety practices on the farm. One of the first steps in making our farms safer is hazard recognition. Farm hazards include equipment and machinery hazards, chemicals and fertilizers, confined spaces, livestock, trips and falls, noise, environmental conditions, and ergonomic hazards. Recognition and avoidance of hazards begin with safety training.

Safety training gives farm families the awareness and information they need to recognize, reduce, and eliminate hazards to protect those who live and work on the farm. Provide specific training to employees and family members who may be unfamiliar with the equipment used on the farm. Often overlooked, reading and reviewing the equipment operator’s manual can reduce equipment related injuries. Conducting in-person meetings to review safety practices and discussing ways to reduce hazards is a significant first step to a safer work environment. Once identified, act promptly to correct hazards. Schedule follow up safety meetings throughout the year to monitor progress.

One of the most critical responsibilities any farm owner or manager has is to ensure the safety and health of family members and employees. Conducting a farm safety inspection/audit can identify potential hazards before an incident occurs. Employees and family members who are familiar with the operation can assist with a walk

through to identify risks and potential safety hazards. An “outside pair of eyes,” such as a first responder, insurance agent, or agricultural Extension agent with experience in detecting farm related risks and hazards, can offer an unbiased operation assessment.

Farm safety is all about developing the correct attitude. Cultivating good safety attitudes is necessary for farmers to avoid injuries in the workplace. Farmers often become complacent when working around hazards daily. Complacency can lead to a lack of focus and attention and cause one to overlook or miss warning signs and potential dangers. Keep safe operating procedures on your “radar” at all times.

As a farm owner or manager, setting a good example for family members and employees is one of the best ways to promote safety. By consistently demonstrating safe behaviors, you can influence others to avoid risky behavior and adopt safe farming practices. “Practice what you preach,” “lead by example,” and “walk the talk” are good mottos for making safety first on your farm. Setting a good example is one of the most powerful ways to establish acceptable safety behavior on your farm. If you make it clear that the safe way is the only way to work on your farm, then employees will follow suit.

Providing and encouraging the use of personal protection equipment (PPE) on the farm is essential because it serves as the last line of defense for workers against hazards. By wearing the appropriate PPE, workers reduce the chances of injury on the



job. PPEs that can make the job safer include sunscreen and wide brim hats for sun protection, earplugs or muffs for reducing noise exposure when operating machinery, chemical resistant gloves when handling pesticides, dust masks or respirators for safeguarding respiratory systems in dusty environments, and safety glasses or goggles for eye protection.

To prepare for medical and other types of emergencies, develop an Emergency Preparedness and Response Plan. A fast, well coordinated response in emergencies can reduce the impact of an injury and may even save a life. A written plan, including a site map, will also be beneficial to first responders in locating potential hazards such as fuel and chemical storage. Regularly review the plan with everyone who may have to handle an emergency on the farm.

In conclusion, there are many steps one can take to make farms a safer place for families and employees. One of the best approaches to reducing farm related injuries and fatalities is to be proactive. Regarding farm safety, “an ounce of prevention is worth a pound of cure!”

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Cheesy Meatball Pockets

Total Time — 30 minutes

- 1 pound frozen fully cooked beef meatballs, thawed, thinly sliced
- 1 can (16.3 ounces) refrigerated biscuit dough
- 1 cup marinara sauce
- 1 cup diced tomatoes, drained
- 1½ cups shredded Italian blend cheese, divided
- ½ teaspoon Italian seasoning
- Marinara or Alfredo sauce (*optional*)

Preheat oven to 400°F. On a lightly floured surface, roll each biscuit into a 6 inch disc (about ⅛ inch thick).

Divide meatball slices and place evenly in centers of discs. Top with 2 tablespoons each of marinara, tomatoes, and cheese. Fold dough over filling, pressing with a fork to seal.

Cook's Tip – Brush the edge of dough with water to help with sealing.

Place pockets on a greased, shallow rimmed baking sheet. Cut slits in dough to vent. Sprinkle tops with remaining cheese and Italian seasoning. Bake 10–12 minutes or until golden brown and crispy.

Serve with additional marinara or Alfredo sauce, as desired.

Alternate Cooking Method – Preheat pizza oven to 500°F. Bake 3–5 minutes or until puffed and bottoms are firm and browned.

Makes 8 servings.



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N CBA Endorses HELP Act to Support Livestock Haulers.

The National Cattlemen's Beef Association (NCBA) recently urged support for the Hauling Exemptions for Livestock Protection (HELP) Act introduced by Representative Jeff Hurd (R – Colorado). This legislation supports livestock haulers by protecting drivers from burdensome hours of service (HOS) and electronic logging device (ELD) mandates.

“When you are hauling cattle, you are dealing with livestock that must be protected from the elements and cannot be easily unloaded until you get to your destination. Livestock haulers need flexibility to complete their trips free from government mandates,” said NCBA Policy Division Chair Skye Krebs, an Oregon rancher who hauls livestock and holds a Commercial Driver's License. “During the COVID-19 pandemic, haulers and ranchers like me were granted additional flexibility on hours of service and electronic logging devices. In that time, we proved that we could safely transport our livestock and also support the overall supply chain.”

The HELP Act codifies HOS and ELD exemptions that were issued by the Federal Motor Carrier Safety Administration (FMCSA) for about two years during the pandemic. Since then, America's livestock haulers have been burdened by HOS rules again, but this legislation would reinstate permanent exemptions, providing the flexibility necessary to safely transport livestock.

The FMCSA and the National Highway Traffic Safety Administration announced they are withdrawing a proposed rule to mandate speed limiters in trucks. This announcement was welcome news for livestock haulers, but HOS and ELD mandates continue to pose a threat to drivers. NCBA strongly supports the HELP Act and thanks Representative Hurd for introducing it. We urge Congress to pass this legislation.

N CBA Congratulates Newly Confirmed USDA General Counsel.

NCBA Senior Vice President of Government Affairs Ethan Lane issued a statement congratulating Tyler Clarkson on his confirmation to serve as the General Counsel of the U.S. Department of Agriculture (USDA):

“U.S. cattle producers congratulate Tyler Clarkson on his Senate confirmation and are excited to have him providing legal counsel to Secretary Brooke Rollins as she continues to cut burdensome government red tape. Clarkson's experience serving in USDA's Office of the General Counsel in the first Trump administration and expertise on regulatory issues make him supremely qualified to serve in this role. We also thank the Senate for their work to swiftly confirm more key nominees that will support the work of farmers and ranchers across the country.”

N CBA Congratulates Luke Lindberg on USDA Trade Under Secretary Confirmation. Ethan Lane recently issued a statement on the confirmation of Luke Lindberg to serve as Under Secretary for Trade and Foreign Agricultural Affairs at USDA:



“Trade has been front and center in this administration, and with the sheer volume of deals in progress, it's critical to have a Senate confirmed official leading trade and foreign agricultural affairs for USDA. NCBA is thrilled to see Luke Lindberg confirmed to this post. Lindberg has spent his career expanding trade opportunities

for American businesses and fixing unfair trade deals. We look forward to working with him to secure even more trade wins for America's cattle farmers and ranchers.”

N CBA Notches Legal Victory Protecting Cattle Producers from Overreaching Emissions Regulations.

NCBA recently notched a legal victory in the U.S. District Court for the District of Columbia, affirming protections for cattle farmers and ranchers from onerous and unnecessary air emissions reporting requirements. NCBA, along with a coalition of other livestock and farm groups, has engaged in this litigation for years to ensure that family farmers and ranchers were not forced to file complex, overreaching reports with the federal government about emissions under the Emergency Planning and Community Right-to-Know Act (EPCRA) and Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA).

“CERCLA and EPCRA were intended to address the worst industrial and toxic chemicals, not govern family farms and ranches. This decision affirms that family cattle producers should not have to file reports for a natural, biological process under a law meant for significant chemical contaminants,” said NCBA Executive Director of Natural Resources Kaitlynn Glover. “NCBA stepped up to protect family farms and ranches through this litigation, and we are pleased that the federal district court has brought clarity to this decades long discussion.”

CERCLA and EPCRA are laws intended to address massive, severe chemical spills and environmental contaminants. Unfortunately, these laws have been weaponized by animal rights activists seeking to target family farms and ranches. The ruling in this case upholds a reporting exemption issued by the Environmental Protection Agency in 2019 that exempted cattle producers from reporting emissions under EPCRA, an exemption that was affirmed through the 2018 Farm Bill.

Cattle Producers Back President Trump and Secretary Rollins in Screwworm Fight.

NCBA announced continued support for USDA's aggressive plan to combat the spread of New World screwworm by ramping up construction of a sterile fly distribution facility alongside a production facility at Moore Air Base in south Texas.

“American cattle producers commend President Trump and Secretary Rollins for their swift action in combatting the spread of New World screwworm. Their leadership and diligence, along with USDA's collaboration with Texas in building sterile fly production and distribution facilities at Moore Air Base, mark a critical step in stopping the spread of screwworm and protecting the American cattle herd,” said NCBA CEO Colin Woodall. “Today's announcement of rapid construction of sterile fly facilities that

will boost weekly output of flies to more than 300 million is vital news for U.S. cattle producers. Producing flies domestically under American oversight will overcome supply challenges in Mexico and Central America, strengthening our fight against New World screwworm and protecting herds on both sides of the border.”

Applications Accepted for W.D. Farr Scholarship Program. Graduate students pursuing careers in meat science and animal science are encouraged to apply for the annual W.D. Farr Scholarship program. Established in 2007 by the National Cattlemen’s Foundation (NCF), the scholarship recognizes outstanding graduate students committed to advancing the beef industry.

Two \$15,000 grants are awarded to graduate students who demonstrate superior achievement in academics and leadership. Previous scholarship recipients recognize that the program not only benefits their work but also the entire industry.

“Receiving the W.D. Farr Scholarship enhanced my ability to share my research with veterinarians and producers in the field, as well as direct future research initiatives with cattle production and sustainability as driving priorities,” said 2024 recipient and Kansas State University doctoral candidate Conrad Schelkopf.

Eligible students must apply at my.reviewr.com/s2/site/WD_Farr_Scholarship_25 by submitting a cover letter, curriculum vitae, description of applicant’s goals and experience, a short essay, statement of belief in the industry, as well as a review of the

applicant’s graduate research and three letters of recommendation by September 19. The 2025 scholarship recipients will be recognized at CattleCon 2026 in Nashville, Tennessee.

The scholarship honors the successful career of the late W.D. Farr, a third generation Coloradan, pioneer rancher, statesman, and banker who was known for his extraordinary vision. His dedication to improving agriculture, livestock, and water development resulted in significant changes in farming methods that have influenced the practices of ranchers and farmers throughout the nation. Farr was the first president of the NCF and served as president of the American National Cattlemen’s Association, which would later become the National Cattlemen’s Beef Association. Farr died at age 97 in August 2007.

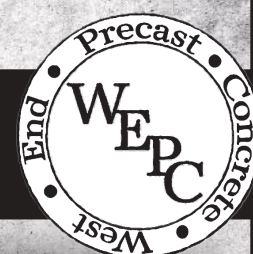
The NCF advances the future of the beef industry by assisting in the education of the next generation of beef industry professionals. For more information and to apply for the scholarship, visit www.nationalcattlemensfoundation.org

About the National Cattlemen’s Beef Association. NCBA has represented America’s cattle producers since 1898, preserving the heritage and strength of the industry through education and public policy. As the largest association of cattle producers, NCBA works to create new markets and increase demand for beef. Efforts are made possible through membership contributions. To join, contact NCBA at 866-BEEF-USA or membership@beef.org.

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NCBA President's Report

Bringing in the Next Generation

By **BUCK WEHRBEIN**, *National Cattlemen's Beef Association*



As an NCBA officer, I've had the privilege to meet young producers across the country who are eager to build a life raising cattle and finding innovative ways to chart a future in the business for themselves and their families. They've got the work ethic, the brains, and the heart. Too often, though, they don't have the backing.

We've heard from the past couple of Young Cattlemen's Conference classes that resources for building and growing operations, beginning farmer and rancher programs, and financial planning support are all areas where NCBA can help lead. If we want this industry to be as strong 20 years from now as it is today, then we've got to get serious about making it possible — and profitable — for the next generation to carry the torch.

We talk a lot about succession planning, generational transition,

and preserving our way of life. Here's the hard truth: it's tough for young producers to enter this business and make a living. Land is expensive. Operating costs are rising. The rules are complicated. And financing, when it's available, can be daunting for those without collateral or a long credit history.

That's why NCBA is working on strategies to bring in more young cattle producers and keep them in this business long term.

We need to expand and strengthen young producer programs. That means support for mentorships, apprenticeships, hands-on training, and leadership opportunities that help beginning farmers and ranchers build the skills and networks they need. Our industry is built on relationships, and that includes giving young producers access to the kind of information and guidance that only comes from experience.

After months of advocacy, NCBA helped deliver the One Big Beautiful Bill and secure tax relief for family farmers and ranchers. This was a huge step in the right direction, and we should continue to push for policies that support a favorable business climate, particularly for young producers.

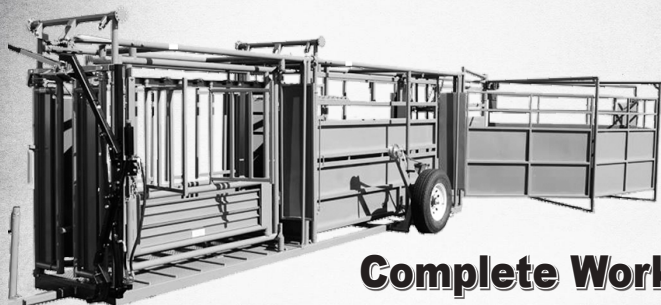
We need to modernize and simplify loan programs for young and beginning producers. USDA tools like Farm Service Agency loans are a good start, as are the Farm Credit System programs, but they're often bogged down by bureaucracy and can be complicated. We need loan products that are streamlined, accessible, and built for the realities of a cattle operation managed by the next generation of producers.

We can find a way to give young producers the tools to manage risk. Whether that's a series of new tools, better access to Livestock Risk Protection (LRP) and disaster relief programs, or just more education about marketing and managing margins. We need to help folks build resilient businesses that can weather the highs and lows of this industry.

In my view, this is one of the best investments we can make. When we help a young producer get started, we're not just supporting one family; we're strengthening our entire industry for generations to come. I'm proud of the progress NCBA has made, and while there's still more work ahead, I believe that if we stay focused and committed to bringing in the next generation, the future of cattle country will be in good hands.

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National Cattlemen's
Beef Association

A Message from the CEO

Beef Industry Long Range Plan

By COLIN WOODALL, *National Cattlemen's Beef Association*



During last month's Cattle Industry Summer Business Meeting, the new Beef Industry Long Range Plan (LRP) was presented and adopted by the Boards of Directors of both NCBA and the Cattlemen's Beef Board (CBB). This version of the LRP is the continuation of a process started in 1994 with 14

producers challenged with looking at the future of the cattle industry and the organizations working at the time on policy, promotion, research, and education. The resulting industry wide long range plan instituted the changes that led to organizational consolidation and the structure of NCBA we operate under today.

Over the past 30 years, the LRP has been a forward looking roadmap designed to guide the beef cattle industry towards remaining viable, trusted, and competitive in the world today. Every five years, the NCBA and CBB officer teams get together and select individuals working in many segments of the beef supply chain to develop the next iteration of the LRP. The task force was selected last summer and spent the winter, spring, and early summer discussing the current state of the industry. They had extensive discussion and debate regarding consumer demand, research, the market, and how we need to prepare for the future.

The vision of the LRP is that "the U.S. beef industry thrives as the world's most trusted and respected provider of high quality, safe, nutritious, and sustainable protein." To achieve this vision, the LRP sets out various objectives and tactics to achieve six main goals. These goals will be utilized by the Cattlemen's Beef Board to determine what projects should be funded by the Beef Checkoff, and NCBA will use these goals to help create the next NCBA Strategic Plan to be presented during CattleCon in Nashville next year.

One of the new goals focuses on Policy and Supply Chain Viability by reducing unnecessary regulations and enabling a supportive policy environment. While Checkoff funds cannot be used for any policy action, this goal is tailor made for NCBA's policy division. This goal is about targeting regulators, stakeholders, and industry partners to create conditions that set us up for success. Some of the tactics identified to achieve this goal include building alliances with like minded partners to educate policymakers and advocate for pro-cattle legislation.

The objective of the Sustainable Industry Outcomes goal is to proactively define sustainability in a way that adequately reflects beef production in the United States. We are committed to continual improvement in the way we manage and use our resources, and this goal is meant to help us focus on telling our story, our way, and not allow others to create the narrative that defines us. When it comes to environmental stewardship, nobody does it better than cattle

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producers, and getting consumers and policymakers to understand that will only help us. When talking about sustainability, we will always remember that it's not just about the environment. We must always consider the economic viability of your operation. If we can't help keep you in business, then we have no sustainability.

Public Engagement and Building Confidence cover the goal meant to strengthen consumer confidence in beef by working with nutritionists, educators, chefs, influencers, and the media. These individuals and outlets can have a tremendous impact on consumer perception and confidence in the quality and safety of beef. Ensuring they have the right information and are willing to be an advocate for us helps amplify the pro-beef message to consumers and will allow us to enjoy strong demand for years to come.

Having the right information to share is reliant upon work that will be done under the Innovation, Science, Research, and Continuous Improvement goal. Research and investigative science have discovered and commercialized numerous improvements in our industry. Exploring animal diseases and pests has resulted in new, innovative, and ever evolving ways to control, treat, or eradicate much of the pestilence we deal with. Nutrition research has given us the knowledge we share with consumers regarding beef's role in a nutritious diet. Ongoing food safety research not only makes our product safer, but work in this area won't stop until we can keep our product from ever making anybody sick. Additional

funding and partnerships are tactics we can use to build on this goal.

Research ties closely with the Animal Health and Food Safety goal. The industry remains committed to the health, safety, and well being of our cattle, as well as the health and nutrition of our consumer. This goal makes it clear we must remain committed to helping producers improve their production practices through education and exposure to topics such as biosecurity, traceability, and science based systems that protect animal health.

Finally, the Stakeholder Engagement goal aims to strengthen alignment between producers, industry groups, and all segments of the beef supply chain. Challenges that impact any part of the chain will have a ripple effect among every other segment. Sharing those challenges and working collectively to address them will help us mitigate the concerns and capitalize on the opportunities.

This iteration of the Beef Industry Long Range Plan will provide guidance through 2030, but that doesn't mean it is a static plan. As industry issues and challenges develop, the LRP can be amended to factor in whatever situation we may find ourselves in. These comprehensive goals reflect much of the work underway at NCBA, but they will also influence the future strategy specifically for our association. Over the years, I've heard many times that failing to plan is planning to fail. This LRP is an example of planning for success and longevity for us as cattle and beef producers.

For more information, visit www.beeflongrangeplan.com.

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Trending in Food & Media

COOKOUT COSTS & BEEF PRICES



Reports in USA Today and other media outlets discussed a Wells Fargo analysis that showed rising beef prices contributing to a 2.2% increase in costs for a 4th of July cookout compared to last year.¹



Good Morning America and other national news outlets mentioned rising costs for several types of meat and focused on the supply issues impacting beef prices.²



GOOD NEWS FOR BEEF

Many of the media mentions about rising beef prices, including the Good Morning America report, said that beef demand continues to remain strong.²

NEW WORLD SCREWWORM



Nearly 300 mentions were made by U.S. news outlets in early June discussing the spread of New World Screwworm from Central America into Mexico.^{1,3}



More than 50 news outlets mentioned the investigation into the false report about a New World Screwworm detection in Missouri.^{1,4}



300 news mentions were made in late June regarding the USDA announcement of a new sterile fly facility in Texas to help combat the spread of New World Screwworm.^{1,5}

NEWS & NOTES



More than 140 news outlets picked up a story praising the Checkoff-funded Voices of the Outdoors video series for highlighting shared values between beef producers and outdoor enthusiasts.^{1,8}



The *Beef. It's What's For Dinner.* social media accounts featured videos from Erica Roby's national BBQ tour giving people across the country a look into several of the most famous regional styles.⁶



GOOD NEWS FOR BEEF

The New York Times Cooking posted an image on Instagram with the caption, 'You Deserve a Filet Mignon'. The post has more than 4,700 likes and has been shared 1,500 times.⁷

ARMS #063025-18

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Task Force Releases New Beef Industry Long Range Plan for 2026–2030. The Beef Industry Long Range Plan task force officially unveiled its new five year plan for 2026–2030 at the Cattle Industry Summer Business Meeting in San Diego. The mission of the Long Range Plan is to ensure the U.S. beef industry provides sustainable, high quality beef that meets consumer demands worldwide.

“Since late 2024, our task force has taken a hard look at what’s working in the beef industry and where we need to improve,” said Joe Lowe, Long Range Plan task force member and eighth generation seedstock operator at Oak Hollow Angus in Smiths Grove, Kentucky. “The result is a five year plan that offers flexibility and local adaptation while keeping us all moving toward shared goals. By focusing on results and smart investments, we can keep the U.S. beef industry strong and competitive.”

• **The 2026–2039 Beef Industry Long Range Plan** – The Beef Industry Long Range Plan is a tool designed to help the beef industry establish a common set of objectives and priorities. It communicates the industry’s strategic direction and provides insight on how the industry can serve its stakeholders by growing beef demand.

Since 1995, industry leaders representing key beef industry segments — cow/calf, seedstock, dairy, feeder, animal health, livestock auctions, and more — have gathered to develop an aligned, comprehensive plan with the goal of increasing consumer demand for beef. These leaders are brought together to study and compile major areas of opportunity facing beef over the next five years.

The 2026–2030 Long Range Plan identifies six interconnected goals that represent what the industry wants to achieve:

1. **Policy & Supply Chain Viability** – The U.S. beef industry has a viable supply chain with the freedom to operate.

2. **Sustainable Industry Outcomes** – The U.S. beef industry produces environmentally sound, economically viable, and socially acceptable products.

3. **Public Engagement & Building Confidence** – The public trusts and demands high quality, safe, and nutrient dense U.S. beef.

4. **Innovation, Science, Research, and Continuous Improvement** – The U.S. beef industry continues to innovate and improve, making the industry resilient, credible, and successful in the long term.

5. **Stakeholder Engagement** – U.S. beef industry stakeholders align on production systems across segments to meet common consumer demands.

6. **Animal Health and Food Safety** – U.S. cattle and the beef supply are healthy and safe.

7. *Each goal is paired with a strategic initiative* — a broad approach to achieving it — and a success definition. The goals are supported by actionable initiatives, organized to drive alignment and accountability across all segments of the beef supply chain.

“All six goals work together, so progress toward one goal helps move others forward,” said Lowe. “For example, strong advocacy can lead to more research and innovation, which supports sustainability and builds trust. And by working together on animal health and other issues, we’re better prepared for challenges like disease outbreaks or changing consumer demands.”

• **How the Beef Industry Uses the Long Range Plan** – The Long Range Plan Task Force encourages other beef industry businesses and organizations to utilize the plan as input for their own strategic decision making processes.

For example, the Beef Checkoff, its committees, and contracting organizations use pieces of the Long Range Plan as their guidebook. All funding decisions and focus areas of Checkoff projects and programs, by design, must follow the key areas outlined in the plan. Checkoff contractors take this direction and develop Checkoff funded programs that fall within the scope of the Beef Promotion and Research Act and Order and support the plan’s priorities.

“This Long Range Plan reflects the best of what our industry can do when we come together with a shared purpose,” said Lowe. “It’s built to be flexible, rooted in common sense priorities, and designed to help the industry stay strong no matter what challenges come our way. I’m proud of what we put together, and I’m looking forward to seeing how it can continue moving the beef industry forward in the years ahead.”

To view the complete Beef Industry Long Range Plan, a plan summary, or get more information, visit BeefLongRangePlan.com.

Getting Beef on Menus and in Carts. Getting beef from the pasture to the consumer’s plate is a complex process, and successfully moving beef through the supply chain is just one part of it — then, the Beef Checkoff’s Channel Marketing Program comes in.

The Beef Checkoff funded Beef. It’s What’s For Dinner. Channel Marketing Program promotes beef through various distribution channels, such as retail stores, distributors, manufacturers, and restaurants. By building relationships with these channels and supply chain operators, the Beef Checkoff can effectively target and engage with customers directly where they shop and dine. The Channel Marketing Program provides knowledge, education, and resources to drive supply chain operators’ marketing decisions to sell more beef.

• **A Trusted Beef Resource** – The Beef Checkoff has established itself as the educational and promotional beef hub for its supply chain partners. How? By delivering high value content about beef that informs their beef buying and marketing decisions.

The Beef Checkoff connects with its partners and food professionals through the popular *Beef News Now* newsletter. Distributed to 4,300 industry professionals, the bi-monthly newsletter delivers the latest foodservice and retail news, trends, and hot topics from the beef industry. Additionally, these professionals are encouraged to attend Checkoff funded educational webinars,

Checkoff News continued on the next page

Checkoff News *continued from the previous page*

which focus on topics like beef sustainability and consumer insights for both retail and foodservice.

Another resource available to food professionals is Beef University. Customers rely on foodservice professionals and butchers to be expert sources on the foods they purchase. The Beef University modules provide information on how beef is raised, how to select and prepare various cuts of beef, and the health and nutrition benefits of beef. Once food professionals understand beef's 'ins and outs,' they can deliver superior customer service and improve their bottom line.

- **Event Engagement** – The Channel Marketing team can also be seen at industry conferences and events, alongside key decision makers from across the supply chain. This past fall, the team was invited to present at the Performance Food Service (PFS) Protein Summit. PFS is a leading national foodservice distributor with operating companies across the U.S., servicing thousands of foodservice operators. Participating in the summit provided the opportunity to share beef insights and trends, arming protein specialists with information and resources they can use with their top beef customers. Additionally, the team was active at the Annual Meat Conference and National Restaurant Association show. These events allow the Beef Checkoff to deepen relationships with existing partners and establish relationships with new accounts to sell more beef.

Another event coming up this fall is the Beef Business Summit, an exclusive, immersive event for leaders from top retail, foodservice, distributor, and manufacturing companies. The three day event will focus on all things beef and provide solutions to optimize beef sales in the changing marketplace. The event's goal is to build loyalty and partnership and ultimately drive beef sales.

Leading companies, from quick service restaurants to fast casual restaurants to manufacturer partners, also have the opportunity to work with the Beef Checkoff funded Beef. It's What's For Dinner. Culinary Center.¹ Here, these partners can receive help with menu development, explore current trends and market insights, experiment with new cuts and cooking methods, or expand existing beef items into new menu concepts.

Through these efforts, the Beef Checkoff works to provide industry professionals, partners, and companies with valuable beef facts and insights they can apply to improve their businesses.

- **E-commerce Campaigns** – The Channel Marketing Program also directs e-commerce efforts, capitalizing on the growing trend of online food shopping. E-commerce continues to grow at a rapid pace. Looking only at grocery data, projections are that e-commerce will make up 20 percent of the grocery market by 2026.²

The Beef Checkoff's e-commerce projects involve partnering with national grocery and restaurant chains across the U.S. These projects meet consumers at their purchasing decision points and drive measurable results as the team can track a consumer from advertising to purchase, showing a direct return on investment. In 2023, e-commerce campaigns delivered an average return on ad

sales of \$47. This means that, on average, every \$1 invested resulted in \$47 in beef sales, a tremendous return on investment.

One recent e-commerce campaign with a national club store delivered the highest return on investment to date, with \$18M in incremental beef sales. This campaign delivered an average return on ad sales of \$93. This means that, on average, every \$1 invested resulted in \$93 in beef sales.

Beef nutrition was the focus of the most recent e-commerce campaign that ran during American Heart Month. "Lean Beef. Smart For Your Heart" ads were seen by consumers shopping on retailer websites and mobile apps, as well as on popular consumer websites like [Weather.com](https://www.weather.com), the Today Show online, and more. Campaign results showed that 26 percent of the ad exposed buyers were new and had not purchased beef from the retailer in the past year, demonstrating that e-commerce can be powerful in inspiring consumers to choose nutritious beef.

New this year is the addition of regional e-commerce campaigns, reaching a broader audience of online consumers. These campaigns supported the Checkoff funded Little League effort by promoting beef in the cities where the Little League playoffs and Little League World Series will be held.

Also, coming up this fall, a national tailgating campaign promoting beef as the protein of choice for game day. State Beef Councils from 18 states and the Northeast Beef Promotion Initiative (NEBPI), a contractor to the Beef Checkoff, will also participate in this campaign to extend the messaging into their local markets.

Through these collective efforts, the Beef Checkoff drives beef sales and empowers leading supply chain partners with solutions, expertise, and resources to help them confidently menu and market beef.

U.S. Beef's Global Rise. Protein competition is fierce on the global stage, and the Beef Checkoff works diligently to encourage foreign countries to feature U.S. beef as a top protein choice. As a result of Checkoff funded efforts, more consumers worldwide want the high quality products cattlemen and women produce — growing demand and increasing the value of U.S. beef.

The U.S. Meat Export Federation (USMEF) is the key partner implementing Beef Checkoff efforts internationally. USMEF promotes U.S. red meat around the world. With such expansive

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areas to cover, USMEF takes a boots-on-the-ground approach, featuring 16 international representatives with offices worldwide. Because they are local to the territories they cover, these USMEF professionals know and understand their marketplaces, as well as the trends and consumer preferences there. Program leaders help execute promotional campaigns and initiatives and increase market access in their areas. USMEF staff work directly with importers, chefs, retailers, and consumers to grow trust in U.S. beef and drive long term demand. Thanks to the enduring commitment of beef farmers and ranchers producing high quality beef combined with USMEF efforts overseas, the U.S. beef industry has evolved from a modest exporter to a global leader, transforming low value cuts into premium offerings and elevating the entire marketplace.

- **From Modest Trade to Market Driver** – In the 1980s, U.S. beef exports were limited, inconsistent, and largely low value. Fast forward to 2024, and exports accounted for nearly 14 percent of total beef production, contributing \$415.08 in value per head of fed cattle slaughtered – the second highest mark on record.³ And that doesn't include the \$43.55 per head added by variety meats alone.³

What changed? A coordinated strategy to open international markets and connect with global consumers, powered by beef producers' Checkoff investment and USMEF expertise.

- **Where Demand Is Growing** – Between 2020 and 2024, the fastest growing markets for U.S. beef by volume were the Caribbean, Hong Kong/China, Central America, Mexico, and the Philippines. In 2023, exports to the Caribbean and Central America reached record highs, and exports to Mexico were the strongest since 2009.⁴

Meanwhile, just six markets – Korea, China/Hong Kong, Japan, Mexico, Canada, and Taiwan – accounted for 86 percent of total U.S. beef export value in 2024,⁴ reinforcing the importance of long term relationships and consistent presence in these key regions.

- **Building Value** – Beef Checkoff investments work to build preference for U.S. beef abroad. That's where programs like those led by USMEF come in. In Taiwan, for example, the U.S. supplied 89 percent of total grain fed beef imports in 2024.⁴ That growth was supported by programs like the Diamond Plus Precious (DPP) program, which recognizes restaurants that meet high standards for sourcing and promoting U.S. beef.

In Indonesia, USMEF recently partnered with a local importer and upscale retailer to promote American Wagyu. The event featured chef led demos, livestreams with food influencers, and in-store consumer education, creating awareness and driving demand for U.S. beef.

These kinds of programs help ensure international buyers are willing to pay a premium for U.S. beef, and that added value and high demand flow back to producers.

- **New Opportunities on the Horizon** – Looking ahead, USMEF sees potential in educating buyers on underutilized cuts, especially from the round. In tight economic conditions, affordability matters, and U.S. beef offers versatile, economical solutions. By working directly with importers and chefs, Checkoff funded efforts help prove the feasibility and profitability of these cuts in emerging markets.

There's also long term opportunity in Africa, where a growing middle class and urbanization are driving protein demand. A recent

USMEF trade mission to Ghana connected 30 U.S. exporters with buyers from 12 African nations, laying the groundwork for future market development.

- **The Return on Investment Is Real** – The numbers speak for themselves, thanks to producer support of Checkoff funded export programs. Over the last decade, per head export value has grown by more than \$100. This return is built on years of investment, smart partnerships, and the high quality beef U.S. ranchers deliver every day.

Export growth isn't just an industry win; it's a producer win. When U.S. beef succeeds overseas, it brings more value home.

What's Demand Got to Do with It? *Understanding the Market Force Behind Producers' Bottom Lines.* Cattle producers have a lot on their plates managing the day-to-day grind of ranch life, and in an industry with constantly changing dynamics, it's easy to overlook the forces shaping market returns. There's one factor that quietly influences producer profitability, and it often gets misunderstood: consumer beef demand.

In the 1980s, consumer confidence was slipping, dietary trends were shifting, and beef demand plummeted, taking cattle prices down with it. Producers were culling herds, packing plants were

Checkoff News continued on the next page

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NC BEEF CATTLE



IMPROVEMENT PROGRAM

PERFORMANCE BULL TEST SALES



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BUTNER
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OXFORD, NC

>> <<

Checkoff News *continued from the previous page*

closing, and the ripple effects were felt across rural America.

In response, cattle producers voted to create the Beef Checkoff in 1985, a beef promotion, research, and education program with one mission — building consumer demand for beef. The Beef Checkoff's mission hasn't changed 40 years later. If anything, it's become even more important in today's marketplace. When demand is strong, everyone in the beef supply chain benefits, starting with the producer.

Let's break demand down using real data, insights from Kansas State University Agricultural Economics Professor Dr. Glynn Tonsor and tools like the Meat Demand Monitor to show how demand ensures long term profitability on the ranch.

- **Demand vs. Consumption — Why the Difference Matters**

- Consumption = how much beef is eaten.

- Demand = how much consumers are willing to buy at different prices of beef.

It's common to hear these two terms used interchangeably, but they're not the same. While consumption can tell us the volume of beef people are eating, it doesn't tell us how much they're willing to pay (and by extension total beef expenditures), and that's the number that really influences the market.

Demand is the more powerful measure because it captures both volume (lbs) and value (\$/lb). It reflects how much beef consumers buy and the price they're willing to pay. When demand is high, it means consumers are not just eating beef; they're choosing it on purpose, even when it costs more. That kind of willingness to pay is what supports strong cattle prices.

Dr. Tonsor explains this using a blue jeans analogy. "If you walk into a store planning to buy one pair of jeans, but you spot a buy-one-get-one-free deal and leave with two pairs, your consumption doubled, but your demand didn't change," he said. "You simply bought more than originally planned because the price was lower than anticipated. Now flip that — if you went in planning to buy one pair and left with two at full price because you liked the fit and quality, that's true demand growth. You valued the product enough to pay more for it."

That's why consumption data alone can be misleading. There could be millions of pounds of beef sold, but if it was all discounted to quickly move through the system, it's not likely helping producers' bottom lines, as total industry dollars have likely not grown. That's why the Beef Checkoff uses demand as an indicator for a successful, profitable industry.

- **Demand's Power** — Last year offered a clear example of how powerful consumer demand can be. In 2024, beef production was essentially flat, up just 0.1 percent, with no major shifts in slaughter numbers or carcass weights. Yet fed cattle prices rose 6.6 percent, and feeder cattle prices jumped 15.6 percent.⁵ This fact can be attributed in part to stronger consumer beef demand.

Taking it a step further, research conducted by Ph.D.s Melissa McKendree, Glynn Tonsor, Ted Schroeder, and Nathan Hendricks estimated how much cattle prices respond to changes in retail beef demand:

- 1 percent increase in demand boosts fed cattle prices by 1.52 percent.⁶

- It also boosts feeder cattle prices by 2.48 percent.⁶

Using that math, 2024's 6.7 percent rise in beef demand⁶ translates into a:

- 10.2 percent increase in fed cattle prices.

- 16.6 percent increase in feeder cattle prices.⁵

"This model helps us put real numbers behind the value of demand growth," Tonsor said. "It shows just how much of a per head return is tied to what consumers are willing to pay at retail."

In short, if demand hadn't grown, both fed and feeder cattle prices in 2024 likely would have been 10 percent lower or more.⁶

- **What's Driving Demand Today?** What's behind this rise in demand? Two major factors, according to the Meat Demand Monitor (MDM), co-funded by the Beef Checkoff, which surveys 3,000 U.S. residents every month:

1. **Taste** — Consistently, taste is the number one reason consumers choose beef.

In April 2025:

- 58 percent of respondents said taste was a top driver.⁷

- Only 13 percent said it was a low priority.⁷

The U.S. cattle industry has responded by improving carcass quality over the past two decades. Rates of Prime and upper 2/3 Choice have increased, giving consumers a more consistent, flavorful eating experience. The Beef Checkoff reinforces this effort with targeted consumer campaigns and influencer partnerships that spotlight beef's superior taste and eating experience.

2. **A "Pro-Protein" Culture** — The broader American public has been leaning toward protein rich diets. Vegan and vegetarian diets are declining, according to MDM data. Additionally, MDM data shows demand for plant based alternatives peaked in 2021 and has steadily declined since.

"This hasn't been a headwind for beef," Tonsor said. "Beef demand has continued to grow despite more availability of these products."

- **What About Sustainability?** Negative reports about the environmental impact of agricultural practices can sometimes circulate in news outlets, often causing producers to feel anxious and defensive. Still, MDM data shows environmental impact ranks much lower as a driving point for consumer purchasing decisions. In April, only 12 percent of respondents listed environmental impact in their top four drivers, while 65 percent put it in the bottom four.⁷

Dr. Tonsor emphasizes that broad demand is still being driven by eating experience, price, and freshness, not claims about sustainability. While sustainability may not be a leading purchase driver, the Beef Checkoff continues to highlight producers' environmental stewardship through national campaigns showcasing responsible grazing, water conservation, and habitat preservation. These campaigns remind consumers that raising beef and caring for the land go hand in hand.

- **Does the Beef Checkoff Make an Impact?** In comparison to

other commodity checkoffs, the Beef Checkoff collection amount has not changed since its inception — \$1 per head on the sale of live domestic and imported cattle. With inflation, the economic purchasing power of \$1 today is not the same as it was in 1985. In response, Beef Checkoff efforts have had to adjust. For example, instead of airing beef ads on traditional broadcast channels, ads now run on Connected TV platforms like Hulu and YouTube, where they reach urban consumers most likely to be influenced.

“Beef Checkoff efforts often out punch their weight,” Tonsor said. “The programs help drive value well beyond the size of the investment.”

In today’s complex, fragmented market, where consumer preferences vary by age, region, and income, demand growth is not something to take for granted. It’s something that must be earned and protected with every dollar and every message. That’s why the Beef Checkoff remains focused on doing exactly that — driving demand through research, promotion, and education to keep beef front and center on the plate.

Why Producer Communications Matter. While reading The Drive or seeing Beef Checkoff posts on social media, some producers may ask themselves the question — Why does the Beef Checkoff use funding to communicate with producers, especially when we already support beef?

It’s a fair question. The answer? A small portion of Beef Checkoff dollars is dedicated each year to the Producer Communications program. For every head of cattle sold, the Checkoff collects \$1 as an investment to drive beef demand through promotion, research, and education. And as they would expect from any investment, producers of all operational sizes and industry sectors, and importers deserve to be informed about how their dollars are working for them.

• **What Is Producer Communications?** Producer Communications is a series of platforms and projects that allows the Cattlemen’s Beef Board to share Beef Checkoff program results, updates, and opportunities with the people who make it possible — beef farmers and ranchers. That includes The Drive printed newsletter and e-newsletter, The Drive in Five video series, social media, website, in-person events, and connecting with national, regional, and local industry news publications and websites.

These efforts help the Beef Checkoff be as transparent and accessible as possible about Beef Checkoff funds and the programs in which they’re invested.

In the FY2025 budget, only 4.3 percent of national Beef Checkoff dollars are dedicated

to the Producer Communications program.

• **Why it Matters** — “I hear the questions that my fellow producers have about the Beef Checkoff and how their dollars are being spent,” said Steve Springer, Wisconsin producer and CBB member. “I get it; you wouldn’t put money in a stock or mutual fund without expecting regular updates on your investment’s performance.”

The Producer Communications program not only shares information — it also serves as a vital feedback loop for the Cattlemen’s Beef Board (CBB) to better understand producer concerns, interests, and educational needs. Throughout the year, local and national surveys are conducted to gauge producer sentiment, gain insight into their operations, and identify the challenges they face. This feedback helps guide the direction of future Beef Checkoff programs, inform funding decisions, and shape content for newsletters and social media. In addition, the CBB regularly engages with agricultural organizations and state beef councils through meetings and discussions to gather input and strengthen relationships across the industry.

New Research Finds Unprocessed Red Meat Has No Effect on Obesity and Related Diseases. Recent study challenges longstanding public health assumptions about unprocessed beef. Recent Beef Checkoff funded research adds to a growing body of evidence reinforcing the important role fresh beef plays in a healthy, sustainable diet. Animal sourced foods, such as red meat, are often assumed to be associated with obesity risk. However, Texas Tech University researchers conducted a comprehensive analysis of available research on the relationship between unprocessed red meat intake and obesity, finding no significant effect of such intake on weight gain or related metabolic issues in adults.

“Beef contains high quality protein and other essential nutrients, and people enjoy this key source of nourishment — yet they’re often

Checkoff News continued on the next page

“As president of the Duplin County Cattlemen’s Association and a fellow cattleman, I encourage you to take five minutes of your time to speak with Donna Byrum. She introduced me to a program that I knew nothing about, and within six months she was on my doorstep with a check. The PRF program has been a blessing amid the changing climate and different extremes that all our farming operations have experienced.”

~ Joey Carter

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discouraged from consuming red meat based on recommendations primarily driven by observational evidence,” noted the lead researcher, Nikhil V. Dhurandhar, Ph.D., chair of the Department of Nutritional Sciences and associate dean for innovation for the College of Health & Human Sciences. “Our study is the first to fully review the totality of causative evidence, which shows no protective or adverse effect of unprocessed red meat intake on obesity.”

Dhurandhar explains that previous related studies are based primarily on observational data, which often rely on self-reported dietary and lifestyle information that can be inaccurate and confound study results and conclusions. Instead, the researchers used rigorous research methods by conducting a systematic review and meta analysis of 19 human clinical trials. They focused solely on studies that determined the effect of direct feeding of unprocessed red meat to participants rather than studies that used self reported data. The result is the most comprehensive evaluation of red meat intake and obesity to date, according to Dhurandhar.

“Protein rich foods, such as beef, may improve satiety and fullness, which can help support lifestyle and dietary behaviors that promote weight loss and healthy weight maintenance,” Dhurandhar added. “However, the stigma surrounding unprocessed red meat’s role in obesity may keep many from consuming red meat, thus missing out on key benefits that may be important for weight loss and management. This study offers a complete view of the research, so clinicians and consumers can make informed decisions about the role of unprocessed beef in healthy lifestyles.”

To access the full study, visit <https://onlinelibrary.wiley.com/doi/10.1002/oby.24322>.

This research was funded by the National Cattlemen’s Beef Association (NCBA) and the Texas Beef Council (TBC), contractors to the Beef Checkoff. NCBA and TBC were not involved in the study design, data collection and analysis, or publication of the findings.

For more about the latest Beef Checkoff efforts, visit BeefItsWhatsForDinner.com.

References

¹Learn more about the Beef Checkoff Culinary Center at beefboard.org/2024/05/01/savoring-success/.

²*Grocery Transformed: 2021 Market Insights and Projections Report.*

³Data supplied by USDA/FAS, USDA/NASS fed slaughter, USMEF.

⁴Data supplied by the U.S. Meat Export Federation

⁵Livestock Marketing Information Center, 2024 Fed and Feeder Cattle Market Summary (5–Market Average and 7–800# Southern Plains data)

⁶McKendree, M.G.S., Tonsor, G.T., Schroeder, T.C., & Hendricks, N.P. (2020). Quantifying the Impacts of U.S. Beef Demand Determinants on Cattle Prices. *American Journal of Agricultural Economics*. <https://doi.org/10.1093/ajae/aaz034>

⁷Tonsor, G.T. (2025, April). Meat Demand Monitor – April 2025. Kansas State University. Retrieved from <https://agmanager>.

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About the Beef Checkoff. The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50¢ on the dollar and forward the other 50¢ per head to the Cattlemen’s Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

About NCBA, a Contractor to the Beef Checkoff. The National Cattlemen’s Beef Association (NCBA) is a contractor to the Beef Checkoff Program. The Beef Checkoff Program is administered by the Cattlemen’s Beef Board, with oversight provided by the U.S. Department of Agriculture.

2025 Tri-County Livestock and Pasture Management Field Day

Come out and join us for a great day of learning on September 24! The 2025 Tri-County Pasture and Livestock Management Field Day rotates into Durham County this year. Soil and Water Conservation Districts and Cooperative Extension offices from Durham, Orange, and Person counties have a full day of terrific pasture and livestock topics lined up for you. No matter what species you raise, you’ll find something useful at this field day.

We will be at Lowell Valley Farm in northern Durham County. Registration for this FREE event begins at 8:30 a.m., with the program starting at 9:00 a.m. We will rotate through two stations in the morning and the other two stations after lunch. We should conclude around 3:00 p.m. Lunch will be provided to those who register. Attendees are encouraged to bring a chair if standing for long periods of time is difficult and for use during lunch. We’ll also provide snacks and water so everyone can stay hydrated. It is late September, after all.

Topics include fall armyworms, multi-species grazing, hay analyses and ration balancing, and drone use for spraying and seeding. Agribusiness vendors will have booths on site to help you with services and products. Register by September 17 for this great educational event. Pesticide and animal waste credits are pending. Register at <https://go.ncsu.edu/2025-tri-county-field-day>.

Durham - Orange - Person 2025 Tri-County Pasture Field Day

FREE
Workshop
and Lunch

Register online by September 16, 2025
<https://go.ncsu.edu/2025-tri-county-field-day>

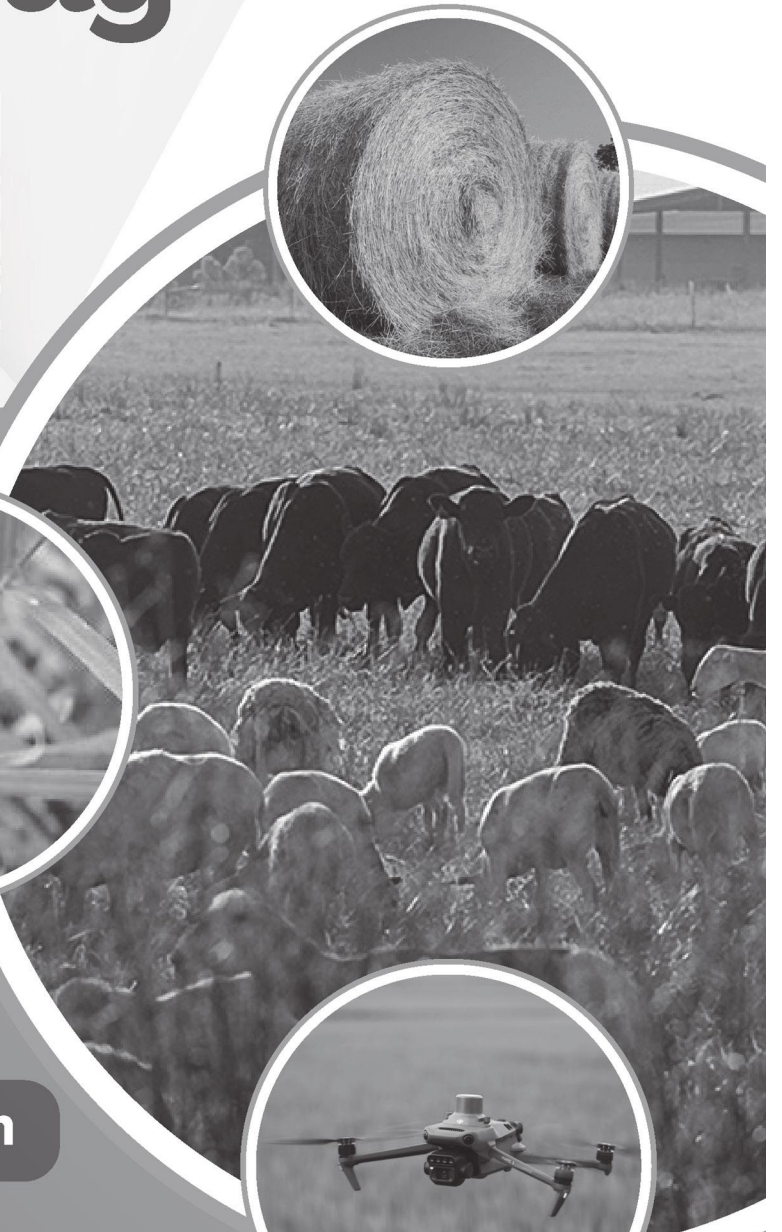
Or

call your local Soil & Water Conservation District:
Durham **919-560-0558**; Orange **919-245-2750**;
Person **336-599-0284**



Topics:

-  Drones
-  Multi-Species Grazing
-  Hay Quality (sampling, nutrients, and rations)
-  Armyworms



Wednesday, September 24, 9am to 3pm

**Lowell Valley Farm
10542 South Lowell Rd.
Bahama, NC 27503**

ORGANIZERS



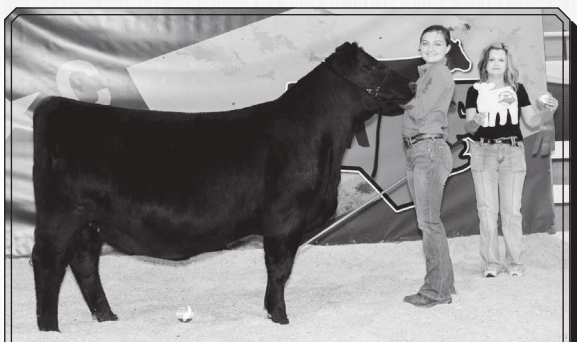
***Pesticide and Animal Waste Credits will be available for anyone who pre-registers and attends the entire event.

***For accommodations related to disabilities, contact Durham Soil and Water at (919) 560-0558 at least 10 days prior to the event.

2025 N.C. JUNIOR BEEF ROUND-UP RESULTS



Grand Champion All Other Breeds Female & 5th Overall Female, shown by Nate Bowman



Reserve Champion Angus Female, shown by Rylea Suddreth



Grand Champion Charolais Female & Supreme Overall Female, shown by Trey Davis



Reserve Champion All Other Breeds Female, shown by Rylea Suddreth



Grand Champion Belted Galloway Female, shown by David Corn



Reserve Champion Charolais Female, shown by Hope Latta



Grand Champion Angus Female & Reserve Supreme Overall Female, shown by Ky Alford



Reserve Champion Belted Galloway Female, shown by Isabella Honeycutt



Grand Champion Commercial Female & 3rd Overall Female, shown by Trey Davis

Photos provided by *Mel's Media Solutions*



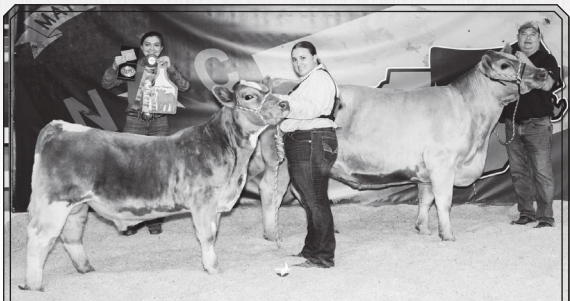
Reserve Champion Commercial Female, shown by Ky Alford



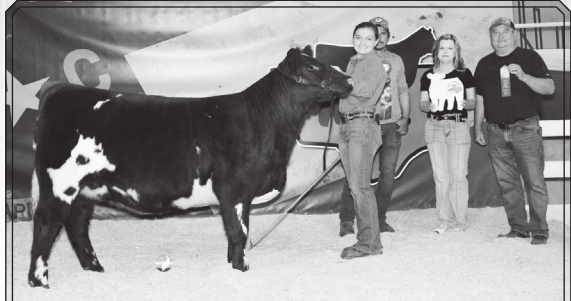
Reserve Champion Santa Gertrudis Female, shown by Madeline Allen



Grand Champion Percentage Simmental Female, shown by Cullen Joines



Grand Champion Commercial Cow/Calf Pair, shown by Rylea Suddreth



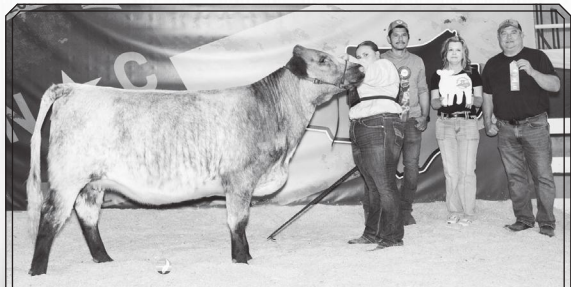
Grand Champion Shorthorn Female, shown by Rylea Suddreth



Reserve Champion Percentage Simmental Female, shown by Cooper Joines



Grand Champion Hereford Female, shown by Ansley Gee



Reserve Champion Shorthorn Female, shown by Rylea Suddreth



Grand Champion Market Steer, shown by Oakley Galloway



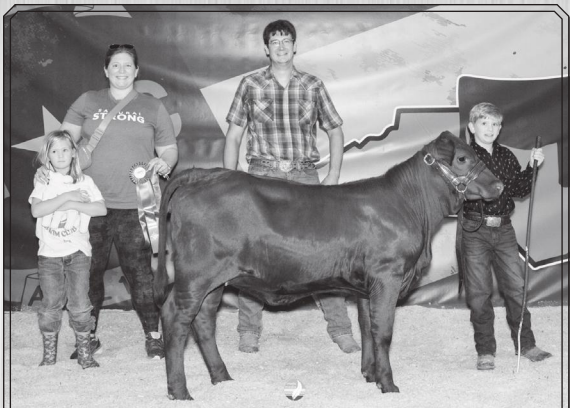
Reserve Champion Hereford Female, shown by Sedona Sifford



Grand Champion Simmental Female & 4th Overall Female, shown by Ella Miller



Reserve Champion Market Steer, shown by Sedona Sifford



Grand Champion Santa Gertrudis Female, shown by Robbie Sherrill



Reserve Champion Simmental Female, shown by Reid Johnson

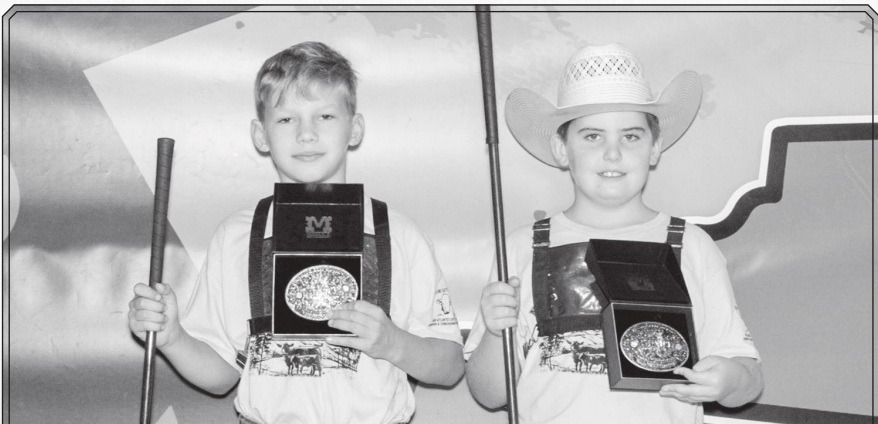
Rounding Out Summer at the N.C. Junior Beef Round-Up

The N.C. Junior Beef Round-Up brought together youth from across the region to compete, learn, and connect through a shared passion for the cattle industry. From the show ring to educational contests, participants demonstrated skill, sportsmanship, and dedication that inspire confidence in the future of our industry.

With summer winding down and school just around the corner, this was the perfect way to round out the season. Evening family socials and a lively night of Ag Olympics were crowd favorites, adding laughter and camaraderie to the weekend. Sunday morning began with a heartfelt devotion led by one of our junior members,

which served as a reminder of the values that ground and guide our cattle community, and concluded with recognizing juniors receiving the prestigious Jim Butler Awards.

This event would not be possible without the generous support of our dedicated sponsors, staff from N.C. Cooperative Extension, including livestock agents in the western region and the state youth livestock specialist and his team, the N.C. Department of Agriculture's Livestock Marketing and Veterinary Division, and the many volunteers who made the weekend a success. Thank you for investing in our youth and helping create experiences that will last a lifetime.



Novice Showmanship Reserve Champion - Chap Alford (left),
Novice Showman Grand Champion - Trey Davis (right)



Intermediate Showmanship Reserve Champion - Ky Alford (left)
Intermediate Showmanship Grand Champion - Ella Miller (right)



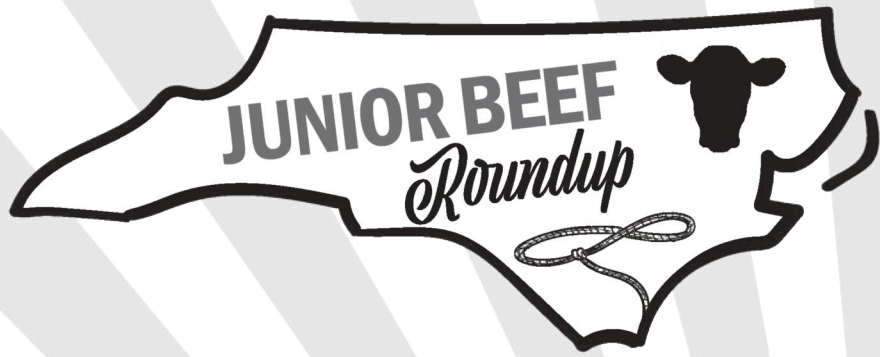
Junior Showmanship Grand Champion - Grace Starcher (left),
Junior Showmanship Reserve Champion - Ansley Gee (right)



Senior Showmanship Reserve Champion - Abigail Miller (left),
Senior Showmanship Grand Champion - Rylea Suddreth (right)



WNC Dairy Project Steer Show Participants



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Purina Animal Nutrition Unveils Second Edition of the Beef-on-Dairy Industry Report. *Industry leading experts provide valuable insights for stakeholders in the beef-on-dairy sector.* Purina Animal Nutrition has unveiled the second edition of its *Beef-on-Dairy Industry Report*, offering producers an in-depth look at the evolving role of beef-on-dairy cattle in the U.S. beef supply chain.

The updated report features the latest data, market analysis, and research backed practices for improving beef-on-dairy outcomes from genetics and nutrition to on-farm management and marketing strategies.

Contributors include leading experts Patrick Linnell of CattleFax; Dr. Ruth Woiwode of the University of Nebraska-Lincoln; Dr. Michael Steele of the University of Guelph; Dr. Ty Lawrence of West Texas A&M University; Dr. Daniel Thomson of Production Animal Consultation, LLC; Bruce Cobb of Certified Angus Beef; and industry consultant Nevil Speer, alongside Purina Animal Nutrition and Land O'Lakes experts Dr. Tom Earleywine and Laurence Williams.

“Beef-on-dairy cattle now account for 12–15 percent of fed cattle slaughter, creating a steady source of quality beef at a time when native beef numbers are tight,” says Laurence Williams, beef-on-dairy development for Purina Animal Nutrition. “With intentional genetics, nutrition, and management, this group of cattle can deliver consistent quality to consumers while adding lasting value throughout the supply chain.”

The *Beef-on-Dairy Industry Report* can be downloaded at purinamills.com/dairy-beef.

Purina CX8 Additive Technology Unlocks Reproductive Potential in Beef Cattle. *New nutritional additive technology delivers eight proven technologies to enhance fertility, improve first service conception rates, and support healthy pregnancies.* Purina Animal Nutrition is driving the success of reproductive health in beef cattle through the launch of CX8, an additive technology designed to optimize reproductive performance for beef producers utilizing advanced reproductive technologies such as artificial insemination, embryo transfer, and semen collection.

Purina’s value added solutions empower beef cattle producers and nutritionists to unlock the full genetic and productive potential of their herds through precision nutrition and expert guidance. Purina CX8 additive technology incorporates eight nutritional components positively impacting rumen fermentation, trace mineral and energy utilization, and oxidative stress, which optimizes fertility, increases first service conception, and maintains a healthy pregnancy during the gestation period.

“In research completed at the Purina Animal Nutrition Center, in a well managed herd, improvements in first service artificial insemination protocols determined mature cows saw an increase in first conception rates while consuming CX8 30 days before breeding and 90 days after conception,” said Ted Perry, Director of Beef Technical Services. “With the current cattle market, this data shows the opportunity to improve reproductive performance, making every minute and dollar spent count during breeding season.”

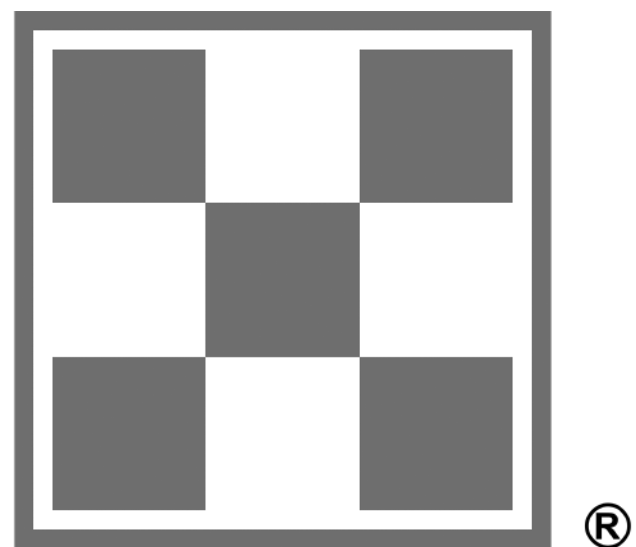
How to Use CX8? It is recommended to feed CX8 30 days before artificial insemination, embryo collection from donor cows or embryo transfer into recip females, and natural service conception

protocols. Continue feeding CX8 90 days following initiation of breeding. For bulls, it is recommended to feed CX8 at least 60–90 days before semen collection. For natural service breeding programs, feed CX8 60–90 days prior to bull turnout and continue feeding through the breeding season.

CX8 is designed to be fed at 1 lb/head/day. It can be hand fed to cattle daily or incorporated into a total mixed ration designed to deliver 1 lb of CX8 daily to cattle. Cattle consuming 1 lb of CX8 daily will receive equivalent mineral and vitamin supplementation as they would if consuming 4 oz. daily of Purina Wind and Rain All Seasons 7.5 CP ProCycle mineral.

Don’t leave conception to chance. Ask your Purina representative about adding Purina CX8 Additive Technology to your cattle nutrition program today.

About Purina Animal Nutrition. *Purina is a national organization serving producers, animal owners and their families through more than 4,700 local cooperatives, independent dealers and other large retailers throughout the United States. Driven to unlock the greatest potential in every animal, the company is an industry-leading innovator offering a valued portfolio of complete feeds, supplements, premixes, ingredients, and specialty technologies for the livestock and lifestyle animal markets. Purina Animal Nutrition is headquartered in Arden Hills, Minn., and a wholly owned subsidiary of Land O'Lakes, Inc. For more information, visit www.purinamills.com.*



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UPDATE!

Register Today for CattleCon

2026. Annual Event Heads to Downtown Nashville for the First Time. It's time to find those

dancin' boots and get ready to enjoy the sights, sounds, and flavors of the "songwriting capital of the world." Registration is now open for CattleCon 2026, which will be held for the first time in downtown Nashville, Tennessee. Music City Center, home of CattleCon 2026, is walking distance from well known attractions like Lower Broadway,

the Ryman Auditorium, the Country Music Hall of Fame and Museum, the Johnny Cash Museum, and so much more.

Don't get distracted by the many honky tonks in the heart of Nashville, because education will be a primary focus during the event. A new highlight is that all registration options include access to Cattlemen's College education sessions and demonstrations. Attendees can also look forward to a variety of other educational opportunities, including the CattleFax Outlook Seminar, consumer insights session, and industry updates.

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all CattleCon 2026 attendees,” said Buck Wehrbein, National Cattlemen’s Beef Association president. “We have made the 2026 event one not to be missed.”

Pre-convention activities begin on February 2 with the D.C. issues update, regional meetings, and policy committee meetings. CattleCon 2026 officially kicks off on February 3 and will feature two time Daytona 500 and NASCAR champion Dale Earnhardt Jr., as well as the winner of the NCBA National Anthem Contest performing the Star Spangled Banner.

The Prime Cut Awards Ceremony will recognize industry leaders, including the 2025 Environmental Stewardship Award Program national recipient and Beef Quality Assurance award winners. The Cattle Feeders Hall of Fame Banquet will celebrate those who contribute to the ongoing success of the cattle feeding industry.

The general session on Wednesday will feature New York Times bestselling author Jon Acuff. Wednesday night’s event will be at Category 10, the home of Luke Combs, featuring southern bites and entertainment by Paul Bogart. Cowboy’s Night at the Ryman Auditorium on Thursday will bring the Grand Ole Opry back to its historic roots as country music fills the air. Post convention tours will round out the week.

More than seven acres of the NCBA Trade Show will provide plenty of room to engage with exhibitors, listen to educational sessions, and enjoy entertainment and daily receptions. In addition, the cattle industry will be hard at work guiding both Beef Checkoff and NCBA policy programs. The National Cattlemen’s Beef Association, the Cattlemen’s Beef Board, American National CattleWomen, CattleFax, and the National Cattlemen’s Foundation will hold annual meetings during the event.

Getting to Nashville is easy with discounted flights on United, a registration payment plan, and free Thursday registration for FFA and 4-H members. Cattle producers attending CattleCon 2026 are also eligible to apply for the Rancher Resilience Grant, which provides reimbursement for registration and up to three nights hotel. For more information and to apply, visit www.ncba.org/producers/rancher-resilience-grant.

Boot scootin’ boogie over to convention.ncba.org to register and reserve housing today.

S.C. Cattle Receipts, Trends, and Prices for the Month of JULY 2025

Cattle Receipts: 7,462 • Previous Month: 7,716
Feeder supply - 27% steers • 41% heifers • 32% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,384	\$163.13
Boner	1,200	\$162.14
Lean	1,024	\$148.17
Bulls - Yield Grade 1-2	1,572	\$184.03

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	415	393.45	\$1,632.82
450-500	466	380.82	\$1,774.62
500-550	520	361.71	\$1,880.89
550-600	569	346.68	\$1,972.61
600-650	622	332.43	\$2,067.71
650-700	676	321.24	\$2,171.58

FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	421	389.69	\$1,640.59
450-500	471	369.79	\$1,741.71
500-550	516	353.43	\$1,823.70
550-600	559	341.66	\$1,909.88
600-650	619	327.02	\$2,024.25
650-700	661	313.50	\$2,072.24

FEEDER HEIFERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	420	357.73	\$1,502.47
450-500	466	350.05	\$1,631.23
500-550	521	330.32	\$1,720.97
550-600	568	325.49	\$1,848.78
600-650	620	306.16	\$1,898.19
650-700	660	295.56	\$1,950.70

Source: S.C. Dept. of Agriculture - USDA Market News Service, Columbia, S.C. - 803-737-4491



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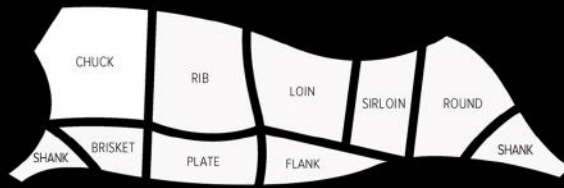
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AND RECOMMENDED COOKING METHODS

CHUCK		RIB		LOIN		SIRLOIN		ROUND		INGREDIENT CUTS	
Arm Chuck Roast 	Cross Rib Chuck Roast 	Prime Rib Roast 	Porterhouse Steak 	Top Sirloin Steak LEAN 	Top Round* LEAN 	Kabobs* 					
Arm Chuck Steak 	Shoulder Roast LEAN 	Ribeye Steak, Bone-In 	T-Bone Steak 	Top Sirloin Petite Roast LEAN 	Top Round Steak* LEAN 	Stew Meat 					
Blade Chuck Roast 	Shoulder Steak* LEAN 	Back Ribs 	Strip Steak, Bone-In LEAN 	Top Sirloin Filet LEAN 	Bottom Round Roast LEAN 	Strips 					
Blade Chuck Steak* 	Ranch Steak LEAN 	Ribeye Roast, Boneless 	Strip Steak, Boneless LEAN 	Coulotte Roast 	Bottom Round Steak* LEAN 	Cubed Steak 					
7-Bone Chuck Roast 	Flat Iron Steak 	Ribeye Steak, Boneless 	Strip Petite Roast LEAN 	Coulotte Steak LEAN 	Bottom Round Rump Roast LEAN 	Ground Beef and Ground Beef Patties 					
Chuck Center Roast 	Top Blade Steak 	Ribeye Cap Steak 	Strip Filet LEAN 	Tri-Tip Roast LEAN 	Eye of Round Roast LEAN 	Shank Cross-Cut LEAN 					
Denver Steak 	Shoulder Petite Tender LEAN 	Ribeye Petite Roast LEAN 	Tenderloin Roast LEAN 	Tri-Tip Steak LEAN 	Eye of Round Steak* LEAN 	Tenderloin Tips 					
Chuck Eye Roast LEAN 	Shoulder Petite Tender Medallions LEAN 	Ribeye Filet LEAN 	Tenderloin Steak (Filet Mignon) LEAN 	Petite Sirloin Steak 	BRISKET		PLATE & FLANK				
Chuck Eye Steak 	Short Ribs, Bone-In 	KEY TO RECOMMENDED COOKING METHODS		Sirloin Bavette Steak 	Brisket Flat LEAN 	Inside Skirt* 					
Country-Style Ribs 	Short Ribs, Bone-In* 	<p>KEY TO RECOMMENDED COOKING METHODS</p> <ul style="list-style-type: none"> Grilling Oven Roasting Stewing Braising Skillet-to-Oven Stir-Fry Broiling Skillet Cooking Pressure Cooking Indirect Grilling Smoking <p>*Marinate before cooking for best results</p>		Brisket Point 	Flank Steak* LEAN 						
<p>Funded by Beef Farmers and Ranchers</p> <p>© 2021 Cattlemen's Beef Board and National Cattlemen's Beef Association ARMSF</p>				Short Ribs, Bone-In* 	<p>LEAN</p> <p>These cuts meet the government guidelines for lean, based on cooked servings, visible fat trimmed.</p> <p>A cut of cooked fresh meat is considered "lean" when it contains less than 10 grams of total fat, 4.5 mg of cholesterol per 100 grams (3 1/2 oz) and per RACC (Reference Amount Customarily Consumed), which is 85 grams (3 oz).</p>						

The CEO's Corner



Dairy Maintains Momentum Through Turbulence

By GREGG DOUD, *National Milk Producers Federation*

It doesn't really need to be said, because evidence is everywhere. But it's worth repeating, in light of how easy it is to lose focus among turbulence in labor, trade, and politics — dairy's future is incredibly bright.

Any skepticism toward that idea can quickly be countered with about 10 billion reasons. That's the dollar amount of investments in new dairy processing capacity that's coming online between 2023 and 2026, according to an NMPF analysis. Ultimately, these investments are an investment in the U.S. dairy farmer.

From Washington state to Georgia, manufacturers are placing their bets on increased consumer demand for dairy products. State-of-the-art facilities are promising to put affordable, nutritious dairy foods on store shelves and dinner plates in the United States and around the world. The processing growth is creating new outlets for dairy farm production, a tide that lifts all boats across the industry.

And the realization that growing consumer demand isn't just a forecast — it's current reality.

U.S. fluid milk consumption rose last year for the first time since 2009. Milk's market share versus plant based imposters continues to rise (as if nut drinks were ever truly a threat in the first place).

Cottage cheese has emerged as the go-to snack food for Generation Z.

And per capita overall U.S. dairy demand continues at levels last seen in the 1950s.

All that is a tribute to the fact that, even with all the diet diversification since then, dairy remains a bedrock of American

diets, accessible to all, affordable, and trusted. It's also a tribute to the industry's vision and how long term producer investment in the dairy checkoff has encouraged innovation in new research, technologies, and products.

Overseas sales remain a bright spot for the industry as well. That may seem surprising, given all the headlines of volatility in global trade as the U.S. tries to reset global commerce. But it's true: In 2025 through May, the value of U.S. dairy exports was \$3.873 billion, 13 percent higher than the same period last year, when they were \$3.422 billion.

That's a powerful testament to the resilience of U.S. dairy producers and exporters who work around the clock, managing and building relationships that are being heavily tested this year. While overall year-to-date sales volumes are slightly down, and Chinese retaliatory tariffs have heavily weighed down sales to that market, higher value products like high protein whey products have grown 8 percent by volume and 30 percent by value year-to-date. Similarly, U.S. cheese exports are up 7 percent by volume and 18 percent by value when compared to 2024 exports through May.

Recent progress in new trade deals with trade partners such as Indonesia also brings encouragement that eventually trade waters will calm, with new opportunities possible for U.S. dairy producers as the turbulence ebbs. Thank you, U.S. Dairy Export Council; thank you, NMPF member cooperatives; thank you, NEXT Program; and most of all, thank you, dairy farmers, for keeping this momentum going.

All this, of course, isn't meant to give short shrift to the significant challenges ahead. At NMPF we are well aware of the workforce challenges facing dairy farms as a nationwide crackdown on illegal immigration disrupts agricultural workforces. Current trade success so far doesn't mean policy upheaval can't damage or reverse progress, nor that export momentum will stay the same if new trade policies don't improve global access opportunities. And consumer confidence faces misinformation threats that only become more sophisticated.

But heading into August, when Congress goes back home and policymaking hits a temporary pause, we at NMPF couldn't be prouder to represent a growing, thriving industry — not one that's free from challenges, but one that meets the challenges at hand. Dairy's momentum becomes our momentum. That momentum is significant. It augurs well for the months and years to come.





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NEWS

U.S. Dairy Organizations Testify Before USITC on Global Policies Affecting Dairy Markets. National Milk Producers Federation (NMPF) and U.S. Dairy Export Council (USDEC) executive vice president for policy development & strategy, Jaime Castaneda and senior vice president for global economic affairs, Will Loux testified recently before the U.S. International Trade Commission (USITC) on the need for the U.S. government to hold trading partners accountable for policies that disrupt global markets for nonfat milk solids products and harm U.S. dairy producers and exporters. Chief among those concerns were Canadian dairy policies.

Throughout the hearing, Castaneda and Loux highlighted how trade distorting policies and subsidies from Canada, India, Turkey, the European Union, and others have driven artificially low priced exports from those competitors onto global markets, undercutting U.S. producers. The remarks complemented a set of in-depth comments filed on July 16.

“The U.S. is an extremely competitive player in world dairy markets,” said Castaneda. “However, Canada’s actions are one of the major policy factors undermining fair competition in those markets. We encourage this investigation to include a focus on the full breadth of trade distorting policies that Canada and other major suppliers employ that can undercut U.S. producers and exporters. It is critical that the U.S. takes steps to curb these anticompetitive practices during the 2026 USMCA review process.”

The hearing was part of an ongoing USITC investigation into the global nonfat milk solids market and export competitiveness. As requested by the U.S. Trade Representative, the inquiry and subsequent report will analyze government policies and programs that Canada and other major suppliers maintain that affect the production and exports of nonfat milk solids products from major dairy producing countries. NMPF and USDEC have been urging the U.S. government to take steps to address Canada’s continued attempts to circumvent its trade commitments that were intended to limit the offloading of artificially low priced dairy proteins onto the global market. USTR’s initiation of this investigation was a key step in that direction.

“Canada’s exports of protein concentrates and isolates have more than doubled since the implementation of USMCA,” said Loux in his remarks. “India’s subsidized SMP exports were as high as 45,000 metric tons in 2021 and were sold at a 10 percent discount compared to the global average. Turkey’s whey exports — which have quadrupled in the last two years by selling at roughly half the global average — are increasingly moving beyond the Middle East and into critical export markets for U.S. manufacturers, including

Southeast Asia and China. It is essential that the United States push back against dishonest trade practices and ensure that U.S. dairy producers can compete on a level playing field around the world.”

USITC is scheduled to submit its report to USTR by March 23, 2026.

Complementing this effort, NMPF and USDEC are dedicated to working with the Administration and Congress to leverage the investigation’s findings through the 2026 USMCA Review process to ensure that U.S. dairy producers are delivered the market access they were promised and fully benefit from the agreement moving forward.

NMPF Looks Ahead After Securing Farm, Tax Policy Wins. NMPF is building momentum on other major policy areas now that significant tax and agriculture legislation has passed Congress, with a focus on whole milk and farm workforce needs.

The Whole Milk for Healthy Kids Act has a chance for Senate floor action, having already passed through the Senate Agriculture Committee. The bill would provide schools with the option of serving whole and 2% milk in addition to the 1%, fat free, and flavored options currently offered. Whole and 2% milk are the most consumed varieties at home and offer the same 13 essential nutrients, including protein, calcium, and vitamin D, as lower fat varieties.

Senators Roger Marshall (R-Kan.) and Peter Welch (D-Ver.), the bill’s lead Senate sponsors, are working to pass the measure in the Senate by unanimous consent, a maneuver that saves time and heads off potentially problematic amendments. House Agriculture Committee Chairman G.T. Thompson (R-Penn.), and Representative Kim Schrier (D-Wash.) are leading the bill in the House and are working to coordinate quick passage once it moves from the Senate to the House.

NMPF also continues to urge Congress to pass legislation that meets dairy’s unique agricultural workforce needs, an increasingly pressing challenge given stepped-up deportation activity.

Representative Thompson is developing legislation based on last year’s House Agriculture Labor Working Group report, which recommended improving dairy’s access to the H-2A ag visa program. NMPF is also seeking stabilization for current dairy farm workers and their families, potentially in line with President Trump’s recent comments recognizing the importance of farm workers to the work producers do to feed the country and care for their animals.

NMPF has also stepped up its public and member communication on agricultural labor. NMPF hosted a members only webinar offering guidance to farmers on immigration law on July 22. Meanwhile, Chief Veterinary Officer Meggan Hain had an opinion article on the

importance of a stable foreign born workforce to animal welfare that was published in the USA Today Network wire service on July 24.

Finally, Congress is likely to turn its attention to passing a slimmed down “Farm Bill 2.0” — items not included in the provisions of the tax legislation that included agriculture, including many programs traditionally handled in farm bills. The legislation will provide an opportunity to advance NMPF policy priorities that were unable to be included in the recent budget package, such as the bipartisan, bicameral SAFETY Act to direct USDA to partner with the U.S. Trade Representative to prioritize the protection of common food names like “parmesan” and “bologna” in international trade negotiations.

A slimmed down bill will build on the dairy policy wins in the One Big Beautiful Bill Act signed July 4, which included:

- Renewing the Dairy Margin Coverage (DMC) program through 2031; updating DMC’s production history calculation to be based on the highest production year of 2021, 2022, or 2023; and extending the ability for producers to receive a 25 percent premium discount for locking in their coverage for the duration of the bill;

- Providing mandatory funding for USDA to conduct mandatory dairy processing cost surveys every two years to provide better data to inform future make allowance conversations;

- Boosting the farm bill conservation baseline, resulting in increased long term funding for popular, oversubscribed programs like the Environmental Quality Incentives Program;

- Providing new trade promotion funding based on current programs that return well over \$20 in export revenue for every dollar invested in the programs; and

- Increasing funding for animal health programs that help to prevent, control, and eradicate animal diseases, such as the outbreak of H5N1 in dairy cattle.

The legislation also included several tax policy priorities for dairy farmers and the cooperatives they own.

- The bill made permanent the Section 199A deduction, enabling dairy farmer owned cooperatives to continue either passing the deduction back to their farmer owners or reinvesting it in their cooperatives.

- It also extended the Clean Fuel Production Tax Credit through 2029 to support the production of low carbon transportation fuels. The bill strengthens the credit by allowing the Treasury Department to establish specific emissions rates for fuels derived from dairy manure, with the goal of unlocking new revenue streams for dairy farmers who invest in methane digesters that reduce emissions.

NMPF Advocates for Industry Needs in Worldwide Trade Talks.

NMPF’s active engagement with key administration officials in the lead up to President Trump’s July 31 executive order establishing a new tariff system has helped create opportunities for dairy as deals across the globe take shape.

The order places reciprocal import tariffs on dozens of countries while maintaining the reciprocal tariff rate at 10 percent on all others. Several trade framework agreements were also announced prior to the order that may improve market access for U.S. dairy exporters.

The executive order sets country specific tariff rates ranging from 10 to 41 percent on a broad set of imports. Several key U.S. trading partners negotiated terms to secure 15–20 percent tariff rates under

bilateral arrangements, including the EU, Japan, Indonesia, the Philippines, South Korea, the UK, and Vietnam. Details on each are slim — with some having been announced solely via social media — yet most reference tariff reductions that would benefit U.S. agricultural exports.

Throughout these discussions, NMPF staff Jaime Castaneda and Shawna Morris, who served as Confidential Agricultural Trade Advisors to USTR and USDA, have provided extensive details and recommendations to U.S. trade negotiators on the importance of maintaining stable access to key export markets, avoiding retaliatory disruptions, reducing tariffs, and resolving nontariff trade barriers in specific markets.

NMPF joined USDEC in praising the framework agreement announced with Indonesia, which notably would eliminate Indonesia’s 5 percent dairy tariffs in a promising and growing market for U.S. dairy products and seeks to address nontariff barrier concerns with Indonesia’s lengthy facility registration process and threats to the use of common cheese names.

“We are pleased to hear this framework removes roadblocks to trade and will help grow dairy sales in one of the world’s most populous markets,” said Gregg Doud, president and CEO of NMPF, in the statement. “NMPF looks forward to reviewing the details of the agreement and working with the administration to ensure Indonesia upholds its end of the bargain.”

Separate negotiations are underway with countries on which the U.S. first began raising tariff rates: Mexico, Canada, and China. Mexico, the largest market for U.S. dairy, received a 90 day reprieve, allowing continued negotiations and uninterrupted trade at this time. Meanwhile, Canadian exports that are not USMCA compliant face a 35 percent tariff, which began August 2. Negotiations with China to avert a further hike in bilateral tariffs with that country are ongoing.

NMPF Flags Bad FDA Labeling Rules for HHS. NMPF filed comments on July 11 opposing FDA’s proposed front-of-pack labeling rule as well as two proposed plant based labeling guidance documents published in response to a Department of Health and Human Services request for information.

In its comments to HHS, NMPF states that FDA’s front-of-pack nutrition labeling scheme is a highly flawed and unlawful approach to educating consumers about food nutritional profiles. The proposed rule violates the First Amendment’s prohibition on certain compelled commercial speech by focusing solely on saturated fat, sugar, and sodium while ignoring the fact that dairy is a good or excellent source of 13 essential nutrients, NMPF states. The First Amendment requires compelled commercial speech to be factual, uncontroversial, and related to a substantial government interest. NMPF has repeatedly pointed out to FDA that the proposed front-of-pack nutrition labeling fails to meet these legal requirements, and therefore, the proposed rule must be revoked.

“The proposed Nutrition Info box compels food manufacturers to carry a subjective, government endorsed message that elevates three nutrients above all others, despite disagreement among

NMPF News continued from the previous page

nutrition experts and evolving science showing the importance of the complete food, especially in dairy products,” NMPF said in its comments. “We believe that compelling this messaging violates the commercial speech protections under the First Amendment.”

In its separate comments to HHS on plant based guidance, NMPF calls attention to two proposed documents — *Labeling of Plant based Milk Alternatives (PBMA)* and *Voluntary Nutrient Statements*, published in the Federal Register on February 23, 2023, and *Labeling of Plant Based Alternatives to Animal Derived Foods: Draft Guidance for Industry*, published in the Federal Register last January 7.

Eliminating these plant based labeling guidance documents directly aligns with HHS Secretary Robert F. Kennedy, Jr.’s mission of “making sure that providers and caretakers can focus on preventing and treating chronic diseases,” NMPF said in its comments. NMPF pointed to ample evidence that mislabeling has led to confusion among consumers regarding the nutritional deficiencies of plant based alternatives.

“These documents mislead consumers, distort public understanding of healthful eating, and are both unlawfully promulgated and otherwise unlawful on numerous grounds,” NMPF said.

HHS is considering these comments as part of its broader deregulatory initiative.

F DA Proposal Eliminates 18 Dairy Standards; NMPF Seeks Input.

The Food and Drug Administration proposed on July 16 to revoke 18 standards of identity (SOIs) for dairy products, concluding that these standards are no longer necessary to promote honesty and fair dealing in the interest of consumers. NMPF finds several of the changes problematic and is seeking member input on what to do next.

FDA, in its action, said it wants to get rid of three categories within the standards of identity rules — products no longer on the market, foods covered by different regulations, and combination foods. NMPF believes FDA’s analysis is wrong in some cases about products they claim are not in the marketplace.

“If these products are still being made and FDA takes them off the Standards of Identity list, then those foods can be made any way anyone wants, and they will be able to be called that food. That’s going to wind up with consumers getting things with no idea of what they’re getting,” senior vice president of regulatory & environmental affairs Clay Detlefsen said.

NMPF is asking its members to notify Detlefsen at cdetlefsen@nmpf.org whether their co-op still produces any of the products on FDA’s list and if losing the Standard of Identity will negatively affect their business. Based on that feedback, NMPF will determine whether to request a formal administrative hearing in addition to its written comments submitted by the September 15 deadline for the proposed rule.

F ARM Fosters Connections at Evaluator Conference. New World screwworm, the lingering effects of the H5N1 outbreak in dairy cattle, and foot-and-mouth disease in Europe all gained attention as the National Dairy Farmers Assuring Responsible Management (FARM) Program hosted its annual FARM Evaluator Conference,

July 14–16 in Green Bay, Wis., where evaluators compared notes and discussed best practices to encourage continuous improvement in the industry leading animal care initiative.

The conference, attended by more than 100 evaluators and staff, kicked off with a panel of previous FARM Excellence Award winners, sharing on-farm successes using the FARM Program pillars. The 2023 Evaluator of the Year winner and Associated Milk Producer, Inc. (AMPI) evaluator Jim Kauffman, who has conducted evaluations for AMPI since 2011, also shared tips and best practices when working with farmers to collect documentation and to identify improvement opportunities between evaluations.

Attendees also heard from subject matter experts on the latest science supporting industry best practices, ranging from topics such as vaccinations, conservation tools, and animal enrichment activities.

Day two included an update from a panel of animal health experts on emerging diseases affecting dairy cattle.

Dr. Burke Healy, with USDA-APHIS, discussed recent cases of New World screwworm near the southern border. Dr. Darlene Konkle provided an update on the response to the H5N1 outbreak in dairy cattle, and Dr. Elizabeth Parker discussed the recent foot-and-mouth outbreak in Europe and what we can learn from it. Evaluators also shared personal experiences undergoing the FARM Biosecurity training and using the FARM database to store biosecurity plans for producers.

B. Summary of the Major Provisions of the Proposed Rule

This action proposes to remove the following food standard regulations:

PART 131—MILK AND CREAM

- 131.111 Acidified milk
- 131.162 Acidified sour cream

PART 133—CHEESES AND RELATED CHEESE PRODUCTS

- 133.111 Caciocavallo siciliano cheese
- 133.116 Low sodium cheddar cheese
- 133.121 Low sodium colby cheese
- 133.125 Cold-pack cheese food with fruits, vegetables, or meats
- 133.127 Cook cheese, koch kaese
- 133.134 Cream cheese with other foods
- 133.140 Gammelost cheese
- 133.154 High-moisture jack cheese
- 133.164 Nuworld cheese
- 133.168 Pasteurized blended cheese with fruits, vegetables, or meats
- 133.170 Pasteurized process cheese with fruits, vegetables, or meats
- 133.174 Pasteurized process cheese food with fruits, vegetables, or meats
- 133.185 Samsøe cheese
- 133.186 Sap sago cheese

PART 135: FROZEN DESSERTS

- 135.115 Goat’s Milk Ice Cream
- 135.130 Mellorine

The annual conference began in 2016 to connect evaluators, industry allies, and on-farm experts to share current science and best management practices related to FARM Program pillars.

Evaluators are individuals trained and certified to conduct second party animal care, environmental stewardship, and workforce development evaluations on behalf of FARM cooperative and processor participants. Evaluators work with dairy producers to identify strengths and outline areas for improvement in all program areas.

The FARM Program is grateful for the many sponsors that made this year’s event possible. To learn more about this year’s conference and sponsors, visit the FARM webpage at nationaldairyfarm.com.

Trade Deal With Europe Must Deliver Real Change. NMPF and USDEC welcomed the release of the Joint Statement on United States–European Union Framework on an Agreement on Reciprocal, Fair, and Balanced Trade. U.S. dairy leaders stressed that America can no longer afford to tolerate Europe’s entrenched protectionism, which has cost U.S. dairy farmers billions and stifled real market access. The Framework provides an essential opportunity to address those harms to benefit American dairy farmers and manufacturers.

According to the White House, the new agreement would provide preferential market access for U.S. dairy products and commit to resolving certain non-tariff barriers, including streamlining requirements for dairy export certificates. Both elements are vital to improving transatlantic trade relations.

“U.S. farmers win when competition is fair, but there’s nothing fair about Europe’s system,” said Gregg Doud. “An agreement with the EU has the potential to unlock billions in new opportunities for American dairy. To get there, dairy exporters need to see market access opportunities into the EU mirror those the EU already enjoys when it ships butter, cheese, and other dairy products into the U.S. market. We look forward to working with the Administration to ensure the EU follows through on delivering results that farmers can see in their milk checks.”

Exports are a lifeline for American dairy farmers, processors, and the rural communities they support. But Europe has turned trade into a one way street. Trade that is reciprocal, fair, and balanced requires leveling the playing field for U.S. exporters, including ending the abuse of GIs as disguised protectionism and ensuring that EU tariffs and nontariff barriers do not shut out U.S. producers from selling products that are globally recognized and respected.

“This announcement is an important step in the right direction. America’s dairy farmers are done playing second fiddle in Europe’s rigged system,” said Krysta Harden, president and CEO of USDEC. “For too long, the EU has wielded tariffs and red tape, and misused geographical indications, as weapons to shut U.S. products out while European exporters enjoyed extensive access to our shelves. That imbalance has saddled us with a staggering \$3 billion dairy trade deficit in 2024 alone. We’re pleased that the Administration is working to finally address this imbalance of opportunity.”

About the National Milk Producer’s Federation. NMPF was organized in 1916 to provide a forum for dairy producers and the cooperatives they own to participate in public policy discussions. NMPF advocates policies to Congress, U.S. and foreign government agencies, industry organizations, the news media, and the public.

We use our unique resources to harness the ever changing climate in the politics and marketing of milk and dairy products from farm to table to promote the economic well being of dairy producers and their cooperatives through coordinated industry efforts.

NMPF addresses policies concerning milk pricing, domestic and international market development, agriculture credit and taxation, environmental issues, food safety and health, animal welfare, product standards and labeling, and research and biotechnology.

Our mission is to foster an economic and political climate in which dairy producers and the cooperatives they own can thrive and prosper. Achieving such success assures consumers of adequate supplies of wholesome and nutritious dairy products at affordable prices.

This helps improve the bottom line of the associate members who provide services to dairy producers and cooperatives that they represent. For more information, visit www.nmpf.org.

2025 SPOTLIGHT ISSUES SCHEDULE

Most of the breed associations in North and South Carolina have stepped forward and renewed their contracts for Spotlight sections in *The Carolina Cattle Connection* for 2025. If your breed is not featured as a Spotlight section and you would like to inquire on any open months please feel free to contact me. Below is the tentative schedule for the upcoming year.

2025 RESERVED SPOTLIGHT ISSUES

JANUARY	CHAROLAIS
FEBRUARY	FORAGES
MARCH	ANGUS
APRIL	PIEDMONTESE
MAY	BRAHMAN
JUNE	HEREFORD
JULY	-----
AUGUST	SIMMENTAL
SEPTEMBER	SANTA GERTRUDIS
OCTOBER	WAGYU
NOVEMBER	BRANGUS
DECEMBER	BRAUNVIEH

**For more information
about your breed’s Spotlight Issue, contact:**

THE CAROLINA CATTLE CONNECTION
2228 N. Main Street • Fuquay-Varina, NC 27526
919-552-9111 • mail@nccattle.com



Dairy Farmers of America

PRESIDENT'S REPORT

Why Agricultural Labor Reform Is Essential for U.S. Dairy

By DENNIS RODENBAUGH, *Dairy Farmers of America*

America's food security is a matter of national security, and the U.S. agricultural system behind it, which contributes over \$1 trillion to our economy, is at risk. Not from drought or disease, but from a persistent and deepening labor shortage that has reached a critical inflection point.

I was once a dairy farmer in the flatlands of western Kansas, in a rural county spanning 1,000 square miles — more than double the area of Los Angeles — but home to just 2,500 people and over 150,000 head of livestock. Like dairy farmers across the country, I offered wages and incentives that matched or exceeded those in construction and manufacturing, hoping to attract the traditional U.S. workforce. I soon learned what many others had already discovered — despite strong income opportunities, most U.S. workers had lost interest in rural dairy farm jobs decades ago. Due in part to labor challenges, I chose to exit dairy farming nearly 20 years ago. This situation was not unique. In fact, since then, more than 60 percent — over 38,000 — of U.S. dairy farms have permanently closed.

A century ago, nearly 1/3 of Americans lived on farms located near rural communities that offered abundant, experienced labor. Today, less than 2 percent of our population produces the food and nutrition that sustain our families. This dramatic shift has made our food system more efficient and sustainable but also more concentrated, specialized, and vulnerable. As the number of U.S. farmers continues to decline, fewer carry the tremendous responsibilities of stewarding larger crop and livestock operations. This imbalance fuels an ever growing and urgent need for farm labor to work alongside farmers in caring for the land, livestock, and our food supply.

The Need for Immigration Reform is Urgent — Across the dairy industry, from farms to food processors, and for the consumers who rely upon this affordable nutrition for the health of their families, the labor crisis and the need for immigration reform have become urgent.

At Dairy Farmers of America, we see this reality every day. Our cooperative is owned by 10,000 dairy farmers, whose multigenerational farms range from small to large scale operations and produce a quarter of our nation's milk. These dairy farmers rely upon well paid, dependable, and skilled people to care for the animals and sustain the availability of nutrition for our nation.

The fate of the farms required to produce our nation's food, particularly in dairy, should no longer be subject to political

gamesmanship. Dairy farming is uniquely demanding, requiring expert, hands-on care for livestock year round. However, the only agricultural visa available, the H-2A program, is limited to seasonal or temporary work, which is inadequate for dairy operations that require skilled labor every day of the year. These jobs cannot be automated; they demand experience, expertise, and hands-on performance. What's urgently needed is an immigration policy that addresses the unique challenges of the dairy industry and ensures a sustainable U.S. food supply.

The Reality of Immigration in Rural America — Over four decades of inconsistent immigration policies and political gridlock have created confusion — sending mixed signals to voters, farmers, and immigrant workers alike. These policies have encouraged laborers to come to America in search of fair wages through rural farm jobs, and encouraged dairy farmers to fill their critical labor needs with these experienced workers. Farmers have done so by completing the appropriate documentation, withholding taxes, and paying competitive wages — typically multiple times the federal minimum wage.

I support the administration's focus and success in securing our borders, respect and appreciate the challenging role of law enforcement, and condemn acts of violence or threats that undermine their duties to uphold the law. Dangerous criminals should not remain in positions that pose a threat to our communities and families.

We must distinguish between those who threaten our safety and those who have strengthened our nation. Many farmworkers have lived in our rural communities for decades. They've raised families, paid taxes, contributed to local economies, and supported church and community events. They are more than valued employees — they are a part of the fabric of our rural communities and trusted team members on dairy farms. My children went to school with their children, performed together in plays and recitals, and stood as a team on the football field and basketball court. We shared meals at one another's homes, celebrated birthdays, quinceañeras, and weddings, and we mourned together at funerals as a community and as friends.

The Time for Action is Now — To be clear, this is not support or a call for shortcuts, amnesty, or citizenship, but a recognition of the need for a pragmatic solution that delivers visibility and accountability, and one that strengthens our economy, communities, and national food security.

This is a call for an effective policy that would provide long-term workers with a history of good conduct the opportunity to obtain valid work authorization. When immigration enforcement diverts resources from apprehending dangerous criminals to detaining or removing entire families who have long been part of rural America — supporting farms that feed our nation, paying taxes, and contributing safely and positively to their communities — it not only disrupts these communities but also compromises the safety of all.

The President has demonstrated unprecedented influence in meaningfully impacting public policy. I am confident that with his

leadership and the support of his administration a solution can finally be delivered with the urgency required.

Failures of the past are not corrected by creating even greater problems in the present, or worse, by using rhetoric intended to eliminate any path forward. Doing so risks food access and affordability, disrupts communities, and leaves U.S. farms and hardworking families with an uncertain future.

With a border that is now secure, this is the opportunity for our president to adopt a pragmatic workforce solution. This is the time to address what past leaders lacked the ability or will to resolve.



Howling Cow Ice Cream Gets Sweet Recognition

By AMANDA KERR, N.C. State University

N.C. State University’s Howling Cow ice cream recently got its just desserts during the American Dairy Science Association’s inaugural collegiate creamery ice cream contest.

With its smooth texture and classic flavor, Howling Cow took the top spot in the vanilla category. The CALS Dean’s choice flavor, Tuffy’s Toffee, took third place in the signature flavor category, and Howling Cow’s key lime pie ice cream came in third for the people’s choice category. N.C. State University’s creamery competed against ice cream from Cornell University, Michigan State, the University of Delaware, and Brigham Young University.

“Our placement in this contest is a fantastic recognition of our entire dairy team, from cow to cone,” says Carl Hollifield, director of N.C. State University’s Dairy Enterprise System, which is part of CALS. “I’m very proud that the ADSA has recognized the wonderful products I see produced by Howling Cow every day!”

MaryAnne Drake, William Neal Reynolds Distinguished Professor of food science, who attended the ADSA meeting, says the recognition of the vanilla flavor is particularly meaningful.

“The Howling Cow ice cream awards were well deserved all around, but the vanilla ice cream first place award is special,” Drake says. “The vanilla ice cream win was not a popularity or liking contest — this was a flavor quality award designated by experts.

Vanilla is one of the most, if not the most, challenging flavor as it is a delicate transparent flavor. Vanilla ice cream should taste like vanilla (with milk/cream and sugar), not any other ingredients.”

To be recognized among its collegiate peers, Drake says, highlights the impact of N.C. State University’s dairy science programs.

“Making great ice cream reflects the strength of our dairy research programs, the dedication of our students, faculty, and staff, and the land grant mission of connecting innovation to the public,” she says. “Having our creamery recognized on a national platform underscores the value N.C. State University brings to both industry and consumers.”

N.C. State University’s ice cream endeavors date back to the 1940s as a research project. Three decades later, the Wolfpack’s ice cream debuted at the N.C. State Fair, and in 1980, a small cafe in D.H. Hill Library began selling the university’s ice cream. However, it wasn’t until 2008 that N.C. State University officially began offering its ice cream concoctions under the Howling Cow moniker. Today, Howling Cow’s 18 flavors can be purchased at locations across campus.

“Our dedicated students and staff work side-by-side, 365 days a year, to carry out CALS’ land grant mission,” Hollifield says. “It’s no surprise to me that their talent and commitment shine through in every flavor, resulting in super tasty ice cream and dairy products that serve our campus and our community.”

In addition to Howling Cow’s ice cream success, CALS had a presence throughout the ADSA’s annual meeting, which was held in June in Kentucky. Stephanie Ward, associate professor of animal science and Extension dairy specialist, served as the overall program chair for the meeting. Christian Maltecca, professor of animal science and a University Faculty Scholar, was an invited speaker for the joint ADSA-Interbull Symposium on Management of Genetic Diversity for Future Proofing Dairy Cattle Breeding. Drake gave a talk for the meeting’s Dairy Management Inc. Symposium titled Advances in Membrane Filtration Ingredients – Technology and Applications. Additionally, N.C. State University contributed over 25 posters and presentations this year, and several graduate students were recognized for their outstanding research.





Maola Local Dairies Unveils New Website, Uniting Brand, Farmers, and Cooperative Values. Maola Local Dairies has officially launched a new and improved version of maolamilk.com, marking the brand's first major website renovation in nearly a decade. The refreshed digital platform unites Maola and its parent cooperative, Maryland & Virginia Milk Producers Cooperative Association, Inc., under one cohesive online presence — making it easier than ever for consumers, customers, farmers, and employees to connect with the brand and its mission.

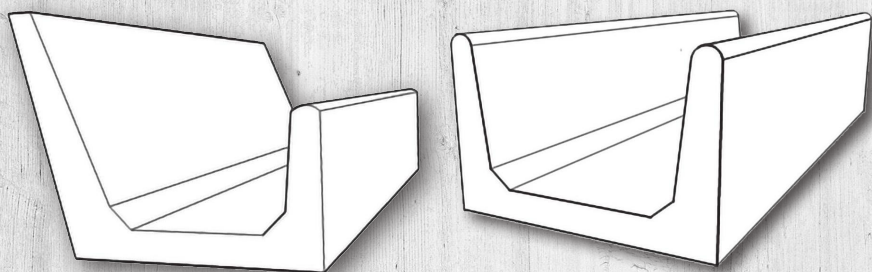
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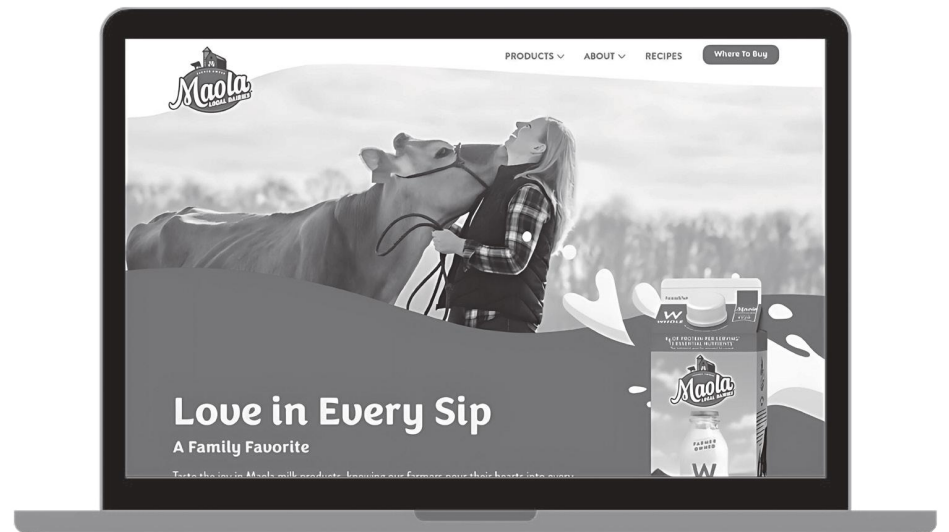
Wytheville, Virginia

8 ft Concrete Feed Bunks

U or J Bunks - \$200-\$225 • Calf Bunks - \$150



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The new site was developed in partnership with Agency 29, which led the creative vision for the new online experience. With intuitive navigation and expanded functionality, the website offers a deeper look into the local farms behind Maola, along with a modern experience designed for every audience the brand serves.

Visitors to the site will find:

- An enhanced “Where to Buy” tool to locate Maola products in nearby stores
- Detailed product pages for Maola’s full line of fresh dairy items
- Farmer profiles offering a closer connection to the people behind the milk
- Recipes featuring Maola products as the key ingredient
- News and updates on sustainability efforts, community impact, and cooperative events
- A dedicated space for career opportunities and employee information

“This website represents the heart of who we are — a farmer owned dairy cooperative with deep roots in the communities we serve,” said Lindsay Reames, executive vice president of external relations and sustainability. “We wanted to create a digital home that reflects our commitment to producing fresh dairy products, sustainability, and the people behind every drop of Maola milk. Whether you’re a shopper looking for a known dairy brand, a customer exploring partnership opportunities, or a prospective employee wanting to join a purpose driven team, this site brings it all together.”

The new maolamilk.com builds on over 100 years of cooperative heritage while embracing the future of digital engagement, transparency, and connection.

Maola Local Dairies Promotes Jason Smith to Executive Vice President, Milk Marketing. Maola Local Dairies is pleased to announce the promotion of Jason Smith to Executive Vice President, Milk Marketing. In this role, Smith will oversee ingredient sales, milk quality, and bulk milk hauling logistics across the cooperative’s member farms and plants.

Smith, a 24 year veteran of the cooperative, steps into the role following the transition of Mike John, who has been appointed Interim Executive Vice President, Consumer Product Sales.

“Jason has been a valued member of our team for more than two decades, and his leadership and deep knowledge of the dairy industry and Maola make him an excellent fit for this position,” said

Jon Cowell, CEO of Maola Local Dairies. “We are thrilled to see him step into this executive role to help strengthen our milk marketing efforts and continue building value for our member-owners.”



Smith grew up on his family’s dairy farm in Norwood, N.C., where he worked alongside his four siblings. He earned a Bachelor of Science degree in animal science and agricultural business management from N.C. State University before joining the cooperative in 2001 as a logistics specialist.

Over the years, Smith has held positions of increasing responsibility. Most recently, as director of sales and logistics, he led

the raw milk dispatch team, managed relationships with raw milk customers, procured supplemental milk supply, and worked closely with the milk accounting team to ensure accurate invoicing for the cooperative’s entire milk shed. He also monitored federal order pooling requirements and collaborated extensively with contract haulers to deliver milk from member farms to Maola plants and third party customers.

“I am honored to serve our Maola farmers in this new capacity,” Smith said. “Our cooperative has a proud history and a strong future, and I look forward to working with our farmers and our staff as we continue providing high quality milk to our customers.”

About Maola Local Dairies. *Maola Local Dairies, owned by the farmers of Maryland & Virginia Milk Producers Cooperative Association, sustainably produces a full suite of nutritious dairy products through our network of six dairy processing plants. With a keen eye on quality, freshness, and love for the environment, Maola delivers dairy products that are both nutritious and sustainable to our local communities. For more information about Maola, please visit www.maolamilk.com.*

USDA Announces Approved Instruments for Beef Grading – Notice to Trade. The U.S. Department of Agriculture (USDA) Agricultural Marketing Service (AMS) recently announced the approval of three new vision grading instruments for use in its beef grading program.

This technology helps ensure consistent, uniform application of USDA beef grades that drives payments for producers, value determinations for packers, and ultimately communicates quality to the U.S. consumer. The integration of these technologies will also help modernize grading operations, support data driven decision making, and improve the overall transparency and uniformity of carcass evaluation for customers and stakeholders.

Technology is approved to predict marbling scores for the application of Prime, Choice, and Select grade shields, the application of Yield Grades (1–5), and the measuring of ribeye area that is often used in Certified Beef Programs.

The newly approved technologies are the Global Meat Imaging LLC GMI Google Pixel 7a technology, the JBT/Marel/E+V VBG2000-7L technology, and the MEQ Inc. MEQ Camera V2 technology.

The full list of approved technologies is below:

- **Global Meat Imaging LLC - GMI Google Pixel 7a technology** – Approved to predict the official beef marbling score
- **JBT/Marel/E+V - VBG2000-GigE technology** – Approved to predict the official beef marbling score, ribeye area, preliminary yield grade, and yield grade
- **JBT/Marel/E+V - VBG2000-7L technology** – Approved to predict the official beef marbling score, ribeye area, preliminary yield grade, and yield grade



- **MEQ Inc. - MEQ Camera V2 technology** – Approved to predict the official beef marbling score, ribeye area, preliminary yield grade, and yield grade

- **RMS/CVS** – Approved to predict the official beef marbling score, ribeye area, preliminary yield grade, and yield grade

The full list and a visual aid of approved systems can be found on the AMS website at www.ams.usda.gov/grades-standards/beef/ntt-carcass-documents. For more information, contact Derek Vote at 970-966-0463, or by email at derek.vote@usda.gov or

USDA News continued on the next page

USDA News *continued from the previous page*

InstrumentGrading@USDA.gov.

USDA Expands Efforts to Strengthen Rural Food Animal Veterinary Workforce and Protect America's Food Supply. U.S. Secretary of Agriculture Brooke L. Rollins recently announced a commitment to new actions to increase the number of rural food animal veterinarians across the U.S. and recruit new veterinarians to join USDA in its role to protect American ranchers, animals, and our food supply.

Launches Rural Veterinary Action Plan to Tackle the Large Animal Veterinarian Shortage in the U.S. – Animal health threats, foodborne illnesses, and complex trade barriers underscore the need for highly qualified food animal veterinarians; however, the growing shortage of veterinarians at both USDA and in rural America is alarming and has the potential to threaten the safety of our U.S. food supply chain. That is why Secretary Rollins took the first step to issue a Rural Veterinary Action Plan, which takes the following actions to tackle this challenge.

1. Enhance and Streamline Veterinary Grant Programs – Effective later this year, USDA will make changes to the Veterinary Medicine Loan Repayment Program (VMLRP) and the Veterinary Services Grant Program (VSGP) to streamline applications to an online portal and will increase funding for these critical programs that have proven success rates.

2. Analyze rural veterinary shortages to better understand the need – To make informed policy decisions, federal and state governments need better data about the scope of the rural veterinary shortage, which is why the USDA Economic Research Service will study this issue and produce a report in mid-2026 to be used by USDA leadership and other policymakers seeking to address this crisis.

3. Recruit and retain USDA veterinarians – USDA has a shortage of veterinarians for over a decade. Rural posts, port inspections, and export certification roles are particularly hard to staff, especially when the pay offered by private practices in urban and suburban areas is more competitive than government pay. To address this, USDA is pursuing strategies to make federal service more attractive to create a direct pipeline into public service for veterinarians. These steps represent an investment to ensure APHIS and FSIS have a mission critical veterinary workforce needed to safeguard animal health, public health, and U.S. trade. Options under exploration include special pay rates for federal government veterinarians, increased tuition reimbursements to better align with private sector incentives, and potential implementation of a recruitment bonus for federal veterinarians. USDA seeks to partner with universities, state and local communities, farmers, and youth groups to recruit the best and brightest next generation of talent and bring more jobs to America's countryside.

4. Catalog federal resources available to veterinarians for starting a practice – Opening a veterinary clinic in a rural area often requires significant capital to purchase or build the necessary facilities or equipment. For many recent graduates of veterinary

school, this significant investment is difficult after incurring debt to pursue the higher education needed to become a veterinarian. To better educate veterinary schools and recent veterinary school graduates about programs available to help finance clinics, USDA will catalog relevant USDA programs, including rural development programs such as the Business & Industry Loan Guarantees and the Community Facilities Program.

5. Work with and listen to stakeholders, including veterinary schools, to understand the barriers to entry and increase recruitment from rural areas – A low percentage of veterinary school students come from rural areas, or express interest in serving rural backgrounds, and an even lower percentage of recent veterinary school graduates enter into production animal practice. These are concerning trends and only exacerbate the rural veterinary shortage. To further understand problems and solutions, USDA will hold listening sessions between now and October 1 to hear from stakeholders to determine what additional actions can be taken to reverse these trends and recruit food animal veterinarians to USDA and rural areas.

These actions build on USDA's commitment to ensuring rural America has access to quality veterinary care for large animals, critical to preventing the spread of diseases like NWS, and building upon our strong food safety inspection systems that protect American families and our food supply.

Secretary Rollins Blocks Taxpayer Dollars for Solar Panels on Prime Farmland. Secretary Rollins, alongside Tennessee Governor Bill Lee, alongside Tennessee Senators Marsha Blackburn, and Bill Hagerty, alongside Tennessee Representative John Rose, and USDA Deputy Secretary Stephen Vaden, recently announced that USDA will no longer fund taxpayer dollars for solar panels on productive farmland or allow solar panels manufactured by foreign adversaries to be used in USDA projects. Subsidized solar farms have made it more difficult for farmers to access farmland by making it more expensive and less available. Within the last 30 years, Tennessee alone has lost over 1.2 million acres of farmland and is expected to lose 2 million acres by 2027. This problem is not just in Tennessee. Since 2012, the number of solar panels on farmland nationwide has increased by nearly 50 percent. That is why the department is taking action.

“Our prime farmland should not be wasted and replaced with Green New Deal subsidized solar panels. It has been disheartening to see our beautiful farmland displaced by solar projects, especially in rural areas that have strong agricultural heritage. One of the largest barriers to entry for new and young farmers is access to land. Subsidized solar farms have made it more difficult for farmers to access farmland by making it more expensive and less available,” said Secretary Rollins. “We are no longer allowing businesses to use your taxpayer dollars to fund solar projects on prime American farmland, and we will no longer allow solar panels manufactured by foreign adversaries to be used in our USDA funded projects.”

Protecting American Farmland – This action will rapidly

eliminate the market distortions and costs imposed on taxpayers by reducing energy subsidies and build upon the repeal of and modifications to wind, solar, and other “green” energy tax credits in the One Big Beautiful Bill Act. It will further USDA’s determination to end taxpayer support for unaffordable and unreliable “green” energy sources and ensure the supply chain consists of American products and manufacturing.

Effective immediately, USDA will implement the following programmatic actions:

- For the USDA Rural Development Business and Industry (B&I) Guaranteed Loan Program, wind and solar projects are not eligible.
- For the USDA Rural Development Rural Energy for America Program Guaranteed Loan Program (REAP Guaranteed Loan Program), USDA will ensure that American farmers, ranchers, and producers utilizing wind and solar energy sources will install units that are right sized for their facilities. If project applications include ground mount solar photovoltaic systems larger than 50kW or ground mount solar photovoltaic systems that cannot document historical energy usage, they will no longer be eligible for the REAP Guaranteed Loan Program, and priority points will no longer be given for REAP grants.

USDA rural development invests in rural America with loan, grant, and loan guarantee programs to promote rural prosperity. The commitment and resources we bring to rural communities help drive economic security and prosperity. Our programs expand access to high speed internet, electric, and transportation infrastructure, and support business growth, healthcare, education, housing, and other community essentials. Learn more online at www.rd.usda.gov.

HHS and USDA Confirm Singular Traveler Associated New World Screwworm Case; Precautionary and Proactive Surveillance Ongoing. The U.S. Department of Health and Human Services (HHS) and the U.S. Centers for Disease Control and Prevention (CDC) recently identified an instance of a traveler associated human

case of New World screwworm (NWS) in the United States. USDA reaffirmed its robust surveillance and trapping strategy, confirming there have been no detections of NWS in U.S. livestock.

Under President Trump’s leadership, USDA, HHS, CDC, FDA, and our other federal partners have led a robust government wide response to combat the NWS in Mexico and prepare for all scenarios if it enters the United States. On August 4, CDC, in coordination with the Maryland Department of Health, investigated a confirmed case of travel associated NWS in a patient who returned from travel to El Salvador. As this is a human case, CDC is the lead response agency and is conducting an epidemiological assessment in coordination with local health authorities. Currently, the risk

USDA News continued on the next page

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USDA News *continued from the previous page*

to public health in the United States from this case is very low. In support of CDC's activities and out of an abundance of caution, USDA initiated targeted surveillance for NWS within a 20 mile radius of the affected area, encompassing portions of the District of Columbia, Maryland, and Virginia. To date, all trap results have been negative for NWS. There have been no detections of NWS in the U.S. in livestock or other animals since the last outbreak of NWS in the Florida Keys was resolved in 2017. There have been previous instances of traveler associated cases of NWS in the United States in years past. In all cases, these instances were isolated and designated as closed after precautionary targeted surveillance in the vicinity was negative. We may continue to see traveler associated cases of NWS, and USDA, in coordination with HHS and CDC, will conduct targeted surveillance to ensure there is no active spread of NWS in the United States. This is not cause for alarm, as human risk is low, and we have seen several isolated cases in recent years that have not resulted in livestock transmission.

USDA Announces Sweeping Plans to Protect the United States from New World Screwworm. Secretary Brooke L. Rollins, alongside Governor Greg Abbott and stakeholders from across the country, recently announced at the Texas State Capitol the largest initiative yet in USDA's plan to combat the New World screwworm. This announcement builds upon USDA's five pronged plan issued in June to combat the northward spread of NWS from Mexico into the United States.

NWS is a devastating pest. When NWS fly larvae (maggots) burrow into the flesh of a living animal, they cause serious, often deadly damage to the animal. NWS can infest livestock, pets, wildlife, occasionally birds, and, in rare cases, people. It is not only a threat to our ranching community — it is a threat to our food supply and our national security.

While USDA is coordinating efforts to combat NWS, it will

require continued collaboration between federal agencies, state governments, and the private sector. That is why USDA is working alongside FDA to encourage animal drug development and prioritize approvals for prevention and treatment of the pest, the U.S. Environmental Protection Agency, and the U.S. Department of Energy on new innovations to enhance our ability to combat the pest with technologies, and the U.S. Customs and Border Protection to protect the United States border. The United States government will also work alongside governors, state agriculture commissioners, state veterinarians, and others to combat this pest.

As part of this comprehensive approach, USDA is taking the following immediate actions:

1. Innovate Our Way to Eradication – While sterile flies are currently the most effective way to prevent the spread of NWS, technology continues to evolve, and as such, USDA will provide up to \$100 million to invest in viable innovations that could show rapid advancement of promising technologies that will augment the United States facility and accelerate the pace of sterile fly production if proven successful. USDA will support proven concepts that only require funding to scale and implement, as well as a number of longer term research projects focused on new sterile NWS production techniques, novel NWS traps and lures, NWS therapeutics that could be stockpiled and used should NWS reach the United States, and any other tools to bolster preparedness or response to NWS.

2. Protect the United States Border – USDA will construct a sterile fly production facility in Edinburg, Tex., at Moore Air Force Base, an ideal location due to the existing infrastructure and proximity to the U.S.-Mexico border. Built with the Army Corps of Engineers, the facility will produce up to 300 million sterile flies per week to combat NWS. This will be the only United States based sterile fly facility and will work in tandem with facilities in Panama and Mexico to help eradicate the pest and protect American agriculture.

Why it matters:

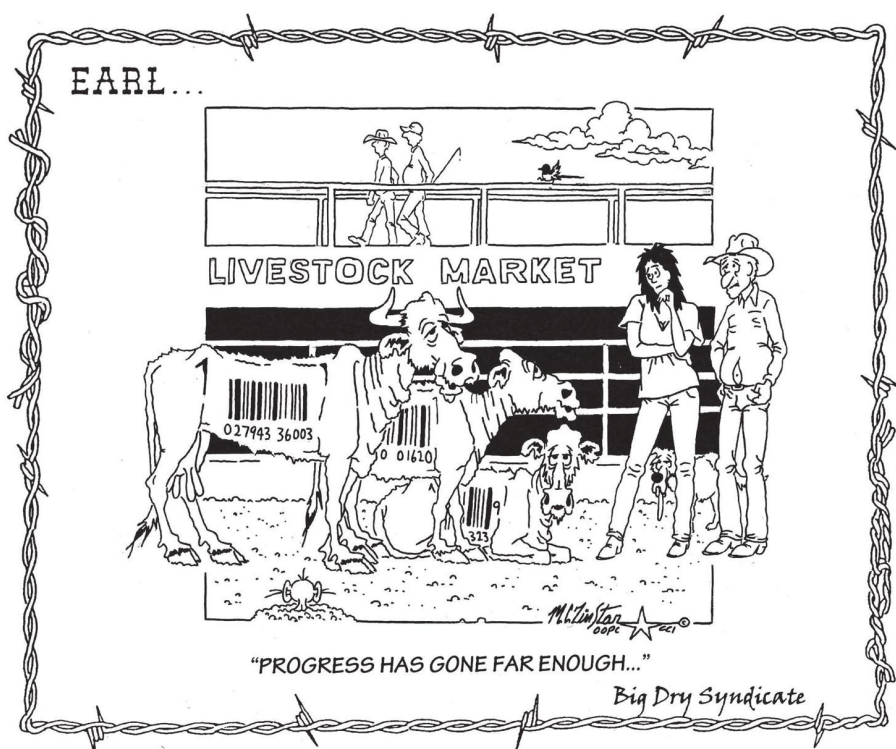
- **National Security & Economic Impact** – NWS threatens over \$100 billion in United States economic activity tied to the cattle and livestock industry alone.

- **Proven Technology** – Uses sterile insect technique (SIT)

- **Strategic Coverage** – Complements Panama's facility (100M flies/week) and Mexico's upcoming facility (100 million flies/week) to push NWS back toward the Darien Gap.

- **Reduced Vulnerability** – Ends the United States based reliance on foreign facilities for sterile fly production

3. Wildlife Migration Prevention – Animals don't know borders, and that leaves the U.S. potentially vulnerable to NWS from wildlife migrating across the border. USDA is working aggressively to ramp up the hiring of USDA employed mounted patrol officers, known as "Tick Riders," and other staff who will focus on border surveillance. The Tick Riders, who are mounted on horseback, will be complemented by other animal health experts who will patrol the



border in vehicles and will provide the first line of defense against an NWS outbreak along the U.S.-Mexico border.

USDA will also begin training detector dogs to detect screwworm infestations in livestock and other animals along our border and at various ports of entry. These dogs will be essential to help control the spread of the NWS. USDA is working closely with the U.S. Department of the Interior and the U.S. Customs and Border Protection to monitor the border for NWS infected wildlife that could pose a threat to the United States.

4. Stop the Pest from Spreading in Mexico and Ensure We Are Full Partners in Eradication – USDA Animal and Plant Health Inspection Service (APHIS) is working in collaboration with the National Service of Agri-Food Health, Safety, and Quality (SENASICA) in Mexico to help them contain the pest south of the U.S. border by enhancing oversight, surveillance, improving case reporting, locking down animal movement to prevent further spread, providing traps, lures, training, and verification of Mexican NWS activities. Successful implementation will inform any future trade decisions impacting cattle movements on the southern border, including the potential reopening of border areas.

5. U.S. Food Safety is of Utmost Importance – To date, NWS has not been reported or detected in the U.S. in animals. USDA's Food Safety and Inspection Service inspects animals and carcasses at slaughter, including for NWS, to keep the food supply safe.

“We have assessed the information on the ground in Mexico and have determined we must construct an additional sterile fly production facility in the United States to stop the northward advancement of this terrible pest that is threatening American cattle production. President Trump has made it clear that we must take all necessary steps to protect our country from foreign pests and diseases that threaten our economy and way of life. Today, we are announcing a major investment to further America's existential role in protecting our country and securing our borders from this national security threat,” said Secretary Rollins. “The construction of a domestic sterile fly production facility will ensure the U.S. continues to lead the way in combating this devastating pest. If our ranchers are overrun by foreign pests, then we cannot feed ourselves. USDA and Customs and Border Protection are constantly monitoring our ports of entry to keep NWS away from our borders. We are working every day to ensure our American agricultural industry is safe, secure, and resilient.”

“Texas agricultural producers feed the world, with our state's food and agriculture sector supporting over two million well paying jobs and creating over \$867 billion in total economic impact,” said Governor Greg Abbott. “All of this is at risk because of the New World screwworm. Working with Secretary Rollins and members of the agricultural community nationwide, we will combat the threat from the New World screwworm right here in Texas through the building of a new facility to breed hundreds of millions of sterile New World screwworm flies. Together, we will eradicate the threat from the New World screwworm to protect our nation's food supply and economy.”

Background & Previous Action – Since announcing the plan in June, Secretary Rollins, USDA, and our federal and state partners

have worked around the clock to keep NWS out of the U.S. and prepare for all contingencies in case NWS does enter the U.S.:

After a case of NWS was reported 370 miles south of the U.S.-Mexico border in July, Secretary Rollins closed southern ports of entry to livestock trade. This new northward detection came approximately two months after northern detections were reported in Oaxaca and Veracruz, less than 700 miles away from the United States border, which triggered the closure of our ports to Mexican cattle, bison, and horses on May 11.

USDA is investing \$21 million to renovate an existing fruit fly production facility in Metapa, Mexico, which will provide an additional 60–100 million sterile flies. APHIS technical experts developed a comprehensive work plan and will continue to share their expertise to help Mexico bring this facility online as quickly as possible.

In June, APHIS began modifying an existing building at Moore Air Base in South Texas to establish a domestic sterile insect dispersal facility. Construction of the \$8.5 million facility is on track for substantial completion at the end of 2025, with capacity to process up to 100 million flies per week, sourced from the existing production facility in Panama and, eventually, the facility USDA is helping renovate in Mexico. Importantly, this is part of our extensive contingency planning should NWS one day be detected in the United States. This facility does not produce sterile flies and will only be used if USDA deems it necessary to distribute flies in the southern United States and northern Mexico.

USDA is rapidly exploring and seeking to validate a variety of technologies. APHIS held four public listening sessions to learn from companies, industry, academia, and the public about e-beam and x-ray technologies, potential sterile NWS strain improvements, genetically engineered flies, modular and other facilities for sterilization, and fast tracking animal drug and treatment approvals, among other proposals. APHIS is further evaluating and validating the most promising options to help inform ongoing decision making.

USDA leadership and technical staff at all levels continue daily collaboration with Mexico to contain NWS within its borders.

As part of a robust audit of Mexico's animal health controls, APHIS conducted site visits in June to evaluate Mexico's response and provide comprehensive feedback. As a result of inadequacies found in this audit, USDA is working diligently to help Mexico improve its surveillance, including the development of a more robust trapping plan to conduct surveillance in areas of greatest priority, particularly in and around Veracruz and along the U.S.-Mexico border.

APHIS published an updated national disease response strategy for NWS, and is partnering with state animal and wildlife health officials to update and finalize emergency management plans. The agency is providing training and webinars for federal and state animal and wildlife officials, Tribal partners, and veterinarians.

APHIS made a number of technical and informational materials available to escalate communications and public outreach along

USDA News *continued from the previous page*

the U.S.-Mexico border, particularly with veterinarians and animal owners. Materials such as pest ID cards and pest alerts raise awareness to be on the lookout for NWS. APHIS experts have held over 50 meetings with stakeholders to enlist their help and keep them informed about NWS developments, with several more upcoming webinars for members of the animal industry, vets, and state animal health officials.

USDA is leveraging Agricultural Research Service (ARS) experts to continue to develop novel treatments, preventatives, and response strategies. ARS scientists are located both in Texas at the Knippling-Bushland Livestock Insects Research Laboratory and at the Panama-U.S. Commission for the Eradication and Prevention of Screwworm (COPEG) facility in Panama. They are evaluating new attractants and potential trap and kill systems, improving the efficiency of sterile NWS production techniques, evaluating NWS strains, including genetically engineered strains, and developing models to predict NWS northward spread, among many other projects.

FDA has information available about current extra label use of approved animal drugs and their role in treatment and prevention of NWS in animals.

About the U.S. Department of Agriculture. *USDA is made up of 29 agencies and offices with nearly 100,000 employees who serve the American people at more than 4,500 locations across the country and abroad. We provide leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on public policy, the best available science, and effective management.*

We have a vision to provide economic opportunity through innovation, helping rural America to thrive; to promote agriculture production that better nourishes Americans while also helping feed others throughout the world; and to preserve our Nation's natural resources through conservation, restored forests, improved watersheds, and healthy private working lands.

Our strategic goals serve as a roadmap for the Department to help ensure we achieve our mission and implement our vision.

When President Lincoln established the United States Department of Agriculture, he called it the "People's Department." At USDA we are working tirelessly to be a model department that serves all people of our great Nation. For more information, visit www.usda.gov.



You shouldn't have to have a gun held to your head to take advantage of the expert A.I., superior genetics, the best in purebreds and outstanding farm supplies featured in the CLASSIFIEDS in this issue!

John Deere Launches Enhanced Digital Self Repair Tool. *John Deere Operations Center PRO Service offers our most expansive, innovative, and economical self repair capabilities yet. John Deere recently announced the launch and availability of a new digital tool designed to enhance how equipment owners use, maintain, diagnose, repair, and protect their equipment. Operations Center PRO Service delivers new, industry leading support capabilities for both connected and non-connected machines across John Deere's agriculture, turf, construction, and forestry equipment portfolio. New and enhanced features include the ability to install software when replacing electronic components or controllers, also known as reprogramming.*

Operations Center PRO Service was developed with customers at the center and adds to the suite of existing digital support tools available to John Deere equipment owners today — including the John Deere Operations Center, Equipment Mobile, and Shop.Deere.com — providing customers even more control over how they use, maintain, diagnose, repair, and protect their machines. The increased functionality of Operations Center PRO Service also replaces John Deere Customer Service ADVISOR, which will be phased out over the next year.

"The launch of Operations Center PRO Service is a significant milestone that adds to John Deere's existing tools, and it reaffirms our longstanding commitment to empowering customers to choose how they repair their equipment," said Denver Caldwell, Vice President of Aftermarket and Customer Support. "Importantly, our development of these tools reaffirms John Deere's support of



JOHN DEERE

NEWS

customer self repair. We view continuously enhancing self repair as consistent with our mission to ensure John Deere customers have the best machine ownership experience possible.”

In addition to equipment owners, a local service provider can also use Operations Center PRO Service. With a John Deere equipment owner’s permission, independent providers can gain access to diagnostic and repair information to support the equipment owner’s needs.

“Our message to our customers is clear,” continued Caldwell. “Whether you want the support of your professionally trained and trusted John Deere dealer, to work with another local service provider, or to fix your machine yourself, we’ve created additional capabilities for you to choose the option that best fits your needs.”

How It Works – Operations Center PRO Service is based on foundational capabilities that are available at no additional cost upon purchase of John Deere equipment through Operations Center Service Overview and Equipment Mobile, including:

- Operator’s manuals
- Active and stored diagnostic trouble codes
- Secure software updates
- JDLink information
- Warranty information

What’s New – The new Operations Center PRO Service delivers digital repair content filtered by year and model number, providing users with additional relevant machine information to help efficiently and accurately troubleshoot, diagnose, and repair their equipment. It’s designed to be intuitive and deliver actionable support in real time.

The service capabilities of Operations Center PRO Service are available through an annual license starting at just \$195 USD per machine for customers. Specific features now brought together in a single customer interface include:

- Machine health insights and diagnostic trouble codes
- PIN specific machine content, including manuals
- Software reprogramming for John Deere controllers
- Diagnostic Readings
- Diagnostic Recordings
- Interactive diagnostic tests
- Calibrations

Equipment owners can access Operations Center PRO Service through the John Deere Operations Center. Once connected to the platform, owners will add their equipment into their account using the machine’s serial number. Use of an electronic data link may be required for more advanced features within Operations Center PRO Service, including software reprogramming. Certain interactive tests, calibrations, and reprogramming limitations will exist at initial release. John Deere will deliver additional capabilities in future updates. See JohnDeere.com/PROService for further details.

John Deere Announces B30 Biodiesel Compatibility Across Engine Portfolio. John Deere recently announced the approval of B30 biodiesel use across its entire portfolio of Tier 4 John Deere engines. This increases the previous approval of blends up to B20. The announcement will also be highlighted this week at the 2025 Farm Progress Show in Decatur, Ill., where all John Deere

equipment operated in the company’s Ride and Drive area will run on B30 biodiesel.

“At John Deere, we’re committed to supporting and growing the use of renewable fuels in our equipment,” said Pierre Guyot, Senior Vice President of John Deere Power Systems. “We believe strongly in the role that renewable fuels play in supporting the agriculture economy and are excited to offer our customers – including those who grow the very crops used to make renewable fuels – the opportunity to leverage higher blends of fuels like biodiesel in their own equipment.”

John Deere has a long history of supporting renewable fuel use in its equipment. Prior to the August announcement, all Tier 4 John Deere engines were approved for B20 biodiesel and RD100 renewable diesel, with all Tier 3/Stage III A and lower tier engines approved for biodiesel blends up to B100. In addition, all John Deere spark ignition turf and utility equipment is approved for E10 ethanol blend. John Deere is also exploring the use of higher ethanol blends in future engine solutions, including the development of a concept 9.0L ethanol engine that runs on E98. Customers interested in incorporating higher renewable fuel blends, including B30, into their operations are encouraged to consult their fuel supplier.

What They’re Saying – “This is a win-win situation for U.S. soybean farmers and rural communities,” said Caleb Ragland, president of the American Soybean Association and Kentucky soybean farmer. “Higher blends of biodiesel mean greater demand for the soybeans we grow and cleaner burning fuel for equipment in the field. John Deere’s leadership in approving the utilization of B30 in their machinery helps move renewable fuels forward while directly supporting the farmers who help produce them.”

“John Deere’s approval of B30 demonstrates true leadership in supporting America’s farmers and advancing sustainable fuels,” said Scott Fenwick, Technical Director for Clean Fuels Alliance America. “Biodiesel is engineered to deliver the performance fleets and equipment owners expect, while exceeding ASTM quality specifications. By embracing higher blends, John Deere is assuring customers they can rely on a clean, homegrown fuel that reduces carbon emissions and strengthens rural economies.”

Learn More – John Deere is committed to expanding the production and use of renewable fuels across all modes of transportation to support farmers, consumers, and the rural economy while also helping reduce emissions. To learn more about John Deere’s work to advance renewable fuels, visit www.JohnDeere.com/renewablefuels.

Operations Center PRO Service is available to John Deere customers in the U.S. and Canada. For more information on how to access all of the digital support tools offered by John Deere, visit Deere.com/RunItYourWay.

About John Deere. *It doesn’t matter if you’ve never driven a tractor, mowed a lawn, or operated a dozer. With John Deere’s role in helping produce food, fiber, fuel, and infrastructure, we work for every single person on the planet. It all started nearly 200 years ago with a steel plow. Today, John Deere drives innovation in agriculture, construction, forestry, turf, power systems, and more. For more information on Deere & Company, visit us at www.deere.com.*

What to Know About the New World Screwworm

By D'LYN FORD, N.C. State University

Resurgence of the New World screwworm in Central America and Mexico has U.S. livestock producers on edge. The screwworm, a parasite, feeds on living tissue in livestock and other mammals.

N.C. State University entomologist Maxwell Scott, an expert on the screwworm, has studied the blowfly's biology and helped map its genome. The goal is to identify genes that can be used to develop biology based solutions to control screwworm that are more effective and less expensive.

Inside a clear container in the Scott lab, female Australian sheep blowflies lay their eggs in a tiny tent of raw hamburger meat. "They prefer the 93 percent lean," Scott notes. These metallic green blowflies are close relatives of the New World screwworm, making them ideal models for genetic research. Scott has worked with sheep blowflies in his research in New Zealand.

After moving to N.C. State University in 2010, Scott became interested in transferring genetic tools developed for manipulating the sheep blowfly to the screwworm. We asked him to provide insight on efforts to eradicate the New World screwworm and explain new genetic approaches under development to control the parasite.

Can you describe New World screwworm in terms of the damage it causes and the threat it poses? The New World screwworm is a blowfly. It looks very similar to some of the blowflies we have in North Carolina. The difference is the blowflies we have in North Carolina lay their eggs in dead animals, and the larvae feed on the dead animal. So they're important ecologically as decomposers or recyclers.

The screwworm, like some other blowflies, has evolved a parasitic lifestyle and feeds on living animals. Females seek out a live animal — usually a mammal, rarely a bird or other vertebrate

— and look for any sort of opening, like a cut or a wound. If a female doesn't find that, it'll lay its eggs in and around other openings, such as the nasal cavity or ears.

When the eggs hatch, the larvae grow really quickly. They complete early development, or embryogenesis, in about six to seven hours, and then the larvae start eating, and they go through three stages. By the third stage, they're quite big maggots, about $\frac{2}{3}$ of an inch long. And they really burrow into the flesh. They're difficult to get out. They have little hooks on them, so they're called the screwworm because that's what people see.



The New World screwworm larva has tusklike mouthparts and ridges on its surface that resemble threads on a screw. Photo by USDA-ARS.



A New World screwworm fly is about the size of a common housefly or slightly larger, with orange eyes and a metallic blue or green body. Photo by USDA.

What kind of harm can the New World screwworm cause in livestock? Screwworms in the flesh of the infested animals will cause a lot of damage to the area of the wound, which will make the animal ill. And if it's not treated, what happens is the wound gets bigger as other flies come in and lay eggs, not just primary screwworm, and eventually they'll kill the animal. Losses are significant. Even if the animal survives, there's usually extensive damage to the hide and to the health of the animal. This is a multibillion dollar pest in South America.

How long has it been since we've dealt with screwworm in a major way in North America? Screwworm was declared eradicated from the United States in the 1960s, but there was still quite a large population in Mexico, so it may not have been residing in the U.S., but every year it came back. And depending on the winds and the weather, sometimes it came back pretty badly. There were many thousands of cases in 1972.

I know this because in 1976 the Entomological Society of America had a debate on eradication of insect pests versus pursuing other approaches like integrated pest management, and the test case was screwworm. We go through that debate in my genetic pest management graduate class, as it's still relevant. The other reason we teach this is because it was the first demonstration of using a genetic approach to control a species.

The U.S. Department of Agriculture (USDA) extended the eradication campaign, which started in Florida in the 1950s, through Mexico. It took a long time, until the end of the 1980s or early '90s, before screwworm in Mexico was declared eradicated. After that, the campaign moved on through Central America, and by 2006 the screwworm was declared eradicated from Panama to the Colombian border.

What was the genetic approach to eradicating the screwworm? The genetic approach that the USDA conceived of was rearing flies in large numbers, sterilizing them, and releasing them. They used mathematics — population genetic models — to predict how many flies would need to be released per area.

Insects were reared in a factory and made 100 percent sterile but still fit to compete once they were released. The sterile males that were released mated with the fertile females out there. Under field conditions, the screwworm females only mated once — with a sterile male that didn't produce any offspring.

The eradication was done with a massive facility in Mexico that produced 500 million sterile screwworm flies per week. It was later shut down for economic reasons, and a plant in Panama produced about 15–20 million sterile flies per week to maintain a boundary at the Panama-Colombia border.

It was successful for 20 years or more. For reasons still not clear, the boundary failed, and cases started appearing across Panama, eventually moving north through the rest of Central America. The movement across Central America was very rapid, which couldn't have been the fly by itself. I think people were clearly not cooperating and shipping infested livestock. The Panama plant is now at full capacity of around 100 million flies per week to control the outbreak.

How does your lab use biotechnology to enhance the sterile insect technique? We've engineered a gene that is switched off by adding an antibiotic called tetracycline to the blowflies' diet. When we put them on a normal diet without the antibiotic, the gene becomes active, and it kills female blowflies. Genetic suppression is much more efficient if only sterile male blowflies are released.

That's what we worked on for a number of years, developing what we call male only screwworm strains in Panama. With initial funding, I recruited a postdoctoral researcher who had worked in my lab in New Zealand. She was from Chile originally and happy to work in Panama, and she made really rapid progress. We had developed all the genetic technology using the sheep blowfly in my lab in New Zealand. We were able to rapidly transfer the technology to screwworm and produce male only strains.

After that, we were funded to develop a second generation system where the females died very, very early in development before they became larvae. Feeding the larvae is a big cost for factories producing so many insects to release, so it's a significant

cost savings. With the first generation system, the females didn't die until the late larval or pupal stage. The female embryo lethal system was more difficult to engineer, but we did succeed in making some strains that look very promising. There is interest in obtaining regulatory approval to field test one or more of these strains.

You've also done some work using gene drives that "drive" a gene through a fly population. How does that work? With a gene drive, we try to bias inheritance in favor of the gene we're interested in — for example, that male only gene. If a male is released carrying one copy of the gene, 50 percent of their offspring will inherit it and 50 percent will not. However, if we can couple the gene to a gene drive, then up to 90–100 percent inherit the male only gene, and only 0–10 percent don't. It becomes a much more powerful system for suppressing screwworm populations.

Again, this is where the math kicks in. So instead of having to release these huge numbers of insects that are needed for the sterile insect approach, you can release far fewer insects and achieve genetic suppression with the gene drive. It's challenging, but one of the things we did with the USDA was assemble the screwworm genome. We released an initial genome map in 2020 and a much improved one in 2022, and the USDA just released a third version in 2025. It's a useful resource for everyone working on screwworm, but having an accurate genome makes it easier for us to get all the information we need to build a gene drive. One thing we're interested in is coupling the male only system to a gene drive.

Your lab here at N.C. State University used CRISPR-Cas9 gene editing technology to develop the first gene drive in spotted wing drosophila, an invasive fruit fly. What did that involve? Another way to achieve suppression is just to target a gene that's essential in females with a gene drive so that it is preferentially inherited. And if that gene stops females from developing but doesn't affect males, that also becomes really effective. And we have built that in a different fly called spotted wing drosophila, which is an invasive pest in the Americas. The flies lay their eggs in small fruits like blueberries and strawberries before they ripen. That was one of the major papers from this lab since I arrived at N.C. State University. It came out a couple of years ago in Proceedings of the National Academy of Sciences U.S.A.

We are now collaborating with scientists at the Institut Pasteur de Montevideo in Uruguay to develop a similar gene drive in screwworm. Developing very efficient gene drives is quite challenging, but I'm confident we will succeed as we have done for spotted wing drosophila.



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CASE IH

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New and Upgraded Case IH Products Bring Versatility and Efficiency to Both Livestock and Cash Crop Operations. Lineup of tractor and hay baler solutions features the much anticipated Farmall M. Case IH is continuing to support producers of all sizes and needs with its newest solutions, ranging from compact to utility tractors to upgraded round balers. Producers can choose from an enhanced lineup of Farmall tractors, including the Farmall A, the Farmall C, and the return of the always popular Farmall M. In addition, Case IH is also unveiling its new RB6 series variable chamber round baler.

The new solutions provide producers with elevated performance, durability, and design to meet the needs of today’s operators. Enhancements to each machine include optional precision technology features like entry level and advanced telematics that help farmers easily manage their machine and agronomic data through the FieldOps web, mobile, and iPad applications.

“There’s a lot of excitement about the return of the Farmall M, and we continue to have tractor solutions to meet any need,” said Leo Bose, customer segment lead, Case IH. “With the Farmall A, C, and M, we allow producers to choose what’s right for them, whether they are searching for a standard, deluxe, or premium machine. You can always depend on a Farmall to get the job done.”

The new Farmall medium utility A series (90–120 HP) features performance enhancements and a higher horsepower model, delivering heightened value, power, and flexibility. Simple, factory fit technology improves the operator experience, ensuring efficiency no matter the season or task. Farmers can rely on a range of horsepower options to tackle the most demanding projects with a simple yet reliable 12 speed power shuttle transmission.


This all purpose tractor features a lightweight, compact frame that optimizes the tractor’s agility in barnyards and fields. The new integrated front loader is ideal for lifting and hauling, while the updated hydraulic system ensures fast reaction time for any implement. Its technology increases the Farmall medium utility A series’ ease of use for operators and offers heightened power while maintaining cost effectiveness with a powerful, fuel efficient engine, precision technology, and updates designed to provide durability.

The Farmall medium utility C series (90C, 100C, 110C, 120C) caters to a wide range of needs, offering both 12 speed PowerShuttle and 24 speed hi-lo transmissions. The Farmall C now offers subscription free factory installed telematics that allows operators to drive enhanced efficiency and performance with precision farming applications, including track-and-trace fleet management and optional ISOBUS compatible implement control.

With the 24 speed hi-lo transmission, farmers can access factory fit tech upgrades to improve operator comfort, including hydraulic auto guidance with a Pro 1200 display and VectorPro receiver. The fully integrated hydraulic steering delivers unmatched accuracy and responsiveness.

The beloved Farmall utility M series (110M, 120 Super M) is making its much anticipated return, continuing its long legacy as the high performing and dependable tractor operators have grown to love. The Farmall M delivers a premium experience with exceptional power and high quality design, ideal for the varied needs of farms and municipalities with both cash crops and livestock. The series has the highest gross vehicle weight and lift capacity in the Farmall line, is capable of handling the most demanding tasks, and is flexible for everyday use as a durable, multi-purpose machine featuring a 16×16 semi powershift transmission with up to 8 automatic gear shifts with the touch of a button.

The Farmall Super M — originally produced from 1952 to 1954 by International Harvester — has become an icon among collectors and tractor enthusiasts. The original promised more power, faster field speeds, as well as economy, durability, and stamina. The all new



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Farmall Super M takes those benefits to an entirely new level, along with integrated technology and a first rate operator experience. The 120 Super M also includes the new IH Edition package with design elements nodding to its heritage.

The Farmall M is designed with a frame and wheelbase that support high lift capacity and power while also maintaining maneuverability. The new design provides an in-cab experience that surpasses utility comfort standards, allowing operators to stay productive and comfortable, even on the longest days. Operators can also leverage machine monitoring capabilities through FieldOps for enhanced operational agility, optimizing their machine's daily work.

"Today's operators require versatile and flexible equipment to drive utmost productivity," said Bose. "The upgrades to the Farmall lineup, as well as the round baler series, are sure to continue to provide farmers with the efficiency and dependability to support their day-to-day needs and their bottom line."

The RB6 series variable chamber round baler offers greater durability, withstanding the most demanding days with its upgraded, triple seal bearings throughout the machine to ensure contaminants stay out while lubricants stay in to maintain optimal operation. Upgrades throughout the RB6 series variable chamber round baler simplify the operator experience, increasing productivity and ease of use while delivering consistent, high quality baling results.

Round baler automation paired with the easy-to-use display interface ensures precise bale quality and optimizes in-field productivity. Advanced weight and moisture capabilities seamlessly integrate with Case IH FieldOps, solidifying the RB6 series as a leader in the future of baling.

The iconic tractor – designed for peak productivity and power – debuts at Farm Progress Show. Case IH is doubling down on power and productivity with the new Steiger 785 Quadtrac, increasing the iconic tractor's horsepower by almost 10 percent over the Steiger 715 Quadtrac. The newest Steiger model offers increased power, 853 peak hp, for farmers who are aiming to get even more done on their operations.

The higher horsepower has a purpose and drives productivity, allowing farmers to handle larger implements or pull the same implements even faster, offering an impressive 40 percent torque rise. Designed to provide more power to the ground, the Steiger 785 Quadtrac also offers a superior operator experience and cab comfort.

Farmers can get access to subscription free, integrated precision technology that delivers automation driven features, such as AccuTurn Pro and AccuSync, along with clear, actionable data through FieldOps that helps them meet the unique needs of their operation.

"We understand the demands of farming are only increasing. The Steiger 785 Quadtrac is a workhorse designed to meet those demands with power and productivity," said Ken Lehmann, customer segmentation lead at Case IH. "With long days in the field, the boost in horsepower and torque allows farmers to do more in a day."

Even with the increase in horsepower, the Steiger 785 Quadtrac is impressively agile, offering excellent visibility and maneuverability for an optimal driving experience. For those seeking enhanced performance, an optional heavy duty suspended undercarriage delivers a smoother ride, superior traction, and flotation, helping to

minimize soil compaction in the field.

The Steiger 785 Quadtrac also holds strong value with Connectivity Included,** a 3 year/2,000 hour warranty, and a simplified SCR only emission system that keeps engine design simple and allows the engine to focus on producing power while emissions are treated after the engine system. With Connectivity Included, farmers can access all the benefits of connectivity without ongoing subscription costs.

References

***Connectivity Included will be available on new qualifying Case IH machines such as Optum, Magnum, Steiger/Quadtrac and select Puma 185 models and above with a Pro 1200 display, 160 and 260 series combines & AF series combines, Austoft 9000 series sugar cane harvesters, Patriot 50 series self propelled sprayers, and WD5 self propelled windrowers built on or after October 1, 2024.*

About Case IH. Case IH is a global leader in agricultural equipment, committed to collaborating with its customers to develop the most powerful, productive, reliable equipment – designed to meet today's agricultural challenges. With headquarters in the United States, Case IH has a network of dealers and distributors that operates in over 160 countries. Case IH provides agricultural equipment systems, flexible financial service offerings and parts and service support for professional farmers and commercial operators through a dedicated network of professional dealers and distributors. Productivity enhancing products include tractors; combines and harvesters; hay and forage equipment; tillage tools; planting and seeding systems; sprayers and applicators; and site specific farming tools.



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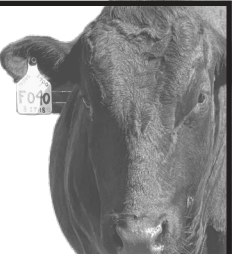
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Upcoming Events

ANGUS

- Sep. 6 — 51st Annual Fall Harvest Sale, Union Grove, N.C.
- Sep. 20 — September Select Bred Heifer Sale, Norwood, N.C.
- Sep. 27 — Biltmore Livestock Production Sale, Asheville, N.C.
- Oct. 10 — Circle F Farms Annual Female Sale, Baxley, Ga.
- Oct. 11 — Circle F Farms Annual Bull Sale, Baxley, Ga.
- Oct. 11 — Chessie Creek Farm Female Sale, Walterboro, S.C.
- Oct. 11 — N.C. Angus Association Fall Field Day, Roseboro, N.C.
- Oct. 18 — Fred Smith Company Ranch Extra Effort Sale, Clayton, N.C.
- Oct. 18 — Sipe – Roach Registered Angus Partnership Complete Dispersal, Claremont, N.C.
- Oct. 24-25 — Yon Family Farms Maternal Roots Fall Female & Bull Sale, Ridge Spring, S.C.
- Nov. 8 — Chessie Creek Farm Angus Bull Sale, Walterboro, S.C.
- Nov. 8 — Craven Angus Farm 8th Annual Bull & Female Sale, Seagrove, N.C.
- Nov. 8 — Locust Level Farms Bull & Female Sale, Vernon Hill, Va.
- Nov. 11 — Larson Angus Female Sale, Harrisonburg, Va.
- Nov. 15 — Southeast Bull Expo & Sale, Asheboro, N.C.
- Nov. 25 — Strickland Cattle & Guest 14th Annual Bull & Female Sale, Glenville, Ga.
- Dec. 5 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.
- Dec. 6 — 50th Annual Union County Performance Tested Bull Sale, Monroe, N.C.
- Dec. 13 — Brushy Mountain Genetics Bull & Female Sale, Taylorsville, N.C.

BRAHMAN

- Oct. 10 — Circle F Farms Annual Female Sale, Baxley, Ga.
- Oct. 11 — Circle F Farms Annual Bull Sale, Baxley, Ga.

BRANGUS

- Sep. 20 — September Select Bred Heifer Sale, Norwood, N.C.
- Oct. 10 — Circle F Farms Annual Female Sale, Baxley, Ga.
- Oct. 11 — Circle F Farms Annual Bull Sale, Baxley, Ga.
- Oct. 24-25 — Yon Family Farms Maternal Roots Fall Female & Bull Sale, Ridge Spring, S.C.

CHAROLAIS

- Sep. 20 — September Select Bred Heifer Sale, Norwood, N.C.
- Oct. 4 — 2025 Southern Connection Sale, Knoxville, Tenn.
- Oct. 10 — Circle F Farms Annual Female Sale, Baxley, Ga.
- Oct. 11 — Circle F Farms Annual Bull Sale, Baxley, Ga.

GELBVIEWH

- Sep. 20 — September Select Bred Heifer Sale, Norwood, N.C.
- Dec. 6 — 50th Annual Union County Performance Tested Bull Sale, Monroe, N.C.

HEREFORD

- Sep. 27 — Forrest Polled Hereford 19th Production Sale, Saluda, S.C.
- Oct. 11 — N.C. Hereford Association Field Day, Monroe, N.C.
- Oct. 18 — White Hawk Ranch "Georgia's Fall Big Event" Sale, Buchanan, Ga.
- Nov. 22 — Southern Partners in Performance Sale, Union Grove, N.C.
- Dec. 5 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va.

RED ANGUS

- Sep. 20 — September Select Bred Heifer Sale, Norwood, N.C.
- Oct. 10 — Circle F Farms Annual Female Sale, Baxley, Ga.
- Oct. 11 — Circle F Farms Annual Bull Sale, Baxley, Ga.
- Oct. 16 — Bieber Fever in the Southeast Sale, Swainsboro, Ga.

SANTA GERTRUDIS

- Nov. 8 — Santa Gertrudis Breeders of the Carolinas Field Day, Monroe, N.C.

SIMMENTAL

- Sep. 5 — N.C. Simmental Association Annual Meeting, Union Grove, N.C.
- Sep. 6 — 51st Annual Fall Harvest Sale, Union Grove, N.C.
- Sep. 20 — September Select Bred Heifer Sale, Norwood, N.C.
- Oct. 18 — Fred Smith Company Ranch Extra Effort Sale, Clayton, N.C.
- Oct. 24-25 — Yon Family Farms Maternal Roots Fall Female & Bull Sale, Ridge Spring, S.C.
- Nov. 25 — Strickland Cattle & Guest 14th Annual Bull & Female Sale, Glenville, Ga.
- Dec. 6 — 50th Annual Union County Performance Tested Bull Sale, Monroe, N.C.

WAGYU

- Nov. 1 — Wilders Wagyu StayWILD '25 Production Sale, Turkey, N.C.

OTHER SALES

- Sep. 20 — September Select Bred Heifer Sale, Norwood, N.C.
- Sep. 25 — Graded Feeder Calf Sale, Norwood, N.C.
- Nov. 13 — Graded Feeder Calf Sale, Norwood, N.C.
- Dec. 6 — N.C. BCIP Waynesville Bull Test Sale, Canton, N.C.
- Dec. 13 — N.C. BCIP Butner Bull Test Sale, Oxford, N.C.

OTHER EVENTS

- Sep. 4-15 — WNC Mountain State Fair, Fletcher, N.C.
- Sep. 6 — Hay Day at Whitehead Farms, Jonesville, S.C.
- Sep. 9 — S.C. Forage & Grazing Lands Coalition Annual Meeting, West Columbia, S.C.
- Sep. 10 — Clemson Extension Hoof to Herd Sire Series
- Sep. 10 — N.C. Food Safety School, Kannapolis, N.C.
- Sep. 17 — 2025 Edisto REC Silvopasture Field Day, Blackville, S.C.
- Sep. 22-27 — 2025 National Farm Safety & Health Week
- Sep. 24 — 2025 Tri-Country Pasture Field Day, Bahama, N.C.
- Oct. 3-12 — Carolina Classic Fair, Winston-Salem, N.C.
- Oct. 8 — Clemson Extension Hoof to Herd Sire Series
- Oct. 8-19 — S.C. State Fair, Columbia, S.C.
- Oct. 16-26 — N.C. State Fair, Raleigh, N.C.
- Oct. 21 — S.C. Cattlemen's Association Regional Beef Cattle Field Day
- Oct. 23 — S.C. Cattlemen's Association Regional Beef Cattle Field Day
- Nov. 12 — Clemson Extension Hoof to Herd Sire Series
- Dec. 10 — Clemson Extension Hoof to Herd Sire Series

LIVESTOCK MARKET SALES

- Sep. 2 — Mid-Atlantic Cattle Sales Video Auction, via macsvideo.com
- Sep. 3 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Sep. 8 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Sep. 8 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
- Sep. 10 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Sep. 11 — Elite Livestock Marketing Group Video Auction, via live-ag.com
- Sep. 15 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Sep. 15 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
- Sep. 16 — Mid-Atlantic Cattle Sales Video Auction, via macsvideo.com
- Sep. 17 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Sep. 22 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Sep. 22 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
- Sep. 24 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Sep. 29 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Sep. 29 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.



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