

JULY 1987

The Florida Cattleman

AND LIVESTOCK JOURNAL

Brucellosis
and Health Certificates
Page 34



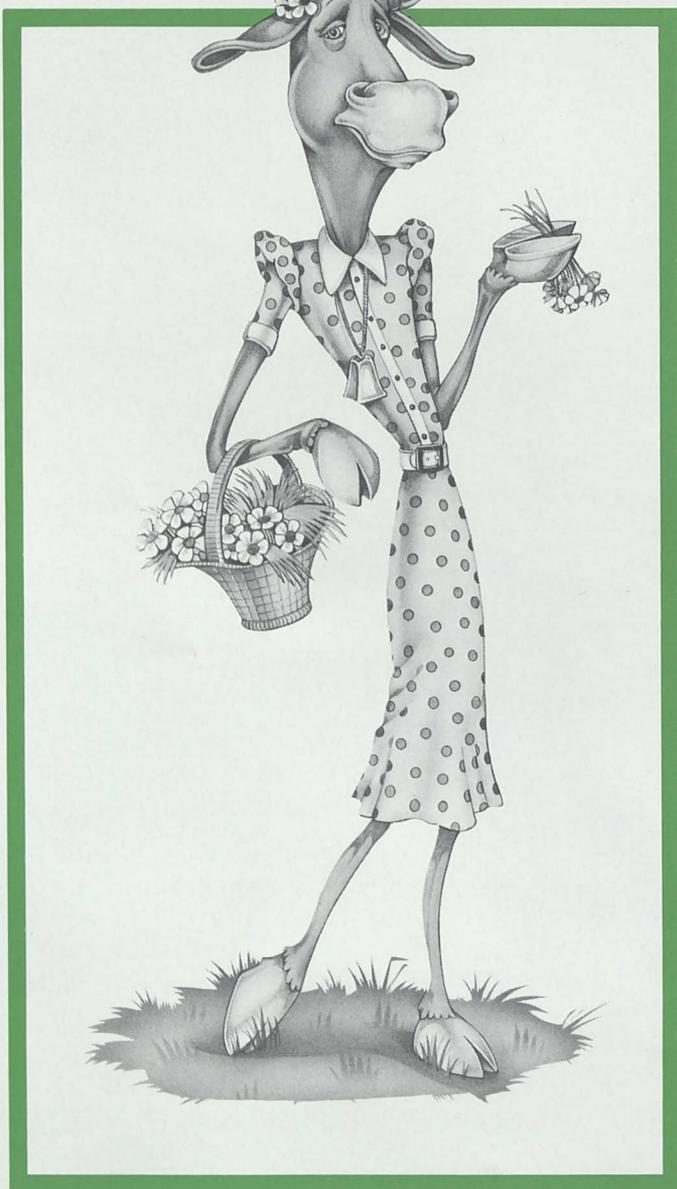
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Selecting better bulls, page 74

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Report from FCA headquarters:

THE 1987 FCA CONVENTION will be history by the time readers receive this issue. It was held June 17-19 at a familiar place—Marriott's Marco Island Resort. Featured activities at the convention included a panel discussion on the beef checkoff program. Discussion leaders were Al Bellotto, Lakeland, Chairman of the Florida Beef Council; Jo Ann Smith, Micanopy, chairman of the Cattlemen's Beef Board; and Pat Adrian, chairman of the Beef Industry Council. Reports indicate that the checkoff program continues to run smoothly, and the promotion that it's funding continues to enhance the demand for beef.

THE BRUCELLOSIS ERADICATION program received another boost recently when Commissioner of Agriculture Doyle Conner visited with cattle producers in Polk and DeSoto Counties. Conner attended meetings held by the Florida Brucellosis Information Committee, coordinated by Dr. Ed Richey of the University of Florida and the Florida Cooperative Extension Service. There were no new developments, but Conner emphasized that several states (23 at last report) are planning to restrict the movement of cattle from any state with a "C" area. Florida is one of two remaining states that fit the clas-

sification. A concentrated effort is being made in Florida's southern counties to reduce the herd infection rate so that Florida can move ahead with the program as quickly as possible.

AND, SPEAKING OF BRUCELLOSIS, Dr. Richey has another in a series of articles dealing with the disease in this issue. This month's article is about "The veterinarian and the health certificate." Veterinarians have a huge responsibility when it comes to authorizing the movement of livestock. The article appears on page 34.

THE POLK COUNTY CATTLEMEN'S Association has scheduled its annual calf sale. The event will be held on Tuesday, August 11, at Cattlemen's Livestock Market, Lakeland. That's a regular sale day and the auction begins at noon. Association president John Carter says that all classes of cattle are welcome at the event. The Polk sale is one of two association sponsored special sales held in Florida. Hillsborough/Pasco County Cattlemen's Association Special Sale was held in June at Interstate Livestock Market, Seffner.

Calendar

JULY

3—Rollins Bull Test SaleMt. Berry, GA
7-11—National Jr. Angus Show Indianapolis, IN
17—Syler Invitation Brangus Sale Industry, TX
19-23—Junior Beefmaster Convention Kerrville, TX
24-25—Ga. Limousin Field DayCovington, GA

AUGUST

7-8—Mid-Atlantic Jr. Hereford DayAsheville, NC
11—Polk Calf SaleLakeland
12-14—Fla. Entomological Society Daytona Beach
15—Santa Gertrudis/Equipment Sale Orange City
15—Dunkin Beefmaster Sale Marion Junction, AL
22—Arkansas Beefmaster Field Day Hope, AR
29—All Polled SG SaleCalhoun, GA

SEPTEMBER

5—Enfinger Red Angus SaleJay
5—Southern Harvest SG Sale Hanceville, AL
5-7—Labor Day RodeoOkeechobee
7—Winder Smith's Angus SaleWadley, GA
10-11—FCA Directors Meeting Daytona Beach
17—Northwest Georgia Angus Sale Calhoun, GA
19—Southeastern Beefmaster Sale Jackson, MS
21—Hewes Simbrah SaleWoodville, MS

OCTOBER

2—Cattle-Forage Field DayOna
2—Six R Ranch Braford SaleNashville, AR
3—River Oaks SG Bull SaleDonalsonville, GA
17—Harvest of Values Simmental Sale Calhoun, GA
17—Circle G Angus Sale Hampton, GA
17-18—Brown Beefmaster Sale Fort Myers
17—Hewes Simmental SaleWoodville, MS
31—Georgia Angus ClassicBrooks, GA

NOVEMBER

2—Powell Farms Angus SaleLimestone, TN
4—Hereford Pen Bull ShowBartow
5—Hereford Pen Bull SaleBartow
7—Georgia SG Prestige SaleTifton, GA
7—Rocking T Beefmaster SaleMcNeill, MS
11—Adams Ranch Braford Sale Ft. Pierce
14—Sealy Brangus Bull SaleSealy, TX
16—Hewes Simmental/Simbrah Bull Sale ..Woodville, MS
19—Corrigan Ranch Bull SaleVero Beach
20—Florida Brangus Bull SaleBartow
20-21—Paleface Red Brangus Sale Spicewood, TX

DECEMBER

3-4—FCA Directors MeetingTBA
4—Georgia Limousin Bull SaleTifton, GA
5—Sealy All Breed Bull SaleSealy, TX
11—Florida Braford Assn. SaleKissimmee
11—Florida Angus Bull SaleBartow
12—Arkansas Beefmaster SaleLittle Rock, AR

JANUARY

8—Ave. of Breeds Bull SaleMontgomery, AL
12—Ocala Bull SaleOcala
13—Georgia Tested Bull SaleCalhoun, GA
16—Brown Beefmaster Field DayFort Myers

Service Issues of The Florida Cattlemen

January American Breeds
February Horses and Rodeo
March Brahmans
April Performance
May Animal Health
June Florida Pastures
July Better Bulls
August Marketing
September ... Continental Breeds
October H&P Herefords
November Angus
December Santa Gertrudis

The Florida Cattlemen

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The Cover for July 1987

Kids and gentle show cattle make a good combination at River Divide Ranch, Bryceville. Catherine Bush, youngest daughter of Dean and Melody Bush, is shown here with a young Polled Hereford bull produced at the north Florida ranch. Dean Bush is manager.

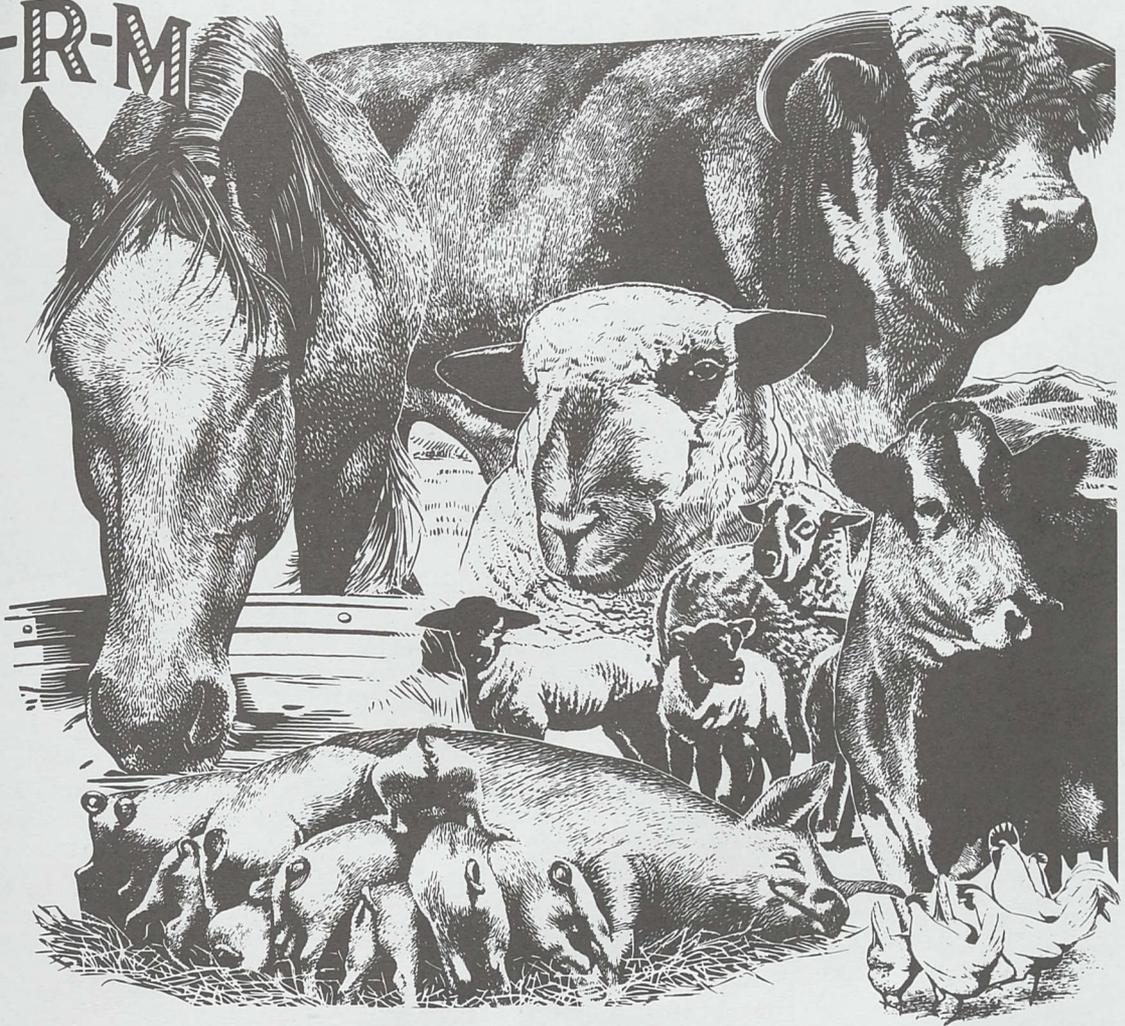
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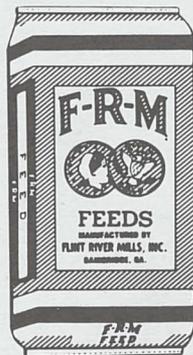
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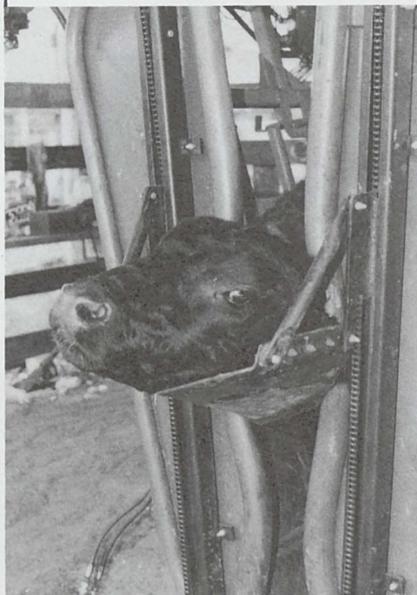
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Editor's Desk

Letters . . .

An old friend sends compliments

Dear Editor:

Land O'Lakes

Congratulations to you for such a wonderful magazine. When I was in the Angus business for some 20 years, it was one of the main publications as far as I was concerned.

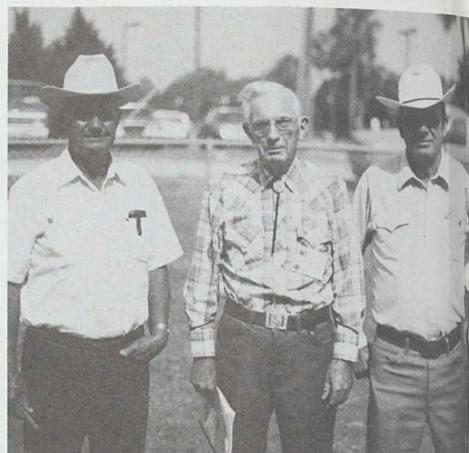
I have noticed the last six months how much improvement has been made in the overall as well as detail of your publication. I do not know who should get credit for this, but would appreciate you seeing they receive compliments from the Derisos.

Mrs. Deriso and I remember the most pleasant time when we were in the Angus business. As you know, she was the founder of the CowBelles and did a wonderful job. Just ask the old cattle people.

You will find enclosed copy of letter written to your president, Arky Rogers, whom I have known all his life. It was our pleasure to sell him the first Angus cattle that started his herd. The article pertaining to what he is doing and has done is well deserved. I have known the Rogers family from the beginning and am proud to call them friends . . .

The very best to your magazine and the dedicated cattlemen.

Bob F. Deriso



THESE VETERAN scholars are well known to Florida cattlemen. For many years they have helped to better the beef industry through research. From left are F.M. Peacock, retired geneticist of the Ona research station, Marvin Koger, retired professor of beef cattle genetics at the University of Florida, and Cal Burns, retired director of the Brooksville beef cattle research station.

Bob Deriso is a past president of Florida Angus Association. He and his wife spent many years promoting the breed, and promoting FCA.

'I like chicken, but serve me beef'

Dear Dr. Black:

Lakeland

As a representative of an industry that often gets far more negative press than it deserves, I appreciated your article in the June issue of *Florida Cattleman*. Good article, good attitude and good advice.

Latest Statistics

Slaughter Under State Inspection, Head (AITC) . . .

	Cattle	Calves	Swine
May 1987	2,510	33	4,815
May 1986	2,702	36	5,512

Brucellosis Testing (AITC) . . .

	Tested	Reactors	Vaccinated	
			Calves	Adults
Beef Cattle, May 1987	102,467	538	26,085	18,490
Dairy Cattle, May 1987	18,600	73	5,402	1,181
Swine, May 1987	201	0	--	--

Livestock Prices Per Hundred (USDA) . . .

	Cows	Strs, Hfrs.	Calves	Swine	Chickens
Fla., Apr. 1987	43.10	60.30	76.30	49.60	27.00
Fla., May 1987	42.40	68.40	81.10	51.60	29.00
U.S., Apr. 1987	43.30	66.60	75.10	50.80	29.60
U.S., May 1987	43.50	69.20	77.60	54.30	30.00

Field Crop Prices Per Bushel and Ton (USDA) . . .

	Corn (Bushel)	Hay, Baled (Ton)
U.S., May 1986	\$2.39	\$70.30
U.S., May 1987	1.70	73.30

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TAMPA, 33609 and LAKE LAND, 33802

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CHIPLEY, 32428

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LAKE CITY, 32055

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MARIANNA, 32446

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Cattle auction every Wednesday
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OCALA, 32674

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OKEECHOBEE, 33472

Sumter County Farmers Market*
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Marvin Fussell, manager
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WEBSTER, 33597

Tindel Livestock Market*
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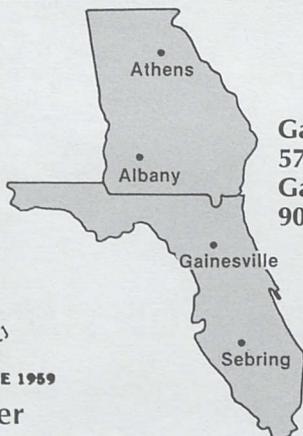
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OUTSTANDING agricultural journalism student for 1987 is Anita Jo Geddes.

And while I like chicken, serve me up a big old filet (of beef, of course) any day of the week.

Elin Oak
Florida Phosphate Council

The article referred to was titled "Chicken Wreck" by Baxter Black in the June 1987 issue.

People . . .

Livestock publishing group picks student winner

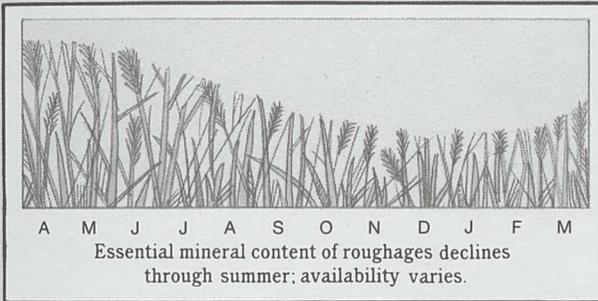
Livestock Publications Council has picked Anita Jo Geddes of the University of Missouri/Columbia as its 1987 student award winner. Geddes is a junior in agricultural journalism.

As part of the honors for being selected, Geddes will attend LTC's annual meeting on July 29-31 at Denver, Colorado. There she will attend workshops, seminars and critiques pertinent to this specialized publishing field. She will also mix with editors, advertising managers, production managers and circulation personnel associated with livestock publications from all over the country.

Geddes has held leadership roles in the American-International and Missouri Junior Charolais Associations, Missouri Cattleman's Association, Agricultural Communicators of Tomorrow, Alpha Zeta, Block and Bridle, Collegiate Farm Bureau, and Future Farmers of America. She is a

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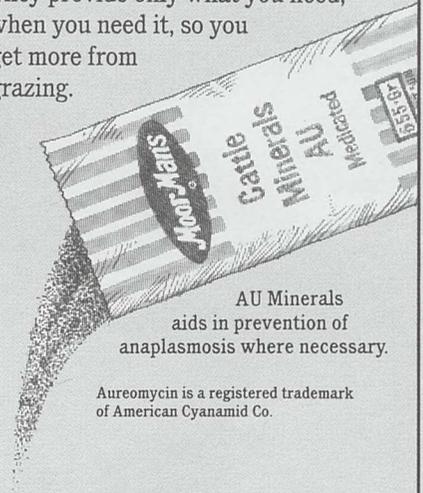
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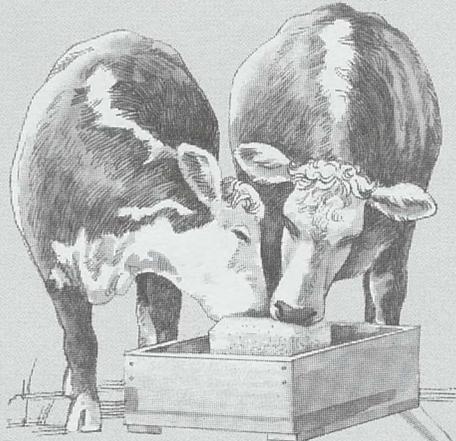
reduce productivity. MoorMan's AU Minerals contains Aureomycin[®], which aids in the prevention of anaplasmosis when fed at recommended rates. Another benefit of Aureomycin is heavier, healthier calves at weaning.

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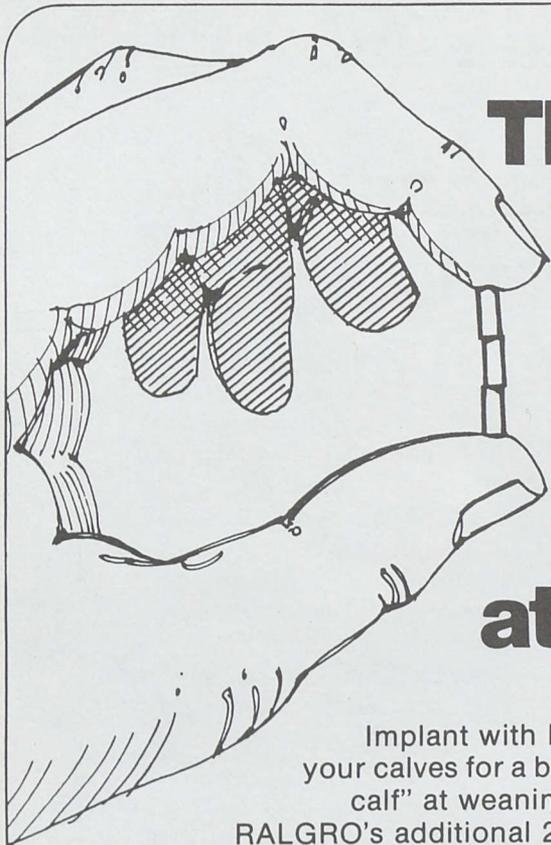


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past Miss Charolais USA, and currently reigns as Missouri Cattlemen's Association queen. She was selected as intern and representative for UMC's College of Agriculture, is a member of the meats and horse judging teams, and is on the dean's list.

After receiving her degree in agricultural journalism, she plans to seek a position with a livestock publication.

Kaplan Industries reports increased earnings

Kaplan Industries, Inc., Bartow, has announced earning results for the first quarter of 1987, and announced the effectiveness of a 1-for-4 reverse stock split which was approved by the company's shareholders at the annual meeting on May 14.

Revenues for the first quarter rose to \$18,874,000 from \$15,336,000 in the year-ago period, an increase of 23 percent. Net earnings for the quarter were \$42,000 or \$.01 per share (pre-stock split) compared to net earnings of \$19,000 or \$.00 per share for the same period a year ago. That's an improvement of 121 percent.

Donald D. Kaplan, chairman and president, stated that the company's continuing improvement in revenues and profits results from increased availability of livestock locally and a rising market for beef nationally. He also said that he expects the company's 1987 net income to exceed last year's level.

Kaplan said he believes the increased per share price of the company's stock caused by the reverse stock split will improve the stock's marketability.

Kaplan Industries is a vertically integrated producer of beef and veal and operates Florida's largest feedlot and packinghouse.

Veterinarians sue the FDA

The American Food Animal Veterinary Medical Association and over 30 veterinarians have sued the Food and Drug Administration, charging that the agency's Extra-label Drug Use Policy has unlawfully usurped the practice of veterinary medicine.

The contested FDA policy declares the FDA will consider regulatory action, which includes criminal prosecution, of any veterinarian who treats a food-producing animal with any medicine that is not FDA-approved for the animal. The veterinarians declare that the policy will make it impossible to treat food producing animals properly because FDA-approved drugs and FDA-approved

dosages are frequently ineffective for many diseases. Furthermore, there are many diseases for which FDA has never approved any drug, the veterinarians say.

A representative of the American Food Animal Veterinary Medical Association said: "FDA's policy, if it is obeyed, will cause a disaster. If we cannot treat cattle, dairy herds, and swine properly, the nation's food supply will be destroyed, and the economy of the farm states ruined. FDA says its concern is residues. The threat of residues comes from FDA and the manufacturers who make subtherapeutic doses of drugs available to people who have no real training to diagnose disease or to use medicines. Eliminating the ability of the veterinarian to practice his profession will not help at all.

"The states license veterinarians to diagnose and to administer medicines for animal disease, and the profession is carefully regulated by the states and by peer review. There is no need for FDA to try to regulate the practice, and certainly there is no need for a federal regulator to try to control the prescribing judgements of veterinarians."

The lawsuit was filed in the United States District Court for the Western District of Louisiana.

Thompson Cattle Marketing moves back to Texas

Thompson Cattle Marketing, Inc., of Pavo, Georgia, owned by Fred Thompson, moved back to Texas in June. The marketing firm will now be located at 12011 Heubner Road, Suite 120, San Antonio, Texas 78230. The firm moved to Georgia from San Antonio a few years ago.

Thompson has been involved with the management of major breed sales in Florida for a number of years. Most recent clients include the Annual Adams Ranch Braford Sale, Fort Pierce, and the David Brown Beefmaster Sale, Fort Myers.

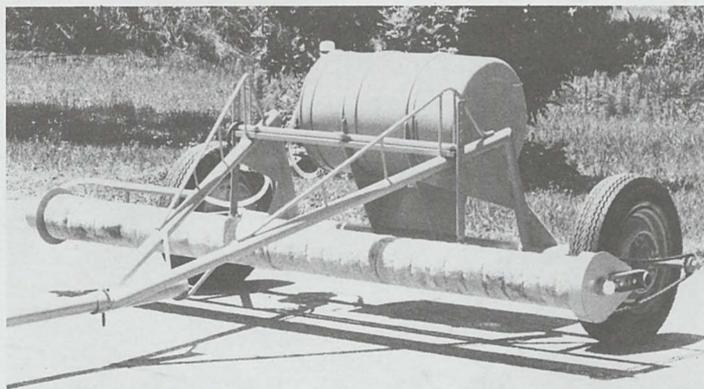
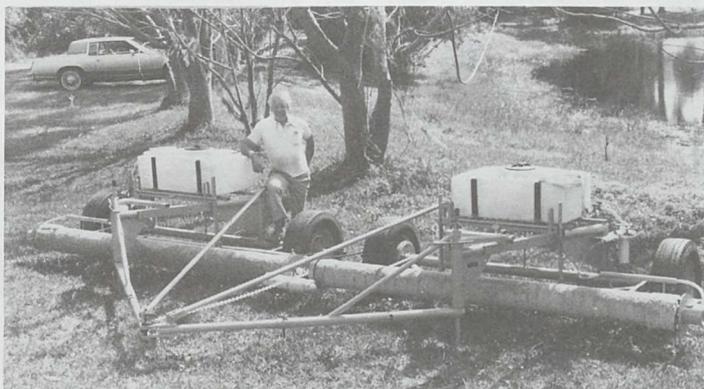
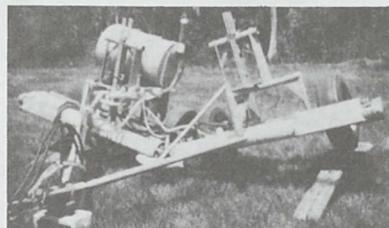
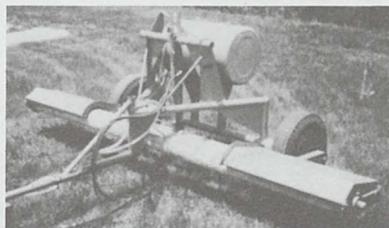
Water Buffalo association formed

A new organization called the American Water Buffalo Association has been formed and has published the first edition of the *Water Buffalo Newsletter*.

The organization is headquartered at the Center for Tropical Agriculture, University of Florida, 3018 McCarty Hall, Gainesville 32611. Membership dues are \$15 per year.

The University of Florida has been the site for most of the Water Buffalo research in the U.S., including the

Dooms Day to Weeds



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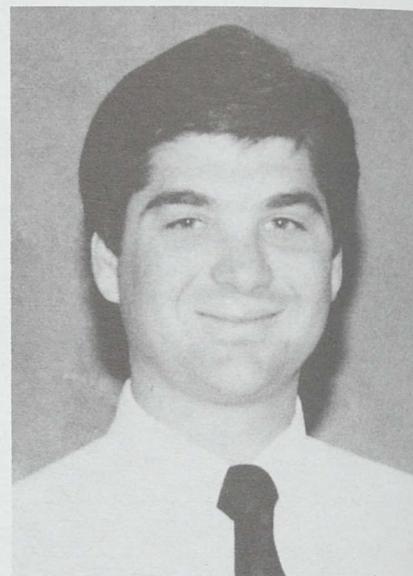
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Allied member of Florida Cattlemen's Association



TERRY Wiseman has joined Allied Corporation in Florida.

first embryo transfer in Water Buffalo. Research is also being conducted at Berry College, near Rome, Georgia.

The newsletter says that Water Buffalo "are adept at surviving on marginal habitats." It says that the animals cost less to raise under marginal conditions such as scrub pasture, swampy or poor soils.

*Wiseman joins
Allied Corporation*

Terry L. Wiseman has joined Allied Corporation as field sales representative for Sulf-N 45 ammonium sulfate in Florida and Alabama. Sulf-N 45 ammonium sulfate (21-0-0-24S) is a dry, free-flowing material that can be used in either dry or liquid fertilizer programs.

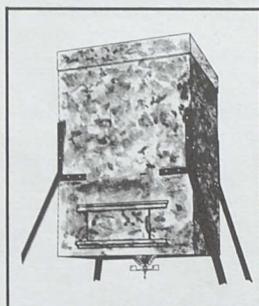
Before joining Allied, Wiseman held a field representative position with Monsanto Agricultural Company in Omaha, Nebraska. He earned his bachelor's degree in Agricultural Economics from Purdue University in 1982. In his new position, he will be located in Florida.

Products . . .

*Syntex introduces new
microbial product*

Syntex Animal Health, Inc., has introduced a new bovine microbial product containing the highly active, long-lived M74 strain of *Streptococcus faecium* to help cattlemen more rapidly restore a balance to the bacteria in the intestinal tracts of animals subjected to adverse conditions.

The product, Syntabac™ "Plus" Gel, reduces the negative effects of



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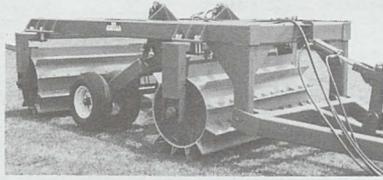
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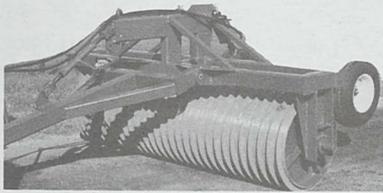


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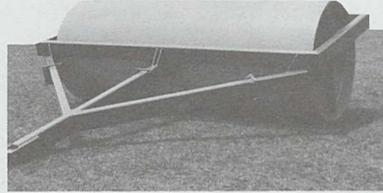
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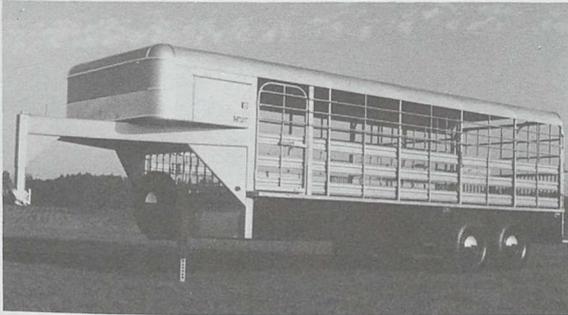
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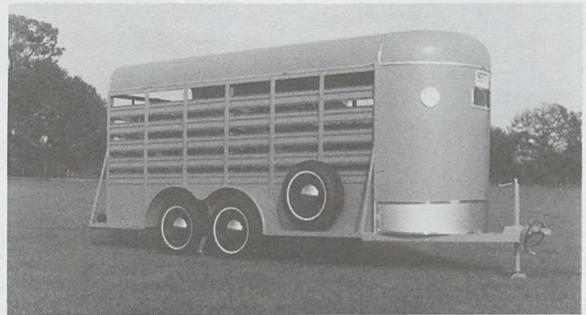
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Write or call collect for literature & prices.



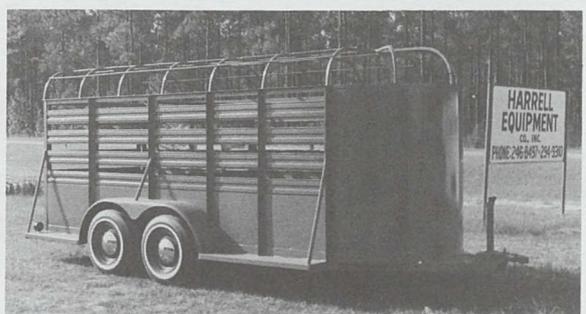
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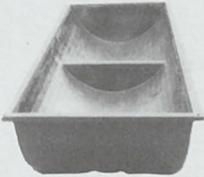
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Rectangular water tanks also available.



Round Water Tanks

are stronger, easier to clean, require no braces and more cows can get around one to drink than rectangular tanks!



Elevated Bottom Trough

10' Long, 43" Wide, 21" High
16" Deep Feeding Level. These troughs are designed for the toughest dairy cows or bulls. The 16" feeding level permits weaning calves. Troughs are designed to tie together in series for convenient filling and moving.

Mineral Feeder

A tough, no maintenance mineral feeder with dependable rain and gust shielding cover with stainless steel and nylon bearing mount. Eliminate your mineral feeder problems!

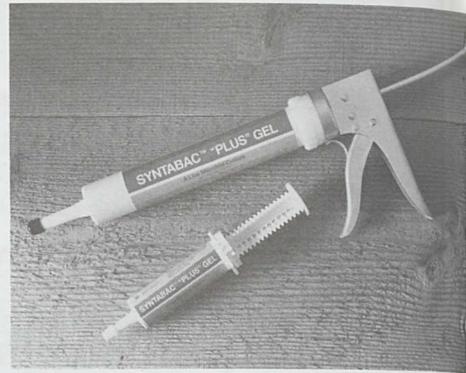


OTHER PRODUCTS:

Liquid Feeders, original one-piece and new model two-piece.

These products last so long you will get tired looking at them!

BLACK TO LAST!



SYNTEX has introduced a new bovine probiotic product.

non-beneficial intestinal bacterial on animal health and performance by establishing or restoring proper levels of beneficial bacteria in the intestine.

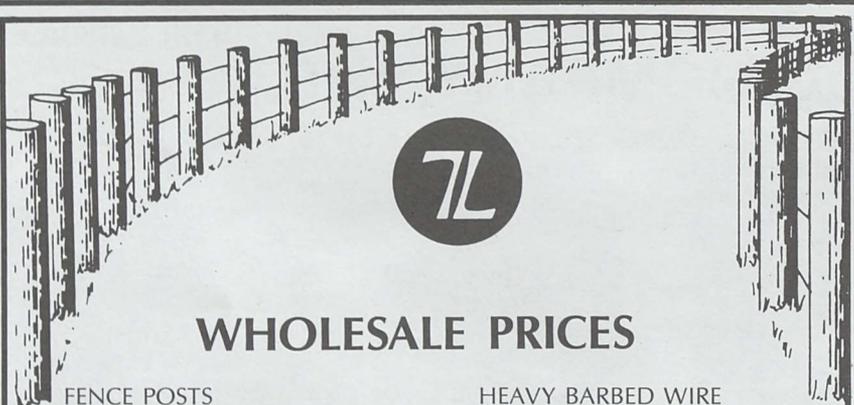
Intended for use at birth, weaning, processing, during prolonged inclement weather or whenever the animal experiences adverse conditions, Syntabac gel is guaranteed to provide a minimum of eight billion, live colony forming units of the M74 strain per dose at time of administration. In addition, each 10-cc dose contains vitamins A, D, and B₁₂ plus zinc at levels needed by cattle and calves experiencing changes in nutrition or environment that often lead to a rapid growth of harmful bacteria populations in the intestine.

Syntabac gel is sold "ready to use" in 60-cc syringe tubes or 300-cc tubes with gun applicator. It is administered by placing the tube in the animal's mouth and expelling the product onto the back of the tongue.

The product is also available in a powdered formulation for mixing with water before administering.

The Streptococcus faecium M74 bacterium colonizes and adheres to the animal's intestinal wall where it competes with harmful, disease-causing bacteria such as E. coli. The bacterium also very efficiently converts sugars to highly digestible lactic acid, where lowers the pH in the intestinal tract and inhibits the growth of harmful bacteria.

With the ability to reproduce itself every 19 minutes, Streptococcus faecium M74 grows more quickly in the intestine than do other lactic-acid producing bacteria. For example, most strains of Lactobacillus acidophilus—the lactic acid-producing bacteria used in initial probiotic products—normally require more than three times as long to reproduce. This means the M74 strain of bacterium in Syntabac gel enables the microflora (bacteria population) in the intestine to reach a normal bal-



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ance in a shorter period.

The long-lived, or durability, characteristic of the M74 bacterium strain also ensures that it will be viable when it reaches the intestine.

"To be effective, it is essential that a probiotic product deliver live organisms to the animal," says Robert Botts, technical services representative for Syntex Animal Health. "The *Streptococcus faecium* M74 bacterium is so active and durable that this assurance is now possible. That's why we're able to put in writing our guarantee of eight billion colony forming units at time of administration."

The rapid activity and durability of the *Streptococcus faecium* M74 bacterium is evident in results from trials comparing animals receiving the Syntabac product with those that do not. In one commercial feedlot trial, for example, 36 percent fewer of the animals receiving the product had to be pulled for sickness than those that had not received it. More importantly, the animals receiving the Syntabac product had a 58 percent reduction in hospital days.

For more information on Syntabac "Plus" Gel and other Syntex products, contact Syntex Animal Health, Inc., 4800 Westown Parkway, Suite 200, West Des Moines, Iowa 50265, telephone 1-800-247-2210.

New distributor named for suspension products

Terra International, Inc. of Sioux City, Iowa, has been appointed by Englehard Corporation as distributor of its liquid animal feed suspending agents in the continental U.S.

Englehard's attapulgit suspension products, which are made by a proprietary process, are used in liquid animal feed products to keep the mixture homogeneous and free flowing.

Manufacturers will be able to purchase 50 pound bags or bulk quantities of the Englehard attapulgit suspending agents through 18 Terra warehouses, located in nine midwestern states including Illinois, Iowa, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, and Texas.



NEW BEEF FEEDING PROGRAM... designed for every stage of beef production.

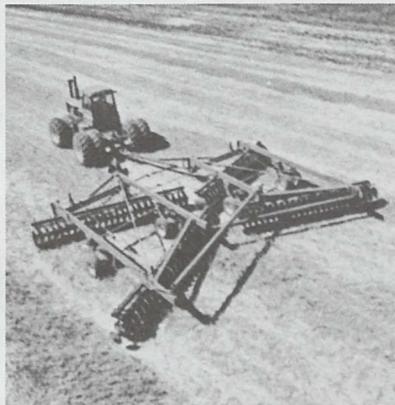
MANNA PRO now offers a program of nutritional engineering to build better beef. It combines native forages with high quality Manna Pro Feeds to help achieve reproductive efficiency and a more profitable calf crop.

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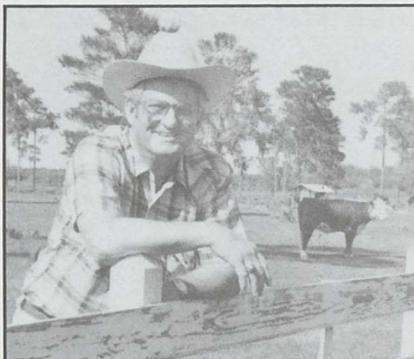
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NOW IT'S HISTORY



Across the Fence

B. Hall Davis, Ph.D., Nutritionist

LAKELAND CASH FEED
THE P.D.Q. COMPANY



I ran across some "things" about children the other day which are amusing. Groucho Marx said his mother loved children and would have given anything if he had been one. John Willmot said before he married he had six theories about rearing children. Then he got married had six children and NO theories. Babies are such a nice way to start people. Confucius say "Is it not strange that he who has no children brings them up so well?"

The newspaper says the earth's population has now reached five billion. It goes on to say that every second, somewhere in the world, a woman gives birth to a baby. I tell you, we've got to find this woman and stop her.

There are many management tools that can be used to maximize profits such as culling, semen testing of bulls, herd health program, pasture rotation and a good nutrition program. Included in a good nutrition program is adequate mineral intake.

With spring and early summer rains comes grass. The grass is filling but could be a bit watery. This means, of course, that the mineral requirement of the animals might not be being met. Many ranchers think they can let their mineral program slide. I think this is a short-sighted, penny wise and pound foolish approach. We know the importance of calcium and phosphorus in bone and teeth formation but we sometimes overlook the importance of phosphorus in reproduction. The calf crop can be increased by as much as 50% in areas where phosphorus is low by proper phosphorus supplementation. Dr. Joe Conrad of the University of Florida, increased the calf crop from 42% to 80% in the Mato Grosso area of Brazil by phosphorus supplementation. The fact is—we have some areas in Florida that are low in phosphorus in the available form. So many producers think a little salt is all the mineral that is needed.

Trace minerals are also very important and lack of any of the six (copper, cobalt, iron, zinc, manganese and iodine) will decrease productivity.

Dr. Cunha suggests that the cost of minerals will amount to approximately 1-3 percent of the cost of animal production. Therefore, trying to save money by eliminating mineral feeding is false economy.

That's why we say P.D.Q. MINERAL SUPPLEMENTATION doesn't cost—it pays.

1949: Fence law criticized

A law proposed by the Florida State Cattlemen's Association and passed by the Florida Legislature, designed to remove cattle from Florida's highways, was being criticized by several leading Florida newspapers as inadequate . . . Henry Wright of Sanford was elected president of the Central Florida Cattlemen's Association . . . Russell Farmer of Wauchula was named secretary of the South Florida Brahman Breeders, Inc., a cooperative marketing group.

1953: Peacock starts at Ona

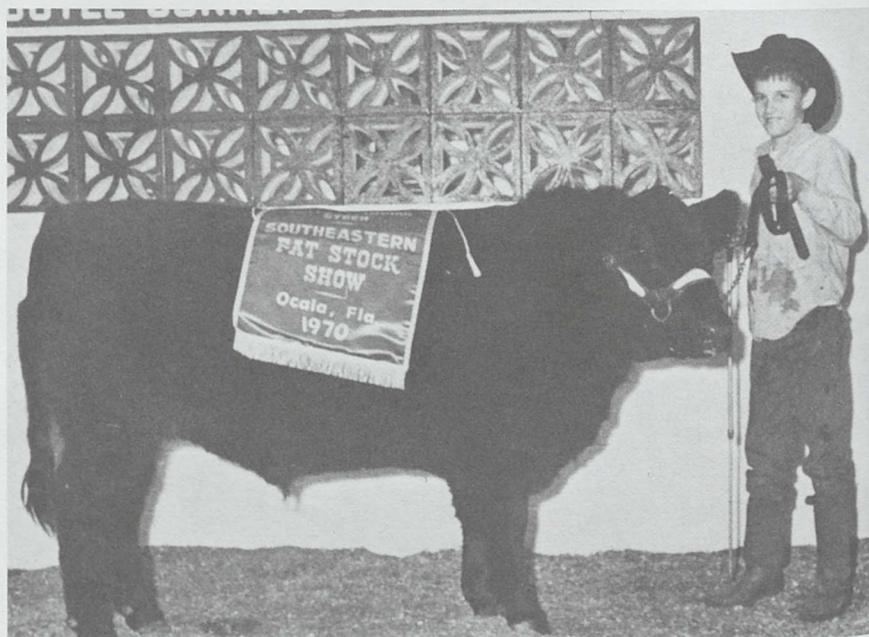
F.M. "Mack" Peacock was added to the staff of the Range Cattle Experiment Station at Ona as an assistant animal husbandman . . . 4-H'er Jimmy Clark of Greensboro won a \$100 scholarship from the Florida Department of Agriculture for outstanding club work . . . Fondren Mitchel shipped 939 crossbred cattle by rail from Texas to his Kenansville Ranch.

1959: Herds were expanding fast

USDA warned cattlemen that the current high rate of beef herd expansion (4-5 million head in 1959) would result in severe price declines in the early 1960's . . . Joe Overstreet of Kissimmee purchased a new Hereford herd sire in Arkansas . . . *Elector of Shempston*, a purebred Angus bull owned by the University of Florida, was added to the battery of performance tested bulls of seven breeds in the American Breeders Service stud.

1963: Anaplasmosis was costly

An article by Charles F. Simpson, D.V.M., University of Florida, said that anaplasmosis is one of the most costly diseases of Florida beef cattle . . . Charles Collier, Arcadia, was elected president of the DeSoto County Angus Association, the only county breed association in Florida .



MIKE BALDWIN showed this purebred Angus steer to grand champion honors at the Southeastern Fat Stock Show, Ocala, in 1970. The steer was bred in the family owned Baldwin Angus Ranch herd near Ocala. Mike is still involved with the family ranch.



MEXICAN IMPORTS STILL INCREASING

According to USDA figures, the U.S. received 1.05 million head of Mexican cattle in 1986. Measured by the rate of increase during the first quarter of 1987, the total could reach nearly two million head this year.

Senator Lloyd Bentsen (D-Texas) said he would ask the International Trade Commission to investigate the rising numbers, but he also said before any action is recommended, more information on the impact of the imports is needed.

Some cattle brokers, truckers and farmers with pasture to lease have praised the imports.

MORE INFO ON SPAYING NEEDED

At a meeting of the Southern Animal Health Association in May at Raleigh, North Carolina, state veterinarians agreed to ask U.S. Animal Health Association Brucellosis Committee to appoint a subcommittee to investigate the F branding and spaying options and their compliance with shipping regulations. According to the Livestock Conservation Institute, they will ask APHIS to explore developing a toll free, 24 hour telephone answering system giving updated state import regulations and issuing entry permits after office hours.

NCA WANTS BEEF QUOTAS LIFTED

U.S. cattlemen are continuing to push for unlimited access to the Japanese market for beef. The National Cattlemen's Association is supporting the U.S. government in efforts to get Japan to remove all quotas on imported beef, so that the U.S. beef industry can ship substantially more fed beef to Japan.

WILL CONTROLS HELP FARMERS

No way, says an article in the May 22 *Farm Paper Letter*. The number of egg producers has dropped 70 percent (from 6000 more than a decade ago to 1800 today) in Australia, since quota imposition there.

In Canada, under mandatory controls the number of dairy farms has declined 80 percent (from 175,000 in 1967 to 40,000 in 1986). During the same period, the number of dairy farmers in the U.S. declined 60 percent.

In both countries, quotas can be bought and sold.

PHONE CALLS HAVE IMPACT

According to NCA, phone calls really make a difference when cattlemen want to get a message to Congress. An estimated 1000 calls were made by NCA state affiliates and members of the American National CattleWomen to representatives urging them to strike a provision in the House trade bill, which could have changed the way the U.S. milk surplus is calculated.

Congressmen responded by passing an amendment by voice vote to strike the provision (Section 662) from the bill, heading off another possible dairy buy-out.

By changing the formula which determines the milk surplus, the dairy industry could have avoided a 50 cent cut in the milk support price. NCA predicted that this could lead to overproduction, and another whole-herd buyout.

NEW CATTLE BUYING SYSTEM

NCA says a new approach to buying fed cattle is just around the corner. Excel Corporation will soon start buying fed cattle based on extensive tests the company has conducted on breeds and types of cattle.

Within weeks Excel buyers will begin to use a 1 to 5 muscle scoring system to evaluate

cattle, instead of estimating quality and yield grades and carcass yield as buyers do now.

The muscle scoring will be based on estimates of four factors: rib-eye area per 100 pounds of carcass weight; outside fat thickness; a muscle-to-bone ratio; and a composite score, which will be a summary of the previous three numbers.

According to Kansas State University meat scientist Del Allen, Excel will soon have five bids for cattle feeders. "Number 3 will be equivalent to the High Plains Choice price," Allen said. "Number 1 will be the top bid and have a \$2 to \$3 per hundredweight premium over 3, while number 5 may have a \$6 discount."

The new buying system, according to Allen, will be available in Excel's forward contract. Allen said Excel buyers would continue on the old system for a while and then make the switch to the new buying system "within a few months."

Excel has done extensive testing with breeds of cattle, trying to determine the best cattle for its growing branded beef program. Allen, who helped conduct the tests, said they showed as much as \$100 difference in value between one carcass and another from the same pen of cattle, for which Excel paid the same money.

CLEANUP HELP AVAILABLE

Commissioner of Agriculture Doyle Conner has endorsed Florida's Early Detection Incentive (EDI) Program. The program will pay cleanup costs for farmers who have leaking underground storage tanks. Anyone who suspects or knows about leaking gasoline, diesel fuel, kerosene, fuel oil and aviation fuel on their property may apply for EDI payment before October 1, 1987.

There's an estimated 65,000

petroleum storage tanks in Florida. About 44,000 are underground. And, a reported 5000 of the tanks could be leaking.

AUSTRALIANS WANT DDT BAN

Cattle producers in Australia have called for a ban on DDT insecticide. The ban was called for after reports that traces of the chemical were found in beef exported to the U.S.

LABELING BILL GETS DROPPED

When action on a House trade bill was completed recently in Washington, D.C., the House voted to remove a provision that would have required the country of origin to be printed on meat labels. However, NCA says labeling of imported meat still may be the subject of hearings and the issue could be brought up again.

VOLUSIA WILL HOST DIRECTORS

The Volusia County Cattlemen's Association will serve as host for the FCA quarterly director's meeting in September. The meeting is set for September 10-11. A location has not been announced, but the meeting is expected to be held at Daytona Beach.

OLD ITEMS STILL NEEDED

Carolyn Kempfer, Deer Park, chairman of FCA's historical committee, is still looking for old items that can be included in an exhibit of Florida's past in the cattle business. The exhibit will be located at FCA headquarters at Kissimmee.

BEEF

BEEF STAYS IN THE NEWS

In the first four months of 1987, 1238 articles on the beef advertising campaign have appeared. Those articles appeared in publications with combined circulation of more than 120.3 million.

Those are some pretty impressive numbers. But, how about the beef message the advertising carries. Is it being picked up? According to the latest figures, 23 articles featuring trimmed, low-fat beef appeared last month in newspapers with total circulation of more than 1.2 million.

In addition: *New York Newsday*, in "A 3-Ounce Steak—Take It To Heart," tells readers how to include beef in a healthy diet. A *Gentlemen's Quarterly* article tells consumers that beef can be low in calories. *House Beautiful* says beef has fewer calories and more nutrients than many other protein foods in its "Light News" section. *Woman's World* offers a Dijon Beef recipe in its eating well section. *Working Mother* features an article titled "Blue Ribbon Beef Dinners." In addition, a section titled "The 'New' Lean Beef" explains that beef is now leaner and trimmer. Elsewhere, *Gourmet* offers flank steak cooking ideas; *Redbook* includes light beef recipes; and *McCall's* highlights easy-to-prepare beef recipes.

What's next? Meat Board Test Kitchens have been working on a number of projects. Coming up, the July *Health* magazine will share two beef recipes with its one million readers; *Colonial Homes* will feature lean beef entrees; and the fall *Family Circle Great Ideas* "Diet and Fitness" issue will feature a Meat Board recipe on its cover.

BEEF ADS GET GOOD RESPONSE

An immediate response. That's what every advertiser wants from advertising, but seldom gets.

Beef industry advertising runs in a variety of magazines every month (in addition to radio and television). Celebrity and the "Good News" ads carry the "Beef. Real Food For Real People" theme to targeted consumers every month through *Better Homes and Gardens*, *Glamour*, *Country Living*, *Gourmet*, *Redbook*, *People*, *Bon Appetit* and others.

VEAL STUDY GIVES CLUES

Not much was known about how restaurant operators feel about veal until now. Struman and Associates recently completed a study of veal foodservice users for the Veal Committee of the Beef Industry Council.

Results of the study suggest:

—Restaurant owners perceive veal as an upscale menu item, so any attempt to extend its appeal to a broad-based foodservice market could have problems.

—Restaurant owners perceive veal as a suitable compromise between the demand for chicken and seafood and the demand for beef. Operators see it as lighter, more "healthful" than beef, but more likely to satisfy a desire for the beef taste experience than chicken or seafood.

—While restaurant owners see veal as flexible, they believe they will have problems incorporating veal into existing operations because of handling, preparation and time constraints.

—Restaurant owners perceive veal as pricey.

Foodservice ads and collateral materials will incorporate the information gained through the research. Ads tentatively will begin to appear in foodservice trade journals in August.

BEEF RECIPES FROM CELEBRITIES

Cybill Shepherd and James Garner are both in *Family Circle* magazine's May issue. An article in the "Light & Easy Summer Meals" special edition, titled "Star-Struck Meals," features color photos of favorite dishes, teasers about the dishes and recipes.

"Here's The Beef," Shepherd's article begins. "Herbed tenderloin steaks with mustard sauce is a dish that is adaptable to health-oriented lifestyles," the article notes. "Cybill's recipe gets its wonderful flavor from lean beef and fresh herbs."

As for Garner "Beefing It Up," the article introduces lemony butter beef eye round roast, which "is for today's active people. It's impressively flavorful, yet convenient to make." The article also notes: "Garner has an extensive repertoire of modern beef dishes (and) promotes the use of beef in menus by featuring up-to-date recipes."

And readers of *Parents* get a 10 page look at the latest in beef and veal dishes, featuring recipes of two 1986 Beef Cook-Off celebrities: Bette Phillips (New Jersey, "Hot Hunan Hoagies") and Flora Wulf (South Dakota, "Beef and Apple Salad"). The article, "A New Light Touch For Beef & Veal," appears in the May issue.

Are consumers seeing the ads? Yes, based on reader service card responses in two of the magazines. The magazines carry the beef advertising and, in the reader service area, offer a copy of the Meat Board publication "Eat Light With Beef," which features a variety of low-calorie beef recipes.

A February issue of *Gourmet* generated more than 6500 responses for "Eat Light," which magazine officials report is the second highest response rate. A March issue of *Bon Appetit* has generated more than 17,400 responses so far. Magazine officials say that makes it one of the highest response rates ever, beats the last beef offer by more than 3000, and is well above the magazine average response rate of 6000.

BEEF GETS MORE GOOD REVIEWS

Announcer: "A new restaurant (that's hot) may be no surprise to you, but today's hottest food just might be."

Cut to Cybill Shepherd Hamburger ad: Play entire commercial.

Announcer: "That's right, beef is back. (People) are dis-

covering that there's more to dining than alfalfa sprouts . . ."

Script of a new feedback presentation? No. Text of a video news release? No.

The copy here is from a 22 minute segment of "Chicago Tonight" on WTTW-TV. The piece, which featured well-known restaurant critics and a National Restaurant Association (NRA) official, looked at current trends. Beef was the headliner and dominant subject of the show.

SENIORS ARE ON THE GO

Between 1982 and 1985, customer traffic generated by senior citizens (65 years old and over) at all restaurants increased 13 percent, compared to eight percent for all households, according to an article in the April issue of *Restaurants & Institutions*. At quick service restaurants, senior traffic increased by 21 percent, compared to 14 percent overall. Also, seniors have the highest per capita discretionary income of any age group.

CYBILL MAKES A DIFFERENCE

An article in the March issue of *Glamour* magazine says that stars really influence our eating habits. And, it says that Cybill Shepherd "loves burgers."

The article also says that even some stars that are mostly vegetarians are not above eating meat occasionally.

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BEEF



NEWS

FROM FLORIDA BEEF COUNCIL

Dollars fund Veal promotion and research

The \$1 checkoff has made it possible for the first time to create a marketing and research program for the veal industry in Florida and throughout the United States.

Present veal usage is limited to about 25 percent of the population with the greatest amount of veal being consumed at home rather than away-from-home.

Veal Marketing Plan

Consumer Information:

- Development and distribution of 'Facts About Veal.'
- Recipe releases to food editors.
- Recipe contest for consumers.

Promotion:

- Foodservice recipes to chefs.
- Advertisements in foodservice publications.
- Training programs for foodservice distributors.
- Videos and printed informational material to retailers for training and consumer use.
- Recipes and point-of-purchase material for retail promotions.
- Veal attitudes and usage study.

Research:

- Retail and foodservice focus groups to determine future veal promotional needs.
- Economic analysis of veal distribution and supply patterns.
- Product development and enhancement.

For more information on Beef Promotion, contact:

Florida Beef Council

"Promoting the product of one of Florida's leading industries."

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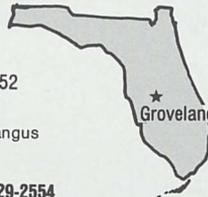
BLACK BULL
CATTLE CO. INC.

MICHELONI ANGUS

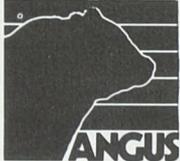
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Certified Angus Beef Adds Staff

The rapidly expanding Certified Angus Beef program, a division of the American Angus Association, has appointed an assistant director as well as the recent hiring of two additional staff members, reports Richard Spader, executive vice president of the nation's largest beef registry association in St. Joseph, Missouri.

Homero A. Recio of Premont, Texas, is the new processing coordinator and Brent Eichar of Mansfield, Ohio, has been named to fill the newly created assistant retail coordinator position. Mary Ferguson, director of marketing concepts, was promoted to the assistant director of Certified Angus Beef (CAB), according to Louis "Mick" Colvin, director of the CAB program.

The added staff members have been made necessary by the sales growth of the CAB program which continues to escalate with the ever increasing demand for consistent, high quality beef. Sales volume in fiscal 1986 was nearly 30 million pounds, and 1987 sales are currently averaging approximately 3.5 million pounds per month, with CAB packers purchasing some 5000 head of Angus and Angus cross cattle each day, reports Colvin.

Certified Angus Beef is now served in approximately 5000 fine restaurants throughout the United States and eight foreign countries as well as being offered to consumers in over 600 upscale grocery stores and specialty meat markets nationwide.

Orange elects Paul Linder

The Orange County Cattlemen's Association has elected Paul R. Linder of Orlando president for 1987.

Serving with Linder will be Joe Walter, Christmas, vice president; Jay Hebert, Orlando, secretary; and Wade Redditt, Orlando, treasurer.

Directors of the association are: Danny Barber, Christmas; C.E. "Buster" Bradshaw III, Orlando; Fred Dietrich III, Orlando; Roy Dietrich, Orlando; Cliff Drinkwater, Orlando; Woodrow Story, Orlando; W.M. "Duck" Teal, Winter Garden; David Ward, Christmas; and Laverne Yates, Christmas.

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WSWN-FM	93.5	Belle Glade
WBRD-AM	1420	Bradenton
WBGC-AM	1240	Chipley
WDCF-AM	1350	Dade City
WQUH-FM	103.1	Defuniak Spr.
WXVQ-AM	1490	Deland
WTRS-AM	920	Dunnellon
WTRS-FM	102.3	Dunnellon
WEUS-AM	1240	Eustis
WFTP-AM	1330	Fort Pierce
WKAE-FM	104.9	High Springs
WMJK-AM	1220	Kissimmee
WVHG-FM	92.1	LaBelle
WGRO-AM	960	Lake City
WONN-AM	1230	Lakeland
WHOF-AM	640	Leesburg
WNER-AM	1250	Live Oak
WQHL-FM	98.1	Live Oak
WTOT-AM	980	Marianna
WMEL-AM	920	Melbourne
WMFL-AM	1090	Monticello
WOKC-AM	1570	Okeechobee
WLMC-FM	103.1	Okeechobee
WSUZ-AM	800	Palatka
WQSA-AM	1220	Sarasota
WAUC-AM	1310	Wauchula
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WIRK-FM	107.9	West Palm Bch
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Always plan ahead for best advertising results

by KEITH EVANS
American Angus Association

It was to be a really big Angus sale. The herd owners had made special and costly sale arrangements. To promote the event an unusual 4-colormagazine advertisement was planned.

Everything was ready, or so it seemed.

But as the ad copy deadline neared the advertising production department had no photograph to use. The day before the final deadline it became apparent that the advertiser had never even seen, let alone had possession of, the planned ad photograph. What's more, a quick long-distance telephone search revealed that a suitable color photograph was not available, and time had run out for taking one.

In the end the ad was produced with a poor photo substitute that rendered the breeder's advertising investment less effective than it should have been.

This scene, in one way or another, is played out all too often in beef cattle advertising. It is blindingly apparent to any cattle breeder that semen must be on hand at least nine months ahead of when calves are to be born, and 10 to 12 months in advance is much better. Evidently not so apparent is that there is a gestation period in advertising.

The post office can't deliver a publication to potential customers until they receive them from the printer. Printers can't deliver until they obtain every camera-ready page from the production department. A page of advertising can't be made camera-ready until every photograph, logo, and line of type is supplied to the makeup artists, who get their copy from typesetting, who rely upon information from the advertising coordinators or sales people, who get their ideas and material from the advertiser.

At every step in this process, from conception of the idea to delivery of the publication to the subscriber, there are deadlines. A final deadline is literally the very last day that something can be done and still get the publication printed and delivered on time. And final deadlines can't be beat.

Being a day late for the deadline is much the same as being a day late in catching your best cow in heat. You wait until next month. But in the case of a production sale or another set event next month can be too late.

Though final deadlines can't be

beat, some people seem to make a game of seeing how close they can come. It may be fun to play, but it almost assures less effective advertising than if the material is provided two weeks or a month before deadline.

The reason is obvious. After the last publication is out and well before the next deadline, writers, artists, typesetters, proofreaders, and pasteup people usually, have time on their hands. If an ad is ready to go into production these people have the time and mental energy to lavish tender loving care upon it. On the other hand, an ad which is one of several to be produced on the Friday afternoon of deadline will not, in fact cannot, receive the same care and attention.

Being early doesn't assure perfection. Nor does being late always spell disaster. Publications try to provide advertisers with the best possible service, their business depends upon it. But if an advertiser plays the deadline game long enough, he or she will eventually lose, and chances are the publication will be blamed for the problem.

An essential part of a good advertising plan is to know the deadlines of all the media you use. Then do all you can to meet the deadlines—the earlier the better.

Remember, the birth of a healthy, productive advertisement or advertising program—like the birth of a calf—almost always comes at the end of normal gestation period.

Angus bull sets new world record

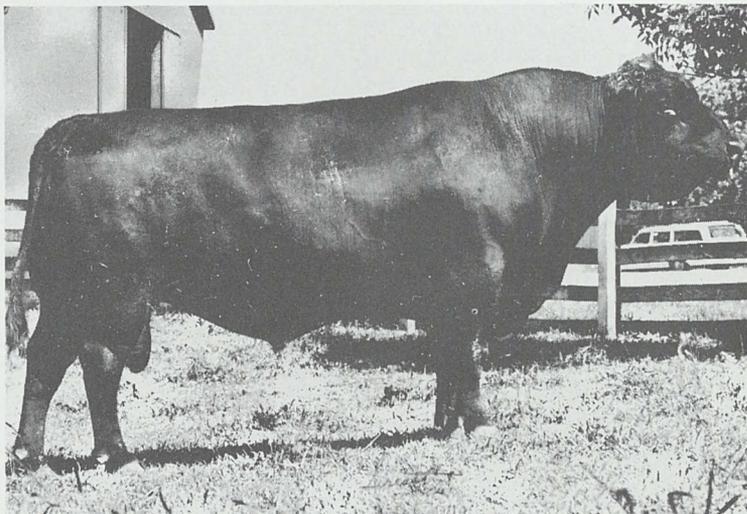
MC Power House 336, a registered Angus bull developed in the Elbert Angus herd near Pierce City, Missouri, has set a new world record for the Angus breed with an actual 365 day weight of 1606 pounds.

All weights and measurements were supervised by University of Missouri extension personnel, according to a recent news release.

The bull was born April 11, 1986, sired by *PS Power Play*. He had a birth weight of 72 pounds, 205 day weight of 975 pounds, 365 day actual weight of 1618 pounds, and 365 day actual height of 55 inches.

The lifetime daily gain of *MS Power House 336* is 4.20 pounds.

EFFICIENCY



EMULOUS PRIDE 135—he's what the beef business is all about—EFFICIENCY. He is a 100% Golden Certified Meat Sire, and the only "Super Herd Sire" in Florida. He's known as a "carcass sire" among the knowledgeable meat people. His line in the Baldwin herd has produced 7 "Golden Super Cows" and 16 "Super Cows," based on official records and guidelines of the Florida Beef Cattle Improvement Association's Superior Performance Recognition Awards Program.

We've been producing better genetic performance by selecting for efficient traits since 1960. So, if your objective is to produce a live calf that will grow fast, feed efficiently, and yield a high quality, meaty carcass at optimum weight, Baldwin Angus bulls will work in your program. We have a good selection available now. Come by and make your selections.

Baldwin **ANGUS RANCH**

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Clostridial (Blackleg) diseases of cattle

by E.J. RICHEY AND E.L. BLISS
IFAS Extension Veterinarians
University of Florida

Blackleg, Malignant Edema, Sord, Black Disease, Red Water, and three kinds of Enterotoxemia are all caused by a genus of bacteria called *Clostridium*. The Clostridia bacteria possess certain unique characteristics that distinguish them from other bacteria. Three such principal characteristics are: (1) the ability to multiply only in the absence of oxygen, (2) the ability to survive adverse conditions by transforming into highly resistant forms called spores, and (3) the release of potent toxins during the process of multiplying. It is the combination of these three characteristics that make the clostridia highly dangerous.

In their spore form, clostridia are able to exist in the presence of oxygen . . . in the soil, on body surfaces and within the healthy animal. The clostridia do not cause disease until tissue is damaged to provide a favorable environment where the dormant clostridial spores are able to transform into active multiplying bacteria. During this multiplication, potent toxins are released which can destroy muscle tissue, destroy red blood cells, or interrupt nerve impulses depending upon which clostridial organism(s) is present. It is the common practice to group the clostridial diseases by their affinity for infection sites in the body rather than the type of toxin produced. Basically, the principal infection sites of clostridial bacteria are the muscles, the liver and the intestines. Thus, the clostridial diseases are categorized into muscle group, liver group, and gastrointestinal (gut) group.

Muscle group: These clostridial organisms usually enter the body through wounds and lie dormant until a suitable environment for their activation occurs. Any injury, that interferes with the blood circulation to tissues, will often create an environment in which *Cl. chauvoei*, *Cl. septicum* and *Cl. sordellii* can be activated. Bruises caused by butting, riding, restraint procedures, shipping, and close confinement around feed bunks; scratches; wounds; and lungs dam-

aged by pneumonia are examples of the injuries which will often create a suitable environment. The toxins released by these multiplying bacteria produce widespread muscle damage. In addition, the toxins are absorbed into the bloodstream and are dispersed throughout the body where they cause more damage and impair the functions of vital organs. These three clostridial species are referred to as the muscle destroying clostridium and cause BLACKLEG, MALIGNANT EDEMA, and SORD disease respectively. All three diseases are characterized by swelling, collecting of fluids in the tissues, and sometimes producing gas in the muscle tissues surrounding the area of infection. The swellings are seen most often in the area of the hip, shoulder, neck and upper leg. Affected animals are usually lame and depressed, have an elevated body temperature during the early phases of the disease, and exhibit a drop in the body temperature to below normal as the disease progresses. In the final stages, the depression worsens and the animal goes down. Death usually occurs within 12 hours after the appearance of clinical disease. Because of the rapid death, most cattle producers find the affected animals dead, rather than sick.

Liver group: The spores of the liver group enter the body through contaminated feed and water, become established in the intestinal tract, and eventually enter the bloodstream for distribution to the liver. Some form of liver damage is required for the activation of the spores. Common causes of liver damage include liver abscess, chemical or plant poisoning, fatty changes in the liver, internal parasites, and liver flukes. The LIVER GROUP consists of two clostridia, *Cl. novyi* and *Cl. haemolyticum* also known as *Cl. novyi* Type B and D respectively. In the presence of liver damage, the dormant spores become activated and multiply. As with the muscle group, potent toxins are produced while the bacteria are multiplying. The toxins expand the area

of liver damage and are absorbed into the bloodstream through which they reach and damage vital organs. A unique effect caused by the toxins is the destruction of red blood cells and the linings of small blood vessels. This unique effect results in the accumulation of red-colored fluids leaking into the body cavities.

The diseases of the liver group are Black Disease caused by *Cl. novyi* and Bacillary Hemoglobinuria (Red Water) caused by *Cl. haemolyticum*. These diseases follow a rapid course. A severe stage is usually reached before any outward signs are observed. Often the animals are found dead rather than sick. If early signs were observed, they would include depression, fever, standing apart from the herd, and reluctance to move. Many would assume an arched back posture with the neck extended. As the disease progresses, breathing becomes difficult and blood-tinged froth may appear in the nostrils. In lingering cases of *Cl. haemolyticum*, the urine may turn red in color, hence the name Red Water or Bacillary Hemoglobinuria.

Gastrointestinal (gut) group: This group consists of three types of *Cl. perfringens*, Types B, C, and D—all three of which cause an ENTEROTOXEMIA disease. As a group *Cl. perfringens* has been found in the intestinal tract of most animals and are considered to be worldwide in distribution. Almost every soil sample that has ever been examined has been found to contain certain types of *Cl. perfringens*, the only exception being the sands of the Sahara desert.

After entering the body in feed and water, the *Cl. perfringens* revert from the spore form to the non-spore form in the small intestine. Conditions which reduce oxygen availability can stimulate multiplication of the bacteria and their release of potent toxins. The diseases of the gastrointestinal group appear following the intake of feeds high in soluble carbohydrates and/or when the diet is changed suddenly. Excess ingestion of feed brings about a change in the rumen organ-

isms with a subsequent increase in lactic acid, producing acidosis. In addition, partially fermented grain is allowed to enter the small intestines mainly in the form of starch granules. This creates an environment favoring rapid multiplication of Type D *Cl. perfringens*. As acidosis worsens, the motility of the rumen and the intestinal tract decreases. This allows the toxin produced by the multiplying Type D bacteria to accumulate in the forward part of the small intestine where it eventually escapes into the blood stream. Type C *Cl. perfringens* is activated under conditions in the small intestines produced by large quantities of milk, reduced intestinal motility, and even lack of exercise. Upon activation, the Type C bacteria multiply and produce large quantities of potent toxins that damage the gut and are absorbed into the bloodstream. Type B *Cl. perfringens* has not been regarded as a significant problem in the United States, even though some cases have been diagnosed.

Deaths from diseases of the gut group occur suddenly, usually before clinical signs are seen. If observed, Type D disease symptoms could include excitement, convulsions, and eventually death. These signs are caused by the nerve tissue effects of the toxin produced by the multiplying bacteria. In Type C disease, signs include abdominal pain or colic, depression, and "low bloat." Type C symptoms are a result of the tissue destroying toxin that produces severe inflammation and hemorrhage of the intestinal lining, often referred to as "purple gut."

The need for preinfection immunization is of critical importance in controlling all clostridial diseases because (1) Clostridial spores reside within the animal body and are widely distributed in the soil; (2) The pres-

ence of spores in the animal does not stimulate immunity to the activated form of the organism or to the toxins they release; (3) The activated clostridia cause death before an adequate defense response can be mounted.

With the exception of *Cl. chauvoei* (blackleg), two doses of vaccine are required to insure protection against all clostridial bacteria because a high level of protective antibodies must be immediately available to combat the active bacteria and/or their toxins. The 1st dose of the vaccine stimulates the production of a small amount of short acting antibodies and the 2nd dose stimulates a secondary response which results in a large amount of long lasting antibodies. Animals being vaccinated against any of the clostridial diseases for the first time should receive two doses three to four weeks apart. Animals vaccinated under three months of age should be revaccinated at weaning or at four to six months of age.

To maximize the protection of brood cows and to help assure that their calves receive high levels of protection from the first milk, all animals should be booster vaccinated at least once a year. In the case of providing adequate protection against the liver group (*Cl. novyi* and *Cl. haemolyticum*) all animals should be revaccinated every six months. A guiding rule for the timing of booster vaccinations should be to "revaccinate before periods of extreme risk." For the calves, high risk times include the rich intake of mother's milk, growing on creep feed or milk replacers, castration, dehorning, shipping, growing on lush pastures, respiratory diseases, and finishing in the feed yard. High risk times for the brood cows and bulls include grazing pastures infested with snails (the intermediate host of the liver fluke), grazing lush pastures, and supple-

menting with a concentrated feed.

Cattle that die from clostridial infections should be completely burned or deeply buried after covering them with quicklime. The clostridium organism would be distributed throughout the carcass and would be a source of infection to other cattle or be transmitted by predators, scavengers or rain water to other premises.

It has been shown that properly vaccinating calves with a bacterin containing the muscle, liver and gut clostridia (8-way) reduced the death loss in a western feedyard by 47.3%. The significant reduction in death loss was not surprising; a feedyard is an ideal site for concentrating the clostridium organisms that are transported by the cattle from various geographical regions and is considered a high-risk time in the calves' lives.

Combination vaccines or bacterins are readily available to the cattle producer. Quite often the terminology used to market the combination bacterins is confusing. Terms such as 4-Way, 7-Way, and 8-Way blackleg vaccines are used to specify the number of clostridial diseases the vaccine can stimulate the body to protect against; not necessarily how many bacterins are present. For example, a 7-Way Clostridial vaccine contains bacterins of *Cl. chauvoei*, *Cl. septicum*, *Cl. sordellii*, *Cl. novyi*, *Cl. perfringens* Type D, and *Cl. perfringens* Type C. But when you count the bacterins listed on the bottle, there are only 6 present. The *Cl. perfringens* Type D and Type C bacterins will stimulate cross protection against Type B *Cl. perfringens*, making the vaccine a 7-Way PROTECTIVE vaccine rather than a 7-Way bacteria vaccine. The following table may simplify the clostridial vaccines and the protection stimulated.

Clostridial vaccines & infection review

BACTERINS	AVAILABLE in ?-WAY VACCINES	Site of INFECTION	Stimulates Protection Against These DISEASES
<i>C. chauvoei</i>	2, 3, 4, 5, 7, 8	Muscle	Blackleg
<i>C. septicum</i>	2, 3, 4, 5, 7, 8	Muscle	Malignant Edema
<i>C. sordellii</i>	3, 4, 5, 7, 8	Muscle	Sord/Black Neck
<i>C. novyi</i>	4, 5, 7, 8	Liver	Black Disease
<i>C. haemolyticum</i>	* 5, - , 8	Liver	Red Water
<i>C. perfringens</i>	*		
Type C	7, 8	Gut	Enterotoxemia
Type D	7, 8	Gut	Enterotoxemia
Type B **	7, 8	Gut	Enterotoxemia

* Is available without being in a combination vaccine.

** Protection is provided for Type B *C. perfringens* because of the cross immunity from the Type C & D toxoids.

CattleWomen are still hard at work

PRESIDENT'S BY-LINES

Since my column has been devoted to Region II and the Cook-off for the last two editions, I have tried this month to bring us up-to-date on activities for the past few months.

FCW Activities

Legislative Appreciation Day—April—chairman Belle Jeffords. Each year the Florida CattleWomen, Florida Cattlemen Association and Florida Beef Council have a booth at this function which is sponsored by the Department of Agriculture and Consumer Affairs in Tallahassee. Beef samples with teriyaki sauce was served, brochures, beef buttons and stickers given out. A large crowd was in attendance with Governor Bob Martinez and many legislators stopping by our booth. Thanks to Belle Jeffords, Deek McCall and Polly Golden who assembled the booth and to Peggy Miller, Ruth Tucker, Myra Davis and Robin Sexton, FCA secretary, for working in the booth. We had a good day and enjoyed the op-

portunity to participate in this event. **Florida International Agricultural Trade Council**—May Tampa. Florida CattleWomen, Florida Cattlemen's Association and Florida Beef Council participated. Imogene Yarborough set-up and manned the booth. Beef facts, recipes, membership brochures and Ways and Means items were available. On Friday morning, beef samples with teriyaki sauce was served. Thanks to the workers: Imogene Yarborough, Peggy Miller, Trudy Carey, Liz Williams, Leslie Van Trump, Jayne Massaro, Susan Carlton and Louise Massaro. Bob Price, executive vice president of FCA was on hand to discuss membership and FCA activities with the many visitors.

FCA Membership Contest—Don't you want to win a cruise! Let's do all we can to assist the FCA in getting new members and renewing old memberships. For every FCA membership you sign up get a CattleWomen membership at the same time. The FCA membership contest has been extended until July 31. Contest prizes will be awarded at the September quarterly meeting.

Florida Beef Council—in order to promote our industry and our product the Florida CattleWomen and



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LAWMAKERS who visited the Florida Beef Council booth during legislative appreciation day were greeted by (l-r) Peggy Miller, Ruth Tucker, Al Bellotto, chairman of FBC, and Deek McCall.

the Florida Beef Council have had a very close working relationship that has complimented each other to get the job done in our state to promote beef.

With the advent of the Beef Check-off, which has enabled more funds to be available, the Florida CattleWomen requested and received money toward beef promotion and education projects.

The money has been well-spent, our programs well-received with much factual information spread throughout the state and nation.

In addition to the money we received, the Florida CattleWomen, Florida Beef Council and The Florida Cattlemen's Association work in a cooperative effort in many other functions during the year.

We appreciate the interest and support of FBC chairman Al Bellotto and executive director Polly Golden. They both this year, in the task of organizing the Beef Check-off in Florida, have put in untold hours to enable this program to function smoothly. And its not only this year, but in year's past and previous FBC chairmen have each contributed to a cooperative effort with the FCW to promote beef in the state of Florida.

So, it takes us all working together to make our industry better.

County News

County associations have been very active since the first of the year promoting beef and electing new officers. It's great to see so much interest throughout the state.

Collier County—In February, the Collier County CattleWomen did an in-store promotion at the Marco Publix serving beef dip. In March they held the Collier County Beef Cook-off at the Naples Pavilion Publix with Patricia Whisnant from Immokalee the winner. They served beef dip for two hours. In April they donated favors for Region II. In May Tell-the-Farm Story was held at the Naples Coastland Mall from 10 a.m.-5:00 p.m. using the Beef Council's new commercials and a drawing for a \$35 beef gift certificate. The officers elected for 1987-88 are as follows: Mildred Sherrod, president; Connie Mercer, vice-president; Karen Howell, secretary; Betty Jo Brown, treasurer; Louise Floyd, state director. These are some of the many ways CattleWomen have an impact within their county. Collier County has had a beef promotion or education project just about every month. These activities and personal contacts with consumers really

(Continued on page 62)

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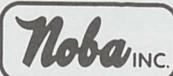
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Screwworms threaten state again

Commissioner of Agriculture Doyle Conner recently asked all south Florida livestock owners and veterinarians to step up all livestock inspections as a precaution against a potential screwworm outbreak.

The action followed confirmation by USDA animal health officials that a hunting dog infested with screwworm larvae passed through the Miami International Airport earlier this month.

Conner said screwworms are a serious pest to livestock. A parasitic larvae of a blowfly species, screwworms attack warmblooded animals, feeding on flesh in open wounds. If wounds are left untreated, serious injuries can result, including death. An untreated infestation can kill a grown steer in 10 days.

A simple infestation can produce more than 300 flies in 21 days. The female fly lays eggs on an open wound and as the eggs hatch, tiny larvae begin feeding on the flesh. Any warmblooded animal with an untreated wound, even as small as a tick bite, is a potential victim.

Therefore, Conner urged all south Florida livestock owners to inspect livestock at least twice per week; always treat open wounds; and immediately consult a veterinarian or state animal health official if any maggots are found feeding on live flesh.

In addition to stepped-up livestock surveillance, Conner said biological control is also being used.

The USDA Animal and Plant Health Inspection Service released flies sterilized by irradiation twice a week for six weeks in the immediate area of the airport as a precautionary measure.

"Florida agricultural officials felt strongly about using sterile flies when screwworm eradication efforts were instituted in 1958, and we feel the same way today," Conner said. "We must take all of the necessary precautions to avoid the risk of reinfestation."

The United States was declared free of screwworms in 1966 after the release of billions of sterile flies, according to Bert Hawkins, administrator of the USDA's Animal and Plant Health Inspection Service.

Small infestations have occurred since then, mostly along the Mexican-U.S. border. The last such infestation was in Texas in August 1982.

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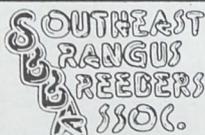
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MARCIE PARTIN AND TODD LAUGHREY were married recently in Kissimmee. Both are Animal Science students at the University of Florida. Marcie is the daughter of Mike and Janet Partin, Kissimmee.

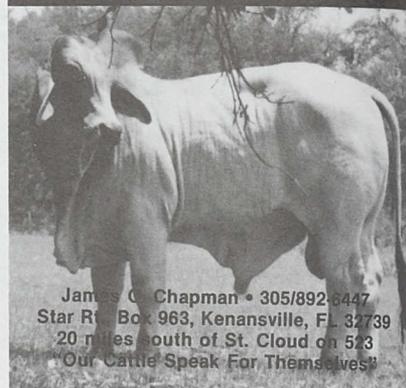
ABBA Brahman symposium set

Members of the American Brahman Breeders Association (ABBA) will host their second annual National Brahman Symposium and Ranch Olympics August 12-14 at the Hilton Hotel, College Station, Texas.

The event, expected to draw 250 people, will be held immediately following the Texas A&M Beef Cattle Conference August 10-11. Both programs are aimed at producers, be they purebred or commercial, and are billed as "Beef Week in Texas." The programs will focus on our final product—beef. Carcass traits, consumer preferences and packers specifications are topics of discussions.

ABBA's educational program is scheduled for Wednesday afternoon and Thursday all day, August 12-13. The ranch olympic team contests unfold on both nights. Then on Friday morning, August 14, ABBA's Brahman Futurity grading will take place at the Louis Pearce Pavilion on the Texas A&M Campus. On Friday afternoon, the association's board of directors is to meet at the Hilton Hotel. ABBA is sponsoring a trade show at the Hilton in conjunction with the educational programs. The first 30 applicants will purchase booth space.

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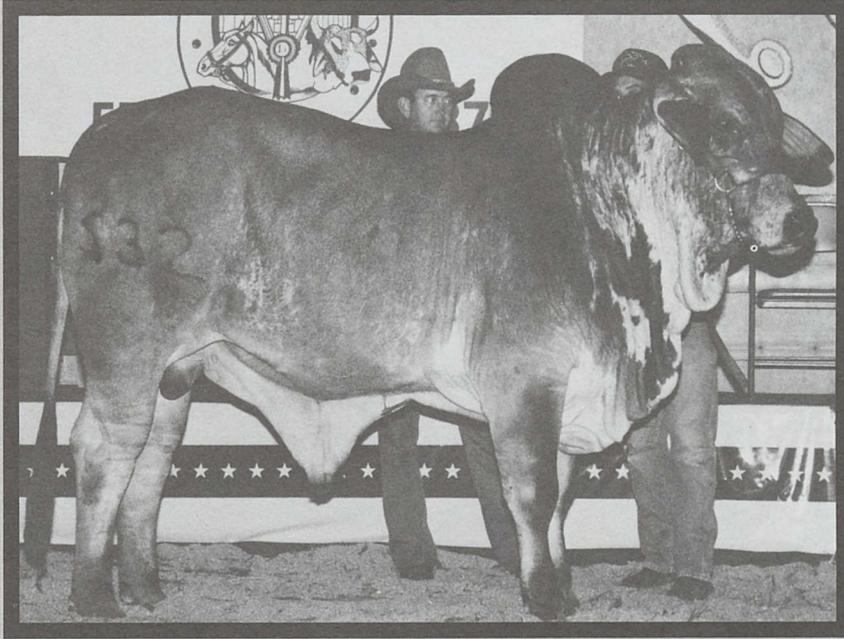
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1986 S. Ala. State Fair: Jr. Champion
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1986 Gr. Jacksonville Fair: Class winner
1986 S. Ga. Legion Fair: Jr. Champion
1986 Nat. Peanut Festival: Class winner
1987 Fla. State Fair: 2nd in class
1987 Kissimmee Valley Fair: Res. Grand Champion
1987 Central Fla. Fair: Class winner

PERFORMANCE INFORMATION

Birth weight: 80 lbs.
205 day weight: 619 lbs.
365 day weight: 1020 lbs. Hip ht. 57"
18 month weight: 1400 lbs. Hip ht. 60"
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**Junior Brahman
Show is
July 20-25**

Approximately 1000 young Brahman breeders and their parents will gather in Angleton, Texas on July 20-25 for the largest annual Brahman event in America.

The "All American" National Junior Brahman Show sponsored by the American Junior Brahman Association is scheduled to take place at the Brazoria County Fairgrounds. This year's show is hosted by the Texas Junior Brahman Association.

Prior to AJBA events beginning on July 23, the Texas young people will have their show and other related activities July 20-22. Close to 650 head of bulls and females are expected to be exhibited at this year's show. Lee Pritchard of Crowley, Texas has been selected to judge.

In addition to the cattle judging, a queen will be named, public speaking contests held, futurity judging as well as a calf prospect sale will also take place.

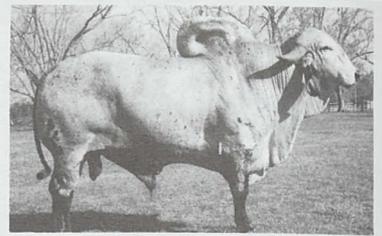
The 900-member youth organization, AJBA, hosts one of the largest summer shows in the U.S. Calves and youth will travel from as far away as Florida to attend the festivities.

In releasing the dates of the week, Wendell Schronk, American Brahman Breeders Association said, "Our youth program is without doubt our greatest promotional arm of the breed. These kids represent the finest in America and are some of the best fitters and showmen in the cattle business. We are very fortunate for having the dedicated parents and supporters we do for our youth program."

Over \$10,000 in premiums and awards will be presented at the week's end.

The 1988 "All American" Junior Brahman Show and ABBA National Show is scheduled to be held in June at Tampa.

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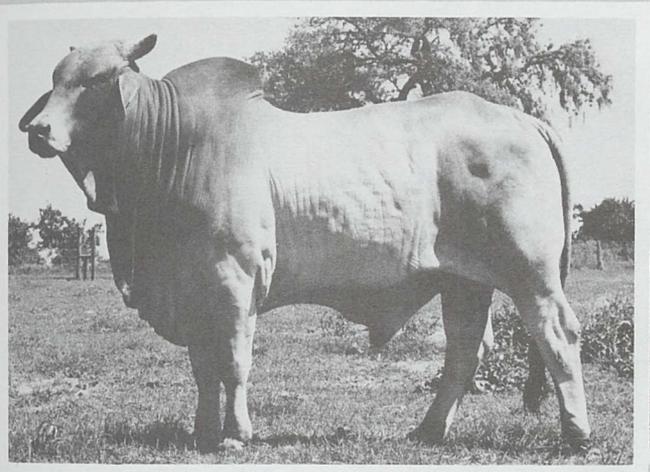
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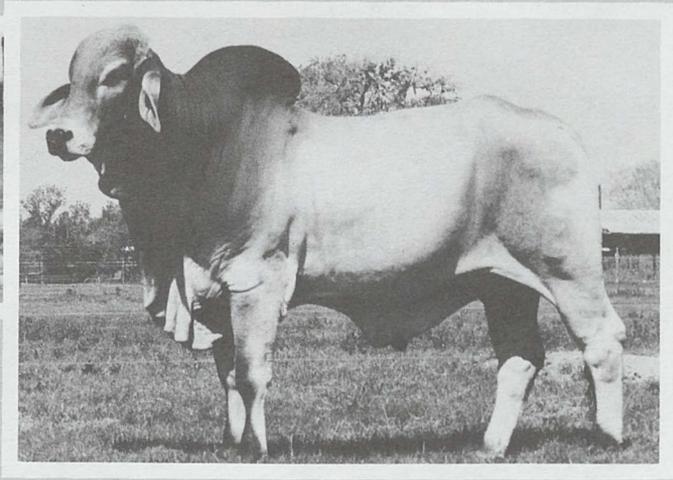
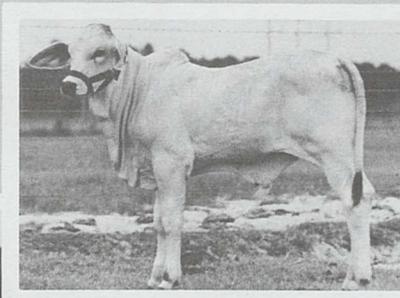
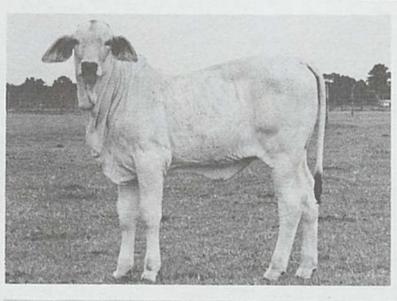
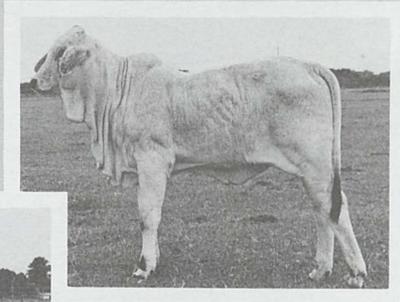
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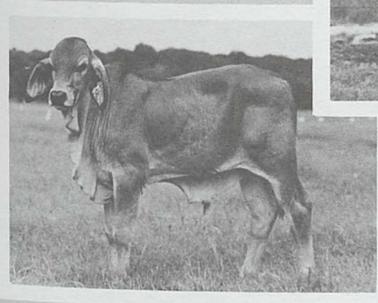
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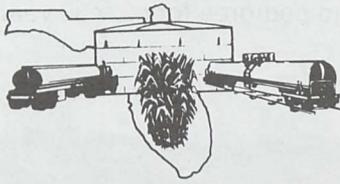
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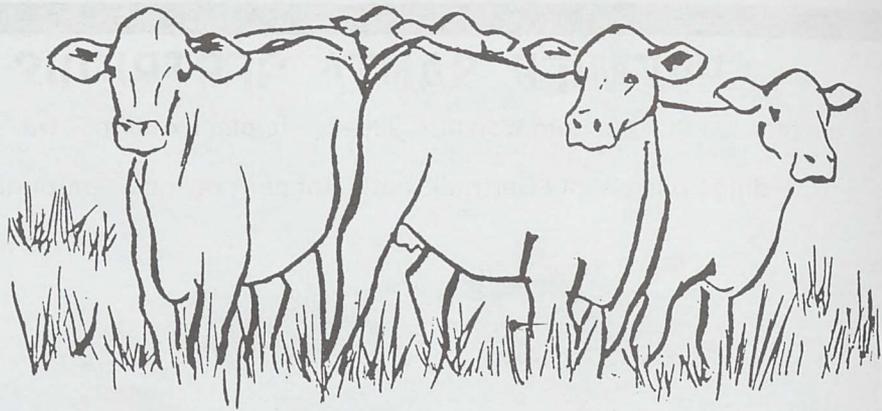
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Brucellosis:

The veterinarian and the health certificate

(This is another article in a series about brucellosis distributed by the Florida Brucellosis Information Committee. This material was prepared by Ed. Richey, extension veterinarian, University of Florida. It is intended to provide livestock producers with a clearer understanding of the disease they are fighting.)

To be able to issue a health certificate for the movement of livestock, a veterinarian must become *accredited* by the USDA. A Veterinary Accreditation Regulation was set up in 1970 to put into legal terms the cooperative practices that had developed in the joint State/Federal activities. The regulation established the requirements for accreditation, the standards of performance, and the rules for suspension or revocation of the accreditation when it becomes necessary.

The requirements for accreditation include that the veterinarian be a graduate of a college of veterinary medicine, be licensed to practice in the state, sign an agreement to comply with the "Standards for Accredited Veterinarians," pass an accreditation examination, and be recommended for accreditation by the state veterinarian and the USDA.

The "Standards for Accredited Veterinarians" dictate that the accredited veterinarian must inspect the livestock prior to signing and issuing a certificate; that certificates, forms, and reports be accurate, complete, and distributed according to instructions; must indicate on the certificate if another veterinarian has performed any regulatory work pertaining to the shipment of these animals; that tests and vaccinations will be applied according to prescribed techniques; report any disease condition to the regulatory agencies; follow sanitary

procedures to prevent the spread of disease; keep informed of state and federal policies/regulations/procedures and advise livestock owners or shippers accordingly; administer all vaccines as instructed by the regulatory agencies; and be responsible for the proper use of certificates, forms, records, tags, and brands used in accreditation work.

In any situation where the administrator of the USDA-Animal and Plant Inspection Service has reason to believe that any accredited veterinarian has not complied with the "Standards for Accredited Veterinarians," the administrator may suspend the accreditation of a veterinarian. That veterinarian may no longer participate in any regulatory work or issue health certificates for the interstate or foreign movement of animals. Veterinary practitioners have been made acutely aware that they must maintain accountability for the accredited work they do for their clients.

Suspension or revocation of accreditation has occurred for many reasons. The more recent causes include, but are not limited to:

- 1) Failure to record the number of animals in a shipment and to list ear-tag numbers.

- 2) The veterinarian authorized employees to complete and sign a health certificate for interstate movement of livestock.

- 3) Signing brucellosis vaccination records for cattle that the veterinarian had not vaccinated and served only as a signing agent for a non-accredited veterinarian.

- 4) Pre-signing health certificates and leaving the certificates at the disposal of an employee or a livestock shipper to be filled in "later."

(Continued on page 72)

BETTER BULLS



Dubo's Mr Universe 77

BL Dubo 38/1	+ JK Sugar Crata 45
	ADS Duson's Holly
	Tonto Bano Manso
36 OLP Miss Tonto Bano 662/2	6 OLP Miss Riley



Dubo 38/1

+ JK Sugar Crata 45	+ IW's Rexcrata 402
	Whit's 251
ADS Duson's Holly	ADS Duson's Big John
	+ ADS Queen de Manso 708

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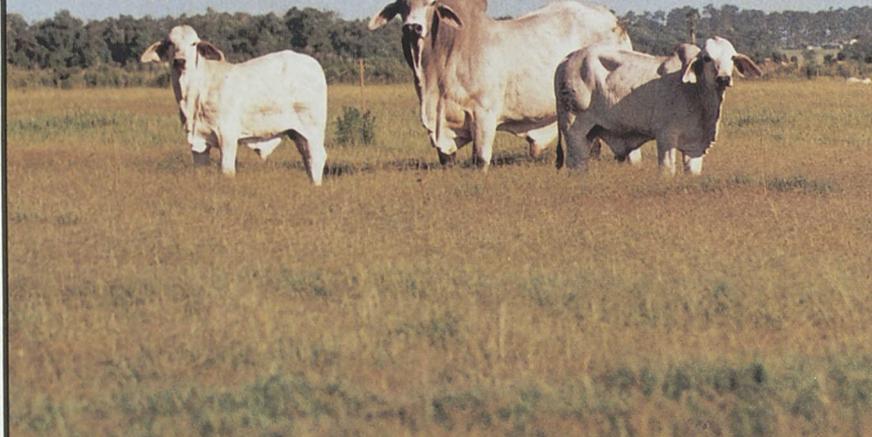
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Acadiana

There I was north of Cankton, Louisiana, listening to Sheryl Cormier and the All Lady Cajun Band. I was on a fact finding mission. My object was to see if Cajuns were real. The band played French music. Lots of fiddle and accordian. The crowd looked like the same good ol' boys I see around the country except for one thing, they understood the words to the songs! They all spoke to each other in French!

Thinking it was staged for my benefit, I checked further the next day. Every place I stopped to visit, from Mamou to Delcambre, folks conversed in French. They didn't mind speaking English which also sounded like French, but in fact, was Cajun. They love to hunt and fish and drink beer. Maybe that's why the Louisiana license plate calls itself, "The Sportsman's Paradise."

I was there during the peak of crawfish season. It looked to me like every farmer down there had crawfish traps. They flood their rice fields and put out the traps, 20 or 30 to the acre. They bait them and the next day they wade through the paddies pushing a little crawfish boat which they dump the crawfish traps into. The market was down to 30 cents a pound when I was there so every roadside stand, dairy queen and convenience store was selling crawfish. I ate them until I could walk backwards faster than I could forward!

South Louisiana (pronounced sout, like pout, Loozy Anna) is boggy country. It is covered with swamps, bayous, lakes, canals and piney woods. On the cleared ground they grow rice, soybeans and a few bug-resistant Brahmas. Oil and minerals add to the economy, but the everyday workin' man is tied to the water.

Driving through Acadiana, as the Cajun part of Louisiana is called, is an experience. You pass signs like Bobby Picou for Sheriff, Fontenot's Slaughter House, Robicheaux Funeral Home, Guidrey's One Stop, LaFleur's Pipe Fitting and the Bayou Terrebonne Net Repair. There are a few St. James, St. Martin's and St. Mary's, but it is obvious that the

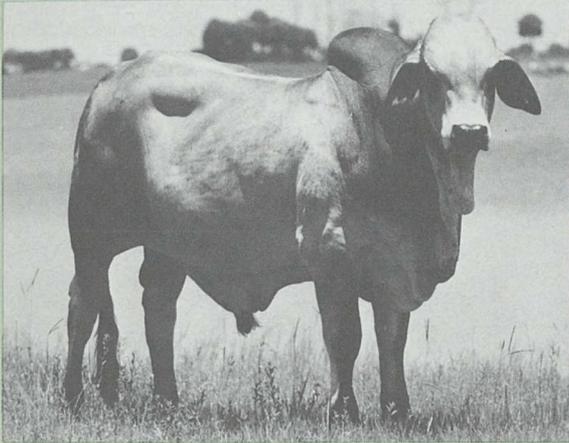
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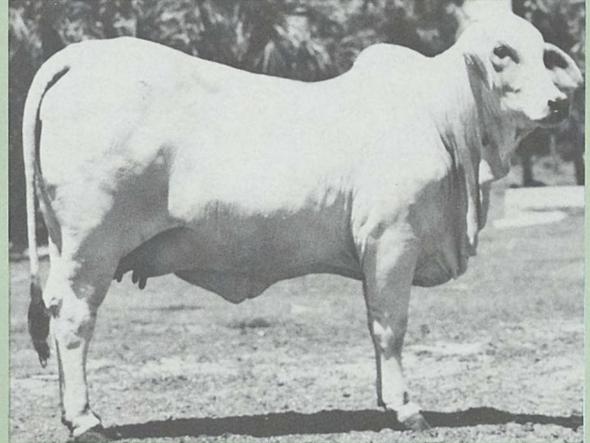
BRAHMANS



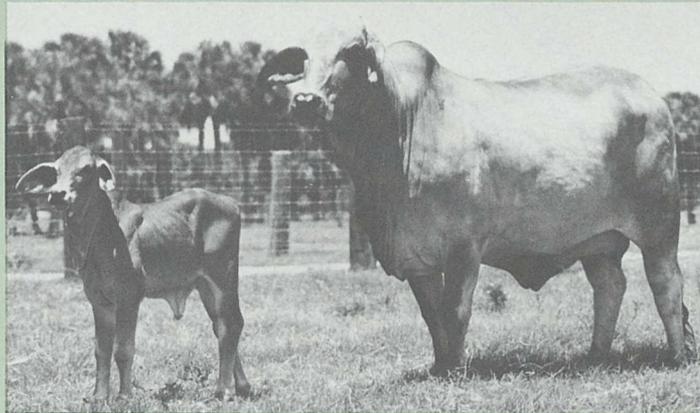
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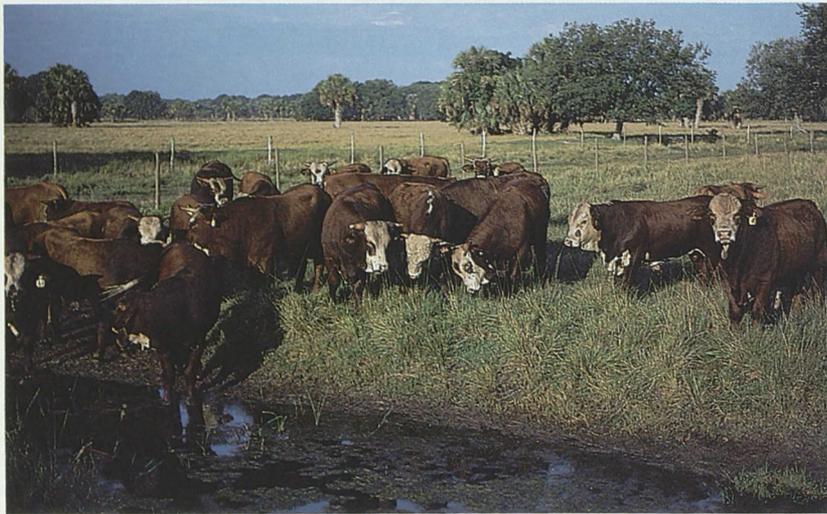
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KISSIMMEE, FLA. 32741

Court ruling on property rights praised

A recent decision by the United States Supreme Court declaring that property owners must be compensated when new zoning regulations unreasonably restrict use of land—even temporarily—is a milestone victory for property owners, according to Florida Farm Bureau Federation's legal counsel.

"Farmers and all other owners of private property have reason to be elated at this decision," said Farm Bureau General Counsel Scottie Butler. "The decision is a signal victory for the citizens and landowners of this state and this country. The court, by this decision, has preserved private property rights, the very bedrock upon which this country was founded."

Butler noted that Farm Bureau, the state's largest general interest agricultural organization, has worked long and hard to protect landowners' rights against the encroachments of unfair restrictions on land use. He said the high court's decision "is extremely fitting during this bicentennial year of the United States' Constitution. It shows that the restraints imposed on the government by our founding fathers still work."

"We know this will go against the grain of many zealot groups that would impose a modern-day type of servitude on landowners," said Butler. "The decision gives landowners recourse against *de facto* confiscation of property by governments and their agencies through onerous restraints on property use."

The Supreme Court ruling in a suit brought by a church in California was based on the Fifth Amendment, which states that private property may not "be taken for public use, without just compensation."

Florida breeders buy Longhorns

The top selling cow at the South Eastern Texas Longhorn Sale, held recently at Montgomery, Alabama, was purchased by Richard and June Mathews of Brooksville. The Mathews' paid \$2100.

The second top selling cow in the sale was purchased by Florida breeders Nathe and Gude of Dade City.

Join your local county Cattlemen's Association.



RDR Robert 469L M20

Weaning EBV—106

Maternal EBV—103

A Consistent Performer

M20 is a prime example of a consistent performer. Being sired by 469L, a Weaning and Yearling Weight Trait Leader and out of a super-milking Victor Domino cow with 212, 678, 859 and J3 Victor bulls in her pedigree is impressive, but there is more. At eight Florida shows in 1986–87, M20 was named calf champion seven times, reserve grand champion two times and grand champion three times, plus being named *Florida's Premier Polled Hereford Bull*. He is a "Consistent Performer," in the pasture, on the scales, or in the showing.

RDR ROBERT 469L M20

X23071738—Calved: Dec. 2, 1985—Tattoo: RE M20: LE M20RDR

Klondike Banner	WSF PRL Justa Banner	PRL 7 Bet 517B
469L X21830773	GSDTL:WYMTP	Hazel H M Bonnie 20X
GTGPTL:WY	Klondike Wilma 552H	Klondike A One 91A
	Klondike Pncss 89B
RDR Donna G4 F15	RWJ Victor 212 G4	RWJ Victor J3 212
X22236118	RWJ Victoria 678 332
	RWJ Victoria 859 387	RWJ Victor J3 859
	RWJ Miss Rollo 056

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Connor calls for Bang's cooperation

Commissioner of Agriculture Doyle Conner made special appearances at two meetings recently held by the Florida Brucellosis Information Committee. Conner addressed a meeting on June 3 at Bartow, and on June 4 at Arcadia.

Large numbers of cattle producers turned out for both meetings to get the latest word on the brucellosis eradication program in Florida.

Conner emphasized that significant progress has been made and the intensified effort is still underway to reduce the infection rate in south Florida, the remaining "C" area of the state. He said that only two states remain with "C" classifications—Florida and Louisiana. The "C" class is the lowest classification, indicating the highest herd infection rate, in the nation.

Important dates emphasized at the meeting were October 1, 1988, and October 1, 1990. Conner said that the 1988 date is the deadline to bring all of Florida to the "B" classification, and the 1990 date is deadline for "A" classification.

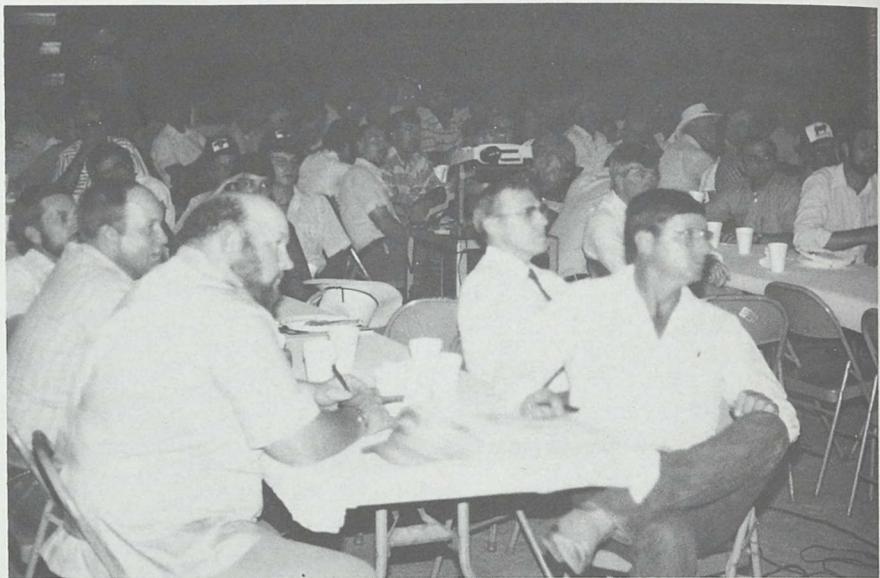
The Commissioner also said that several states are still planning to refuse to accept Florida cattle (or any cattle from any "C" state) as of July 1. The latest number of states expected to join the ban on cattle from "C" states is 23.

Conner called for the cooperation of all cattle producers to expedite the testing program in order to reduce the herd infection rate as soon as possible. "If we want to continue to sell our cattle for top prices we must move forward with the program," he said.

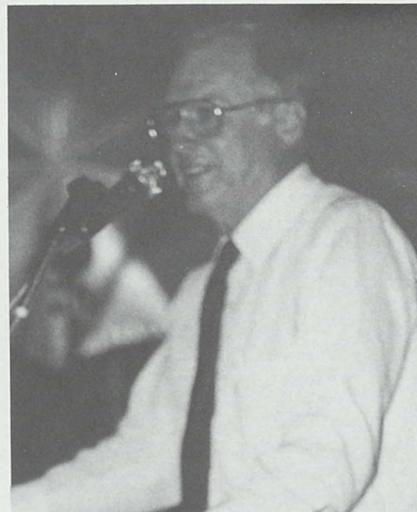
Conner was introduced at both meetings by past FCA presidents. Al Bellotto of Lakeland did the honors in Polk County, and Kayo Welles, Arcadia, introduced Conner in DeSoto County.

The meetings were coordinated by Ed Richey, extension veterinarian for the University of Florida, and chairman of the Florida Brucellosis Information Committee. Paul Beckton, DVM, Tallahassee, was also on hand at both meetings to answer questions about the program.

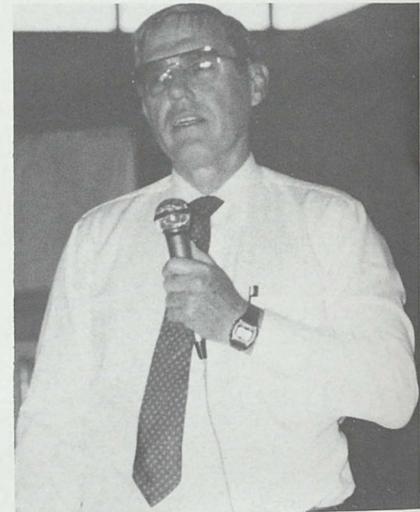
Massey-Ferguson tractors with manufacturing plants in the U.S., United Kingdom, France and Italy, reported that between them they earned a trading profit last year of \$46.9 (U.S.) million.



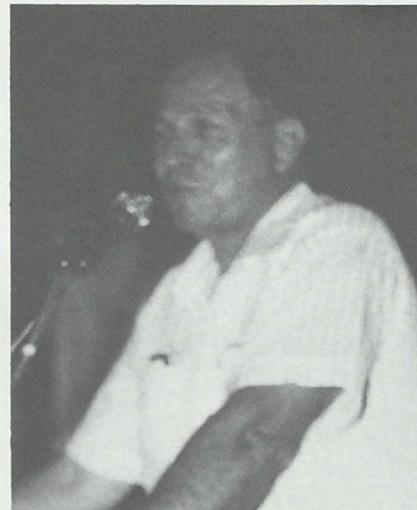
LOCAL CATTLEMEN showed a lot of interest in the brucellosis program at a meeting in Polk County.



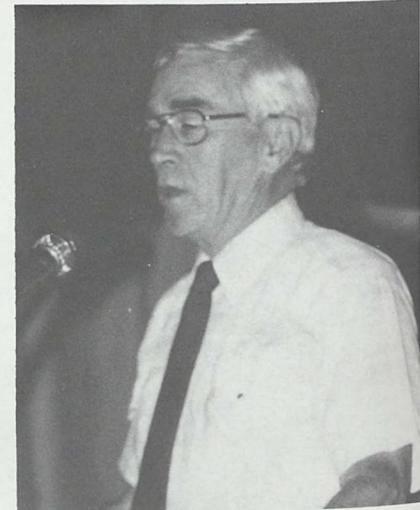
COMMISSIONER Conner called for cooperation to move forward with the program.



MANAGING herds to minimize brucellosis was covered by Ed Richey.



AL BELLOTTO said Florida's calf market depends on the state's ability to move cattle.

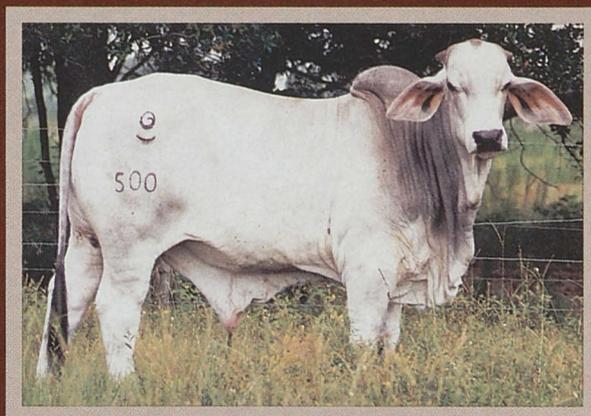


QUESTIONS about Florida's program were answered by Paul Beckton.

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**Kill more parasites
that steal nutrition from
the cows and you could
get more calves.**

Even a genetically sound cow can have trouble recycling, breeding, and carrying a calf if she's been damaged by parasites or been forced to compete with parasites for her nutrition.

That's one reason many producers have had to settle for fewer calves and lower weaning weights than are possible.

For this reason, considering what a calf is worth, it makes good business sense to control as many of these costly parasites as you can.

Which treatment offers you the most control? Well, look at the chart and judge for yourself. And keep in mind that Ivomec^(ivermectin) works more effectively.

As you can see, even if you combine a wormer with a pour-on, you'll still miss many of the parasites that Ivomec^(ivermectin) gets, including the immatures that can develop after treatment with other products.

In this way Ivomec^(ivermectin) eliminates a lot of the uncertainty associated with those other products, and creates a better opportunity to increase production.

NUMBER OF PARASITES CONTROLLED

	IVOMECS ^(ivermectin)	TRAMISOL*	WARBEX*
MATURE WORMS	13	9	—
IMMATURE WORMS	11	0	—
LICE	3	—	3
GRUBS	2	—	2
MANGE	2	—	0
TOTAL	31		14

IVOMECS^(ivermectin) CONTROLS MORE PARASITES COMPARED TO OTHER BRANDS.

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*Reg. TM American Cyanamid Co.

Santa Gertrudis Breeders Plan World Congress

The Fourth International Santa Gertrudis World Congress will be in Brisbane, Australia, August 2-7, 1987. Over 150 cattle breeders and other interested persons from the United States have signed up for the Congress. In addition to the United States and Australia, Santa Gertrudis breeders from Brazil, Colombia, Argentina, South Africa, Zimbabwe and other countries will attend.

Highlights planned by the Australian Santa Gertrudis Breeders Association include a tour to the Gold Coast, trips to Togoolawah for the Robenlea Ranch Sale and to Macquarie Downs for the King Ranch Sale, the Royal Livestock Show in Brisbane, harness racing and a polo match. Many distinguished speakers will participate in World Congress seminars.

The group from the United States departs July 30, from San Francisco and returns from Brisbane August 8. Several post-Congress tours of Australia and New Zealand are offered

by the Australian Santa Gertrudis Breeders Association.

The First International Santa Gertrudis Congress was held in Australia in 1975, the second in Sao Paulo, Brazil in 1978, and the third in Dallas, Texas, in 1981. The congress is open to all interested persons. For more information, contact: Santa Gertrudis Breeders International, Box 1257, Kingsville, Texas 78364, 512-592-9357.

Black Bull females bring top prices

Black Bull Cattle Company's first private treaty female sale, patterned after its annual "Opening Day" fall bull sale, saw 15 pairs claimed at a \$1467 average, with two fall 1986 heifers, split from their dams, selling at \$750 each. The sale was held at Benton, Mississippi.

Top selling pair was a *Lundell of Wye* daughter, safe in calf to *Black Bull B and M*, with a November



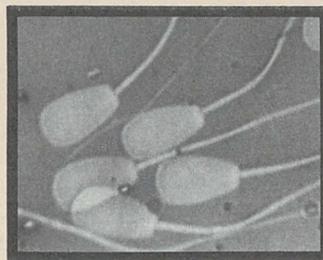
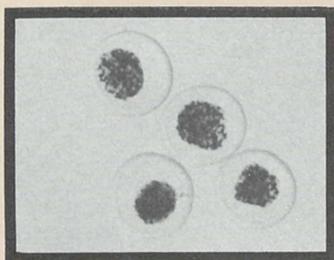
DIETRICH'S Flying D Ranch, Orlando, showed the grand champion bull at the Southeastern Santa Gertrudis Breeders Futurity, held recently at Lawrenceville, Georgia. The winner, *Doubloon Stuff D562*, competed against cattle from eight states.

Black Bull Top Gun heifer at side. Joe Feduccia of Monticello, Mississippi was the buyer at \$2050.

Second top was a *Black Bull Top Gun* daughter, safe in calf to *4S Ponderosa*. She went to Wayne Goodnite of Senatobia, Mississippi, for \$1250, with her October *Rito 9J9* heifer claimed at \$750 by Claire Evans of Greenwood, Mississippi.

Volume buyers were Goodnite and Tuskegee Institute, Tuskegee, Alabama.

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- superior replacement daughters

Santa Gertrudis bulls give that extra hybrid vigor, meaning top performance in the traits that add up to more pounds of lean beef and more profit. Santa Gertrudis bulls have the proven crossbreeding advantages to succeed in today's industry.

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Short course underscores needed change

The beef industry is changing. Topics covered at the 1987 Beef Cattle Short Course underscored the many changes ahead for all phases of the business. One of the largest crowds in recent years turned out for the event, held May 6-8, at the Gainesville Hilton at Gainesville.

Speakers from all segments of the beef industry were on the program to tell their side of the story.

Dr. Roger West, chairman of the animal science department at the University of Florida, set the stage for the program. West said traditionally, beef producers haven't been giving consumers much of a choice. "We've been selling what we're producing rather than producing what we can sell," he said. West said modern consumers want quality with less fat, and a variety of different products.

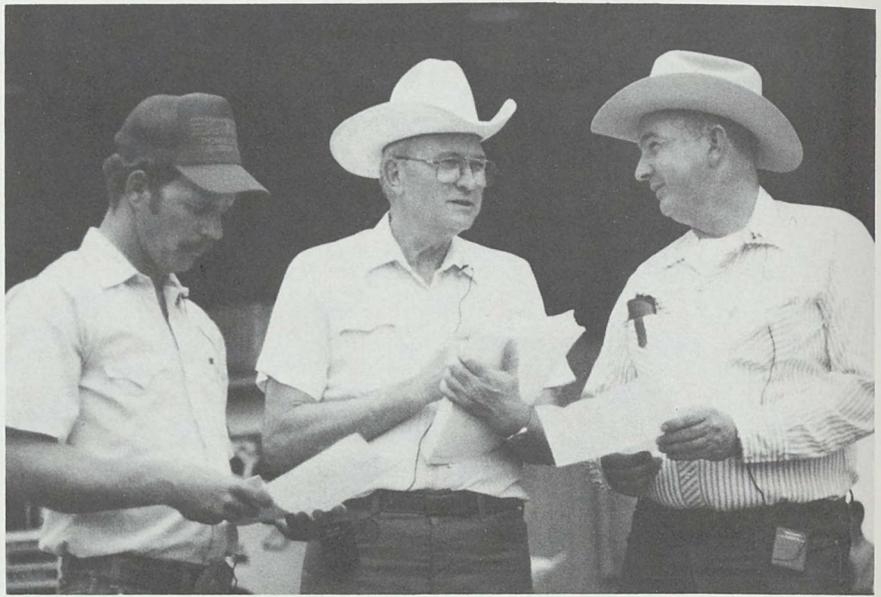
Dr. Ken Tifertiller, vice president for agriculture affairs at the University, said that agricultural research is now being targeted for other areas outside of production. "We will continue to place emphasis on production, but we will also be looking at many other areas," he said.

Tifertiller said that issues such as environment, water quality, taxes, regulation, etc., are issues that must be dealt with by farmers and ranchers and some of the external issues that will receive attention in the future. He said four broad problems being worked on in Florida include the genetic improvement of plants and animals, pest problems, water quality and efficiency, and nutrition.

FCA president Arky Rogers, Lake City, noted that the beef business is getting better for producers. He pointed out that market prices are much higher than in recent years, and that demand for replacements heifers is increasing.

Rogers also called for all cattlemen to join FCA and work together for a better future.

Packers, feeders, order buyers, producers, breed representatives, and researchers appeared on the program during the three day seminar. Most agreed that the efficient production of high quality lean beef will be a must for the industry in the future.



A FEEDER CALF pricing demonstration was conducted by (l-r) Ronnie Thomas, Williston, Don Wakeman, Gainesville, and Eddie Lumpkin, Okeechobee, during the Short Course.



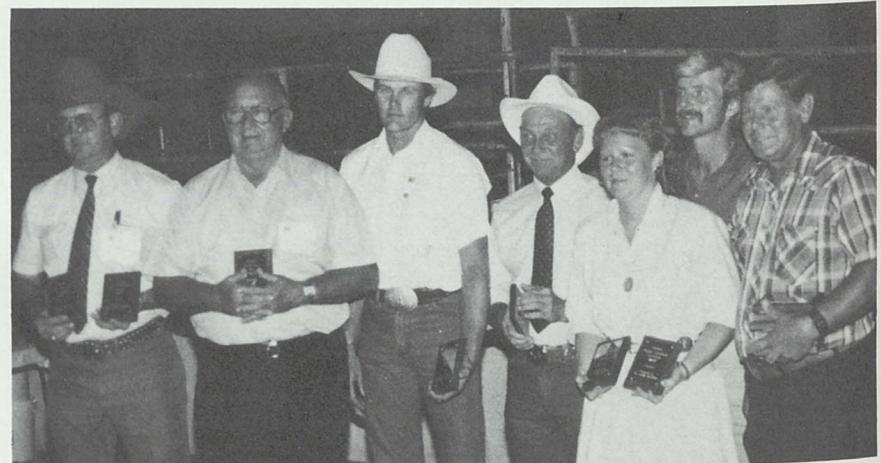
NEW programs were outlined by Ken Tifertiller.



ARKY Rogers represented FCA at the Short Course.



ROGER West noted a need for change.



PREMIER AWARDS for the 1986-87 show season were accepted at the Short Course by (l-r) Fred Dietrich, A.E. (Doc) Whaley, Junior Spencer, Bobby Clemons, Melody and Dean Bush, and Tommy Lee.

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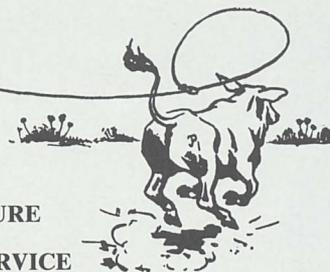
Thank you to everyone that attended our sale and field day. Hope to see you again real soon.



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ROUNDUP



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AND CONSUMER SERVICES
FLORIDA AGRICULTURAL EXTENSION SERVICE
NATIONAL AGRICULTURAL
STATISTICS SERVICE, USDA

LIVESTOCK OUTLOOK

Prices of Florida feeder cattle remained steady during May while fed cattle prices advanced sharply. Medium No. 1 feeder steers in Florida, 400-500 lbs. averaged \$75-82. Medium No. 1 600-700 lb. steers closed at \$65-69 the same as the March average.

Florida Utility cow prices averaged \$42-\$47 in May, down \$1 from the previous month.

The May cattle on feed report (7 States), showed total numbers were up 2 percent from a year ago but 4 percent below May 1, 1985. Marketings of fed cattle during April were down 3 percent from last year and 1 percent less than April two years ago.

Placements of cattle and calves on feed during April were 10 percent above last year and 22 percent above April 1985. This year's placement is the highest during April since 1972 when 7 States estimates were begun.

Heavy placements of cattle on feed, including more heifers than last year, indicate that national cattle herd liquidation is continuing. The major question at this time is producers' plans for the fall. In any event, the continued large placements point to probable relatively high feeder and fed cattle prices next year.

So the bottom line is:

Fed cattle prices in Omaha should average \$66-67 in July, and \$62-63 in the latter part of the summer.

Feeder cattle prices in Florida for Medium No. 1's, 400-500 lbs., should average \$75-83 in July, \$68-75 in August, and \$65-72 in October.

Slaughter cow prices are expected to average \$39-45 in July, \$36-44 in August, and \$34-42 in October.

Price Ranges—Actual and Projected

Year and Month	Omaha	Florida				
	900-1100 Pound Choice Steers	400-500 lb. Feeder Steers		600-700 lb. Feeder Steers		Utility Str. Cows
		Med. 1	Med. 2	Med. 1	Med. 2	
Dollars per cwt.						
1986						
Aug.	58.99	60-68	56-61	NA	NA	33-39
Sep.	59.44	64-72	54-65	NA	NA	29-37
Oct.	59.49	60-67	56-63	NA	NA	33-38
Nov.	61.30	60-67	57-63	NA	NA	33-38
Dec.	59.82	59-66	55-62	NA	NA	34-39
1987						
Jan.	58.79	63-70	57-64	NA	NA	36-44
Feb.	61.02	71-78	63-72	NA	NA	39-46
Mar.	61.58	74-83	67-76	NA	NA	42-48
Apr.	66.70	75-83	69-76	NA	NA	43-48
May	70.66	75-82	65-70	NA	NA	42-47
Projected						
Jul.	66-67	73-80	65-73	NA	NA	39-45
Aug.	62-63	68-75	60-68	NA	NA	36-44
Oct.	62-63	65-72	61-68	NA	NA	34-42

SOURCE: James R. Simpson, Cooperative Extension Service

Average Prices Received, Effective Parity and Percent of Parity for Livestock, U.S., May 1986 and 1987

Item	Prices Received		Parity Prices		Avg. Prices as % of Parity	
	1986	1987	1986	1987	1986	1987
	Dols. per Cwt.		Dols. per Cwt.		Percent	
Beef Cattle	51.00	64.90	100.00	102.00	51	64
Calves	58.00	77.60	115.00	119.00	50	65
Hogs	45.80	54.30	84.30	84.80	54	64

Average Prices Received through 13 Florida Auctions May 1986 and 1987

Grade	1986	1987	Grade	1986	1987
Dollars Per Cwt. Slaughter Calves over 250 lbs.			Dollars Per Cwt. Stocker Calves over 300 lbs.		
Choice	50.87	70.22	Medium #1	58.79	81.04
Good	45.47	56.24	Large #1	56.83	80.90
Standard	--	--	Medium #2	51.56	72.87
			Large #2	48.33	70.33
			Small #1	52.31	72.08
			Small #2	44.66	64.39
All Grades	49.66	69.60	All Grades	53.05	75.83
Slaughter Cows			Stocker Cows		
Commercial	34.17	44.33	1	34.15	44.16
Utility	34.02	43.75	2	31.16	40.66
Cutter	31.13	40.28	3	29.55	42.90
Canner	26.25	34.72			
All Grades	32.61	42.01	All Grades	31.84	42.06

SOURCE: FDA & CS, Division of Marketing, Bureau of Market News.

Average Prices, Dollars per Cwt.

Week Ended	Slaughter Steers, Omaha					
	Choice (900-1100 Lbs.)		Choice (1100-1300 Lbs.)		Good (900-1100 Lbs.)	
	1986	1987	1986	1987	1986	1987
Mar. 28	55.50	63.42	56.69	64.71	50.00	58.50
Apr. 25	53.40	67.42	54.30	68.67	48.80	59.58
May 30	54.50	70.50	55.50	72.00	54.50	56.00

Week Ended	Slaughter Cows, Omaha					
	Com'l		Utility		Cutter	
	1986	1987	1986	1987	1986	1987
Mar. 28	37.25	48.00	38.38	47.12	36.81	45.00
Apr. 25	36.45	44.50	37.05	47.38	36.40	42.62
May 30	41.00	41.00	42.00	41.00	40.50	40.00

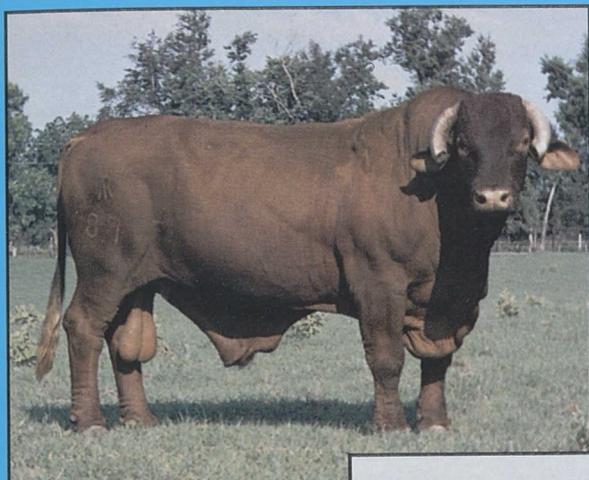
SOURCE: U.S.D.A.—AMS

Imported Boneless Beef on Which Duty Is Paid Fresh & Frozen, Florida and U.S., 1984-86

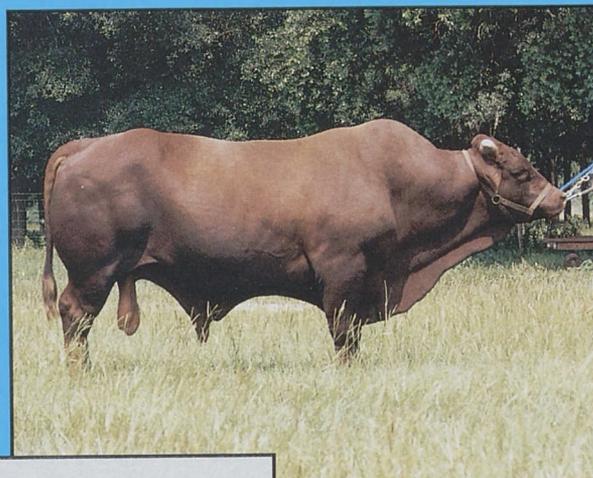
Year	February		January-February		Calendar year
	Quantity received	Change from prev. year	Quantity received	Change from prev. year	
	1000 Pounds	Percent	1000 Pounds	Percent	1000 Pounds
Florida:					
1984	10,524	- 25	17,240	- 35	108,286
1985	8,832	- 16	21,583	+ 25	109,379
1986	7,334	- 17	13,729	- 36	
U.S.:					
1984	75,638	- 17	161,517	- 14	1,212,499
1985	93,956	+ 24	204,191	+ 26	1,292,413
1986	108,315	+ 15	207,779	+ 2	

SOURCE: U.S. Department of Commerce

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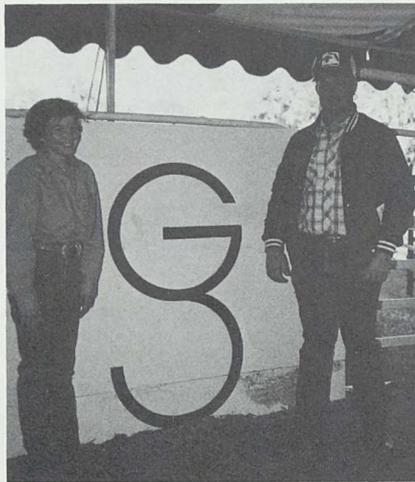
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AMIE M. HOLLEY purchased the top selling heifer at the junior Santa Gertrudis heifer sale. The animal was consigned by John McTyre, president of FSGA.

First Junior Gert Sale held

The first annual Florida Santa Gertrudis Sale and Futurity was kicked off on April 4 at Gemini Springs Farm, DeBary. The sales saw 16 lots average \$885.31 and gross \$14,165.

Heifers in the sale ranged in age from about six to 15 months. The futurity show will be held in the spring of 1988 with at least \$4000 available in prize money. All heifers purchased at the first sale will be eligible to compete in the show.

Amie M. Holley, a junior member from Arcadia, purchased the high selling heifer for \$1500. The 14 month old heifer was consigned by McTyre Farms, Live Oak.

Second high selling heifer was consigned by Stage Coach Ranch, Dade City, and purchased by Danny Blackford, Bartow, for \$1400.

An auction of special donated items was held during the sale to help finance a trip for Florida Junior Santa Gertrudis members to the National Junior Heifer Show at Lake Charles, Louisiana in June.

The event was hosted by Gemini Springs owners Charles and Sandra Gray. Mr. and Mrs. John McTyre, owners of McTyre Farms, organized and managed the sale. Fred Dietrich, Orlando, served as auctioneer.

Special guest at the event was Bob Wasson, president of Santa Gertrudis Breeders International, Kingsville, Texas.

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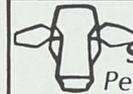
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Pico Doubloon Stuff D652. Reserve Premier Champion Bull. 2 Grand Champions, 7 times calf champion. He has 2 more years to be shown. He combines the National Champion Pico bloodline with our Doubloon, Stuff Shirt, and Tarzan bloodlines. 205 day wt. ratio 117 and 365 day wt. ratio 142. Future Sire!



Tarzan Brave Stuff D577. Twice Reserve Grand Champion, 4 times Division Champions.



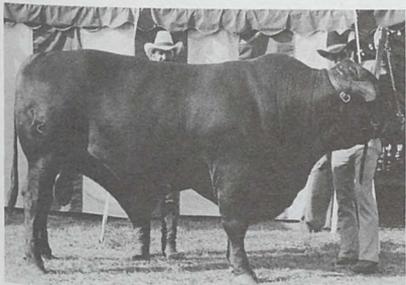
Miss Doubloon Stuff D516. Reserve Grand Champion, 4 Division Champions.



Miss Tarzan Doubloon D510. Reserve Grand Champion, 2 Division Champions.

OTHER CHAMPIONS: Doubloon Stuff 552 (3 Division Champions); Tarzan Doubloon Stuff D569 (3 Division Champions & 2 Best Polled Awards); Tarzan Doubloon Stuff D567 (2 Division Champions and 5 Best Polled Awards); Tarzan Doubloon Stuff D651 (Reserve Grand Champion and 1 Division Champion); Pico Doubloon Stuff D653 (3 Division Champions); Doubloon Stuff D562 (4 Division Champions and Southeastern Show Champion); Miss Tarzan Doubloon D602 (2 Division Champions).

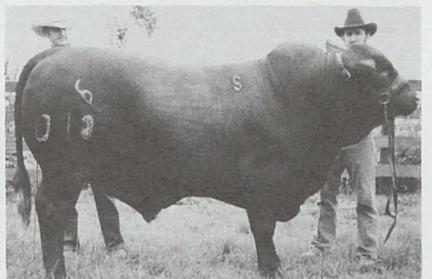
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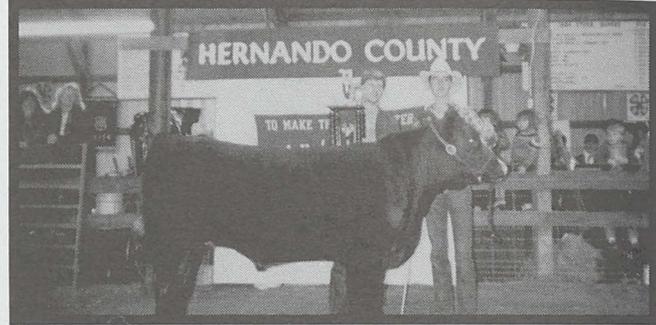
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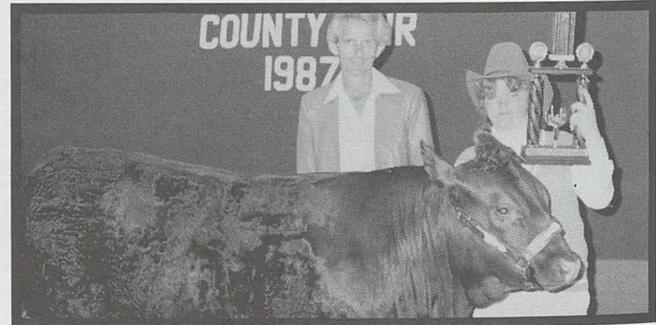
RHONDA RODDENBERRY
Grand Champion Citrus County Fair



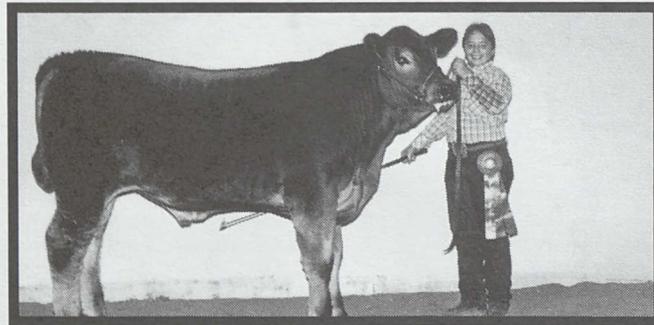
KIP GOOLSBY
Grand Champion Highlands Co. Fair



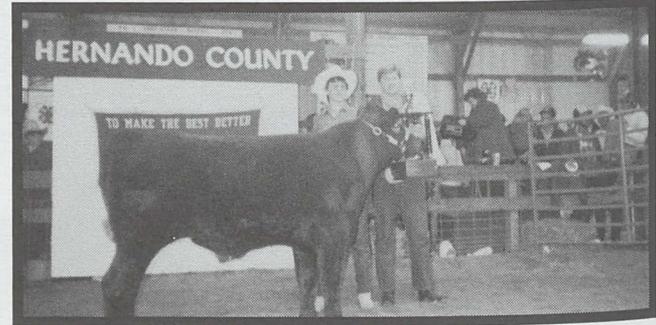
CHAD STEWART
Grand Champion Lake County Fair



KELLY WILSON
Grand Champion Indian River County Fair



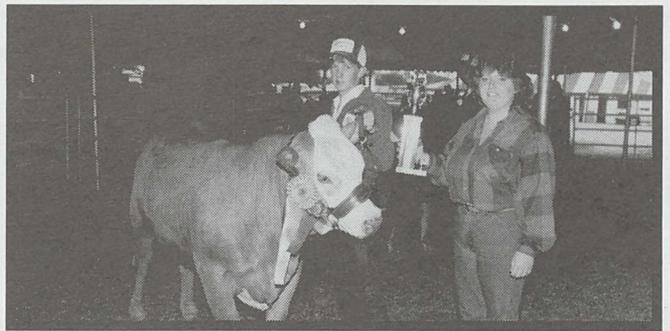
DALLAS DEADWYLER
Grand Champion Florida State Fair



DOUGLAS WARD
Reserve Champion Hernando County Fair



STEVE OSTEEN
Reserve Champion (F.F.A.) Lake County Fair



CLAY BURNS
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Adaptation is essential for top beef production

by L.I. "IKE" SMART
 Department of Animal Science
 Louisiana State University

"As a two-career farmer I need someone who understands my situation."

Adaptation of northern bred cattle to our hot humid southeastern United States has been known to be a problem for years. This has been confirmed in research where cattle were moved from north to south and from south to north in the United States. The statement that cows take a year or two to adapt after being moved has often been used. This report takes a more in-depth look at adaptation through three generations. The report was compiled from 15 years of data from the horned Hereford and Polled Hereford herds at Louisiana State University.

The Louisiana State University purebred Hereford and Polled Hereford herds are well suited to this study since a large number of different bulls from the southeast part of the United States and other areas have been used through A.I. Males and females produced in the hot humid southeastern part of the United States (Louisiana, Mississippi, Alabama, Georgia and Florida) were classified as southeastern. Texas cattle were not included in southeastern as some problems have occurred with cattle from Texas and the numbers were small.

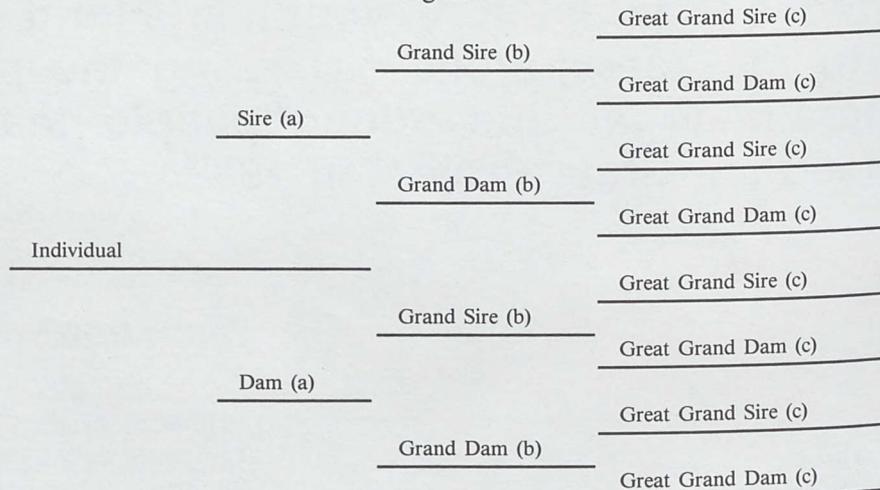
The top cows in these herds have been bred to the top bulls in the breed based on performance. Most of the bulls have ranked, according to the National Sire Summary, in the top ten for yearling weight at the time they were used. The top bulls produced at Louisiana State University have aver-

aged 20 pounds heavier at 365 days than those from the northern bred A.I. bulls. This is more impressive when you consider the A.I. bulls used were usually bred to the best cows to produce these bulls.

Usually 5 to 10 calves are produced from each northern A.I. bull. If an outstanding bull is produced, he is used in the herd as a yearling. If an outstanding female is produced, a son or grandson of hers is used.

Calves are not creep fed and bull calves are fed a bulky ration and developed on pasture after weaning. During the 15 year period, 21 percent fewer of the LSU produced bull's calves were under 900 pounds at 365 days of age. The northern bred bulls produced some outstanding calves but there was more variation and more low end bulls. Some calves will gain very little during the summer. These calves usually spend most of their time panting in the shade of a tree. Most of the better adapted cattle shed their hair coat early in the spring and are very short haired. During the last few years some rectal temperatures have been taken and usually those with the lower temperatures perform better. Variations of 5 to 7 degrees in rectal temperatures are not uncommon. As a general rule those cattle with short hair and low temperatures do better but there is some variation which indicates that more is involved. Bulls differ considerably in their ability to produce calves that will adapt. Some

Figure 1



Generations used in this report

Table 1
Wearing Weight (lbs)

% of Southeastern Breeding		Polled Hereford	Horned Hereford	Avg. Both Herds
0	S and D	398.0(5)	431.5(17)	423.9(22)
	GS and GD	429.9(11)	428.0(35)	428.5(46)
	GGS and GGD	433.9(13)	429.8(41)	430.8(54)
50	S and D	482.6(19)	435.3(37)	451.4(56)
	GS and GD	469.7(19)	466.2(20)	467.9(39)
	GGS and GGD	470.7(23)	476.6(17)	473.2(40)
100	S and D	465.6(43)	454.7(26)	461.5(69)
	GS and GD	466.4(20)	471.0(8)	467.6(28)
	GGS and GGD	478.3(3)	535.5(3)	506.9(6)

S and D—Sire and Dam (a) Figure 1

GS and GD—Grandsire and Granddam (b)

GGS and GGD—Great Grandsire and Great Granddam (c)

northern bulls never produced a calf that would adapt and only two northern bulls produce calves that were all well adapted.

Pedigree studies were done on the cattle to determine the percent of southeastern breeding found in each of the first three generations of parents. (Figure 1) Since the first generation could only have 0, 50 or 100 percent and a large percent of the next two generations happen to fall into these three groups, only 0, 50 and 100 percent southeastern breeding was used. Table 1 shows the actual data and the number of animals represented by that data. Only six animals had 100 percent southeastern breeding in the third generation and data may be higher than it should be. Figure 2 clearly shows the advantage of southeastern breeding into the second generation and some into the third generation.

Age at first calf was also considered and those with high percentages of southeastern breeding in the older generations calved 3 to 5 months earlier than those with no southeastern breeding in their pedigree. There may have been greater differences if we had not had limited breeding seasons.

This data clearly indicates the advantages of southeastern breeding and selecting cattle produced in this area is very important if maximum production is to be obtained. The purebred

breeder may need to add new genetic material to his herd from time to time and cull those that do not work. however, the commercial producer should use bulls produced in his area as much as possible.

Junior Limousin show scheduled

The Eastern Regional Junior Limousin Heifer Show has been set for June 19-21 at Middle Tennessee State University, Murfreesboro, Tennessee.

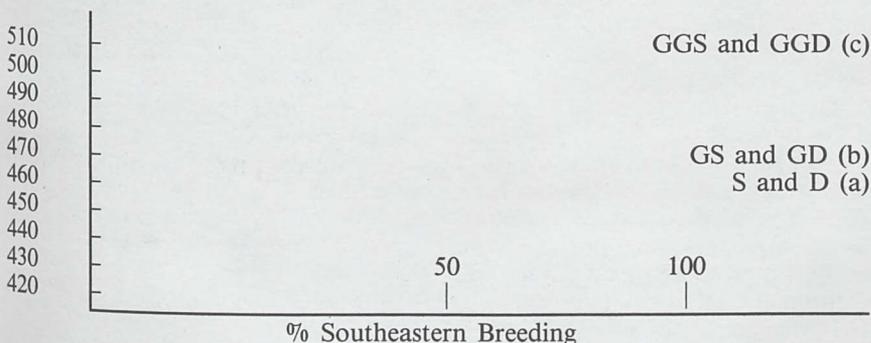
Cattle for the show are scheduled to arrive on Friday evening, June 19, with an outdoor pizza party to follow.

The junior showmanship competition will begin at 8 a.m. on Saturday morning. Senior showmanship is set for 1 p.m. on Saturday. A state team quiz bowl contest and a junior party and dance will be held at show headquarters on Saturday evening.

The Eastern Regional Heifer Show will be held on Sunday morning with all cattle to be released following the conclusion of the show.

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Figure 2



two career farmers

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A FLORIDA BREEDER was recently elected vice president of Foundation Beefmaster Association. Dr. William Broussard, Crescent J Ranch, Melbourne, (fourth from right) was elected at the group's annual meeting at Las Vegas, Nevada. Other board members of the association are (l-r) Diego Gutierrez, Laredo, Texas; Stuart Dixon, Matador, Texas; Joyce Campbell, Wimberley, Texas; Shelby Phillips III, Deming, New Mexico; Dean R. Stephens, Salt Lake City, Utah; Steve Flake, Snowflake, Arizona; Bev Sparrowk, Clements, California; Broussard; Oran Tracy (President), Virgil, Kansas; Ralph Wheatley, McCammon, Idaho; O.C. Rampley, Silverton, Texas; and Richard A. Springs III, Adrian, Oregon (not pictured).

SEBBA 'Sale of Sales' hits \$2035 average on 64 lots

The Coastal Plains Experimental Station Sale Pavilion at Tifton, Georgia was the site for the Annual Southeastern Beefmaster Breeders Association "Sale of Sales" held Friday, April 10, 1987. The sale showed a very strong demand as thirty-two buyers from Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and West Virginia paid a gross of \$130,250 on 64 lots of Beefmaster cattle to average \$2035.

The complete breakdown of the sale showed: 7 bulls grossed \$16,100 to average \$2300; 16 3-in-1's grossed \$33,950 to average \$2121; 17 pairs grossed \$34,200 to average \$2011.76; 12 bred heifers grossed \$27,600 to average \$2300; 10 open heifers grossed \$14,400 to average \$1440 and two pregnant recipients grossed \$4000 to average \$2000.

The high selling lot was a bred heifer consigned by Zipperer Beefmasters of Fort Myers. The February '85 *Jeff Davis* daughter, safe in calf to *King Cotton* sold to Tawasee Farms of Steele, Alabama, on a bid of \$5000. Second high seller was a young bull consigned by Banner Lee of Pavo, Georgia and selling to Turnbull

Creek Ranch of St. Augustine on a bid of \$4000.

Other high sellers included two pregnant recipients carrying pregnancies by *Tailor Made* and *Crofts 49/5* consigned by W.M. Marsh of Arcadia, and selling to Tawasee Farms of Steele, Alabama.

A 3-in-1 package featuring a 1981 Magee bred cow with a heifer calf at side by 007/3 sold to Fred Sumner of Enigma, Georgia on a bid of \$3300. Another 3-in-1 consigned by Fred Jones of Olive Hill, Kentucky sold to Cypress Pond Beefmasters of Lorida, for \$3200.

Volume buyers were Wallace Adams, Glenwood, Georgia; Peter Rossi, Monticello; Tawasee Farms, Steele, Alabama; L S Beefmasters, Sebring; Turnbull Creek Ranch, St. Augustine, and Ed Campbell, Chiefland.

Auctioneer was Gerald Bowie, West Point, Georgia. Sale Manager was Charlie Bradbury, Superior Cattle Sales, Huntsville, Texas.

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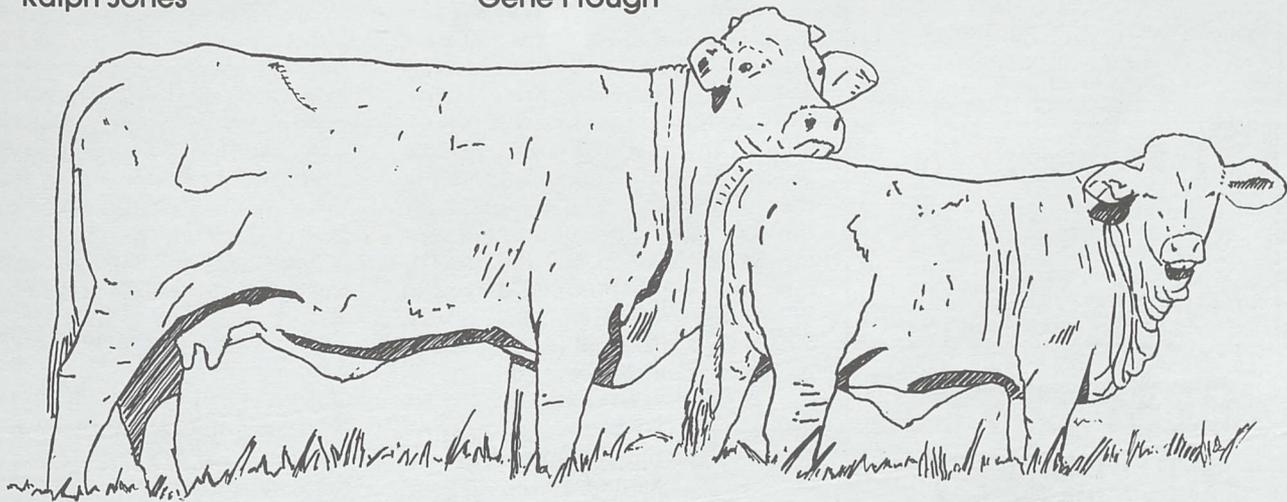
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Report from Tallahassee

by PATRICK M. McCAFFREY
Governmental Affairs Director

Item One: Farm Labor/ Unemployment Compensation

For several years, farm labor advocates and church groups have been lobbying to bring all agricultural workers under the Unemployment Compensation umbrella. Current law provides that employers of ten or more agricultural workers with a gross quarterly payroll of twenty thousand dollars or more, must pay Unemployment Compensation. Thus, all major growers are currently paying the 2.7% for U.C. coverage. For the last couple of years, the prime legislative sponsors have been Senator Jack Gordon and Representative Sam Bell. They had a quaranteed shot at the issue every other year when the major foreign worker employers had to come back to the legislature for a renewal of the foreign worker exemption from U.S. Recent changes in Federal law lead to a circumstance where this year the U.C. exemption for foreign workers could be "secured" for a five year time window.

The Farm Bureau, whom we took our lead from on this issue, had earlier determined that they could support up to five or more workers and a ten thousand dollar or more quarterly wage. That agreement was reached early, and then the farm worker advocates began wheeling and dealing on the House side and announced that they had a deal to lower the threshold to four or more and nine thousand dollars in '89, and three or more and eight thousand dollars in '90. Other parties who had gotten drawn into the issue (non-ag folks) bought off on that, but the sequential threshold of reductions were never approved by the ag folks. As a part of the play, independent bills raising the maximum weekly compensation from \$175 to \$200, and the H-2 extension for the foreign workers, were folded into the bill lowering the threshold, and the entire package was then marketed as "having been signed off on by everybody."

When the combined package came before the Senate Appropriations Committee this week, Senator Wayne Hollingsworth unloaded on Senator Jack Gordon and blew him out of the water. Wayne accused Gordon of misrepresenting facts to him on the Senate floor, when he persuaded Wayne to withdraw the bill without

a hearing in the Agricultural Committee, and that the agricultural folks had never signed off on the sequential thresholds. After some heated debate, the committee overwhelmingly went with Wayne on a voice vote to remove all of the language lowering the thresholds. Gordon then tried to withdraw the bill from further consideration, which would have killed the increase in maximum benefit and the H-2 provisions, a modest little effort to have the tail wag the dog. Pat Thomas stepped in and advised Gordon that since it was now a committee substitute, it was no longer his bill and he was unable to withdraw it from further consideration. Gordon cried "foul," and the twitty birds from the press corps gathered 'round to lap up his exudate. The fight isn't over yet, but Wayne won big in this round.

Item Two: Meat Labeling

The FCA sponsored Meat Labeling Bill, sponsored by Senator Wayne Hollingsworth, cleared the Senate Tuesday on a unanimous vote. The champion measure has been stuck in Representative Hamilton Upchurch's judiciary committee on the House side. Ham had committed early on to bring it to the floor, but of late his staff had been blowing smoke on the issue and things were getting mighty confused. As this is written, we have overcome staff arguments on the House side, and it appears that we will get that bill out and up early next week, but there ain't no guarantees.

Item Three: Officer and Director Liability

The oft-amended CS/SB 1096 finally cleared the House this week and went back to the Senate, where the Senate added seven "technical amendments." As this is written, it still has to go back to the House for approval of the Senate amendments, which is expected, and the provision impacting FCA remains intact.

The essential feature of the bill of interest to us is that it exempts officers and directors of most non-profit corporations from liability for act or omissions in good faith. That greatly reduces the individual's and association's exposure to frivolous lawsuits or litigation deriving from "act-of-God" kinds of occurrences. The insurance industry will likely re-

spond that they cannot lower rates for liability coverage until they see what kind of experience they have under the new law and whether or not the courts will sustain this law. In that instance, it may be helpful to recall that there have been no court cases in Florida holding non-profit officers and directors liable for good faith activities. With no loss record in Florida, it is difficult to understand justification for the 100% plus increases in O/D liability of the last year or two.

Item Four: Glitches Tax Bill

The long awaited "Glitches" bill from Bud Gardner's House F & T Committee, designed to correct the "minor" flaws in the big sales tax bill, finally emerged mid-week. The Senate version is still under wraps. The bill was tentatively slated for floor discussion Wednesday afternoon, but was pulled when leadership discovered that it would have a 70 million dollar impact. Their initial run had suggested an impact in the \$2-30 million range, and they were both shocked and embarrassed to receive the \$70 million dollar estimate.

There was some immediate knee-jerking and navel twitching by the ag group when we found language removing the existing exemption on leased agricultural property. The exemption is recreated a few pages further in the bill, but in its new form, the exemption applies to a person engaged in the business of renting, leasing, letting or granting a license for use. In effect, the exemption has been transferred from the leasee to the lessor. In practical effect, there doesn't appear to be a significant change, and there should be no tax on the leasing of agricultural lands. However, we will be pursuing this issue over the weekend in order to be sure we understand the subtleties of it.

We are making progress, though the issue is not yet resolved, on whether or not the tax applies to agricultural services not included in the SIC codes. Committee staff agrees that the tax is applied only to services listed in the SIC codes, and then those services specifically listed as exempt are not taxed. Services not listed in the code are not available to be taxed. They argue that existing language in the bill clarifies that issue. I'm not convinced of that. We will continue to pursue this issue, and will push to have some clarifying language included in the Glitch Bill.

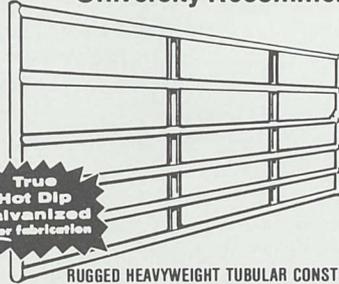
The original bill has a great deal of cross-referencing among the various

(Continued on page 60)

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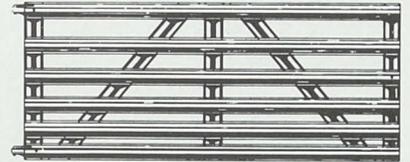
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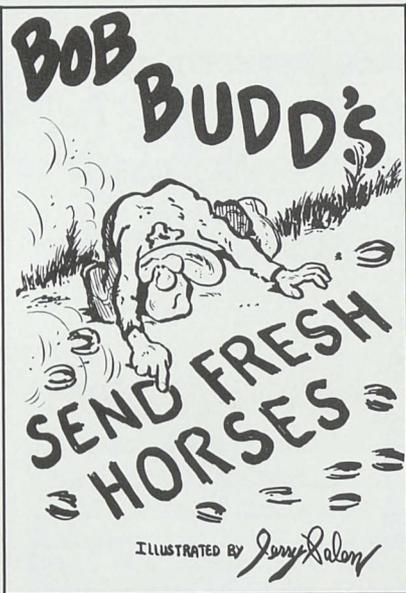
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Report

(Continued from page 59)

sections of the bill, and we have been attempting to "creatively" adjust some of that cross-referencing as an effort to clarify and strengthen exemptions, particularly in segments relating to transportation of agricultural commodities. That process has become sufficiently bothersome to committee staff that they are now proposing to remove the "original identity" language which has generated a large amount of the confusion and uncertainty we have been trying to correct.

On top of responding to the emerging Glitches Bill, we have been heavily involved with the Department of Revenue for the last week and a half in their rules development process. The original tax bill granted them authority to impose emergency rules, which is what they are developing at this point. They subsequently will have until the end of the year to develop a final set of rules for implementing progress in that arena. In large measure, what progress we have made is attributable to our cooperative efforts through the Commissioner's office.

Acadiana

(Continued from page 36)

French are the ethnic minority. Nobody named O'Meara or Johannsen was running for office.

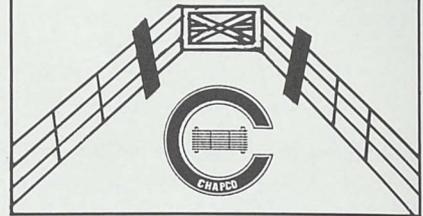
Other things that left a distinct impression were oyster po boys, bon temps, Atchafalaya Swamp Freeway, Canal Gas, dirty rice, free kittens, houses up on blocks, cemeteries that looked like little towns, cane poles, thin cattle, hungry dogs, roadside stands that take food stamps, drive-in liquor by the drink, shrines in the front yard, rusty farm equipment, Speedy O. Long for Governor, French speaking disk jockeys, good horses, bait shops, the mighty Mississippi, ag chemical plants, crawfish e tufe, alligator meat, moss on the trees, oyster shell driveways, the Power House of Deliverance Baptist Church, Thibodeaux Savings & Loan and Dolly's Lounge and Feed Store (baby chicks and cold beer to go).

They were as friendly a folks as I've ever met. I figger a Cajun is just a cowboy who's been dipped in swamp water, baked in the bayou and slathered with Tabasco sauce.

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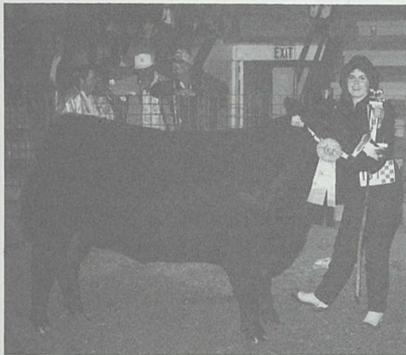
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Polk winners



LYLE Combee of Auburndale showed the grand champion steer at the 1987 Polk County Youth Fair. The 1185 pound Simmental cross sold for \$2.60 per pound to F and L Cattle Company, Polk City.



LISA Padgett, Lake Wales, showed this 1210 pound Simmental-Angus cross steer to reserve champion honors at the 1987 Polk County Youth Fair. The buyer was George's Enterprises, Auburndale, for \$1.80 per pound.

Joe Hendricks dies suddenly

Joe Hendricks, Columbia, South Carolina, DVM who served as USDA-APHIS Veterinary Service Regional Brucellosis Epidemiologist, died of a massive heart attack in May. He was attending a meeting in Kentucky at the time of his death.

Hendricks was well known in the Florida cattle industry and had made important contributions to the state's brucellosis eradication program in recent years.

Ed Richey, Gainesville, IFAS extension veterinarian, said Hendricks "has been a good friend of the Florida cattle industry and an important participant in the formation and activities of the Florida Brucellosis Information Committee. He will be truly missed."

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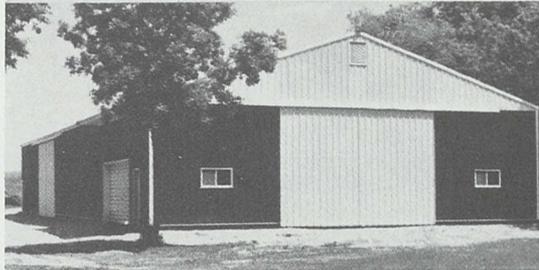


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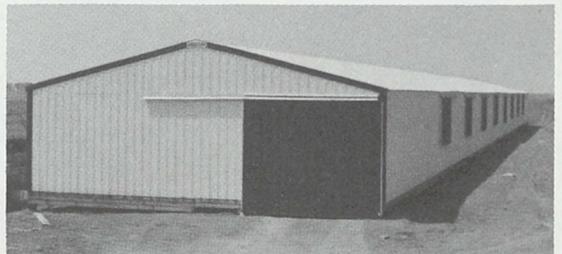
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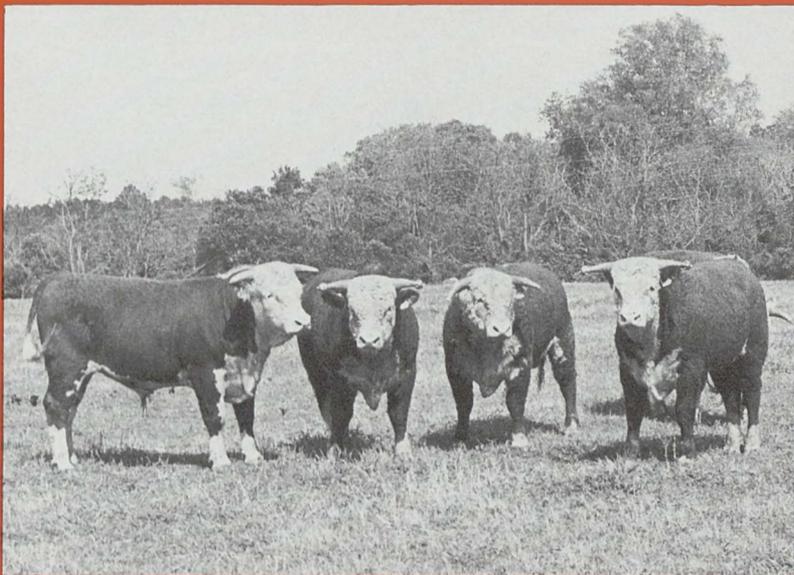
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CattleWomen

(Continued from page 27)

make a difference. Thanks to Karen Howell, secretary, who has kept me up-dated about their activities each month.

Hillsborough County—In February, CattleWomen gave a demonstration on three beef recipes at the Florida State Fair and passed out materials and recipes. In March they assisted the Hillsborough County Cattlemen in running A Beef Sandwich Booth at the Strawberry Festival. They put forth a new look and passed out materials, recipes and promoted beef to the tune of 2000 pounds of sliced smoked top round. May was installation of officers. I had the opportunity to attend their luncheon meeting at the new Holiday Inn and install for 1987-88 the following officers: Susan Carlton, president; Linda Bennett, vice-president; Cheryl Langrebe, secretary; Leslie Van Trump, treasurer; Vina Jean Banks, state director.

Osceola County—New officers recently elected for 1987-88 are: Jeanette Autrey, president; Avis Fulford, first vice president; Aileen Chapman, second vice president; Janet Partin, secretary; Carolyn Kempfer, treasurer and state director.

Sarasota County—New officers elected earlier this year are as follows: Sheila Reigel, president; Lisa Van Dyke, vice president; Doris Smith, secretary; Sandi Rowe, treasurer; Marlene Strickland, state director; Eileen Wright, historian; Beth Underhill, parliamentarian.

Hardee County In April, Hardee County held a nutrition day for kids entitled "Fun With Good Food." Winnie Gordon, Hardee County CowBelle beef promotion chairman and Cindy L. Olson, Hardee County extension home economist have worked in a cooperative effort to provide a learning experience at an early age to teach children about nutrition and good nutritional eating habits that will provide a good nutritional foundation for the rest of their lives. This was organized for the kindergartners of Hardee County and held at the Agri-Civic Center. The children participated in activities and had many opportunities for tasting.

Thanks to Hardee County CowBelles for a job well done, and to Trudy Carey, Jeanette Barthle, Imogene Yarborough and Reba Mazak for representing FCW and assisting with the program.



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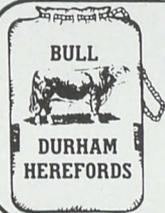
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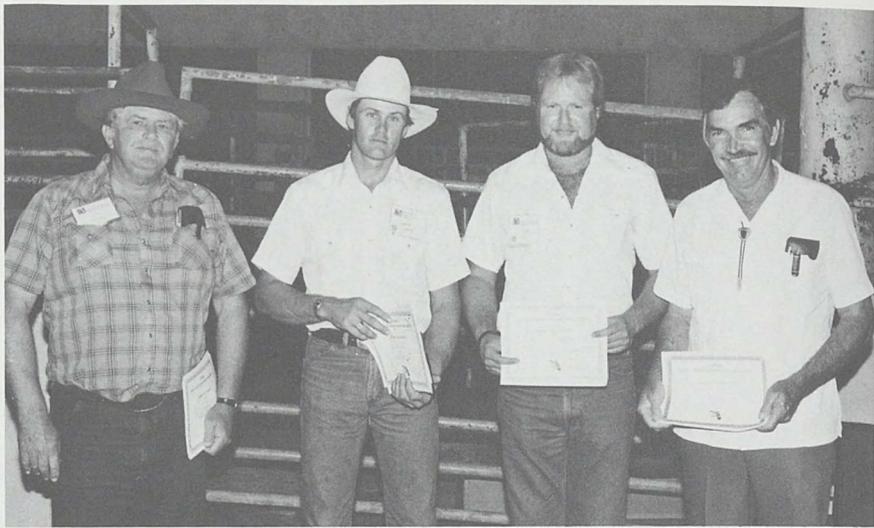
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Top producing cows recognized at Beef Cattle Short Course

Historically beef cattle have been recognized for their success based on physical appearance in the show ring. Recognition in that area has little relationship to their ability to produce calves that are superior for economically important traits with regularity, according to Bob Sand, Gainesville, secretary of the Florida Beef Cattle Improvement Association (FBCIA).

FBCIA has implemented a program to recognize cows that regularly produce superior calves. This recognition is in two categories: 1) Golden Super Cow (a cow that has had 10 natural calves with an average interval between calves of not more than 370 days and an average weaning index of at least 105), and 2) Super Cow (a cow that has had five natural calves with an average calving interval of not more than 375 days and an average weaning index of at least 105). The program is ongoing with new cows being recognized each year.

During the 1987 Beef Cattle Short Course, eight herds participating in the FBCIA program received certificates recognizing superior producers.

Sexton Brahmans of Vero Beach, owned by Ralph Sexton, had a Golden Super Cow, a 1973 cow that has produced 10 calves with an average index of 109, and 363 day average calving interval. Sexton also had two Super Cows, a 1979 cow that has had six calves with an average index of 105, and average calving interval of 352 days; and a 1979 cow with five calves averaging 106 index, and a 369

day average calving interval.

In addition, Treasure Hammock Ranch, also owned by Sexton, had two Super Cows: A 1977 cow with eight calves, average index of 107, and average calving interval of 355 days; and a 1979 cow with six calves, an average index of 113, and average calving interval of 344 days.

W.H. Stuart Ranch, Bartow, was recognized for three Super Cows: A 1975 cow produced nine calves with an average index of 111, and a 374 day average calving interval; 1977 cow with six calves, an average index of 111 and 368 day average calving interval; and a 1979 cow with five calves, an average index of 106 and 366 day average calving interval.

Baldwin Angus Ranch, Ocala, had one Golden Super Cow, a 1974 cow with 10 calves, an average index of 110 and an average calving interval of 352 days. Baldwin also had one Super Cow, a 1975 cow with eight calves, a 106 average index and 370 day average calving interval.

Stardust Ranch, Micanopy, received certificates for two Super Cows—a 1979 cow with six calves, an average index of 111, and a 362 average calving interval; and a 1979 cow with five calves, an average index of 106 and a 353 day average calving interval.

Hardee Farms, Chiefland, received recognition for one Super Cow—a 1978 cow with six calves, an average index of 105, and a 368 day average calving interval.



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Polled Hereford sires named trait leaders

Trait Leader status has been awarded by the American Polled Hereford Association to leading bulls in the 1987 Polled Hereford Sire Summary. The bulls achieved their Trait Leader awards on the merit of the outstanding performance of their progeny in single traits as well as total performance. They were selected from 620 proven sires listed in the 1987 Sire Summary.

Fifteen Polled Herefords were recognized for overall excellence in the total performance division, combining birth weight, weaning weight, yearling weight and maternal performance. Those bulls were *BCR Improver*, *BT JR Quester 604M*, *Enforcer 107H*, *FHR Prospector S29*, *Justa 425E*, *Mainline 680K*, *Kinnaber Justn 7115J*, *OR Dom F243 K120*, *RHF Victor 212 767*, *RHF Victor 266 749*, *RRR J V Banner 2318*, *Sierra Hercules 2L*, *Stanns Mr. Beef 2F*, *Sterling*, *WP Enforcer Lad 100L*, and *YF Phenomenal 017*.

BT PRL Driver 536L was named the number one Trait Leader for yearling weight. He earned the distinction with an estimated progeny difference (EPD) for yearling weight of +88.6 pounds.

Moving into the top spot in the weaning weight division was *FLF King Pin 2003*. A newcomer to the Trait Leader listing, *King Pin* captured the top award with a weaning weight EPD of +59.0 pounds.

In the birth weight category, *CJA King Numode 11* hung on to his number one ranking for the third consecutive year. His birth weight EPD was -15.4 pounds.

MSU Prospector 508 climbed from eleventh spot in the maternal performance Trait Leader list last year to take the top award this year.

This was the sixth annual Sire Summary published by the APHA. The data gives Polled Hereford breeders and commercial cow-calf producers a unique collection of data to guide them in selecting bulls for use in their individual breeding programs. Performance information for the Sire Summary is gathered by breeders throughout the United States and analyzed in APHA's data center. 1987 Polled Hereford Sire Summaries may be obtained by contacting the APHA Department of Education and Research, 4700 East 63rd St., Kansas City, Missouri 64130.

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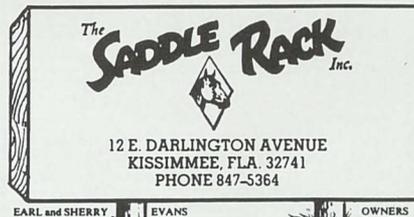
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Trade show promotes ag exports

Approximately 125 visitors from 15 Caribbean, Central and South American countries attended the 17th annual Florida International Agribusiness Trade Show held in Tampa last month according to Commissioner of Agriculture Doyle Conner.

The show is co-sponsored by the Florida Department of Agriculture and Consumer Services (FDACS) and the Florida International Agricultural Trade Council, Inc. (FIATC). It is designed to expose the visitors to Florida agriculture and provide opportunities to develop export sales both during and after the show.

Many of the trade show's 85 exhibitors reported positive results, and the majority said they will exhibit next year. Among the more significant purchases were livestock, live-stock semen and farm equipment.

A wide variety of activities were made available to the guests during their visit to Florida. Prior to the trade show, many guests attended an International Conference on Livestock and Poultry in the Tropics at the University of Florida, Gainesville. This conference provided a first-hand look at Florida beef and dairy operations and technical information associated with running such operations.

Commissioner Conner welcomed the visitors and honored their attendance at the trade show with a Thursday evening banquet. During the banquet John Stiles, Tallahassee, was presented the "International Marketing Man of the Year" award by Commissioner Conner.

The award recognized Stiles for contributions in international marketing circles. These contributions included 25 years of service with FDACS, during which 21 years were spent as the marketing division director. In addition, he served as president for the National Agrimarketing Officials and received the Division of Marketing Presidential "E" Award for excellence in exporting.

Stiles retired from the FDACS in January.

Additional activities on Thursday included several judging contests. Cesar Campo B of Columbia won the beef judging contest while Esteban Wallis of Venezuela outscored everyone in the dairy contest.

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John Boy retires as USSC president

John B. Boy, Clewiston, has retired as president and chief executive officer of United States Sugar Corporation. His retirement was effective June 30.

At a meeting of the corporation's board of directors, held June 1 at Detroit, Michigan, J. Nelson Fairbanks, senior vice president of the corporation, was elected president and chief executive officer. Boy was elected vice-chairman of the board.

Boy retired from U.S. Sugar Corporation after 41 years of service dating back to January 22, 1946. He joined the company as assistant superintendent of Starch House. He subsequently was placed in charge of agriculture equipment development, and in 1958 he became administrative assistant to the president.

In March, 1960, Boy was named vice president of administration, and in 1961 was elected executive vice president.

In 1966 he has elected to the board of directors, and on July 1, 1970, was elected president and chief executive officer. Boy will continue to act in a consulting capacity.

Fairbanks joined the corporation in 1978 as vice president of corporate development. In 1983, he was elected to the board of directors.

Prior to joining the corporation, Fairbanks was vice president and general manager of the Florida Sugar Cane League for 12 years. He has been instrumental in the corporation's growth from 1978.

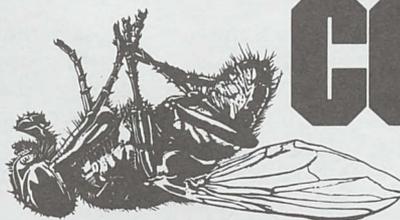
Fairbanks became senior vice president in 1984, and has been involved in all aspects of the corporation in that capacity.

Berry College gets Longhorn funds

A Longhorn heifer, donated by Richard and June Mathews of Brooksville, sold at the recent South Eastern Texas Longhorn Association Sale at Montgomery, Alabama, with proceeds going to Berry College at Rome, Georgia.

A sale report said the heifer was purchased by Jim Hutchinson of Piney Hill Farms, Bluemont, Virginia. Dr. Steward Fowler, head of the animal science department at Berry, said the proceeds will go to support the Texas Longhorn program underway at the college.

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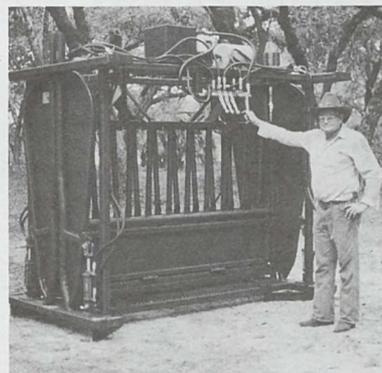
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Management tools that need to be used in beef herds

by D.L. PRICHARD

Extension Livestock Specialist

Quincy—North Florida Research Education Center

The ultimate goal of any commercial beef cattle operation should be to optimize the pounds of calf weaned per cow exposed during the breeding season. It is imperative that this be done in the most economical way possible. The two major factors influencing this goal are weaning rate and weaning weight. However, many other parameters and traits have a direct or indirect affect on these two major factors.

In recent years several tools relating to beef cattle production and genetics have been made available to the commercial cattleman. These tools include herd sire summary reports, breeding soundness evaluations of herd bulls and pelvic area measurements of replacement heifers. The remaining part of this paper will concentrate on how these tools relate to reproductive management of the beef herd.

Herd Sire Summary Reports

The vast majority of commercial cattlemen probably have never considered using a Breed Association Annu-

al Sire Summary. Those commercial cattlemen who have used a sire summary report are probably those that have initiated an extensive A.I. program. The amount of information available in a sire summary report is enormous and has the potential to provide valuable information to the cattleman, providing he has purchased bulls of a breed with an available sire summary and bulls with known performance backgrounds.

A commercial cattleman might be prone to say that he will probably never use a bull listed in a sire summary. While this is probably true, one only has to consider the number of male progeny that will be sired by bulls listed in different breed association sire summaries, to realize the potential impact sire summary reports could have on the commercial cattle industry.

Well, just what is a sire summary report? Sire summary reports are an accumulation of individual, progeny and ancestral performance data that are used to compare a particular bull to that bull's breed average. Perform-

ance data generally found in a sire summary include birth, weaning, yearling and maternal EBV's (estimated breeding values) or EPD's (expected progeny differences).

An EBV is an estimate of an individual's value as a parent and is expressed on a percentage basis (Ex: 104 = 104% or 4% above average). An EPD is a predictor of future progeny performance of a sire when compared with progeny from the breed's average sire and both sires have been mated to comparable females.

Progeny testing is the ultimate tool for selection and is the most accurate measure of breeding value. However, a progeny test is costly both in resource and time. Alternatives available include individual performance records and the performance records of related individuals. Since relatives have like genes, they have a fraction of their breeding values alike. Therefore, relatives can be very useful in helping to estimate EBV's and EPD's for an individual.

Commercial cattle producers sell pounds, not EBV's and EPD's, but they need to base their bull selection on these useful tools as well as to combine breeds in a systematic manner to obtain cross breeding advantages, especially for reproduction. In the future as we learn how to properly use descriptive fertility records such as age at first calving, length of calving interval and number of services per conception, sire summary reports will provide even more valuable information to those cattlemen who use them. Thus, a Sire Summary Report becomes a partial means to an end. It is the only fair way to compare individuals outside of the same contemporary group.

Breeding Soundness Evaluations

Performance data such as weaning and yearling weights, height measurements and conformation scores are of little value if a bull does not breed and settle a high percentage of the females exposed to him during the breeding season. Bulls that will accomplish this are the *only* ones that should be used in any breeding program. Researchers in the past 10 years have disco-

Table 1. Correlations Between B.S.E. Values and Pregnancy Rates Achieved with Synchronized Females

Category	Correlation (r) with pregnancy rate
B.S.E. Score.	.33
Scrotal Circumference	.58*
Percent (%) Motility	.47*
Rate of Motility	.38
Primary Abnormalities	-.12
Secondary Abnormalities	-.37
Total Abnormalities	-.40*

*P—.05

Table 2. Estimated Genetic Correlations Between Reproductive Traits in Bulls with Puberty Age in Half-Sib Heifers

	Bull Traits				
	Scrotal Circ.	% Normal Sperm	% Primary Abnorm. Sperm	% Second Abnorm. Sperm	Motility
Heifers					
Age at puberty	-.71	-.37	.36	.09	.33

tered wide variations between bulls in their reproductive capabilities which affects pregnancy rates and ultimately pounds of calf weaned per cow exposed. Outside of severe lameness or illness it is extremely difficult to eyeball the potential fertility of a bull. For this reason a Breeding Soundness Evaluation or examination (BSE) was developed to assess the potential fertility of a bull.

A BSE, as described by the Society of Theriogenology, includes both a physical examination and an examination of seminal characteristics. The physical part of the examination includes the following:

1. Evaluation of feet and leg structure.
2. Serving capacity and/or libido test.
3. Rectal examination of accessory sex glands.
4. Penis and sheath examination.
5. Scrotal circumference measurement.
6. Examination of testicular shape and firmness.

Seminal characteristics evaluated include spermatozoal motility and morphology. Upon completion of the BSE a bull is scored as a satisfactory, questionable or unsatisfactory potential breeder.

Table 1 indicates the correlations between BSE components and pregnancy rates in heifers.

Scrotal circumference appears to be the single most important BSE measurement taken on a bull because: 1) it is highly correlated with daily sperm production; 2) it is highly repeatable within and between technicians; and 3) it is moderately heritable. Brinks et al. (1977) reported significant favorable estimated genetic correlations between age at puberty in heifers and some BSE components in their half-sib brothers (Table 2).

Table 2 indicates that young bulls with above average scrotal circumference and normal sperm counts should produce heifers with an earlier inherent age at puberty. Caution should be taken with interpreting scrotal measurements on a bull of a particular age. Breed (Angus vs. Brahman) and previous nutritional regime (fitted for show vs. pasture raised) can greatly influence scrotal size.

Another area of interest related to BSE's and reproductive management is single vs. multi-sire herds. Recent research has indicated that in a multi-sire herd the greatest percentage of calves are sired by one of the older bulls. Ologun et al. (1981) indicated that in a multi-sire herd: 1) the most

dominant bulls are not necessarily those with the highest sex-drive; 2) the most dominant bulls are not necessarily the biggest or fastest growing bulls and 3) BSE components were not related to dominance. This would indicate that the optimal usage of superior performance bulls might require single-sire herd management in conjunction with a Breeding Soundness Evaluation.

Pelvic Area Measurements

In recent years U.S. cattlemen have become more aware of the relationship between dystocia and calf birth weight. This awareness has been brought on mainly by the use of exotic breeds of bulls. Calf birth weight has been shown to be the single most important factor affecting dystocia in cattle (Laster et al., 1973). With the increase of dystocia in the U.S. cattle population, cattlemen have observed an increase in postpartum intervals and as a result lower pregnancy rates. In an attempt to offset

this problem some cattlemen have begun taking pelvic area measurements of their replacement heifers. Work conducted by Green et. al. (1985) indicated that the heritability estimate for pelvic area (height \times width) was between .71 and .99. Therefore, selection for increased pelvic area in beef females should be effective.

The most common instrument used to measure pelvic area is the Rice Pelvimeter developed by animal scientists at Colorado State University. The pelvimeter consists of two aluminum arms and a stainless steel scale graduated in centimeters. A horizontal and a vertical measurement are made via the rectum. In order to obtain an area estimate these two measurements are multiplied together.

Researchers at Colorado State measured the pelvises from 1000 heifers, at 35 to 40 days after breeding and at calving time. Using this information they studied the relationship

(Continued on page 81)

FIGURE 1. PELVIC AREA IN CM

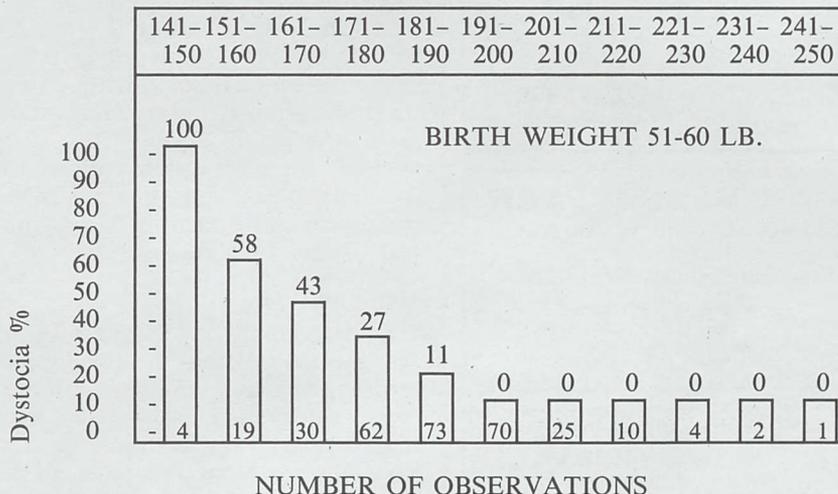
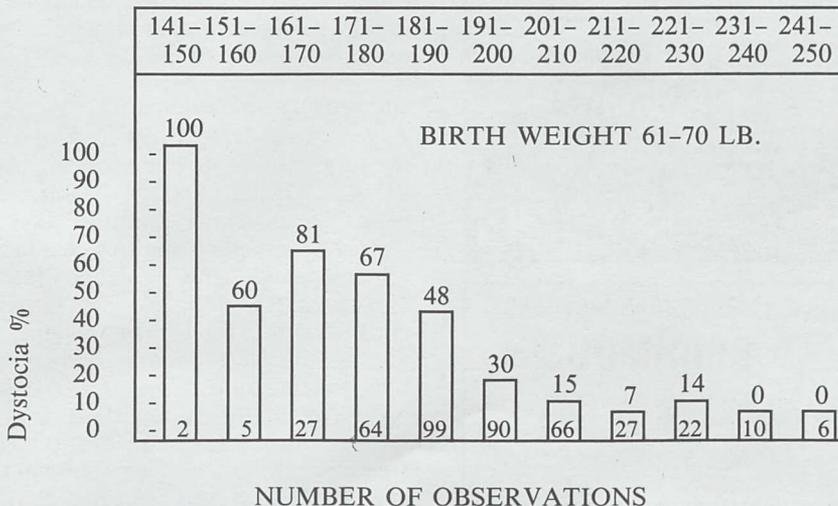
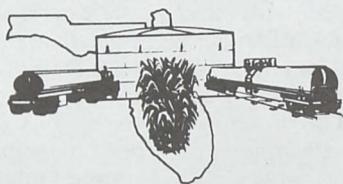


FIGURE 2. PELVIC AREA IN CM



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Purebred cattle auctions require extensive planning

by H. FRED DIETRICH, III

The auction system of merchandising purebred cattle is a major method of marketing for purebred beef cattle breeders. This marketing method has long been a basis of establishing prices in the industry. In addition most breed price records are set at auction.

There are several types of purebred beef cattle auctions such as:

1) Breed promotional auctions. The purpose of this type of auction is to promote a breed of cattle and establish strong prices for that breed. These may involve the glamour of a hotel ballroom or other unique setting.

2) Production auctions. This is a method of marketing the cattle produced by a breeder or a group of breeders.

3) Reduction auctions. This is a system where breeders reduce or cut back on their cattle inventory.

4) Dispersal auctions. The objective of this type of auction is to liquidate an entire herd of cattle. These auctions often include the real estate and farm machinery.

There are several steps to consider in planning and carrying out a purebred beef cattle auction. Major factors to consider are:

Date selection

The date should be selected as far in advance as possible. It is really important to avoid conflicts with any other cattle auctions. As soon as a date has been set, it should be sent to all the cattle and farm publications for their calendar of events. Often cattle are in their best condition in the fall. Fall sales also get the cattle off the cattlemen's winter feed bill. However, spring auctions have the advantage of new grass on the way and the optimism of better times.

Advertising and ringmen

This is the key ingredient to get people to a cattle auction. Most advertising for cattle auctions is done in livestock magazines. Many of these furnish ringmen. A major consideration is advertising in publications that furnish strong ring service. Other considerations are local newspapers and radio. Direct mailing to prospective buyers is also one of the best ways to get buyers to a cattle auction. Often it may be advantageous to hire free-lance ringmen. Good ringmen can be a tremendous asset to a cattle

auction.

Catalog

A catalog should be printed and distributed about one month before the auction date. The catalog should include weaning weights, ratio yearling weights, ratio gain, test results, show records, pregnancy status, fertility tests and other important information. It should also include references of the cattle listed in the pedigrees. Other information needed in an auction catalog includes: greetings and welcome, terms of the auction, any needed disclaimers, maps, and sale headquarters, and other needed information. Sometimes the cost of a catalog can be reduced by selling advertisements.

Preparation of cattle

The condition of cattle is very important. Cattle will sell much better if they are in good condition. The cattle should be on feed at least 120 days before the auction. Another important factor is conditioning the cattle to auction noise and handling. Two good ways to do this are to play a loud radio in their feed area and to work the cattle through the sale ring before the auction. Another important step is to obtain the services of a good large animal veterinarian. A good veterinarian can make sure that all state and federal health regulations are met, that bulls have proper fertility tests and that cows are pregnancy tested. All cattle also need to be identified by lot number. My preference is to dip a number branding iron into paint and place the lot number on each side of the cow. Other methods of lot number identification include ear tags, neck tags, and paper stick-on numbers.

Location

Most purebred cattle sell better on the ranch. Some ranchers have large barns that adapt themselves to good sale locations. In other situations a nice tent 40 x 40 or larger works out really well. Portable pens can be used to make a sale ring and cattle pens. In some situations it is necessary to move the cattle to a fairground or stockyard; however, cattle seem to sell better on the farm.

(Continued on page 77)

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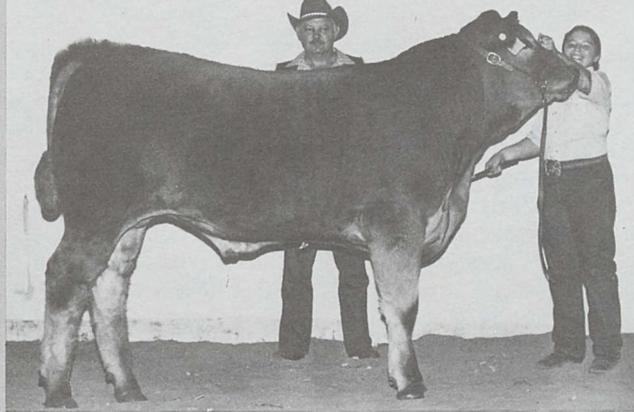
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Brucellosis

(Continued from page 34)

In addition to losing their accreditation, several veterinarians have been named as the defendants in multi-million dollar legal suits because of issuing health certificates that were incorrect. Legal suits, that were filed by *cattlemen*, not government agencies. It is very different from the past; the accredited veterinarians must adhere to the "Standards for Accredited Veterinarians" extremely close; they have no choice. The days of the "quick health certificate" are essentially over. The loss of accreditation can severely restrict a veterinary practice and the loss of a civil suit could financially ruin a veterinary practitioner.

If a health certificate is issued on a "load" of animals, the veterinarian is opened to possible trouble. To prevent possible civil and/or regulatory legal actions, the veterinarian must individually identify *each* animal and certify that the animal meets the requirements stated on the health certificate. The entire load of animals may be listed on one health certificate; but unless specifically exempted, each animal must be individually identified and listed separately. The veterinarian is still responsible for the certification of vaccination records and the health status of each animal, but the loading and the delivery of

the correct animals now become the responsibility of the person(s) shipping and transporting the cattle. The new health certificates contain an "Owner/Agent Statement" which is signed by the owner or agent and states that "The animals in this shipment are those certified to and listed on this certificate." If substitutions should occur or additional animals are placed on the truck; the veterinarian will not be held solely responsible. The individual identification and listing of each animal being shipped is a great inconvenience and a costly one, but the legal ramifications do not allow the veterinarian nor the owner to do otherwise.

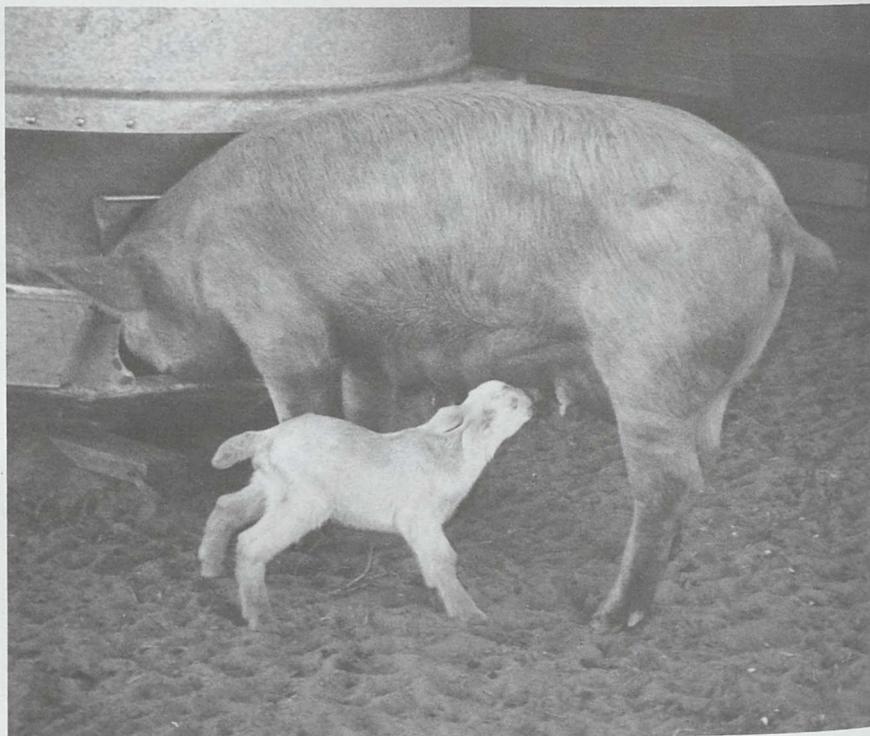
For additional information call: (904) 488-7182, (904) 392-4847, or (904) 377-5632.

Southeast Longhorn officers elected

Richard Mathews, Brooksville, was reelected president of the South Eastern Texas Longhorn Association at a meeting held on May 10 at Montgomery, Alabama.

Lummie Williams, Cordele, Georgia, was named vice president of the association, and June Mathews, Brooksville, was renamed secretary-treasurer.

New directors elected at the meeting were: Patsy Nathe, Dade City; Ken Griffin, Alford; and W. T. Comer, Hendersonville, Tennessee.



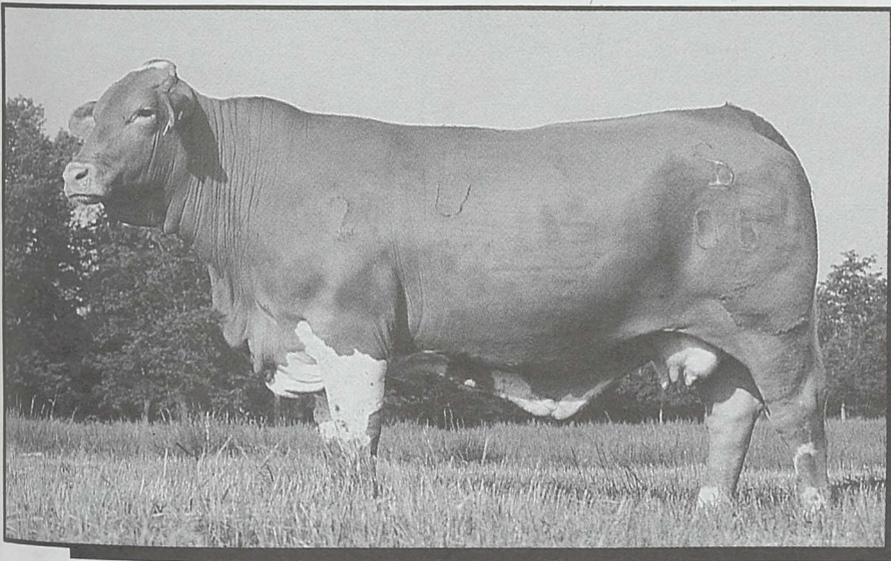
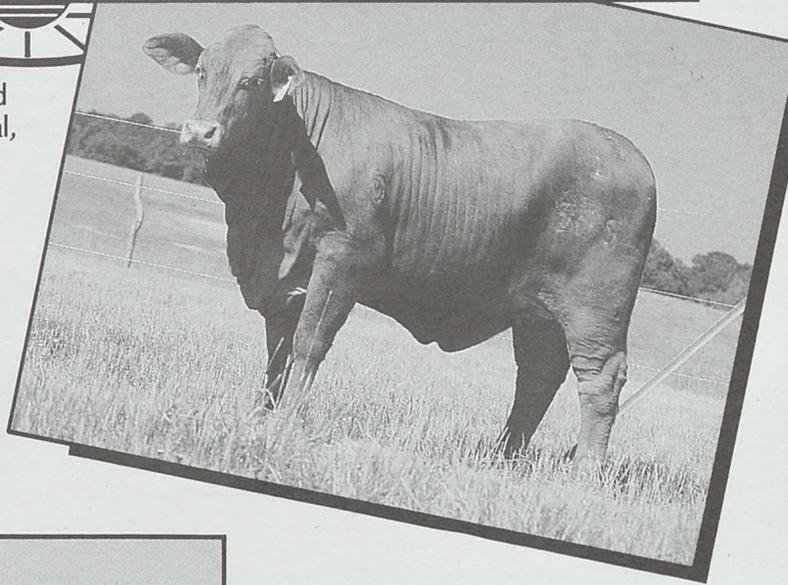
THIS IS AN unusual pair, even in Madison. DiAnne Thompson of Ironwood Farms, Madison, took this picture of one of her baby goats nursing a sow.

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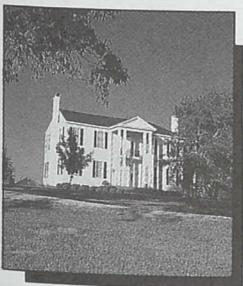
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●
Dunkin Farms 493 is a Special Donor Feature lot that sells as Lot 1. She is a proven producer. Sells open with a pregnant recipient by Snoopy. "We feel this is one of the *best* animals we own," says Charlie Dunkin. This embryo daughter of Robert E. Lee is a sample of what Dunkin Farms is doing. **493's** dam will sell as Lot 2.

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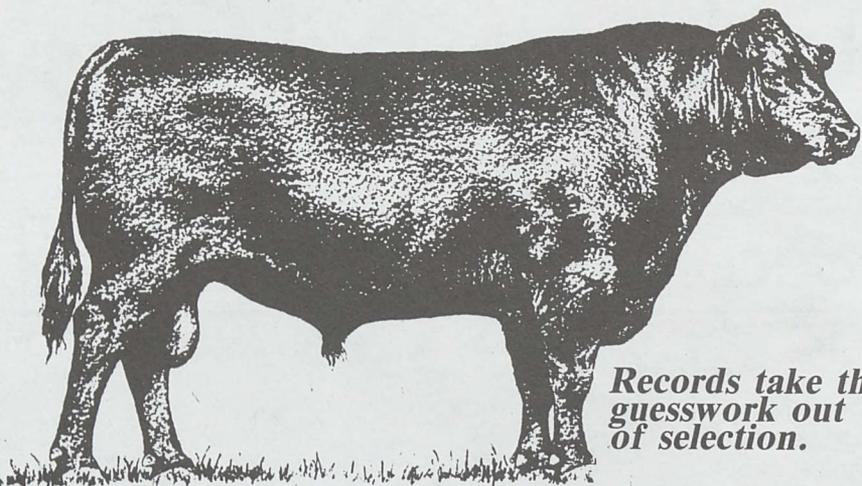
Charles F. Dunkin, Owner

● Ofc: 205/822-6104 ● Res: 205/979-2303
Jamie Horton, Ranch Manager ● 205/872-3291

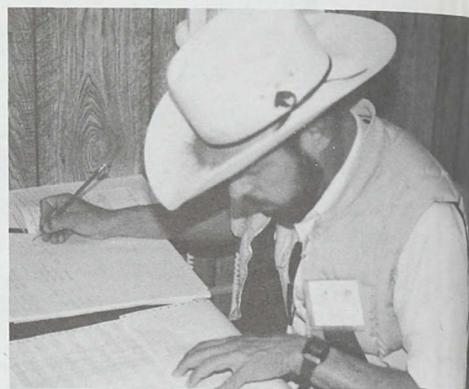
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What a difference a year makes!

R.S. SAND
Extension Livestock Specialist
University of Florida

What a difference a year makes! Last year at this time prices were some of the lowest in many years. The dairy herd buy out program had depressed prices for a 400-500 pound steer \$12.50/cwt from the year before (\$56 vs. \$68.50). Last week the same steer was worth \$22.50 more than last year, \$78.50 vs. \$56.00.

The upward price trend started in the winter and one of the side effects has been a strong demand for bulls. The demand has been strong enough that many of the sale organizers for some select sales with entrance requirements are concerned about getting enough bulls consigned to hold a sale. Many breeders report having sold all of their breeding age bulls early this spring.

At the same time industry leaders have been discussing new marketing standards for fed cattle and carcass beef that will impact on breeding programs. The industry has recognized that consumers want tender, juicy beef without excess fat that must be trimmed off and thrown away. They are also recognizing that in addition to being too small, cattle can be too big. Wholesale cuts from carcasses larger than 775-800 pounds don't fit the box and the individual retail cuts are too large to sell well in the meat case. The meat retailers are saying a 15 inch loin eye is as large as they can sell profitably.

What does all this have to do with better bulls? Principally two things: one, bulls on the average should be better quality than they have been in the past and fewer in

quantity; two, the industry has finally recognized that there are practical limits to frame size and that we need to give additional emphasis to quality (marbling ability) in our calves.

As a cattleman, I see these changing trends complicating acquiring new genetic resources (bull buying). It won't affect the propagator since all he looks for is something that will get his cows pregnant and is cheap to purchase. It won't have much of an effect on the cattleman who has a planned breeding program that he has been working on for many years and knows where and how his product fits into the production chain. It will effect the cattleman who hasn't developed a long range breeding plan and set of goals for his herd but recognizes that changes are coming and decides that he is going to get on the bandwagon.

The biggest problem a cattleman faces in trying to select bulls that will improve carcass merit of his cattle is a lack of information on these traits in bulls being offered for sale. There are differences between breeds but generally these differences are no larger than the differences within breeds. Data from the hands on unit at the University do not show a consistent advantage to any breed in carcass merit. Carcass traits are highly heritable so progress can be made through selection. Unfortunately, carcass data is expensive and time consuming to collect. A bull bred as a yearling will be four years old by the time enough carcass data on his progeny is available to make a sound decision on his genetic merit.

Only a small percentage of the bulls listed on most breed sire summaries have carcass data on progeny available. Until more bulls with progeny carcass data and favorable EPD's for the traits you are trying to improve are available, the alternatives are to use proven bulls through A.I. or try to find sons of proven bulls that are adapted to our subtropical environment. In a bull deficit state like Florida this will not be easy.

Over the long haul, I believe that success from a breeding standpoint will go to those who have a planned crossbreeding program combining those breeds that will result in replacement females that will be fertile and adapted to the environment. Their steer mates will grow rapidly, have average or better muscling, finish at 1050 to 1200 lbs with an acceptable fat cover over loin and have acceptable yield and quality grades.

This is a formidable challenge but the tools and some of the genetic resources are identified and available. Performance records and national sire summary data help take the gamble out of breeding decisions. Performance records will allow you to identify the cows who have superior production traits so their daughters can be retained as replacements. They also identify poor producers that need to be replaced with a heifer with better production potential.

Additional information on performance records and use of sire summaries is available through your local livestock extension agent or Dr. R.S. Sand, 231 Animal Science Building, Gainesville, 32611.

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The Florida DAIRY FARMER

Fiber terminology is changing in dairy cattle rations

by B. HARRIS, JR.
University of Florida

Fiber terminology in recent years has been expanded to include effective, acid detergent fiber (ADF), neutral detergent fiber (NDF) and the commonly used term crude fiber.

We in Florida have, for several years, been using effective fiber due to the amount of byproduct feedstuffs that are used in dairy cattle rations and for lack of a better term in defining fiber. In some laboratories, ADF has largely replaced crude fiber as the fiber measurement. However, like crude fiber, ADF does not adequately represent the total fiber value of feedstuffs nor does it relate well to dry matter (DM) intake or densities of feeds. A general relationship shows that ADF is about 1.26 times the crude fiber value for a forage. ADF does relate well to digestibility and is the starting point for measuring heat damaged protein in silage (ADF-N).

Fine-tuning rations based on NDF is gradually becoming popular in areas where silage and alfalfa hay are the primary roughages and corn is the major source of energy. Under such conditions, the optimal NDF as a percent of total ration dry matter for high producing cows is about 28-30 percent. Values lower than 25 percent may result in milk fat depression and

possible looseness. The same concept is used by many Florida dairymen where less fiber is used in early lactation and more as the cow progresses in lactation. Using NDF is a more scientific approach in obtaining maximum dry matter intake and milk production. With good quality forages, the forage portion can be increased without sacrificing milk production. This is especially useful in areas where forages are the cheapest source of feed. As cows progress in lactation the NDF content of the ration is increased to about 35 percent for cows producing 45-55 pounds and higher for cows producing less than 40 pounds of milk.

Forage quality and the use of cottonseed hulls may delay Florida dairymen from adopting the NDF system in the near future. Even so, Dr. Dave Mertens, a dairy scientist formerly from the University of Georgia and now working at the U.S. Dairy and Forage Research Laboratory in Madison, Wisconsin, continues to develop new strategies with different forages. NDF is a measure of total fiber including cellulose, lignin and hemicellulose. The hemicellulose portion of the feedstuff is usually quite digestible.

Tables on NDF values of different forages are continuously being compiled and updated. The ration formulated below shows the use of both

	lbs	DM	CP	TDN	CA	PHOS	EFFECTIVE		
							NDF	FIBER	COST
							lbs	\$\$\$	
Bermuda Hay	3.00	2.70	0.21	1.20	0.01	.00	2.10	0.96	0.11
Corn Silage	45.00	13.50	1.13	9.00	0.04	0.02	6.30	5.40	0.68
Corn Meal	11.00	9.90	0.95	8.80	0.00	0.03	0.69	0.22	0.44
Soybean Hulls	5.00	4.45	0.60	3.25	0.02	0.01	3.00	1.95	0.20
Distillers grains	8.00	7.28	2.00	6.56	0.01	0.03	3.10	0.88	0.48
Soybean Meal	6.00	5.40	2.64	4.68	0.01	0.04	0.84	0.12	0.51
Mineral	1.30	1.22	0.00	0.00	0.21	0.07	0.00	0.00	0.16
	79.30	44.45	7.52	33.49	0.03	0.20	16.03	9.53	2.56
Requirements (75# Milk)			7.50	33.10	0.25	0.18	0.00		
Composition (DM%)			16.92	75.34	0.67	0.45	36.06	21.44	3.23

NDF and effective fiber in formulating rations.

It appears that NDF values will be used by more and more dairymen in formulating rations. As with crude fiber though, particle size and length of cut will affect the reliability of NDF values. Reliable standards have not yet been established for cottonseed hull rations.

Cattle auctions

(Continued from page 70)

Auction help

On purebred cattle auctions it is really important to have help that know how to work cattle. Good sale help know how to work the cattle easily and calmly during the auction. An auction is no place for "drug store cowboys." The clerk and cashiers also need a strong cattle knowledge. For example, my wife Gayle, who does the paper work on many purebred auctions, has a B.S. degree in animal science from the University of Florida. Good auction help save far more than they cost.

Covering auction costs

None of us is in business to lose money; therefore, it is really important to collect consignment fees or front money to cover all the auction fixed costs, well before the auction. In summary these are the key factors to consider in marketing purebred beef cattle at an auction. However, each auction will be different. Still auction is the most dynamic method of marketing purebred beef cattle.

Editor's note: H. Fred Dietrich, III served as the 1985 Florida Auctioneer Association president. In addition, he holds both a BS and a Master's degree in agriculture combined with the lifetime experiences of breeding, showing, and selling purebred beef cattle. Dietrich is a past president of the Florida Santa Gertrudis Association and has judged numerous cattle shows.

A recent Purdue University study, sponsored by the National Corn Growers Association, found that new demand created for corn by the ethanol industry in 1985 saved the government \$227 million in taxpayer dollars by supporting the ethanol industry.

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AMERICAN BREEDERS SERVICE beef rep position available. The world's leading business involved in genetic improvement of dairy and beef cattle through artificial insemination is seeking to fill two ABS beef representative positions in central and southern Florida. ABS beef rep: This position is a part time position. The ideal candidate will have a B.S. in animal science as well as being very knowledgeable about Florida's beef industry. This position has great opportunities for any qualified individual. American Breeders Service is the world leader in the cattle artificial insemination industry which excels in both beef and dairy genetics. Interested persons should forward resumes to ABS District Sales Manager Dirk Vlot, 2050 E. Edgewood Dr. F36, Lakeland, FL 33803.

Buyer's Guide

A Bar B	29	Florida Polled Hereford	65	Philman's Custom Serc.	61
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Adsit	14	Florida Simmental	72	Pine Acres Ranch	64
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American Breeder Service	76	Gainesville L.S. Market	7	Pineview Farms	34
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Barthle Bros.	30	Hardee Farms	28	River Divide	39
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H.L. RUBIN, D.V.M.
Fla. Dept. of Agriculture

Residual drugs in foods of animal origin that reach marketing channels is one of the greatest concerns of the USDA Food Safety and Inspection Service (FSIS). Failure on the part of the producers to follow proper guidelines when administering drugs or when applying agricultural chemicals can result in the condemnation of thousands of pounds of food products.

The use of drugs and chemicals in animal production and other agricultural pursuits has been extremely beneficial in improving production and reducing losses caused by disease, parasites and insects. The use of drugs in animal production has varied from low levels of antibiotics in feed to injections and implants in the animal itself. Medicated feeds have been an extremely useful tool to the animal industry in the prevention and treatment of disease. Likewise, chemicals have been useful to control certain ectoparasites.

In the development of the various drugs and agricultural chemicals, the manufacturers spend millions of dollars conducting extensive field trials and tests to prove the efficacy and safety of the products and to determine how long it takes to eliminate these products from the animal's body (withdrawal time). The results of these extensive trials and tests must be reviewed by various federal agencies before approval is given to the manufacturer to market these various products. When these products are placed on the market, the manufacturer is required to supply explicit instructions regarding the use of the product and the withdrawal time. Despite all these precautions, drug and chemical residue problems, such as the presence of antibiotics in vealers, sulfonamides in pork, arsenic in chicken livers, pesticide in meat and meat products, occur. The wide use of drugs in animal feed and the report of residues in meat and milk products have generated unfavorable publicity for the industries involved. The recent report that certain species of Salmonella are developing a drug resistance because of the presence of

low levels of antibiotics in the feed may have a serious effect on the use of antibiotics in animal production.

Drug and chemical contamination is a management problem. Contamination occurs when an animal is treated or fed a medicated or chemical contaminated feed. In the dairy herd, one of the greatest sources of contamination is feeding milk from the pot-herd, which is usually heavily contaminated with antibiotics, to vealers or bob calves. When feeding this drug-contaminated milk, this milk must be considered a medication and the withdrawal period, which would be the same as if the calf had been medicated directly, must be followed.

Drug and chemical residue contamination can be caused by (1) overdosing or overtreating animals, (2) feeding medicated feeds, or (3) feeding drug or chemical contaminated feeds. Most drug-contamination violations occur as a result of the producer failing to follow the manufacturer's instructions or failing to identify treated animals and sending these treated animals to slaughter before the end of the withdrawal period.

Drug residue contamination can be prevented by:

1. Identifying all animals being treated.
2. Reading and following the manufacturer's directions. The label and instructions must be read each time a new package of the drug is opened. Changes in the dosage and/or withdrawal time can occur.
3. Keeping records of drugs and animals treated. Record drug's name, lot number, withdrawal period and treatment dates.
4. Not overdosing or overtreating animals.
5. Not sending treated animals to slaughter until the withdrawal period has ended. Treated animals that leave the premises before the withdrawal period has ended may have violation levels of the drug at the time of slaughter.

By following these simple rules, drug residue problems may be avoided.

Recently, a Food Animal Residue Avoidance Data Bank (FARAD) has been established. This data bank, with information offices in Gainesville, Urbana, Illinois and Davis, California, is a computer-based system designed to provide livestock producers, livestock extension specialists and veterinarians with practical information on drugs, pesticides and environmental contaminants that have the greatest potential for being present in animal tissues at the time

of slaughter.

The primary goals of the FARAD program are (1) to ensure that only those foods of animal origin that are free of residues reach marketing channel and (2) to support the responsible use of veterinary drugs in livestock by providing veterinarians with information on the disposition and fate of drugs in a variety of food animal species. The information available through FARAD can be used by your veterinarian to prevent residue-contaminated animals and animal products from entering the human food supply.

Management

(Continued from page 69)

between calving difficulty, calf size and pelvic area. Calves were divided into six groups by 10 pound increments of birth weight. They observed no calving difficulty in heifers giving birth to calves under 50 pounds. All heifers having pelvic areas less than 150 square cm experienced calving difficulty. They also observed that as pelvic area increased the incidence of calving difficulty decreased (Figures 1 & 2). They concluded that it would require about 20 square cm more of pelvic area for each 10 pound increase in birth weight, if percent dystocia remained fairly constant. In addition, pelvic size was found to increase in a linear fashion from breeding to calving time at the rate of .5 cm² daily. Knowing this, one can calculate, at any time from breeding age up, the approximate individual pelvic area at the time of calving.

Predicting dystocia in cattle is very difficult. Though calf birth weight affects dystocia more than any single factor, one must keep in mind that a large birth weight is not all bad. Birth weights are positively correlated to future weights, such as weaning and yearling weights.

Summary

The "tools" presented in this paper are vastly under utilized by commercial cattlemen. In fact, only a handful of aggressive purebred cattle producers have and/or use these types of data. However, as more commercial cattlemen insist upon *needing* these data in their selection of bulls, purebred cattle breeders will be forced to provide them if they expect to remain in business. Commercial cattlemen should demand and receive *accurate, complete, readable* and *reliable* production data from seed stock producers. Time is fast running out on bulls with no known production backgrounds.

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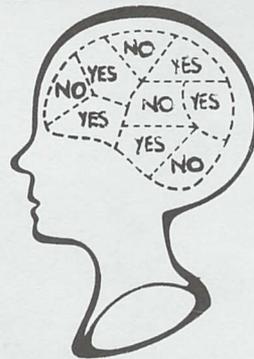
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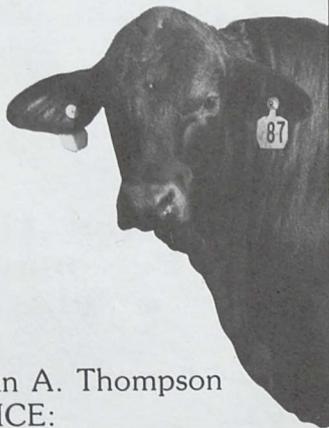
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Editorials

The program will work, if we let it

The following editorial article was written by Richard L. Spader, executive vice president of the American Angus Association, St. Joseph, Missouri. His comments are timely and on target.

The attitude many cattle people have about the beef checkoff program could endanger our entire industry. For example, in a recent issue of a national cattle magazine were four letters to the editor—one supported the program and three expressed dissatisfaction in one form or another. This seems to be about the average ratio, for and against the program, that appears in the letters column of many publications.

If we keep this up, we could well talk ourselves right out of approving the check-off program next year. And failure to approve it will dash most of the hopes for bringing the U.S. beef industry into the 20th century before we are confronted with demands of the 21st century a few years from now.

Too many cattle producers sit around and carp about the beef checkoff and promotion programs. They fuss about the cost of hiring spokespersons, they are put off by the tone of the ads, or they just resent the \$1 per head deduction for advertising and promotion. Maybe Garner is over the hill, or Cybill could have buttoned one more button on her blouse. But these are not the problems.

The problem seems to be that these cattle producers and others like them really don't believe (in the face of all evidence to the contrary) that the beef industry has a problem. If they did, their attitude would be much different. Most of us, if we were as sick as consumer beef demand has been, would search out the best doctor we could find. We wouldn't worry about how he looked, or if his wife is nice. We wouldn't care whether he drives a Lincoln or a Lynx. All we would want to know is how good he is at doing his job. We would demand results, not complain about how he achieves them. But many checkoff program critics don't apply this formula to our suffering beef industry.

Instead, what do we get? One lady wrote to the magazine editor that her "beef-fed" daughter would work for a lot less money than Cybill Shepherd. "No wonder we farmers are broke," she said. Don't bother her with the fact that farmers were going broke long before the checkoff, and that saving \$1 a head on all cattle they sell would have no measurable effect on their ability to pay off their debts. I won't pass judgement on her "beef-fed" daughter's ability to sell more beef than Shepherd.

Another letter writer complained that we should have a sports figure or a country singer, or both, pushing beef. Movie stars do get into trouble now and then, but spare us from sports figures or country singers. A third self-appointed critic grouched that he, and other cattlemen he has talked with, "have not been impressed" with the TV ads. His conclusion is "... it will be very difficult to ensure the passage of the referendum." Well, he is right about that, if nothing else.

As far as I could tell, none of these people claimed to be experts in advertising or public relations. They are about as well qualified to evaluate an advertising program as Cybill is qualified to evaluate their cattle management program. They just don't like what they see—a bit like picking their doctor based on his office decor rather than upon his intelligence and ability.

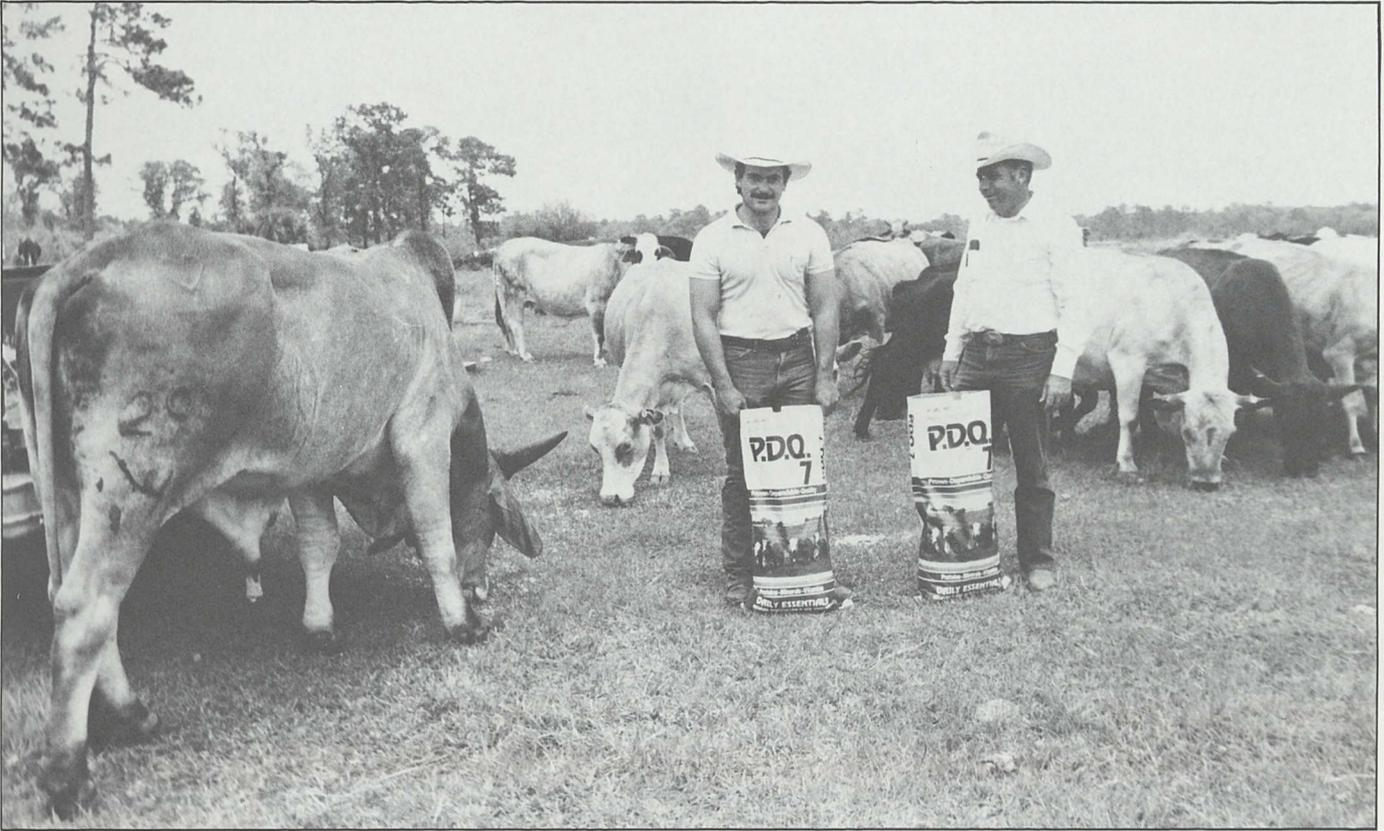
None of the complaining letter writers mentioned, for example, that the advertising agency in charge of the beef advertising campaign is ranked among the best in the nation. The critics did not seem to know or care that studies done since the campaign started indicate that consumers remember the ads, like the message and get hungry for beef when they hear or see them.

Even more important, the shallow criticism ignores the fact that attitudes about beef are already changing. We are a long way from pushing beef demand back to what it was in the 1970's, but finally we appear to be headed in the right direction. And much of this change has been fostered by programs funded by the checkoff. Cut off the flow of money and we'll cut off these programs.

So the next time someone tells you that they don't like Cybill or James, or that we are paying them too much money, or that the program doesn't work, or that cattle producers just can't afford to invest \$1 per animal sold to support advertising and promotion—give them the facts.

We must determine in a vote next year how we will conduct our beef business in the 21st century. In the meantime we can't afford to be held back by those cattle people who still operate with a 19th Century mentality.

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