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THE CAROLINA CATTLE CONNECTION

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Director s

The Right Investment

ave you ever stopped to consider how many decisions the average person makes in one day? According to Google, the average adult makes roughly 35,000 decisions each day. Now, of course, this number includes both conscious and subconscious choices, ranging from simple tasks like choosing what to eat to more impactful decisions like the ones we make operating our farms and ranches. Cattle producers spend significant time making decisions each day regarding genetic selection, herd health, forage selection and nutrition, and overall animal well being. While each of these decisions is important, we also must consider the cost.

The cattle industry is at an all time high, boasting record breaking prices throughout all classes and weights for cattle. There has never been a better time to consider making the right investment to improve your herd and overall operation. Whether it be pasture renovation, improving herd genetics, better working facilities, or a more efficient piece of equipment, we as producers are in the driver's seat with a profitable cattle market. I encourage each of you to take some time to consider where your needs are on your operation and to make the right investment.

I would like to thank you for choosing to make an investment in your state cattlemen's association. These associations are the right

Regular copy deadline is JULY 5 for the **AUGUST** issue

Spotlight material is due JULY 1 for the AUGUST issue



investment because they each provide numerous tools for you. From networking and educational programming on the local level to legislative priorities on the state and national levels, being an active member of each association is always a wise investment.

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

AUGUST SIMMENTAL

JULY

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For more information about your breed's Spotlight Issue, contact:

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SPOTLIGHT on File Marketing Control of the Control

Gelbvieh History and Development

he Gelbvieh breed is one of the oldest German cattle breeds, first found mainly in three Franconian districts of Bavaria in southern Germany. Starting in 1850, systematic breeding work began in stud herds. Through pure breeding, the "red-yellow Franconian cattle" were developed from several local strains, including Celtic-German Landrace and Heil-Brown Landrace cattle. These local strains have been further improved with intensive breeding work since 1870. This solid colored breed of red-yellow cattle enjoyed great popularity as draft and slaughter cattle.

Several societies for improved breeding of the cattle were founded. The societies aimed at improvement through standardizing the indigenous breed by selecting the best bulls — pure breeding for a single color — and improvement of performance in work fitness and milk production. In 1897, the Breed Society for Yellow Franconia Cattle for Middle and Upper Franconia Cattle in Nurnberg was founded. It was followed by the Breed Society for Gelbvieh in Lower Franconia, based in Wurzburg and founded in 1899.

Since World War II, Germany used a stringent selection program to repopulate its cattle herds. Only three percent of the registered cows were used to produce potential bulls. These cows were selected on structural soundness and conformation. Bulls from these select cows were performance tested, and the top half was progeny tested. The progeny evaluation included gestation length, birth weight, calving ease, growth rate, slaughter weight, carcass quality conformation, udder soundness, and fertility and milk production in daughters. Semen was released only from bulls that proved their superiority in progeny testing.

Development in America – In the 1960s, Red Danish cattle were included in the herd book to improve milk production. Leness Hall, the director of International Marketing for Carnation Genetics, first saw Gelbvieh cattle in 1969. He worked towards importing Gelbvieh semen to the U.S. and finally was able to bring 43,000 units to America in 1971. In that same year, the American Gelbvieh Association was formed.

Today, with a registry database that contains over 1 million animals, there are approximately 45,000 active, registered Gelbvieh, Balancer, and Gelbvieh influenced cows in the United States and 1,000 active members of the American Gelbvieh Association (AGA). AGA is the largest Gelbvieh association in the world and ranks fifth in number of registered animals among beef breed associations in the United States. Most registered U.S. Gelbvieh are classified as purebreds (at least 88 percent Gelbvieh) and were bred up by mating full bloods and purebred Gelbvieh bulls to foundation cows.





Breed Registry and Improvement Programs – Purebred Gelbvieh cattle as well as hybrid cattle can be registered with the AGA. Breeders can document Gelbvieh influenced bulls and females with registrations and EPDs through AGA's three hybrid registry programs — Balancer, Southern Balancer, and Hybrid.

Balancer cattle are registered hybrid seedstock and have documented pedigrees and EPDs. Balancer animals are 25–75 percent Gelbvieh with the balance Angus or Red Angus. Southern Balancer is a Gelbvieh heat tolerant composite specifically targeted to producers who want the maternal heterosis, disposition, fertility, and carcass consistency of a *Bos Indicus* x Gelbvieh cross. Hybrid animals, of any breed or cross, may be recorded using the Hybrid Cattle Recording Service. The AGA documents the pedigree, breed composition, calculates performance data, and provides EPDs.

Gelbvieh cattle are widely recognized for maternal strengths such as fertility, quiet temperament, and longevity that all provide the basis for profitability. Gelbvieh cattle also exhibit muscling and growth along with feed efficiency that make Gelbvieh influenced cattle valuable in all aspects of the beef industry.

The historical metamorphosis of Gelbvieh cattle is a testimonial to the adaptation Gelbvieh has made to the ever changing dynamic of providing beef genetics to the industry.



For Gelbvieh members and commercial users of Gelbvieh and Balancer genetics, the AGA offers several services to assist in maximizing return on investment in Gelbvieh and Balancer bulls and replacement females.

Cow/calf producers who use Gelbvieh genetics are eligible to add value to females by marketing them through the Maternal Edge commercial female sales. Visit www.maternaledge.com for more information about sales in various areas.

For cattlemen looking to market bulls, replacement females or feeder cattle, check out the AGA's free Exchange service, including bull listings, female listings, and feeder calf listings. Visit www.gelbvieh.org/exchange to view current listings or to post a new listing.

Brand your Gelbvieh influenced feeder calves with SmartCross ear tags. This ear tag tells the buyer he is getting quality and predictability. Contact AGA at 303-465-2333 for more information on the three tag styles to fit any management program, as well as electronic ID tags.

For more information about Gelbvieh and Balancer genetics, visit www.gelbvieh.org.



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SPOTLIGHT on Elements of the Control of the Control

Sustainability Starts With the Cow

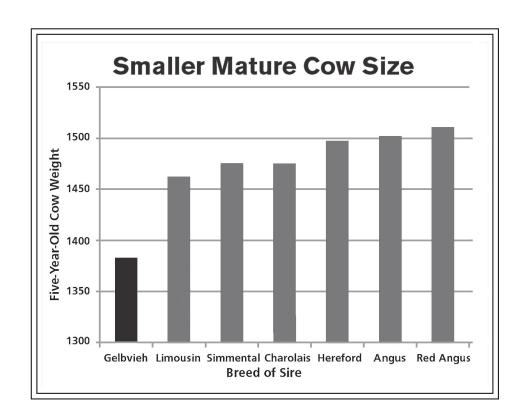
elbvieh influenced females are highly fertile, moderately framed, and raise high performing calves even in tough environments. The Gelbvieh cow's efficient use of resources makes her the picture of sustainability in today's modern beef industry. and Balancer cattle offer maternal superiority through increased longevity, added fertility, and more pounds of calf weaned per cow exposed. In addition, Gelbvieh and Balancer females offer a small mature cow size, more maternal milk, and reach puberty at an earlier age.

Gelbvieh and Balancer females excel in stayability – Females that stay in the herd longer are by far the most profitable. To measure and select for this trait, the American Gelbvieh Association (AGA) offers a stayability (ST) EPD. This EPD predicts the genetic difference, in terms of percent probability, that a bull's daughters will stay within a herd to at least six years of age. This trait is economically beneficial to cow/calf producers and directly impacts profitability. With the high costs associated with the development or purchase of replacement females, sustained reproduction is essential in a herd. Gelbvieh females are proven to stay in the herd longer.

Maternal efficiency – U.S. Meat Animal Research Center data shows Gelbvieh females have the smallest mature cow size of the four major continental breeds. The Gelbvieh breed was the only breed in the study

Gelbvieh Females Stay in Herd Longer				
Age of	% Stayability	Breed Association ¹		
Dam	Population	AGA	ASA	RAAA
3 year	% Success	82%	71%	77%
	Total	74,885	365,907	180,584
4 year	% Success	74%	62%	67%
	Total	74,536	367,886	180,125
5 year	% Success	68%	52%	58%
	Total	65,182	365,047	168,177
6 year	% Success	62%	43%	50%
	Total	54,459	262,663	153,203
1404 4 1 0 0 11 11 4 11 11 10 10 11 11				

¹AGA = American Gelbvieh Association; ASA = American Simmental Association; RAAA = Red Angus Association of America



to reduce mature cow size. At an average of 1,382 pounds, Gelbvieh sired females had the lowest five-year-old cow weight. This reduced mature cow size allows for puberty to be reached at an earlier age, which leads to calving earlier in the season and producing a calf at a younger age. These females are able to wean heavier calves while still maintaining low birth weights and a tight calving interval year after year.



influence through a crossbreeding program is a great option for commercial producers.

References

Meat Animal Research Center Progress Report #22 Brigham, B.W., Speidel, S.E., Enns, R.M., Garrick, D.J.

Stayability to Alternate Ages.

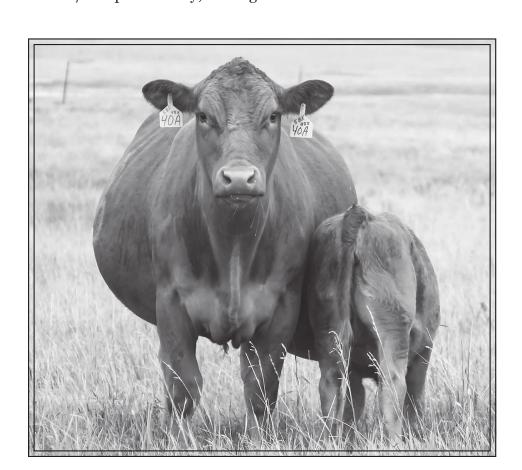
American Gelbvieh Association genetic trends for birth weight and calving ease.

Lower Birth Weights, Greater Calving Ease Birth Weight **Calving Ease Direct** Birth Weight EPD Ease EPDs Calving Ease Maternal Calving

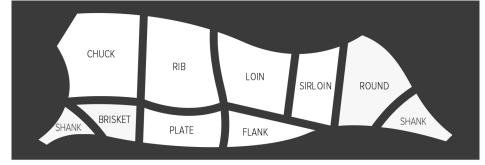
Greater calving ease - Calving ease is an important factor many cattlemen consider when selecting a herd sire. Cattlemen and cattlewomen like to have peace of mind, knowing their calves will be born unassisted and alive. Getting more live calves on the ground is the first step to getting more pounds of calf weaned per cow exposed and also equates to more potential for future profit. The Gelbvieh and Balancer breeds have lowered birth weights and increased calving ease to meet the demands of today's beef industry.

U.S. MARC data, along with American Gelbvieh Association genetic trends, prove that today's Gelbvieh and Balancer cows are highly productive, offering increased longevity, more maternal milk, less mature weights, early puberty, quiet disposition, and will calve easily, producing calves with low birth weights and tremendous growth.

With stayability and cow productivity being important factors in cow/calf profitability, adding Gelbvieh and Balancer maternal



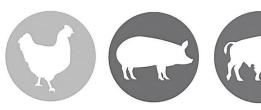
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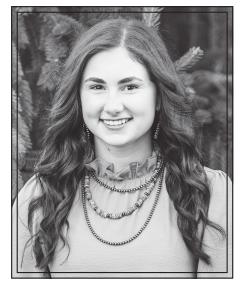






Inderwood Returns to the American Gelbvieh Association. The American Gelbvieh Association (AGA) is pleased to announce that Megan Underwood has returned to serve as the Communications Coordinator. In her role, Underwood will lead the communication efforts of the association, serve as the editor of *Gelbvieh World* and *The Profit Picture*, and assist the marketing team in developing the national advertising campaign.

Underwood currently resides in Campbellsville, Ken., on her family's Hereford seedstock and row crop operation. She received her bachelor's degree in animal sciences and industry with a minor in mass communications and journalism and a professional strategic selling certificate from Kansas State University. She also received her master's degree in agricultural education and communication from K-State. Her thesis focused on the uses



and gratifications of beef cattle breed association magazines for United States beef cattle producers.

"It's an exciting time to raise cattle, and the opportunities for Gelbvieh breeders are endless. I look forward to sharing their success stories to enhance the Gelbvieh and Balancer message to the beef industry," said Underwood. "The breeders and customers of Gelbvieh cattle are second to none, and I am thrilled to work with them once again."

Underwood brings a wealth of experience to the team through many internships with industry leading beef organizations and breed associations, as well as her previous positions with the AGA and American Hereford Association. In her previous tenure with the AGA, Underwood grew the social media reach of the association and led the *Gelbvieh World* editorial efforts to receive the Livestock Publications Council's James Flanagan Award for the most improved publication.

"We are excited to welcome Megan back to the AGA team. Her passion for the beef industry, outstanding communication skills, and proven track record with both our association and others make her an invaluable asset," said AGA Executive Director Harold Bertz. "Megan's expertise and dedication will be instrumental as we advance the Gelbvieh and Balancer message within the beef industry."

Underwood began her role with the AGA on May 27 and can be

reached at meganu@gelbvieh.org or at the AGA office at 303-465-2333.

egistry Update – Foot and Leg Scoring Now Available! The AGA online registry has expanded its capabilities! Users can now enter foot and leg scoring data directly into the system. This new feature enhances herd evaluation and supports ongoing efforts to improve structural soundness within the breed. Members can now access detailed information and proper scoring guidelines for collecting foot and leg data by visiting our Data Collection Traits page at gelbvieh.org/genetic-technology/data-collection-traits.

To support this new feature, we've outlined clear directions below for entering your recorded scores into the AGA Online Registry.

In the Weaning Queue:

- Dam foot and leg scores can be entered in the Weaning Queue when members are entering the weaning data of her calf. Members can also enter the dam's height, weight, body condition score (BCS), and disposal status in this section of the queue.
- For quick reference of foot, leg, and BCS guidelines, select "Help Tips" in the upper right hand corner of the screen.

In the Yearling Queue:

- Animal foot and leg scores can be entered in the Yearling Queue when members are entering the yearling data of that animal.
- For quick reference of foot and leg scoring guidelines, select "Help Tips" in the upper right hand corner of the screen.

Multiple Animal Upload:

- If members have scores they would like to enter, but the animals don't fall into either work queue above, an Excel file can be uploaded into the AGA Online Registry for multiple animals at once.
 - Go to "Tools", "Integration", and then "Upload."
- Download the template for "Foot and Leg" and select "Foot and Leg" from the drop down menu.
- The instructions for filling out the template are listed. Be sure to include the prefix in front of registration numbers, no spaces in registration numbers, and no editing of the format of the template.

Save the Excel file as a tab delimited text file (.txt) for upload. Select "Submit," and the scores will be uploaded to the animal's profile.

If you have any questions regarding foot and leg scoring, please call our office or email registry@gelbvieh.org.

Genotyping Project is a collaborative effort with AGA, the 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 Balance 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.

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.

SPOTLIGHT on Fill Williams

Characteristics of the Mother Breed of Beef

elbvieh literally means "yellow cattle" in German. Known for their great maternal traits and abilities, Gelbvieh are known as the "maternal" breed, with Gelbvieh females being excellent mothers. The breed is also known for their feed efficiency and weight for age growth. Gelbvieh are known around the world as one of the highest daily weight gain cattle in the world.

Coloration – Traditional Gelbvieh are reddish gold to russet or black in color. Traditional German Gelbvieh tend to be darker on their necks than the rest of the body; this is more prominent in bulls than in cows. Red Gelbvieh can be confused with traditional colored Limousin because of the same light pigmentation around the eyes and nose. Gelbvieh also have strong skin pigmentation, which makes them ideal for temperate to arid conditions.

Body type and characteristics – Gelbvieh are beefy, moderately muscular cattle, with frame sizes ranging from medium to large. They are long and smooth haired, with bulls averaging around 2,300 lbs and cows averaging around 1,300 lbs in weight.





Head characteristics – Though the traditional Gelbvieh breed was originally horned, this has been bred out in most of the modern day Gelbvieh cattle. Cows have a moderately long face, not dissimilar to Simmental, Charolais, or Limousin, and bulls have similar head characteristics to the aforementioned breeds.

Other characteristics – The Gelbvieh breed is great for its high fertility, freedom from genital defects, superior calving ease, mothering ability, exceptional milking ability, and high growth rates. Carcass characteristics have a lot of potential — since the breed is mostly lean — but can be crossed with breeds like Angus to get an exceptional carcass quality. Gelbvieh are also very quiet and docile, which is easily passed on to their offspring — crossbred or not.

They are also highly adapted to hot arid climates, not only because of the skin pigmentation that makes them resistant to sunburn and able to stand out in the hot sun without any problems, but also because of their ability to restrict blood flow to the areas where they have been bitten by ticks, isolating the ticks and starving them. This is a characteristic that has been noticed and proven by the South African Gelbvieh Association and is currently undergoing more research.

SPOTLIGHT on Fill Williams

Measure the Ways Crossbreeding Pays

ow more than ever, producers are trying to maximize outputs and herd performance, all while reducing costs. Taking advantage of tools that allow for reduced costs and increased productivity and profitability is an essential worth to producers in today's industry. One tool that has been utilized in the beef industry for several years — and one that has evident value in beef production — is crossbreeding. Crossbreeding provides increased performance with minimal, if any, additional costs to the producer.



Through the practice of crossbreeding, heterosis (or hybrid vigor) and breed complementarity are achieved within the herd. Heterosis can be defined as the superiority in performance of the crossbred animal compared to the average of its straight bred parents. When valuing heterosis, you essentially gain a dual advantage: individual heterosis and maternal heterosis.

Individual heterosis results in an increase of calf survival to weaning, along with increased growth. Table 4 shows the increase in performance that can be achieved through individual heterosis. Through crossbreeding, calves have been seen to have a 3.9 percent increase in weaning weight and a 2.6 percent increase in average daily gain, all of which translates to increased profits.

Similar to the definition of heterosis above, maternal heterosis is the advantage of a crossbred mother over the average of other purebred mothers. It refers to the combined improvement in traits from the dam that causes an increase in the performance of her and her progeny. Improved fertility, increased calf survivability, greater cow longevity, and more pounds of calf produced are examples of maternal heterosis.

Table 4. Individual Heterosis: Advantage of the Crossbred Calf¹

Trait	Observed Improvement	% Heterosis
Calving rate	3.5	3.7
Survival to weaning	ıg 0.8	1.5
Birth weight	1.6	1.8
Weaning weight	18.0	3.9
Longevity	1.36	16.2
ADG	0.08	2.6
Yearling Weight	29.1	3.8

As seen in Table 5, a crossbred cow has been shown to have a 16.2 percent increase in longevity and has proven to stay in the herd longer than a straight bred cow. This table also reflects the increase in the number of calves through a cow's lifetime, as well as additional pounds of cumulative weaning weight and more profit for the producer. The effects of heterosis are greatest for lifetime production with a 30 percent improvement, longevity, or herd life with a 15 percent increase, and annual income improvement from heterosis at 23 percent.

Table 5. Maternal Heterosis: Advantage of the Crossbred Cow¹

Trait C	bserved Improvement	% Heterosis
Calving rate	3.5	3.7
Survival to weaning		1.5
Birth weight	1.6	1.8
Weaning weight	18.0	3.9
Longevity	1.36	16.2
Cow Lifetime Produc	tion:	
Number of Calves	0.97	17.0
Cumulative Wean. V	Vt., lb. 600	25.3

Traits	Heritability	Heterosis
Fertility, mothering ability, calf survival	Low	High
Birth and weaning weights, milking ability, and feedlot gain	Medium	Medium
Mature weight, carcass qualities	High	Low

The crossbred female is really where crossbreeding pays off. Traits that are most influenced by heterosis are those traits with low heritability, such as fertility traits. Traits that are most affected by heterosis can be seen in the table above.



Utilizing crossbreeding systems also allows for the opportunity to capitalize on breed complementarity. This is the assessment of strengths and weaknesses of each breed type and applying those that complement each other. Breed complementarity is one of the best ways to describe the benefits of Balancer cattle. Balancer animals are 25–75 percent Gelbvieh with the balance of Angus or Red Angus. They combine the Gelbvieh growth, muscle, leanness, fertility, longevity, and low yield grading ability with the carcass qualities of Angus to make an animal that meets today's modern industry demands.



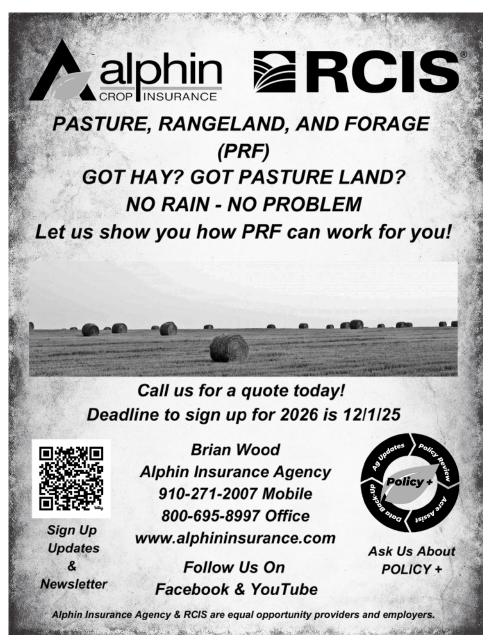
Balancer hybrids offer a simple and powerful way to maintain hybrid vigor and the proper combination of British and Continental genetics in your cowherd in a straightforward and easy crossbreeding system.

Gelbvieh are also an ideal fit for a crossbreeding program because of their superior maternal characteristics, such as longevity and fertility. Gelbvieh females are known for reaching puberty at an earlier age and remaining in the herd longer. With these attributes, combined with performance gained through maternal heterosis, Gelbvieh influenced cattle make the ideal female for any herd. So, why not reap the benefits of the heterosis advantage?

Reference

¹Adapted from Cundiff and Gregory, 1999.

Source: American Gelbvieh Association



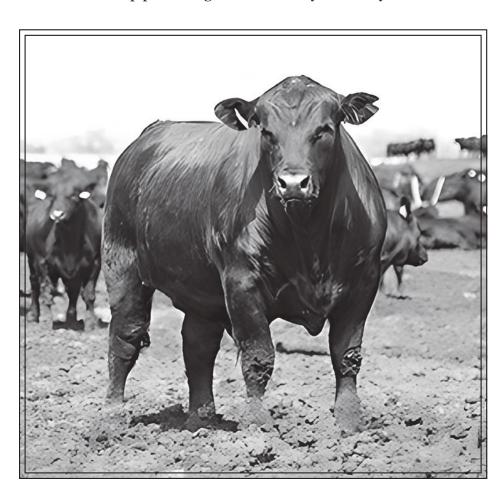
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The Value of Crossbreeding for Commercial Herds

he crossbred beef cow can make you more money! One of the main keys to successful crossbreeding is finding two breeds that excel in different traits but, together, result in high breed complementarity. The crossbred animal that effectively captures the value of breed complementarity is the Balancer. The Balancer captures the maternal strengths of Gelbvieh cattle and the marbling strength of Angus or Red Angus cattle. A Balancer is a registered hybrid seedstock breed that is 25–75 percent Gelbvieh with either Angus or Red Angus contributing the remaining breed percentage.

"Crossbreeding can have positive effects on a ranch's bottom line by not only increasing the quality and gross pay weight of calves produced but also by increasing the durability and productivity of the cow factory," said Bob Weaber, Ph.D., cow/calf extension specialist at Kansas State University.

The Balancer hybrid will do just as Dr. Weaber states. Balancer calves will load the scales with more pounds on sale day, and their mothers will keep producing similar calves year after year.





In addition to increasing the number of pounds sold, ranch profitability improves from crossbreeding by reducing the maintenance requirements of your cow herd.

"Positive changes in cow longevity, reproductive rate, and calf performance from heterosis effectively reduce maintenance energy requirements per pound of beef produced. Dilution of maintenance costs of the cow herd improves sustainability in both the environment — through more efficient land use — and profitability areas," Weaber said.

Matt Spangler, Ph.D., with the University of Nebraska-Lincoln, believes that a well thought out crossbreeding program should be utilized in a comer operation.

"The most successful commercial operations use crossbreeding as the standard rather than the exception as they exploit maternal heterosis to increase production, but mostly in order to reduce cost...They focus on the cost per pound of production relative to the possible revenue per pound," Spangler said.

Balancer cattle excel at meeting the demands of the cow/calf producers and the feedlots. Balancer cattle make it easy to implement crossbreeding into any commercial herd and give the rancher the benefits of profit making hybrid vigor.



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ASHLEY'S BEEF CORNER *

Beef Month Recap

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

eef Month in May was one of the busiest yet, with a comprehensive campaign that yielded almost one million impressions across the state! Thanks to our partnership with Got to be N.C., our Beef. It's What's for Dinner audio spots were used on Curtis Media Group stations WPTF, Triangle Traffic Network, KIX 102FM, Southern Farm Network, and North Carolina News Network.



Also included in the multilayer application of beef buzz all month was an interview with cattle farmer Jacklyn Smith of Wilder's Wagyu. This interview was titled "High end beef with local roots — North Carolina ranchers raise Wagyu cattle" and shared from multiple



stations and on their websites.

Beef jerky gift cards,

charcoal, and steak gift cards from Corbett's Craft Meats were given through the weeks leading up to the most exciting part — the Ultimate Grill Giveaway. The campaign events were also mentioned at the Charlotte Farmer's Market Mother's Day event for even more coverage.

Each of the 31 days of May featured a new beef recipe on the WPTF website.



As we evaluate the success of the campaign, we are pleased to share that 1.2 million listeners now know that Beef Month is to be celebrated! Thank you to the sponsors and partners who made the collaboration a true achievement in beef promotion!

Another exciting experience that came to our state was Pitmaster Erica Roby's visit to three restaurants as part of the Beef Checkoff's BBQ Series. Erica visited Sweet Lew's in Charlotte, Lawrence BBQ in Durham, and Dampf Good BBQ in Cary. These videos highlighting beef are on social platforms for viewing. Erica was also able to visit a feeder calf sale — her first cattle sale!

We will have more to share soon with the Touch a Tractor event at the Midtown East shopping center and the N.C. FFA Convention. Until then, stay cool!



THE BEEF CHECKOFF

Now Working Twice as Hard for <u>YOU</u> —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			Buyer's Name		
Address			Address		
CitySeller's Signature			City Buyer's Signature		
National Beef Checkoff Total Number of Cattle Sold		x \$1.00/head = \$		FOR OFFICE USE ONLY Check No.:	
North Carolina Cattle Industry A	ssessment			Postmark Date	
Total Number of Cattle Sold		x \$1.00/head = \$			
		Total Amount Remitted \$_			
Person remitting assessment	☐ Seller	□ Buyer			

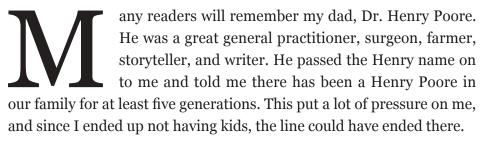
N. C. Cattlemen's Beef Council

2228 N. Main Street Fuquay-Varina, NC 27526

Send Form and Remittance to:

The Walk of Shame

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



Fortunately, my brother Sam had a son, whom he named Silas Henry Poore. Silas is much younger than the rest of my nephews, so he had never spent much time at the farm. This spring, Silas came and did an internship with us. He really learned a lot and had many experiences he could not have had anywhere else except at Triple Creek. During the time he was here, several of his friends — Benji from England, Jayland from the Bronx, and Mali from Zimbabwe — visited him, and they all left together for Wisconsin recently.

One thing about having new visitors is that I get to retell the many stories that have been born at the farm. There are several good ones involving nearly everyone who has ever spent much time on Triple Creek. One thing I always mention when we are in the back moving cows is the "Walk of Shame," which is what happens to you when you do something dumb and end up stranded in the back of the farm — up to a two mile walk from headquarters.

I have made that walk many times when I got stuck, blew a tire, or ran out of gas. The worst one was when I let the Farmall Super M run away with no driver down the face of Gill Mountain.

I had carelessly left the old tractor running at the top of the hill





while I jumped off to do a quick task. Somehow, the parking brake got knocked

off. I have a vivid, slow motion memory of the tractor running straight down the hill and heading for the creek and the forest on the other side. The tractor jumped off the bank of the creek and slammed into the other bank. The front wheel assembly hit first and folded up under it, stripping out 4¾ inch fine thread bolts. When I got to the tractor, it was still running, and the only damage was a crumpled grill, those stripped bolts, and the oil pan, which was crushed by the wheel assembly. I turned it off and headed off on the Walk of Shame.

When I arrived at the barn, Dad was standing there watching as I came up the hill, and he asked, "What happened now?" I recounted the story, and he just looked at me sternly and didn't say a word. He went and got a chain and the big John Deere. We went to see what was left of our old friend the Super M. He helped me pull it out. We bolted the front wheels back under it and then were able to pull it to the barn. In the end, I was lucky. The only significant damage was the oil pan and the grill, with a few other dings that keep the story alive. The tractor was bought new for our farm in the 1950s, and it is still my favorite of all time.

Like always, despite my carelessness, my dad didn't lecture or scold me. He knew the Walk of Shame was enough to teach me what I needed to know. On that walk, I thought a lot about safety and not taking shortcuts that can turn disastrous. Every time I get on the M, I think about that experience.

I told Silas and his friends that mishap story and many others about Sam, Blake, Mitch, Korey, Steven, Noah, Barry, my mom and dad, and almost anyone else who has spent significant time at the farm. I warned them in jest that if they stayed around long enough, they were bound to be part of one story or another.



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About two weeks before Silas and the boys departed, we were making hay, and Silas was running a rake. Tina was also raking with the red Suzuki; Brandon was running the baler; and I was tedding with the Super M. Benji and Jayden wanted something to do for the afternoon, so they went back to finish cleaning up the cemetery that is on our place from several of the early families on that land.

Benji and Jayden left the cemetery after a shift clearing brush

and drove past the field where I was tedding, and then they turned up the road to the house. They didn't get far when I saw a cloud of dust and the white Suzuki sitting at an odd angle in the road. I didn't think much of it, but on the next round, I saw them walking my way. I stopped to see what was up, and Benji said they went around that corner too fast, lost control, and hit a cedar tree! Benji broke the windshield with his head, and Jayden cut his lip pretty badly when he hit the steering wheel — he later got stitches at the urgent care.

I could tell they weren't hurt too badly, so channeling my dad, I said I was thankful that they were not hurt and that machines can be fixed. I then just pointed to the house and said, "It is your turn for the Walk of Shame." I finished my work and headed up to the house, where I got the truck and came back to find them. I picked them up, and they were really embarrassed and sorry to have damaged our favorite little car.

The moral of the story is that this kind of thing can happen to anyone, and sometimes you just have to learn from your mistakes. A farm is a great place to learn this kind of lesson. An old vehicle on a farm road may be the best place to learn the hard lesson about safety. Those many stories about the Walk of Shame turned out to be really great learning experiences for those involved, and the telling and retelling are an important part of our farm culture.

Forage & Grassland Management

2025 Annual Webinar Series

One session per month from July to October



July 15

3:00 – 4:00 p.m. (Eastern Time)



Sting and Sling: Management Tactics for Fire Ants and Fall Armyworms

Dr. Terri Billeinsen, Extension Associate, N.C. State University

Register in advance for this meeting: https://ncsu.zoom.us/meeting/register/KGBz9vbwRcmW-S9-u7oxXw

After registering, you will receive a confirmation email containing information to join the meeting.

E.B.'s VIEW FROM * THE COW PASTURE

We Don't Know What We Walk Over

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

he events of this story started back in 2023. It was winter time, and I was coming back from a sale in Edgecombe County, riding through the community of Leggett. It was misting rain. I noticed several hundred people in rain suits lined up and walking across a field with metal detectors.

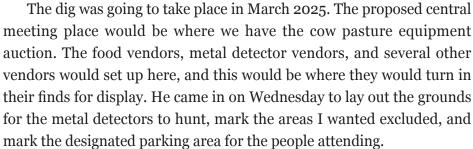
I knew the farmer who farmed/owned this land — Barry Lane Anderson. My curiosity was up, so I called Barry Lane and asked him, "What kind of crop are you going to plant this year that you have to have all those people out there on your land with metal detectors making sure there is no metal in the land?" Barry Lane went on to explain to me that it was an organized event, and they were looking for metal, artifacts, or anything they could find. People from all over the country came and spent about three days going over his farm.

Barry Lane said, "If you would like, I will have the man who is in charge get up with you because you have some land that may be of interest to them." I thought about it and told him to have the man call me - it could be a win for everybody.

Late in the summer of 2024, the man called and told me what they were mainly looking for, and he would like to come to the farm and look around. I went on to explain to him that in 1860, Warren County — the county I live in — was the wealthiest county in the state because cotton was king.

He came up and looked at all the farms, then came back with a proposal, and if we came to terms, he would like to have a "dig" here in the spring of 2025. I asked how many would be coming. He said there

would be 300-600 people, and it would be a three day event. We came to an agreement.



People came from all over. Just about every state was represented and even had people from Canada and one man from Poland. This is what these people do. Some people go fishing, and some people play golf — these people go metal detecting and treasure hunting.

What they really like are old home sites. I think they had the biggest heyday at the Walker Hill Farm, Major Rob Alston Farm, and Longbranch Farm. All three of these had plantation home sites on them, and they found many items. Out of all these days of digging, I think they got over two tons of old plow points, old wagon parts, pins, and all kinds of metal. When they walked back to the parking area, there were lick tubs for them to put the items in they found that they did not want.

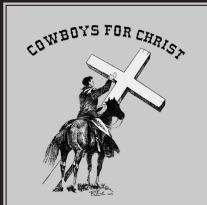
One of the biggest finds was a \$50 gold piece at the Walker Hill Farm, along with artifacts, shell casings, bullets, a set of diamond earrings, an old pistol, and Civil War items. They even found some brass cow chain tags on the farm we call the L.C. Davis Homeplace.

> I remember Mr. Davis had purebred Hereford cows with neck chains and brass numbers on them back in the '60s and '70s. I had taken a picture of one piece I knew was over at the Walker Hill Farm — which was a broken off piece of a forklift — and spread it around, but it was not found.

Next time someone goes fishing, hunting, or to ballgames, remember there is a group of people that like to go metal hunting somewhere on a given weekend. It's good we are all different.







THE CHAPLAIN'S CORRAL

"Freedom" is NEVER Free!

By DONALD LOUIS KENEBREW, Cowboys for Christ Chaplain

e were spellbound as Mai shared her story of escaping from Vietnam. Her mother, the widow of a South Vietnamese soldier, had three daughters. She was only two and had tuberculosis. Her mother learned the American Embassy in Saigon was hiring secretaries, and she obtained a job. It was 1975, and the nation was in turmoil. North Vietnamese Army troops (NVA) were flooding across neighboring borders, slaughtering soldiers and civilians and creating terror throughout the country.

Her mother's supervisor gave her four passes to give them passage out of the country. Before he was evacuated, he told her mother not to sell the passes because there were no more. On April 30, as the NVA approached Saigon, her mother gathered her children and pushed through the terrified crowd to the gates of the Embassy.

Along the way, she was offered gold, jewels, and cash for her passes. One woman, who knew about her sick daughter, begged her to take her child and leave her youngest behind. Her mother said they would either get out together or they would die together. She was brought through the crowd inside the walls of the Embassy. Slowly, civilians and government workers boarded helicopters, taking the terrified passengers out as fighting drew closer.

Finally, she said with tears in her eyes, her family was placed on the next to last helicopter leaving the roof of the American Embassy. They

were placed in a refugee camp, then sponsored by a Baptist church in America. She told the story of how, at four years old, she climbed over pews to get to the altar to give her heart to Jesus! There wasn't a dry eye in the room as our medical team in Vietnam listened to Mai, now a doctor serving her former nation on a medical team of Vietnam veterans and others.

It got even more emotional for us veterans. Tran told the story of when he was eight years old, and the Communists attacked his village, killing men, women, and children. He continued to say, "The Marines came and saved us!" I have the same tears as I write this as I did

years ago when he shared. His family escaped by boat and made it to America. He had just completed nurse's training and was part of our team to serve the people of Vietnam.

Whatever I experienced in Vietnam was nothing compared to what the people there experienced. That's because politicians decided to cut off aid to South Vietnam, ensuring the nation's destruction. For 35 years, I have gone back to Vietnam. I have witnessed the aftermath of Socialism/Marxism firsthand. It is NOT the utopia promised by their Communist leaders. Vietnam's economy is better because of trade with America, but there is no true freedom. They are under Marxist dictators!

We hear constantly how horrible this country is. But can they explain why Cubans fled Castro's paradise or why people fled Communist Vietnam on frail boats? Or why people from over 140 nations have flooded across our southern border this year alone? It's because they know the truth! America is still the beacon of hope for millions around the world. That's why I fought, and so did all who served after me. Yes, it WAS worth it! Yes, I would do it again!

But while our military protects our physical freedom, Jesus Christ died on a cruel Roman cross to purchase our spiritual freedom. This July 4, remember this from John 8:36 – "So if the Son makes you free, you will be free indeed."

Now that's true freedom!



CATTLE & CARBON

What Could a Carbon Market Look Like?

By ALAN FRANZLUEBBERS, USDA-Agricultural Research Service



arge scale industrialization that relies on the burning of fossil fuels to power our activities has coincided with rising carbon dioxide concentrations in the atmosphere. These fossil fuels were formed from mass deposits of plant and animal life millions of years ago. Their extraction and burning as energy supplies have given us many products during the past 150 years that would have been previously unthinkable to achieve — from incredibly stable and magnificent buildings dispersed all across the planet with relatively few people needed to erect them compared to Ancient Roman buildings or Egyptian pyramids to vast areas of farmland that have produced enormous and diverse food supplies to nourish the energetic and creative people who thrive on this beautiful planet in which we live. Indeed, just as a good barn stores quality hay cut from the previous summer and keeps cattle comfortable as a haven during winter feeding, there are implications from concentrating those animals in the same place for so many months. Once the cattle are fattened and sold, their daily activities need to be cleaned up and spread onto the land, or the problem of muck and accumulation of nutrients gets worse year after year. The point



here is that our actions have consequences, and when fossil fuels are burned at such an unprecedented rate as in the past century, the natural cycling of carbon from the atmosphere to plants to soil and back to the atmosphere can become unbalanced. If we understand physics and trust in a natural order, then we should understand the need to give and to take. When we also understand that our big blue planet is surrounded by an atmosphere that supports and protects us, we should be concerned with the implications of disrupting this protective layer that controls the weather upon which we rely to make our farms productive and profitable.

Carbon markets have been discussed and developed with this intent to balance our carbon emitting activities with the need to sequester carbon elsewhere. It may be too lofty of a goal to achieve this balance for any one person or community, but we've been granted this world to steward, and so it is still our responsibility to collectively manage it. Carbon is the element that connects all life, so a carbon market could potentially help return the atmosphere to a more accommodating carbon dioxide level with less volatile weather and more predictable outcomes for the global citizenry. Also, because carbon is part of all life, carbon can be considered a transactional commodity from a global viewpoint. Any organic carbon that is susceptible to decomposition and returned to the atmosphere as carbon dioxide is potentially marketable. Keeping that carbon from re-entering the atmosphere would be sequestration, and this activity could be a source of credit. This is why timber is often thought of as an obvious natural climate solution to be credited, since carbon in wood can be used in buildings and, therefore, becomes carbon not returned to the atmosphere. Other fiber producing crops like cotton and hemp could have the same carbon removal possibility, although these fiber producing plants may have a landfill fate that could decompose and eventually return carbon dioxide back to the atmosphere. Wood products might have this same fate in the long term. Food producing agriculture is often not considered in carbon market discussions because the carbon in food is digested by humans or livestock and returned to the land to decompose further. How one manages the land may change the amount of carbon stored in soil organic matter, even in food producing agriculture. As evidenced by the significant



root zone enrichment calculations of soil organic carbon under forage and grazing lands across North Carolina in the February 2025 issue, pasture based livestock production may be able to play a large role in storing soil carbon where it can be utilized sustainably on the farm for decades but may also serve this societal role for carbon mitigation. Indeed, accumulation of soil organic matter with pasture based livestock production could be a viable carbon sequestration approach across a wide swath of American agriculture.

If you're balancing inputs and outputs on your farm, you may not feel the need to engage in a carbon market. However, there may be some opportunities, just like selling a commodity grain on the market to have cash flow into your farm rather than feeding that grain to your own swine herd or flock of poultry. Business mechanisms exist for assessing and trading carbon. The Regional Greenhouse Gas Initiative (RGGI) is a cooperative, market based effort established in 2009 among Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont to cap and reduce CO₃ emissions from the power sector. The Climate Action Reserve is a long-standing carbon credit registry. They host a carbon market directory at https://climateactionreserve.org/how/carbon-market- directory. Some notable private carbon credit companies are Indigo Carbon, Nori, TruCarbon, Bayer Carbon Initiative, and Nutrien Ag.

A worldwide carbon market does not exist today. However, there have been and continue to be new markets undertaken. The most recent international effort to control greenhouse gas emissions was the 2016 Paris Agreement under the United Nations Framework Convention on Climate Change, whereby 196 countries agreed to hold the increase in global average temperature to no more than approximately 3°F greater than the pre-industrial level. Although the U.S. recently withdrew from the Paris Agreement, several voluntary markets within the U.S. provide opportunities for willing parties to engage.

There are two main market mechanisms: (1) an emission trading system, which would give the U.S. government or United Nations full control over the amount of carbon (as carbon dioxide equivalence) emitted so that a cap on total emissions could be mandated and trading could occur to keep emissions under this cap, and (2) an offset market would allow major carbon emitting companies to emit

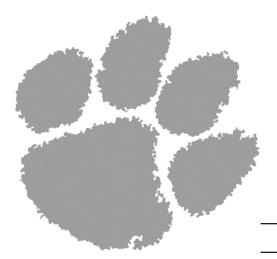
unlimited, but they must buy offsets to keep their emissions below a regulated target. A cap-and-trade emission trading system would likely be the most direct and effective approach in the short term but has not been agreed upon. Offset markets are the most common trading mechanism to date. In an offset market, companies pay others, such as farmers that manage and store carbon in soil, to reduce emissions instead of the company doing it. Most carbon markets operate using a voluntary offset approach. Some companies have self regulated, and they wanted to show their commitment to sustainability by simply buying offsets and achieving net zero emissions to balance total direct emissions with the purchase of offsets. These efforts were often in anticipation of potential future regulations. By analogy, it's easier to run and win a race if one has diligently trained beforehand.

The Integrity Council for the Voluntary Carbon Market lists ten core principles that become necessary to avoid fraudulent claims in carbon markets. Meeting these robust requirements can reduce economic returns to carbon providers, such as farms sequestering carbon in soil. This is because intermediaries must be involved to certify the varied ways that carbon is sequestered. These carbon market principles are effective governance, tracking, transparency, independent thirdparty validation and verification, additionality, permanence, robust quantification of emissions reduction and removal, no double counting, sustainable development benefits and safeguards, and contribution to net zero transition. The additionality provision has historically meant that if a landowner previously pursued carbon storage activities, they would not be eligible. Various credit companies may still hold this principle for engagement. The quantification and validation/ verification provisions can be a significant drain on resources, leading to relatively low cash payouts to farmers.

Whether you engage in a carbon market now or in the future will be for you to decide based on all available information. However, the fact that you may be storing carbon in soil still gives you economic, ecological, and environmental benefits that you should value on your farm. Having robust, healthy soil in which to practice your farming today and pass along to future generations is true stewardship.







Clemson Corner

Climate Resilient Management Strategies for Forage Systems — Free Online Course

By LILIANE SILVA, Clemson University

e are excited to announce a free online course on climate resilient management practices for forage and livestock operations just released by Clemson Extension. This course is designed to help new and experienced farmers, extension agents, agricultural consultants, agricultural educators, and those interested in learning more about climate resilient agriculture.

Registration is open and can be completed by scanning this QR code. This is a self paced course available through Clemson Extension Online. It focuses on definitions, concepts, and management strategies to support farmers in making informed decisions about managing forage and livestock systems while also supporting longevity, feasibility, production, and sustainability of their operations. This is a beginner

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to intermediate level, multidisciplinary course that is open to anyone who is interested in learning more about forage ecosystems and the best ecological management practices. It includes topics on business planning, farm technology, soil health, weed control, and research based management strategies to enhance carbon sequestration, overall production, and environmental resilience of operations while reducing greenhouse gas emissions of the livestock industry.

There are no prerequisites to taking the course, and anyone interested in forage and livestock systems is encouraged to enroll. Participants will learn how to apply improved management techniques in their operations, support animal and forage production and performance, and reduce environmental impacts from livestock farming. To earn a certificate of completion, participants must complete all pre and post course quizzes and watch all instructional videos. More details about course content, technical requirements and registration can be found at https://cpe.clemson.edu/browse/extension/livestockandforages/courses/climate-smart-practices-for-forage-systems.



Building Resilience in Forage and Livestock Systems Virtual Engagement Series

This collaborative series focuses on practical strategies for enhancing the resilience of forage and livestock systems under extreme weather conditions. Experts will cover topics on livestock health and management, forage production, and share information on resources available through the USDA Southeast Climate Hub and Natural Resources Conservation Service. We will also engage on roundtable discussion where producers and experts will share real world insights



All online sessions are free and from 12:00-1:00 p.m. ET. Pre-registration is required.

Session 1 (07/29): Livestock health and management Session 2 (07/31): Enhancing forage resilience Session 3 (08/05): USDA and NRCS resources Session 4 (08/07): Building Resilient Forage-Livestock **Operations Roundtable**

Register <u>Here</u>







Focus forward

Fall Armyworm Management for Pastures and Hayfields

By AMBER STARNES, BRIAN BEER, LEE VAN VLAKE, & LILIANE SILVA, Clemson University

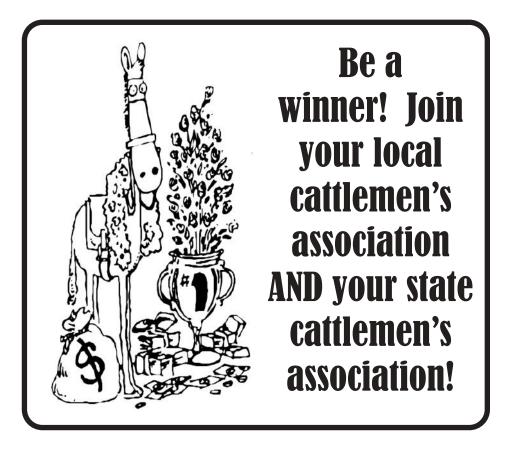
t is time for hay and livestock producers to consider the prevention and control of fall armyworms in pastures and hayfields. The fall armyworm, *Spodoptera frugiperda*, is known as a chronic pest in the Southeast region of the United States. Climates in South Carolina and North Carolina favor their development due to hot, dry summers being typical. Generally, fall armyworms are most numerous in late summer and early fall; however, in some years, they can start occurring as early as late June. The caterpillars feed on a variety of forage crops, such as bahiagrass, bermudagrass, pearl millet, and sorghum, but the most damage is usually seen in lush, green forage stands.

Fall armyworms are susceptible to cold, making late summer/early fall prime time for their development, which means this is also the prime time to prepare for the prevention and control of an invasion. Often, this pest is present but goes undetected because of the initial small size of the larvae. Mature caterpillars cause the most damage because of the vast amount of foliage they consume, and damage may often appear overnight. Damage varies in appearance and severity according to the length of time that the caterpillars were feeding, but also with some visual distinctions regarding the type of grass and management practices used. In a pasture situation where the grass has been overgrazed, the grass may seem to thin out and develop brown spots. All tender green material may be removed in hayfields, leaving only tough stems a few inches long. Established, healthy bermudagrass is rarely killed by a single infestation of armyworms. Still, the complete defoliation caused by severe infestation weakens plants and deprives livestock of pasture or a hay producer of hay cutting. Fall armyworm damage on newly established forages can be a more severe situation. The crops can be severely stunted or killed if fall armyworms feed too far down on these plants. Most commonly, fall armyworms forage during early morning and late afternoon, when temperatures cool down, making this the recommended time to scout the fields for the pest or signs of damage.

Scouting hayfields and pastures should begin in June. While scouting, the following descriptions are stages of the fall armyworm that you may notice. Fall armyworm eggs are creamy white and dome shaped with a flat base. Eggs are laid in clusters of 25–100, with a single adult female moth laying as many as 2,000 eggs on lower leaf blades. The egg clusters will have a hairy/fuzzy appearance.

The newly hatched larvae are light green to cream colored with a dark head capsule. The newly hatched larvae are tiny and often go unnoticed. As the larvae develop, they become darker with light colored lines down the side of the body. The head capsule will be dark with a light colored inverted Y marking on the front. Another identifying mark will be the four dots on the next-to-last abdominal segment. Once fully grown, the larva measures about 1½ inches long.

Large armyworms frequently disappear almost as suddenly as they appeared, either burrowing into the ground to pupate or migrating in search of food. The adult fall armyworm is an ash gray moth with a 1½ inch wingspan. It will have whitish spots near the tip of the front wings, and the hind wings are whitish with narrow brownish wing edges. With the rapid rate of development of the fall armyworms during late summer/early fall, it is not uncommon to get five or more generations produced each year. Generations can overlap, but most of the fall armyworms in one area will be similar in life stage development, making damage seem to come in waves that follow the cyclic development of the fall armyworms. Some signs that indicate



fall armyworms are cattle egrets and/or geese feeding in concentrated areas, foliage that has been chewed on the underside only, and forage that appears to be 'frosted.' Once damage becomes more severe, dead spots will appear in the field. It also pays to notice the condition of your neighboring fields, in that this pest will sometimes invade an area in search of food once an adjacent field has been defoliated.

Scouting pastures and hayfields can help detect fall armyworm infestations before they cause economic damage. If fields are already damaged by fall armyworms, they should be closely monitored to determine if control is necessary at that time and for the rest of the season. If a pasture or hayfield has been heavily damaged, fertilize as recommended to allow for growth to occur, whereas a severely damaged field may need to be rested.

If you detect fall armyworms, there are certain insecticides labeled

for pastures and hayfields that can be used for treatment. The decision to control fall armyworms is determined by the threshold for control and the stage of the fall armyworms. A population of 2-3 or more fall armyworms per square foot is a reasonable treatment threshold. As with other pests, timing is essential. Apply insecticides early or late in the day because fall armyworm larvae are most active at these times. Below is a link with insecticides labeled for fall armyworms. As always, read the label before use to ensure proper precautions are taken, such as any grazing or having restrictions, and to ensure the product will treat the intended target. Pay attention to the residual activity of the products labeled for use and prefer those with high residual activity. Remember that multiple generations of fall armyworms may be developing in an area simultaneously (adults, larvae, eggs), and their life cycle typically spans about three weeks, from hatching to pupating. A second insecticide application to the same field may be needed 7-10 days after it was first treated, depending on the level of infestation and the control achieved after the first application was conducted. Always evaluate the effectiveness of the first application control to determine if a second may be

necessary; remember that, depending on the level of damage caused to the plants, it can compromise the plant's ability to regrow and persist in a field.

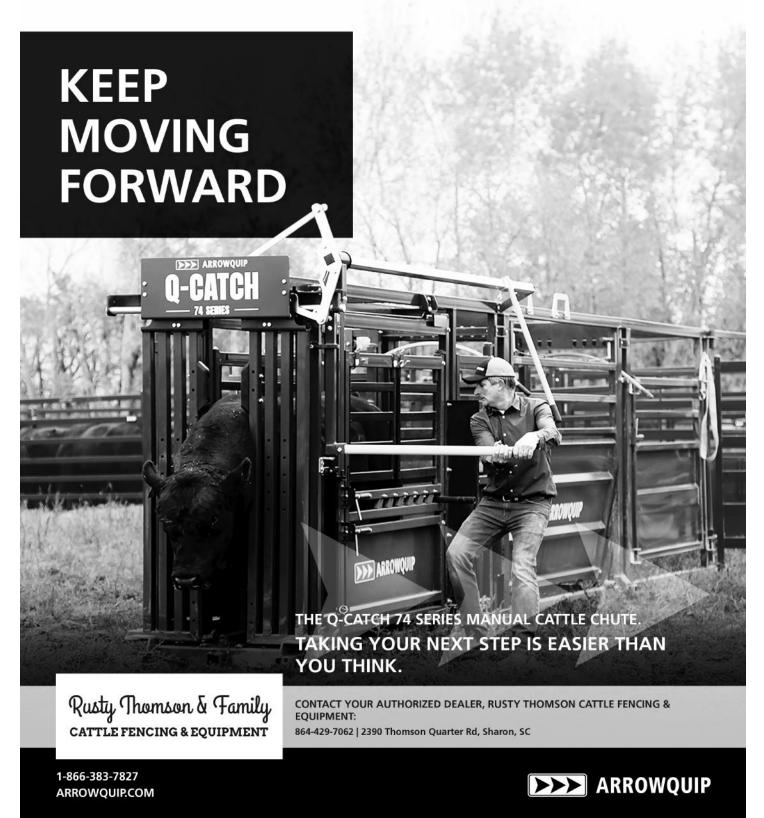
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For specific recommendations and further assistance, please contact your local livestock and forage agent. More information can be found at www.clemson.edu/extension/agronomy/pestmanagement21/2021pmhpastureinsectcontrol.pdf.

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You Decide!

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

ou Decide: Will North Carolina Get an MLB Team? Although I have lived and worked in North Carolina for almost 50 years, I wasn't born in this wonderful state. I was born and raised in Cincinnati, Ohio. Like many people, I continue to root for the professional sports teams of my youth. In my case, in the early years of my life, there was only one pro team to follow — the Cincinnati Reds. But, with North Carolina frequently mentioned as the home for a major league baseball (MLB) team, I may have to add a second team to follow during baseball season.

Major League Baseball is expected to expand from the current 30 teams to 32 teams by the early 2030s. There are also rumors that a couple of existing teams — the Chicago White Sox and the Tampa Bay Rays — may be considering relocating. When these changes are discussed, two cities in North Carolina — Charlotte and Raleigh are mentioned as possible homes for an MLB team.

Of course, since professional sports is a business, economics must be considered when locating an MLB team. Three economic issues come up — feasibility, economic impact, and financing for an MLB stadium.

Feasibility looks at the issue of whether the region is big enough and growing enough to support an MLB team. Population and population growth are the major measures for evaluating feasibility. Using U.S. Census data for combined metropolitan areas — including Charlotte-Concord and Raleigh-Durham — the Charlotte metro area is already larger than five existing MLB metros, and the Raleigh metropolitan area is larger than two existing MLB metros. Among the ten cities mentioned by ESPN as contenders for an MLB team — San Antonio, Charlotte, Mexico City, Montreal, Nashville, Orlando, Portland, Raleigh, San Jose, and Salt Lake City — Charlotte is larger than all but Mexico City, Montreal, and Orlando, whereas Raleigh is larger than Nashville. In the last four years -2020-2024) -Orlando had the fastest growth rate of 12 percent, but was followed by Raleigh with 9 percent and Charlotte with 8 percent. My conclusion is Charlotte and Raleigh are feasible options for an MLB team.

Economic impact considers the broad effects of an MLB team on regional income and regional jobs. Professional sports teams are expected to increase regional growth in income and jobs through several methods. If having an MLB team makes the region more interesting and fun to live in, then jobs and incomes can increase from more businesses and workers wanting to live in the region. If the MLB team causes regional residents to spend more of their entertainment money in the region rather than outside the region, then local businesses will benefit.

Last, and perhaps most important, if an MLB team can attract people living outside the region to visit the region for games and spend money on game tickets, food, lodging, and other purchases, this could be the biggest economic benefit from having a team. Indeed, an MLB team in Charlotte would likely pull fans from central and western North Carolina, as well as from parts of South Carolina. Similarly, a team in Raleigh would see people driving from central and eastern North Carolina and from parts of Virginia to see a Major League Baseball team in person.

Estimating these economic impacts can be challenging. Predicting fan attendance and the origin of the fans can be difficult. Approximately half the earnings of MLB teams are paid to players. In addition, since not all players live in their team's home region, a part of the player's salary is not spent in the home region. Also, the analysis must account for the possibility of households reducing spending on alternative local activities when they spend on MLB baseball.

Economic impact studies of existing MLB teams in cities with similar populations to Charlotte and Raleigh show permanent new jobs created in the economy in the 3,000-4,000 range and annual income generated in the \$500 million to \$1.2 billion range. However, as one who has completed numerous economic impact reports for a variety of situations, it is important to scrutinize the details of economic impact studies and assess the assumptions and calculations used to arrive at the conclusions.

The biggest roadblock to an MLB team in North Carolina may be the stadium where the team will play. An MLB team in North Carolina will likely require a stand-alone major league baseball stadium. While multipurpose stadiums were used in the past — the now demolished Cincinnati Riverfront Stadium hosting the Reds and the Bengals is an example - recent MLB stadiums have been built



The Carolina Cattle Connection

for baseball use only. The stadiums are also very, very expensive. The stadium in Las Vegas, currently under construction for the new Las Vegas Athletics, is expected to cost \$1.75—\$2 billion. The same price tag has been estimated for an MLB stadium in Orlando. Even the projected cost of expanding the minor league Charlotte Knights' stadium for MLB use is between \$500 million and \$1 billion.

The obvious question is, "Who will pay for the stadium?" The owner or owners of the MLB team is an obvious answer, and this can happen. Between 70–80 percent of the new Las Vegas MLB stadium is being financed by the Athletics' owner. The group behind the efforts to secure an MLB team for Orlando has announced the stadium would be completely privately financed. In contrast, the Chicago White Sox have asked for \$1 billion in city and state public funds to help finance a new stadium for the team. The Kansas City Royals MLB team is also recommending public financing for most of the cost of a new stadium. Therefore, MLB stadium financing options span from using all private money to using all public money, with options in between.

My conclusion is that both Charlotte and Raleigh appear to be viable candidates for an MLB team. But what will be the economic impact? Will the economic impact be worth the cost? And who will pay for an exclusive MLB stadium? Should these questions be answered before we begin picking names for an MLB team in either city? You decide.

You Decide: Where Are We in the Inflation Battle?. Price inflation was one of the top issues in the 2024 presidential election. People were tired of seeing big price jumps, especially if those increases were more than their income rose. Candidates promised that — if elected — inflation would be reduced.

Recently, the latest inflation rate was released. The report was cheered by many because the annualized rate of 2.3 percent was the lowest in four years.

But, as I have stressed in previous columns, reducing inflation does not mean reducing prices. Inflation measures the rate at which the average of prices is changing. Typically, the inflation rate is positive, meaning the average of prices is rising. Historically, the only time average prices fall is during bad economic times, like recessions and depressions. Of course, individual prices, especially for food and fuel, often move up and down.

What really matters to people is whether their incomes keep pace with rising prices. During the recent surge in inflation, especially in 2021 and 2022, price increases clearly outpaced household income gains. In those years, prices rose five percentage points faster than worker earnings, the measure I use for household income.

The good news is the gap between changes in prices and changes in worker earnings has improved in favor of households in recent years. In 2023, 2024, and so far in 2025, average worker earnings have gone up more than the average of prices.

However, the situation regarding inflation and household income could be better. From 2010 to 2020, the decade prior to the pandemic, annual average prices rose 1.7 percent, and annual average worker earnings increased 2.7 percent. There was only one year in which the gain in average worker earnings did not exceed the inflation rate.

If we want to return to the inflation situation we had in the 2010s, then we need a lower annual inflation rate under 2 percent or faster gains in worker earnings. Here, I will stick to the goal of a lower inflation rate. What will it take to get to an annual inflation rate like the 1.7 percent rate of the 2010s?

First, let's see where higher price inflation is occurring. Because we buy them on a regular basis — usually weekly — let's begin with food and fuel. Food prices can be subject to big swings due to shifts in supplies at the farm level. Most of us are aware of the surge in egg prices due to the avian flu. Beef prices have also jumped as a result of several years of drought in major beef raising states. But rising food prices in grocery stores and supermarkets have actually moderated in the early months of this year compared to the same months last year. Food prices are up just a little over 2 percent.

Gas prices are another good news item for consumers. Gas prices (price per gallon) have trended downward for almost three years, with a total drop of \$1.30 a gallon for a reduction of 27 percent. These are national numbers, so local variations can make individual experiences different. And with proposals to increase domestic oil production and with the recent announcement by oil producing countries in the Middle East to increase production, the outlook is for even lower pump prices. There are forecasts for another 10 percent drop in gas prices over the next 18 months.

So, what's keeping the inflation rate stubbornly higher than the Federal Reserve's 2 percent goal, and likely an even lower goal by most of us? To answer this question, I looked at the annual inflation rate of various spending categories for the first three months of 2025 compared to the same months in 2024.

I found three categories that had significantly higher inflation rates than other categories. They are electricity, shelter, which includes both home owning and renting, and hospital services. Indeed, not only did these three categories have higher inflation rates in the most recent year, but they also had higher rates during the previous year.

Fundamentally, price increases occur when there is an imbalance between buying and supply. Specifically, the price increases when people try to buy or use more of a product or service than is available. Each of the three categories — shelter, hospital services, and electricity — are in situations where usage is rapidly increasing. As our population grows — particularly in North Carolina — it can be a challenge for housing construction to keep up with more households. Debates about zoning and regulations are also factors. And we are an aging society, which means greater use of medical and hospital services. But again, building new hospitals and training more doctors can be lengthy processes. Last, our economy largely runs on electricity. With new uses for electricity, including electric vehicles and artificial intelligence, electricity usage can easily outpace electricity availability.

Still, good progress has been made in reducing the pace at which average prices are increasing. An inflation rate of 2.3 percent is certainly better than the rate of 9 percent we experienced a couple of years ago. More workers are also seeing their paychecks keep pace with prices.

But the inflation battle appears not to be totally won. Typically, we rely on the Federal Reserve and the federal government to take the lead in controlling inflation. But with many of the factors behind today's inflation rate linked to state and local situations and decisions, maybe the inflation battle needs more fighters. You decide.

Have You Herd

Bad Luck or Bad Management? Improving Your Calf Crop Percentages

By HANNAH VANHOY, N.C. State University -- ANS 402 Beef Management

alves hitting the ground and growing into a marketable product is the cornerstone of a cow/calf producer's profit. On my family farm, we are quick to blame a poor calf crop on "bad luck" or an "off year," but, in all actuality, there are several factors that can increase percentage and calf success. While no producer will ever hit 100 percent, there are many ways to help your females and calves become as profitable as possible. Calf crop percentage is determined by the number of calves weaned divided by the number of females exposed and multiplied by 100 to get a percentage. Nationally, the average annual calf crop is about 75 percent, meaning 75 cows out of 100 bred raise a calf to weaning. Some factors that influence calf crop percentage are nutrition, genetics, and calving.

BCS	Condition	Appearance
1	Emaciated	Shoulder, ribs and back are visible
2	Very Thin	Some muscle, no fat deposits
3	Thin	Some fat deposits, ribs visible
4	Borderline	Foreribs not noticeable
5	Moderate	12 th and 13 th ribs not visible
6	Good	Ribs covered, sponginess to tailhead
7	Very Good	Abundant fat at tailhead
8	Fat cover is thick and spongy	
9	Obese	Extreme fat throughout

Figure 1. Body Condition Scoring guidelines in beef cattle.3

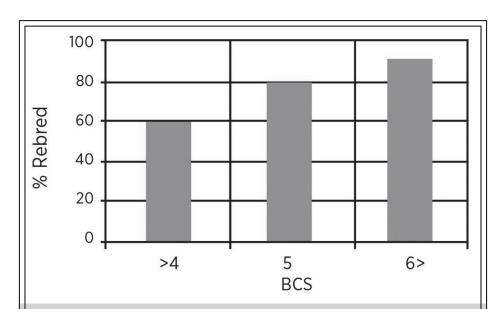


Figure 2. Percent rebred at next breeding season per day, according to body condition at calving.

Maintaining a cow's body condition score (BCS) is a vitally important part of improving calf crop percentages. Figure 1 includes information on how a cow presents in each body condition score.3 Maintaining BCS is important throughout a cow's lifetime, but especially important during breeding, gestation, and lactation. If a cow is not at the appropriate BCS, she will not be able to support her calf or breed back within 80–85 days of calving. Figure 2 represents the rebreeding percentage of six research herds in four states and includes mature as well as young cows. 6 You can see that cattle with a BCS of six or higher had a 20 percent increase in rebreeding over cattle with even a body condition score of five. 6 This proves the importance of cattle having the right nutrition to return to estrus within the correct window. Often, cows are in poor BCS because they eat enough low quality forages to be satiated before they reach their energy requirements. In general, forages with <55 percent total digestible nutrients (TDN) will not meet the energy requirements of a beef cow, regardless of stage of production.9 TDN can be determined by a forage test and interpreted with the help of an extension agent. If you have a sufficient period of time to raise cow BCS by 1 score,

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provide 0.25–0.50 percent of body weight per day in supplement. If cows need to gain 1 BCS in less than 60 days or need to gain more than 1 BCS, a supplementation rate of 0.75–1.00 percent of body weight per day will be the most efficient method. While this may seem like an extreme measure to take, consider the input costs of feed per cow by the profits lost by the open female. It should be the producer's goal to calve at least 70 percent of the cow herd during the first 21 days of the calving season. This allows for cows to breed back more quickly and calves to be more uniform and heavier at weaning. Proper nutrition will play a major role in the success of this goal.

While nutrition is vital in a cow's ability to breed and maintain her calf, the genetics of the match also play an important role. While reproductive traits are considered to be low in heritability (around 10-20 percent), they show high levels of heterosis in response to crossbreeding.⁵ To improve a cow's "reproductive fitness" in a cow/calf operation, we should take advantage of maternal heterosis.⁵ Crossbred cows have an advantage in calving compared to straightbred cows. Research has shown that crossbred cows have many advantages, including a 6 percent higher calving rate, a 4 percent higher calf survival rate, an 8 percent increase in efficiency, a 38 percent increase in longevity, and a 23 percent increase in lifetime productivity. 1 Creating a profitable match where two breeds complement each other is the best way to capture heterosis. Matches like Angus × Charolais, Brangus (Angus × Brahman), and SimAngus (Angus × Simmental) have been shown to be the most successful.¹ These matches combine a maternal breed focusing on improved milk production, fertility, and calving ease — like Angus or Hereford — with a terminal breed focusing on rapid growth and larger frame — like Charolais or Simmental — creating a crossbred calf with the best of both worlds. Direct heterosis is observed in crossbred calves, including a 4 percent increase in calf survival, a 5 percent increase in weaning weight, and a 6 percent increase in post weaning gain, depending on the breed.¹ By taking advantage of crossbreeding, you are creating more productive cows and calves that grade better on the rail.

The first thing that comes to mind when thinking about improving calf crop percentages is the actual act of calving out the cow and managing the calf from there. While it may seem like common sense, many important factors can be overlooked here while trying to improve percentages. During the calving season, it is important to check cows two to three times a day and keep them close to you in case of difficulty.³ Closest attention should be paid to heifers, as they are known to have more trouble than older cows. Early intervention is important and minimizes the effects of dystocia on calves. However, heifers may just require substantial time to dilate to the point of delivery.8 Heifers should be provided with assistance if labor is prolonged by more than one hour of effort.8 Producers should be well trained to assist and call the veterinarian when necessary. Colostrum is the single most important factor in newborn calf management. During the first few weeks of life, a calf's only line of defense is the immunity it receives from an ample amount of high quality colostrum, whether that be from maternal colostrum or a colostrum replacer.² Calves should receive four quarts of clean, high quality colostrum within two hours of birth. This should then be followed up with another two quarts within 6-12 hours.² Other important factors to consider are dipping the navel in a 7 percent tincture iodine solution soon after birth to prevent infection, keeping detailed records of birthdate, calving score, weight,

etc., and keeping the calf in a warm and well ventilated area.²

+

Improving calf crop percentages is something that is on every producer's mind. Without calves to sell, it is hard to justify spending time and money on a beef herd. With proper management of nutrition, genetics, and calving, calf crop percentages can be increased, leading to heavier, more uniform calves and a much more profitable operation.

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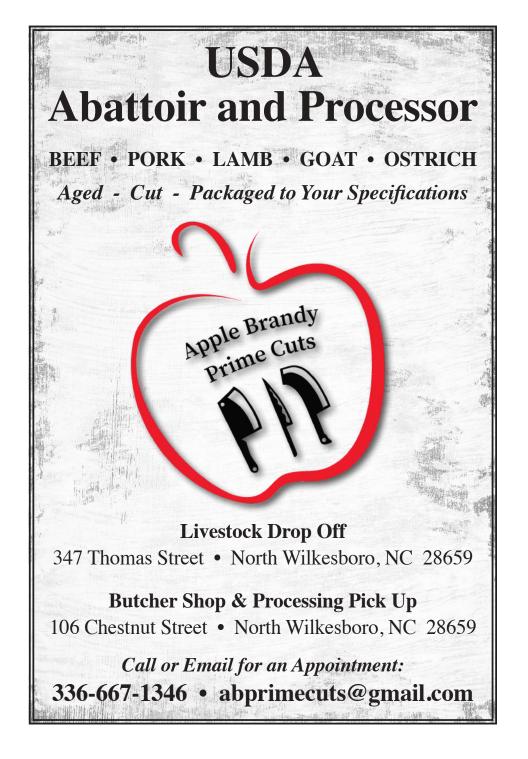
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Have You Herd is written as a portion of ANS 402 Beef Management course requirement at N.C. State University Department of Animal Science under the instruction of Dr. Carrie Pickworth. The opinions of Hannah Vanhoy are not necessarily those of N.C.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



Introducing the N.C. Shorthorn Junior Association

By CALEB DAVIS

n 2024, North Carolina was represented at the Shorthorn Junior Nationals for the first time in many years. I am happy to say it was probably one of the best things I have ever experienced. It sparked an idea and lit a fire in me. It definitely was not an easy task to complete yet, but I powered through and achieved a big goal of mine.

I always knew I wanted to give back to the youth of North Carolina when my days as a showman ended, yet I was not sure how I would accomplish this task. That's when I decided — after meeting some of the best people in the livestock industry — to create an association for juniors interested in Shorthorn cattle for the state of North Carolina.

Something I had to consider was the population of showmen in North Carolina that show Shorthorn cattle or have previously shown the breed. With diligent inquiry, I found there to be 29 individuals under the age of 21 who were members of the American Junior Shorthorn Association! I took this information and ran with it. After finalizing all the paperwork with the N.C. Secretary of State and my bank of choice, we completed my project to give back to the community and youth of North Carolina. It was definitely a long process, but it was an exciting one!

This association is still very new, but, in the future, I hope to put on a state Shorthorn show and encourage more individuals





to attend the Shorthorn Junior Nationals. One thing I knew I was going to do with this association was to get North Carolina noticed at the 2025 junior nationals. So we designed t-shirts — thanks to KO Photography — and got stall banners and signs made. The support we have received so far has been overwhelming!

Some of you reading this may be asking yourselves, how could I possibly join this amazing association in the making? Well, to answer your question, you can email me at <u>4dfarmlivestock@gmail.com</u> or text me at 919-632-9185. I look forward to growing the association and increasing our membership.





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The N.C. Junior Beef Round-Up provides opportunities for all youth in personal development, public speaking, critical thinking, and communication.









If you or your farm would like to sponsor the 2025 N.C. Junior Beef Round-Up, scan the QR code for more information. *All Donations Welcome*

For corporate sponsorships, email kim@nccattle.com



By BROOKE HARWARD, N.C. Simmental Association

Harvest Sale – We are getting ready for our annual Fall Harvest Sale and are excited for you to see this year's offering. The sale will be held on September 6 at the Shuffler Sale Facility in Union Grove. We will have open heifers, both fall and spring calving bred heifers and cows, cow/calf pairs, and genetic lots for you to purchase. There is also still time to consign if you have anything to sell. With cattle prices high and demand strong, I encourage you to dig deep and bring your best to the sale. If you are interested in consigning or have any questions about this year's sale, please give us a call, and we will be more than happy to answer your questions.

Go to <u>www.ncsimmental.com</u> for more information on the sale and consignments.

embership & Annual Meeting - Save the date for September 5 for our annual meeting and banquet. More information will be coming soon, but we look forward to having you as we celebrate another year of Simmental in North Carolina! If you have not sent in your membership dues for this year or are interested in joining the NCSA for the first time, please send in your dues promptly. Our 2025 handbook and directory will be going to print soon, and to be included in the handbook and on our website, you must be current on your dues. Please contact me at ncsimmental@gmail.com if you have any questions about your dues. We hope you join us as we work together to breed, raise, and promote Simmental genetics!

A JSA Eastern Regional - This year the American Junior Simmental Association's Eastern Regional Show was held in Harrisonburg, Va., on June 5–7. We had six junior members from the Carolinas compete, and all of them represented their respective states exceptionally well! Juniors competed in the cattle show, showmanship, and contests during the weekend, coming home with several banners and prizes.

On Friday, juniors showed steers and bred-and-owned (B&O) bulls and females. The day started with Trey Davis winning reserve champion B&O steer. In the bull show, three juniors showed their purebred and percentage bulls, and Shelby Candler won grand



AMERICA'S COW

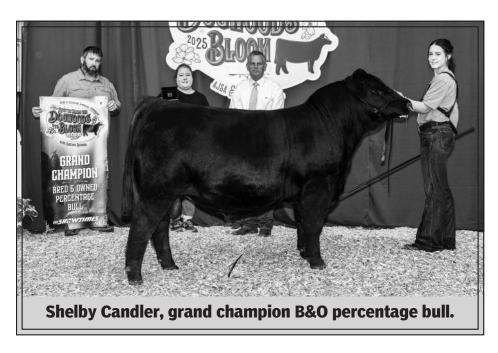
The **Simmental** cow can handle any environment.

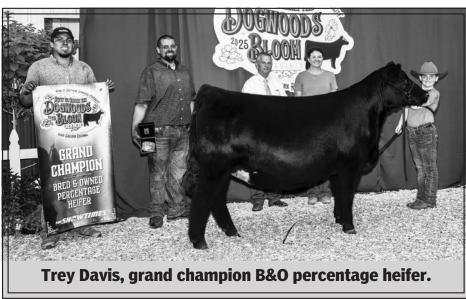
She's built to last in heat, fescue or high altitudes. And thanks to the breed's built-in adaptability, you can match Simmental genetics to your environment – SimAngus, SimAngus HT, Simbrah or proven Simmental genetics.

Meet America's all-purpose cow – gentle and consistent, with calves that give the heterosis boost commercial cattlemen need to stay profitable.

STAND STRONG SIMMENTAL

American Simmental Association 406-587-4531 • simmental.org 1 Genetics Way Montana, MT 59718 champion B&O percentage bull with JSF3 Jet Lag M422. In the B&O cow/calf pair show — where both the cow and calf must be bred by the junior exhibitor — Cayte and Clara Mitchell came away with three banners. Cayte won grand champion B&O purebred pair with CSFS Blue Sandy Loo2 and third overall B&O purebred pair, while Clara won third overall B&O percentage pair. To end Friday, our juniors swept the B&O percentage heifer show, with Trey Davis winning grand champion with Block Limitless Bucks 909M and Shelby Candler winning reserve champion with JSF3 Donna Jean 91M2.



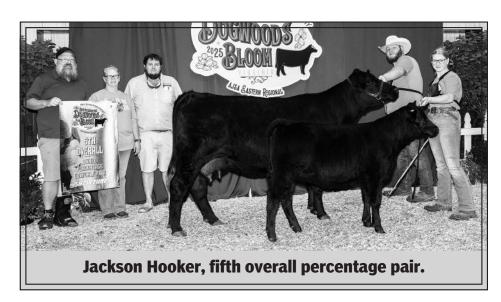


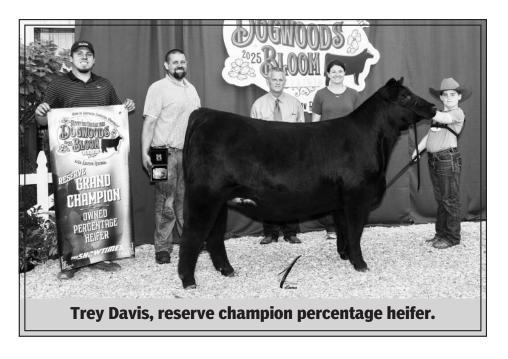


To start the last day of the show, Jackson and Madelyn Hooker won fifth overall percentage cow/calf pair. During the heifer show, our juniors won reserve champion heifer in both the purebred and percentage heifer shows. Shelby Candler won reserve champion purebred heifer with Bailey's Bianca 432M, and Trey Davis won reserve champion percentage heifer with S&S TSSC She Is Something. Shelby Candler also ended the day at the awards banquet, winning second in senior livestock judging and tenth in senior sales talk. Congratulations to all our juniors for doing a great job, and good luck to everyone going to the National Classic in Wisconsin!

Volume 39, Issue 7









JULY 2025

Beef Producers to Gather for Free Educational Gathering — Fall Focus 2025. Beef producers are under increasing pressure to produce more with less, all while meeting the ultimate demand of the consumer. How can farmers and ranchers balance these pressures that often feel contradictory? This question and much more will be discussed at Fall Focus 2025 in Columbia, Mo., on August 22–26. The American Simmental Association and the Missouri Simmental Association will co-host the interactive, educational event, which will include tours, networking, and education. The event is completely free to attend, but registration is required for planning.

August 22 will include several sessions at the University of Missouri (Mizzou) campus. Industry experts and scientists will cover topics including fescue tolerance, beef on dairy, beef packing, and seedstock marketing at the Trowbridge Livestock Center. In the afternoon, attendees will have the option to visit Rocheport, Mo., or take a tour of the Cattle Visions facility. The day will close with a dinner at the Warm Springs Ranch, which is the official breeding farm of the Budweiser Clydesdales.

August 23 attendees will reconvene at the Hilton Garden Inn for a day long educational symposium. The morning sessions will focus on cow efficiency and navigating the future demands of beef production. The International Genetic Solutions (IGS) team will share about new trait development, and in the afternoon, tools for reproductive and genetic success will be discussed.

The event will also include an ASA Board of Trustees meeting on August 24–26, which is open to participants and will include several opportunities to ask questions and share feedback.

Registration for Fall Focus 2025 is free, but required for planning. To see the whole schedule and learn more, head to <u>fallfocus.org</u>.

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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French Onion Open Faced Burgers

Total Time — 1 hour

1 pound ground beef (80% lean or leaner)

Salt and pepper, to taste

'/4 cup butter, divided

4 brioche sandwich buns, bottoms removed and toasted,
tops cut into '/2 inch pieces
3 sprigs fresh thyme
2 cloves garlic, crushed

3/4 cup shredded Gruyère cheese (about 12 ounces)

Caramelized Onions

2 tablespoons butter

1 small Spanish onion, thinly sliced

1 cup water

1/2 cup sherry or vegetable broth

1 tablespoon Worcestershire sauce

1 teaspoon low sodium beef base

1 teaspoon salt

1/2 teaspoon ground black pepper



Peppercorn Sauce

3 tablespoons butter

1/2 cup shallots
2 tablespoons brandy

1/2 cup dry red wine

1/2 cup demi-glacé
1 tablespoon Dijon style mustard
1 tablespoon whole green peppercorns or peppercorn medley

11/2 teaspoons ground black pepper

1 teaspoon Worcestershire sauce

1/2 cup heavy cream

To prepare caramelized onions, melt 2 tablespoons butter in a large saucepan over medium heat. Add onion, water, sherry, Worcestershire sauce, beef base, salt, and pepper. Cook 10–15 minutes, stirring occasionally, or until onions are tender and browned. Set aside.

Meanwhile, in a second saucepan, prepare the peppercorn sauce. Melt 2 tablespoons butter over medium heat; add shallots, cook, and stir 1–2 minutes or until tender. Add brandy; cook 1–2 minutes, or until alcohol burns off. Add wine; cook until the liquid is reduced by half.

Add demi-glacé, mustard, whole peppercorns, ground pepper, Worcestershire sauce, and heavy cream. Cook 2 minutes, or until the sauce thickens slightly. Remove from heat and swirl in the remaining tablespoon of butter. Set aside and keep warm.

Combine ground beef, salt, and pepper in a large bowl, mixing lightly but thoroughly. Lightly shape into four ½ inch thick patties. Set aside.

Heat a cast iron skillet over medium heat until hot. Place patties in skillet; $cook\ 2-3$ minutes on each side, turning occasionally. Add 2 tablespoons butter, thyme, and garlic to the skillet. Baste patties until an instant-read thermometer inserted horizontally into the center registers 160°F. Remove patties from skillet; set aside. Remove and discard thyme and garlic.

Add the remaining 2 tablespoons butter and brioche pieces to the skillet. Toast 3–5 minutes, or until crisp and browned.

To serve, place beef patties on bottom buns. Top each with Gruyère cheese, caramelized onions, and croutons. Drizzle with peppercorn sauce.

Cook's tip – If desired, place under broiler to melt and caramelize cheese.

Makes 4 servings.



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!

The Carolina Cattle Connection

ANGUS
THE BUSINESS BREED
UPDATE

merican Angus Association President's Letter. The American Angus Association Board of Directors met June 2–5 in Nashville, Tennessee. The American Angus Association Board of Directors met June 2–5 in Nashville. Virtual committee meetings were held prior to meeting in person. Members are no doubt interested in one of the biggest topics being discussed on social media over the last few days — the Global Methane Hub cattle efficiency research funded by the Bezos Earth Fund. I invite you to read the letter in the following section from the entire board of directors, which covers the topic in much greater detail.

I know members are also interested in many more of the agenda items discussed, so I want to share some details on those topics as well. This letter simply attempts to hit a few high points. As always, the Board Highlights in the upcoming Angus Journal will offer additional details.

The board reviewed the National Cattle Evaluation updates from a few weeks ago. Of most interest was the launch of three new EPDs — Functional Longevity (FL), Teat Size (Teat), and Udder Suspension (UDDR) — and their incorporation into both the Maternal Weaned Calf Value Index (\$M) and the Combined Value Index (\$C). The Association also released updates to Heifer Pregnancy (HP) and feed efficiency genetic evaluations, which, along with improving the traits themselves, reduces computing time for these evaluations by as much as 60 percent. In addition, each year the economic assumptions driving the Association's \$Values are updated at this time.

We reviewed some preliminary results of the membership survey that AGI and AAA sent to members back in April. We want to thank all of the members who have taken the time to respond. Preliminary results tell us that members are most interested in the association helping them market their cattle, followed by conducting research and providing great customer service. The full and final results of the survey will be used by staff to make improvements in member service and referenced as we work on strategic planning and budgeting priorities for the coming years.

Inventory reporting continues to be a priority and increases in enrollments. Per member input, there will be enhancements added for those that have multiple calving seasons to more easily manage the females as separate herds.

The Breed Improvement Committee approved a request from the Red Angus Association of America to join the World Angus Evaluation for foot angle and claw set, and the AGI team is moving forward with an agreement. One of the topics that members often discuss with board members is the opportunity for those that collect and submit data to be recognized in some way. The Breed Improvement Committee has been working with staff to develop a recognition program that is in its final stages. Details on the program will be announced this summer, and we will recognize the first herds during the 2025 Angus Convention.

Heart health phenotypes and genotypes are continuing to be collected to build our reference data set. AGI geneticists are reviewing and analyzing the data and will continue to keep everyone updated on how the work is evolving.

As part of AGI's strategic planning, a primary focus will be to find ways to continue to target commercial data from every segment of the industry to continue to build on the already powerful database the association has built, but also to continue to validate the genetic tools provided.

The association remains in a strong financial position, despite the volatility in the markets over the last few months. Core business across the organization is solid, and we expect to finish the fiscal year in line with budgets.

CAB Targeting the Brand was developed years ago to assist commercial cattlemen seeking genetics that achieve higher CAB acceptance rates. Per member feedback, we are exploring options for a CAB Prime Targeting the Brand designation of some sort, but there are many details to work out yet.

The CAB team also shared with us some of their consumer research around deli meats and the value the brand brings to a retailer's case. CAB posted the best month in the history of the program in March. This is somewhat unbelievable given tight cattle supplies and very high prices.

Several shows and exhibitors have expressed interest in expanding phenotype and genotype shows (PGS). The board would like to see the expansion of these shows with opportunities for both junior and open exhibitors. In addition, we discussed several show rules, including the maximum number of owned animals at the National Junior Angus Show, the "transfer/retransfer" rule, and the "black paint" rule. We'll continue to work on those and take the discussion back up during the September board meetings.

The Member Services Committee responded to breeder requests to update the Sale Terms and Conditions and better clarify breeding guarantees around heifers used in an IVF program. They made some changes and added some language we think will add the desired clarity.

With postage costs on the rise and future tariffs on the horizon, the Angus Media staff and board will be reviewing their business plan to continue offering breeders competitive advertising opportunities and printed educational material through the *Angus Journal* and the *Angus Beef Bulletin* publications.

You may have followed along as several U.S. members attended the World Angus Forum in Australia a few weeks ago. It was a great opportunity to connect with breeders worldwide, see the significant influence of American Angus genetics, and discuss collaboration opportunities with the World Angus Evaluation. We look forward to showcasing American breeders and their genetics during the next Forum in 2029 in the United States.

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The delegate election process is underway. I hope that you've taken the opportunity to nominate and will vote for delegates from your state when voting opens in July. As a part of that process, Bill Bowman of Missouri and Lori Fink of Kansas were appointed by the board to be the election observers. Every June, the board officer election process begins. This year, Smitty Lamb of Tifton, Ga., has declared his candidacy for Treasurer, and the vote will take place at the September board meeting.

Thank you for your interest and feedback on these important topics for the Angus breed and Association members. I would also encourage you to listen to the Angus Conversation podcast, where we recorded a special episode to discuss these and other boardroom topics. Feel free to reach out to me or any member of the board with your questions.

Respectfully, Jonathan Perry

oard of Directors Letter to Members.

Dear Members of the American Angus Association,

First, we want to thank the members who have called, emailed, or texted with questions surrounding the livestock efficiency research proposal submitted to the Global Methane Hub and funded by the Bezos Earth Fund. It is our mission to make sure your questions are answered. When we make decisions as an elected board, we are still first and foremost Angus breeders. We want to do what's best for you, our families, and the future of the association and the Angus breed.

Second, we know this topic is controversial and filled with a lot of emotion and passion. With a membership of our size and diversity, we all have different perspectives. But we hope we can all agree about the priority of supporting families that make their livelihood raising cattle. There are differences of opinion on how to best do this, and so we wanted to walk you through our decision making process and what led us to our decision.

Angus Genetics Inc. (AGI) is our wholly owned subsidiary designed and charged to lead research. AGI has been and is currently involved in numerous different research projects involving things like feed efficiency, fertility, carcass merit, hair shedding, and many others. Research is expensive. Collaborating with universities and other scientists and seeking funding from our own Angus Foundation, outside partners, and grants have always been critical to the advancement of our research.

AGI was approached by a group of beef industry researchers from Australia, New Zealand, the United Kingdom, and Ireland to participate in a project studying the influence genetics has on methane emissions and its relationship to efficiency, lifetime performance, and beef quality. AGI's role in the research is to represent American Angus genetics by leading and influencing the project design, coordination, and analysis.

The research aligns with association priorities, AGI's past work, as well as ongoing efficiency work with both Kansas State University and the University of Georgia. This new research allows us to build on that foundation and put more focus on cow efficiency. For us, as registered breeders, and our commercial customers, making genetic

improvements and better understanding why some cows on grass are more efficient than others really drives profitability.

The approach of measuring methane to improve efficiency is being researched heavily in ruminant animals, including beef cattle. Some research is being done by private companies and with the Angus breed outside of our organization, meaning the information may not be available to us as members. These are concerns of ours, so when an opportunity came to be involved in a project like this, we saw potential benefits for our members.

The research collaborators submitted a proposal to the Global Methane Hub. The hub works to match scientists with financial support. Our proposal was ultimately approved for funding by the Bezos Earth Fund — a funding partner to the hub. Before accepting the funds, we had many questions — most were the same questions you have. Who owns the data? Who can use it? Can it be used against us?

First, we were comfortable that AGI was heavily involved in designing the project. In doing our due diligence, we learned of the agreements in place that protect the data. Individual animal information, including the methane measurement and associated genotype, will be submitted anonymously to the Global Methane Hub for use by other contributing livestock researchers. No registration numbers will be tied back to individual animals or breeders in our registry. We will not share any other performance data from our members' database. And also, standard in research grants, funders have no authority to influence or alter the direction, design, or use of the research, and it cannot be changed by outside parties. In the end, Bezos Earth Fund has no access to the data or influence on how it's reported.

Members have also asked questions about the large grant and where the money goes. The Angus Foundation is the recipient and distributes it to the project coordinator at the University of New England Animal Breeding and Genetics Unit (AGBU) in Australia. AGI will receive a portion of the funding to pay for the research equipment, genotyping, and cost to collect 4,600 methane phenotypes from participating Angus breeders and research herds in the U.S. For dispersing the grant, the Angus Foundation receives a 3 percent administrative fee that can go towards scholarships, youth programs, and education. The remaining money goes to the other beef cattle researchers collaborating on the project.

While we entered into this to advance our knowledge of how genetics influence efficiency, we also believe that engaging in this research gives us the opportunity to be even better equipped to respond to the negative narrative existing around cows and the climate. Our goal isn't to take a role in the environmental area, but instead to support what we already know to be true — our cattle are a natural, efficient, and vital part of the ecosystem.

We have received some questions about the board's involvement in decision making and membership transparency. The research project is in line with past research shared with the board and membership, but the funding source was unique. As topics arise between board meetings, the executive committee is designed to

American Angus Association News continued from the previous page

give direction to staff and make decisions. As was the case here, staff brought the grant to the executive committee and the chairmen of AGI and the Angus Foundation. After having complete confidence in the answers to our questions, the executive committee directed staff to move forward with the project.

Because of the many questions that have arisen over the past few weeks, our June board meeting largely focused on reviewing all of the details of the project and listening to membership feedback. Ultimately, we have 100 percent confidence in this project, the protection of our data, and the potential results that will benefit breeders in improving the efficiency of the Angus cow. We unanimously voted in support of the project and to continue to move ahead with the research.

As we move forward with this multi-year effort, we will do everything we can to keep the membership up to date. We recognize communication of the details of this research was not perfect. We know for some, it has eroded trust and confidence. We regret that and will work to do better in the future.

Keep an eye on the AGI research section of the website for project updates in the near future. In the meantime, if you have questions, please reach out to us. We are happy to explain the project and our thought process further. For more information, please see "Answering questions about the Bezos Earth Fund grant."

eadership in Lincoln – Raising the Bar 2025. Junior members head to Nebraska for a weekend of leadership, learning, and lasting friendships. Against a backdrop of red brick buildings and rolling hills of cornfields and feedlots, aspiring Angus leaders gathered in the heart of Husker Nation at the University of Nebraska–Lincoln (UNL) for the 2025 Raising the Bar Conference, hosted April 10–13.

National Junior Angus Association (NJAA) members from across the country came together in Lincoln for an event centered around leadership, education, and a shared passion for Angus cattle. The Raising the Bar Conference is an exclusive, hands-on experience aimed at providing college bound members an opportunity to explore higher educational pathways, deepen their understanding of the beef industry, and build lasting connections with peers and professionals alike.

The conference kicked off with an opening address from the 2025 Saddle and Sirloin Portrait Gallery inductee Bill Rishel, who shared the poem "The Man Who Thinks He Can." NJAA members rolled into day two with a peek into what college life could look like. The group toured campus; dove into animal genetics and research with Jessica Petersen and Matt Spangler, UNL Animal Science Department; put their innovative minds to the test at the Engler Agribusiness Entrepreneurship Program; and learned about the groundbreaking research happening to better cattle in feedlots and increase cattlemen's bottom line. On Saturday, Nebraska Angus breeders Lylester Ranch and Lienetics Ranch welcomed juniors to their operations. There was some time for fun mixed in along the way, with axe throwing and a trip to the Henry Doorly Zoo in Omaha.

The Angus Foundation makes the Raising the Bar Conference possible with support from the Angus Fund and the Ed and Wilma Minix of Black Witch Farm Angus Youth Scholarship and Activities Endowment Fund.

About the Angus Foundation. Established as a 501(c)(3) organization in 1980, the Angus Foundation remains focused on its mission to support Angus education, youth, and research. The organization has distributed more than \$4.9 million in youth scholarships since 1998 and has also invested more than \$1.4 million in beef cattle research in the past decade. For more information, contact the Angus Foundation at 816-383-5100.

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.

COMMON GROUND



Thinking Globally – Reflections from the World Angus Forum

By MARK McCULLY, American Angus Association CEO

t was both a privilege and a tremendous learning opportunity to join about 50 other Americans attending the 2025 World Angus Forum. Between the tours, expo, and official Forum meeting, the combined event brought together more than 3,000 Angus enthusiasts from 26 different countries.

I returned home with a renewed sense of excitement in what we do — not just as stewards of the Angus breed in the United States, but as part of a dynamic, interconnected global community.

The World Angus Forum is hosted every four years. This year's event was hosted by Angus Australia and was an incredible example of collaboration on the part of its staff and breeders. Australia was set to host the Forum back in 2021, but with the COVID-19 pandemic, the event was pushed to 2025.

Essentially, the Australian leadership had been planning this event for more than seven years, and that planning and preparation certainly showed. From the ranch and tour visits before and after the Forum to the Forum presentations themselves, it was clear that while the terrain and climates may vary, Angus breeders worldwide share common goals — genetic advancement of the Angus breed and profitability through quality beef production.

As a part of the Forum there is a youth competition. This year, we were proud to have a team of four outstanding young Angus breeders represent the United States and compete against 11 other teams from across the world. There was plenty of friendly competition in stockmanship, debate, judging, showing, and other contests, but the real value was the incredible network and friendships those 48 youth formed. I suspect they will last a lifetime.

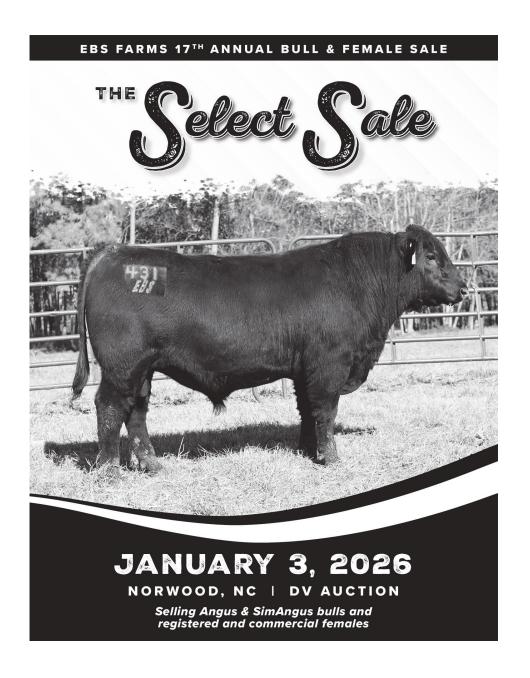
Touring operations in Australia, we got to see some excellent Angus cattle. There was a strong emphasis on feet, structure, and functionality as the Australian terrain is big, and their cattle need to cover lots of country. Similar to the United States, we saw different environments and markets shape differences in breeding philosophy. Even with that diversity, it was impressive to see the strong influence of U.S. genetics in the Australian herds we toured.

The Forum was a showcase of big ideas and global thinking. There was particular interest in both the World Angus Evaluation and the Certified Angus Beef brand, and our team was invited to give presentations on both. Other topics on the agenda ranged from reproductive technologies, sustainability efforts, genetic advancements, and feed efficiency.

This global experience certainly brought home the responsibility we carry at the American Angus Association. Our breeders and association are looked to as leaders — whether in genetic evaluation, breeding strategies, or branded beef. With leadership comes the opportunity and obligation to continue to make progress for the world.

Looking ahead, we are excited that the United States will be hosting the World Angus Forum in 2029. It will be a great opportunity to promote our Angus genetics to markets already investing in U.S. genetics, along with so many of the growing markets where Angus is becoming more popular. No decisions have been made about specific dates or locations, but stay tuned as those plans come together.

In closing, I want to thank our hosts in Australia and the many international colleagues who made the Forum so impactful. It was a great display of Angus cattle, an incredible opportunity for Angus fellowship, and a reminder that we don't have a monopoly on enthusiasm for good Angus cattle.





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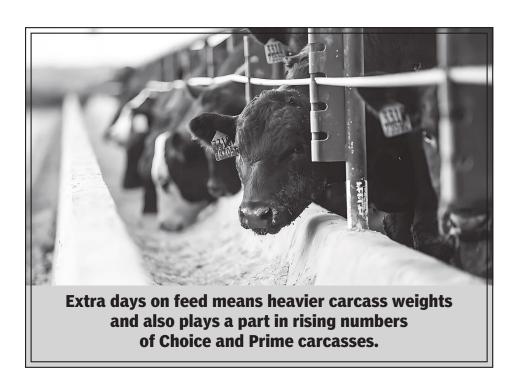
Rates. As the cattle cycle turns, the nuances of record low herd numbers and economic challenges have been at the pinnacle of conversations in cattle country. But conversations at the meat case? They've turned to rising beef prices. For Certified Angus Beef (CAB), supply and demand are instrumental pieces of the business — and this spring, business was good. Record setting good.

In an otherwise tough time in the beef business, sales and supply records have been a bright spot. The positive numbers mean that quality beef production has not let up, and beef demand is holding. Consumers have proven the value proposition: the good stuff is worth a little more money for a better eating experience.

Quality Beef Defies Smaller Cow Herd Numbers - Seasonally, carcass quality tends to rise in the spring, and consequently, the brand sees the highest CAB acceptance rates in those months. Spring production followed that trend, with March and April yielding historically high certified carcass numbers. Based solely on head count, the end of March produced the second largest week of CAB certified carcasses at 134,330, second to a week in February 2021 at 135,758 — with the 2021 number largely due to a pandemic driven backlog in processing.

If we take a step back and look at the numbers overall, brand certified carcasses are up +1 percent year-over-year, despite fed steer and heifer harvest being down -3.5 percent. And when looking at the data further, the brand has seen Certified Angus Beef acceptance rates at 40 percent or higher for 10 weeks this spring, kicking off in March. For comparison, the average acceptance rate for fiscal year 2024 was 37.4 percent, up from 36 percent in fiscal year 2023.

While heavier carcass weights and March's ribeye area



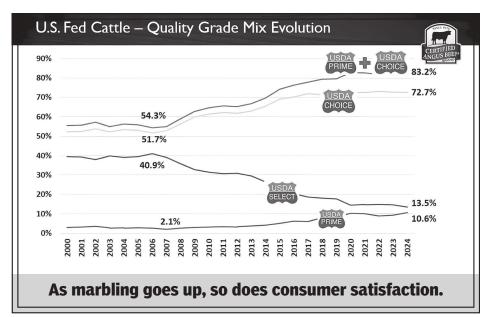


specification change lend to a slight uptick in certifications, CAB supply is undoubtedly strong. The Choice to CAB spread has grown, with the Choice-Select spread widening even as higher quality carcasses have become more prevalent.

But how? At the production level, cattlemen and women have focused on quality beef production through genetics and management. Genetics geared toward performance and profit, with the right management to make sure those cattle reach their full potential.

That focus, alongside increased dayson-feed and heavier carcass weights, has produced more Choice and Prime carcasses, with Prime driving the bus. Fiscal year-to-date, Certified Angus Beef brand Prime carcass numbers are up 8 percent, following an industry trend for increased Prime production.

Overall, percent USDA Prime numbers have remained higher than Select for nine weeks — another historic data point for the beef industry. On a carcass basis, total USDA Prime carcasses are up 6.2 percent from 2024.



"If we make a better product, more consumers trust the product," CAB president John Stika says. "They buy more, and demand goes up part of why quality will continue to resonate in our industry."

Grilling Season Heats Up - With spring on its way out and summer on the horizon, grilling season is in full swing. Typically, an uptick in backyard barbecues equates to a bump in beef sales. For CAB, March tends to be the high spot — and it was record setting this year. The final sales number revealed 116.8 million pounds sold in March 2025, besting March 2022's record of 113.8 million pounds. And the train does not stop there. Certified Angus Beef brand sales

Certified Angus Beef News continued from the previous page



Quality matters to consumers. Research shows 89% of shoppers are willing to pay \$1 more per pound or higher for the quality of Certified Angus Beef. (2024 Toluna)

in April marked an all time high for the month, with April 2025 currently ranking as an overall top 10 month for brand sales. As well, tonnage numbers show that May is on pace to record another strong sales month.

Prime production is up, and so are sales. Relatively, Certified Angus Beef brand Prime sales continue to outperform the rest of the brand.

More boxes of Prime means greater consistency in supply and, therefore, expanded offerings. For retailers, that increased supply supports larger sections of CAB Prime in the meat case — knowing it will consistently be available week after week. And restaurants can feel confident in adding that item to a menu, too. That was more challenging when Prime product was only 2–3 percent of the marketplace, but a consistent 10–12 percent market share lends to the addition of Certified Angus Beef brand Prime to the menu.

Looking ahead to continued CAB brand growth, Prime production and sales are where the largest opportunity lies. With CattleFax's fed cattle slaughter forecast on track for 600,000 fewer cattle moving through the packing plant, the opportunity for brand growth is in improved quality grades.

On the sales side, that means elevating the value of an entire carcass, not just the middle meats. And selling them at a premium of 5–6 percent. At the packer level, there are more dollars added to the bottom line — and more reason to procure that type of cattle.

We can all agree that high quality beef tastes better. But are consumers buying it? You bet.

"What we have learned from consumers is that when they try to determine the value proposition, what ultimately opposes price in their decision making is quality," says Stika. "Ninety-five percent of consumers say quality is important when they are deciding on a beef purchase."

From the 2025 Power of Meat study, the top 2 meat purchasing decision factors were price per pound and quality. Relative to price,

94 percent of consumers would splurge on a meat purchase when the time is right, such as for a holiday meal or during a sales promotion. (*Power of Meat*, 2025)

Specific to CAB — and premium meats in general — the customer base for premium beef continues to grow. The expanded array of customers includes college campuses and multicultural markets — from Latin focused retail or foodservice chains to Korean entities. Certain beef centric cultures that may have previously served as an outlet for lower quality (Select) beef are now transitioning to premium products.

The 2025 Power of Meat study revealed that 87 percent of consumers are interested in recipes and cooking tips to make premium, restaurant quality meals at home.

For a brand that does not own any product, the time tested key to success has been selling high quality beef as if there is always another box in the cooler. Creating demand for the logo, driving demand for Angus genetics.

eeding Quality Forum Dates Set Earlier in August. When you're feeding cattle, it counts to keep track of every calf, pound, and dollar. That's why customer focused feeders and cow/calf producers should plan to attend Feeding Quality Forum in Rochester, Minn., on August 14–15.

Attendance at the annual forum grows each year as more cattlemen learn the value of spending two half days absorbing timely information for producing premium beef. Beyond the event's educational sessions, networking between segments of the beef supply chain is invaluable — from feeders and cow/calf operators to allied industry and university researchers.

First on the agenda is the pre-event packing plant tour at Upper Iowa Beef. Space is limited to 30 attendees for the tour, and the cost is an additional \$50.

Kicking off on the main stage, returning speaker Dan Basse of AgResource Company will review domestic and global ag markets. The afternoon is followed by Prime discussions detailing the growing



Time is your most valuable possession. Each year, more cattlemen and women find time to attend two days of learning at Feeding Quality Forum.



demand for high quality beef within retail and foodservice, followed by opportunities for producers.

out at home, efficiency, accuracy, and data drive

the success of your business.

The event wraps up on August 15, after the morning sessions. Starting with managing the cow and the carcass, Brian McCulloh of Woodhill Angus will share how modern cattle genetics and tools available today allow cattlemen to make faster progress where it counts.

Next up, Kelli Retallick-Riley of Angus Genetics Inc. (AGI) will give a research focused update on bovine congestive heart failure and work being done through AGI's Heart Health Initiative. Then, a conservation panel will discuss practical ways South Dakota ranchers are working with Ducks Unlimited and Natural Resources Conservation Service (NRCS) to incorporate land stewardship practices that increase productivity for crops and livestock.

Stika retakes the stage to review the current state of grading and camera technology to determine red meat yield. The closing session with Tim Schiefelbein of Schiefelbein Feeders, covers marketing strategies for your unique goals and management style.

The event will wrap up by 1:00 p.m. after attendees enjoy a CAB brand lunch. Find more details at FeedingQualityForum.com.

Registration costs \$250 from July 1-21. Students can register for \$50 until July 21.

Feeding Quality Forum is sponsored by Alltech, AngusLink, Diamond V, Drovers, Feed Lot, Rabo AgriFinance, Select Sires Inc., Selko, and Upper Iowa Beef.

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.

North Carolina Angus Association

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41st Annual NCAA Spring Fever Sale

By CORTNEY HOLSHOUSER, N.C. Angus Association

he 41st Annual N.C. Angus Spring Fever Sale was held April 26 at the Shuffler Farm sale facility in Union Grove, North Carolina. It was a beautiful morning for potential buyers to view the cattle and evaluate the 61 live and frozen lots sold. The cattle offered by consignors drew a large crowd and interest. It was a wonderful day to visit with our Angus family and highlight the genetics our North Carolina members are producing.

The sale was a huge success, grossing \$356,725 with an average of just over \$6,245 on the 58 live lots. It was managed by Zach Moffitt Cattle Marketing & Consulting of Concord, North Carolina. The consignors, along with Zach, worked hard showcasing the females before and during the sale. The offering included fall cow/calf pairs, spring cow/calf pairs, bred cows, bred heifers, open heifers, N.C. Elite heifers, and embryos. Consignors for this year included 4K Farms, 323 Ranch, Black Cedar

Angus, Chapman Cattle Company, Chessie Creek Farm, Crescent Angus, Dancing Pedlar Farm, McCarter Family Farms, Goddard Family Farms, H&D Angus, Harve Creek Cattle Company, Heritage K Farm, Hi-Lo Farms, J2 Cattle Farm, JBB Farms, Legacy at Pine Hill Farm, Mill Creek Cattle Company, Mutch Farms, NCSU E. Carroll Joyner Beef Education Unit, Ruckus Hill Farms – Smith, Scarlett Farms, Shelton Angus Farm, Shuffler Farm, The 909 Ranch, and Triple LLL Angus.

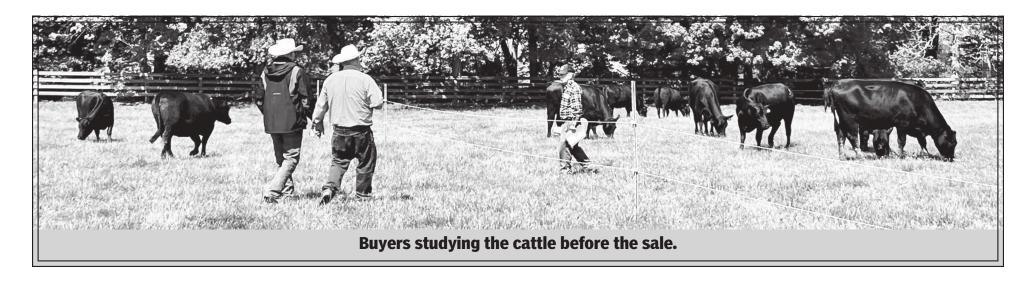


Several visitors came out on Friday afternoon to view the cattle, and lots more arrived early on Saturday morning. Between the crowd and the online viewers, the sale reached bidders and buyers all over the country The sale arena was full as Colonel Will Thompson kicked off the auction at 12:00 noon.

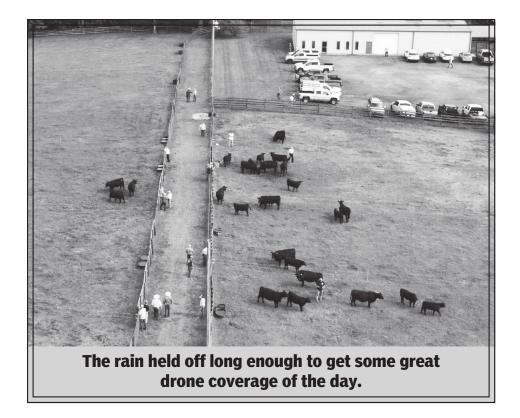
Thank you to the N.C. Junior Angus Association for preparing a wonderful lunch of hamburgers and banana pudding. Greg Little's famous peanut brittle, three cakes — layered caramel cake, Sundrop pound cake, and Hundred Dollar cake — and a show supply bundle were auctioned for the juniors ahead of the sale. Harward Sisters, EBS Farms, Brewer Farms, Brent Scarlett, and Zach Moffitt purchased these items to benefit the juniors.

The N.C. Angus Auxiliary once again decorated the sale ring with beautiful flowers from Blake Farms. They were auctioned before the sale to raise money for the auxiliary's projects. Thank you to Goforth Angus and Ray and Suzanne Brewer for purchasing these. We appreciate the working partnership we have with these two groups to make our N.C. Angus events special.

With the devastation from Hurricane Helene still in the forefront





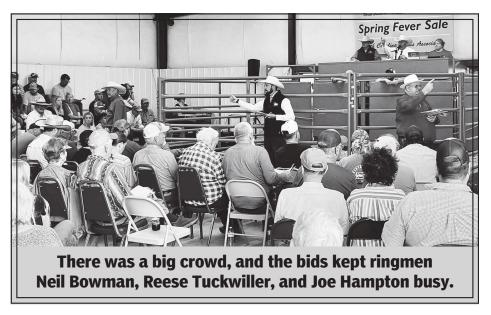


of everyone's minds, the Spring Fever Sale committee worked to get a strong set of donations together from our gracious semen companies. The donors included Mark Wilburn of Select Sires, Aaron Arnett and Bill Kirkman of ST Genetics, Brandon Bowman of ABS, Zach Moffitt of Alta Genetics USA, and Jason Crowe, Michael Jensen, and J.D. Baltzell of Genex. Thank you all for making an impact on those still dealing with the aftermath of the storm. Thank you to the buyers of these lots for making an equally important impact. In total, \$3,275 was raised to help support this cause. Thank you to Biltmore Estate for purchasing the first lot for \$750 and donating it back to be sold again. Buyers included Dula Farms, Goforth Angus, Triple LLL Angus, SSS Farms, and Biltmore Estate.

Lot 4, WHS Fireball Burgess 85K, with Lot 4A, WHS Top Cut Burgess 96M, consigned by Shelton Angus Farm of Gretna, Va., was the high selling lot. 85K is a first calf heifer sired by GB Fireball 672 85K and stems from the WHS Upward Burgess 17Y donor. She came to town with her first calf at side, sired by the highly popular Yon Top Cut. 85K records a WR of 117 and a YR of 115, while her dam has a progeny record of WR 2 at 113 and YR 2 at 114. She excels for CED, BW, WW, YW, Radg, SC, CEM, PAP, HS, CW, Marb, RE, Fat, \$W, \$F, \$G, \$B and \$C. She is bred to EZAR Step Up 9178. 85K ranks in the



top 2% for CED and RE; top 4% for \$B; top 10% for CW and \$C; top 15% for YW; top 20% for BW, WW, and FAT; top 25% for MARB and \$W. 96M ranks in the top 1% for WW, HP, FAT, and \$M; top 2% for RE and \$W; top 3% for YW and \$C; top 10% for CED and Angle; top 15% for Claw, MARB, and \$B; top 20% for SC; top 25% for CW. Lot 4 was bought by Craven Angus Farm in Seagrove, N.C., for \$6,000, and Lot 4A was selected by 3J Angus in Shelby, N.C., for \$6,750.



The N.C. Angus Elite Heifers were a sale feature once again. To qualify for the Elite Heifer status, the females must meet a stringent set of performance and breeding guidelines. The consignors continue to make the extra effort to have their top quality heifers meet the standards, and this year, 16 of the bred heifer consignments were designated Elite. The Elite Heifers sold for an average of \$5,797. Lot 25, WHS Miss Jameson Burgess L4, and Lot 38, 909 Birdie 362, were the high selling Elite Heifers at \$7,750 each. Lot 25 was a Basin Jameson 1076 daughter bred to the popular FHCC Majority 1551 consigned by Shelton Angus Farm. Craven Angus Farm purchased Lot 25. Lot 38 was a SS Identified 7551 bred to BA7 Oaks Bold Ruler consigned by the 909 Ranch. Chester Farms of Martin, Tenn., purchased Lot 38. Other N.C. Angus Elite Heifer consignors included Chapman Cattle Company, Black Cedar Angus, Triple LLL Angus, 323 Ranch, Shuffler Farm, JBB Farms, Hi-Lo Farms, and Scarlett Farms.

The high selling bred heifer in this year's sale was Lot 35, NCSU Miss Exclusive 54H 56L, a Musgrave 316 Exclusive daughter

N.C. Angus News continued on the next page



N.C. Angus News continued from the previous page



consigned by the NCSU E. Carroll Joyner Beef Education Unit. She is bred to Musgrave New Trend. She was selected by Locust Hill Cattle Company of Yanceyville, N.C., for \$7,000. In total, 36 bred heifers sold for \$197,500 to average \$5,486.

Once again, there was a strong set of fall bred cows with big, stout calves. The top fall pair was Lot 4 and 4A consigned by Shelton Angus Farm of Gretna, Virginia. Lot 4, WHS Fireball Burgess 85K, was a daughter of GB Fireball 672 with GAR Ashland on her maternal side. The cow was bred to EZAR Step Up 9178 for a fall calf. She sold to Craven Angus Farm for \$6,000. Her October heifer calf, WHS Top Cut Burgess 96M, sired by Yon Top Cut, sold to 3J Angus for \$6,750. Another fall pair standout was Lot 12, CCF Mandate Go26, consigned by Chessie Creek Farm of Walterboro, South Carolina. The cow sold to The 909 Ranch of Statesville, N.C., for \$4,500. Clark Cattle Company of Norman Park, Ga., selected the fancy heifer calf at side for \$5,500. She is a daughter of Ellingson Prolific. The 11 fall cow/calf pairs sold for an average of \$8,363.

The spring cow/calf pairs also sold well. The high selling spring pair was BAR 7 Henrietta Pride 9071, consigned by Mill Creek Cattle Company. She is a Jindra Acclaim and sold with a bull calf at side by EPF Precision 1603 to Hunting Creek Farms of Hamptonville,

N.C., for \$6,750. The six spring cow/calf pairs averaged \$5,416. Additionally, two bred cows averaged \$5,750.

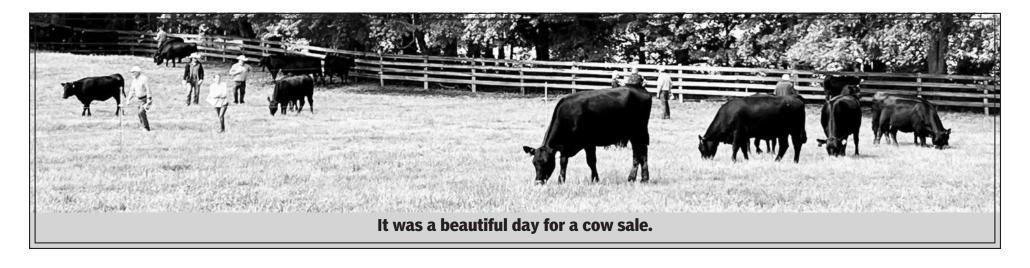
The top selling open heifer was BCA Blackcap 2472, consigned by Black Cedar Angus. She is a September 2024 heifer sired by Poss Winchester. She sold to Katie Colin Farm in Cartersville, Ga., for \$12,000. The second highest selling open heifer was MCCC Henrietta Pride 431, consigned by Mill Creek Cattle Company. She is a September 2024 heifer, sired by BYRD Fault Free 6276-2531. She sold to Pollard Farms for \$10,500. In total, two open heifers sold for an average of \$11,250.

Volume buyers were Tony Evans of Rich Hill Farm in Glade Valley, N.C., Rick Ankrum with 909 Ranch in Statesville, N.C., and Todd Hodges with Locust Hill Cattle Company in Yanceyville, North Carolina. <u>CCi.LIVE</u> hosted the sale online. Cattle and embryos sold into North Carolina, South Carolina, Virginia, Tennessee, Georgia, Oklahoma, and Kentucky. Thank you to all the buyers who bid and purchased from the sale.

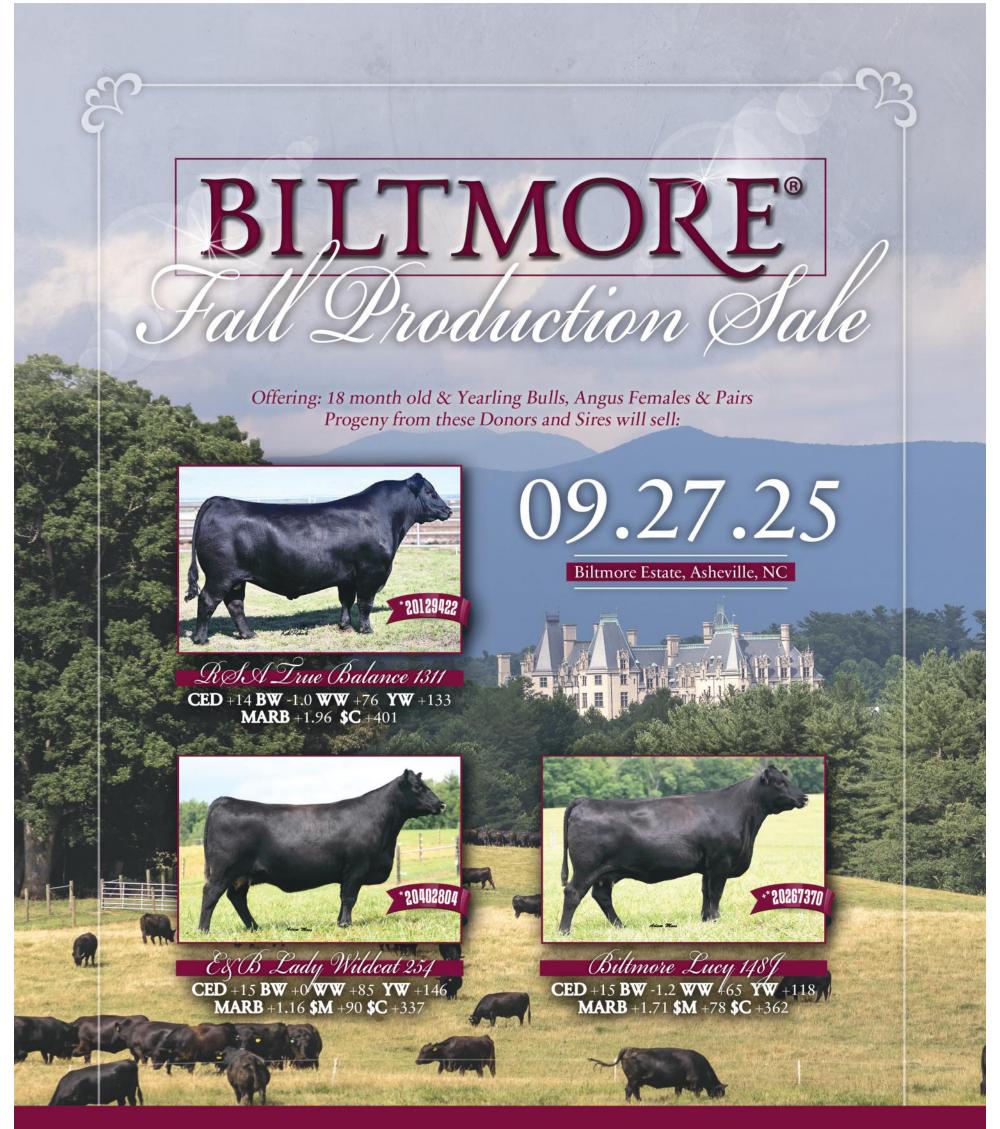


We had a great sale day crew again this year. Thanks to Joe Hampton, Neil Bowman, and Reese Tuckwiller for serving as ring men. A special thank you to Alicia Brenseke and Christy Perdue for helping to clerk the sale. Also, thank you to the Spring Fever Sale committee, especially Brent Scarlett and Michael Jensen, to Colonel Will Thompson, and Zach Moffitt for making the sale a success.

We look forward to seeing everyone again next year on April 24 for the 42^{nd} Annual Spring Fever Sale.



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Hidden Hazards — Protecting the Consumer Experience

espite inflationary challenges, consumers continue to demand beef. At the grocery store, shoppers choose beef for its taste, versatility, and nutritional value. The industry has worked tirelessly over the last four decades to improve quality and eating experience. However, a hidden hazard has the potential to derail those efforts. Foreign objects, such as buckshot, birdshot, needles, and darts are found embedded in muscles during processing at alarming rates, and some of those items are making it all the way to the meat case in retail outlets.

According to the most recent Beef Checkoff funded National Beef Quality Audit (NBQA), all plants surveyed reported finding foreign objects during the harvest and fabrication of market cows and bulls, and a majority of surveyed plants (53.3 percent) reported instances of their customers finding foreign objects in their products. While plants have installed metal detectors and x-rays to help prevent foreign object contamination, it remains a problem throughout the beef supply chain. And, the problem isn't only reserved for market cows and bulls, but for fed cattle as well. Foreign objects originate during production phases, beginning at the farm and ranch level.

In the early '80s, little focus was placed on quality and beef demand was cut in half between 1980 and 1997. Findings from

the first NBQA in 1991 helped the industry shift from a supply driven market to a demand driven market and in 2024 beef had its strongest demand in 37 years, according to Patrick Linnell, analyst at CattleFax.

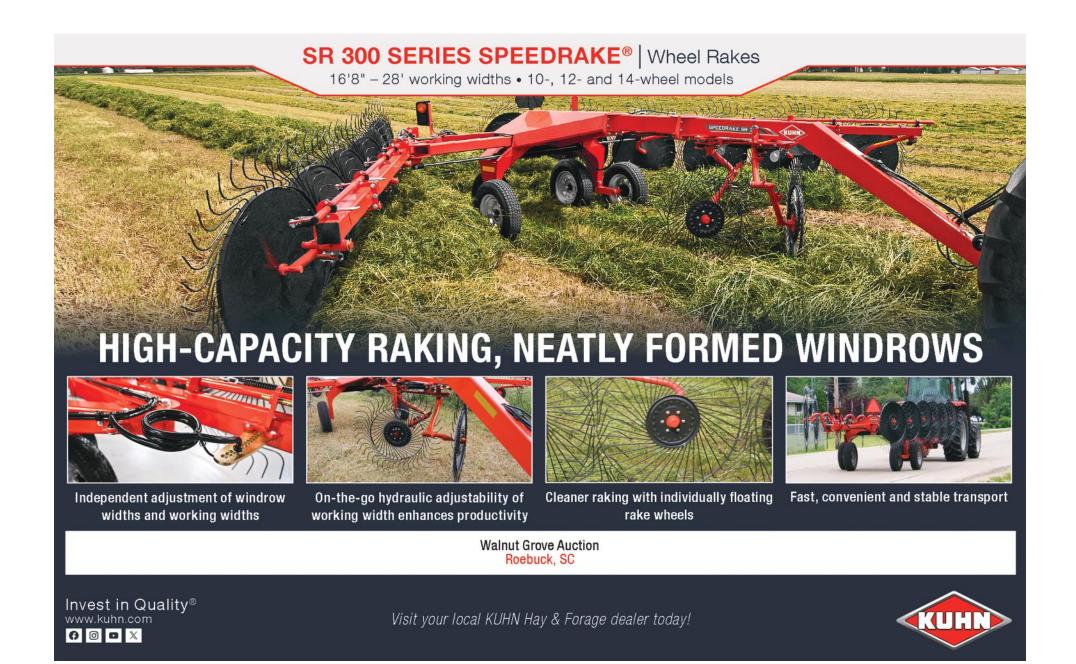
"Our industry has made improvements for generations to bring the best product to our customers," said Dr. Trey Patterson, CEO of Padlock Ranch. "We've demonstrated resilience by persevering through the pandemic and other challenges, but we can't rest on past successes."

Per the USDA's Food Safety and Inspection Service, beef containing foreign materials, regardless of size or physical characteristics, is considered adulterated and must be pulled from the human food supply chain.

"We don't want to dispose of high value product due to foreign material contamination," said Linnell.

Over 50 percent of U.S. beef consumption is ground beef and CattleFax estimates that a record \$58.2 billion was spent on ground beef in 2024. Foreign objects wreak havoc on grinding operations and can negatively impact the profitability of supply chain partners from pasture to plate.

To understand the breadth of the problem, if more than one BB is



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identified in beef trimmings, the combo bin (2,000 pounds) of trim, and those produced before and after, are considered contaminated for a total of 12,000 pounds of trim. On average, today's carcasses weigh 940 pounds, with 25 percent or around 235 pounds of the yield going to beef trimmings. To fill a 2,000 pound combo bin, source material is combined from typically nine or more head, meaning that a single carcass could jeopardize 12,000 pounds of beef trimmings. Thus, for every head contaminated with foreign material (like a BB), trimmings from 51 non-contaminated head are at stake of never making it to the consumer.

"Food safety is non-negotiable; it is an expectation of our customers," said Patterson. "Consumers also deeply care for how cattle are handled, and it is our responsibility as producers to continue providing the product they demand."

While the newest technology, including x-ray machines and metal detectors, is helping find foreign objects in processing facilities, they are not 100 percent fail safe. Foreign material contamination in the live animal needs to be identified and ultimately prevented in the pre-harvest sector. Recent Checkoff funded research conducted by West Texas A&M University is looking for ways to identify foreign materials in live animals.

"Our goal is to understand the efficacy of different devices to identify foreign objects in live animals and then determine how we can implement these systems," said Dr. Trent Schwartz, Ph.D., with West Texas A&M University. "We hope to create one more way to check animals for foreign objects before they enter the packing house."

Foreign objects in beef cause inefficiencies throughout the supply chain, which ultimately leads back to hurting the product's value and creates a consumer perception problem that can erode demand. Reducing foreign objects in beef ultimately comes down to producers changing handling practices.

"We are professionals and are the best in the business at what we do; we as an industry must fix this problem before animals get to the packing plant," Patterson concluded. "If you can't manage cattle without shooting them, then you have no business being in the industry."



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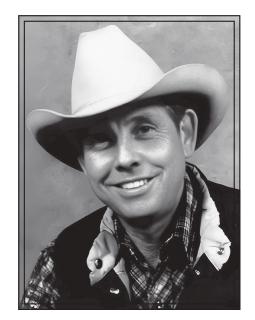
Nathaniel Wayne Templeton

September 23, 1943 – June 14, 2025

athaniel "Wayne" Templeton Sr., 81, entered peacefully into rest on June 14 at his residence in Abbeville.

Born on September 23, 1943, in Laurens to the late Sam and Estelle Brewer Templeton, he was a graduate of Orangeburg High School. A cattleman his entire life, he was retired from Templeton Cattle Company.

In 1967, Wayne started as a herdsman at LH Bar Ranch in Newnan, Georgia. In 1974, Wayne was recognized as the American International Charolais Association Herdsman of the Year for the 1973–74 national show season. During the same era, he also received the Wendell Turner Award for his tireless efforts and sincere dedication in the exhibition and showing of purebred cattle.



After settling in Abbeville, Wayne started his own herd. He and his family continued to

breed and merchandise purebred Charolais cattle through 2022. The Templeton Company won the Abbeville Outstanding Farm Award in 2000. The S.C. Charolais Association bestowed an honorary lifetime membership award to Wayne and his family in 2011. The American International Charolais Association dedicated the 55th National Charolais Show to him. His granddaughter Casey now shows for the family.

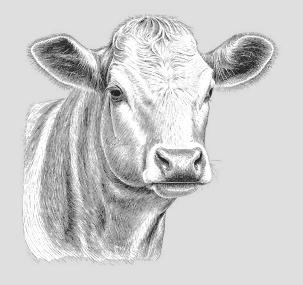
Surviving are his wife of 63 years, Delores Kemmerlin Templeton, of the home; his son, Nathaniel Wayne Templeton, Jr., and wife Libby of Saluda; his daughter, Sharon Templeton Evans, and husband Tony of Abbeville; his grandchildren, Jordan Templeton, Kaitlyn Templeton Miller (Gavin), Samantha Templeton Devenney (Nickolas), Natalie Templeton, Tori Templeton, and Casey Evans Powell (Justin).

In lieu of flowers, memorials in Wayne's name may be made to: Kids Ministry of Lighthouse Ministries

> 257 Carwellyn Road Abbeville, SC 29620.

Online condolences may be made by visiting <u>www.</u> <u>chandlerjacksonfh.com</u>.

S.C. CHAROLAIS NEWS



By GEORGEANNE WEBB, S.C. Charolais Association

irst of all, I would like to welcome Logan Friddle of Donalds, S.C., to the S.C. Charolais Association. Thanks to his daughter Riley, he has decided to start raising "those pretty white cows instead of the ugly black ones," per instruction from Riley. He is going to start attending some of our sales when he can, so make him feel welcome. We need all the young, new members that we can get, since most of us are getting old.

If you remember, last year, I had a long talk with my bull since we had all heifers and just a couple of bulls. I think he listened because in 2025 we have had nothing but bull calves and not one heifer yet. I can now be known as the bull whisperer. He is like everyone and everything else around the farm. They are all so scared of me that they mind because they don't want to get blessed out by me.

We just got back from Florida, and I tell you that traveling is no fun anymore. Wrecks on I-26 going down and wrecks on I-95 coming back home. The traffic just stops, and you sit for hours waiting to move. I think I will just stay home for a while.

Believe it or not, I finally heard from the government about the hurricane damage. It only took them eight months. I had to send pictures of the damage, where we had to replace fence, and how many feet. They want receipts of fence products that were bought. You have to buy it first, and then they might send you some money.

I talked to Wayne Bennett, and they just returned from two weeks in Germany, Switzerland, and Sweden. They all came home sick and stayed in bed for two weeks. Like I said, I think I will just stay home. **eet the AHA Summer Interns.** The American Hereford Association (AHA) is proud to welcome three dynamic interns who will play key roles in upcoming national and international Hereford events.

Denver Drake – HPI and AHA Communications Intern – Denver Drake, a native of Greenville, Tex., is interning with the AHA and Hereford Publications Inc. (HPI) through the summer and fall. She served as an AHA youth activities intern in 2024, finding her passion and her way back to Kansas City for a second year.

She will assist with various communications and HPI projects, including social media content creation, email marketing, and preparation for the 2025 World Hereford Conference (WHC). Additionally, Drake will write stories and provide photography for the *Hereford World* and *Baldy Advantage* magazines.

Drake is a recent graduate of Texas Tech University, where she received a bachelor's degree in agricultural communications and a minor in public relations and strategic communications. She completed internships for iCEV Marketing, the State Fair of Texas Livestock Show, and the American Royal Livestock Show.

"Serving as a youth activities intern for the AHA last summer provided me with endless opportunities and showed me exactly why I want to invest in this industry," Drake says. "An internship with the AHA has been a dream of mine for years, and I feel so incredibly grateful to be back for a second time."

Claire Norris – Youth Activities Intern – Claire Norris, Eudora, Kan., joins the association as a youth activities intern through the summer and fall. She recently graduated from Kansas State University (K-State) with a bachelor's degree in animal sciences and industry, with an emphasis in agricultural communications and marketing and a minor in mass communications.

Norris was actively involved in several organizations at K-State, as a member of the Block and Bridle Club and as an ASI Mentor. Norris also gained valuable hands-on experience through internships with the American Angus Association and K-State Research and Extension. Additionally, she held leadership roles within the animal sciences and industry event planning and communications class.

"I am excited to spend my summer immersed within the Hereford breed," Norris says. "I'm learning from some of the most knowledgeable individuals in the cattle industry."

Her internship includes helping with the 26th Annual VitaFerm Junior National Hereford Expo (JNHE), Faces of Leadership conference, WHC, and Young Breeders Competition this fall.





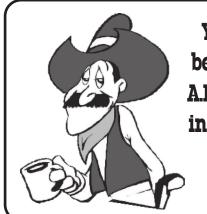
Kailyn Stokes – Youth Activities Intern – Kailyn Stokes, Marion, Ken., joins the AHA as a youth activities intern this summer. Her role includes assisting the National Junior Hereford Association (NJHA) with planning the JNHE, from coordinating contests to organizing entries. She will also collaborate with association staff on other NJHA projects, such as the Faces of Leadership conference.

"I am honored, grateful, and blessed to be a part of Team Hereford," Stokes says. "Our juniors are some of the best and the brightest, and I cannot wait to serve, support, and encourage them ringside and beyond this summer."

Stokes is a junior at Oklahoma State University (OSU), majoring in animal science and agricultural communications. She is an active member of Class XIV of the McKnight Scholars Leadership Program, OSU Agricultural Communicators of Tomorrow, and the Oklahoma Collegiate Cattlemen's Association. She also serves as an OSU campus tour guide and career liaison for the Ferguson College of Agriculture.

To learn more about the summer internship programs, please visit <u>Hereford.org</u>. Applications annually open in the fall.

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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Congratulation to all the participants!

A special thank you to all the sponsors and supporters!

From the N.C. Junior Hereford Association & Wayne & Crystal Mitchem, Advisors

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Save the Date

Saturday • October 11, 2025 N.C. Hereford Association Field Day Monroe, N.C.

More information to come.



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UPDATE

AAA Welcomes Three New Staff Members. The Red Angus Association of America is pleased to announce the addition of three new staff members — Jaeden Schneider as membership and accounts receivable specialist, and Elizabeth Caskey and Jesse Henson as commercial marketing specialists.

These new hires bring a diverse mix of industry experience, energy, and customer focused commitment to their respective roles, further strengthening RAAA's service to its membership and commercial partners.

"We're excited to welcome Jaeden to our team in the membership department," said Halla Ramsey, RAAA executive director of operations. "She brings a strong blend of enthusiasm, customer service skills, and valuable cattle experience to an area where our members count on reliable support. Her eagerness to learn and evident work ethic make her a great asset, and we're confident she'll quickly become a trusted resource for our membership."

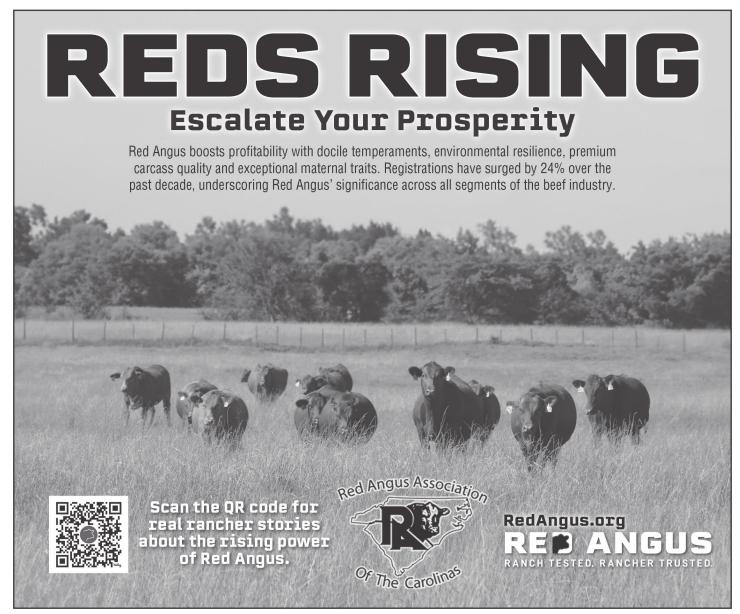
Schneider, a recent graduate of Colorado State University with a degree in animal science, previously worked in ranch management and retail animal health. She brings hands-on experience from Maxwell Ranch and Murdoch's Ranch & Home Supply, along with leadership roles in the CSU Block and Bridle Club and the Seedstock Merchandising Team.



"I'm thrilled to be joining the RAAA team and to support an organization that plays such a vital role in the beef industry," Schneider said. "I'm especially excited to connect with our members and help ensure they receive the best service and support possible."

In the commercial marketing department, Elizabeth Caskey and Jesse Henson will serve as key points of contact for feeder cattle programs, marketing strategies, and producer outreach.

Caskey holds a bachelor of science in animal and veterinary sciences with a concentration in animal agribusiness from Clemson University and a minor in business administration. She brings a strong background in cattle procurement and branded beef programs,



Contact these RAAC members to learn more about Red Angus genetics and how they can fit into your herd.

HARDROCK BEEF CATTLE Ronnie & Donna Holman

4613 Hickory Not Rudge Road | Granite Falls, NC 828-302-8659 ronnie@hardrockbeefcattle.com

JK RED ANGUS

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

LANGDON RED ANGUS & SIMMENTAL

John & Eileen Langdon 7728 Raleigh Road | Benson, NC 919-796-5010 johnlangdon5@gmail.com

ROGERS CATTLE COMPANY Johnny & Sharon Rogers

945 Woodsdale Road | Roxboro, NC 336-504-7268 rccbeef@gmail.com

BULL HILL RANCH Jim & Alvina Meeks

Raymond Prescott, Manager 1986 Trinity Church Road | Gray Court, SC 864-981-2080 bullhill2@prtcnet.com | bullhillredangus.com

COUNTRY BOY FARMS David Miller

316 Key Road | Edgefield, SC 706-840-3709

P & J FARMS Andy Smith

7007 Sugar and Wine Road | Monroe, NC 704-400-3436



having managed live operations and genetic sourcing at FPL Food and Chatel Farms. She recently relocated to Billings, Montana, where she will focus on supporting Red Angus producers in the Northwest region.

"I'm truly excited to join the RAAA team and help promote the Red Angus breed, especially through our feeder cattle programs," Caskey said. "I'm passionate about supporting commercial cattle producers and

look forward to helping them capture more value for their cattle while strengthening the visibility of Red Angus genetics in the market."

Henson earned a bachelor's degree in animal science from

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

Cattle Receipts: 16,083 • Previous Month: 17,841 Feeder supply - 22% steers • 44% heifers • 34% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,528	\$138.19
Boner	1,270	\$143.09
Lean	1,026	\$125.27
Bulls - Yield Grade 1-2	1,553	\$168.06

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	<u>CWT</u>	Avg. Price
400-450	425	384.90	\$1,635.83
450-500	476	360.69	\$1,716.88
500-550	523	349.21	\$1,826.37
550-600	572	339.81	\$1,943.71
600-650	619	312.50	\$1,934.38
650-700	675	292.86	\$1,976.81

FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	$\underline{\mathbf{CWT}}$	Avg. Price
400-450	422	369.78	\$1,560.47
450-500	471	348.53	\$1,641.58
500-550	521	326.90	\$1,703.15
550-600	570	316.47	\$1,803.88
600-650	623	291.83	\$1,818.10
650-700	670	275.39	\$1,845.11

FEEDER HEIFERS (Medium and Large 1-2)

<u>Wt. Range</u>	Avg. Wt.	<u>CWT</u>	Avg. Price
400-450	424	334.15	\$1,416.80
450-500	474	321.97	\$1,526.14
500-550	521	305.96	\$1,594.05
550-600	570	294.49	\$1,678.59
600-650	620	274.77	\$1,703.57
650-700	672	257.42	\$1,729.86

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

Oklahoma State University and an associate degree in agriculture from Connors State College. He brings extensive livestock evaluation and education experience, most recently serving as livestock judging coach at Auburn University. Henson also co-managed a seedstock operation focused on Gelbvieh and Balancer cattle, as well as a competitive show goat program. He will be based in Stillwater, Okla., serving commercial producers in the Southern Plains and parts of the Gulf Coast regions.

"It's an exciting time for the Red Angus breed, and I'm honored to be joining the RAAA commercial marketing team," Henson said. "I look forward to building relationships with producers and the chance to promote Red Angus genetics."

"I'm pleased to welcome both Elizabeth and Jesse to the commercial marketing team," said Kelly Smith, RAAA director of commercial marketing. "Elizabeth brings a broad and valuable skill set,



with experience spanning from the cow/calf sector to the feedyard. Jesse joins us with a strong background in seedstock production and university level livestock education. Their expertise will greatly enhance our support of commercial cattlemen across key regions."

RAAA looks forward to the valuable contributions each of these individuals will bring to their departments and Red Angus members.

For more information about the Red Angus Association of America or marketing programs for Red Angus influenced cattle, 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. For more information, visit www.redangus.org.



ABBA

Executive Vice President Update

By PAUL MAULSBY, American Brahman Breeders Association



ear Members of the American Brahman Breeders Association,

A Reflection on the Historical Bond Between Purebred Breeders and Commercial Producers

- and the Brahman Breed's Role in Building the Future

In the long and storied history of the American cattle industry, the relationship between purebred breeders and commercial cattle producers has been one of mutual dependence. At times, it's been cast as "real world" versus "seedstock" or "show world," but the truth is, all segments need each other. It takes all parts — purebred and commercial, registered and crossbred — to make this business work.

Historically, purebred breeders have driven the engine of genetic progress. The Brahman breed in particular has played a foundational role in that story, providing the muscle behind hybrid vigor, the durability needed for harsh environments, and maternal strength that holds cow herds together from Florida to the Gulf Coast and far



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- One Carcass at a Time
- Dry-Aged 2 Weeks
- Fully Customizable Processing
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beyond.

Commercial cattle producers have served as the proving ground, where cattle must perform under pressure — through drought, fluctuating markets, and limited resources. And Brahman genetics have proven time and again that they thrive in these environments. Whether it's in coastal humidity, Southwestern heat, or across the tropics, Brahman cattle continue to demonstrate unmatched adaptability, longevity, and economic return.

Together, this relationship has always been rooted in a shared goal — strengthening the cattle industry from the ground up.

But today, we find ourselves at a crossroads. The dynamics of the beef industry — and the definition of what it means to be a cattle producer — are evolving quickly.

The latest USDA census offers a sobering reminder of that. In just five years, we've lost 107,000 independent beef cattle producers — more than 21,000 per year — and 2.5 million mother cows, an 8 percent decline in the national herd. Over the past 42 years, we've lost 665,000 producers, with only 622,000 left today.

This isn't just about drought or bad luck. It's a long term trend driven by industry consolidation, trade pressures, regulatory burdens, and generational turnover. Young people face mounting challenges in returning to family operations, and urban sprawl continues to claim land once dedicated to production.

Despite these challenges, I remain optimistic because we are not without tools or opportunity. Brahman cattle are a prime example of how adaptability, efficiency, and smart breeding can overcome adversity. Their contributions are not limited to the Southeast or tropical regions. Brahman influence is seen in F1 programs, terminal crosses, and maternal base herds that continue to outperform in tough conditions.

In fact, the Brahman breed has quietly underpinned many of the industry's most successful commercial programs. Our genetics offer hybrid vigor unmatched by any other, with calves that are vigorous at birth, cows that breed back under pressure, and steers that convert with efficiency in the feedyard when managed properly. In international markets, Brahman cattle are prized for their hardiness, disease resistance, and ability to produce in climates where other breeds fail.

This is a moment where we, as purebred breeders, must step forward — not just to promote our genetics but to protect and support the broader cattle industry that relies on them.

The future of the Brahman breed is directly tied to the success of

Chatel Farms is now

antibiotics or added

looking to join us in

transforming the cattle

industry in the Southeast

that have never received

hormones. Our desire is to build long term relationships

with innovative cattlemen

purchasing Angus sired, high carcass merit feeder cattle

the commercial cattleman. If independent producers continue to exit the business, demand for improved genetics will decline. Innovation, data, and progress depend on a thriving commercial segment.

That's why we must advocate for policies that level the playing field. It also means telling our story better. We need to highlight the Brahman breed's contributions — not just to the U.S. herd but to global beef production.

At ABBA, we are committed to standing with our commercial customers through programs like F1 Advantage, expanded genomic tools, and efforts to connect producers with premium markets. We're also investing in international partnerships, youth development, and breed education to ensure Brahman cattle continue to play a vital role in the future of the beef industry.

We have a proud past, but our future depends on proactive leadership, shared purpose, and a clear message that Brahman cattle aren't just part of the industry — they're a cornerstone of its resilience. The numbers are serious, but so is our resolve. Let's be the generation that not only honors the history of the Brahman breed and the cattle industry but charts a stronger, more unified path forward.

What Does a "P" Number Mean in the ABBA Herd Book?

As Executive Vice President, I always aim to share information that's helpful to our membersand those considering membership in the American Brahman Breeders Association (ABBA).

One common question I receive — whether in the office, at events, or on the phone — is, "What does the 'P' stand for in a Brahman registration number?"

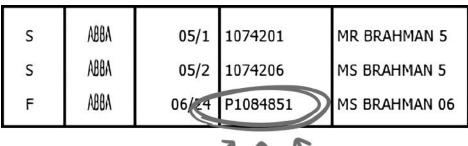
It's a great question, and like many details in our breed registry, there's a clear and practical purpose behind it.

What Is a "P" Number? The "P" stands for Pending Registration. This designation is used when an animal is in the process of having its sire and dam confirmed through DNA parentage verification using ABBA approved DNA markers.

When an animal requires parent verification, it is entered into the ABBA system with a temporary registration number that includes a "P" prefix. This allows the animal to be tracked and remain visible in our records while the DNA testing is underway. Additionally, the laboratory requires each DNA sample to be associated with a unique identifier — so the "P" number serves that function during the verification process.

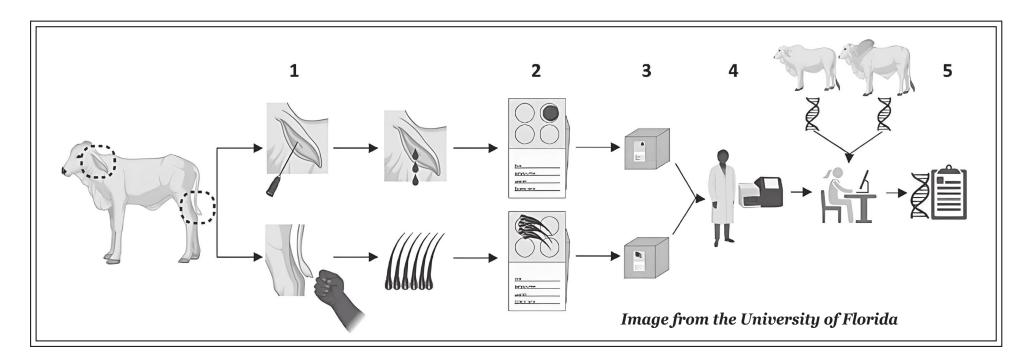
Once both the sire and dam are confirmed by the lab, the animal is assigned its permanent registration number, and the "P" is removed.

This added layer of transparency strengthens the accuracy of our herd book and reinforces ABBA's commitment to maintaining the



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ABBA Executive VP Update continued from the previous page

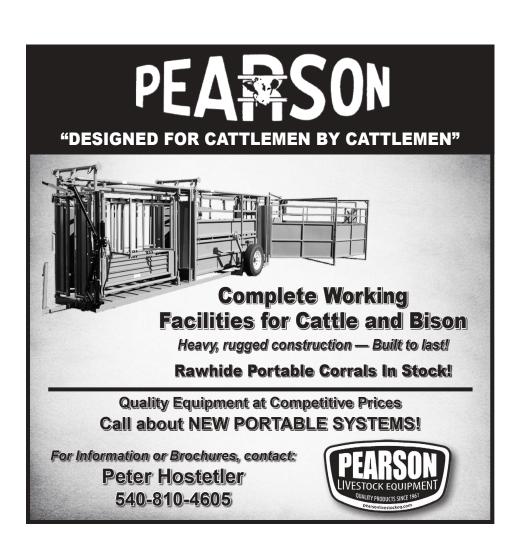


integrity of our registry.

Why Parent Verification Matters – Parent verification isn't just a technical formality — it's a foundational tool for building trust and accuracy in our breed records. As we continue implementing our Five Year DNA Plan, this process will provide us with more reliable data and insights to better serve Brahman breeders.

Whether you're a seedstock producer, a commercial cattleman, or a potential buyer, confidence in the pedigree of an animal matters. In today's cattle industry — where genetic tools and decisions have real financial implications — verified lineage builds market value, informs breeding programs, and drives long term breed improvement.

In addition to pending DNA verification, the "P" prefix may also



be used in another context — performance only registration.

There are two scenarios in which a "P" number may appear:

- 1. Pending Registration Status As described above, this is assigned while DNA parent verification is being completed.
- 2. Performance Only Registration This is used to record animals particularly in commercial programs when the goal is to track performance data, but not to fully register the animal. This option allows sires and dams to receive credit for their progeny in the ABBA system.

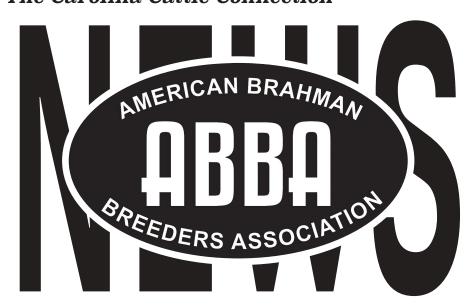
Performance only registrations are free and will show up under your herd. They're a valuable tool for those looking to document and track productivity without pursuing full registration.

What a "P" Number Does Not Allow – While the "P" number is an important step in the process, it does not imply full registration or certain qualifications. It's important to understand what a "P" number does not represent:

- It does not override other registration requirements. Animals must still meet all *Herd Book* rules regarding breed composition, eligibility, and documentation.
- It does not certify breed purity. The "P" confirms listed parentage only it does not determine or alter breed classification or percentage.
- It does not automatically qualify the animal for AI sire or donor dam status. Additional DNA testing, documentation, and formal approval are required for artificial insemination or embryo transfer eligibility.
- It does not guarantee show or sale eligibility. ABBA sanctioned events may require additional criteria such as classification, age, or regional qualifications and the animal must have a permanent registration number, not one with a "P," to be eligible.

In short, the "P" number is a temporary but essential tool that helps us manage the DNA verification process with clarity and integrity. It supports our ongoing efforts to provide accurate records, improve genetic tracking, and deliver value to our members.

If you have any questions about registration status, DNA testing, or how to begin the parent verification process, please don't hesitate to contact the ABBA office. We're here to help.



Board Approved Actions and Updates. The ABBA Board of Directors held a productive meeting in Lake Charles, La., where they approved several significant updates and policy changes. Below is a summary of the decisions made and the reasoning behind each one:

- 1. Carcass Scan Data & EPD Calculations The requirement for a recorded weaning weight in order for carcass scan data to be used in EPD calculations has been eliminated. This change was made because the previous requirement while intended to encourage the collection of weaning weights resulted in many scanned animals being excluded from EPD evaluations simply due to missing weaning weight data.
- 2. Removal of Yield Grade EPD The Yield Grade EPD has been removed from the ABBA EPD panel due to concerns over its accuracy and relevance. The current calculation method was found to be potentially misleading, as it does not follow the typical EPD convention where higher or lower values consistently indicate genetic advantage or disadvantage. In some cases, animals with "better" Yield Grade EPD values could actually represent lower carcass quality. Additionally, most major U.S. cattle breeds have already phased out this EPD, citing its limited usefulness under modern genetic evaluation systems.
- 3. Show Animal of the Year Point Calculations & Regional Recognition To better reflect the quality of animals rather than the frequency of their showings, show animal point calculations will now be based on an animal's top 25 shows. This update does not affect Register of Renown points. In addition, a new regional division has been established to recognize Show Animals of the Year across three to five geographic regions, giving breeders who show locally an opportunity for recognition.
- 4. Change in Color Classification Shows The Fort Worth show will no longer serve as a color classification event. It has been replaced by the Heart of Texas Show, held the first week of January. Fort Worth has not hosted classification for several years due to weather and scheduling issues, which placed an excessive burden on Houston as the first classification opportunity of the year.
- **5.** *Membership Account Name Change Policy Update* A new provision was added to clarify the process for membership account name changes. Members requesting a name change must submit a written request with supporting documentation, such as a bill of sale, death certificate, legal name change, or other formal documents. All requests are subject to Executive Committee approval. A non-refundable fee will apply, equal to 50 percent of the current new membership fee.
 - 6. Animal Name Change Policy Update An additional rule was

approved to address prefix changes on animals registered using AI or ET certificates. Any proposed name or prefix change on such animals must include written authorization from the issuer of the AI or ET certificate. This ensures proper credit and protects the integrity of genetic ownership.

These updates reflect ABBA's ongoing commitment to improving clarity, fairness, and efficiency across its programs and services. Members with questions about these changes may contact the ABBA office for more information.

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.

S.C. Cattle Receipts, Trends, and Prices for the Month of MAY 2025

Cattle Receipts: 6,805 • Previous Month: 7,515

Feeder supply - 26% steers • 41% heifers • 33% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,413	\$153.76
Boner	1,188	\$152.52
Lean	1,066	\$140.53
Bulls - Yield Grade 1-2	1,551	\$175.44

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2) Wt. Range Avg. Wt. **CWT** Avg. Price \$1,648.65 400-450 396.31 416 450-500 469 380.12 \$1,782.76 500-550 523 357.09 \$1.867.58 550-600 565 349.19 \$1,972.92 624 323.49 600-650 \$2,018.58 650-700 311.65 \$2,060.01

FEEDER BULLS (Medium and Large 1-2)

wt. Kange	Avg. wt.	<u>CW1</u>	Avg. Price
400-450	417	396.15	\$1,651.95
450-500	466	374.61	\$1,754.68
500-550	523	358.76	\$1,876.31
550-600	567	343.17	\$1,945.77
600-650	617	320.21	\$1,975.70
650-700	665	308.86	\$2,053.92

FEEDER HEIFERS (Medium and Large 1-2)

CWT

Ava Wt

vv t. Kange	Avg. Wt.	CWI	Avg. I IICE
400-450	424	354.12	\$1,501.47
450-500	474	340.17	\$1,612.41
500-550	524	328.11	\$1,719.30
550-600	570	316.48	\$1,803.94
600-650	612	302.37	\$1,850.50
650-700	670	280.85	\$1,881.70

Source: S.C. Dept. of Agriculture - USDA Market News Service, Columbia, S.C. - 803-737-4491

The Carolina Cattle Connection



It's Not Always What You Should Do; It's What You Can Do

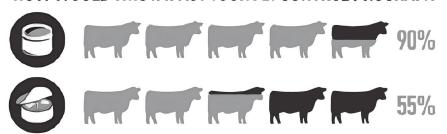
By BRAYDEN HAWKINS

believe that almost all cattle producers want to improve their operations in some capacity. This can be accomplished through genetic investments, how they manage their land resources, creatively marketing their cattle, etc. As in any business, these decisions are rooted in improving the profitability of their operation and securing its long term viability.

One problem — all the things I mentioned above require significant capital investment, specific industry relationships or a fundamental change in the structure of the operation. For many producers, it's flat out not financially or logistically feasible. I think humans are hardwired to be drawn to solutions or changes that will deliver big results and fast, but small improvements consistently over time can also yield impactful results and in ways that don't break the bank.

An analogy that I like to use is investing for retirement. Many of us don't have a pile of cash sitting around to make one or two massive investments that will set us up for retirement. Just like many of us don't have a pile of cash sitting around to turn over our entire cowherd with top-of-the-line genetics. However, most people (55 percent of Americans

HOW WOULD THIS IMPACT YOUR FLY CONTROL PROGRAM?



Research out of Montana State University showed that 90% of grazing cattle will consume CRYSTALYX mineral supplement, compared to 55% consuming a conventional dry mineral.

invest in a 401(k) or an IRA) can contribute small amounts of money each month into a retirement investment vehicle, and over time, those more realistic investments can compound into millions of dollars.

These smaller "investments" in a cattle operation may not come in the form of a monthly contribution, but there are countless bite sized improvements that can move the needle over time. A few examples are:

- Going from a 90 day to a 75 day calving window one year and then to a 60 day window the next
- Instead of spending \$4,000 on a sale barn bull, consider holding off and investing \$7,000 in a bull from a reputable seedstock supplier
- Introducing an additional fall deworming application rather than just once in the spring
- Clearing out and/or improving a small section of land year after year rather than waiting until you can do it all at once

Hopefully, you can see the point I am trying to make. It's not always what you should do; it's what you can do.

One small improvement that I am confident in recommending is introducing a feed through fly control into your herd health protocol. Almost all feed companies offer a variety of ways to deliver fly control to your cattle, so ask your local supplier about what options are available to you. At CRYSTALYX, we use and believe in ClariFly from Central Life Sciences. ClariFly costs roughly 3¢ per head per day to add to your barrel, mineral, or preferred method of supplementation. On 100 cows that are supplemented with ClariFly for five months, that's a \$450 total investment or \$4.50 per cow investment that can generate meaningful returns. Research provided by Central Life Sciences suggests that on average, a 20.2 pound-per-head increase in weaning weights on calves provided ClariFly. With current calf prices, that's over a \$60 return on a \$4.50 investment.

Intake is key to a successful feed through fly control program, and that is where CRYSTALYX makes the difference. In addition to almost 50 years of experience in making palatable products with consistent intake, we have a lot of data to show that cows eat CRYSTALYX.

A study from Montana State University observed the intake behaviors of cows on different types of supplements by using GPS tracking collars. One group of cows was provided with a CRYSTALYX low moisture block, and one group was provided with a loose mineral supplement. The chart below shows that over 90 percent of the cattle on trial visited the CRYSTALYX supplement, where only 55 percent of the cattle visited the loose mineral.

Don't get me wrong. Loose mineral is a fantastic and cost effective investment to bridge the gap between the nutrition that your forages can provide and what your cattle need, but there isn't a better form of self fed supplement to deliver fly control than a CRYSTALYX low moisture block, in my opinion.

The law of compounding is traditionally used in finance, but I think it is perfectly applicable to the cattle business. Small improvements gradually and consistently over time make big differences in the long run.



Volume 39, Issue 7

BRANGUS BREEDERS ASSOCIATION

UPDATE

mportant THR Season Reminder for IBBA Members. This is a friendly reminder that THR season is upon us. On July 1, an invoice will be generated on your account with all active females 24 months of age and older and all active bulls 30 months of age and older. THR fees only apply to registered animals that are eligible for EPDs. Commercial animals are not charged THR fees.

If you have kept your active animal list current and accurate, then this process will be easy. If you have not kept your active animal list current, we encourage you to make any disposals necessary before July 1 when invoices are generated on your account that will include all active animals within THR age range. If you have animals that need to be disposed of, you can do so by logging into Regstr, clicking the "Animals" tab, and then "Dispose". On the disposal page, find the animal you are disposing of, and select the code that best fits the reason you no longer have the animal. When you are finished, click the "submit" button (circle button with an up arrow) in the bottom right corner of the page. After July 1, it will switch over to the THR disposal page. Edits to your THR invoice will not be allowed after August 1 at 1:00 a.m. EST (July 31, 12:00 midnight CST). Invoice balances will be final and due August 1.

If you need a paper copy of your active animal list or have any questions, please reach out to the IBBA office at info@gobrangus.com or 210-696-8231.

enetic Merit Audits! Kyle Caldwell, Director of Field Services and Strategic Projects, is proud to announce a new tool available to all IBBA members and their bull customers — Genetic Merit Audits. This is an excellent tool to help you and your bull customers evaluate the performance of their bull battery and what you can do to help them achieve their operational goals and keep you in tune with their needs and expectations.

How it works — Caldwell will obtain a list of bulls in your customer's active bull battery, obtain PHN's and Registration Numbers, and pull a catalog export on those bulls from the REGSTR database. From there, each trait is segmented into either "Growth and Carcass" or "Maternal and Fertility," and the entire battery's EPD percentile ranks are averaged together and each trait is categorized into "Elite," "Good," "Above Average," "Below Average," and "Needs Improvement."

This information is then presented to the bull customer, as seen in the picture below.

No matter their goals, we can work together to help them achieve those goals and evaluate how their bull purchases can help them move in a positive direction.

Reach out to Kyle Caldwell today at <u>kcaldwell@gobrangus.com</u> for a free Genetic Merit Audit for you or your customer!

About the International Brangus Breeders Association. IBBA, headquartered in San Antonio, Tex., strives to provide the commercial cattle industry, domestically and internationally, with the best genetics possible. Founded in 1949 as the American Brangus Breeders, the organization has since evolved into the IBBA. The IBBA's purpose is to enable its members to produce quality beef for the commercial cattle industry and its consumers. For more information about IBBA, visit www.gobrangus.com.

EXAMPLE Cattle Company Genetic Audit-Conclusions

- EXAMPLE Cattle Company has done a great job selecting bulls to improve the quality of heifers kept in the herd. A good cow base is half the equation to high dollar calves.
- Adjustments on the terminal side can add more pounds to calves at weaning. Work has been done on the maternal side, time to mash the scales down.
- Eliminating 1-2 low ranking bulls can improve IMF and Breed Back averages, improving overall herd performance.

Maternal and Fertility Traits	Avg. EPD Value	Percentile Rank	Comment
Heifer Preg	7.1	16.80%	Elite
Stayability	3.2	10%	Elite
Mature Cow Weight	3.54	67.60%	Below Average
Breed Back	-0.37	43.60%	Above Average
Number of Calves	0.18	10.00%	Elite
Fertility Index	4.15	36.20%	Good

Growth and Carcass Traits	Avg. EPD Value	Percentile Rank	Comment
Weaning Weight	19.29	55.00%	Below Average
Yearling Weight	38.29	54.00%	Below Average
Ribeye Area	0.37	30.30%	Good
IMF	0.11	45.40%	Above Average
Terminal Index	2	45.00%	Above Average

The Carolina Cattle Connection

The CEO's Corner



Taking On EU Dairy Malfeasance is Welcome — and Long Overdue

By GREGG DOUD, National Milk Producers Federation

President Trump's tariff measures toward trading partners across the world send a clear signal to trading partners: The United States is no longer going to stand for shenanigans that lead to unlevel playing fields. That's especially true in dairy. And within dairy, the European Union stands apart as an example of shenanigans in action. If the president's tariffs spur the negotiations that place their policies within the realm of reality and fairness, the effort will be worthwhile.

American farmers have long voiced their concerns about the unfairness of the EU's agricultural trade policies, arguing that these policies create significant challenges for them in the global marketplace. Some facts: In 1980, the U.S. exported \$12 billion in agricultural products to the 27 current members of the European Union. That \$12 billion was the high water mark until 2023. We've gone almost 45 years bouncing in a range of between \$6 billion and \$12 billion annually to the European Union — accounting for zero export growth since the Carter administration. Meanwhile, the trade deficit in agricultural products is growing and gaping — \$23.6 billion at last count.

Now look at dairy trade. The U.S. imports \$3 billion in dairy from the European Union — and exports \$167 million. We export more cheese to New Zealand — a major dairy exporter with a population of 5 million people — or roughly the same population as Ireland, Slovakia, or Norway.

That's pathetic.

Why do we have that gap, and how do we close it?

From more than 30 years of dealing with EU agriculture, the answer to the first part is simply this — the EU is reflexively protectionist in agriculture. The U.S. "beef hormone" case against the EU, which dates to the 1980s, is a classic example: The U.S. won. The EU has never complied.

The EU Farm to Fork Initiative, all the certification requirements and protocols, everything that requires processes in the EU - all of it is designed to keep ag imports out. The EU approach to common cheese names like parmesan - making it impossible for Americans to sell their products as what they actually are - is a crowning example of the creative, and inappropriate, use of non-tariff barriers to protect their market.

And none of that even touches on the subsidies the Europeans lavish on their farmers and the schemes they use to push their products at low prices on global markets, ensuring that U.S. farmers repeatedly struggle with unfair competition as they build their own relationships via high quality, affordable products.

Any effort to close this gap is long overdue; the Trump administration's strategy starts this process and squarely puts the focus and the pressure where it should be — on Brussels, which has artificially created this lopsided trade imbalance and needs to take tangible steps to level the playing field.

In my three decades of experience, the European Union has proven impossible to deal with in agriculture — but if the president stays steady and forceful on EU tariffs, we may finally get their attention. We have no problem with the president hiking tariffs on EU imports higher to drive them to the table — the current ones are a bargain for the EU, considering the highly restrictive barriers the EU imposes on our dairy exporters. And if Europe retaliates against the United States, the administration should respond swiftly and strongly in kind by raising tariffs yet further on European cheeses and butter.

Much has been written about the president's aggressive stances toward traditional allies such as the EU, questioning the wisdom of taking on our "friends." But with friends like these, who needs enemies? Relationships are reciprocal, and fairness is the foundation of goodwill. There has been no fairness from the EU toward American farmers — for decades.

All that said, hope remains that American dairy can finally make real progress through productive negotiations. This administration can help achieve a level playing field for U.S. dairy producers by tackling the EU's numerous tariff and non-tariff trade barriers that bog down our exports. It can create a brighter future for the U.S. dairy trade — and build hope among farmers who know that the administration is listening to them, and now the world as well.

As the administration moves forward with negotiations, we're hoping for swiftly negotiated, constructive outcomes. We will do whatever we can to help break this decades old logjam that has hurt U.S. farmers and consumers on both sides of the Atlantic. The field is wide open, and we are poised for progress.



aola Fund Awards 2025 Scholarships to Support Dairy's Next Generation. This year, Maola is awarding a total of \$4,500 from the Maola Fund to support the educational endeavors of nine deserving students. Scholarships from the Maola Fund will help to offset college expenses for the 2025-2026 academic year. The scholarship program reflects Maola's commitment to nurturing the next generation of leaders in the dairy industry and beyond.

"Investing in the next generation is one of the most meaningful ways we can honor the hard work of our farm families and employees," said Jon Cowell, CEO. "We're proud to support these nine outstanding students through the Maola Fund and look forward to the impact they'll make on our industry, in their communities, and beyond."

Winners from North Carolina are:

- Sydney Gentry Mooresville
- Lemuel Coltrane Pleasant Garden
- Joseph Coltrane Pleasant Garden

Maola congratulates these talented individuals on their achievements and wishes them continued success in their academic and professional pursuits.

To be eligible for a Moala scholarship, students must be the son, daughter, or employee of a current co-op member or the son or daughter of a Maola employee and attending an accredited college or university.

The scholarships are awarded through the Maola Fund. The Maola Fund goes beyond scholarships to include sponsorships and product donations for dairy industry events, programs, and organizations that share Maola's mission of supporting our local communities. For more information on the Maola Fund, contact Virginia Funk, fund administrator, at <u>vfunk@mdvamilk.com</u>.

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.

Registration Open for the 2025 Southeast Value Added Dairy Conference

By BRITTANY WHITMIRE, N.C. State University

egistration is now open for the sixth annual Southeast Value Added Dairy Conference! This year, the conference will be held at the University of Tennessee's Agricultural and Natural Resources Building in Knoxville, Tennessee. Workshops and presentations will be held July 31-August 1, with optional farm tours on July 30.

Each year, the Southeast Value Added Dairy Conference provides educational and networking opportunities for producers and industry partners. This year, sessions will focus on Value Added Dairy Decision Making Tools, Ice Cream Making Science, Crisis Preparation, Business Planning/Evaluation, Scalable Quality and Compliance Protocols for Cheesemakers, Sensory Analysis, Succession Planning, and more!

Dairy Business Pre-Conference visits include: Sweetwater Valley Farm is a diversified farming operation that serves as home to over 1,500 dairy cows and multiple beef cows, as well as a source of crop production and farmstead cheese.

University of Tennessee Little River Dairy Unit focuses on applied and innovative research under conventional and precision management. The farm is uniquely set up to compare precision management through robotic milking, automated calf feeding, and individual animal management against traditional parlor and calf management.





















New NCCA Members for 2025

uring the Membership Committee meetin at the 2007 N.C. Cattle Conference, members decided to list the name and county of residence of <u>NEW</u> members of NCCA in *The Carolina Cattle Connection*. A new member is someone who has never been a member or has rejoined after a brief break in their membership. Below is a list of NCCA's new members:

Out-of-State

Emma Buda – Ohio Madison Champagne – South Carolina McKensly Lomas – South Carolina

Alexander County

Brad Gilreath - Gilreath Farms

Alleghany County

Mitchell Bottomley - Bottomley Cattle Company

Bladen County

Zachary Johnson

Buncombe County

Angel Dominguez
Ashlynn Fisher
Ellory Gunter
Ethan Honeycutt
Kenneth Reeves
Elya Sabo
Hunter Shelton
Ayden Silver
Connor Stamey
Brooklyn Tesner

Jason Waldrup

Burke County
Kathryn Bridges
Kahlen Frady
Emily Hall
Taylor Hinson
Joy Hunt
Colton Justice
Nathan Lambert
Jonas Laws
Mandy Mendoza Perez
Maida Ramirez Tomas
Alorah Revis
Alexandria Rice

Aloran Kevis
Alexandria Rice
Caleb Russ
Kaylee Skinner
Cassidy Taylor
Kaitlyn Taylor
Emily Terry
Addison Webb
Lee Wellman
Xzavier Wright

Cabarrus County

Donald Seagraves – Seagraves Farm

Chatham County

Charles E. Lutterloh – Lutterloh Farms Kallie Phillips

Chowan County

Kaitlyn Ward

Craven County

Hailea Anderson

Cumberland County

Haleigh Ford Calan Staub

Duplin County

John Bell Caleb S. Shaw Kayla Sholar

Gaston County

Kathryn Morgan – Farming By Faith

Harnett County

L.E. Arnold Jr. – Arnold Family Farms Damon D. Rando – Seven Falls Farm Don & Heather Wimberly – Wimberly Hay & Cattle

Haywood County

Makayla Coutiemz
Haiden Creson
Adam Duval
Ivy Jones
Murphy Lanelle
Izzy Laughlon
Armelle Lavada Marsh
Avery Moody
Jamie Moody
Camron Myers
Blaze Palmer
Syler Smathers
Melissa Tena Paniagua
Brody Vigil

Johnston County

Olivia Warlick

Grayson Braswell Michaela Dietrich Hailey Keller Hannah Wall

Martin County

Madison Respass

Moore County

Cody Brewer – Brewer Farm Greg Hayes – Hayes Farms

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Nash County

Madison Costa – Fowl Creek Farms Riana Erb Hannah Schmidt

Pitt County

Cyonni Boykin Gabriella Haddock

Randolph County

Dakota Haithcock **Graham Coble**

Kevin Hiatt - Blackhawk Creek Farm

Peyton McGraw

Leah Morton

Dylan Lee Pierce

Chandler Poole

Aiden Poplin

Kharma Price

Vicky Pugh

Karlie Staley

Mallory Stewart

Kaitlin Stringer

Ashton Taylor

Lila White

Cooper Wright

Robeson County

Maria Aguilar

Landon Callahan

Brianna Davis

Liseth Diaz Cedano

Kirsten Ellefson

Jasmine Estrada Guadarrama

Xochitl Felix Sanchez

Jade Flores

Emmaleigh Higgins

Ethan Hunt

Yoselin Juarez Zacarias

Timothy Lowery

Skylar McMillian

Kayleigh McRae

Miracle Moore

Riley Patterson

Jessy Pittman

Ryne Register

Keylin Velasquez Juarez

Tagen Wilcox

Cole Wilkerson

Rowan County

Gracelyn Gatton Matthew Leazer – Leazer Farms

Sampson County

Tatiana Martinez Karlee Jones Lillie Martinez

Wyatt Simpson – South River Cattle Company

Stanly County

Allyson Helms Abygail Pierce Wesley Smith

Stokes County

Noah Fulp **Madison Moser** Yarely Narvaez Almaraz Arianna Tynio

Surry County

Naomi Boles **Amber Harris** Pamela Ocampo **Natalie Smith**

Wake County

Kayla Rudd

Washington County

Jamisyn Edwards Germari Tuggles

Wilkes County

Jerry Harris **Emily Hodges** Kris Huffman



Are <u>You</u> A Member Or **Know Someone Who Should Be!** Join Now!

North Carolina Cattlemen's Association MEMBERSHIP APPLICATION

Address	
City, State, Zip	
County Phone No	
Email Address	
Recruited by:	
Please check type of membership you want:	
■ NCCA (1 year) - \$25.00 ■ NCCA (5 years) - \$100	.00
■ NCCA (Lifetime) - \$500.00 ■ NCCA Student Membe	
Payment Options:	en's Association)

Please return with payment to: N. C. Cattlemen's Association 2228 N. Main Street Fuquay-Varina, NC 27526 (919) 552-9111 Fax (919) 552-9216 Website: www.nccattle.com

> To pay by credit card, scan the QR code:



Pasture Management Systems, Inc.

MILE OF FENCE PROGRAM

New Members by County in 2025 (as of 6-18-25)

Alamance 3	Cumberland 9	Johnston 5	Randolph 29
Alexander 2	Currituck 0	Jones 1	Richmond 0
Alleghany 1	Dare 0	Lee 4	Robeson 22
Anson 1	Davidson 3	Lenoir 1	Rockingham 7
Ashe 0	Davie 0	Lincoln 2	Rowan 3
Avery 0	Duplin 7	McDowell 4	Rutherford 4
Beaufort 0	Durham 0	Macon 65	Sampson 4
Bertie 0	Edgecombe 3	Martin 2	Scotland 0
Bladen 1	Forsyth 2	Madison 2	Stanly 17
Brunswick 0	Franklin 9	Mecklenburg 0	Stokes 6
Buncombe 22	Gaston 1	Mitchell 0	Surry 8
Burke 24	Gates 0	Montgomery 0	Swain 0
Cabarrus 3	Graham 17	Moore 8	Transylvania 2
Caldwell 2	Granville 1	Nash 736	Tyrrell 0
Camden 0	Greene 2	New Hanover 0	Union 3
Carteret 0	Guilford 20	Northampton 0	Vance 1
Caswell 3	Halifax 1	Onslow 2	Wake 7
Catawba 17	Harnett 5	Orange 0	Warren 3
Chatham 3	Haywood 17	Pamlico 0	Washington 3
Cherokee 0	Henderson 4	Pasquotank 1	Watauga 1
Chowan 1	Hertford 0	Pender 0	Wayne 6
Clay 1	Hoke 1	Perquimans 4	Wilkes 15
Cleveland 5	Hyde 0	Person 1	Wilson 17
Columbus 1	Iredell 10	Pitt 8	Yadkin 1
Craven 2	Jackson 0	Polk 0	Yancey 0
		A A	

Grand Total 479



I MILE OF PASTURE MANAGEMENT FENCING SUPPLIES AWARDED TO THE NCCA COUNTY CATTLEMEN'S ASSOCIATION **RECRUITING THE MOST NEW MEMBERS IN 2024**

The Winning County Association Receives:

- 16 Rolls of Pasture Management Fixed Knot 9-49-6-330 ft.
- 270 5-6 in. x 7 ft. Pasture Management CCA .40 Treated Wood Posts
- 60 6-7 in x 8 ft. Pasture Management CCA .40 Treated Wood Posts
- Pasture Management 12 ft. Tube Gate Galvanized, Red, or Black
- 37 10 ft. H-Brace Brace Pipes
- 40 lb. Bucket, Pasture Management Double Barbed Class 3 Staples
- **Speed Brace Kits**
- **Speed Brace Kit Tensioning Tool** 1
- 52 in. Stretcher Bars
- **Stretcher Bar Pullers**
- **Knipex Wire Cutters**
- 1 100 ct. Jars of Long 2-3 Crimp Sleeves
- **Crimping Tool** 1
- Rolls of 4,000 ft. 12.5 ga High Tensile Electric Fence Wire: 3 Class 3 Galvanized, 170 K psi
- Bags of 25 Speedrite HD end strainer insulators
- 12 Bags of 25 Pasture Management Wood Post Pinlock Insulators
- 200 10 in. Steel Offset Insulators
- Patriot PMX600 Energizer: 6 Joule Output
- **Ground Rods and Ground Rod Clamps** 3
- 1 Roll of Pasture Management 66 ft. Underground Cable
- 1 Jar of 25 Joint Clamps

GENEROUSLY SPONSORED BY:



Trending in Food & Media

BEEF PRICES & DEMAND



News outlets mentioned beef prices & supplies 20,000 times in April. Rising meat prices were a theme in 30% of those mentions. About 25% of the news mentions discussed how restaurants are adjusting to budget-conscious consumers.1



A LendingTree survey found that 88% of Americans have changed their grocery shopping habits in response to inflation. 61% say they feel stressed about affording groceries.²

GOOD NEWS FOR BEEF



Beef demand remains strong. The total pounds of fresh beef sold increased 6.1% according to data reflecting 52 weeks through March 23, 2025.³

RESTAURANTS



Red Robin said its website crashed due to 12 million visits within a matter of seconds as people rushed to take advantage of the chain's \$20 Bottomless Burger Pass Offer.4 1,000 news mentions about the pass were made in April.1



Chili's made headlines in the Wall Street Journal for its 31% increase in sales.5 Dozens of news outlets also mentioned the chain's new quarter pound burger deal.1

GOOD NEWS FOR BEEF



Technomic ranked Texas Roadhouse America's top casual dining chain. CNBC reported on why Americans are flocking to Texas Roadhouse and LongHorn Steakhouse.6

PROTEIN



Protein remains a trending topic for media outlets. More than 2,200 news reports in April made a mention of beef while discussing protein.1



The Washington Post and The Wall Street Journal both published articles on the same day in April about increasing consumer interest about protein.1



The Kitchn collaborated on April 8 with Beef. It's What's For Dinner, to showcase six proteinpacked recipes that are go-to dishes for the food outlet's executive editor.⁷

GOOD NEWS FOR BEEF

ARMS #050225-03

- National Cattlemen's Beef Association. (2024). Traditional and social media listening dashboards. Retrieved from Meltwater: www.meltwater.com
- 2. Food & Wine https://bit.ly/3GKURK7
- 3. Circana Data Ending 3/23/2025, Analyzed by National Cattlemen's Beef Association
- 4. Nation's Restaurant News https://bit.ly/4jWrS4C
- 5. The Wall Street Journal https://bit.ly/44hi2pg
- 6. CNBC https://bit.ly/4jYioG0
- 7. The Kitchn https://bit.ly/4jlitxy



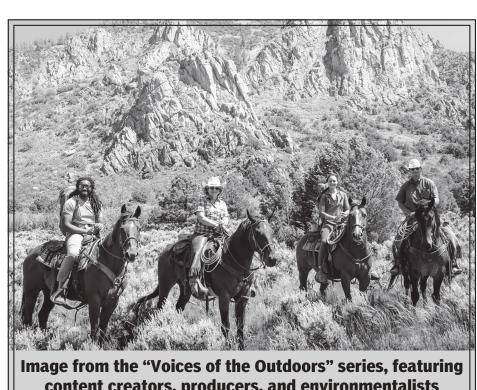
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mutual passion for nature. Voices of the Outdoors shows how beef producers like us care deeply about the land, and it does so by pairing us with outdoor enthusiasts — hikers, climbers, hunters, even surfers — who love the land in their own way. These individuals ultimately leave with a better understanding of how beef production can go hand in hand with careful, sustainable land management. They and the series' viewers learn how cattle grazing actually contributes to environmental conservation by preserving open spaces, protecting wildlife habitats, mitigating wildfires, and sequestering carbon. Ranchers and outdoor enthusiasts may not always see eye to eye, but the series shows how we can come together over the mutual desire to keep open spaces healthy and beautiful.

Some producers may ask, "Why does the Beef Checkoff fund a video series like this?" My answer — because it's exactly the kind of content that builds consumer trust. Many people may not go online to specifically find information about beef production or environmental stewardship. But they might be served this kind of content on YouTube or Instagram because of an interest in farming, horses, recycling or cooking. When they see Voices of the Outdoors, it may spur more positive feelings about beef production and encourage them to choose beef over other proteins.

It's been estimated that the vast majority of Americans have little to no firsthand knowledge about how their food is produced. That lack of understanding creates space for misinformation and negative assumptions. But when we show who we really are - land stewards, animal caretakers, people who live by the weather and work by the seasons — we start to close that gap.

The Voices of the Outdoors video series helps people see the bigger picture of what we do every day. And in my view, it's a strong example of how our Checkoff dollars can be used to build trust through storytelling that connects with consumers who might have little personal connection to agriculture. Efforts like this, alongside other vital Checkoff programs, help ensure beef remains relevant, respected, and a top choice at the meat counter.



content creators, producers, and environmentalists discussing beef production's impact on the land.





UPDATE

Checkoff Funded Storytelling Builds Consumer Trust by Closing the Gap Between Producers and Outdoor Enthusiasts

By BECKY POTMESIL, Cattlemen's Beef Board

■ oday, fewer than 1.5 percent of U.S. residents make their living by farming or ranching. That's a far cry from when my husband's ancestors first homesteaded Potmesil Ranch in the Nebraska Sandhills and my grands and great grands farmed the fertile soil in Illinois.

My husband, Scott, is the fifth generation here, managing our Angus cow/calf operation with a focus on genetics that lead to easier calving and lower birth weights, but higher weaning weights. Like the generations before us, we pay close attention to temperature, weather patterns, rainfall, the onset of cool and warm season grasses, bird migration, and other ecological events. We've kept handwritten records for decades because we know the land tells a story if you're paying attention.

But it's not just about observing the land — it's about preserving it. We avoid overgrazing, rotate pastures, lease land in dry years, and supplement our cattle's feed as necessary to reduce pressure on our native grasses. Our goal is always the same: to leave the land better than we found it. And I know most other ranchers feel the same way. I read somewhere the other day that farmers and ranchers not caring for the environment would be like carpenters destroying their tools, and I agree.

That's why the *Voices of the Outdoors* video series from Beef. It's What's For Dinner, and funded by the Beef Checkoff, really caught my attention. This series explores the commitment to land stewardship that beef producers, outdoor enthusiasts, and conservationists share. As a member of the Cattlemen's Beef Board (CBB) and co-chair of the Beef Checkoff's Consumer Trust Committee, I was eager to see how these seemingly disparate groups could come together over their

FEDERATION OF STATE BEEF COUNCILS UPDATE

These are the Federation. For more than 60 years, grassroots producer engagement has driven the demand for beef through the Federation of State Beef Councils. States voluntarily invest in the Federation to build beef demand by inspiring, unifying, and supporting an effective and coordinated state and national Checkoff partnership. Ultimately, it is cattle producers from coast to coast who direct the Federation's work, and we celebrate their dedication. These are the "Faces of the Federation."

RUSS USELTON

Russ Uselton is a commercial cow/calf producer in central Tennessee. Farming full time for more than 15 years, he started from scratch, purchasing a couple of heifers and growing his business

slowly over time. Located only an hour south of Nashville, Uselton's farm is in the epicenter of development, with growth encroaching all around. He is eager to share information about the industry with consumers and producers alike. Uselton serves as the Region II Federation vice president and sits on the Nutrition & Health Checkoff Committee.

How does the Federation of State Beef Councils impact the beef industry? The Federation of State Beef Councils gives



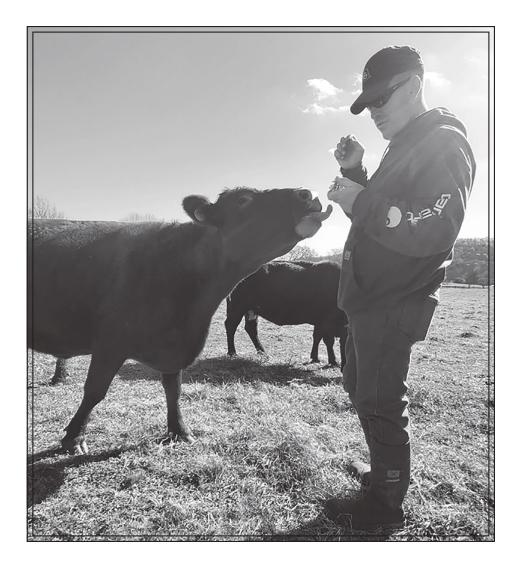
cattle producers a seat at the table. The Beef Checkoff is producer led, period. Everything starts and ends with producers. It's amazing what the collective effort of state beef councils can accomplish. You've got a lot of shared resources and common messages, and the Federation can accomplish a lot of things that individual state beef councils may or may not be able to do on their own. The Checkoff collection amount is actually very small in the grand scheme of things, so the state beef councils have to take every opportunity to be as efficient as possible in order to stretch those dollars out as far as they can go. The Federation helps us do that.

What are some of the benefits of investing in the Federation? POne specific program that had a huge impact on Tennessee was an advertising campaign with a big box store. It was a shared resource campaign, which aired across the country. We partnered with other states and the Federation to make it happen; it's something our state couldn't have done on our own. This campaign generated 52 million impressions and more than \$10 million in beef sales. If that's not an

example of your money being spent efficiently, I don't know what is.

Why do you think the Federation continues to be vital? Every single industry on the planet has some sort of marketing department. As a producer, I don't have a marketing department, and no other producers I know have one either. The Checkoff is working for us, doing the research, doing the marketing, and making sure our product gets consumed as far and as wide as possible. The Federation is a big part of those efforts, and it continues to be vital.

What is the most important message you'd like to share about the Federation and the Beef Checkoff? Cattle producers from across the country are leading the Checkoff and the Federation, and we are making the decisions. The other important point is that the Beef Checkoff is a cost recovery program. There's not an open checkbook writing checks for the Beef Checkoff. In order to receive Checkoff funds, contractors must first present a proposal that's actually worthy of funding. They have to do the work, then they have to prove that they completed the work they said they were going to do. Then they get reimbursed. That's one point that I can't stress enough.





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Beef Promotion and Research Program PRIVATE TREATY SALES CHECKOFF INVESTMENT FORM

Information is required by (7 CRF 1260.201). Failure to report can result in a fine. Information is held confidential (7 CRF 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:					
	ole for making sure that the \$1.50 per head assessment to the Beef Promotion & Research Board.					
Total Number of Cattle Sold:	x \$1.50 Per Head = \$					
Date of Sale: Person re	emitting assessment form: Seller 🔲 Buyer 📮					
* State of Origin of Cattle: * If the cattle purchased came from another state wi	ithin the last 30 days, indicate from which state the cattle were purchased					

Send Report and Remittance to: SOUTH CAROLINA BEEF COUNCIL 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

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A Message from the CEO

Promoting and Protecting the "Crown Jewel"

By COLIN WOODALL, National Cattlemen's Beef Association



uring May's announcement of the framework for a trade deal between the United States and the United Kingdom, Secretary of Agriculture Brooke Rollins stood next to President Trump in the Oval Office and pronounced American beef was "the crown jewel of American agriculture." I should stop writing this article right here because that's about as good as it gets. It is reassuring to have a Secretary of Agriculture who believes in us and understands that the role of the Secretary is to promote American agriculture and the farmers and ranchers who make it all happen. In just a few short months, Secretary Rollins has demonstrated she has the skills and fortitude to be a strong and effective leader.

Her advocacy was critical to the inclusion of beef in the U.S./ U.K. deal. This bilateral deal has been one of our priorities for many years, but too often progress was thwarted by political hurdles and a lack of trying. The NCBA team has maintained our focus on demonstrating the quality of our product and our production systems to British producers, consumers, and government officials, so when the opportunity finally presented itself, we would be ready to pounce. When President Trump announced his plans to use tariffs as a tool to get new or better deals, getting this kind of deal was exactly what he was talking about. Once this deal is done, we will have exponentially more access for U.S. beef in Britain than we've had in the past. Our patience and preparation have resulted in a solid trade win for NCBA.

I believe there will be more lucrative trade deals, especially since news broke as I was writing this article that we have started trade talks with China and the tariffs are going down. Secretary Rollins is doing a great job of being our advocate. In the first meeting I had with her, we focused on the importance of trade to cattle producers. I was thoroughly impressed that she took her own notes. I have never had a meeting with a Cabinet level official who took their own notes. It was even more impressive when, just two days after our meeting, she participated in a Cabinet meeting that resulted in the president announcing tariffs would not apply to products, such as cattle and beef, included in the U.S.-Mexico-Canada trade agreement. She listens and she acts.

Her skills are now proving useful in leading USDA's efforts to help us defend against New World screwworm. You've seen us talk about screwworms since they were discovered in southern Mexico right before Thanksgiving last year. At that time, USDA accelerated their efforts with the Mexican government to hold the line and keep them from coming further north. Due to a lack of cooperation, effective

protocols, and government bureaucracy, the Mexican government was not able to hold the flies back. They are now headed north, and I believe it is no longer a question of whether we get screwworms; it's when. This could have been avoided had the Mexican government done their job and listened to advice given by USDA.

Secretary Rollins understood that she needed to take swift and definitive action to get the Mexican government's attention, so she decided to close the border. We are standing by the Secretary on this decision because we need to do all we can to mitigate this pending pestilence. We hope the Mexican government will step up its action so we can try to slow the screwworm incursion. This will give us more time to get prepared. In the next weeks, you will be seeing resource materials from NCBA on how to identify these pests, whom to call, and how to treat your cattle. We haven't had to deal with this since the 1960s, so many of us don't have experience with what we are about to fight. We must do all we can to protect the health of our cattle, but please remember screwworms can affect wildlife, dogs, people, and other warm blooded animals.

Closing the border is not without its consequences, and it is already having an economic impact on us. Many of our members rely on feeder cattle coming out of Mexico. We are already dealing with historically low cattle numbers, so we could see packing plants scale back or possibly shut down. That will have a ripple effect across all segments of cattle and beef production. There are no easy answers to this situation, but we are approaching it by keeping all variables in mind and pushing for a quick resolution to the screwworm scourge.

The only effective way to eradicate New World screwworms is with the introduction of sterile males. New World screwworm females only mate once, so the sterile males are the way to stop, control, and ultimately eradicate this pest. However, it will take hundreds of millions of sterile flies each week to get this done. We are working with several of our state partner associations to push Secretary Rollins and Congress to build a domestic sterile fly production facility to help us win this war. This will be a war, and it is our cow/calf members in south Texas who are on the initial front lines. The state and national partnership will be critical in providing the help and resources cattle producers need to be prepared.

If you wondered what the next "black swan" event was going to be for us, this is it. They are flesh eating larvae that turn into black flies with big red eyes. What they don't realize is they are now facing a formidable foe...America's cattle producers.

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Recently, Hawaii Cattlemen's Council (HCC) Managing Director Nicole Galase testified before the U.S. House Agriculture Subcommittee on Conservation, Research, and Biotechnology at a hearing on conservation and agricultural production. The HCC represents 135 Hawaiian ranchers who steward 750,000 acres of Hawaii, or nearly 20 percent of the state's total land mass. As a state affiliate of the National Cattlemen's Beef Association (NCBA), HCC works with NCBA to ensure that cattle producers' interests are represented at both the state and national levels.

CBA and HCC Highlight Conservation in Congressional Testimony.

"When you think of Hawaii, you might picture lush greenery, beautiful forests, and mountains. Today, 750,000 acres of these beautiful spaces are stewarded by Hawaii's dedicated cattle ranchers — actively managing the land while producing food," said Galase. "The cattle industry across the country is under threat from urban encroachment and the loss of farmland, but that issue is especially felt in Hawaii. Our cattle producers rely on conservation programs to protect pastureland while also staying profitable, resulting in benefits for both agricultural communities and the federal government."

Cattle producers are stewards of the land, and both NCBA and HCC have advocated for voluntary conservation programs that recognize the good work already happening on farms and ranches. The 2018 Farm Bill helped more cattle producers access tools like the Environmental Quality Incentives Program (EQIP). As Congress continues working on a new Farm Bill, it is critical that policymakers build upon these successful voluntary conservation programs and expand flexibility.

"Whether it's more resources for USDA-NRCS staff to work with producers, flexible guidelines on conservation programs, or allowing more CRP grazing to manage land, improvements to the 2018 Farm Bill's conservation title will have substantial benefits for cattle producers and the conservation work they do on a daily basis," said NCBA Senior Vice President of Government Affairs Ethan Lane. "NCBA will continue sharing this message with Congress and reminding legislators that cattle producers are America's original conservationists."

CBA Congratulates Newly Confirmed USDA and EPA Officials.

Recently, Ethan Lane issued a statement congratulating Stephen

Vaden on his confirmation as USDA Deputy Secretary and David

Fotouhi to be EPA Deputy Administrator:

"The cattle industry is thrilled to see two more highly qualified nominees receive confirmation by the U.S. Senate. Mr. Vaden has spent his career immersed in trade issues and fighting for farmers and ranchers. His unique skill set will be especially important right now as the Trump administration works to expand market access for cattle producers.

"Mr. Fotouhi has a wealth of experience in environmental law and will be a key leader for ensuring the EPA returns to its core mission of protecting natural resources rather than obstructing family farmers and ranchers.

"NCBA looks forward to working with Deputy Secretary Vaden and Deputy Administrator Fotouhi. We strongly encourage the U.S. Senate to continue swiftly confirming key nominees across the administration that directly impact the success of family farmers and ranchers throughout the country." CBA Backs Cattle Health Provisions in Senate "Big Beautiful Bill". Recently, the U.S. Senate Committee on Agriculture, Nutrition, and Forestry released legislative text for the Senate's version of the "one big beautiful bill." In response to the text, NCBA announced support for the cattle health measures in the legislation, which help protect the livelihoods of family farmers and ranchers.

"A successful farm or ranch starts with healthy cattle, and as cattle producers face increasing risk of a foreign animal disease outbreak, the need for robust cattle health provisions is even more crucial," said NCBA Executive Director of Government Affairs Tanner Beymer. "Senate Ag Committee Chairman John Boozman knows how important this issue is, and NCBA thanks him for working to protect farmers and ranchers from devastating foreign animal diseases. We urge the Senate to quickly pass these provisions so they can become law."

The Senate legislation advances policy passed in the House version of the "one big beautiful bill," including support for the National Animal Disease Preparedness and Response Program (NADPRP), the National Animal Health Laboratory Network (NAHLN), and the National Animal Vaccine and Veterinary Countermeasures Bank (NAVVCB). Together, these three programs are priorities for NCBA and safeguard the U.S. cattle industry.

Seven Stories on How the One Big Beautiful Bill Protects Family Farmers and Ranchers. Recently, NCBA released a series of grassroots videos featuring hardworking family farmers and ranchers who need Congress to deliver lasting tax relief by passing the "One Big Beautiful Bill."

"Across the nation, farming and ranching families are thinking about how their cattle operation stays in business for future generations. Legislation that reduces the Death Tax, cuts taxes across the board, and helps farmers and ranchers keep more of their hard-earned money is how we keep America's agricultural legacy going strong for future generations," said Ethan Lane. "Cattle producers' message to Congress is simple — pass the 'One Big Beautiful Bill."

Kevin Kester – Kevin Kester is a fifth generation rancher raising cattle in California, just outside of Paso Robles. Kevin runs the ranch with his wife, June, his son, and his daughters. Now, his extended family is also part of the ranch, and he is blessed to have his six grandchildren starting to help on the ranch too. Over 30 years ago, Kevin inherited the ranch from his grandfather and was hit with a \$2 million tax from the IRS. He spent decades working to pay that tax

NCBA News continued from the previous page

bill off, and a bill that large forced him to make tremendous sacrifices to keep his ranch going. To protect his family ranch and pass it on to the next generation, Kevin needs protection from the Death Tax and Congress must act to protect family farms and ranches.

"Our tax system here in the U.S. makes it impossible, or near impossible, for a fifth generation rancher like me to be able to pass [my ranch] on to the next generation — my kids or my grandkids."

Michael Cliver – Michael Cliver is a cattle rancher and auctioneer in Pennsylvania. From producing maple syrup to also picking up jobs in town, Michael and his family have embraced new ways to keep their ranch profitable and protect the heritage of their family operation. By voting yes on the One Big Beautiful Bill, Michael says policymakers can protect his ranch and ensure it is passed down to future generations.

"We are losing ranches in agriculture because of taxes, so we need to have this Big Beautiful Bill that helps and supports farms to reduce some of these tax liabilities."

Jeff Reed – Jeff Reed is a Missouri cattle producer and the President of the Missouri Cattlemen's Association. He and his wife run their cattle operation with the hope of passing it on to their children one day. To make that dream a reality, the Reeds need Congress to pass the tax provisions in the One Big Beautiful Bill, which will protect not only their livelihood but the legacy of farms and ranches across the country.

"Up behind me here is our house, up on the hill up here. My fouryear-old and my four-month-old boys are there this morning, and I'm hoping that one day we can pass on this ranch to them and hope that you would be able to pass the One Big Beautiful Bill — get those tax repeals going to just save farms and ranches across the United States."

Michael Hunt – Michael Hunt is a fifth generation farmer in Wisconsin raising cattle where his family has been for over 150 years. Hunt runs the farm alongside his wife and children, with hopes that his kids will be the farm's sixth generation operators one day.

"The single biggest threat to family farm operations in the United States right now is the estate tax limitations. There's no possible way, with the rising real estate values that are occurring in rural America, for production agriculture to shoulder the cost burden of estate tax when the first generation passes on."

Zane Gross – Zane Gross is a first generation cattle farmer in Ohio who dreams of growing his farm so his children and future grandchildren can carry on the operation. Unfortunately, rising taxes pose a threat to his dream. Zane is urging Congress to pass the One Big Beautiful Bill to protect America's family farms and ranches and strengthen our food security by making sure farmers stay in business.

"Every year, taxes continue to increase, and being taxed left and right in everything that we do truly affects our ability to be profitable and to grow our operation. We love our way of life, and we want to do our part in feeding the world and being stewards of the land. And now it's time to do your part. As a cattle producer in Ohio, I'm asking Congress to step up and pass the One Big Beautiful Bill." **Thomas Bryant** – Thomas Bryant is a cattle producer in Lakeland, Florida. He relies on a consistent tax policy for reinvesting in his business, including raising cattle, growing hay, and producing seeds. Thomas urges Congress to pass the One Big Beautiful Bill, as it directly impacts his operation today, as well as the entire cattle industry in the future.

"As a [cattle] producer, I do rely on consistent tax policy to allow me to reinvest, invest in my business of cattle producing, hay business, and seed business. This is a lifeblood to my business operation, and how I plan to move all of my succession planning with my grandkids and moving the whole industry forward."

Deb Thummel – Deb and her husband, Jeff, raise cattle and crops in Missouri. With two generations of her family considering a future in agriculture, Deb hopes Congress passes the One Big Beautiful Bill to both help cattle producers keep more of their hard earned income as well as protect farms and ranches from the Death Tax.

"I would really like to see that bill get passed to offer us tax relief, both on the income tax side and on the Death Tax side. Taxes eat into our ability to maintain and improve our operation, and they also impede the ability for farmers and ranchers to pass their operations down to the next generation."

In addition to these stories, NCBA sent a letter to Senate Majority Leader John Thune (R–South Dakota) urging passage of the One Big Beautiful Bill.

Beef Supply (SBS) website, <u>www.securebeef.org</u>, has been redesigned to better serve the growing number of users seeking new, updated, and classic biosecurity resources.

"Producers can use these new Secure Beef Supply Plan resources to be proactive and customize their biosecurity strategies and plan before a disease outbreak — when time and resources are limited," said NCBA's Beef Cattle Specialist Veterinarian Julia Herman. "It's a valuable addition to any risk management plan and should be developed in collaboration with veterinarians and other team members."

Thanks to funding from USDA's NADPRP, NCBA led a collaborative effort to increase awareness of SBS and foot-and-mouth disease (FMD). In 2023, an advisory group was formed to guide this initiative, incorporating feedback from nearly 50 stakeholders — including producers, veterinarians, state officials, BQA state coordinators, Secure Food Supply (SFS) coordinators, and SBS trainers. Their input shaped the website's reorganization, resulting in a more intuitive layout, simplified language, and streamlined navigation. Users can now easily access more than 100 resources, including enhanced and daily biosecurity tools, at www.securebeef.org/biosecurity. The grant also supported the development of new educational materials, including bilingual handouts (English and Spanish) and engaging training videos.

The website overhaul was executed by Iowa State University's Center for Food Security and Public Health (CFSPH) and Dr. Danelle Bickett-Weddle of Preventalytics, with support from NCBA. To

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ensure alignment with other SFS commodity groups — pork, milk, sheep, and wool — updates were coordinated and implemented with consistency and transparency.

Producers and livestock transporters interested in working with an SBS trainer can email <u>producered@beef.org</u>. States with officials available to develop or review biosecurity plans are listed at <u>www.securebeef.org/state-contacts</u>.

CBA Supports USDA Plan for Screwworm Sterile Fly Facility in Texas. Recently, NCBA announced strong support for the USDA's plan to build a New World screwworm sterile fly facility at Moore Air Base in south Texas. NCBA President Buck Wehrbein and Ethan Lane joined Secretary of Agriculture Brooke Rollins at Moore Air Base for her press announcement.

"The only way to protect the American cattle herd from the devastating threat of New World screwworm is by having a sufficient supply of sterile flies to push this pest away from our border," said Buck Wehrbein. "To accomplish that, we need a sterile fly production facility of our own in the United States. Moore Air Base was previously part of our nation's screwworm eradication effort in the 1960s, and now this base will be the cornerstone of our renewed fight against this parasite. NCBA and state affiliate partners, including the Texas and Southwestern Cattle Raisers Association and Texas Cattle Feeders Association, have been pushing for a facility like this since the start of the year. We appreciate Secretary Rollins' continued work to protect American agriculture from the New World screwworm. It's an honor to join her in Texas for this important event."

Currently, only one facility in the world produces sterile screwworm flies. The facility, located in Panama, can produce about 117 million flies per week, but to form an effective barrier along the U.S. southern border, we need upwards of 300 million sterile flies per week. During the height of screwworm eradication efforts in the 1960s, the United States released 400–500 million sterile flies per week.

NCBA previously supported USDA's investment of \$21 million to convert an existing fruit fly facility in Metapa, Mexico, to produce New World screwworm sterile flies. This conversion is an important part of the overall strategy to counter screwworm in Mexico, but additional sterile fly production within our borders is also needed to protect the U.S. cattle herd long term.

Moore Air Base is an ideal location for U.S. sterile fly production. The base previously trained fighter pilots in WWII before serving as a dispersal location for screwworm fly eradication efforts in the 1960s and beyond. The base's proximity to the border would also make it easy for sterile flies to quickly be deployed to the areas of the U.S. most at risk. New World screwworm is a threat to cattle health but does not impact the safety of our food supply.

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.

PUBLIC LANDS C O U N C I L NFWS

Recently, the University of Idaho released the finalized results of their ten year study looking into the impacts of grazing on greater sage grouse populations. The study concluded that cattle grazing does not negatively impact greater sage grouse and can only benefit the species through building robust habitat, increasing forage, and reducing invasive grasses that lead to catastrophic wildfires.

The National Cattlemen's Beef Association (NCBA), the Idaho Cattle Association (ICA), the Public Lands Council (PLC), and the Idaho Public Lands Council (IPLC) have all highlighted the benefits of grazing and pushed back against anti-grazing myths for decades, making this landmark study a must point of reference moving forward for anyone questioning the benefits of grazing on wildlife.

"America's public lands ranchers knew that livestock production has supported sage grouse populations since our ancestors started ranching in the 1800s, but we never had the comprehensive, long term data to back up what we all took as common knowledge. This study finally proves what ranchers have been saying all along—livestock grazing benefits wildlife, native grasses, and the overall landscape. This study also shows that the work and expertise of local stakeholders, including university researchers and federal grazing permittees, is crucial for conserving wildlife populations. Ranchers appreciate the decade of research conducted by the University of Idaho to reiterate the benefits of public lands ranching," said PLC President Tim Canterbury.

"For years, those with ulterior motives have perpetuated the myth that cattle production negatively impacted sage grouse populations. Nothing could be further from the truth, and anyone who has worked on a cattle operation with or without grouse nesting knows that grazing improves rangeland health and with it the wildlife that live on working lands. This study is another example of how cattle producers are the original conservationists, and grazing cattle is a key component

Public Lands Council News continued from the previous page

to maintaining the health of America's treasured natural resources. Thank you to the University of Idaho for spending so much time debunking the unscientific myth that cattle grazing harms native wildlife," said NCBA President Buck Wehrbein.

"When the University of Idaho approached us about the idea of this project, we were supportive. As ranchers in grouse country, we have been seeing firsthand the healthy relationship between grouse and cattle for years and were intrigued by the idea of having scientific data to validate what we have witnessed. Knowing the importance of the study, the Idaho Public Land Council approached the PLC with a grant application to support the project. With PLC and ICA support, as well as many other partners, the ten year study was completed. We are not surprised by the results and believe the results of this important research will be a critical component in future grouse management moving forward. We commend the University of Idaho and U.S. Geological Service for pushing this across the finish line!" said IPLC Board member and research partner Darcy Helmick.

"Idaho beef producers are deeply committed stewards of the land and wildlife, managing range lands with care, knowledge, and generational experience. Their responsible grazing practices not only support thriving ecosystems and native species but also enhance soil health, promote biodiversity, and reduce wildfire risk — making beef cattle an essential part of a balanced, resilient Western landscape. We are pleased that this research reinforces that lifelong work and that producers now have this data to substantiate the practice of grazing." said ICA President Spencer Black.

Background – Last year, preliminary results of this ten year study, led by University of Idaho Professor Courtney Conway, were released confirming that grazing benefits sage grouse populations and has no negative effects on nesting success. The finalized study reiterates the preliminary data that supports the benefits of grazing, including:

- Increasing the biomass and diversity of insect species for food.
- Reducing the risk of wildfire that can kill sage grouse and destroy habitat.
- Reducing the volume of cheatgrass and other invasive grasses that degrade the sagebrush biome.

wildfire Prevention. Recently, PLC thanked President Donald J. Trump, Secretary of Agriculture Brooke Rollins, and Secretary of the Interior Doug Burgum for their push to make the federal government's wildfire prevention and response strategy more efficient. As we start wildfire season, America's western ranchers need federal agencies to prioritize wildfire response to help protect rural communities.

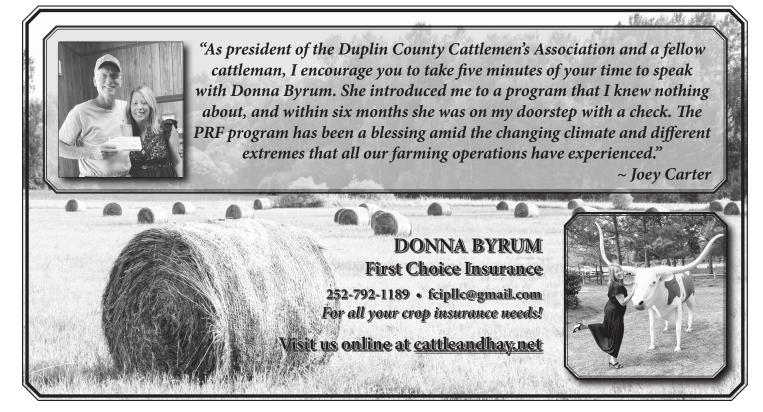
"Western communities have faced years of devastation from catastrophic wildfires, and we need every tool available to protect our nation's scenic range lands from burning," said PLC President and Colorado rancher Tim Canterbury. "There is no single solution for protecting the West from catastrophic wildfire, but by using livestock grazing to reduce fine fuels, increasing active land management, and making our federal response more efficient, we can protect lives and livelihoods from suffering due to wildfire."

The executive order signed by President Trump directs the Secretary of Agriculture and the Secretary of the Interior to work on streamlining their wildfire programs. With public lands ranchers holding federal grazing permits on both Forest Service land (under the Department of Agriculture) and Bureau of Land Management land (under the Department of the Interior), cooperation and efficiency between these two agencies are critical for protecting federal lands.

"Secretary Rollins and Secretary Burgum both recognize the challenge that catastrophic wildfire poses to the West. We appreciate both cabinet officials being so focused on countering

> this threat and protecting our rural communities," said PLC Executive Director Kaitlynn Glover.

About the Public Lands
Council. PLC represents public lands ranchers in Washington,
D.C. Since 1968, PLC has worked with Congress and the federal land management agencies to maintain a stable business environment in which livestock producers can conserve the West and feed the nation and world. Visit www.
publiclandscouncil.org to learn more.



NCBA President's Report

Working With Our Neighbors to the South

By BUCK WEHRBEIN, National Cattlemen's Beef Association



Recently, I had the chance to travel to Mexico for the annual conference of the Confederación Nacional de Organizaciones Ganaderas (National Confederation of Livestock Organizations or CNOG). CNOG is the cattle industry organization for Mexican cattlemen, and, for many years, NCBA has maintained a strong relationship with this group because many of the issues we face occur beyond our borders. The growing threat of New World screwworm is a serious issue for Mexican cattle producers in the same way it is for American producers.

In the 1960s, state and national cattle industry groups, including NCBA, banded together to eradicate the screwworm, pushing it all the way back to Central America. That action had the added benefit of helping Mexican producers as well.

When screwworms advanced out of Panama and into Mexico last year, NCBA began working with USDA to strengthen our defenses against this deadly pest. To protect U.S. cattle producers while still allowing trade, we worked to put in place a robust series of protocols on both sides of the border. At the same time, NCBA also supported USDA's efforts as they coordinated flights between Panama and southern Mexico to transport sterile screwworm flies to be released near the location of screwworm cases in Mexico, keeping the pests contained behind critical phytosanitary borders far from the U.S. Unfortunately, the Mexican government created countless unnecessary barriers to these flights, resulting in the spread of screwworm flies north toward the U.S. and forcing USDA to enact a border closure because the interlocking safeguards that protected U.S. producers failed.

When I had the opportunity to speak during my recent trip, I hammered home how aggravating it was to hear that planes carrying sterile screwworm flies were ordered not to land or that the Mexican government was giving the plane company paperwork grief when every passing day only increased the threat of screwworm infestation. Looking around the room, there were nodding heads, not shaking heads, and that speaks to producers' appreciation for our work that has the side benefit of supporting their industry too.

As I have traveled through the United States and abroad, I found that cattle people are similar regardless of where you go. We might use different words or turns of phrase, we might wear different clothing, but we all have a shared sense of values that come from the hard work that is necessary to succeed in the cattle business.

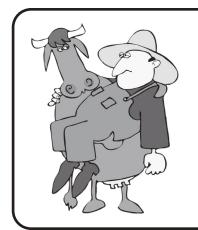
Mexican cattlemen are no different. I do not envy the position they are in, but I am exceedingly grateful for NCBA and the relationship we have with our U.S. officials.

Still, it's important that NCBA continues to engage, and by working with CNOG on key issues, we can help protect the American cattle industry. Without the intervention of NCBA and USDA, New World screwworm would have ripped through Mexico at an even faster pace, posing much more of a threat to the American cattle herd.

Although NCBA supports the temporary border closure, it will have significant impacts for cattle producers in both Mexico and the U.S. It's crucial that we quickly implement both effective animal health protocols and lasting fly countermeasures to contain and ultimately push New World screwworms back into South America. It's equally important to recognize that these flies don't understand international boundaries, so we must also be looking at how we can use effective inspection protocols to continue our cross border trade. Simultaneous consideration of economic and animal health impacts is not an easy task, but one we must push for. The sooner both these steps are completed, the sooner we'll be able to restore normal trading patterns.

I lived in Texas for 20 years, and I always knew the relationship between American and Mexican producers was significant, but this trip really solidified for me the important aspects of this relationship. Every Mexican producer in the room also understood the importance of our partnership.

Thank you for being a member of NCBA and putting your trust in us to represent you and protect your interests, both here at home and abroad. Until next time, happy trails!



Have you forgotten something?
Make sure your cattle loving friends are members of your state and national associations!

Toxic Plants in Southern Pastures

By HILLARY POPE, Clemson University

ith the changing of seasons, you may wonder about the different types of weeds you find in your pastures. You may ask yourself, "Are these weeds toxic to my livestock? What is the best way to control these weeds?" Toxic weeds can be found along your fence line and other parts of your pasture. Toxic weeds can be annuals, perennials, and trees that are found along your fence line or corners in your pastures. You should also consider the plant material found in your landscape and make sure your livestock don't accidentally consume any of it. If you are concerned that your animals may have consumed a toxic weed or plant material, reach out to your veterinarian for confirmation and a treatment plan.

Your toxic weeds can be annuals or perennials. Annual weeds are unwanted plants that complete their life cycle within a single growing season — typically 12 months from seed to seed. Perennial weeds are undesirable plants that live for multiple years, survive winter, and remerge in the spring.

Common Summer Annual Toxic Weeds

- *Smartweed* is found in pastures where the soil retains moisture and in areas with heavy waste. It is great at reseeding itself, grows in a meandering pattern, and has a fleshy type of stem. Smartweed can easily spread through your pasture if mixed in hay. It is known for causing acute photosensitization in cattle. (*Figures 1–2*)
- *Black nightshade* is commonly found in pastures along old fence lines and roadsides. The berries are the most toxic part of the plant, while the leaves are less toxic. The leaves are smooth and green and have white star shaped flowers that produce little black berries. Consumption of the plant can cause gastrointestinal problems, dilation of pupils, lethargy, and death. Thorns from the plant can cause mechanical issues in the mouth and throat. Humans and all classes of livestock have been known to be poisoned. (*Figures 3–5*)
- *Perilla mint* thrives in wet soils in woody areas in pastures. It has a four sided square stem, and the dark green leaves and stalk have a purple tint to them. It has a strong minty smell when the leaves or stems are crushed. All parts of the plant are poisonous. Livestock can consume plants while grazing or when mixed with hay. If consumed, the symptoms include respiratory and liver damage. Cattle and horses are most commonly affected. (*Figures 6–7*)
- *Showy crotalaria* can be found in pastures, roadsides, and cultivated areas. The flowers are a bright yellow color. The seed pods are cylindrical with an inflated appearance, and the seeds are shaped like a catcher's mitt. It can easily contaminate hay and grain when harvested together. If consumed, damage to the liver and the lungs can be expected. Be on the lookout for animals with symptoms of bloody diarrhea, lethargy, and lack of coordination. It can affect all classes of livestock and poultry. (*Figures 8–10*)
- Coffeebean aka sicklepod is found in pastures, fields, and roadsides. It can grow to be 1-2 feet tall. It has alternating leaves, yellow flowers, and sickle shaped seed pods. All parts of the plant

are toxic and can be consumed while grazing or when mixed into hay. Symptoms include diarrhea, loss of appetite, lethargy, muscle tremors, and death. It can affect cattle, horses, sheep, and goats. (Figures 11–13)

Common Summer Perennial Toxic Weeds

- *Horsenettle* is found in pastures, fields, and along roadsides. Its leaves and stems have sharp thorns. It has small white flowers and produces tomato looking berries that turn from yellow to green. If consumed, toxins can create issues in the gastrointestinal tract and the nervous system. Symptoms can include weakness, shortness of breath, trembling, and death. Horses and cattle are primarily affected. (*Figures 14–15*)
- *Curly dock* is an aggressive weed found in pastures and hayfields. It is a tall plant with a rounded green stem, and the leaves are crimped on the edges. The seed head starts off light green and then turns a rust color. Symptoms include weakness, excessive salivation, labored respiration, kidney problems, tremors, and death. Known to affect cattle, sheep, and horses. (*Figures 16–17*)
- *Pokeweed* is commonly found on fence rows and in pastures. The plant has magenta stems and leaf margins. The leaves are a vibrant green with dark purple, almost black berries. If consumed, symptoms can include diarrhea, decreased weight gain, seizures, and death. The older the plant, the higher the toxicity. It is toxic to humans and all classes of livestock. (*Figures 18–19*)
- *Bracken ferns* are found in open wooded areas and on roadsides in relatively dry soils. It can grow up to 3 feet tall. Older fronds are leathery and triangular. Fronds come up from creeping rhizomes found under the dirt. If consumed, look for symptoms such as lack of coordination, bracing, head pressing, and spasms in horses. For ruminants, look for respiratory stress, bloody manure and urine, and excessive bleeding. It can also cause blindness. Horses and cattle are most commonly affected. (*Figures 20–21*)

Toxic plants can also come from your yard or along your fence lines. This is one of the reasons why it's important not to let your livestock consume old yard clippings, because it's easy for them to consume toxic plant material. You also need to be aware of the trees that are found around houses, barns, and fence lines. The leaves from some trees can also become toxic to your livestock.

Toxic Ornamental Plants

- Yew is an evergreen ornamental bush used in landscaping. It is often used to make fresh Christmas wreaths. Accidental consumption occurs when trimmings are thrown into a pasture or shrubs are planted too close to fencing. Symptoms of poisoning include diarrhea, colic, and death. All livestock species are susceptible to toxins contained in yew. (Figures 22–23)
- *Oleander* is an evergreen ornamental shrub. It is commonly used for landscapes along the coastal areas. It can be found along

old fence rows, home sites, lawns, and gardens. Poisonings can occur when clippings are thrown into pastures. It is extremely toxic to livestock, and symptoms include severe gastroenteritis, diarrhea, abdominal pain, sweating, weakness, and cardiac irregularities. It is toxic to humans and all classes of livestock. (*Figures 24–25*)

- *Lantana* is a perennial ornamental shrub. It is used mostly in landscapes with sandy soil. It can be found around old home sites and roadsides. Unintentional consumption happens when clippings are thrown into pastures or if an old home site was located in the pasture. Symptoms include bloody diarrhea, gastroenteritis, weakness, photosensitization, and death. It is known to affect horses, cattle, and sheep. (*Figures 26–27*)
- *Rhododendron and azaleas* are perennial ornamental shrubs that can grow 3–10 feet tall. They are found in landscapes and at old home sites. Poisonings can occur when clippings are thrown over fences or livestock are kept near old home sites that have azaleas or rhododendrons. Symptoms include bloating, salivation, vomiting, abdominal pain, weakness, and death. Cattle, sheep, goats, and horses can all be affected. (*Figures 28–29*)

Examples of Toxic Trees

- *Black locust* is a medium sized tree with thick bark and thorns along branches and stems. It is found along fence lines and pasture edges. Symptoms of poisoning include depression, loss of appetite, weakness, dilated pupils, irregular pulse, and difficulty breathing. Horses, sheep, cattle, and poultry can all be affected. (*Figures 30–31*)
- *Black cherry* is a medium sized tree that has dark, smooth bark and produces black, shiny, juicy fruit. It is found along fence lines and out in pastures. Livestock tend to consume wilting leaves, bark, and stems when trees have been blown over during storms, the changing of the seasons, extreme drought, and when clean-up crews leave debris behind. Symptoms include bright red mucus membranes, difficult breathing, anxious expressions, staggering, almond odor to breath, and death. Known to affect cattle, sheep, goats, and horses. (*Figures 32–34*)
- *Chinaberry* is a small to medium sized invasive tree and has compound leaves, and leaflets have deeply toothed margins. It was originally used as an ornamental tree, but it escaped and is now extremely invasive. It can be found along fence lines, roadsides, and around buildings and old home sites. Consumption can occur when plant clippings are thrown over the fence or when trees are found in areas where livestock are kept. Symptoms include stomach irritation, bloody diarrhea, paralysis, and respiratory distress. It most commonly affects swine and sheep but will also affect goats, poultry, and cattle. (*Figures 35–37*)

There are various control methods to help prevent these weeds if you find them in your pastures or along your fence line. Test your soil frequently, and apply the correct amount of fertilizer and lime needed to bring the soil nutrient levels up. The better your soil fertility, the better your forages will thrive and compete against unwanted weeds. Clean your equipment between pastures to help prevent the spread. When cleaning landscape areas and fence lines, make sure clippings are not discarded in pastures. You can also investigate chemical control to help deter these weeds from spreading in your pastures. It is best to contact your local extension agent for more information

about chemical control and spraying methods.

Scouting for unwanted weeds is paramount to ensuring these weeds are controlled and do not compete with desired forages for soil nutrients. Frequent pasture walks will help you identify the weeds and keep your livestock from consuming them. Never allow your animals to consume yard clippings, just in case ornamental plant material was accidentally mixed in. Check your fence line and pasture corners for trees that can cause toxicity to your livestock. Always contact your veterinarian if you are worried that your livestock has consumed toxic plants.

To find out which control method will work best for you, reach out to your local extension agent for more information on how you can control these weeds and plants if found in your pastures.

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Topics to Include:

Cattle Genetics
Forage Selection
Supplemental Nutrition
Finish Evaluation
And More!



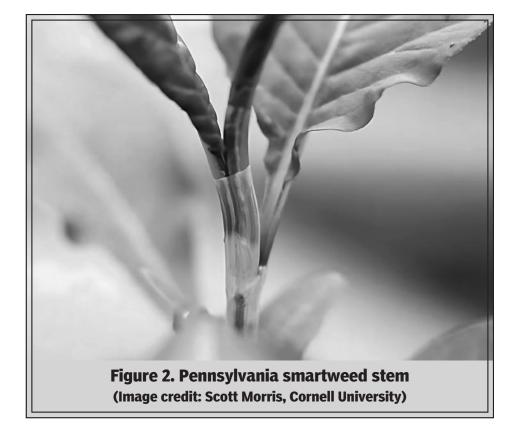
go.ncsu.edu/finishingbeef laura_elmore@ncsu.edu (704)873-0507

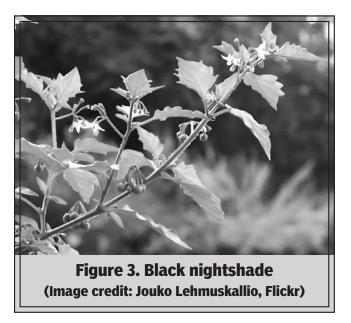
Iredell County Center

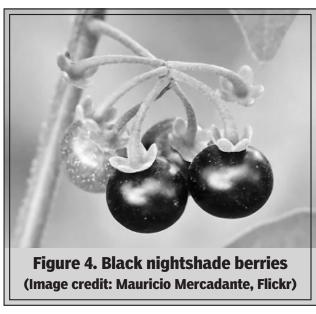


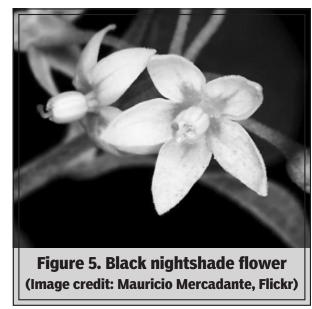
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(Image credit: Randall Prostak, University of Massachusetts)















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Figure 9. Showy crotalaria (Image credit: Kristine Paulus, Flickr)





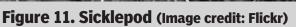
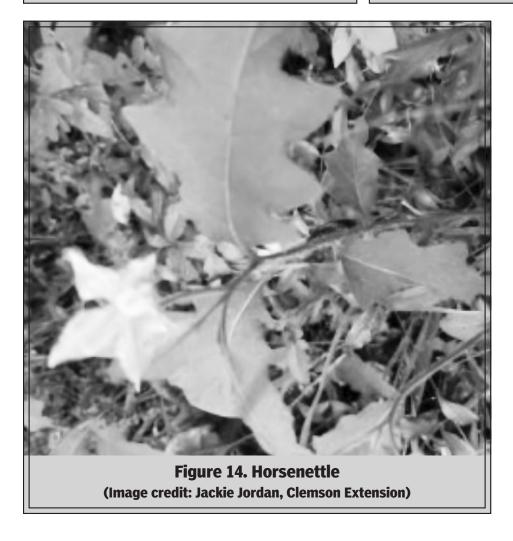


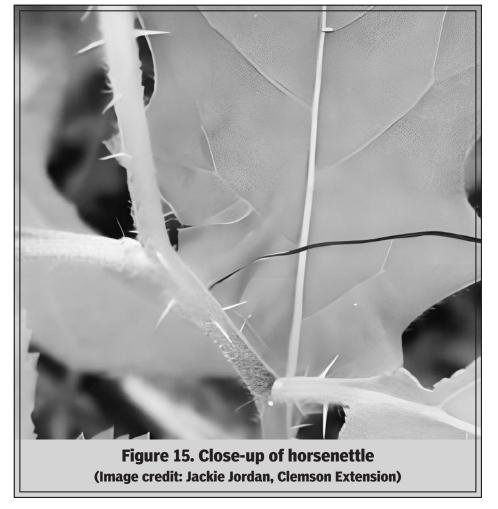


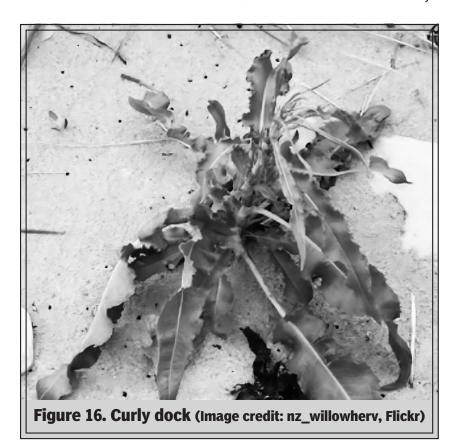
Figure 12. Sicklepod flower (Image credit: Dinesh Valke, Flickr)

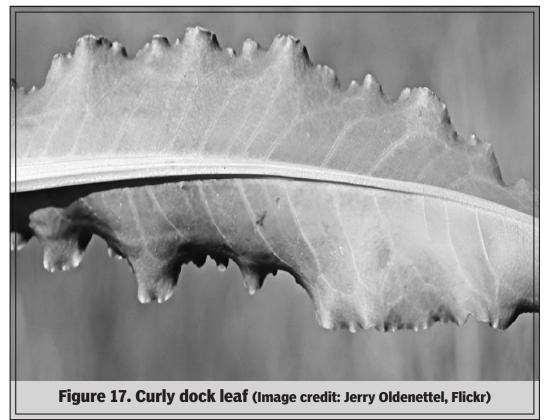


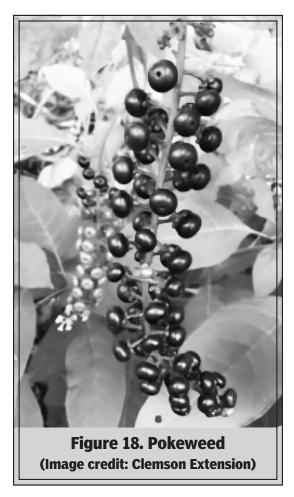
Figure 13. Sicklepod bean (Image credit: John R. Gwaltney, Southeastern Florida)

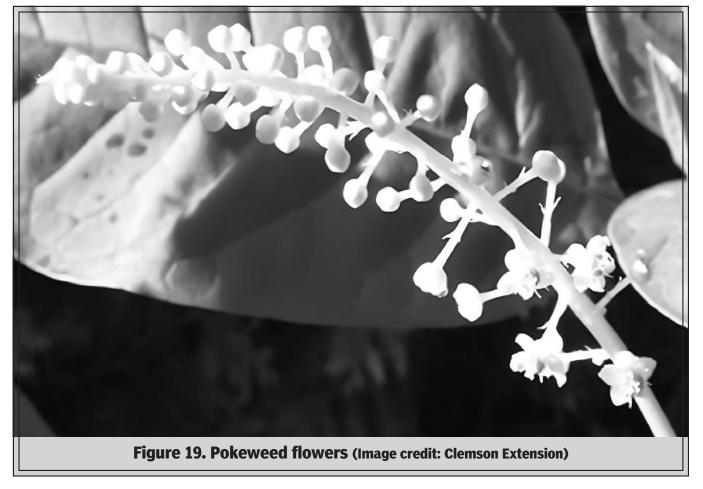


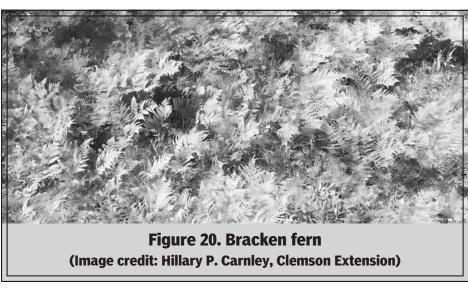


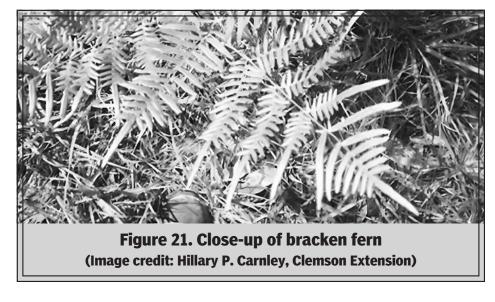




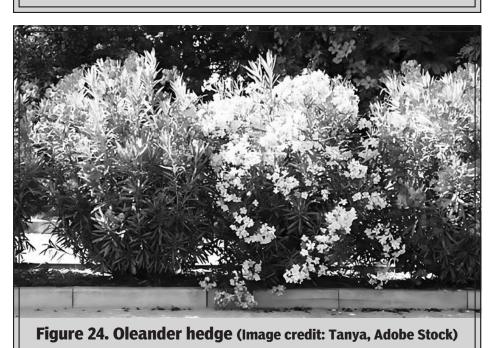


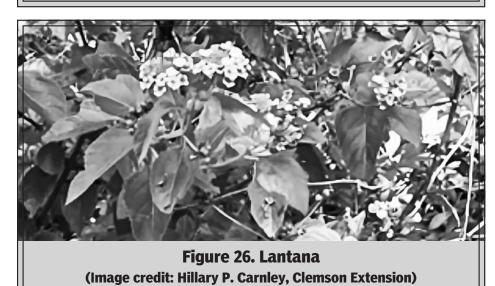


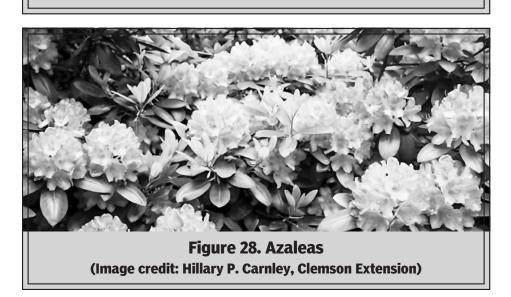


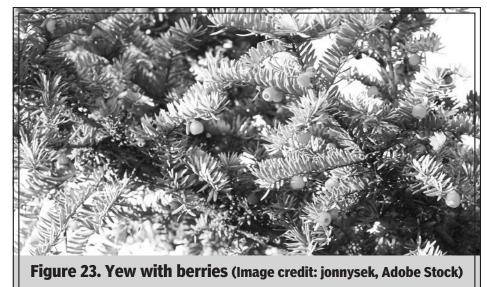










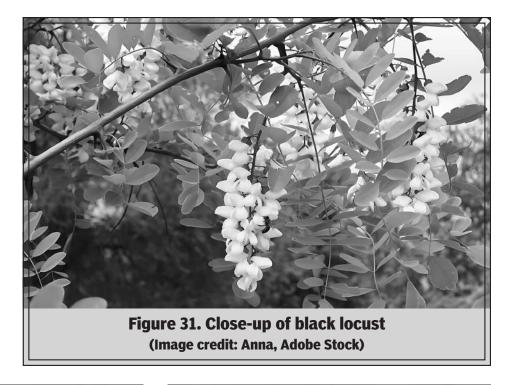


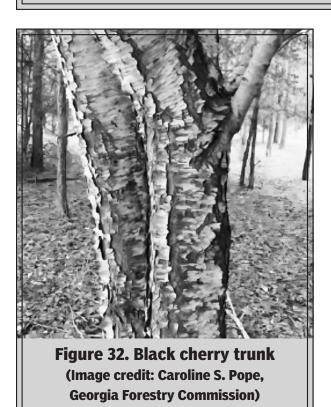
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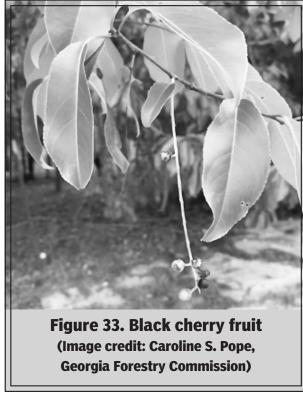


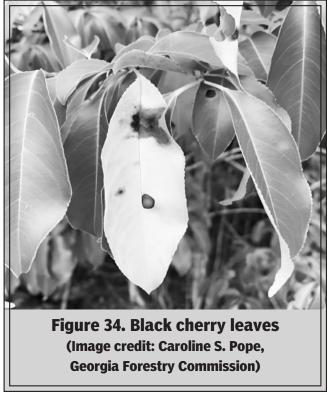


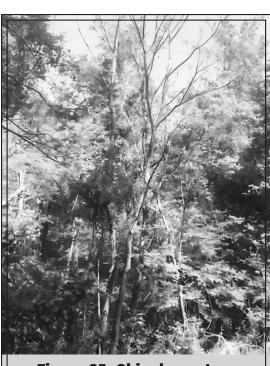












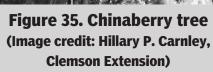
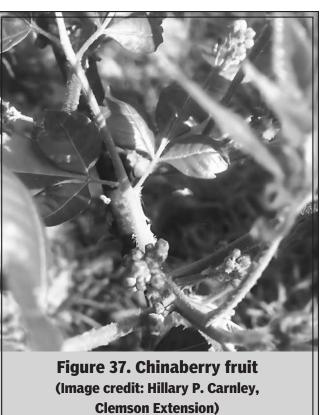




Figure 36. Close-up of Chinaberry leaves
(Image credit: Hillary P. Carnley,
Clemson Extension)





ohn Deere Launches New F8 and F9 Series Self Propelled

Forage Harvesters, Revolutionizing Forage Quality and Operational Efficiency. New machines bring next-gen performance, operator comfort, and data driven intelligence to the field. John Deere recently announced the launch of its new F8 and F9 Series self propelled forage harvesters (SPFHs), designed and built from the ground up with customer input to elevate forage performance, fuel efficiency, operator comfort, and, ultimately, farm productivity. The new machines offer increased horsepower options and improved automation with a higher level of comprehensive technology offerings compared with previous models to transform how farmers and custom operators harvest, process, and manage forage.

"A higher quality forage output with more power, more precision, and more uptime — that's the focus of the new forage harvesters for our customers," said Bergen Nelson, John Deere go-to-market manager for harvesting equipment. "We've combined our strongest hardware with our newest and smartest precision ag technology to give forage producers a machine they can count on in every pass, every season, to create higher quality forage they can depend on throughout the year."

Greater Power Offers Greater Efficiency – The new F9 Series is available in two engine options — John Deere 18X and Liebherr V12 24L — with five horsepower options ranging from 700PS to 1020 PS, while the F8 Series comes with the JD14X engine bringing six horsepower options, ranging from 425PS to 645PS, offering farmers the option to choose the power they need to meet their production goals.

These engine options deliver serious power with improved efficiency, helping farmers do more with less. The JD18X engine features no DEF requirements, and John Deere's HarvestMotion Plus technology allows for increased torque at lower rpm, driving up to 15 percent in fuel savings and up to a 10 percent gain in power.

Technology That Works Smarter – The new John Deere forage harvester brings a new level of automated harvesting intelligence. Ground speed automation helps maintain ideal load and helps prevent operator stress by adjusting ground speed in real time based on crop conditions. Operator input can be reduced by using ProTouch Harvest, allowing operators to initiate multiple harvest ready settings with one push of a button, while Active Fill Control ensures consistent truck fills even under the toughest harvesting conditions.

"The new automated technologies available on the F8 and F9 Series put precision into action," Nelson said. "The machine is not just collecting data; it is using the data to optimize automated decision making to not only help operators do more but help them do it better with less manual input and more consistency in every pass."

Forage Quality First – Feed quality is where it all comes together. The John Deere self propelled forage harvesters deliver a new inoculant dosing system with an insulated, larger capacity tank and

an automated cleaning system that reduces end-of-day maintenance, offering better feed preservation with less operator hassle, ultimately increasing operational productivity.

+

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Kernel processors are at the core of ensuring silage integrity and improved quality. The new John Deere F8 and F9 Series machines deliver two different KP ranges for ultimate processing performance: the John Deere Ultimate250TM KP and the John Deere XStream305TM. With up to 56 percent more surface area, the XStream305TM delivers a more effective kernel crush at wider gaps, ultimately providing longer wear life as well as optimal milk production from every ton of forage.

Game Changing Cab Comfort – The launch of the new John Deere forage harvesters brings the long anticipated arrival of the operator favored swivel seat to the machines, allowing for improved unloading visibility and elevated operator comfort. Paired with John Deere's intuitive hydro handle and the lightning fast G5 display system, operators will have more control of the machine from the upgraded cab with less effort.

Customers will also have optional lighting packages to choose from, providing up to 68 percent better nighttime visibility, offering increased operational safety for the occasional workdays that turn to night.

Built to Last. Designed for Tomorrow. Based on customer input, the new forage harvesters from John Deere are designed to tackle the work at hand with Dura Line wear parts to extend machine life and reduce downtime. Serviceability is also improved with redesigned wiring harnesses, centralized control panels, and upgraded embedded software for more reliable diagnostics aimed at increasing uptime.

"At the end of the day, this machine isn't just about horsepower — it's about forage quality that leads to better milk production, feed consistency, and operator productivity and confidence," Nelson said. "For contractors and dairy producers alike, the new F8 and F9 Series self propelled forage harvesters deliver the performance, automation, and technology required to keep up and thrive in a competitive, evolving forage landscape."

For more information on the new F8 and F9 Series SPFHs from John Deere, visit www.deere.com.

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.



Don't put your cart before your horse...advertise that sale ahead of time! You'll see positive results.

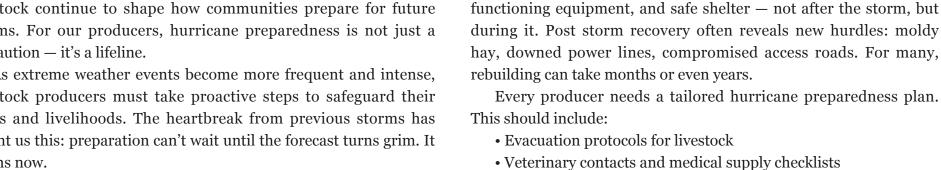
Hurricane Preparedness

By NICOLE CORREA, LILIANE SILVA, & BREANNA BLACK, Clemson University

n the time since Hurricanes Helene and Debbie tore across the Carolinas, many producers in the region still feel the ripple effects — both financially and emotionally. Downed infrastructure, flooded pastures, and the haunting memory of lost livestock continue to shape how communities prepare for future storms. For our producers, hurricane preparedness is not just a precaution — it's a lifeline.

As extreme weather events become more frequent and intense, livestock producers must take proactive steps to safeguard their herds and livelihoods. The heartbreak from previous storms has taught us this: preparation can't wait until the forecast turns grim. It begins now.

Hurricanes bring more than high winds — they bring chaos.



- Identified shelter locations with adequate protection from high winds

Heavy rain, flooding, storm surges, and flying debris can destroy

barns, fences, and water systems. Cattle face injury, stress, and

exposure to contaminated feed or water. Producers who experienced

Helene remember all too well the urgency of needing clean water,

• Family and employee roles for an organized response

Infrastructure must also be storm ready. Secure buildings by checking roofs, doors, and walls. Inspect and reinforce fencing to prevent escape during wind or flood. Move critical equipment and feed to higher ground ahead of time.

Producers in coastal and low lying areas should prepare alternate grazing locations or identify neighboring farms with mutual aid agreements. Practicing trailer loading in advance and ensuring transportation is road ready can drastically reduce stress on cattle and on those caring for them.

Veteran producers know once a hurricane hits, supplies vanish fast. That's why advance stocking is vital. Keep these items on hand:

- Several days' worth of hay, feed, and clean water
- Veterinary supplies, including antibiotics and vaccines
- Fuel for vehicles, equipment, and generators





Prime beef is produced from young well-fed cattle. It has the most marbling is produced in smaller quantities than other grades, and is often sold in hotels and estaurants. Prime roasts and steaks are

FACTORS IN **DETERMINING** A **QUALITY GRADE:**

12th/13th Rib

Age/Maturity of

Color, Texture &



Choice beef is high quality and produced in highest quantity, but has less marbling than Prime. Choice roast and steaks, especially from the rib and loin, will be very tender, juicy and flavorful. They are suited for roasting, grilling or broiling. Less tender cuts are erfect for slow-cooking

WHAT IS MARBLING?

ntramuscular fat, is the fat intermingled with the beef muscle. Marbling is the primary factor in determining the quality de of a beef carcas When determining the amount of marbling, a grader will look at the ribeye where the carcass is cut at the 12th & 13th rib juncture. Marbling helps ensure and is a strong visual predictor of beef tenderness, flavor and uiciness and improves



Select beef is slightly leaner than Prime and Choice because it has less marbling. It can lack some tenderness lavor and juiciness as compared to the higher grades. Select grade beef often



Standard and Commercial grades of beef are frequently sold as ungraded "No Roll" beef. Because No Roll does not carry a grade designation, there is a risk it will not be as tender, flavorful and juicy as products graded Prime, Choice or Select



Contaminated water sources and limited feed access were major hurdles after Helene. Don't assume access will remain intact. Invest in water tanks or bladders, and store hav in waterproof, elevated structures.

Extreme stress can lead to disease, lower performance, and reproductive problems. Vaccinating herds before hurricane season helps prevent disease outbreaks, especially with increased pathogen exposure in wet, muddy post storm environments.

Offer nutrient rich feed and ensure cattle are grouped in manageable sizes. This not only reduces injury risk but also helps keep animals calm in chaotic situations. Cattle sense stress — your calm, prepared presence helps reduce theirs.

After the Storm - Recovery with Purpose - The work doesn't end when the skies clear. Walk pastures and remove debris before allowing cattle to return. Inspect animals closely for injury or signs of illness. Maintain records of:

- Fence and structure damage
- Veterinary visits and losses
- · Material and fuel purchases

This documentation is key for insurance claims, disaster relief, and recovery grants. Take as many pictures as possible. Keep all receipts. Keep a log of the work completed and the work that still needs to be done. Report as soon as possible after the event. As we all unfortunately know, financial assistance often takes time, assuming there is any at all. Keeping thorough records and checking

visit www.norwoodfeedercalf.com or contact any of the numbers listed here.

in regularly with your local Extension office and USDA Farm Service Agency can ensure you don't miss critical support opportunities.

A Message of Resilience – For many Carolina cattle producers, hurricane season reopens old wounds. But it also reignites a deep rooted resilience. The same grit that got you through Helene and Debbie fuels your preparation now. Every fence you reinforce, every bale you store, every trailer you inspect — these are acts of care for your animals and your legacy.

No plan can stop a hurricane, but every action you take can potentially reduce its toll. You've weathered the storm before, and you can plan to do it again.

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at 704-221-1447 for more information.



Should You Be Taking a Harder Look at Feed Additives?

By BRYAN SANDERSON, Alltech

lot of producers still have questions about the efficacy of many feed additives, but these products could put extra dollars in your pocket when you market your cattle.

You've likely heard them referred to as foo-foo dust, fairy dust, hippie stuff, pixie dust, and/or snake oil — and maybe have even used those terms yourself to describe the feed additives you have run into over the years. Vague marketing pieces, confusion about what they do, and sometimes, limited research with varying results have all contributed to the hesitation around trusting feed additives. But not all feed additives are created the same.

The current economics of the beef business say that animals can't have a bad day, you can't afford to lose one, and you need to help maximize animal performance and reproductive efficiency. This means proactive measures, like using feed additives, should have stronger consideration in your feeding programs.

Understanding the regulatory environment – Feed additives are ingredients added to animal feed to perform a specific function and can be medicated or non-medicated. For this article, I will discuss the non-medicated additives, or ingredients, which would include, but are not limited to, prebiotics, postbiotics, probiotics, essential oils, and enzymes. These additives are often mistaken for something that is simply added "to what I am already doing," when in fact they should be considered as an ingredient included in a feeding program to perform a specific function.



The FDA oversees the approval, registration, and regulatory measures for feed additives. Each of the 50 states also has their own regulations, which can sometimes mirror the federal regulations, but don't always. With that said, to be used nationally, a feed additive must meet the requirements set by the FDA and for each individual state. Additionally, the FDA can review and approve an ingredient classification, but does not approve an individual product.

According to the FDA, any ingredient must be registered as medicated if it claims it can prevent, cure, or treat an illness. Non-medicated feed ingredients, however, can and do a lot of things, but are not always allowed to be publicly talked about.

Non-medicated feed additive function – Probiotics, often called direct fed microbials, are live microorganisms fed to animals to alter and enhance the microbe balance in the rumen and/or the lower GI tract. They have been shown to change rumen fermentation to reduce bloat, acidosis, or methane production, as well as improve animal health and performance.

Prebiotics are ingredients that stimulate the growth of good bacteria in the lower GI tract or bind pathogens and toxins. These can help animals to better overcome health challenges during times of stress to improve average daily gain (ADG) and feed conversions, help reduce incidence of scours, and support reductions in sickness and animals that need treatment.

Postbiotics are the end products of microbes consuming prebiotics. Instead of being produced inside of the animal, they are made in a production facility and then fed to the animal. They have been shown to affect physiological processes in the animal and to support immunity and modulate inflammation.

Enzymes are proteins fed to animals to improve the breakdown and digestibility of fiber, starch, or protein, allowing for more energy to be derived from feedstuffs. Enzymes have been shown to improve ADG, feed efficiency, and cow body condition, and allow animals to make better use of poor quality forages.

Essential oils are natural oils that have the characteristic smell of the source from which they are extracted. They have been shown to have a wide array of positive effects, including improved ADG and overall animal health, antimicrobial activity, and reduced methane production.

Research is important — and complicated — It can be challenging for the beef industry to get good research. Diverse genetics and breed variations, weather, different housing and production systems, wide variations in feedstuff consistency and quality, trial duration, and cost of animals all play into developing trials that will show what a feed additive can do. Did the product work or not? If the challenge isn't present, you won't get the results.

Trusted research usually includes large animal numbers with many replicates, done by a reputable university or business entity, with a good body of proof for an additive working requiring three or more trials. With many feed additives coming to market from startup companies, there isn't always the financial backing to pay for the necessary work for the masses to adopt usage. With that said, observational data, field and farm demos, and/or side-by-side pen data have some merit, but that data doesn't necessarily mean an additive will or won't work in every scenario.

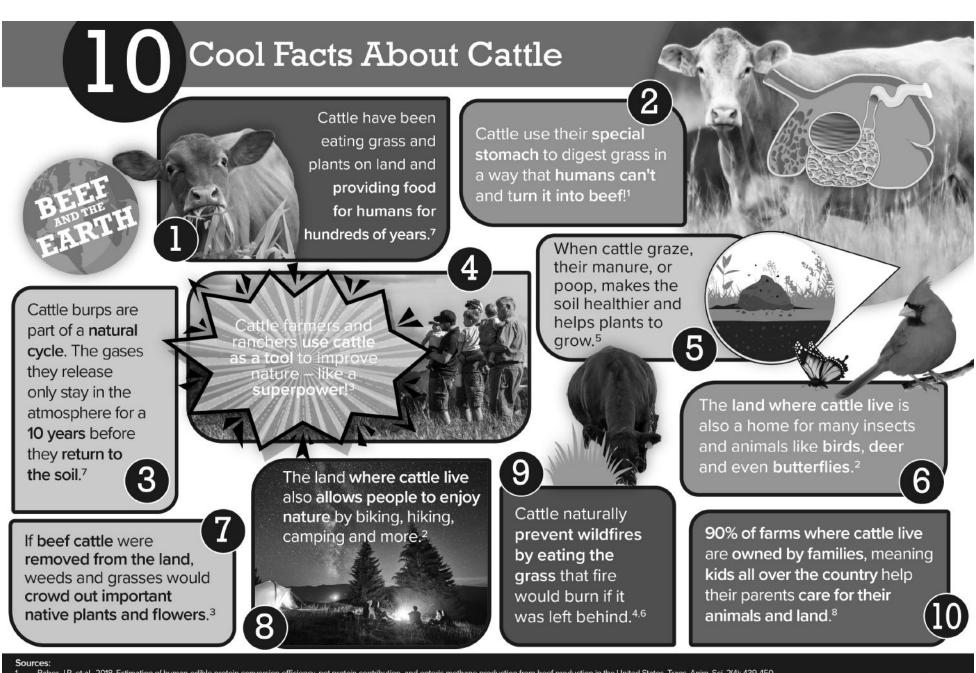
In the field — What's the cost? The Texas A&M Ranch to Rail data from the late 1990s and early 2000s is referenced a lot when talking about animal performance variations, cutout, health, and profitability. That program took calves from over 100 ranches and placed them in a commercial feedyard, where they were individually followed through harvest. Individual animal performance, carcass, and financials were provided to the producers. That data showed the cost difference between one calf that got sick any time through the feeding period and the ones that remained healthy. Using the figures from that Ranch to Rail report and today's economics, there is a \$500/head difference between a healthy and sick calf.

Feed additives are typically priced on a pennies-per-head-per-day

basis and will have a total cost of between \$1.50 and \$10 per head. Prices could be higher or lower depending on the circumstances. It doesn't take many additional pounds of live weight or carcass weight gain, reductions in pulls and treats, reduced mortality, more calves weaned, or cows bred back to pay for these ingredients. Can you afford not to be proactive with your feeding program?

Additives and economics – Not all feed additives are created equal. The due diligence of asking for the good and practical research behind an ingredient will help you wade through the sea of information. Feed additives have relevance in the cow/calf, weaning/receiving and stocker, and finish phases of beef production, and they should be given more consideration as part of your feeding program, especially with today's economic environment in the beef business. You can't afford to have your animals not performing at the top of their game.

As Benjamin Franklin is said to have coined, "An ounce of prevention is worth a pound of cure" — or as I like to say, "A couple of cents can be worth a lot of dollars."



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The Carolina Cattle Connection



NEWS

S top PI Calves Before They Start – Two Key Tips. Preventing PI calves starts with strong biosecurity and smart vaccination. At first glance, a persistently infected (PI) calf may look just like any other in the herd. But beneath the surface, these calves are silent spreaders, continuously shedding bovine viral diarrhea virus (BVDV) and exposing healthy herd mates to infection.

How PI calves risk herd health – PI calves are animals that become infected with BVDV during their time in utero. When the calf is infected before their immune system is able to recognize the virus as foreign, they can become a PI calf. This enables the virus to live and grow within that calf indefinitely.

"There are many consequences that can stem from a BVDV PI

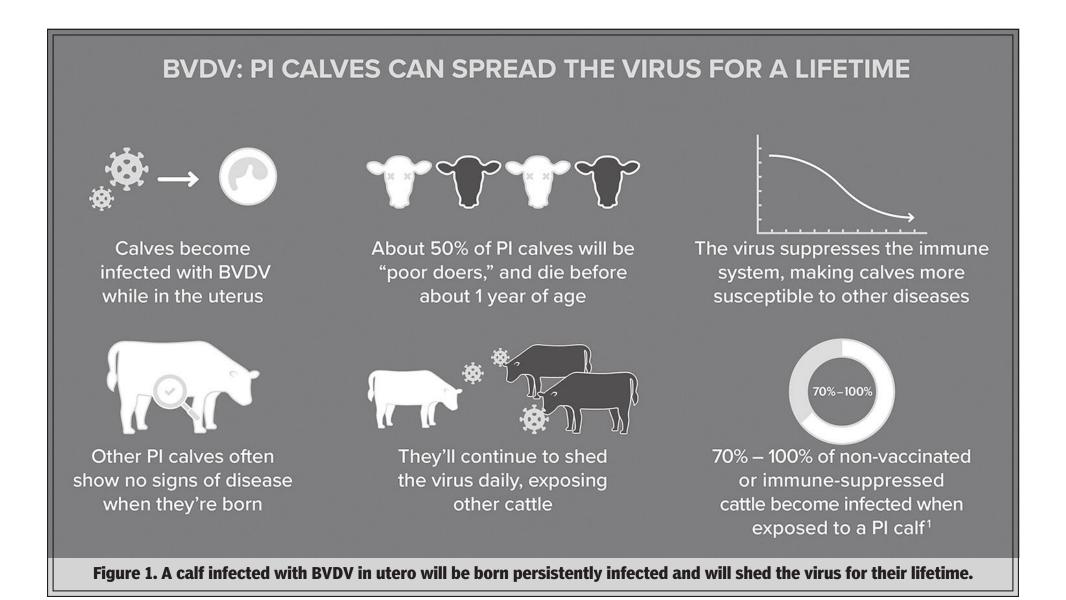
calf," said Jen Roberts, DVM, Boehringer Ingelheim. "The virus itself does a very good job of suppressing the immune system, and because of that, you may see an increase in the incidence of other diseases, like respiratory disease in calves or mastitis in a milking herd. There can also be significant reproductive repercussions like early embryonic losses, abortion, and birth defects. While these concurrent diseases are not necessarily caused by BVDV, the immunosuppressive effects of the virus make animals more susceptible to other illnesses."

PI cattle can shed BVDV through many avenues, including respiratory secretions that spread the virus through the air of confined spaces and bodily fluids such as milk, saliva, mucus, urine, and manure.

Biosecurity can stop PI cattle from entering the herd – While maintaining a closed herd is the best way to prevent BVDV from establishing itself on your operation, it's not always realistic. Dairy consolidations, expansions, off-site heifer growing, and even taking animals to shows are all common events for many farms.

"Any time you have cattle leaving the farm and coming back, there's a chance for them to be exposed to a PI animal and become acutely infected with BVDV," explained Dr. Roberts. "Even those acutely infected animals can shed the virus for a couple of weeks, and if they come in contact with cows that are at the right point in gestation for the fetus to become infected, it can cause a PI calf to be born."

Dr. Roberts shares that testing for PI animals, and quarantining any new or returning animals, are great ways to prevent BVDV from finding a long term home within your herd.



recommends working with a veterinarian to establish a sound vaccination protocol that includes adequate protection against this particular subspecies.

"It's important to get at least two — if not three — doses of a modified live virus vaccine that's labeled to protect against BVDV 1b administered by the time that calf reaches breeding age," she pointed out. "We want to make sure that each heifer on the farm has optimal protection prior to breeding in order to reduce the likelihood that she gives birth to a PI calf."

While BVDV presents serious challenges, producers have reliable tools like vaccination, testing, and biosecurity to manage it. Staying proactive and aware of BVDV impact is the first step in keeping your dairy herd healthy and productive for the long run.

"The acute infection period is very short, usually 10-14 days, so if it is possible to quarantine new herd additions, the recommended

period of isolation is two weeks prior to commingling with the rest of the herd," continued Dr. Roberts. "If you're sending animals to a heifer grower, especially one raising heifers for multiple operations, I always recommend that the calves go to a heifer grower that requires PI testing."

Prevent PI calves through vaccination – "The most common way BVDV spreads is through PI calves, so it's also important to develop a targeted vaccination program that prevents BVDV PI calves from being born into your herd," stressed Dr. Roberts.

Vaccinating cows with a modified live virus vaccine labeled for BVDV like EXPRESS FP helps protect their health and reproductive efficiency, and enables them to deliver healthy, PI free calves. That same prebreeding vaccine will also help cows produce antibody rich colostrum to protect calves from BVDV and other respiratory disease threats right after birth.

When building a herd with strong immunity, vaccination shouldn't stop with the dam. While maternal antibodies offer initial defense against disease, that protection wanes over time, opening the door for a gap in calf immunity. Research has shown that when exposed to a PI calf, 70–100 percent of non-vaccinated or immune suppressed cattle become infected.¹ Fortunately, calves as young as 30 days of age can still generate a strong immune response in the face of maternal antibodies.

In a study, 30-day-old calves, with maternal antibodies present, were vaccinated with a uniquely adjuvanted five way plus Mannheimia haemolytica modified live virus (MLV) injectable vaccine protocol, or an intranasal and injectable vaccine protocol. Five months later, both groups were challenged with BVDV Type 1b and M. haemolytica.

Results show that the five way plus *M. haemolytica* MLV vaccine protocol provided a stronger immune response against BVDV Type 1b. It also decreased the level of BVDV shedding and kept rectal temperatures lower for several days, compared to the intranasal and injectable vaccine protocol.²

Not all respiratory vaccines are the same. Dr. Roberts suggests working with your herd veterinarian to solidify a vaccine protocol that best fits your operation's needs.

BVDV Type 1b is the leading cause of PI calves – Thirty years ago, the majority of BVDV cases were caused by Type 1a. In more recent years, Type 1b has emerged as the most prevalent subspecies of BVDV in the United States, accounting for roughly 70 percent of reported cases.3

Viruses often mutate to escape detection by an animal's immune system. Over time, viral mutations resulting from environmental pressures can lead to changes in the prevalence of viral strains, causing clinical disease.

"The most surprising thing to me about BVDV has been the divergence of the different subspecies over the past 20–30 years," said Dr. Roberts. "We know there are differences in the breadth of BVD protection offered in the commercially available vaccines, and it's important to reevaluate vaccination protocols periodically as patterns in clinical diseases shift."

Due to the increasing risk of BVDV Type 1b, Dr. Roberts

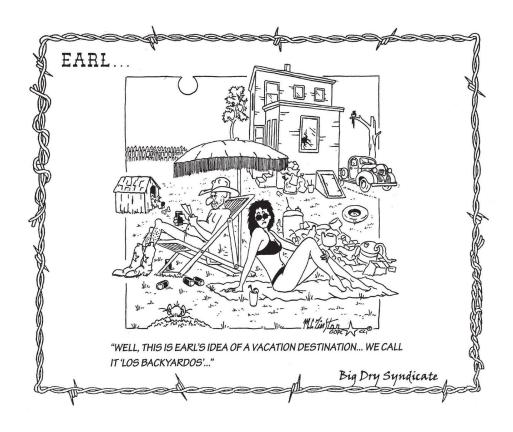
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About Boehringer Ingelheim. Boehringer Ingelheim provides innovation for preventing and treating diseases in animals. The company offers a wide range of vaccines, parasite control products, and medicines for pets, horses, and livestock to veterinarians, 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.



Five Myths of Internal Parasite Control. *Identifying the misunderstandings of parasite control.* It's estimated that the cattle industry loses about \$3 billion each year in lost weight gains, poor feed conversion, and increased disease because of internal parasites. With the financial impact and animal welfare concerns on cattle operations, it is important for producers to understand parasite control, as well as the misconceptions about parasite control.

Here are five parasite control myths that might be putting a producer's management program at risk.

Myth 1 – All active ingredients in parasite control products have the same efficacy. There are different active ingredients and different classes of dewormers, which should be used strategically on an operation for effective parasite control, advises Mark Alley, DVM, managing veterinarian with Zoetis.

Products such as Dectomax Pour-On, Dectomax Injectable, or Valcor (doramectin and levamisole injection) provide both extended therapy and good efficacy against both adult and inhibited *Ostertagia*, the brown stomach worm. However, in populations of cattle where *Cooperia, Nematodirus*, or *Haemonchus* are an issue, white dewormers such as Valbazen suspension may be a better selection. It is important that a producer have a discussion with his or her veterinarian or animal health provider to determine which is most appropriate.

Myth 2 – My animals look fine, so I don't have a parasite resistance problem. "Parasitologists agree that no dewormer provides 100 percent effectiveness against parasites," said Dr. Alley. "We make the assumption that all parasite control products are 100 percent effective, but even with 50 percent kill of parasites, producers will see a clinical improvement in the animals."

Dr. Alley says producers can't tell visually if there is a resistant parasite problem in the herd. They need to work closely with their veterinarian to diagnose resistant parasites and establish a comprehensive deworming program.

Myth 3 – Parasites cannot withstand winter's cold temperatures. "It is a mistake to think it gets cold enough to kill parasites over the winter," Dr. Alley said.

Parasites can simply overwinter in cattle or pastures. While winter may take its toll on many things, studies demonstrate that infective larvae were able to survive on pastures during the winter months.²⁻³

Myth 4 – Antiparasitics can be administered to work at a producer's convenience. Timing is critical for administering antiparasitic products. Often, producers deworm when it's most convenient for them, rather than when it's most effective to control

parasites or most beneficial to the animal. Dr. Alley recommends deworming prior to turnout on fresh pasture, typically in the spring, and later when pastures become dormant. Geography and weather conditions may alter this timing.

Myth 5 – Dosing to the average weight of the group is adequate. It's important for producers to not only match the dewormer to the type of parasite challenge, but also to administer each dose per the animal's calculated weight. Incorrect dosing has been identified as a major contributor to the development of resistant parasites. A common practice is to dose products to the average weight of the herd, rather than to the individual weight of the animal. In this case, half the herd could be underdosed.

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ontana Veterinarian Encourages a Fresh Look at Deworming Protocols. "We've always done it this way" is known to be the most dangerous phrase in business, and the cattle business is no exception, says Dr. Perrie Neal of Hardin, Montana. With more than a decade of experience working with cow/calf producers, she says it never hurts to take a fresh look at your herd's deworming program to identify potential areas of improvement.

Dr. Neal manages her own herd of registered and commercial Angus alongside her husband and father-in-law. When possible, she likes to test out products and practices on their own cattle before she makes recommendations to her customers.

"It's great to have that firsthand experience," she says.

Over the last few years, Dr. Neal has worked to optimize the timing of her deworming program — and now she tries to deworm calves as early as possible each season for maximum benefit.

"Weaning weights are really important, especially in our registered cows," she says. "By administering a dewormer early in the season, you can help ensure calves won't have to carry a heavy parasite load and are more likely to meet their genetic potential."

Dr. Neal also has looked closely at the dewormer route of administration and product efficacy — and encourages her customers

to do the same.

"Convenience is a big factor when it comes to deworming programs, so a lot of my customers have historically used pourons for that reason," she explains. "But a lot of times, the injectable dewormers can improve labor efficiencies and help ensure more accurate dosing."

That's one of the reasons Dr. Neal has come to appreciate the Valcor dual action, single dose, injectable dewormer.

"With Valcor, we weighed calves as they came in the chute, and my husband would yell out the number as they got on the scale," she says. "I was able to quickly adjust the dosage depending on the weight of the calf. I love that about the product."

Now, Valcor is a staple product in Dr. Neal's calf preconditioning program.

"Preconditioning calves is another thing that I've been highly recommending to producers in the last few years," Dr. Neal says.

Preconditioning programs promote calf growth, enhance immune function, and minimize stress as calves move from their ranch of origin to the stocker or backgrounder operation and then to the feedlot.

"Preconditioning can help set calves up for their next production phase, but it also benefits any calves that producers want to retain as replacements," Dr. Neal explains. "We used to just precondition the bulls and the replacement heifers, but over the last few years we've switched to preconditioning everything, and we've seen a lot less sickness across the board."

If you're thinking about taking a fresh look at herd health or deworming protocols, be sure to consult your herd veterinarian. These local experts can help you identify products and practices that make sense for your operation. For more information on the parasite portfolio from Zoetis, visit www.GetLessParasites.com.

References

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South Dakota Backgrounder Finds Deworming Program That Pays. Return on investment (ROI) is a top priority when it comes to a parasite management program, says Jesse Rave, backgrounder from Dell Rapids, South Dakota. Getting calves started on a healthy path

is important for a positive return. The calves come in weighing 600–900 pounds and are finished out in one of Rave's two feedlots.

+

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"We used to only work calves once, usually 24 hours after arrival," he says. Depending on their incoming weight and days on feed, calves would typically receive a generic pour-on dewormer in addition to SafeGuard fed in the bunk, an implant, and a 7-way clostridial vaccine.

But after Rave brought in some high stress cattle last year, he consulted with his Zoetis representative and herd veterinarian about possible dewormer alternatives.

"I first heard about Valcor at a feed conference and, after talking more with my representative, I thought it was worth a try," Rave says.

Valcor dewormer is administered by injection and has more reliable dosing than a pour-on or oral drench, which can lead to greater efficacy. It also combines doramectin and levamisole — two active ingredients with different modes of action — in one product to help control susceptible parasites.

"We administered Valcor to the two pens of heifers that looked the worst upon arrival, and those cattle ended up having the best feed conversion," Rave says. "There was a major difference in animal appearance, too. Their hair coat looked so much better after using Valcor."

Fecal egg count reduction tests further demonstrated the dewormer's ROI. "We've adapted our protocols to working calves twice, and we are using Valcor regularly now because you can see it on paper," Rave says. "The ROI is there."

The experience that Rave had with Valcor is reinforced by several research studies where cattle treated with Valcor had a 99–100 perfect fecal egg count reduction when compared with animals that were not treated.²⁻⁴

Consult your local veterinarian or visit <u>www.ValcorTough.com</u> to see how this dewormer can pay off on your operation.

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³Data on file. Study Report No. A136C-US-17-554. Zoetis Inc.

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	January	February	March	April	Мау	June	July	August	September	October	November	December
Darlington	950	949	1,581	586	688							
Laurens	966	779	603	614	619							
Orangeburg	770	809	610	403	509							
Saluda Livestock Market	2,218	2,297	2,089	1,773	2,353							
Saluda Stockyards	760	507	604	466	465							
Williamston	2,193	1,847	1,481	1,130	509							

Maximize Your Breeding Program Investment With Estrus Detection. Determining estrus activity is a practical and accurate method for breeding success. Estrus detection is vital to reproductive success in artificial insemination and embryo transfer breeding programs. Implementing individual estrus detection aids, like breeding indicator patches or activity monitors, is a way to pinpoint which cattle to breed and when.

"People sometimes underestimate how important heat detection is for an operation," says Cecilia Rocha, Ph.D., research assistant professor and state extension specialist at the University of Missouri. "Missing a heat means losing valuable time and genetics. That's why reliable detection methods are so critical." Depending on your operation's goals and resources, estrus detection with either breeding indicator patches or activity monitors offers benefits. However, combining the two methods of heat detection may yield the best breeding outcomes.

Pairing breeding indicator patches with activity monitors is something Rocha believes can help producers pinpoint which cattle to breed more precisely.

"The patches can help you identify what the true heat events are, while the activity monitors can increase your precision to determine when the exact optimal time is for breeding," says Rocha.

"You're going to have some fake heats with the accelerometer, more likely when cows are being moved to another pasture or change their pattern of behaviors, they will be indicated as in heat when they are not actually in heat," adds Rocha. "Using a breeding indicator patch with an activity monitor is going to help discover what was a true heat and what wasn't."

How they compare – The paired use of breeding indicator patches and activity monitors has been researched in the past few years, with study results for estrus detection accuracy being similar when comparing them separately.

In a recently published study Rocha was involved with while at the University of Florida, beef cows were fitted with Estrotect



ESTROTECT BREEDING INDICATOR UPDATE

Breeding Indicator patches and an activity monitor to observe estrus before breeding with embryo transfer.¹ Estrotect Breeding Indicator patches had 98 percent accuracy in detecting estrus compared to 91 percent accuracy with the activity monitors across the 400 breedings. When tested statistically, this accuracy was similar between both methodologies.

Research from Kansas State University in 2017 paired Estrotect Breeding Indicator patches with activity monitor collars to monitor estrus in dairy cows.² The activity monitors found estrus in 73 percent of the cows, while the Estrotect Breeding Indicator patches detected estrus in 76 percent.

Pair for maximum impact – The tactic of pairing breeding indicator patches with activity monitors is even more valuable for intensive breeding programs using artificial insemination, embryo transfer, or in-vitro fertilization.

"For example, if you're using a rebreeding program after a timed artificial insemination protocol and need to know which cows to rebreed, using both would be the best approach," says Rocha.

She also noted that having the extra insurance of a breeding indicator patch to help determine estrus with the activity monitor is worth the investment.

"When you consider the lost opportunity cost of a missed cycle or pregnancy, I think breeding indicators and activity monitors are worth the added investment to more accurately detect estrus and get better results from your breeding program," concluded Rocha.

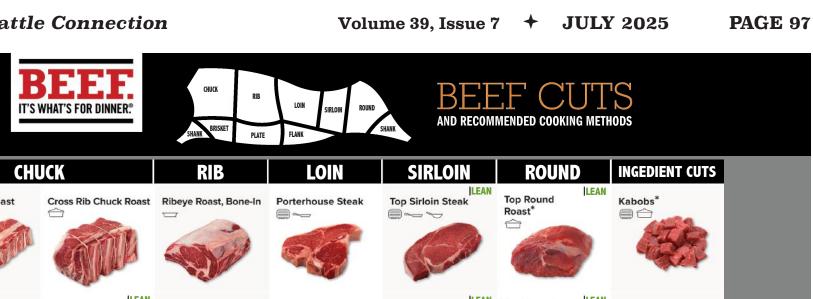
For more information on determining estrus intensity with breeding indicators, visit <u>www.ESTROTECT.com</u>.

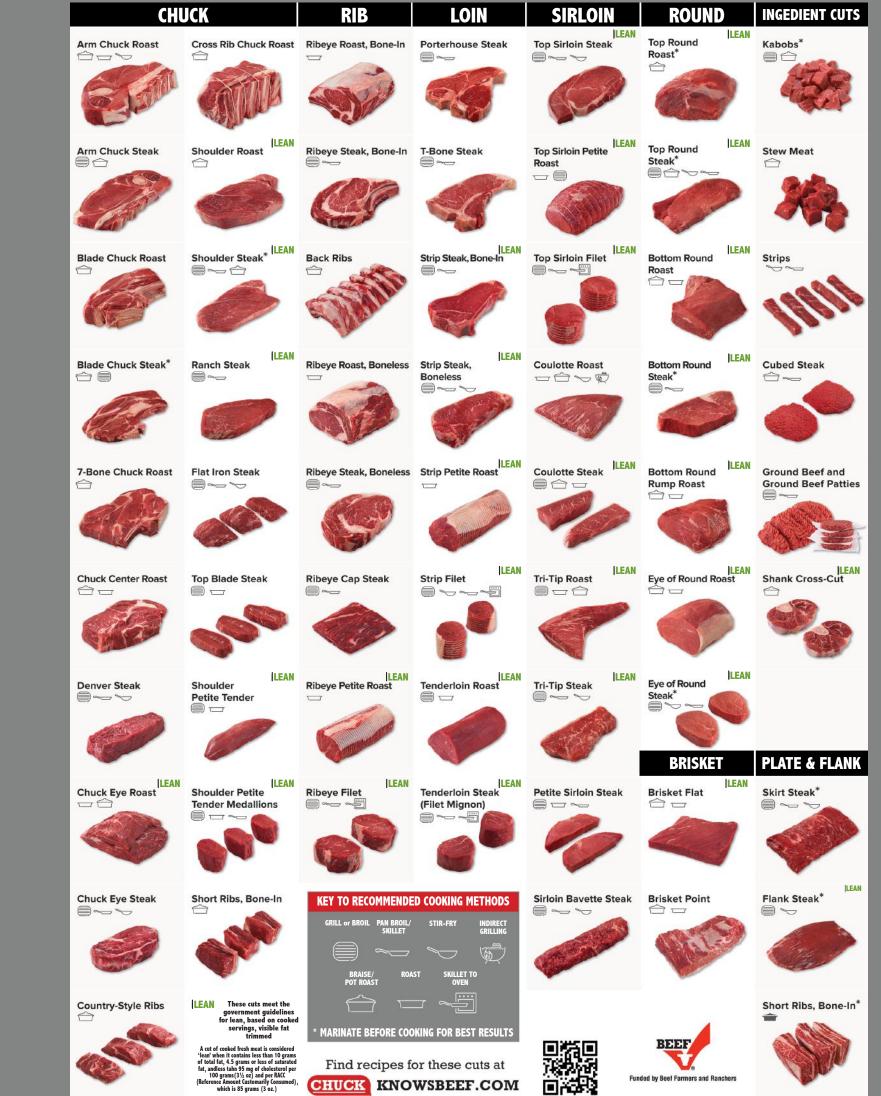
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About Estrotect. The Estrotect Breeding Indicator featuring Breeding Bullseye technology is the industry standard for optimizing bovine breeding efficiency and economics. With millions and millions of units sold around the world, Estrotect is the only breeding management tool tested by a multitude of University studies and industry researchers.











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Aug. 2 - 2025 Edisto Pines Female Production Sale, Leesville, S.C.

Aug. 22-23 — N.C. Angus Auxiliary Fall Outing, Ashe/Alleghany Counties

Sep. 27 — Biltmore Livestock Production Sale, Asheville, N.C.

Oct. 11 — Chessie Creek Farm Angus 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. 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 — 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. $6 - 50^{th}$ Annual Union County Performance Tested Bull Sale, Monroe, N.C.

Dec. 13 — Brushy Mountain Genetics Bull & Female Sale, Taylorsville, N.C.

2026

Jan. 3 — 17th Annual EBS Farms Annual Bull & Female Sale, Norwood, N.C.

Feb. $7 - 50^{th}$ Annual Clemson Bull Test Sale, Clemson, S.C.

Feb. 12 — UGA Focus on Genomic Enhanced EPDs Sale, Athens, Ga.

Feb. 21 -Yon Family Farms Spring Bull & Female Sale, Ridge Spring, S.C.

Apr. 11 — Knoll Crest Farm Spring Bull & Heifer Sale, Red House, Va.

BRANGUS

Oct. 24-25 — Yon Family Farms Maternal Roots Fall Female & Bull Sale, Ridge Spring, S.C.

2026

Feb. $7 - 50^{th}$ Annual Clemson Bull Test Sale, Clemson, S.C.

Feb. 21 — Yon Family Farms Spring Bull & Female Sale, Ridge Spring, S.C.

GELBVIEH

Dec. $6 - 50^{th}$ Annual Union County Performance Tested Bull Sale, Monroe, N.C.

HEREFORD

Dec. 5 — Knoll Crest Farm Total Performance Bull Sale, Red House, Va. 2026

Feb. $7 - 50^{th}$ Annual Clemson Bull Test Sale, Clemson, S.C.

Apr. 11 — Knoll Crest Farm Spring Bull & Heifer Sale, Red House, Va.

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2026

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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.

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Feb. 7 – 50th Annual Clemson Bull Test Sale, Clemson, S.C.

Feb. 21 — Yon Family Farms Spring Bull & Female Sale, Ridge Spring, S.C.

WAGYU

Nov. 1 — Wilders Wagyu StayWILD '25 Production Sale, Turkey, N.C.

OTHER EVENTS

Jul. 9 — Forage Management for Finishing Cattle, Snow Camp, N.C.

Jul. 15 — Forage & Grasslands Management Webinar Series, Part 1

Jul. 16-17 — Tri-State Ag Expo, Clemson, S.C.

Jul. 28 — Forage Management for Finishing Cattle, Cleveland, N.C.

Jul. 29 — AgSouth Farm Credit Ag Aware Workshop, Douglas, Ga.

Jul. 29 — Building Resilience in Forage & Livestock Systems

– Virtual Engagement Series, Session 1

Jul. 30-Aug. 1 — Southeast Value Added Dairy Conference, Knoxville, Tenn.

Jul. 31 — Building Resilience in Forage & Livestock Systems

- Virtual Engagement Series, Session 2

Aug. 5 — Tri-State Beef Conference, Blountville, Tenn.

Aug. 5 — Building Resilience in Forage & Livestock Systems

- Virtual Engagement Series, Session 3

Aug. 7 — Building Resilience in Forage & Livestock Systems

- Virtual Engagement Series, Session 4

Aug. 14 — AgSouth Farm Credit Ag Aware Workshop, Pendleton, S.C.

Aug. 14 - Graded Feeder Calf Sale, Norwood, N.C.

Aug. 21 — AgSouth Farm Credit Ag Aware Workshop, Carthage, 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.

LIVESTOCK MARKET SALES

Jul. 2 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

Jul. 7 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

Jul. 7 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

Jul. 8 — Mid-Atlantic Cattle Sales Video Auction, via macsvideo.com

Jul. 9 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

Jul. 14 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

Jul. 14 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

Jul. 16 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

Jul. 21 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

Jul. 21 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

Jul. 22 — Mid-Atlantic Cattle Sales Video Auction, via <u>macsvideo.com</u>

Jul. 23 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

Jul. 28 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

Jul. 28 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

Jul. 30 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.

Aug. 4 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

Aug. 4 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.

Aug. 5 — Mid-Atlantic Cattle Sales Video Auction, via <u>macsvideo.com</u>

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Aug. 25 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.

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Aug. 27 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.



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8 bundles of ground

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USDA Slaughter Process

We are a processor offering slaughter and processing service only. We DO NOT buy or sell any meat products.