

The background of the cover is a photograph of a grassy field with yellow wildflowers. In the center, a large adult Piedmontese cow stands next to a smaller calf of the same breed. Another cow is partially visible behind them. The sky is overcast.

CAROLINA CATTLE CONNECTION

Spotlight on PIEDMONTESE

APRIL 2026 • Vol. 40, Issue No. 4

ESSENTIAL SUPPORT FOR YOUR HERD



Spring is the time to stock up on mineral for the season.

Minerals to consider:

- 301208 - PLF HI MAG BEEF BREEDER
- 301222 - PLF HI MAG BEEF BREEDER ALTOSID .01
- 301210 - PLF HI MAG BEEF GRAZING MINERAL
- 301174 - PLF HI MAG BEEF GRAZING MINERAL .01 ALTOSID
- 301213 - PLF PERFORMANCE BEEF MINERAL
- 302443 - PLF 2:1 Beef Mineral
- 302514 - PLF Sheep Mineral B2400

11 Redd Level Plant Rd. | Martinsville, VA 24112 • 5767 NC 8 HWY. N. | Lawsonville, NC 27022

888-777-5912 | www.performancelivestock.com

THE CAROLINA CATTLE CONNECTION

Volume 40, Number 4 • APRIL 2026

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

Sales & Publication Office

P.O. Box 1207
Kilmayne Office Center
120 Iowa Lane, Suite 204
Cary, NC 27511

Phone: 919-552-9111
Email: mail@nccattle.com
Website: www.nccattle.com

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

STAFF

Manager, N.C.	MILO LEWIS
Manager, S.C.	AMBER STARNES
Publication & Creative Services Director	CASEY HINNANT
N.C. Circulation	KIM BURDGE
S.C. Circulation	AMBER STARNES

Material in *The Carolina Cattle Connection*
is not to be reproduced in total or in part without
the written permission of the editor. All submissions
become property of *The Carolina Cattle Connection*,
but we make every effort to return items such as
photographs and artwork as requested.

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

A complementary subscription is included with
membership to each state's association.
Non-member subscriptions are \$30 per year.

All address changes for NCCA members to:
The Carolina Cattle Connection
P.O. Box 1207, Cary, NC 27512

All address changes for SCCA members to:
The Carolina Cattle Connection
101 Main Street Road • Chesterfield, SC 29709

N.C. Cattlemen's Association Leadership

President - JIM LEDFORD
1st Vice President - JOEY CARTER
2nd Vice President - KEITH MURPHY
3rd Vice President - JOHN BARNES
Immediate Past President - BRANDON BOWMAN

Secretary/Treasurer - EVERETT JOHNSON
NCBA Policy Division Director - JOHN LANGDON
N.C. Beef Council Director - BROOKE HARWARD
Beef Board Director - BRIAN WARREN

Directors At Large
MATT POORE • NEIL BOWMAN • TODD SEE

Executive Director - MILO LEWIS
P.O. Box 1207 • Cary, NC 27512

N.C. Cattlemen's Beef Council Engagement &
Communications Director - ASHLEY W. HERRING

Administrative Assistant - KIM BURDGE

S.C. Cattlemen's Association Leadership

President - ASHLEY MILLS, Fairfield
1st Vice President - RYAN WHITEHEAD, Union
2nd Vice President - ALTON SMITH, Hampton
Immediate Past President - GENE CRIM, Orangeburg
Secretary - CAROL HENDRIX, Oconee
Treasurer - ERIC SEYMOUR, Columbia

Board of Directors
JOHN LEWIS, Chester • JOE OSWALD IV, Allendale
HASKEL SEXTON, Spartanburg • JOE DAVIS, Oconee
LLOYD BAXLEY, Georgetown • SCOTT STONE, Pee Dee
MICHAEL HALL, Abbeville • JOHN ROGERS, Darlington
FREDDIE LEE, Sumter • AL McCLAIN, Anderson
RANDALL MAFFETT, Saluda • JACOB STARNES, Lancaster
MIKE CROSBY, Lowcountry • DAVID MILLER, Lowcountry

Executive Director - AMBER STARNES
101 Main Street Road • Chesterfield, SC 29709
Phone: 843-623-2134 • Email: arstarn@clermson.edu
Website: www.sccattlemen.wildapricot.org

S.C. Beef Council Executive Director - ERIN DOLL
P.O. Box 11280 • Columbia, SC 29211
Phone: 803-734-9806 • Email: edoll@scda.sc.gov
Website: www.sccattle.org

Inside Connection

SPOTLIGHT ON PIEDMONTESE

Characterization of Topcross Progenies from Hereford, Limousin, and Piedmontese Sires, by M.D. MacNeil, R.E. Short, and E.E. Grings	Page 16
Doing the Lord’s Work on Farm HUB, Inc.	Page 10
Old Rudera Farm — A Family Tradition, by Larry Strickland	Page 12
Piedmontese — All About the Breed	Page 6
Piedmontese Crossbreeding	Page 13
Tenderness — What Consumers Want, by Keith Hoopingarner	Page 14

MONTHLY FEATURES

Amazing Grazing, by Dr. Matt Poore	Page 22
Ashley’s Beef Corner, by Ashley W. Herring	Page 20
Cattle & Forage Health, by Derrick Taylor & Katie Silver	Page 25
Clemson Corner, by Christopher LeMaster	Page 32
Director’s Report, by Milo Lewis	Page 5
E.B.’s View from the Cow Pasture, by E.B. Harris	Page 24
Focus on Forages, by Amber Starnes & Lee Van Vlake ...	Page 35
Have You Herd, by Koltlyn Cotten	Page 28
The Chaplain’s Corral, by Dr. Elliot Johnson	Page 27
You Decide!, Dr. Mike Walden	Page 35

STAY CONNECTED TO YOUR BREED

American Angus Association Update	Page 53
American Simmental Association News	Page 42
Certified Angus Beef News	Page 48
Common Ground, by Mark McCulley	Page 51
S.C. Charolais News, by Georgeanne Webb	Page 41

WHAT’S HAPPENING IN YOUR STATE?

2026 South Carolina Sale Barn Cattle Receipts	Page 14
N.C. Cattle Receipts, Trends, & Prices	Page 44
New NCCA Members for 2026	Page 62
Pasture Management Systems “Mile of Fence” Update	Page 61
S.C. Cattle Receipts, Trends, & Prices	Page 73

NCBA & THE BEEF CHECKOFF — WORKING HARD FOR YOU!

A Message From the CEO, by Colin Woodall	Page 83
Federation of State Beef Councils Update	Page 71
National Cattlemen’s Beef Association News	Page 87
National Cattlemen’s Beef Association President’s Report, by Gene Copenhaver	Page 81
Public Lands Council News	Page 79
United in the Federation	Page 68

THE DAIRY CONNECTION

Dairy Checkoff Update	Page 102
Inaugural Winter Dairy Weekend Provides Youth With Hands-on Learning, by Marlon Morgan	Page 91
Is Beef x Dairy Needed in Market Data?, by Patricia McDaniels	Page 106
National Milk Producers Federation News	Page 99
Precision is Key to Reducing Antibiotic Use on Dairies, by Cecilia Parsons	Page 104
Simple Treatment May Reduce Inflammation and Its Side Effects in Expecting Cattle, by Katie Bohn	Page 92
The CEO’s Corner, by Gregg Doud	Page 90

WHAT’S NEW IN THE INDUSTRY?

Animal Agriculture Alliance News	Page 72
BioZyme News	Page 74
Boehringer Ingelheim News	Page 94
Corteva News	Page 66
Purina News	Page 44
VacHolster News	Page 46
Zoetis Beef Update	Page 38

EDUCATION, OPINIONS, AND EVERYTHING ELSE!

Beef Cuts & Recommended Cooking Methods	Page 96
Carolina Cooking	Page 65
Improving Weaned Calf Health Through Genetics, by Audrey Tarochione	Page 43
Trending in Food & Media	Page 70
U.S. Department of Agriculture News	Page 108



CAROLINA CATTLE SALES **... get information faster!**

Need bulls, females, or cow/calf pairs?

Do you prefer production sales or on-farm private treaty purchases?

**Cattle producers and breed associations in the Carolinas
have the seedstock you want...the way you want to buy them!**

SCAN THE CODE

**to see some of the best cattle
North Carolina & South Carolina have to offer!**



****Sales updated each month....please visit often!***





2026 Member Benefit PROGRAM

The N.C. Cattlemen's Association is excited to launch the Member Benefit Partner Program, connecting trusted businesses with cattle producers across North Carolina. Through this program, members receive exclusive discounts from industry partners.

These partnerships are designed to deliver real savings and enhance the value of your NCCA membership!

The Partners



\$100 off regular priced semen, not to exceed \$100 annually.

Representatives

Brandon Bowman | 828-217-3120

Nathan Ireland | 336-428-6974

Will Moss | 336-460-7451

Shannon Roberts | 828-775-1629

GENEX™

10% off any in-stock available semen (minimum 10 units).

Representatives:

John David Baltzell | 252-565-3745

Michael Jensen | 336-769-6700

Justin Teeter | 704-267-4074



BILTMORE®

Preferred admission pricing and the Biltmore Enhanced Experience, including the audio guide

Use promo code **ncca** on the Biltmore Corporate Perks webpage, biltmore.com/corporateperk



\$20 off one invoice over \$1,000.

Preston Cave | 336-374-0640

pacaerialapp@gmail.com



Bobcat®

of Lenoir

6% off parts



10% off all products, excluding Miraco, Auto Weigher, and eShepherd

Use promo code **NCCA26** on the Gallagher webpage, am.gallagher.com



10% discount on marked down boots and 10% discount on clothing.

IN STORE ONLY!

To access your benefits, engage directly with our Member Benefit Partners and provide proof of membership (NCCA Membership Card - Physical or Digital)

Additional program details and partner updates will be shared via email.



By MILO LEWIS, N.C. Cattlemen's Association

Director's Report

Stronger Together — Building Value Beyond the Conference

What an outstanding time to be part of the North Carolina cattle industry.

Our recent NCCA Cattle Conference was one for the record books — record attendance, a full trade show floor, strong sponsor support, and tremendous engagement from producers across the state. That kind of participation does not happen by accident — it reflects the strength of our membership and the commitment of the cattle families who make this association what it is.

Thank you to every member who attended, every exhibitor who invested in our industry, and every sponsor whose support helped make this gathering a success. Your participation allowed us to host meaningful educational sessions, productive conversations, and networking opportunities that move our industry forward.

I also want to recognize the incredible team that made the convention possible. From the association staff who coordinated every detail to our conference interns who supported the event on the ground and the N.C. State University Beef Team members who helped design and execute a phenomenal educational program. Their dedication and hard work ensured every session ran smoothly and every attendee left with new knowledge and connections. Their effort exemplifies the collaborative spirit that drives the North Carolina cattle industry.

I am especially proud of the generosity shown throughout the weekend. Through the various auctions, our members rallied behind important causes — supporting the National Cattlemen's Beef Association PAC, investing in our youth programs, and standing with fellow producers in Oklahoma impacted by devastating wildfires. That spirit of stepping up for one another is what defines this association.

As we build on that momentum, we are excited to introduce a new initiative designed to deliver even more value directly to your operation.

Introducing the NCCA Member Benefit Partner Program — This year, we are launching the NCCA Member Benefit Partner Program, an initiative of our Membership Committee, made up of producers from across the state. The program connects trusted industry businesses with our cattle producers to provide exclusive discounts and services available only to active NCCA members.

These partnerships are designed with one goal in mind — delivering tangible value back to you. Members will have access to savings on genetics, equipment, fencing supplies, apparel, aerial

application services, and even family experiences. Whether it's dollars saved on semen purchases, discounts on parts and fencing products, or preferred admission opportunities, these benefits are practical, real, and immediately usable.

We are proud to recognize our 2026 Member Benefit Partners — ABS Global, Biltmore, Bobcat, Gallagher, Genex, PAC Aerial Application, and The Barn Loft.

These companies believe in the North Carolina cattle industry and have stepped forward to invest in our members. I encourage you to review the benefit details in this issue and take advantage of the offers available to you.

This inaugural list of partner companies is just the beginning. We plan to build onto this program each year and add additional partners and offers, giving even more opportunities for businesses to connect with NCCA members and provide value to our industry.

The theme of this year's convention — From Pasture to Profit: Practical Management for Profitable Cattle Operations — focused on equipping producers with real world strategies to strengthen their bottom line. The Member Benefit Partner Program builds on that same commitment by providing measurable value beyond the classroom, delivering tangible savings and practical advantages that support profitability on your operation year round.

If you are not yet a member, now is the time to join. If you are a current member, thank you, and make sure you are taking full advantage of what your Association is delivering for you.

The North Carolina cattle industry is strong because our members are engaged, invested, and forward thinking. Together, we will continue building an association that works for producers today and positions our industry for tomorrow.



BE A WINNER!
Join your local cattlemen's
association AND your state or
regional breed association.

SPOTLIGHT on *Piedmontese*

Piedmontese – All About the Breed

History - Piedmontese cattle originate from the Piedmont region in northwest Italy, a region that is secluded and protected by the Alps mountain range. This area was populated with an ancient European breed of cattle known as Auroch (*Bos Primigenius*). Other domestic European cattle, common to the more temperate climate zones, belong to the species of bovine known as *Bos Taurus*.

Thousands of years ago, Zebu (or Brahman) cattle (*Bos Indicus*), which were common in tropical areas such as India and Africa, began to migrate, some of which stopped in the Piedmont region, taking advantage of the natural Alpine barriers.

These two distinct breeds, the Auroch and the Zebu, blended and evolved in the harsh and secluded mountain terrain over the centuries to become the Piedmontese breed. Today, they are truly an efficient animal, genetically designed to produce low fat, tender beef.

There are several breeds from Italy that also show the influence of this Zebu migration — these are the so-called Italian “white breeds,” but the similarity to the Piedmontese does not go further than the color.

In 1886, the appearance of double muscling in Piedmontese cattle attracted the attention of breeders, who had the foresight to

recognize the enormous potential of this development. The first Italian Herdbook was opened in 1887. Systematic improvement of the Piedmontese began around 1920, and a new herd book was set up by the Breeders Association in 1958. The Piedmontese was developed as a triple purpose meat/milk/work breed. Today, however, it is used primarily for beef production, but some cows are still milked.

Piedmontese cattle are Italy’s most popular breed, and their numbers are growing worldwide. Piedmontese can be found in Australia, Brazil, Canada, Denmark, Great Britain, Holland, Mexico, Poland, and New Zealand, in addition to the United States.



Introduction to America - The first Piedmontese in North America arrived in 1979 through an importation made from Italy by the PBL Cooperative of Saskatchewan, Canada. Additional importations throughout the 1980s added to the Piedmontese lines in North America. By the 1990s, importation of additional genetic material (semen and embryos) had dramatically increased, and there is now a wealth of bloodlines from which to select.

Characteristics - Double muscling is an inherited condition that occurs in many cattle breeds. However, it is most prevalent in only a few breeds. What makes the Piedmontese cattle different from the others? It is the C313Y Myostatin gene. A full blood Piedmontese will always carry two copies of this special C313Y Myostatin gene

marker and, therefore, will always pass one on to any offspring. No other double muscle breed will carry two copies of this particular C313Y marker.

In 1997, several research groups uncovered the genetic cause of double muscling by mutations in the Myostatin gene. This gene occurs naturally in all mammals, and its function is to restrict muscle growth. However, in the case of Piedmontese cattle, the C313Y gene naturally mutated, resulting in the enhanced development of the muscle. Muscle development in Piedmontese cattle averages 14 percent higher than in other average beef breeds. Most likely, all muscles of the body are affected to some degree, but the muscles showing the most obvious change are those of the thighs, rump, loin, and shoulder. This particular Myostatin gene mutation also helps to provide the consistent tenderness of Piedmontese beef. This added benefit is achieved through the stretching of the actual muscle fibers, making them thinner and, therefore, more tender without the need for artificial means to achieve the same effect.

Piedmontese are generally white to light gray in color, with the muzzle (including inside the mouth), around the eyes, ears, tassel of the tail, hooves, and horns being black. At birth, the coat color of the calves is a deep pale fawn. The breed is of medium size with fine bone structure. Confirmation is broad and muscular with a medium sized dewlap. The cows generally weigh around 1,212–1,322 lbs at maturity, and at birth, the calves weigh, on average, from 80–99 pounds. The average Piedmontese cow stands 57” at the hip, while bulls stand at 59” and weigh between 1,700–2,200 pounds. Piedmontese cattle dress out at a much higher percentage than that of other beef breeds. One Piedmontese bull can feed many mouths for months on end.

Piedmontese cattle are docile and highly fertile. They exhibit excellent mothering instincts, ample milk yield, and longevity, often producing for greater than nine years. Calving ease is a result of the delay in the manifestation of the muscling, usually occurring several weeks after birth. Combined with a light bone structure, this results in long, slim calves.

The milk production of the Piedmontese is sufficient to suckle the calf; this is a consequence of the multi-purpose selection applied to the breed from the beginning. Some Piedmontese breeders also use the milk for cheese production. The cheeses Castelmagno, Bra,



Raschera, and many of the Tome coming from the valleys of the region Piemonte are produced with Piedmontese milk.

Piedmontese are known for their high feed conversion and efficiency and were ranked first for their feedlot performance ratio by the Great Western Beef Expo in 1991. Higher than average weight gains are common, and in some studies, the Piedmontese breed achieved a 4.44 lb average daily weight gain.

The breed has a marked aptitude for the production of meat, characterized by an adequate somatic development. It has a good daily live weight gain and excellent adaptability to various environments, even in modest feeding conditions. Piedmontese have a broad and muscular chest, wide withers, muscular loins, a long trunk, and good muscular development of the rump and the thighs. The carcass contains little fat and has a low percentage of bone; the beef is of excellent quality.

There is a biased assumption that larger cattle breeds are more aggressive, which couldn't be further from the truth. Aggression in cattle is usually a result of fear, learning, and hormonal state. Piedmontese cattle are gentle giants. They are treated with care by ranchers that employ low stress handling and are given ample open land to roam about, free to express their curious nature. It is a win-win situation as the cows and ranchers stay happy as they build a relationship of trust between them.

Polled status - Full blood Piedmontese cattle are naturally horned animals, as stated by the breed standards. However, the common practice of dehorning at a young age is generally conducted.

Body - The medium sized breed is fine boned. Feet and legs are clean, dry, and correct and show good, strong hooves. All meat body parts are long, wide, and muscular.

Production traits - Piedmontese cattle are calm animals with good pasture ability. They also have good fertility, longevity, and calving ease with good maternal traits. The protein containing meat is tender and fine grained with low fat and bone percentage.



About the Breed continued on the next page

About the Breed *continued from the previous page*

General Statistics

- Early maturing and long living
- High fertility levels
- Calving ease
- High feed efficiency
- Climate adaptability
- High dressing percentages
- High cutability
- Beef with lower fat and cholesterol

Beef Comparative - Piedmontese cattle produce carcasses of considerable value, which, thanks to the meat potential and the low fat rates, rank in the highest categories of the EUROP classification.

The mg of cholesterol in a 100 g piece of Piedmontese beef is just 48.5 mg compared with others: beef - 73 mg, pork - 79 mg, roast chicken - 76 mg, and sole - 52 mg. (www.piedmontese.org.uk)

Results from the U.S. Department of Agriculture's (USDA) Meat Research Center's (MARC) Germplasm Evaluation Program, comparing eleven breeds, report that although live weights of Piedmontese were significantly lighter than those of Angus or Herford sires, retail product of meat weight was greater because of the much higher dressing percentage. The unique heritable traits of Piedmontese are passed on in the first cross offspring, meaning that even a 50 percent Piedmontese will exhibit significantly more red meat with less fat and bone. The report also indicates that Piedmontese are an excellent candidate for use as a terminal sire for other breeds.

Additional research conducted by USDA at the MARC compared eleven breeds of cattle, and the results of these studies confirm that not only is Piedmontese beef genetically lower in fat than other breeds, but it also has the lowest fat thickness, .29 inches, and the greatest tenderness, 11.0 pounds on the Warner Bratzler Shear Force test, of all the breeds in the study. Results also showed that the average Piedmontese steak was almost 70 grams heavier than the Hereford-



Angus cross steak (357.1 g compared to 288.3 g), which is expected due to larger ribeye areas on Piedmontese. (www.pauscattle.org)

Piedmontese cattle are prized by top beef producers around the world because of their unique genetic makeup of noticeably enhanced musculature. The natural occurrence of significant muscle mass while at the same time remaining tender without the need for excess marbling is a dream trait for every chef.

Piedmontese beef is healthier than commercial alternatives and remains higher in protein and Omega 3 fatty acids while being consistently tender with fewer calories. The meat is lean without losing the rich, beefy flavor.

The concern about eating beef centers on the saturated fat the





meat contains, but what you don't hear the media say is the equal amount of unsaturated fat in beef. Contrary to popular belief, consuming red meat and white meat has an equal effect on blood cholesterol levels. Moderation is key when choosing your diet, and no food should be eaten in excess. We eat more oats, barley, antioxidant filled fruits, and fortified foods to combat high cholesterol, but did you know you can still have red meat on a low cholesterol diet?

It is commonly known that Piedmontese beef is leaner than conventional beef, with less marbling. Other important qualities of the beef are higher in protein and lower in fat and calories, but most are unaware that purebred Piedmontese beef is also lower in cholesterol. USDA research shows that a 3.5 oz Piedmontese steak has 36 g of cholesterol versus 68 g for a regular steak. The nutritional profile does not lie. With nearly one in three American adults having high cholesterol, lean meat that contributes to a low cholesterol diet, like Piedmontese beef, becomes a hot commodity.

In the end, you may spend more on a low fat, low calorie, low cholesterol, high Omega 3 fatty acid lean protein that tastes as flavorful and tender as any prime beef, but some feel that you get



more bang for your buck. (www.piedmontese.org)

The topic of whether red meat causes heart disease has been beaten to death by everyone you talk to at this point. Not all beef is healthy for you due to the heavy processing before being presented to consumers. That does not take away from the fact that red meat contains an abundance of amino acids, vitamins A, B₆, B₁₂, D, E, and minerals, including iron, zinc, and selenium. Relative to caloric intake, beef is the best source of high quality dietary protein.

When you think about it, it's obvious. We're eating less red meat than we were 30 or 40 years ago, but the rates of heart disease, diabetes, and cancer continue to rise. Nutrition specialist Dr. Seeman concedes that mainstream media points to skinless chicken and fish as healthy proteins, but all whole food sources, including unprocessed all natural beef, can be part of a healthy diet.

In this tug-of-war between white meat and red meat, the introduction of Piedmontese beef shakes up the whole game while keeping in mind the health of consumers. Piedmontese cattle naturally have more muscle and up to 30 percent less fat than conventional beef due to superior genetics. Currently, there is a wide selection of Piedmontese beef that qualify as the American Heart Association's certified heart healthy. (www.piedmontese.com/about_nutrition.aspx)

It's no surprise that grass fed beef is naturally healthier than grain fed beef due to having less total fat and cholesterol. Piedmontese cattle that are grass finished produce beef with five times more Omega 3 fatty acids and two times more conjugated linoleic acid (CLA), on top of being even leaner and more tender than grain fed beef. It's easy to taste the difference.

Piedmontese Today - The Piedmontese was evaluated in Cycle IV of the Germ Plasm Evaluation Program at U.S. MARC. Birth weight (80.2 lbs), unassisted births (92.5 percent), and survival rate to weaning (91.1 percent) of half blood Piedmontese calves were similar to Hereford x Angus cross calves. The same was true for 200 day weaning weight. Postweaning gain, however, was somewhat lower (2.49 vs. 2.74 lb/day) and was comparable to the smaller Continental breeds. Dressing percentage (62.7 percent) was the highest of all Continental and British breeds. Fat thickness (0.31 in) was the lowest of all 27 breeds evaluated in GPE, and ribeye area (13.19 sq in) was the largest of all breeds. Percent retail product (73.4 percent) was the highest of all breeds, and weight of retail product (485 lbs) was second to the Charolais. Percent of carcasses grading USDA choice (41.7 percent) was the lowest of all breeds, except for Brahman (39.7 percent). In spite of low quality grade, tenderness as measured by shear force did not differ significantly from the average of Herefords and Angus. Research has shown that double muscled cattle, such as the Piedmontese, have a mutation in a gene known as "Myostatin." This mutation is related to improved tenderness of the muscle. The age of half blood Piedmontese heifers at puberty (348 days) was among the youngest of all breeds. The pregnancy rate of heifers (95.5 percent) was second highest of all 27 breeds. Percentages of calves born (93 percent) and weaned (84 percent) for Piedmontese cows were higher than for Hereford x Angus cows (88 percent and 79 percent, respectively). However, the percent of unassisted calvings was slightly lower (84 percent vs. 87 percent). Calf weaning weight (498 lbs) was similar to Hereford x Angus cows (504 lbs).

SPOTLIGHT on *Piedmontese*

Doing the Lord's Work on Farm HUB, Inc.

Keith and Bitsy Hoopingartner started their farm, Farm HUB, Inc., in March 2020 in Franklin, N.C., in the western part of the state with their son Joshua and his wife, Courtney. They raise Piedmontese cattle for beef and seedstock and Royal White sheep for lamb and seedstock. Keith and Bitsy will tell you about their vision for their farm and why they are raising Piedmontese cattle.

The following are some questions asked of Keith and Bitsy about their farm:

Keith, what were your reasons for starting a farm at this stage of your life? “Bitsy and I had moved to Franklin to be part of a church and to help with the church and the community. During that time, as I read my Bible, I kept reading about the land and that God desires to heal the land. So we prayed over the land in Macon and Rabun counties. We then went to Florida to look after Bitsy’s mother, who was battling dementia, and then my father, who had a

stroke. One day, as I was reading in 1 Corinthians 15, I read verse 46, which speaks of first the natural, then the spiritual. It was a “wow” moment. I said, “Lord, are you talking about healing the physical land?” So we changed our focus and started looking at the land, naturally. I had some health trials, along with caring for my dad’s health. In this process, I believe the Lord was showing me that our land needs to be healed so that the plants can be healthy and, in turn, the animals and then the people. I have never read in the Bible about retirement — so that is why we decided to start a farm at this stage of our lives.”

Bitsy, what steps did you take during the health trials that brought you to where you are today? “Keith and I started educating ourselves on eating a more healthy diet. We learned about avoiding pesticides and herbicides found in much of processed food these days. We started cutting out sugar and unhealthy carbohydrates. We read a book called “The Maker’s Diet” by Jordan Rubin, which taught us how to make more healthy choices with our food. Grass fed and grass finished beef is a healthy choice as you look at the Omega 3 to Omega 6 ratio. It has more Omega 3, which is what our bodies need.”

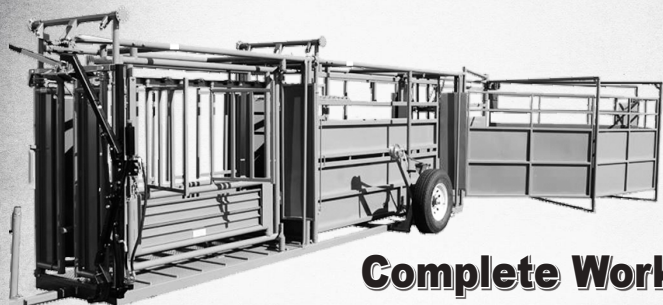
Keith, why did you choose the Piedmontese breed of cattle? “After months of research studying different cattle consultants’ guidelines and reading numerous cattle books, I made a list of what we wanted in our cattle. Piedmontese checked about all of our wants.

“I talked with numerous farmers/ranchers who raised Piedmontese. I asked a medical doctor who raises Piedmontese why he chose the breed. He said he had six children and wanted them to have healthy food. He also lifts weights as a hobby, and the high protein, low fat, low cholesterol that this meat offered made his decision “a no brainer!” He said it was the healthiest meat one could find, and the only meat to rival it — not to do better, but to rival it — was wild caught deep sea fish.

This conversation really impacted me. We still hadn’t eaten any Piedmontese beef at this point but found a company in Nebraska, Certified Piedmontese, that shipped grass fed and finished Piedmontese. We ordered a box of steaks that were grass fed and finished. When we received the meat, we had a family get together with our three children, their spouses, our grandchildren, and my dad. Beforehand, I told everyone that we wanted their honest opinions about the meat’s tenderness, flavor, and texture, as we

PEARSON

“DESIGNED FOR CATTLEMEN BY CATTLEMEN”



**Complete Working
Facilities for Cattle and Bison**

Heavy, rugged construction — Built to last!

Rawhide Portable Corrals In Stock!

**Quality Equipment at Competitive Prices
Call about NEW PORTABLE SYSTEMS!**

For Information or Brochures, contact:

Peter Hostetler
540-810-4605



would be investing a lot of time and money into our decision on which breed to go with. After eating the steak, they all said it was the best steak they had ever eaten. This was the final check on our list.

“So to list a few of the items on our checklist — good forager with good conversion rate; meat from a grass fed and grass finished beef that was tender, flavorful and with good texture; good maternal instincts; good fertility; a temperament that would allow close working for pasture rotations; fine bone and elastic skin that are tenderness indicators; dark pigment to combat sun damage and pinkeye; a white coat to help with heat stress and continue foraging when dark cattle are looking for shade; a high dressing out percentage, availability of semen from bulls that were linearly measured to go with our planned A.I. program. (We can purchase semen from Anaborapi in Italy, which has a fantastic bull testing program, as well as other breeders here in the United States.)

“When we found out that Piedmontese meat was naturally tender, flavorful, low in cholesterol, low in calories, lean, and high in protein, I knew this would be a great help in the finishing of the grass fed and finished cattle for processing, as it would be hard for me to mess it up.”

Bitsy, what does a day on your farm look like? “Because we are only a few years into farming and small, we can be up close and personal with our herd. We check on all our animals, including sheep, livestock guardian dogs, and especially new calves. Every new calf is tagged, weighed, and a DNA sample is taken.

“We do rotational grazing, and our cattle are moved to new paddocks every day with fresh, clean grass. After we check on

everyone and feed hay if needed, we make new paddocks. The rest of the day we work on fencing or whatever project we have at the time. Around 4:00 p.m., we move the cows. They know the routine and look forward to their move. Many times they will leap or jump as they come into their new paddock. After moving their water tubs and mineral box, we take down old paddocks, check the electric fence voltage, and head for home. Our mineral box has 20 bins of free choice minerals, vitamins, and kelp with sea salt, so the cows can get what they need. It is amazing, as they know what they are lacking and will go for that mineral. We have finally reached the point where we are selling some seedstock heifers, cows, and bulls, and we have beef for sale.”

Do either of you have any final words? Bitsy — “We are very grateful to have discovered the Piedmontese breed, and we are enjoying our healthy, tender, delicious grass fed beef!”

Keith — “We are grateful for the Lord’s help and guidance in this journey. There are many people along the way that have been very helpful. I would encourage all cattle producers to check out Amazing Grazing with Johnny Rogers and Dr. Matt Poore of N.C. State University. I believe that all of us want to see the land healed. I am amazed at the opportunity we have been given and the call. I am thankful that healthy meat doesn’t have to taste bad or be tough. The Piedmontese breed is naturally tender, naturally healthy, and naturally flavorful due to their unique God given genetic makeup. I am thankful for finding out about this breed and now being able to work with them. Thank you all for allowing me this opportunity to share with you about the cattle breed, Piedmontese.”



NC COOPERATIVE EXTENSION

Provided by:
Randolph, Rockingham, & Stokes
County Cooperative Extension Centers,
NC State University &
Upper Piedmont Research Station

Cattle Repro School
Tuesday, May 19, 2026



<https://go.ncsu.edu/uprsreproschool2026>

Topics

- Establishing a Breeding Season
- Estrus Synchronization
- Pregnancy Checking: Palpation & Blood test
- Culling & Animal Selection
- AI vs. Natural Breeding
- Hands-On Practice: Repro Tracts & Cattle

Details

9:00 am to 5:00 pm (lunch is provided)
Upper Piedmont Research Station
1944 Wentworth St, Reidsville, NC 27320

Registration

\$20 per person - Only 10 Spots Available!

Questions? awbowman@ncsu.edu or 336-593-8179

N.C. Cooperative Extension is an equal opportunity provider.

SPOTLIGHT on *Piedmontese*

Old Rudera Farm – A Family Tradition

By LARRY STRICKLAND, *Old Rudera Farm*

Old Rudera Farm is a family owned farm going back three generations in Nash County. It was originally a row crop farm consisting of tobacco, corn, and soybeans. After two generations, it became a cattle farm when Larry and Marina Strickland took it over in 1996.

The farm's name comes from a German castle in the area of Germany that Marina grew up in. We started out with commercial cattle and soon began looking for a niche in the cattle market. We researched many breeds and finally decided to try the Piedmontese breed due to its meat qualities. After producing several meat animals and eating the beef, we were sold.

Now we are still in the process of replacing commercial cows with registered Piedmontese. We currently run about 50 head of 100 percent registered Piedmontese, 15 crossbred cows, and two commercial cows. Our plan is to only have registered Piedmontese that have the double myostatin gene that makes the beef very tender. Marina has her meat handler's license, and our specialty is selling Piedmontese beef to the public at the Rocky Mount Farmer's Market, selling from the freezer at home, and we enjoy promoting the breed.

Our son A.J. and his wife Kaitlin, who live across the road from



us, now have their own farm under the Strickland Bar Ranch name, and we operate together. They will be the fourth generation to work the farm. A.J. and Kaitlin enjoy showing the Piedmontese beef cattle at the Kentucky State Fair, Nebraska State Fair, and, our favorite, the N.C. State Fair.



Piedmontese Crossbreeding

- Calves grow faster due to hybrid vigor
- Calves have a higher hot hanging weight percentage
- Calves have a higher percentage of premium cuts
- No need for a hormone implants



Anaborapi Bull Uranus

- Better gains on grass
- Better heat and insect tolerance
- No increase in calving difficulties
- Continental and British crosses grade Choice

Small Calves that Grow Fast



Shorthorn-Piedmontese Calf

"Piedmontese crosses (200) have 92.5% unassisted calving, same as Herford, Angus, and Holstein crosses, and higher than other breeds."
- USDA Clay Center, Nebraska
"Breed Comparisons in the Germplasm Evaluation Program at MARC (Table 3), 1996"



Angus-Piedmontese Calf



More Meat, Higher Rate of Gain, More Premium Cuts



Beefmaster-Piedmontese Calf



Brahma-Piedmontese Calf



Simmental-Piedmontese Calves



Piedmontese Increase Meat Yields in Dairy Breeds



75% Piedmontese
25% Jersey

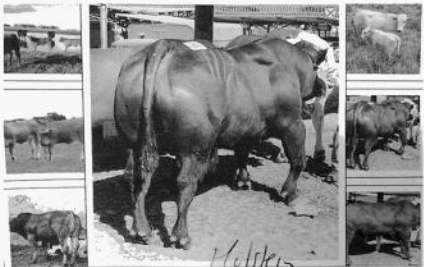


"Cold carcass weights were greater for the Piedmontese-cross heifers than for the Charolais-cross heifers, but were similar for the steers."

"In conclusion, the Piedmontese crosses had slower growth rates than Charolais crosses, but because of their superior dressing proportion the difference in carcass weight was proportionally less than the difference in slaughter weight."

"An evaluation of Piedmontese x Holstein-Friesian cattle for beef production" by Davis, Grundy, and Hardy

Irish Journal of Agricultural and Food Research, 38:201-208, 1999.



Piedmontese-Holstein Crosses

	FR	PM	RO
Carcass Weight/Day	434 g 0.956 lbs	435 g 0.959 lbs	453 g 0.999 lbs
Kill-Out Proportion	519 g/kg 51.9%	547 g/kg 54.7%	538 g/kg 53.8%
Carcass Conformation Score	2.1	2.9	2.9
Carcass Fat Score	4.0	3.4	3.8
Pistola Carcass Side Weight Proportion	447 g/kg 44.7%	462 g/kg 46.2%	466 g/kg 46.6%
Pistola Muscle Proportion	642 g/kg 64.2%	716 g/kg 71.6%	687 g/kg 68.7%
Pistola Fat Proportion	165 g/kg 16.5%	115 g/kg 11.5%	137 g/kg 13.7%

FR: Friesian-Holsteins
PM: Piedmontese x Friesian-Holsteins
RO: Romagnola x Friesian-Holsteins

Livestock Production Science Vol 78, Issue 2, 2 December 2002, 143-158

Comparisons of Piedmontese Crosses

From USDA Clay Center Nebraska "Breed Comparisons in the Germplasm Evaluation Program at MARC", Tables 5 and 6, 1996:

Piedmontese Crosses	
683 lb Carcass Weight	485 lb Retail Weight
0.31 in Fat Thickness	13.19 in ² Ribeye Area
HIGHEST	LOWEST
Retail Cut (73.4%)	Fat Trim (14.3%) Bone (12.3%)

From the Georgia Bull Test for Two Fullblood Piedmontese Bulls:

	ADG	REA	FAT
Pied BCP57K	4.44	18.9	0.06
Pied BCP54K	4.54	18.0	0.07
Average All Bulls (British, Continental)	4.06	14.0	0.2-0.48

50% Herford
50% Piedmontese



50% Longhorn
50% Piedmontese



50% Limousin
50% Piedmontese



50% Angus
50% Piedmontese



Cow: 50% Longhorn
50% Piedmontese



50% Simmental
50% Piedmontese



Calf: 75% Piedmontese



25% Angus
75% Piedmontese



Yields of Meat for One-Copy Piedmontese Cattle
Courtesy of Rockin SJS Farm Texas

SPOTLIGHT on *Piedmontese*

Tenderness – What Consumers Want

By KEITH HOOPINGARNER, *Farm HUB, Inc.*

“ Consumers consider tenderness to be the single most important component of meat quality. This fact is easily confirmed by the positive relationship between the price of a cut of meat and its relative tenderness.”

This is the opening statement of a study performed by USDA-ARS U.S. Animal Research Center, Clay Center, Neb., titled “Beef Tenderness, Regulation, and Prediction” by M. Koohmaraie, T.L. Wheeler, and S.D. Shackelford.

The study reports, “One supermarket chain that asks customers to return any meat they are not satisfied with had...78 percent of which was due to tenderness problems.”

A very interesting statement from this study cites a quote from 1974 — “The beef industry relies on the USDA quality grading system to segment carcasses into groups based on varying levels of expected meat palatability. However, the results of numerous investigations of the relationship between marbling and beef palatability indicate that, although there is a positive relationship between marbling degree and tenderness, juiciness, and flavor, this relationship is weak at best.”

And to further establish the weakness of connective tissue and marbling as tenderness indicators — it states under “The Sources of Tenderness Variation,” “Utilizing the data collected from the Germplasm Evaluation Project (GPE), Crouse and coworkers determined that connective tissue and marbling combined only accounted for 20 percent of the observed variation in meat tenderness. Therefore, we could not account for 80 percent of the variation in meat tenderness.”

And in another area of this report under “Indirect Methods of Predicting Beef Tenderness.” Predicting Beef Tenderness with Carcass Traits. ‘We and others have found that marbling will account for at most 15 percent of the variation in aged beef tenderness.’ “

So, after reading this report and data known since 1974 about marbling being a poor indicator of tenderness, why is it still being used as the standard to grade our beef in 2024, 50 years later?

I found another study perf in Clay Center, Neb., by T.L. Wheeler, S.D. Shackelford, E. Casas, L.V. Cundiff, and M. Koohmaraie, titled “The Effects of Piedmontese Inheritance and Myostatin Genotype on the Palatability of Longissimus Thoracis, Gluteus Medius,

2026 South Carolina Sale Barn Cattle Receipts

[illegible]

Semimembranosus, and Biceps Femoris.”

If you are like me, I didn’t know what these muscle groups referred to, but fortunately, in the study it gave the layman terms — the longissimus thoracis (ribeye), gluteus medius (top sirloin), semimembranosus (top round), and biceps femoris (bottom round).

Please search online for the full reports of these studies. They were very detailed, and great care was taken to find true results.

Under the “Materials and Methods” section of this study:

“Animals. The Roman L. Hruska U.S. Meat Animal Research Center’s (MARC) Animal Care and Use Committee approved the use of animals in this study. Over a four year period, 25 to 37 F-1 Piedmontese x Hereford (or 31 to 56 Piedmontese x Angus) females (depending on year) from Cycle IV of the Germ Plasm Evaluation Project were mated to Piedmontese, F-1 Piedmontese x Hereford (or Piedmontese x Angus), or Hereford (or Angus) bulls to produce 305 Piedmontese crossbred steers (n =190) and heifers (n = 115). These progeny had 25:75, 50:50, or 75:25 ratios of Piedmontese: Hereford (or Piedmontese: Angus) inheritance and had 0 (+/+), 1 (mh/+), or 2 (mh/mh) copies of inactive myostatin alleles. In addition, 45 Hereford and 45 Angus steers were produced from the same Hereford and Angus germ plasm for comparison as 0 percent Piedmontese. All Piedmontese cross animals were genotyped to determine the number of inactive myostatin alleles.”

A quote from the study, “The present experiment indicates that in Piedmontese, mh/+ or mh/mh improves the tenderness of all four muscles evaluated relative to the +/+ genotype. Furthermore, round and sirloin muscles from mh/mh seem to be at least as tender as longissimus (ribeye) from +/+ and gluteus medius (top sirloin) from mh/+ was as tender as longissimus (ribeye) from +/+ cattle. The values of round cuts, chuck cuts, and lean trimmings have decreased 20, 23, and 31 percent, respectively, relative to total carcass value, whereas the values of rib and loin cuts have increased. The beef industry has made it a priority to improve the value of these lower quality carcass components, which make up 66 percent of the carcass. Our data imply that producing mh/+ cattle not only improves the tenderness of the valuable longissimus (ribeye) but also could be one method of improving the quality of the lower valued cuts. At current prices, improving the value of top sirloin to that of ribeye and strip loin improves carcass value by about \$50. It seems likely that many lower quality muscles would be improved significantly in mh/+ cattle, resulting in substantial improvement in total carcass value.”

Implications - “These results indicate that mh/mh Piedmontese bulls could be used as terminal sires to produce mh/+ progeny with improved tenderness in at least four muscles, resulting in a substantial increase in carcass value in addition to the previously demonstrated advantage in yield of saleable product.”

West End Precast

276-228-5024

PRECAST CONCRETE FEED BUNKS



J-Bunks - \$250

U-Bunks - \$200

Calf Bunks - \$150

Water Troughs - \$400
Pads - \$250
Tanks

Truckload Discount - \$10/each

Prices FOB Wytheville, Virginia • Delivery Available

SPOTLIGHT on *Piedmontese*

Characterization of Topcross Progenies from Hereford, Limousin, and Piedmontese Sires

By M.D. MacNEIL, R.E. SHORT, and E.E. GRINGS

ABSTRACT - Breeds of larger mature size tend to grow more rapidly and be older when attaining a given level of fatness. Hereford, Limousin, and Piedmontese are of approximately equal mature size and yet may vary in body composition at a given degree of maturity. However, direct comparisons among these three breeds were not found. Therefore, the objective of this research was to compare Hereford, Limousin, and Piedmontese progenies for economically important traits. Crossbred cows were bred to Hereford (n = 23), Limousin (n = 24), or Piedmontese (n = 24) sires. Male calves were either left intact or castrated at approximately two months of age. Calves remained with their dams until weaning at an average age of 179 days. Male calves were then individually fed a growing ration until they reached 851 lbs and then fed a finishing ration for either 90 or 132 days. They were then slaughtered at a commercial abattoir, and carcass data were collected. Female calves were group fed and used to examine nutritional effects on age at puberty. Data were analyzed using REML and linear contrasts among the breed-of-sire effects evaluated. Hereford sired calves had shorter gestation periods and weighed less at birth than either Limousin or Piedmontese sired calves. Calving difficulty of Hereford and Limousin sired calves was less than that of Piedmontese sired calves. Limousin sired calves tended to grow more rapidly than Hereford sired calves. By the finishing phase, Limousin and Hereford sired calves had greater average daily gains than Piedmontese sired calves. Differences in dry matter intake among breeds of sire were relatively small. Differences in carcass weight, longissimus muscle area, fat depth, and percentage of kidney, pelvic, and heart fat resulted in a clear stratification of USDA yield grade between breeds of sire. Differences in percentage primal cuts were similar to those for USDA yield grade. Hereford sired calves had more marbling than progeny of Limousin or Piedmontese sires. However, the force necessary to shear cores from steaks of Piedmontese sired calves was less than for progeny of Limousin or Hereford sires. Hereford and Piedmontese sired heifers were younger at puberty than Limousin

sired heifers. Within breeds of similar mature size and growth rate, ample variation exists in age at puberty and body composition at an approximately equal degree of maturity.

Introduction - Degree of maturity (the ratio of current size to mature size) accounts for substantial fractions of variation in both growth and body composition of livestock. Thus, differences in growth and body composition among breeds varying in mature size are to be expected when expressed at age or weight constant endpoints. Breeds of larger mature size tend to grow more rapidly and be older when attaining a given level of fatness. However, contemporary comparisons among breeds of beef cattle having similar mature sizes are infrequent, especially beyond comparisons of Angus and Hereford.

Appropriate use of breed differences is a recommended strategy for matching biological types of beef cows with production environments and for producing beef products that are consistent with consumer desires relative to composition and palatability. In rotational crossing, using breeds of comparable characteristics such as birth weight, size, and lactation potential has been advised to avoid calf losses associated with dystocia, to stabilize nutrient requirements in the cow herd, and to control variability in product composition. However, this restriction may be relaxed in exploiting breed resources in specialized roles.

Indirect evidence suggests that Hereford, Limousin, and Piedmontese are of approximately equal mature size and yet may vary in body composition at a given degree of maturity. Therefore, the objective of this research was to provide direct evidence of comparative performance for Hereford, Limousin, and Piedmontese sired calves from birth to slaughter of male progeny at less than two years of age and from birth to puberty of female progeny.

Materials and Methods - Crossbred females, ranging in age from 1–11 years (average 3.8 years), were bred randomly by A.I. for three years to Hereford (n = 23), Limousin (n = 24), or Piedmontese (n = 24) sires. The crossbred cows were mainly ½ Red Angus, ¼ Charolais, and ¼ Tarentaise, but additional germplasm from Angus, Hereford, Simmental, Jersey, Shorthorn, Pinzgauer, and other

breeds was also included. Calving date, birth weight, and calving difficulty score were recorded at birth. As part of a collaborative project, male calves were randomly assigned within sire to be left intact or castrated at approximately two months of age. Calves remained with their dams until they were weaned at an average age of 179 days. During this time, all cows were managed together and grazed on either improved, irrigated pastures or native rangeland. Weaning weights were adjusted to 180 days.

After weaning, male (bulls and steers) calves were placed into covered pens with individual electronic feeding gates, with six animals per pen. Excess calves, beyond the capacity of the individual feeding facility, were fed in feedlot pens of approximately 25 animals. Bulls and steers were pinned separately. Calves were fed once each morning. From weaning to 851 lbs, they were fed growing diets and thereafter were individually switched to finishing diets for 90 or 132 days. Diets differed in either level or degradability of protein. Effects of these dietary treatments on growth and carcass traits have been reported previously. Cattle were weighed unshrunk every 28 days except when they approached 851 lbs; at this time, they were weighed weekly to determine the appropriate time to switch diets. Weighing was done in the morning, approximately 24 hours after feeding.

Longissimus muscle area and backfat thickness were determined by ultrasound scanning within ten days of completing the growing phase. Measurements were made by one of two trained technicians using an Aloka 500V realtime ultrasound unit equipped with a 6.6 inch scanning width and a 3.5 MHz linear array transducer. The transducer was placed across the longissimus muscle between the 12th and 13th ribs. Images were recorded on a computer and later measured for longissimus muscle area and backfat thickness with the AUSKey 2.0 computer software package by one of the two technicians.

Cattle were slaughtered at a commercial abattoir using standard industry procedures. Hot carcass weight was measured on the day of slaughter, and other carcass measures were taken after 48 hours of storage at 35.6°F. Dressing percentage was calculated as 100 times the ratio of hot carcass weight to live weight taken one day before slaughter. The Longissimus muscle area between the 12th and 13th sternal ribs was measured using a planar grid. Fat thickness over the longissimus muscle was taken at the 12th rib. The kidney, pelvic, and heart fat was estimated and recorded as a percentage of carcass weight. Marbling was evaluated by subjective comparison of the amount of fat within the longissimus muscle between the 12th and 13th ribs with photographic standards. Primal cuts of one half of the carcass were weighed and included chuck, rib, short loin, sirloin, and round. Meat tenderness was determined on the longissimus muscle taken at the 12th rib on the left side of the carcass. After aging for 14 days, the steaks were flash frozen and stored at 5°F for later analysis. The steaks were then thawed at 41°F for 40–48 hours and cooked to a 158°F internal temperature. After cooling for a minimum of two hours, five cores 0.5 inch in diameter were taken parallel to muscle fibers, and Warner-Bratzler shear force was determined.

After weaning each year, female calves were used in experiments examining nutritional effects on age at puberty and subsequent breeding performance. In 1995, the 208 available heifers were blocked by breed of sire and randomly assigned within blocks to

one of four treatments. The feeding protocol provided for either a controlled gain or a stairstep gain in which periods of high and low gain alternated. Trace mineral supplementation provided additional Cu, Zn, and Mn to one half of the heifers. Additional details concerning this experiment can be found in Grings et al. In 1996, the 246 available heifers were stratified by breed of sire and within strata randomly assigned to diets containing either 1.9 or 4.4 percent fat. Safflower seeds provided the added fat. Further details concerning this experiment can be found in Lammoglia et al. Heifers were observed twice daily for estrual behavior. The occurrence of estrus was confirmed by the presence of a corpus luteum and serum progesterone concentration greater than 1 ng/mL 6 or 7 to ten days after observing estrual behavior.

Pedigree data for the Hereford, Limousin, and Piedmontese sires were obtained from the respective breed associations or, in the case of Line 1 Hereford sires, from the research database of Fort Keogh Livestock and Range Research Laboratory. The pedigree information was at least three parental generations deep for all sires. All dams were assumed to be unrelated. This pedigree information was used in accounting for relationships among animals.

Data analyses were conducted using REMLs implemented by Boldman et al. Each trait was analyzed separately, and different models were used to analyze traits measured before and after weaning, although some effects were common to both models. To account for differences in breed of dam, both models included linear regression effects of proportion of maternal heterosis, Hereford, Charolais, Tarentaise, Simmental, Jersey, Shorthorn, Pinzgauer, and “other” germplasm of the dam. The effect of percentage Angus in the breed-of-dam was set to zero by elimination of the equation from the coefficient matrix. A discrete fixed effect for breed-of-sire was also included in both models. Finally, a random animal effect was common to all analyses. Analyses of gestation length, birth weight, calving difficulty incidence and score, gain from birth to weaning, and 180 day weight included additional discrete fixed effects for year of birth and age of dam by sex of calf subclasses and an uncorrelated random effect associated with dams. Analyses of traits measured after weaning and on the carcass included a fixed effect for contemporary group composed of calves born in the same year, at the same age of dam, of similar sex condition (bull or steer), and subject to the same nutritional and managerial regimen. Convergence was determined by the variance of the simplex of parameter estimates being less than 10–10. Global convergence was assumed when analyses with different starting values converged to similar parameter estimates, and no further improvement in the log likelihood was observed. The linear functions of breed-of-sire solutions for Hereford vs. Limousin, Hereford vs. Piedmontese, and Limousin vs. Piedmontese were computed in the converged analyses.

Results and Discussion - Sampling of sires is a critical issue in breed evaluation. The Limousin and Piedmontese sires were sampled from their respective breeds without regard to pre-existing genetic information. The average additive relationships among Limousin

Topcross Progenies *continued from the previous page*

and Piedmontese sires were 0.9 and 8.2 percent, respectively. Seventeen of the Hereford sires used came from the Line 1 Hereford population of Fort Keogh Livestock and Range Research Laboratory. The remaining six Hereford sires included both horned and polled germplasm that was widely available for use in artificial insemination. The average additive relationship among the Hereford sires was 31.0 percent, which is approximately one half the average additive relationship among contemporary Line 1 Hereford cattle. Line 1 has made a substantial genetic contribution to the U.S. Hereford population. However, to the extent that the sample of Hereford used here was not randomly drawn from the U.S. population, caution is advised in making broad inferences characterizing Hereford.

Table 1. Summary statistics describing topcross calves produced in evaluating Hereford, Limousin, and Piedmontese germplasm				
Trait	n	Mean	SD	Heritability
Gestation length, d	1,070	286.7	6.45	0.37
Unassisted births, %	1,125	88.1	26.4	0.00
Calving difficulty ^a	1,125	1.2	0.52	0.01
Birth weight, kg	1,126	40.3	5.88	0.28
Prewaning gain, kg	1,049	172.8	21.82	0.09
180-d weight, kg	1,050	213.2	23.71	0.12
Backgrounding gain, kg/d	458	1.29	0.22	0.23
Days to 385 kg	458	330.1	38.58	0.29
Backgrounding DMI, kg/d	247	6.66	0.51	0.11
DM intake:gain	247	5.24	0.64	0.20
Longissimus muscle area, cm ²	445	69.7	6.61	0.08
Fat depth, mm	444	1.72	0.73	0.16
Finishing gain, kg/d	458	1.21	0.23	0.06
Finishing DMI, kg/d	247	8.67	0.90	0.33
DM intake:gain	247	6.90	1.35	0.14
Live wt at slaughter, kg	458	518.9	25.5	0.14
Age at slaughter, d	458	463.6	24.4	0.63
Hot carcass wt, kg	458	307.1	16.3	0.25
Dressing percentage	458	59.2	1.76	0.33
Longissimus muscle area, cm ²	458	85.2	7.53	0.02
Fat depth, mm	458	6.3	2.27	0.14
Kidney, pelvic, and heart fat, %	458	2.1	0.46	0.03
USDA yield grade	458	1.9	0.46	0.00
Primal cut wt, kg	458	162.3	9.98	0.30
% Primal cuts	458	53.8	1.60	0.15
Marbling score	458	5.0	0.67	0.29
Shear force, kg	458	3.6	0.73	0.16
Liver wt, kg	458	5.3	0.54	0.12
Age at puberty, d	454	378.6	46.4	0.36

^aDegree of assistance required for delivery of normally presented live calf: 1 = unassisted, 2 = minor assistance, 3 = mechanical assistance, 4 = surgical assistance.

Shown in Table 1 are the numbers of observations, average levels of performance, and indicators of variability for the traits measured in this evaluation. Although the number of observations is sufficient to provide adequate power of the test for comparisons among the breeds of sire, they are hardly sufficient to precisely estimate heritability. This situation is most acute for postweaning and carcass traits. Heritability estimates are presented merely to provide an indication of the average level of variation among sires within the breed in these data. Phenotypic CV for indicators of growth were from 11.1 percent for 180 day weight to 19 percent for average daily gain during the finishing period. For the carcass traits indicative of mass, the CV ranged from 5.3 percent for hot carcass weight to 6.1 percent for primal cut weight. Indicators of fatness were more variable, with CV from 13.4 percent for marbling score to 36 percent for fat depth.

Contrasts among the breeds of sire solutions for calving traits are presented in Table 2. Hereford sired calves had shorter gestation periods than either Limousin or Piedmontese sired calves, which

were similar. Breed of sire effects on birth weight were similar to those on gestation length. However, calving difficulty was similar for Hereford and Limousin sired calves and less than for Piedmontese sired calves. The results observed here for Hereford and Limousin are qualitatively similar to those observed in characterizations of these sire breeds in New Zealand and at the U.S. Meat Animal Research Center. In slight contrast to the present results, Cundiff et al. found Piedmontese sired calves had similar birth weight and incidence of calving difficulty, despite a longer gestation period, relative to the average of Hereford and Angus sired calves. Direct comparisons of calving traits expressed by Limousin and Piedmontese sired calves were not found. Collectively, the results indicate little cause for concern associated with incompatibility in calving traits among these breeds, contraindicating their use in rotational crossbreeding programs. However, segregation of alternative alleles at the myostatin locus with major effects on birth weight and calving difficulty in F-2 Piedmontese crosses makes Piedmontese better suited to use as a terminal sire breed than in rotational crossing.

Differences among progeny of Hereford, Limousin, and Piedmontese sires in gain from birth to weaning were relatively small but became larger as the calves grew older. Limousin sired calves tended to grow more rapidly than Hereford sired calves. By the finishing phase, both Limousin and Hereford sired calves had greater average daily gains than Piedmontese sired calves. Thus, Limousin sired calves reached 851 lbs at a younger age than Piedmontese sired calves. Both Hereford and Limousin sired calves were heavier at slaughter than Piedmontese sired calves. The similarity in growth

Table 2. Comparative performance of Hereford-, Limousin-, and Piedmontese-sired calves ^a			
Trait	Contrast		
	Limousin – Hereford	Piedmontese – Hereford	Piedmontese – Limousin
Gestation length, d	3.60 ± 1.09	4.52 ± 1.18	0.92 ± 0.92
Unassisted births, %	-2.48 ± 2.07	-6.51 ± 2.08	-4.02 ± 1.91
Calving difficulty ^b	0.06 ± 0.04	0.14 ± 0.04	0.08 ± 0.04
Birth weight, kg	2.94 ± 0.89	1.98 ± 0.98	-0.96 ± 0.75
Prewaning gain, kg	2.79 ± 2.37	-0.50 ± 2.52	-3.28 ± 1.93
180-d weight, kg	5.59 ± 2.78	1.28 ± 2.98	-4.31 ± 2.27
Backgrounding gain, kg/d	0.05 ± 0.04	-0.08 ± 0.04	-0.12 ± 0.03
Days to 385 kg	-14.31 ± 7.70	1.92 ± 8.13	16.23 ± 6.21
Backgrounding DMI, kg/d	-0.14 ± 0.11	-0.06 ± 0.11	0.08 ± 0.10
DM intake:gain, kg/kg	-0.14 ± 0.14	0.34 ± 0.14	0.48 ± 0.12
Longissimus muscle area, cm ²	3.21 ± 1.04	8.17 ± 1.07	4.96 ± 0.88
Fat depth, mm	-0.44 ± 0.13	-0.89 ± 0.14	-0.45 ± 0.11
Finishing gain, kg/d	0.06 ± 0.03	-0.11 ± 0.04	-0.17 ± 0.03
Finishing DMI, kg/d	-0.39 ± 0.22	-0.14 ± 0.22	0.26 ± 0.19
DM intake:gain, kg/kg	-0.69 ± 0.28	0.45 ± 0.28	1.14 ± 0.26
Live wt at slaughter, kg	7.36 ± 4.39	-11.18 ± 4.58	-18.54 ± 3.62
Age at slaughter, d	-14.27 ± 5.97	4.19 ± 6.41	18.46 ± 4.86
Hot carcass wt, kg	9.49 ± 3.18	6.18 ± 3.35	-3.31 ± 2.57
Dressing percentage	1.00 ± 0.37	2.51 ± 0.39	1.51 ± 0.30
Longissimus muscle area, cm ²	6.33 ± 1.02	13.60 ± 1.03	7.26 ± 0.91
Fat depth, mm	-1.82 ± 0.39	-4.10 ± 0.41	-2.28 ± 0.32
Kidney, pelvic, and heart fat, %	0.05 ± 0.07	-0.27 ± 0.07	-0.31 ± 0.06
USDA yield grade	-0.44 ± 0.06	-1.11 ± 0.06	-0.67 ± 0.05
Primal cut wt, kg	7.79 ± 2.03	9.53 ± 2.15	1.74 ± 1.64
% Primal cuts	1.00 ± 0.28	2.18 ± 0.29	1.18 ± 0.23
Marbling score	-0.39 ± 0.14	-0.57 ± 0.14	-0.18 ± 0.11
Shear force, kg	0.00 ± 0.13	-0.34 ± 0.14	-0.33 ± 0.11
Liver wt, kg	0.18 ± 0.09	0.06 ± 0.09	-0.12 ± 0.07
Age at puberty, d	23.04 ± 9.26	-14.97 ± 9.82	-38.01 ± 7.79

^aEffects of greater magnitude than approximately twice the standard error may be considered different from zero.

^bDegree of assistance required for delivery of normally presented live calf: 1 = unassisted, 2 = minor assistance, 3 = mechanical assistance, 4 = surgical assistance.

rate of Hereford and Limousin sired calves seen here is consistent with earlier reports in the literature, as is the reduction in growth rate and final weight of Piedmontese sired calves relative to Hereford sired calves. Hoving-Bolink et al. found Piedmontese sired calves also weighed less at slaughter than Limousin sired calves, although the breed effect was confounded with one half the individual heterosis being expressed by Piedmontese crosses and full individual heterosis being expressed by Limousin crosses.

Differences in dry matter intake among breeds of sire were relatively small. This may result because differences truly do not exist. However, the measurement of individual feed intake may be subject to greater experimental error than other traits, and the number of observations was substantially less than that of other traits. Differences in dry matter required per unit of weight gain were consistent with differences in growth during the respective feeding periods. In experiments conducted in the United Kingdom and at Clay Center, Neb., Limousin sired calves were less efficient in converting feed to live weight gain than Hereford sired calves when carried to fat constant end points. However, to weight or age constant end points, Limousin sired calves were more efficient than Hereford sired calves. The endpoint used in the current study, while neither strictly age nor weight constant, more closely resembles a weight (CV of slaughter weight = 4.9%) or age (CV of age at slaughter = 5.3%) constant end point than a fat (CV of fat depth = 36.0%) constant end point.

Live weight at slaughter was less for Piedmontese sired calves than for either Limousin or Hereford sired calves, which were similar. However, due to differences in dressing percentage, Piedmontese and Limousin sired calves had similar carcass weights and were heavier than Hereford sired calves. Longissimus muscle area was greater, and fat depth was less in Piedmontese sired calves than in either Limousin or Hereford sired calves. Likewise, longissimus muscle area was greater and fat depth less in Limousin sired calves than in Hereford sired calves. Piedmontese sired calves also had less internal fat than either Hereford or Limousin sired calves, which were similar. These differences in carcass traits resulted in a clear stratification of USDA yield grade between these breeds of sire. Differences in percentage of primal cuts mirrored differences in USDA yield grade. Even when carried to fat constant end points in other trials, edible product yield from carcasses of Limousin sired calves has exceeded that of Hereford sired calves. Cundiff et al. also found offspring of Piedmontese sires to be leaner, to have greater longissimus muscle area at a constant age, and to produce more retail product at a constant level of fatness than progeny of Hereford sires. In a direct comparison of Piedmontese and Limousin sired bulls and heifers, the progeny of Limousin sires had more subcutaneous and intramuscular fat than the progeny of Piedmontese sires.

Hereford sired calves had more marbling than progeny of either Limousin or Piedmontese sires, which were similar. However, the force required to shear cores from steaks of Piedmontese sired calves was less than that needed for steaks from progeny of Limousin or Hereford sires. The force required to shear steaks from progeny of Hereford and Limousin sires was similar. Contrasts of Piedmontese progeny vs. Limousin progeny, Piedmontese progeny vs. Hereford progeny, and Limousin progeny vs. Hereford progeny indicated similar tenderness of

the longissimus muscle among these breeds of sire.

The liver may account for 20–25 percent of an animal's total energy expenditure. It is also readily obtainable and easily weighed at slaughter. Thus, liver weights are used here as an indicator of maintenance energy requirements. However, differences in body composition and associated differences in tissue requirements also complicate definitive inferences relative to maintenance requirements. A tendency for the liver weight of Limousin sired progeny to exceed that of Hereford sired progeny was noted. Otherwise, liver weights were similar for progenies of these breeds of sire.

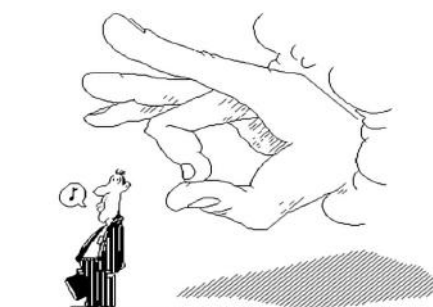
Hereford and Piedmontese sired heifers were younger at attainment of puberty than Limousin sired heifers. The differences observed between breeds in the present study are qualitatively similar to those observed previously. It is noteworthy that longissimus muscle area and percentage of primal cuts of F-2 50 percent Piedmontese steers and heifers without the Piedmontese mutation at the myostatin locus were more similar to Hereford than to Limousin. Thus, the genetic relationship between leanness and age at puberty may result from the polygenic background, whereas the extreme leanness of Piedmontese results primarily from a mutation at the myostatin locus. However, the implied antagonism between leanness and age at puberty is not absolute. Dual purpose breeds that have a history of selection for milk production reach puberty at a young age, and yet they are also relatively lean.

Implications - Within breeds of similar mature size and growth rate, ample variation exists in body composition and age at puberty at an approximately equal degree of maturity. This contraindicates use of these breed resources in rotational crossbreeding systems. Limousin and Piedmontese germplasm may be best exploited as terminal sires without creating problems with excessive birth weight, calving difficulty, and resultant neonatal mortality in crosses with British breeds, such as Hereford.

Reprinted from Journal of Animal Science. 2001. 79:1,751-1,756

**Regular copy deadline
is APRIL 5
for the MAY issue**

**Spotlight material
is due
APRIL 1
for the MAY issue**



ASHLEY'S

❖ BEEF CORNER ❖

Bringing Beef to K-12 Students

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



We are excited to share that we have received an N.C. Tobacco Trust Fund grant to write a K-12 Beef Industry Curriculum in 2026. As part of the grant, we hosted teachers at the N.C. Cattle Conference so they could see firsthand the scope of the beef industry in our state. We had a special workshop just to present the launch of the curriculum, which will be available this year.

At the Ranches to Resources Teacher Workshop during the N.C. Cattle Conference, we had the privilege of connecting with an incredible group of educators from across the state who are passionate about bringing real world agriculture into their classrooms.

The workshop was led by Dr. Erica Edwards, a farmer and curriculum writer. She is a native of eastern North Carolina. On Erica's family farm, they raise beef cattle, grow out hogs and tom turkeys, and have a diversified row crop operation. She says agriculture is the center of her world and always has been.

Erica has served the ag industry for the past decade in writing curricula and providing teacher workshops with N.C. Ag in the Classroom, N.C. Sweetpotatoes, N.C. Strawberry Association, and more. It is her passion, and she believes in the future of educating our youth about agriculture.

From elementary to high school, teachers leaned in, asked thoughtful questions, and shared ideas about how to incorporate beef industry concepts into subjects ranging from science and environmental studies to economics and career exploration.





Their enthusiasm for our soon-to-be-released K-12 Beef Industry Curriculum was energizing and affirming. This curriculum is being thoughtfully developed to provide accurate, engaging, and standards aligned resources that help students better understand:

- Beef production from pasture to plate
- Stewardship, sustainability, and animal care
- Agricultural economics and market dynamics
- Science based practices shaping today's cattle industry

What stood out most was the excitement in the room. Teachers are eager for industry connected resources that are practical, transparent, and ready to use. They recognize the importance of helping students explore career pathways and understand where their food comes from — and we are proud to support them in that mission.

We can't wait to officially launch the K-12 Beef Industry Curriculum and continue building partnerships between classrooms and cattle producers across North Carolina. If you're an educator interested in learning more, stay tuned — exciting things are ahead!



CLEARGRAZE®

Flexible tank-mix partner for superior brush control

GUNSLINGER® AMP

Broad-spectrum control with long residual

GUNSLINGER® P+D

Proven performer on tough broadleaves and brush

PRESCOTT

Non-2,4-D option, provides residual activity

Triclopyr 4

Go-to for cut stump and woody plant cleanup

 @Alligare.IVM

 @Alligare, LLC

Alligare.com



IMPROVE PASTURE. GAIN POUNDS. GROW PROFIT.

❖

AMAZING GRAZING

❖

Control Seedheads in Cool Season Forages

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



Cool season perennial grasses like tall fescue, orchardgrass, and bluegrass are very important in many pasture systems. Each of these grasses produces seedheads only during the spring, and managing to prevent those seedheads from reaching maturity will improve the quality of the pasture during late spring and summer and will be a critical first step in toxic tall fescue pasture renovation..

When cool season perennial pastures green up in spring, there are two populations of tillers present. A tiller is the individual part of each plant that comes from the crown and contains a growing point that pushes up leaf growth. The older tillers will be destined to make a seedhead, called reproductive tillers, while younger tillers will not make a seedhead until the following year, called vegetative tillers. Vegetative tillers continuously develop from the crown. The flowering tillers start to elongate as the seedhead develops — the boot stage — and eventually the heads emerge. Once the head starts to flower and set seed, the nutritive value of the seedhead declines rapidly. During this stage the vegetative tillers are suppressed by shade and also by hormones released by the flowering tillers.

Removing the flowering tillers early will release the vegetative tillers to make additional growth. It will also favor lower growing species like white clover. The collective effect will provide much better quality grazing during the rest of the year. Removing the seedheads will also prevent mature seeds from developing, which can be an irritant to the eyes of grazing cattle and also will result in potential reseeding, which is undesirable in some situations. In the case of infected tall fescue, toxins are concentrated in the seedheads, so removing seedheads is one of the most important practices to reduce fescue toxicosis.

There are several ways we can control the development of the seedheads in cool season perennial grasses. Clipping pasture is the most common approach. While clipping is effective if done early, often the seedheads are allowed to mature too long, resulting in mature seed. Also, the resulting cut stems are sharp and can impede grazing if clipping is too high. Often clipping is done at about 12 inches to avoid cutting “available forage.” Unfortunately, this leaves



Turning out early and moving quickly in the first rotation can effectively control seedheads.



Metsulfuron suppression of tall fescue seedheads in a mixed cool season pasture.

a lot of low quality forage and is the perfect height for those sharp stems to poke a cow in the eye, potentially leading to pinkeye. If you control seedheads by clipping, then do it before seeds mature and at a short enough height to remove much of the stems. Subsequent grazing cycles will tend to be to that clipper height, which ideally would be 4–6 inches.

Cutting hay at the boot or early flower stage is a good way to remove seedheads. Hay should be cut early enough such that vegetative tillers and other species have plenty of time to grow before hot summer weather develops. The traditional practice of allowing hay to “ripen” is still too common, and when the weather turns hot and dry, these late cut stands provide little regrowth because vegetative tillers will be small and inactive and easily dried out, and other plants present are accustomed to heavy shade that is abruptly removed.

Sun curing for hay will also reduce toxin levels in toxic tall fescue, so that is another advantage of hay on farms dominated by Kentucky-31 toxic tall fescue. Be aware that baleage/haylage from toxic tall fescue will be more toxic than hay made from the same forage due to limited exposure to UV light. Also, if you make your own hay, cutting before mature seed is present will help you prevent moving toxic tall fescue into novel endophyte stands, or stands of other non-toxic forages.

In the case of tall fescue the herbicide metsulfuron suppresses seedheads when applied in the boot stage. Metsulfuron is an active ingredient in Chaparral and Cimarron, and both will control seedheads. The herbicide kills the reproductive tillers, while vegetative tillers are only slightly suppressed. We did a demonstration with this approach several years ago, and when application was during the boot stage or earlier, seedheads were effectively suppressed, forage quality was higher, and toxin levels were reduced. Suppressing fescue seedheads also releases other cool season forages like orchardgrass and bluegrass that may be in the stand and that are not impacted by metsulfuron.

Traditionally, cattle have been turned out to pasture once most

plants are about 6 inches or higher. Whether in a rotational or continuous grazing system, this practice means that most of the pasture is grazed later than optimal, resulting in a lot of seedheads and the need to clip. Turning cattle out earlier, as soon as tillers start to elongate, and moving fast the first cycle in a rotational system can effectively control seedheads. When in the boot stage, animals very readily graze them off, resulting in effective seedhead control. The key to this practice is to move animals fast enough to prevent close grazing of vegetative tillers. This practice has a “sweet spot” of about two weeks when most of the growing points are elevated, but seedheads are still palatable enough to be readily consumed.

Another traditional practice is to allow cool season pastures to mature so they can reseed themselves. While it may be desirable to do this — rarely — when pastures are thin and most plants are desirable, it often also allows weeds, toxic tall fescue, and other undesirable plants to make seed and build up in the pasture. At some point a complete pasture renovation — removing the old stand and replacing it with improved forages — is beneficial when pastures are thin.

If you do plan to renovate pasture this season, you should make an effort to reduce all kinds of mature seeds produced on the pasture in the year prior to renovation. This is critical when converting from toxic tall fescue to novel endophyte tall fescue, but it is also a good policy to reduce weeds and other non-seeded species in any new stand.

Completely preventing mature seed for renovation of toxic fescue pastures will likely require two clippings, or a combination of hay and clipping, metsulfuron and clipping, or early grazing and clipping. In most cases a single one of these practices will improve the quality of pasture as described earlier, but none will be by itself control seed production adequately in preparation for renovation projects.

Doing your best to control seedheads through combining the tools of rapid rotational grazing, early hay production, and herbicide suppression will improve forage quality. Preventing mature seedheads will also reduce symptoms of fescue toxicosis and is a critical step in preparing pasture for pasture renovation with non-toxic forages. How will you control seedheads this year?

E.B.'s VIEW FROM THE COW PASTURE

**Give It Time
— You Will Find the Same Spot**

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



I was working with Marty and Lynne Rooker of Smith Creek Angus on their upcoming cattle dispersal. My brother Jimmy was helping out Marty with the feeding and making sure cows were cared for until sale day.

I went up there to meet with Marty. We were on Oine Road, across the road from where Marty and Lynne live, looking at what they call the herd across the road at the big shelter. We had fed the cows and got a good count of them.

Marty and Jimmy were talking about one thing and another and really did not need me. I was looking across the field and saw an upright silo that had been used many years ago and was almost hidden by the trees. I went up by it and thought to myself, “That used to be a former dairy site.”

After Marty and Jimmy finished their conversation, I turned to Marty and asked him to tell me about the silo. He said it was his Uncle Tommy’s, who went out of the dairy business many years ago. I asked him if he thought it was about 1955, and he said he thought that was right.

I said, “My daddy was at the sale when Tommy went out of business and bought a Guernsey heifer calf for 50¢ at the sale. He brought that heifer home and was going to give it to me if I would raise it.”

I raised the heifer, and she grew up to be a nice family milk cow. She had horns that curved out from the top of her head that were about nine inches long, and she weighed about 1,250 lbs when mature. When she came fresh, she had teats about 4½ inches long and about as big as your thumb and would let you milk her from either side. We milked her for many years for the house and raised a fair amount of calves off her.

Here it is 60 years later, and I was back on the same stomping grounds where she was born. It might take a long time to go around, but you may eventually get there, making your rounds to the same ties that go back to your childhood.



Heifer in 1956



You shouldn't have to have a gun held to your head to take advantage of the expert A.I., superior genetics, the best in purebreds and outstanding farm supplies featured in the CLASSIFIEDS in this issue!

CATTLE & FORAGE HEALTH

Understanding Hay Preservatives

By DERRICK TAYLOR and KATIE SILVER, *Clemson University*

Southeastern hay producers are not unaware of the challenges of humid climates when trying to produce high quality hay. Rain and wet conditions can lower forage quality, create a potential molding situation, heat, and spontaneous combustion. Adding a hay preservative to hay will help to combat some potential losses that come with hay production in humid climates. Before discussing the different types of products, storing hay at proper moisture levels is critical. Small square bales of hay should be stored at 18–20 percent moisture. Large round bales should be stored at 15–18 percent moisture. Baleage should be wrapped at 40–60 percent moisture, with the ideal moisture level being 50 percent to allow for proper fermentation.

Many organic acids can be used to aid in the preservation of hay. The majority of these formulations typically have propionic acid as the base of the preservative. Then other acids, such as acetic or citric acid, are added to aid in the suppression of microbial activity. Propionic acid typically causes a sizeable amount of damage through corrosion, so these formulations are best when buffered. These solutions are frequently applied through spray nozzles on the baler that coat the forages as they are baled. Since coverage is the key to preserving the hay, the most effective method is to dilute the solution to half strength and apply it at double the rate. This ultimately means that a tank might not go as far but ensures that as much of the hay as possible is covered.

The use of ammonia to preserve hay is also possible but not without its own unique issues. The most common form of ammonia used for this is anhydrous ammonia. This is intensive and means that the bales treated are required to be covered in plastic. A better seal with plastic means that the anhydrous ammonia has a better

ability to kill any bacteria. Pelleted urea has also shown some promise in being able to work since microbes already on the hay will break the urea down into ammonia. This is less exact than the anhydrous ammonia but less intensive. Ultimately, the most challenging part of this method is that by treating the hay with a nitrogen source, the risk of nitrate poisoning is higher. There is also a narrow window of being effective for preserving the hay before becoming toxic.

Using microbes to preserve hay has shown to be limited at best. This attempts to promote microbial growth that prevents the bacteria that would lead to spoilage from blooming. There are three major issues with this method. The first being that the environment must be conducive to growing the beneficial bacteria right after application. The second being that the effectiveness varies significantly from recipe to recipe of bacteria. The final is that the effective range tends to vary but is usually shorter than that of the ammonia or acids.

Cattle & Forage Health continued on the next page



"If you have cattle, pastureland, or raise hay like I do, you need to call Donna Byrum. In 10 minutes on the hood of my pickup, she signed me up for a program that I had no idea about. The next time she came by the farm, she brought me a check!"

~ E.B. Harris

DONNA BYRUM
First Choice Insurance

252-792-1189 • fcipllc@gmail.com
For all your crop insurance needs!

Visit us online at cattleandhay.net



Cattle & Forage Health *continued from the previous page*

Inoculants can be used in a baleage situation. Inoculants for baleage include bacteria, yeast, enzymes, or a combination of these. Inoculants can aid in faster fermentation of baleage and improve anaerobic stability and dry matter losses. Bacteria can be used on high sugar forage crops. There are two types of inoculants: heterofermentative and homofermentative. Homofermentative inoculants include bacteria such as *Lactobacillus plantarum*, *Pediococcus* species, and *Enterococcus faecium*. These only produce one product, and that is lactic acid. The heterofermentative types include *Lactobacillus buchneri*. These types produce lactic acid, acetic acid, and ethanol. The use of these different types depends on the targeted goal. Homofermenters help to preserve nutritive values in the hay, while heterofermenters reduce bale heating by increasing acetic acid production. These should be applied to the

windrow before any possibility of rain.

Enzyme based preservatives are different from bacterial inoculants. The purpose of the enzymes is to break down plant cell wall compounds such as cellulose. Once broken down, the nutrients are then available to the lactic producing bacteria inoculants during the fermentation process. Common types of enzymes are cellulase, amylase, and protease. These enzymes can be stored for long periods of time but should not be used on dry hay. They do not prevent mold growth. Since they break down fibers, they should be used on mature forage crops with high fiber and moisture content.

Using the correct preservative will depend on the operation. These preservatives do not extend the current shelf life of baled hay, but rather they preserve the nutritive value of the hay and help to reduce spoilage. If

you have questions about adding a preservative to your current operation, please reach out to your local county extension agent.

References

Bauder, S. (2021, October 15). *Understanding hay inoculants and preservatives on "dry" hay*. SDSU Extension. <https://extension.sdstate.edu/understanding-hay-inoculants-and-preservatives-dry-hay>.

Coblentz, W., Undersander, D., & Bertram, M. (2013). *Propionic Acid Preservatives for Hay*. Team Forage, Division of Extension. <https://fyi.extension.wisc.edu/forage/propionic-acid-preservatives-for-hay>.

Lemus, R. (2024, May). *Hay inoculants and preservatives*. Hay Inoculants and Preservatives | Mississippi State University Extension Service. <https://extension.msstate.edu/newsletters/forage-news/2024/hay-inoculants-and-preservatives>.

Weiss, B., Underwood, J., Sulc, R. M., & Kreager, D. A. (2021). *Hay Preservatives*. Department of Horticulture and Crop Science, Ohio State University Extension. <https://forages.osu.edu/sites/forages/files/imce/Hay%20Preservatives.pdf>.

KEEP MOVING FORWARD



THE Q-CATCH 74 SERIES MANUAL CATTLE CHUTE.
TAKING YOUR NEXT STEP IS EASIER THAN
YOU THINK.

Rusty Thomson & Family
CATTLE FENCING & EQUIPMENT

CONTACT YOUR AUTHORIZED DEALER, RUSTY THOMSON CATTLE FENCING & EQUIPMENT:

864-429-7062 | 2390 Thomson Quarter Rd, Sharon, SC

1-866-383-7827
ARROWQUIP.COM

ARROWQUIP

COWBOYS FOR CHRIST



THE CHAPLAIN'S CORRAL

Glorious Return Home!

By DR. ELLIOT JOHNSON, *Trail Ride Magazine*

Mark 16:6 – “Don’t be alarmed,” he said. “You are looking for Jesus the Nazarene, who was crucified. He has risen! He is not here. See the place where they laid Him.

In 1615, a Wampanoag named Squanto was captured by an English trader named Hunt. Mr. Hunt took him to Spain and sold him to another man, who took him to England and set him free. Finally, in 1619, Squanto found a ship to take him home.

When he arrived back in America, Squanto discovered his band of Wampanoags, the Pawtuxets, had died from disease. His life was saved because he had been captured!

In 1620, Pilgrims landed at “New Plymouth.” Other bands of Wampanoags lived nearby. One day, an Indian named Samoset approached and spoke to the Pilgrims in English. He had learned the language from his friend, Squanto! Squanto came to live with the whites in the very place where his home had once been! He taught them to fish and raise corn.

In 1621, Indians and Pilgrims shared the first Thanksgiving feast. The Pilgrims were thankful God had spared their lives, and Squanto was thankful he had been removed so he didn’t get sick and die like his entire band. Peace existed until Chief Massasoit died in 1662. Then, Massasoit’s son Philip became chief. Anger and broken treaties led to war in 1675.

Today, about 700 Wampanoags live in Massachusetts.

Jesus had spent 33 years as a man on earth. He had been crucified, dead, and buried, but the risen Savior was about to return home to Heaven! He left behind a few scattered followers, some grave clothes, and an empty tomb!

Just after sunrise, three women approached the tomb with a “stone problem.” They intended to anoint Jesus’ body with spices, but who could roll away the large, solid, wheel shaped stone while Roman guards watched? Then, they saw it had been done! Matthew 28:2 tells us, “There was a violent earthquake, for an angel of the Lord came down from heaven and, going to the tomb, rolled back the stone and sat on it.”

Two angels sat inside Jesus’ empty tomb, as told in Luke 24:4 and John 20:12. One said, “Don’t be alarmed. You are looking for Jesus the Nazarene, who was crucified. He has risen! He is not here. See the place where they laid him. But go, tell His disciples and Peter, ‘He is going ahead of you into Galilee. There you will see Him, just as He told you,’” as told to us in Mark 16:6-7.

Quote: “The bodily resurrection of Jesus is the heart of the gospel.”

Mark 16:8 tells us, “Trembling and bewildered, the women fled from the tomb. They were overcome with reverent fear!” (The abrupt ending after verse 8 is Mark’s style. Possibly, another writer finished the document.)

Jesus’ resurrection proves He is who He claimed to be — the very Son of God in human flesh! In one day, Jesus appeared to Mary Magdalene (*Mark 16:9-11*), to other women (*Matthew 28:9-10*), to Peter (*Luke 24:34*), to two guys on the Emmaus Road (*Mark 16:12 and Luke 24:13-32*), and to 11 disciples in the upper room (*Mark 16:14; John 20:19-25*)!

Over the next 40 days (*Acts 1:1-11*), Jesus appeared to over 500 people at once (*I Corinthians 15:6*), to James (*I Corinthians 15:7*), and to all the apostles. He later appeared to Paul (*I Corinthians 15:8*), to Stephen (*Acts 7:55-56*), and to John (*Revelation 1*). His resurrection validates His every promise!

The disciples were in mourning until they saw Him. Apparently there was division in the upper room! Most didn’t believe He was really alive. His appearance settled their fears.

Jesus’ “marching orders” were to go into the entire world and preach the good news to everyone. The “gospel” says salvation comes by faith in Jesus Christ alone. Sinners must believe God. Whoever won’t believe is condemned (*John 3:16-18; 36*). Baptism was expected of believers (*Acts 2:41; 10:44-48*) as an outward sign of salvation.

Jesus returned to Heaven and sat down at God’s “right hand,” the place of authority (*Psalms 110:1; I Peter 3:22*). He will return!

The tomb is empty! Jesus has returned home! He lives in glory!

Go to trailride.org for more stories of the West teaching God’s word.

Quote: When you were born, you cried and the world rejoiced. Live your life so that when you die, the world cries and you rejoice.

— Cherokee



Y’all have stumbled on the best place to advertise expert A.I., superior genetics, the best in purebreds and outstanding farm supplies. Check the Classifieds in this issue!

Have You Herd

Stop the Hay Waste!

By KOLTLYN COTTEN, N.C. State University -- ANS 402 Beef Management

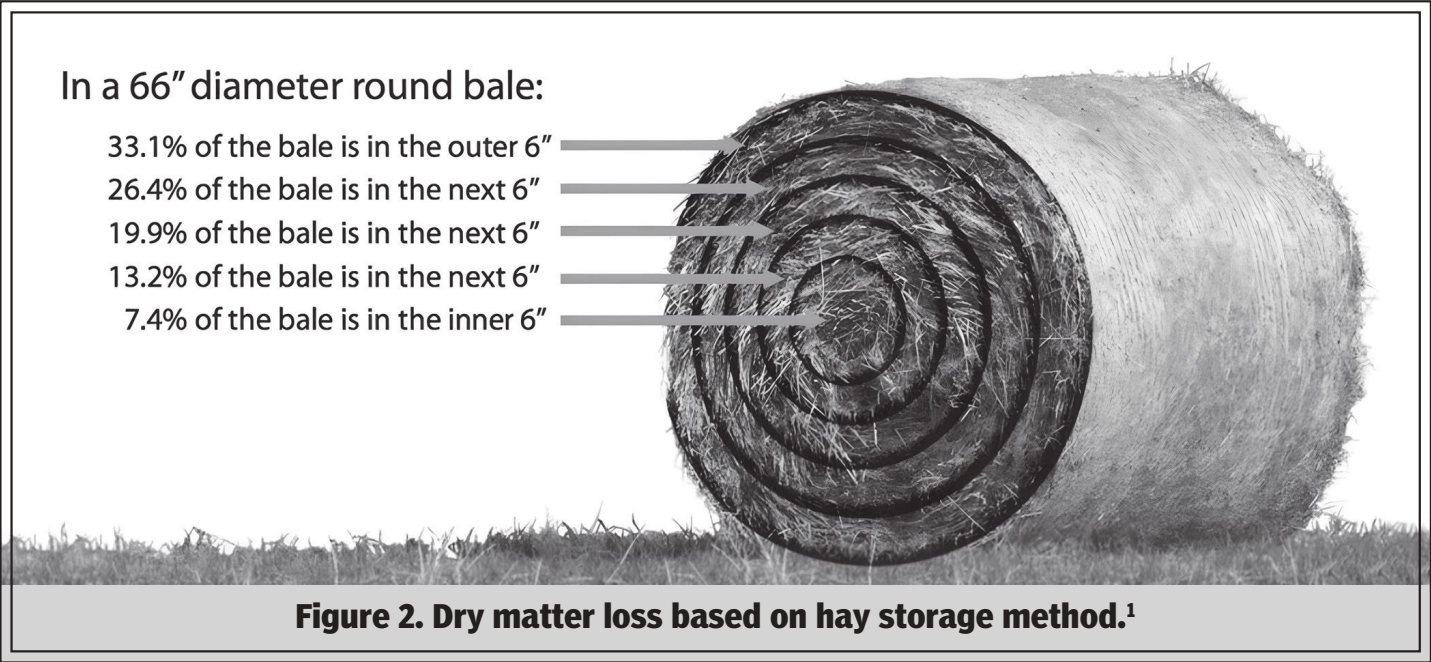
Each year there is a time when pastures are lush and green, with cows grazing happily everywhere. The climate in North Carolina allows this period to last longer compared to other regions, and the use of warm and cool season grasses helps producers capitalize on extended grazing seasons. This allows cattle to harvest their food through grazing, which is the most cost effective feeding option. However, there comes a point when the pastures turn brown, leaving the cows with nothing to eat in the dead of winter. This is when we usually turn to the hay, but feeding hay is expensive. Research indicates that the cost per pound of dry matter for hay ranges between 2¢ and 7¢, making it more than twice as expensive as utilizing pasture for feeding cattle.² With rising costs associated with hay, it's crucial to ensure every bit is used efficiently. Each producer likely shares this goal, but unfortunately, many face a significant challenge — a massive amount of hay goes to waste. Over 50 percent of hay is estimated to be lost due to improper storage and feeding practices, with dry matter losses reaching 30 percent in six months if hay is stored on bare ground.³ Understanding and addressing this issue is essential to maximize resources, improve feed efficiency, and overall reduce costs for a beef cattle operation.

Typically after harvest, hay is stored long term before being fed to the herd, which presents several opportunities for dry matter loss if not stored properly. Let's consider the anatomy of a round hay bale, which is demonstrated in Figure 1. The outer 6 inches of a 5½ bale consists of almost ⅓ (33.1 percent) of the total dry matter.⁵ While this may vary somewhat with different bale sizes, the outer layer generally contains a large amount of hay and is highly susceptible to loss. It's easy for moisture to penetrate the outer layer from top and bottom, leading to deterioration of the bale and

Hay storage method	Dry matter loss range
	%
Under roof	2-10
Plastic wrap, on ground	4-7
Bale sleeve, on ground	4-8
Covered, rock pad or elevated	2-17
Uncovered, rock pad or elevated	3-46
Uncovered, on ground, net wrap	6-25
Covered, on ground	4-46
Uncovered, on ground	5-61

Figure 1. Anatomy of a round bale and amount of dry matter in each layer.⁵

substantial loss of dry matter. Many producers often leave bales uncovered on the ground, which exposes them to moisture from precipitation and the soil. As illustrated in Figure 2, this practice can result in over 60 percent loss of dry matter. However, if hay is stored properly by preventing contact with moisture, we can expect only a



2–5 percent dry matter loss, even over multiple years.¹ To achieve this goal, it's essential to consider alternative storage methods.

Storing hay indoors or under a roof significantly reduces dry matter loss and better preserves the bales long term. If possible, this is the best option for a producer. However, this may not be feasible for everyone, so we must consider alternative storage methods. Referring back to Figure 2, we can see how other storage practices affect dry matter. One of the most important steps for proper storage is to elevate the bales off the soil to prevent them from wicking moisture. This can be accomplished by placing them on pallets and old tires or by improving drainage with a rock or gravel surface for storage. Covering outside bales is also highly beneficial, as even on a well drained surface, using a cover can reduce dry matter loss by an additional 6 percent.¹ Options for covering include tarps or specialized bale sleeves/wraps. Although this may require extra effort, it will save a lot of hay in the long run. The money that is saved will far outweigh the initial work involved.

Now that we've discussed the best ways to store hay, let's evaluate feeding practices. Feeding is another area where producers can make mistakes, resulting in hay loss. From feeding practices alone, the amount of hay lost can vary significantly, ranging from 2 percent to 60 percent.⁴ This is due to factors such as trampling, refusal to eat, deterioration, and contamination. However, this

can be improved by considering when to feed, how much to feed, where to feed, and what to put feed in. First of all, if there are bales stored inside and outside, use the outside bales first. As previously mentioned, bales stored outside will lose more dry matter faster, so we want to feed those first. It's also crucial to control the amount of hay provided at each feeding. Feeding only what the herd can consume in a day helps prevent waste due to trampling and fecal contamination. Research shows that when cattle are given a supply for four days, they waste approximately 31 percent, whereas providing a one day supply reduces waste to just 11 percent.³ Therefore, having a daily feeding routine can significantly decrease hay loss.

Another important factor to consider is the feeding location of the hay bales for cattle. If planning to feed them in the same spot throughout the winter, it's essential to choose a well drained area. Using gravel or concrete in that area can help prevent it from becoming muddy. However, a better approach might be to rotate the bales to different locations with each feeding. This method can help reduce damage to any single spot in the pasture.² We should also utilize some type of hay feeder as opposed to having nothing

Have You Herd continued on the next page



HARWARD BROTHERS LIVESTOCK MARKET

2207 Turnersburg Hwy. Turnersburg, NC

Phone: 704-546-2692

WWW.TURNERSBURGSTOCKYARDNC.COM

Weekly Sales - Every Monday at 11:30 am

Take in livestock on Sunday (12 pm - 7 pm) and Monday

3:00 pm - Holstein & Dairy Influenced Feeder Cattle

MONDAY - Small Animal Sale (Baby Calves, Goats, Sheep)

Marcus Harward • 704-322-0840

Brooke Harward • 704-322-9770

*Watch the sales live
every week!*

STANLY COUNTY LIVESTOCK MARKET

13215 Indian Mound Rd. Norwood, NC

Phone: 704-474-7683

WWW.NORWOODSTOCKYARDNC.COM

Weekly Sales - Every Wednesday at 10:30 am

Take in livestock on Tuesday (10 am - 8 pm) and Wednesday

Saturday, APRIL 11 - SPECIAL FEMALE SALE

See more information at www.norwoodstockyardnc.com

Marcus Harward • 704-322-0840

Catherine Edwards • 704-550-7920

Will Edwards • 919-449-8064

CATCHING, HAULING, AND CATTLE WORK SERVICES AVAILABLE



MAC-VAC FEEDER CALVES

A marketing program available at both sale locations for vaccinated steers and heifers. Calves that meet vaccination requirements and have the sale tag in their ear will sell in the MAC-VAC portion of the sale at the beginning of the feeder calf sale each week. For more information, please visit www.norwoodfeeder calf.com or contact any of the numbers listed here.

Catching, hauling, and cattle work services:

For hauling services, contact Marcus at 704-322-0840.

If you need help working your cattle, contact Marcus Harward at 704-322-0840 or Chuck Doolittle at 704-221-1447 for more information.

Have You Herd *continued from the previous page*

around the bale. Limiting access to the bale can greatly reduce waste because the cows won't be able to spread it out as much. However, some feeders are better options than others. One study evaluated four different types of round bale feeders and found that trailer and cradle feeders resulted in much more waste compared to ring and cone feeders. Among these, the cone feeder was the most efficient, producing the least waste overall. That said, the common hay ring feeder also showed significant reductions in waste, particularly those with metal sheeting on the bottom. This design helps keep hay from falling out and reduces trampling. Another study indicated that metal sheeting on the bottom of hay rings lowered loss by 30 percent.⁴ This is demonstrated in Figure 3 and should be considered by producers using regular rings. Overall, using any type of hay feeder can significantly minimize loss, making it a valuable practice everyone should implement when possible.

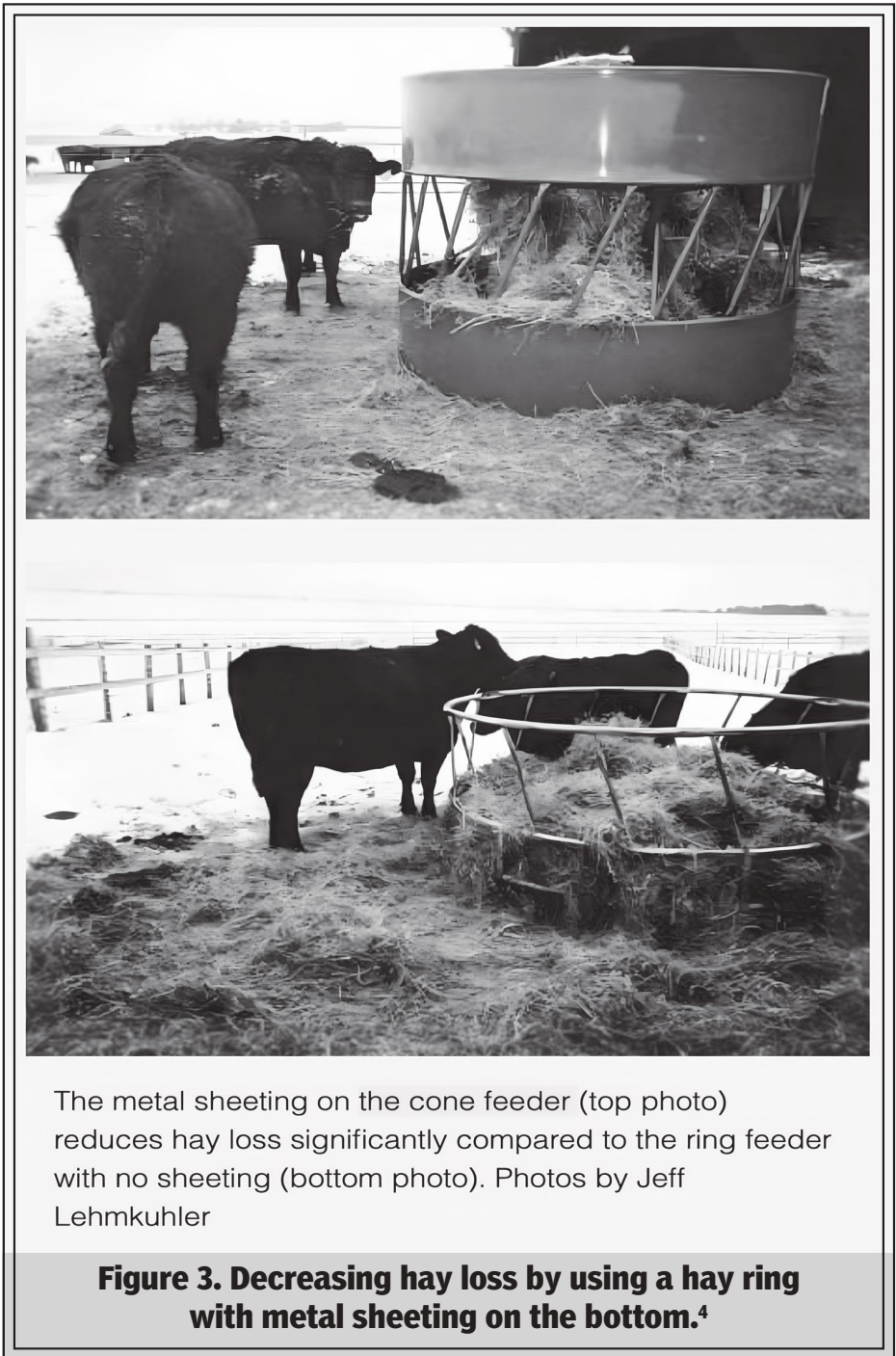
Some hay loss is inevitable, no matter how it is stored or fed,

but with proper practices, we can greatly reduce the amount lost. Since feed represents the largest expense for beef cattle operations, and hay contributes a significant portion of those costs, minimizing waste should be a top priority for every producer. With advancements in research and new products, there is no excuse to ignore implementing more effective hay and feeding management. It is a good idea to reevaluate our storage and feeding methods. Should we consider making changes to minimize hay waste, save money, and enhance feed efficiency? Numerous methods and options are available that can work for each unique operation.

References

¹Goplen, J. (2024) *Don't Get Robbed by Hay and Silage Storage Losses.* blog-crop-news.extension.umn.edu.
²Kallenbach, R. (2022) *"Reducing Losses When Feeding Hay to Beef Cattle."* extension.missouri.edu.
³Kosto, A. (2020) *"Maximizing Your Hay and Reducing Feed Waste."* www.montana.edu.
⁴"Minimizing Hay Waste While Feeding." grazer.ca.uky.edu.
⁵Ruff, G., and J. Hartschuh. *"Hay Storage Considerations."* forages.osu.edu.

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



LONG LIVE THE AMERICAN CATTLEMAN



Feed Your Henry
with Federal
Premium ◀



Engraved, highly
polished, hardened
brass receiver

Introducing the American Cattleman Tribute Edition Rifle

From the wide-open ranges of the 19th-century Western frontier to the family ranches that have stood steadfast for generations, America's story has always included the men and women who sweat and toil to raise the cattle that feed our nation. The **American Cattleman Tribute Edition Rifle** is our tip of the hat to this enduring way of life.

Built on our brass-framed .30-30 lever action platform, this rifle is made for those who put in the long, hard hours from sunup to sundown, and it stands as a testament to the animals and their stewardship at the heart of it all. Featuring genuine American walnut furniture paired with an engraved, highly polished brass receiver, every detail honors the grit and tradition that define the cattleman's trade. **Long live the American Cattleman.**



HENRY

MADE IN AMERICA, OR NOT MADE AT ALL
LIFETIME WARRANTY | 100% SATISFACTION GUARANTEE

EXCLUSIVE DISCOUNT!
SAVE \$590 OFF MSRP
WITH CODE CATTLEVIP

~~MSRP: \$1,690~~
**YOUR PRICE WITH
CODE CATTLEVIP:**
\$1,100

BUY NOW!



FREE
CATALOG
AND
DECALS

SCAN or VISIT

HenryUSA.com/cattle



LIMITED TIME OFFER – DON'T WAIT!



Clemson Corner

Guarding the Gate – South Carolina’s Balance of Growth and Farmland

By CHRISTOPHER LeMASTER, *Clemson University*

In 2024, South Carolina added approximately 91,000 new residents. This annual increase is significantly larger than the entire population of the City of Greenville.¹ The Palmetto State consistently ranks among the fastest growing states in the nation. This growth is largely driven by domestic migration into the Upstate and coastal regions.² This influx brings unprecedented development pressure, driving up farmland values. Statewide, the value of land and buildings on farms has surged by 21.9 percent since 2017, with the highest premiums found in counties like Spartanburg and Greenville, where the “I-85 strip” of growth is most concentrated.³ The result — South Carolina lost approximately 100,000 acres of

farmland between 2017 and 2022, a decline driven significantly by the loss of small to medium sized operations.⁴

Our lawmakers work to strike a balance between welcoming businesses and new faces while protecting our beloved natural resources and rural lifestyles. We must protect the very reasons people want to move here. I recognize that in today’s market, there are instances where it simply doesn’t make financial sense to farm a property. Farmers face a bottom line that balances legacy, the environment, and economics. While there is a compelling argument for the benefits of open land — including air and water quality, local food security, wildlife habitat conservation, and even carbon sequestration — sometimes selling land is the best decision. No judgment is passed on someone making a sound, logical business choice.

However, if you are interested in seeing your farm stay a farm, you will continue to face mounting pressure as our state grows. It is important to know that you have options other than simply taking the highest bid for your acreage. It all starts with planning.

As a farmer, I’d much rather bury my head in the sand with nearly any farm chore than deal with the arduous process of high level planning. But we cannot let the “little chores” get in the way of a lifetime of work. A profitable farm stands a far greater chance of survival than a hobby that rewards hard work with no pay. We must run our operations like a business, and businesses need a plan. A critical part of that is a succession plan. Much of this starts with the simple goal of describing your wishes for your farm and for the land. While this can be a slow process, it is one of the most important. Professionals can help guide these conversations; Clemson offers guides, workshops, and consultations for initiating this process. Your “team” may include an estate planner, tax professional, financial advisor, and an attorney.

In a succession plan, your legacy does not have to be limited



PRIVATE TREATY

BULLS AVAILABLE

ON THE FARM

YOUR SOURCE FOR PERFORMANCE, CARCASS, AND EYE APPEAL

HIGH QUALITY GELBVIEH • ANGUS • BALANCER CATTLE



DUANE & WENDY STRIDER, OWNERS
336-964-6277
CCROSSCATTLE@YAHOO.COM



Have you forgotten something?

Make sure your cattle loving friends are members of your state and national associations!

to just family members. Access to farmland is a huge barrier to entry for beginning farmers trying to get their foot in the door. Our policymakers recognize this struggle and are seeking ways to encourage this transfer through conservation easements and tax credits. A farmland conservation easement is a voluntary legal agreement that permanently limits non-agricultural development on a property to ensure it remains available for farming and grazing for future generations. For a South Carolina landowner, this often provides significant tax benefits and a cash payment while allowing them to maintain full ownership and agricultural use of their land.

There are several organizations in our state that can help navigate easements. This is an enormous decision and requires a skilled team. I live on a multi-generational farm in Upstate South Carolina, just a couple of miles from I-85. A conservation easement with S.C. Farm Bureau Land Trust allowed us to protect family land for future generations and helped fund the purchase of an adjoining property. While this tool is not for every situation, it can be used to protect existing land or to help bring the gross purchase cost of farmland down to a reasonable figure.

This article doesn't even begin to explain the mechanics of

your options, but hopefully gives you some ideas to follow up on, whether it's contacting an extension specialist, succession planning professionals, or even just scheduling a family meeting.

I hope you are encouraged to take action. Maybe it's as simple as continuing this conversation with your farming neighbors. You are not alone in this fight. Make sure you get a chance to help direct how our state and region grow while protecting our beautiful, productive landscapes.

References

¹South Carolina Department of Employment and Workforce, "2024 Population Estimates: Migration Drives Rapid Growth in South Carolina" (May 2025).

²U.S. Census Bureau, QuickFacts South Carolina (accessed February 2026) and 2024 Population Estimates.

³USDA NASS, Land Values 2025 Summary (released August 2025) and Southern Farm Network agricultural highlights.

⁴USDA National Agricultural Statistics Service (NASS), 2022 Census of Agriculture: South Carolina State Profile (released February 2024).

Tucker Family Farms



*Request your
catalog Today!*

Professional Replacement Female Sale

Tuesday, April 14, 2026 • 2:00 pm EDT

120 - Fall Calving Commercial Bred Heifers

- 40+ years of wholly owned and developed heifer rearing
- 30+ years of feedlot performance and carcass data collection
- Featuring many A.I. matings to elite Calving Ease and Hi-Profit Angus Sires

Tucker Family Farms

713 Indian Creek Road • Amherst, VA 24521

434.944.2292 • betterheifers@gmail.com



FIELDS OF GOLD

FEMALE SALE

Saturday, May 30, 2026

Join Us Sale Day!

A GOLD STANDARD IN HEREFORD GENETICS

Selling:

- Fall & Spring Calving Pairs
- Bred Heifers
- Donors
- Select Bulls
- Embryos
- Semen

FOR CATALOG, CONTACT:

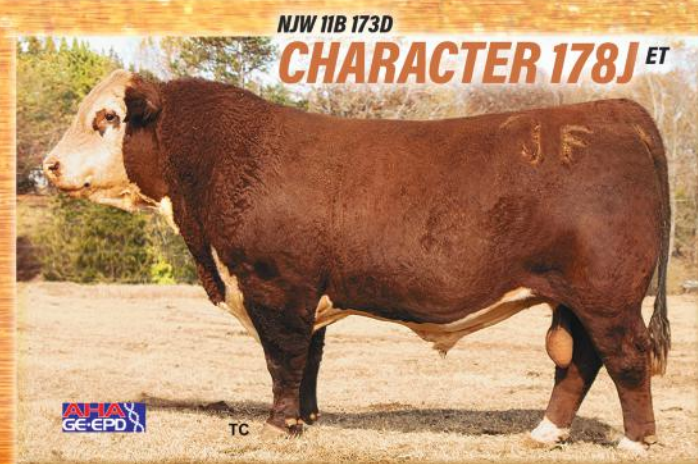
Dale Stith
918-760-1550
dalestith@yahoo.com

Bryson Westbrook, Owner
980-230-4868
brysonw@thewestbrookco.com
www.fourbfarmnc.com

Kim Prestwood, Herdsman
828-320-7317



Progeny from these two industry leading herd bulls will be offered in 2026



4B FARMS Shelby, NC

Bryson Westbrook
Kim Prestwood (Manager)
980-230-4868 - Bryson
828-320-7317 - Kim
brysonw@thewestbrookco.com

BLINSON POLLED HEREFORDS Lenoir, NC

Keith & Peggy Blinson - 828-310-4526
Bryan & Beth Blinson - 919-422-9108

DOUBLE J FARM Traphill, NC • Earlysville, VA

John Wheeler
910-489-0024
doublejfarmllc@yahoo.com
www.doublejfarmllc.com

E. CARROLL JOYNER BEEF UNIT Raleigh, NC

Matt Morrison
716-720-0227

FIVE J'S BEEF & CATTLE COMPANY Clayton, NC

Jody & Angela Standley
919-291-4212 - Jody
jodystandley@gmail.com

HEREFORD HILLS Greensboro, NC

Bill Kirkman III
336-382-9635
ST Genetics Representative

MCCOY CATTLE FARM Cove City, NC

Myron & Charlie McCoy
252-229-4602
mccoycattlefarms@gmail.com

NORTH PINO LAND & CATTLE COMPANY Mocksville, NC

Kevin Robinson
336-399-9884
kevro1@aol.com

P and J FARMS Monroe, NC

Andy Smith
704-400-3436
pandjfarmsherefords@gmail.com

PRESTWOOD BEEF CATTLE Lenoir, NC

Kim & Lori Prestwood
828-320-7317 - Kim
828-432-7434 - Lori
brownloriclyde@yahoo

Tammy Ward

Secretary/Treasurer • 434-251-6847
ncherefordassociation@gmail.com • www.nchereford.com

QUAIL RIDGE FARM Rutherfordton, NC

Mark Brewer
828-329-2074
markbrewer65@gmail.com

TAYLOR'S MILL FARM Zebulon, NC

J. Brent Creech
919-801-7561
tmfherefords@icloud.com

TERRACE FARMS Lexington, NC

Jim, Linda & Chad Davis
336-247-1554
terracefarms@gmail.com

TRIPLETT POLLED HEREFORDS Statesville, NC

James Triplett
704-902-2250
triplettmarble@bellsouth.net

W&A HEREFORD FARM Providence, NC

George, Tammy, William, & Andy Ward
434-251-3637
gwardjr@comcast.net

WILL-VIA POLLED HEREFORDS Mooresville NC

Lavette Teeter
704-662-5262

Andy Smith – President • 704-400-3436

Myron McCoy – Vice President • 252-229-4602

You Decide!

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

You Decide: Will Tariffs 2.0 Be Different From 1.0? Tariffs continue to be an ongoing issue in the country, receiving much attention. Recently, there was a Supreme Court decision that some of the tariffs imposed by President Trump had to be removed. The decision was based on the court's interpretation of the statute the president used to impose the tariffs.

But the Trump administration has already pivoted and imposed replacement tariffs. So, the tariff war continues.

There are multiple purposes of today's column. The first is to review the meaning of tariffs and why they have been applied. Second, since the tariffs have been in use for a year, have they accomplished their goals? And third, what is the outlook for tariffs' impacts on the future economy?

Tariffs are a tax on products imported to the United States. The tariffs do not have to be consistent for all imports. Tariff levels can be different for individual countries and individual products. Tariffs can also be imposed for various time periods.

What entity pays the tariff? It is not the foreign company or country exporting a product to the U.S. that pays the tariff. Instead, the U.S. company importing the product pays the tariff to U.S. Customs. Businesses may try to recover the tariff costs by increasing prices to customers. And while some businesses may attempt to convince the foreign exporter to lower their prices to compensate for the tariff, that tactic rarely works. Indeed, a recent study by the Federal Reserve found 90 percent of tariffs are effectively paid by U.S. companies and consumers.

What is the purpose of tariffs? The major goal of tariff supporters is to reduce imports and replace them with domestic production, thereby increasing U.S. jobs. It is also argued that such a switch from foreign to domestic production will provide more certainty of having those products available to U.S. users.

Another goal of tariff backers is to create more investment by foreign businesses in the United States. But how will tariffs do this? The reality is the U.S. is still the largest economy in the world, even surpassing China. This means foreign companies want to sell their products in the United States. Tariffs make selling in the U.S. market more expensive. But a way around tariffs is to build factories in the United States. Then the products made and sold in the U.S. won't be subject to the tariff tax. As a bonus, the new U.S. factories will hire domestic workers.

Lastly, tariff supporters claim tariffs will motivate other countries to come to new trade deals with the U.S., which will lower foreign tariffs and help U.S. companies sell in those countries.

Using economic data now available for 2025, let's see if tariffs achieved these goals during that year. U.S. imports actually increased over 5 percent in 2025 compared to 2024, which is contrary to what tariff supporters would expect. However, early in 2025, there was a surge in import buying. Some economists explain this as panic buying by U.S. companies fearing tariffs would be increased even higher. However, by the end of 2025, monthly import numbers were running lower than for the same months in 2024.

A complementary survey showed some decline among U.S. consumers to "buy American," citing still higher prices for U.S. manufactured products.

With respect to U.S. manufacturing employment, comparing

You Decide! continued on the next page



QUAIL Ridge
FARM

Rutherfordton, North Carolina
Mark Brewer 828-329-2074

Registered Polled Hereford Cattle
Bred for calving ease, heavy weaning weight, and milk production
Pasture Raised Bulls Available
Passed BSE and Guaranteed
Bred and Open Heifers Available



You Decide! *continued from the previous page*

the end of 2025 to the end of 2024, manufacturing jobs dropped by 108,000 workers. Although this was a modest decline of less than 1 percent, the trend was still opposite of what tariff supporters expected. Manufacturing output also changed little from 2024 to 2025.

What has happened to foreign investment in the U.S. between 2024 and 2025? While we don't have the fourth quarter numbers for 2025 yet, comparing the investment numbers for the first, second, and third quarters shows a 6 percent decline from 2024 to 2025.

Lastly, regarding trade deals, a number of new trade agreements have been completed between the U.S. and other countries. Yet, some uncertainty about their durability remains. For example, recently the U.S. and the European Union have both moved to break their deal over complaints about new tariffs.

Hence, the numbers don't yet support the expectations of tariff supporters. Of course, it may be too early to render a judgment due to the fact that investment decisions like building factories are a big

commitment, one that likely requires the decision makers to take their time.

Looking ahead, my expectation is tariffs will continue to be a major factor in the economy during 2026. Right now, tariffs are creating uncertainty among business decision makers because it is not exactly known what the administration will do after the Supreme Court decision. Especially confusing is the fact that some of the new tariffs being considered are temporary. Also, there may be more tariff cases taken to the Supreme Court. All of this uncertainty means tariffs may be one of the factors behind the slow pace of hiring.

With affordability being a top issue in the country, some speculate the administration may take a narrower approach with tariffs in 2026. Tariffs have increased the prices of several important consumer items, including some foods, electronics, toys, clothing, and inputs for home building. There is some thought the administration may omit these products from tariffs, or at least have a lower tariff imposed on them.

I see three conclusions from this discussion. First, tariffs will likely remain. Second, the record for tariffs accomplishing their goals is mixed. And third, we may see some significant changes in how tariffs are applied in 2026. Do you agree? You decide.

You Decide: Is the Homebuying Market Improving? Ever since COVID-19, buying a home has been a challenge, especially for first time buyers. Buyers have been hit by a triple whammy. Home prices surged, homes for sale were limited, and interest rates on mortgage loans jumped. Each of these factors made homes less affordable. As a result, the percentage of households owning a home declined from 2020 to 2025.

But there's been some good news recently. The percentage of households owning a home has been rising because home prices, the availability of homes for sale, and mortgage interest rates have all been moving in a favorable direction for buyers. This leaves us with two important questions — Why have the trends turned favorable, and will they continue?

Before answering these questions, let's first examine why homebuying became so expensive. It began with COVID-19, when shutdowns and delays to workers returning to work caused home construction to fall by double digit rates. Yet at the same time, the federal government was doing all it could to keep the economy afloat. A total of \$7 trillion was pushed into the economy through numerous programs to assist both households and businesses. At the same time, the Federal Reserve used its influence to lower the 30 year fixed mortgage interest rate to an unprecedented level of 2.8 percent. By comparison, today's rate is 6.2 percent.

The result was homebuyers had cash for down payments and could obtain very low cost loans. Yet with construction not fully recovered and construction materials more expensive, home prices soared, with the average price jumping over 70 percent.

It's no surprise that an index of home affordability specifically for North Carolina from the Kenan Institute showed a plunge in home affordability in the years immediately after COVID-19. But



VHHMS

Virginia Herd Health Management Services, PC

In Vitro Fertilization (IVF) & Embryo Transfer (ET)

- * On-farm aspiration of oocytes via Ultrasound Guided Ovum Pick-Up (OPU).
- * Embryos come back in 8 days for placement or direct thaw freezing on-farm.
- * Can do on donors aged 8 months and older, up to 120-150 days pregnant. Doesn't interfere with pregnancy.
- * Pregnant cows work really well, so the cow doesn't get out of her production group.
- * Can do a donor every 2 weeks.

* NOW AVAILABLE * Small Ruminant Laparoscopic Artificial Insemination (AI) & Embryo Transfer (ET)

Oocytes fertilized at BoviteqUSA in Madison, Wisconsin.

Boviteq[™]

www.boviteq.com

For more information, contact:

PAT COMYN, DVM

P.O. Box 555

Madison, Va. 22727

540-829-3625 (cell) • 540-948-5238 (office/fax)

pcomyn@verizon.net

Visit us online at www.vhhms.com.

affordability fell even more once the Federal Reserve turned its attention to fighting inflation. The Fed's "easy money policy" after COVID-19 sparked a take off in inflation to an annual double digit rate by 2022. This caused the Fed to "tighten" its policy, meaning it pulled money out of the economy and supported higher interest rates. By 2023, the average 30 year fixed mortgage rate surpassed 7.7 percent, the highest this century.

However, as the article's title asks, has there been any improvement for homebuyers, meaning gains in affordability? Fortunately, the answer is "yes." For example, the index of affordability specifically for North Carolina has improved 14 percent from 2023 to 2025.

To understand why buying a home is showing some improvements in affordability, let's look at the fundamental drivers of affordability: the supply of homes for sale, the average price of homes for sale, the mortgage interest rate, and buyers' income.

North Carolina continues to have the second strongest home construction sector in the Southeast, second only to Florida. But while this is significant, the recent game changer impacting supply is more existing homeowners putting their homes on the market. This is likely because those owners who want to sell and purchase another home have been motivated by lower mortgage interest rates.

Mortgage interest rates are clearly on a downward trend. Today the interest rate on a 30 year fixed rate mortgage is hovering around

6 percent, almost two percentage points lower than the rate in 2023. While the mortgage rate won't reach the 2 percent and 3 percent levels immediately after the pandemic, a 6 percent rate is in the range of typical mortgage rates over the past 50 years.

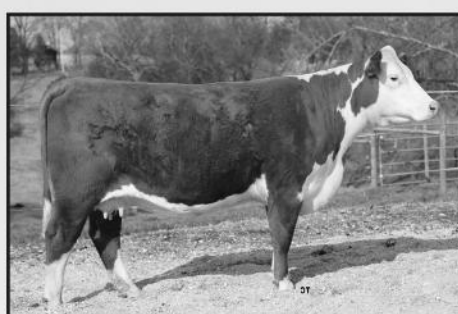
There's also good news on home prices. Several sources show the average price of homes for sale trending down over the last year.

But perhaps the best news for potential homebuyers is the improvement in their income. When comparing household earnings over time, it is important to adjust those earnings for increases in prices, or inflation for short. Even if a household earns more, those extra earnings can be wiped out by higher prices.

In two of the last three years, this is exactly what happened to the average household. Their income gains were more than countered by price increases, meaning the standard of living of the average household fell. But in the last year, that is, comparing 2025 to 2024, average household earnings rose more than prices.

Therefore, with more homes for sale, lower prices, more modest interest rates, and a better income situation for households, purchasing a home in North Carolina is now more affordable than in the past. As long as the inflation rate continues to moderate, the economy grows, earnings rise, and no long lasting negative shocks to the economy occur, buying a home should be within the reach of more people. If you have been out of the housing market and want to jump in, should you? You decide!

THE 6TH ANNUAL SOUTH CAROLINA SCHA ■ RAAC JOINT HEREFORD & RED ANGUS SALE



Herd Building Opportunity Featuring Quality Genetics!
Cow-Calf Pairs ■ Breeding Age Bulls ■ Flush ■ A Pick of Open Heifers
Bred & Open Heifers ■ Junior Show Prospects ■ Commercial Heifers



Sponsored by:
South Carolina Hereford Assn. &
The Red Angus Assn. of the Carolinas

MAY 2, 2026 ■ NOON

**T. Ed Garrison Cattle Complex
Clemson Univ., Pendleton, SC**

**70 LOTS
HEREFORDS, RED ANGUS
AND RED BALDIES**

Online Bidding Available

DVAuction
Broadcasting Real-Time Auctions

Catalog available at www.hereford.org
For more information, contact: Tommy Coley
815-988-7051 ■ tc.pictures@outlook.com

Beef Update



zoetis

Respiratory Disease Treatment Options – Match the Drug to the Bug. “When it comes to any disease treatment, it’s imperative to match the drug to the bug — or in other words, use the correct class of antibiotic to control the disease causing bacteria at hand,” says Dr. Shawn Blood, Zoetis Beef Technical Services Veterinarian. “The same holds for anti-infectives used to treat bovine respiratory disease (BRD).”

Currently, the four most common classes of anti-infectives used in cattle treatments are macrolides, beta-lactams, phenicols, and fluoroquinolones. When it comes to controlling bacteria, each of these major classes of anti-infectives has a slightly different mode of action (MOA).

Four major classes of anti-infectives used for BRD treatment – Macrolides interfere with protein synthesis by reversibly binding to the 50S subunit of the ribosome and appear to bind at the donor site, which prevents the translocation necessary to keep the peptide chain growing.

- Common active ingredients – Tilmicosin, gamithromycin, tildipirosin, and tulathromycin

- Works well against BRD causing bacteria such as *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni*. In some cases, this class also may be effective against *Mycoplasma bovis*.

Beta-lactams impair the development of bacterial cell walls

REDS RISING

Escalate Your Prosperity

Red Angus boosts profitability with docile temperaments, environmental resilience, premium carcass quality and exceptional maternal traits. Registrations have surged by 24% over the past decade, underscoring Red Angus’ significance across all segments of the beef industry.

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

HARDROCK BEEF CATTLE

Ronnie & Donna Holman

4613 Hickory Not Rudge Road | Granite Falls, NC
828-302-8659

ronnie@hardrockbeefcattle.com

JK RED ANGUS

Jeff Banfield & Madison Adams

331 Tee Jay Farm Road | Aberdeen, NC
910-315-3821

LANGDON RED ANGUS & SIMMENTAL

John & Eileen Langdon

7728 Raleigh Road | Benson, NC
919-796-5010

johnlangdon5@gmail.com

ROGERS CATTLE COMPANY

Johnny & Sharon Rogers

945 Woodsdale Road | Roxboro, NC
336-504-7268

rccbeef@gmail.com

BULL HILL RANCH

Jim & Alvina Meeks

Raymond Prescott, Manager

1986 Trinity Church Road | Gray Court, SC
864-981-2080

bullhill2@prtcnet.com | bullhillredangus.com

COUNTRY BOY FARMS

David Miller

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

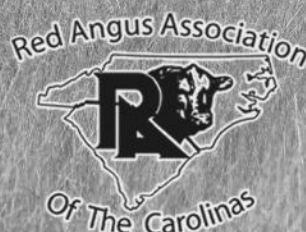
P & J FARMS

Andy Smith

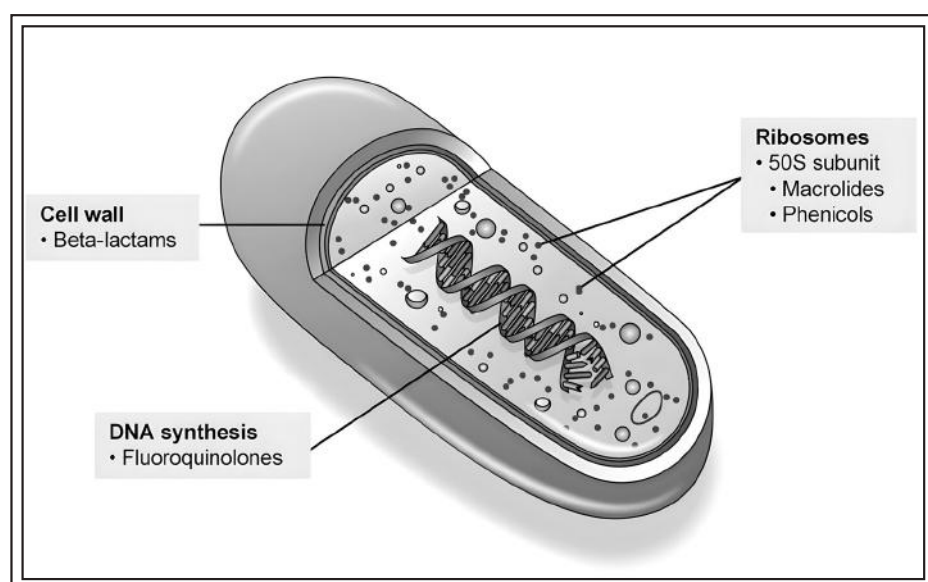
7007 Sugar and Wine Road | Monroe, NC
704-400-3436



Scan the QR code for real rancher stories about the rising power of Red Angus.



RedAngus.org
RED ANGUS
RANCH TESTED. RANCHER TRUSTED.



by interfering with transpeptidase enzymes. These enzymes are associated with a group of proteins in both Gram positive and Gram negative bacteria called penicillin binding proteins, also called PBPs.

- Common active ingredients – Penicillin, cephalosporin
- Works well against – BRD caused by *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni*

Phenicol work similar to the macrolide class and affect protein synthesis at the 50s ribosomal subunit of the bacteria cell.

- Common active ingredient – Florfenicol
- Works well against BRD caused by *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni*

Fluoroquinolones interfere with DNA synthesis within the bacteria cell, which prevents cell replication.

- Common active ingredients – Danofloxacin, enrofloxacin
- Works well against BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida*, and *Histophilus somni*

What does this mean for BRD treatment? As you can see, all the major BRD causing pathogens can be controlled with one or more of the four major classes of anti-infectives listed above. However, there are a few key instances in which choosing the right antibiotic class can make or break respiratory disease treatment outcomes. These include:

- *Re-treating cattle.* The current paradigm in BRD therapy is to switch classes of anti-infective if an animal needs to be re-treated after metaphylaxis or initial treatment. This makes it important to know which anti-infectives are in which class and their MOA — because you don't want to use the same MOA in both treatments.

- Treating BRD caused by *M. bovis*. Because *M. bovis* bacteria lack a cell wall, and beta-lactams work by attacking the cell wall, this class of anti-infective will be ineffective against BRD caused by *M. bovis*.

"With the complex nature of BRD, choosing an anti-infective with the right MOA can be a contributor to better treatment results. However, this information sometimes is not available immediately when an animal, or set of animals, becomes ill," says Dr. Blood. "Your veterinarian can help you diagnose and execute a treatment plan of action based on MOA, evidence based medicine, and clinical response."

This can mean more successful first treatments of BRD, fewer doses of antibiotics, more responsible use of antibiotics, and

economically significant savings on your operation in both money and time.

"It's also important to remember that respiratory disease is a complex disease system — and there are many outside variables that can negatively affect treatment outcomes," says Dr. Blood. "Work closely with your herd veterinarian to establish sound prevention practices that limit the risk of BRD in the first place."

Protect Cattle Health, ROI with 8 Vaccine Handling Tips.

Vaccinations are some of the best tools we have available to prevent costly reproductive and respiratory diseases, but they won't provide the return on investment we're looking for if handled or administered improperly, says Dr. Dan Tracy, Zoetis beef technical services.

The cost of improper vaccine administration and handling can vary widely depending on the potential consequences. Poor immune responses, persistently infected calves, and increased morbidity and mortality rates are all expensive possible outcomes that can really add up.

"If you're going to put the time and money into managing risk through vaccinations, you need to get a return from that," Tracy says. "We have to move away from just checking the boxes and start thinking about ways to optimize the effectiveness and value of our animal health products."

Here are his top tips for protecting cattle health and profitability through proper vaccine administration and handling techniques:

- Ensure vaccines are stored at 35–46°F. Keep a thermometer near the vaccines in the refrigerator and record the temperature at different times throughout the day to make sure vaccines are stored according to label directions.

- Avoid mixing too many doses. Modified live vaccines are at their very best immediately after mixing, so it's important to mix only one bottle at a time. Time, heat, and sunlight all work to degrade the vaccine after it's mixed. "One of the most common mistakes I see is mixing too many doses at once and then not getting through those doses in a timely fashion," he says. "The first 20 doses are probably okay, but dose 50 is likely not. Don't mix more than you will use within an hour, and keep those mixed doses in a chuteside cooler for best results."

- Designate syringes for modified live vaccines. These syringes should only be cleaned with hot water, as any residue left from soaps or disinfectants may kill the viruses in the vaccine.

- Keep the chuteside area clean. The needle, syringe, and hands of the person administering the injection should be clean.

- Change needles between animals to prevent disease transmission. "Needles are one of the cheapest things we buy when it comes to disease prevention, but they can easily spread disease if not changed out between animals," he says. "We're trying to save pennies by using the same needles, but it may end up costing us dollars."

- Avoid overcrowding. It's important to avoid bunching together more animals than what can fit comfortably in the alley leading to the chute. This helps reduce stress and maintain animal cleanliness

Zoetis Beef Update *continued from the previous page*

prior to vaccine administration.

- Implement low stress animal handling techniques and follow Beef Quality Assurance (BQA) guidelines. BQA is an excellent resource for cattle producers looking to improve their animal handling and vaccine administration techniques. Visit BQA.org to access free trainings, manuals, templates, and guides.

Remember — Slow and steady wins the race. Slowing down and paying close attention to detail can reduce risk of vaccine handling or administration mistakes.

“Proper handling and administration are important for all animal health products but are especially important for vaccines to maintain efficacy,” he says.

It Pays to Be Proactive — What You Can Do Now to Protect Against New World Screwworm Threat. As New World screwworm (NWS) continues to make news headlines, it’s important to be aware of your herd’s risk level and be prepared to implement additional monitoring and biosecurity measures if there is an infestation in your area.

“It will be critical for producers to strike a balance between animal health management programs and NWS risk,” says Dr. John Pollreisz, beef technical services veterinarian with Zoetis.

He says that geographical location and time of year are going to be the two biggest factors in determining herd risk levels.

“While Texas is the state that is mentioned most frequently, cattle producers in any state bordering Mexico should be aware,” he says. “In addition, Florida cattlemen should also be diligent. The last NWS infestation in the United States was in Key deer in the Florida Keys in 2016.”

The highest risk population is newborn calves, as their navels are easily infested by NWS flies. “In South America, where NWS is endemic, studies showed 48–57 percent of untreated calves suffered navel strikes,” he says.¹

At branding, there are many actions that can put calves at risk, such as castration, dehorning, ear tagging, and even a needle injection site. Something as small as a tick bite can be an attractant for NWS flies,” he says.

So how can producers strike a balance between animal health and NWS risk? “We don’t want to ignore vaccinations and other health interventions entirely, because we still need to protect cattle from costly challenges, like bovine respiratory disease, as well as internal parasites,” Pollreisz says. “Any cattle producer in close geographical location to a screwworm incident should work closely with their herd veterinarian to determine risk level and potential adjustments to management practices.”

This may mean postponing health events like branding until officials have deployed sterile fly pupa in that area and stepping up monitoring of the herd and surrounding wildlife.

Pollreisz recommends the following monitoring tips:

- Watch for wildlife that is acting abnormally. Infected wildlife may be agitated and shake their head. As the infection gets worse, they become lethargic and depressed. Remember — All warm

blooded livestock and animals are at risk, which includes horses, sheep, goats, dogs, cats, and wildlife like deer and feral hogs.

- Utilize your sense of smell. An intense smell of decay is often the first indication, so you will want to investigate to find the source of the odor.

- Consider new ways to observe animals. Drones are an option we may not have had before and are already being used in many agriculture and livestock operations.

If you hear of an NWS incident in your area, monitor credible sources and increase your observations of livestock. Reach out to your herd veterinarian with concerns.

Five Ways to Improve Stocker Average Daily Gain. If you run a stocker or backgrounding operation, you already know how important cattle gain is to the profitability and long term sustainability of your business.

Small optimizations to pasture management and cattle health programs can work together to improve stocker weight gain this year. Dr. Sam Ingram, a Range & Pasture field scientist with Corteva Agriscience, and Dr. Jeffrey Sarchet, a beef technical services veterinarian with Zoetis, put their heads together to offer their five top suggestions for improving stocker average daily gain (ADG):

1. Prioritize valuable legumes by using effective pasture weed control strategies. Every stocker operation is highly dependent on quality forage to maximize profit margins. If forage production is the goal, any plant that isn’t adding to the forage production in that pasture is competing with the other forage species that are. That’s why pasture weed control is one of the primary tactics to consider when trying to optimize pasture production and, ultimately, ADG.

“When the quality of the legume is so high in total digestible nutrients and crude protein, you’re able to boost average daily gain in a really economical way,” Ingram says.

2. Prevent and control bovine respiratory disease (BRD). BRD can significantly reduce gain in cattle and is a devastating disease for both cattle and producers, costing the industry up to \$1 billion annually in lost production, increased labor, treatment costs, and death.^{2,3}

“To help reduce losses from respiratory disease, it is important to implement control measures before it hits your operation,” Sarchet says. “A strategic on-arrival vaccination program can



Our advertisers are “Champions” too. For expert A.I., superior genetics, the best in purebreds and outstanding farm supplies, check the CLASSIFIEDS in this issue!

quickly provide protection from harmful BRD pathogens and give cattle a healthy start. When cattle are at increased risk of BRD, I also recommend using a broad spectrum antimicrobial on arrival as part of an effective BRD control program.”

3. Implement a strategic deworming program. If cattle are

grazing, there is always a risk of exposure to internal parasites. A parasite control program is critical for stocker cattle to fully utilize nutrients in forage and achieve maximum weight gain.

“Parasites drain the immune system,” Sarchet says. “With the younger age of stocker cattle and the potential for higher risk of BRD, any boost to the immune system is beneficial. Parasites not only affect the immune system — they also suppress appetite and limit optimum gain.”

4. Consider implanting. Typically, conventional growth implants increase cattle weight gain by 15–40 pounds during the grazing season.⁴ In current cattle markets, this can translate into an additional \$53–\$143 per head for producers.⁵

“Implants are an amazing technology because they essentially make the animal more efficient,” Sarchet says. “You can graze the same number of cattle on the same amount of nutritious pasture and produce even more beef.”

5. Consult local experts. There are many variables and practices that can contribute to more forage and pounds of beef produced per acre, even in addition to those listed above. But Ingram and Sarchet emphasize that each operation is unique, with different management practices already in place.

“Corteva Agriscience and Zoetis offer robust portfolios of products that can help improve ADG, but both companies are invested in your operation’s success,” Ingram says. “Our teams of local experts are committed to sharing the latest and greatest knowledge in stocker cattle management and working with you to find the right mix of strategies and solutions to improve your margins.”

In addition to working with these in-field experts, it’s important to frequently consult your local veterinarian and nutritionist.

“I really admire stocker producers, because you have to wear two hats — you have to stay on your toes and keep a sharp pencil in both the forage production and cattle production aspects,” Sarchet says. “We deal more with the animal health side of it at Zoetis, but I spend a lot of time also talking with producers about growing good grass. It all goes together, and it really doesn’t work when it’s piecemealed. The benefits are proven to be additive.”

References

¹Muniz R.A., Anziani O.S., Ordoñez J., Errecalde J., Moreno J., Rew R.S. Efficacy of doramectin in the protection of neonatal calves and post parturient cows against field strikes of *Cochliomyia hominivorax*. *Vet Parasitol.* 1995;58(1-2):155-161. doi:10.1016/0304-4017(94)00702-e

²Brodersen, B.W. 2010. Bovine respiratory syncytial virus. *Vet Clin North Am Food Anim Pract.* 26(2): 323–333.

³Griffin, D., M.M. Chengappa, J. Kuszak, and D.S. McVey. 2010. Bacterial pathogens of the bovine respiratory disease complex. *Vet Clin North Am Food Anim Pract.* 26(2): 381–394.

⁴Kuhl, G.L. 1997. Stocker cattle responses to implants, pp. 51–62. In *Proceedings. Symposium: Impact of Implants on Performance and Carcass Value of Beef Cattle*. Oklahoma State University. 22 November 1996. Tulsa, OK.

⁵CattleFax data, 650 lb. steers, January 1, 2025, to Feb. 27, 2026. Average price per hundredweight, \$357.84.



S.C. CHAROLAIS NEWS

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

Not much is going on in the Charolais world except fighting the weather, trying to get fertilizer down, and calving. So far this year I am finding heifers — complete opposite from last year.

I talked to our newest member, Logan Friddle, and he reports having nine calves in one night. He bought three bulls from me, all from different bloodlines, and he put them on his commercial herds. One bred his Charolais heifers, and now he has calves all over the place. Many are crossbreed calves from heifers. He has had NO PROBLEM. All of the calves were born unobserved and unassisted. He is a prime example of the calving ease from his Charolais bulls. He is tickled to death with the growth of his calves, and that means a hefty paycheck.

I talked to my good friend, Gwen McPhail from Tokeena Angus. Yes, she has Angus and I have Charolais, but, like me, she tries to help all cattlemen in South Carolina. She had major surgery in December but is doing really well now. Keep her in your prayers for complete healing.

We have several people running for Agriculture Commissioner in South Carolina. Gwen and I have tried to contact some of them, but no one has gotten in touch with either of us. Just a word of advice, no one wants to become an enemy of either of us — just ask the people already in office.

Take care of each other and may your pastures and hayfields grow grass a foot tall.

ASA Releases Heifer Pregnancy EPD in Research Release Format.

Replacement heifer development represents a significant financial investment in a cow/calf operation. A heifer that fails to conceive during their first breeding season is a significant economic investment that returns substantially less value to the operation compared to a productive female. Improving fertility in replacement females is therefore one of the most effective ways to improve long term herd profitability. Expected progeny differences (EPD) for heifer pregnancy (HP) have been released by the American Simmental Association (ASA) in a research release format. This EPD is designed to help producers select sires whose daughters are more likely to conceive during their first breeding season as heifers.

As a research EPD, HP will not yet be evaluated weekly or published on an animal page on Herdbook.org.

The HP EPD is expressed as the percentage of daughters that become pregnant during their first breeding season as heifers. The HP EPD predicts differences among individuals (typically sires) in the percentage of their daughters that will conceive and subsequently calve at two years of age. A greater EPD is favorable.

For example:

- Bull A = 10 HP EPD
- Bull B = 5 HP EPD
- Difference = 5%



Daughters from bull A are expected to have a 5 percent greater chance of becoming pregnant during their first breeding season compared to Bull B's daughters. In other words, you can expect an average of five more pregnant daughters as heifers out of 100 from Bull A compared with Bull B, assuming daughters were managed similarly.

ASA's Total Herd Enrollment (THE) program is pivotal to the collection and reporting of data for the HP EPD. The phenotypic dataset is based on calving and productivity information reported by breeders enrolled in THE. A heifer's phenotype is categorized as either a success or failure of becoming pregnant over an entire 90

ALL PURPOSE. ALL YOU NEED.

BUILD A HERD THAT WORKS AS HARD AS YOU DO.



Brooke Harward, Executive Secretary
Anna English, President

www.ncsimmental.com • 336-468-1679
ncsimmental@gmail.com
PO Box 262 • Richfield, NC 28137

STAND STRONG SIMMENTAL

The American Simmental Association's \$All Purpose Index, or \$API, predicts cow herd profitability while keeping pressure on terminal traits. Better genetics translate to increased profits for bulls used to sire replacement heifers and harvest remaining calves.

SIMMENTAL.ORG | 406.587.4531

day breeding season.

The HP EPD was developed by International Genetics Solutions (IGS). The research release of HP reflects IGS and ASA's commitment to the development of genetic tools for economically relevant traits.

This EPD has undergone an extensive validation process as part of its development. Membership is encouraged to review the research release predictions for HP. Members that have feedback or any questions should contact Dr. Elizabeth Dressler, ASA Geneticist,

at edressler@simmgene.com.

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

Improving Weaned Calf Health Through Genetics

By AUDREY TAROCHIONE, Iowa State University

Every producer knows that sinking feeling of spotting a calf that looks like he just doesn't feel good. Even if we use good management practices and cross our fingers, calves still get sick every now and then. Bovine respiratory disease (BRD) is a multifactorial disease caused by a culmination of stress, viral agents, and bacterial infections. Especially relevant to weaned calf health, BRD costs the U.S. feedlot industry approximately \$1 billion annually in production losses. Management is key to minimizing the impacts of stress around weaning, but some of these stressors are intrinsic to the beef industry: separation from dam, diet changes, transportation, etc.

There is a genetic component to respiratory health, meaning selection for BRD resilience is possible. In a recent study on calf health in weaned seedstock calves, disease incidence was defined as a binary phenotype, where a calf either remained healthy during the post weaning period or required one or more treatments for BRD. The heritability of BRD incidence was estimated to be 0.074. As with most health traits, heritability estimates of BRD traits are generally low, but this estimate is still meaningful. Progress will be slow, but over time, permanent improvement can be made in the health of your calves through genetic selection.

Currently there are no BRD EPDs published by breed associations. Multiple challenges contribute to this limitation:

- **Loss of data when calves are sold** – When ownership of calves is transferred, data is lost, including pedigree and early life information. The majority of calves are sold less than 45 days after weaning, when they are still at risk of BRD. While feedlots can maintain solid treatment records, this information is not enough to run a genetic evaluation. Pedigree and/or genotype data, in conjunction with phenotypes, are necessary to develop an EPD.

- **No phenotyping guidelines** – Due to limited research, it is still unclear how BRD should be evaluated. A variety of

terminology is used, such as BRD incidence, resilience, number of treatments, and severity. Each of these traits differs slightly in definition, phenotype collection, and statistical analysis. More research is needed to determine the trait that provides the most benefit to genetic improvement.

- **Detecting BRD can be difficult** – Cattle are adept at hiding illness, making visual detection of sick calves both an art and a science. Even the best pen rider can't catch all BRD cases in a timely manner. Subclinical BRD is also known to depress feedlot performance. However, these cases go undetected unless lung lesions are scored at harvest. Advances in technology now make it easier to find sick calves. Detection aids, like wearable sensors, can flag BRD cases multiple days before visual observation and pick up a portion of subclinical illness.

The development of a BRD EPD is not out of the question, but challenges in data collection and trait definition need to be addressed. It will take effort and teamwork throughout all sectors of the beef industry. What can producers do? It starts with good record keeping! At the cow/calf level, animal identification and pedigree information are critical. For feedlots, this includes BRD detection and individual animal treatment records. Beyond this, we need to improve connectivity and data flow between the segments of the beef industry. Tools like EID tags can help tie health events to a verified ID and follow that animal through each segment of the industry. Working with breed associations, marketing programs, feedlots, and data management providers can help to generate connected datasets. Over time, that consistency and data accumulation will make a reliable and practical BRD EPD achievable.

Reprinted from Iowa Beef Center's Growing Beef Newsletter



Purina Animal Nutrition Is Offering \$30,000 Across 10 Scholarships; Open to Students With Experience in Animal Agriculture. Purina Animal Nutrition, along with the Land O’Lakes Foundation, has opened its scholarship program designed to assist students with experience in agriculture and livestock production in pursuing their passions and furthering their education.

“Undergraduate students and current high school seniors in the U.S. who have experience raising and caring for small or large livestock, equine, and/or poultry are eligible to apply for one of 10 \$3,000 scholarships. Students will be awarded based on applications that illustrate the impact animal agriculture has had on their lives along with detailing academic achievements, leadership skills, community involvement, and a clear vision for their future.

Scholarship applications will be accepted through 4:00 p.m. on April 16, and awardees will be notified in June. Funds will be distributed for the Fall 2026 semester directly to their current or anticipated educational institution. The scholarship is open to all high school seniors who plan to enroll in full time undergraduate study at an accredited U.S. two or four year college, university, or vocational-technical school for the entire upcoming academic semester/term and

undergraduate students enrolled in an accredited two or four year college, university, or vocational-technical school in the United States.

To learn more about and apply to the Purina Animal Nutrition Scholarship, visit www.purinamills.com/scholarship.

About Purina Animal Nutrition. Purina is a national organization serving producers, animal owners and their families through more than 4,700 local cooperatives, independent dealers and other large retailers throughout the United States. Driven to unlock the greatest potential in every animal, the company is an industry-leading innovator offering a valued portfolio of complete feeds, supplements, premixes, ingredients, and specialty technologies for the livestock and lifestyle animal markets. Purina Animal Nutrition is headquartered in Arden Hills, Minn., and a wholly owned subsidiary of Land O’Lakes, Inc. For more information, visit www.purinamills.com.

APPLY FOR THE

PURINA ANIMAL NUTRITION

SCHOLARSHIP

\$30,000

for the Next Generation of Animal Caregivers

Who’s Eligible? Any high school senior and college undergrad can apply.
How Do I Apply? Tell us how caring for and raising animals shaped you.
What if I’m Selected? We’ll be awarding \$3,000 scholarships to 10 winners.

Apply through April 16, 2026

Scan to learn more!

scholarshipamerica.org/scholarship/purina/

N.C. Cattle Receipts, Trends, and Prices for the Month of FEBRUARY 2026

Cattle Receipts: 10,935 • Previous Month: 13,193

Feeder supply - 22% steers • 42% heifers • 36% bulls

SLAUGHTER CLASSES		
	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,546	\$157.61
Boner	1,363	\$167.11
Lean	1,119	\$143.69
Bulls - Yield Grade 1-2	1,640	\$193.13

FEEDER CLASSES			
FEEDER STEERS (Medium and Large 1-2)			
Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	420	507.79	\$2,132.72
450-500	475	480.24	\$2,281.14
500-550	523	449.18	\$2,349.21
550-600	575	425.17	\$2,444.73
600-650	624	406.70	\$2,537.81
650-700	671	375.52	\$2,519.74
FEEDER BULLS (Medium and Large 1-2)			
Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	423	486.53	\$2,058.02
450-500	473	464.47	\$2,196.94
500-550	524	426.93	\$2,237.11
550-600	572	401.58	\$2,297.04
600-650	617	374.21	\$2,308.88
650-700	669	353.47	\$2,364.71
FEEDER HEIFERS (Medium and Large 1-2)			
Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	425	404.71	\$1,720.02
450-500	473	378.39	\$1,789.78
500-550	523	358.18	\$1,873.28
550-600	570	350.63	\$1,998.59
600-650	623	324.42	\$2,021.14
650-700	673	315.47	\$2,123.11

Source: N.C. Department of Agriculture - USDA Market News Service

Raleigh, N.C. - 919-707-3156

*Land O’Lakes, Inc. employees and their dependents are not eligible for this scholarship.



**NC STATE
EXTENSION**



Artificial Insemination School

April 7 – 8, 2026

**Goldsboro, NC – Cherry Research Station
604 Farm Road, Goldsboro, NC 27530**

The Artificial Insemination School is organized by NC State Extension and NC Cooperative Extension in partnership with NCDA Research Stations. This is a 2-day intensive course composed of classroom and hands-on training with live cattle.

TOPICS COVERED

- Bovine anatomy and physiology
- Reproductive management
- Estrous synchronization
- Timed AI and Heat detection
- Sire selection and EPDs
- Semen storage and handling
- Hands-on artificial insemination



REGISTRATION

Contact the Beef Extension Specialist Felipe Silva to register for this course.



falvesc@ncsu.edu

INVESTMENT

The training fee is \$275. The course is capped at 15 participants. Registration is accepted on a first-come, first-served basis.



CONTACT US



<https://beef.ces.ncsu.edu/>

VacHolster NEWS

VacHolster – From Frustration to Innovation. *How a Simple Idea Is Helping Ranchers Save Time and Protect Their Herds.* Necessity is indeed the mother of invention, as Seth Davis discovered while working cattle on his commercial cow/calf ranch. He encountered a problem that has frustrated ranchers for years. His vaccine gun syringe was always just out of reach when he needed it, or it was in his hand when he needed his hands free for other jobs.

That moment sparked an idea. What if there was a way to free your hands while keeping the vaccine gun right where your hand expects it to be? That idea, now ready for spring processing, became the VacHolster, a rugged, hands free vaccine syringe holster built to allow ranchers to keep their syringe clean, secure, and always in reach.

“I built it because I needed it,” said Davis, founder of VacHolster. “And it turns out a lot of other ranchers need it too, as they showed us last fall. This is about making the work faster, safer, and less stressful on both the livestock and humans.”

Made with heavy duty, ranch proof materials, the VacHolster adjusts to fit the user, protects vaccine potency, reduces needlestick risks, helps get more done with less stress on the herd, and allows cattle to be worked up to 20 percent faster. By keeping syringes ready at hand, ranchers spend less time fumbling and more time focusing on what matters.

Ranch Tested Benefits:

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

Since its launch, VacHolster has been used on more than 10,000 head of cattle and 6,000 calves. It has been worn for hundreds of



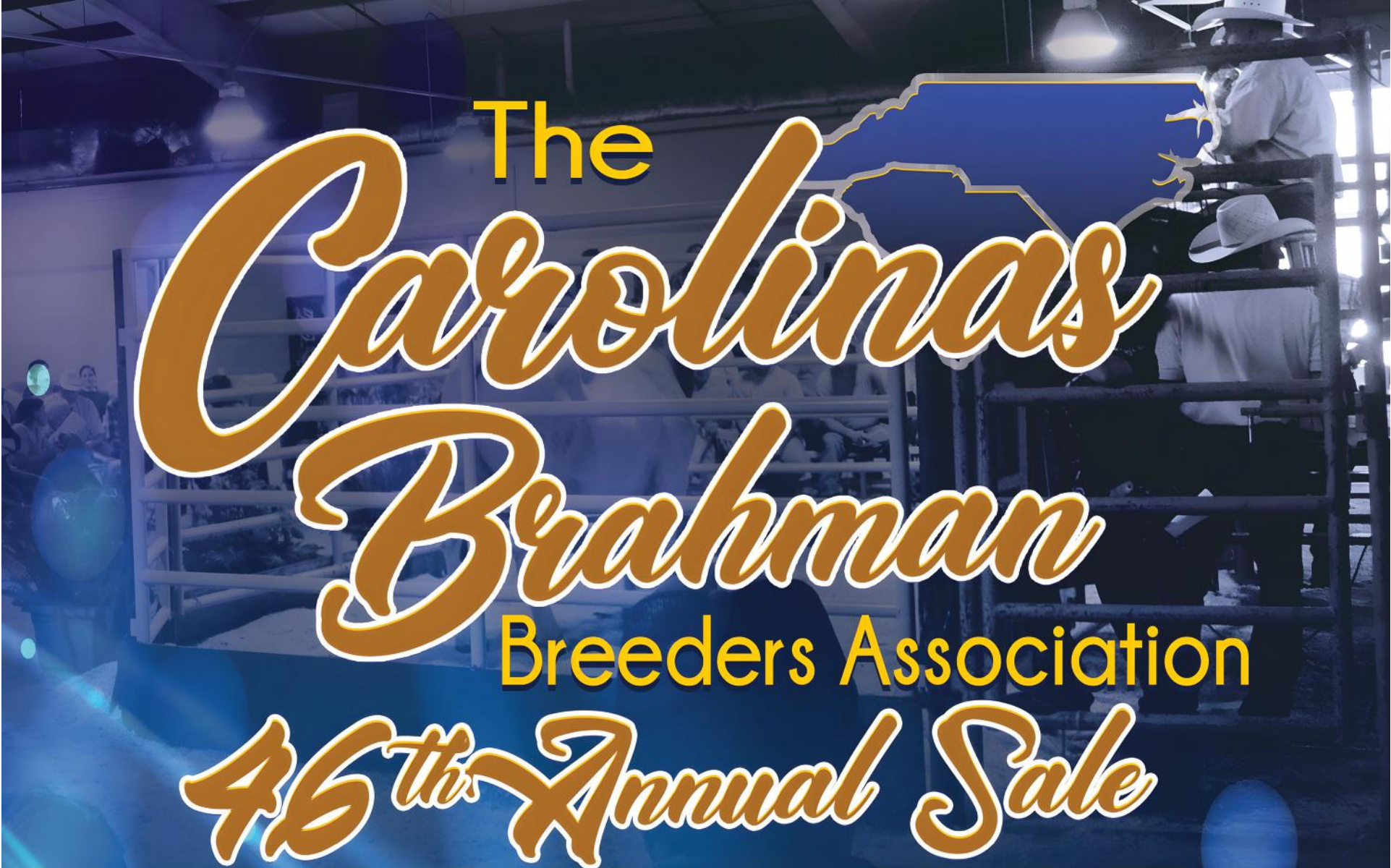
miles on horseback, four wheelers, and in pickup trucks. Ranchers praise its durability, comfort, and time saving functionality.

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

For more information, go to www.VacHolster.com.

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





The Carolinas Brahman Breeders Association 46th Annual Sale

SATURDAY, JUNE 6, 2026 @ NOON

LAURENS LIVESTOCK • 2500 HIGHWAY 49 • LAURENS, SC 29360

Preview: Friday, June 5, 2026

***Selling quality Brahman and
Brahman influenced cattle.***

***Show prospects, cow calf
pairs, bred heifers, herd sire
prospects, and some
VERY fancy F1 females!***

***For more
information contact***

PHILIP GILSTRAP: 864-506-0463

ASA LEE: 601-916-6138

***Longest Running
Brahman Sale in the US!***



Broadcast live on

BESTCATTLESALES.com

Sysco Highlights the Value of Beef Quality Assurance. The best beef is raised the right way. This message was reinforced by remarks from Joe Don Eilers, vice president of merchandising for Sysco, who spoke as a panelist at the Beef Quality Assurance (BQA) Producer Forum during CattleCon 2026.

Representing one of the nation's largest foodservice distributors, Eilers shared how best practices in cattle care and beef production influence beef product, ultimately reaching the plates of restaurants and kitchen tables of consumers.

"At the end of the day, quality beef is a safe, wholesome product for our participants to use," Eilers said, adding the ultimate goal is delivering a mouth watering steak that keeps customers coming back for more.

Industry collaboration is key to delivering this eating experience, and programs like BQA help ensure consistency from pasture to plate. For decades, BQA has provided science based guidelines and education to help family

farmers and ranchers improve cattle care, product quality, and consumer confidence.

"We believe in the value that the BQA program has brought to the industry for decades," Eilers said. "That mission to bring knowledge about best practices and innovations to producers across the industry has resulted in a better product that we're able to purchase and ultimately serve to consumers."

The commitment to cattle care and continuous improvement is also reflected in the Raised with Respect program, a partnership between CAB and Sysco, now in its third year. The initiative helps expand awareness of BQA principles while supporting educational resources for ranchers and additional collaboration across universities, extension systems, and industry partners.

"This campaign is really about bringing another level of awareness to the work BQA has done over the years," Eilers said, "and creating more opportunities to communicate what can be improved in beef production."



A LIVESTOCK LEGACY MORE THAN A CENTURY IN THE MAKING

DISCOVER QUALITY LIVESTOCK

Next Production Sale:
Saturday, September 26, 2026



Eric Ellis, Livestock Gen. Mgr. 828.777.9254

BILTMORE®

livestock@biltmore.com

biltmorelivestock.com

The commitment to advancing best practices and helping to ensure beef demand recently earned Sysco national recognition; NCBA named the company the 2026 BQA Marketer of the Year at CattleCon. This award highlights leaders who go above and beyond to promote BQA and support responsible cattle care across the beef industry.



Joe Don Eilers, vice president of merchandising for Sysco, alongside fellow panelists at the BQA Producer Forum during CattleCon 2026.

“As a primary producer facing program, BQA has been providing guidelines and resources to help cattlemen improve their cattle and resulting beef for decades,” said Josh White, senior executive director of producer education and sustainability for NCBA. “It’s exciting to see this work done on farms and ranches across the country and also lends value for how a large beef seller, like Sysco, tells the beef production story.”

For Eilers, those efforts also help build trust with consumers who want greater transparency about how their food is raised.

“Customers and consumers today want more and more information about the products they’re buying and eating,” he said. “The BQA program really helps us talk about best practices around animal husbandry and environmental stewardship, and that builds confidence in the beef producers raise.”

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

CHESSIE CREEK FARM AND BLACK CREEK ANGUS

PRESENT 4TH ANNUAL BRED HEIFER SALE

SELLING 50+ BRED COMMERCIAL HEIFERS

MAY 16, 2026 • NOON



A PREMIUM SELECTION OF BRED HEIFERS FROM TOP SOUTH CAROLINA AND GEORGIA OPERATIONS, BRED TO 44 FARMS BULLS, WITH ALL CALVES ELIGIBLE FOR THE PRIME PURSUITS PROGRAM, A PARTNERSHIP BETWEEN 44 FARMS AND WALMART.



AUCTIONEER
CARROLL T. CANNON 229-881-0721

: LOCATION :

BLACK CREEK ANGUS
3540 BLACK CREEK ROAD
WALTERBORO, SC 29488



SCOTT SELL - 912-329-2411. SSELL@JLWOODE.COM
DAN ULMER - 803-383-1916. DULMER@JLWOODE.COM
RALPH MASSENBURG - 843-296-7274

Scotchman

SONS HIGHLIGHT THE BULL SALE



Whitestone *Blue* 5046
Reg. 21196217
Connealy Scotchman X Whitestone Pride 3216

- MAJOR LEAGUE AI SIRE
- ELITE CALVING EASE
- UNMATCHED GROWTH & \$ VALUES

Whitestone Blue is a major league AI Sire candidate with as impressive of a pedigree and number profile as you can get in the breed. He stems from the same family as Genex Beef AI Sire, Turning Point. Don't miss him on sale day!

CED	BW	WW	YW	MILK	SC	HP	TEAT	UDDER	FL	CW	MARB	REA	SM	SW	SB	SC
+17	-1.9	+86	+150	+27	+1.06	+13.2	+73	+52	+1.21	+78	+1.31	+1.28	+107	+100	+228	+403



Whitestone *Rancher* 5028
Reg. 21196210
Connealy Scotchman X Whitestone Erica T196

HEIFER BULL • PERFORMANCE • HIGH \$COMBO

Whitestone Rancher 5028 is a balanced individual, both phenotypically and on paper. He is backed by one of the most consistent cow families in the Whitestone program.

CED	BW	WW	YW	MILK	SC	HP	TEAT	UDDER	FL	CW	MARB	REA	SM	SW	SB	SC
+8	+4	+75	+144	+33	+1.06	+13.6	+41	+42	+1.07	+76	+91	+1.12	+65	+79	+203	+328



Whitestone *Coyote* 5026
Reg. 21196209
Connealy Scotchman X Whitestone Blkbrd Prgrs T106

LOW BIRTH • EXPLOSIVE GROWTH • HIGH \$M

Whitestone Coyote 5026 is a calving-ease delight with added growth genetics backed by highly maternal genetics on the bottom side. A "can't miss" on sale day!

CED	BW	WW	YW	MILK	SC	HP	TEAT	UDDER	FL	CW	MARB	REA	SM	SW	SB	SC
+10	+3	+81	+144	+34	+1.22	+15.5	+80	+67	+1.11	+73	+52	+73	+94	+92	+162	+307



Whitestone *Tigger* 5116
Reg. 21227945
Connealy Scotchman X Whitestone Barbara 2127

PERFORMANCE • POWER
• OUTCROSS PEDIGREE

Whitestone Tigger 5116 is a high-octane performance bull with excellent carcass genetics from an outcross cow family that has consistently produced high sellers. His \$Value combination makes him a sale highlight on sale day!

CED	BW	WW	YW	MILK	SC	HP	TEAT	UDDER	FL	CW	MARB	REA	SM	SW	SB	SC
+8	+1.5	+91	+156	+28	+1.50	+13.6	+64	+69	+1.05	70	+98	+89	+90	+97	+184	+329

Whitestone Farm, LLC

Pasture Performance-Tested

ANGUS BULL & FEMALE SALE

LiveAuctions.TV

MAY 2, 2026

Saturday, Noon | Aldie, VA

SELLING OVER 100 HEAD

80 Service-Age Bulls

50 Angus Females: Pairs | Bred Heifers | Open Heifers



Whitestone *Twister* 5029
Reg. 21196211 • Connealy Scotchman X Whitestone Evelyn 3052
TOP 1% WW AND YW EPD • TOP 10% \$M AND \$C

Whitestone Twister is a top growth and performance sire in this year's sale. He has body and muscle shape in a heavy, durable package. A "must-see" on sale day.

CED	BW	WW	YW	MILK	SC	HP	TEAT	UDDER	FL	CW	
+3	+3.1	+104	+179	+26	+97	+14.2	+70	+68	+1.06	+88	
MARB		REA		SM		SW		SB		SC	
+1.03		+80		+86		+98		+204		+351	



Whitestone *Commanche* 5059
Reg. 21196221 • Connealy Scotchman X Whitestone Pride T208
TOP 5% WW AND YW EPD • TOP 1% CW EPD • TOP 10% \$C

"Power, Performance, and Pounds Heavy" best describes this high-ratioing Connealy Scotchman son. He will be a favorite on sale day.

CED	BW	WW	YW	MILK	SC	HP	TEAT	UDDER	FL	CW
+7	+2.7	+92	+161	+29	+76	+12.2	+65	+72	+1.03	+97
</										

Whitestone Farm, LLC

GEORGE W. LEMM • TOM & NANCY ANDRACSEK • MARK DUFFELL
PO BOX 570, ALDIE, VIRGINIA 20105 | (703) 327-4863 OFFICE • (703) 327-4777 FAX • (703) 930-1841 MARK'S CELL
WWW.WHITESTONEFARM.COM | OFFICE@WHITESTONEFARM.COM

Please call or email to be added to our mailing list.

Whitestone Incentives

- Calving-Ease Genetics • High-Performance Genetics
- Semen Tested • Passed Breeding Soundness Exam • Excellent Foot Quality • Excellent Disposition • Parent Verified • Genomic Enhanced EPDs • First Breeding Season Guarantee • Sight Unseen Buyer's Program • Selling ½ and ¾ Brothers

COMMON GROUND



Off to a Great Start

By MARK McCULLY, American Angus Association CEO

“Cattle producers’ dedication to quality sets them apart.”

The new year has already offered powerful reminders of what sets cattlemen and women apart — determination, discipline, and an unwavering dedication to raising cattle that excel in the pasture and on the rail. But as I write this column on the heels of a winter storm, I’m reminded of your unquestionable commitment to animal care.

While most of the world stayed indoors, you did not. I often wish every consumer could witness these moments firsthand to better understand the depth of care this community puts into every animal.

The new year kicked off with some great events. Participation in both the Cattlemen’s Congress and the National Western Stock Show were outstanding and ultra-competitive as always. Both events hosted open Phenotype and Genotype Shows (PGS) for the first time, recognizing the growing interest in bridging the performance and show worlds a little better.

The National Angus Bull Sale represented consignors from across the country with 28 lots averaging more than \$22,000. On the commercial side, we see open heifers bringing more than \$3,300 and bred heifers bringing more than \$5,000. AngusLink steers weighing near 750 lb brought more than \$4.10/pound. All this, coupled with many other record setting purebred Angus sales, suggests strong optimism and demand. What a time!

Reflective of that demand, registrations were strong for the first quarter of our 2026 fiscal year. October was the biggest registration month since 1974, and December was the biggest since 2017. For the first three months, registrations were up 9.5 percent, with the increase coming in both bulls and females.

What’s new in 2026 – To keep pace, we have been busy at the American Angus Association rolling out new programs and enhancements. One thing I am quite excited about is an evolution in our genomic parentage discovery pipeline. The long requested feature of Parent Match officially went live for members on January 15. It leverages the association’s genomic database to more easily qualify sires and dams.

The breeder will still approve the genomically identified parents to safeguard against sampling or recording errors, but being able to produce these results through the pipeline will save members significant time and frustration.

For commercial producers, Sire Match is available on GeneMax Advantage. It provides a deeper understanding of the influence of their genomically tested herd bull battery — which ones are doing their job, and which ones aren’t. It also helps avoid inbreeding through more informed mating decisions.

In fiscal year 2025, 75 percent of the 309,926 registered animals were genomically tested, 63 percent were sire verified, and 50 percent were sire and dam verified. Those are incredible statistics, and I only expect those percentages to climb.

Anyone who has been genomically testing for a while will admit that even with the best recordkeeping, mistakes happen. Bulls jump fences, and cows swap calves. Genomic parentage is finding those cases, identifying correct parents, and giving us Angus pedigrees more accurate than ever. That makes our genetic predictions far more accurate and gives commercial customers more confidence.

As we step forward into 2026, the success story of Angus continues to be written by breeders and commercial producers who demand excellence — and by the innovation, tenacity, and resilience that help them achieve it. It’s going to be a great year.

West End Precast

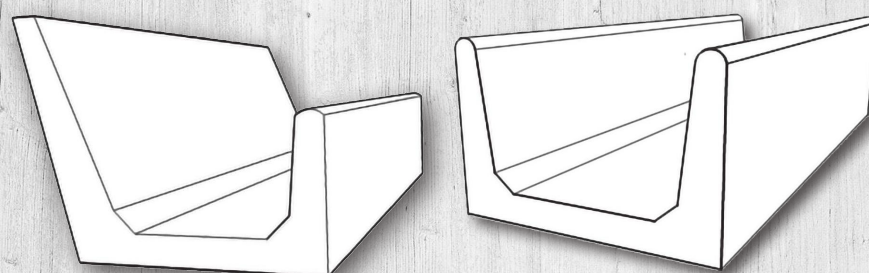
276-228-5024

Wytheville, Virginia

8 ft Concrete Feed Bunks

U Bunks - \$200 • J Bunks - \$250

Calf Bunks - \$150



Water Troughs • Waterer Pads

7AN893 DEER VALLEY

MARGIN CALL 4342

20966096 Fireball x SURE FIRE



From: Deer Valley Farm and Madeiras Farms, TN



SCAN TO
VIEW MORE!

MARGIN CALL was the record selling bull at \$180,000 for one half interest in the Fall 2025 Deer Valley bull sale. He is a calving ease powerhouse with +420 \$C and over +2 Marbling. Phenotypically, he is a powerful structured individual with extra depth. He’s wide topped with base width and a big solid foot. His exceptional dam has left her mark in the Angus breed where she has recorded 73@13 for IMF and 76@103 for REA. She is also the dam of 7AN580 HOMETOWN and 7AN759 FIREPROOF along with numerous sale topping daughters. For a sire that adds value from start to finish, take a look at MARGIN CALL!

CED	BW	WW	YW	DMI	SC	DOC	Claw	Angle	PAP	CEM	Milk	CW	Marb	RE	Fat	\$M	\$W	\$F	\$G	\$B	\$C
10	.8	73	135	1.39	1.52	25	.37	.59	-1.23	11	28	81	2.18	1.18	.02	106	78	134	178	278	427
20	40	40	40	60	15	10	20	30	1	25	40	10	10	30	10	10	30	10	2	4	2

Contact your local representative today!



YOUR SUCCESS *Our Passion.*

ANGUS

THE BUSINESS BREED

UPDATE

National Junior Angus Association Offers 200 Free YQCA Training Codes Through New Grant Funding. The NJAA is offering 200 free YQCA online training codes to help junior members. The National Junior Angus Association (NJAA) is excited to announce it has received a \$4,000 grant from Youth for the Quality Care of Animals (YQCA), enabling the organization to provide 200 free YQCA certification codes to junior Angus members.

The grant supports NJAA's commitment to fostering youth education and leadership opportunities. Through this funding, NJAA junior members ages 7–20 who plan to participate in the 2026 National Junior Angus Show (NJAS) can receive a complimentary YQCA online training code.

Codes will be distributed on a first come, first served basis, and members may request a code by contacting the Events and Junior Activities Department by phone or email with their name and member code.

Request a code at 816-383-5100 or Events@angus.org. Once a code is issued, members can complete the YQCA online course at no cost.

For more information about NJAA programs, visit www.angus.org.

Penny Wars with Purpose. NJAA Announces 2026 Angus Impact Project in Support of Colon Cancer Research. The NJAA has announced the 2026 Angus Impact Project, a service initiative supporting the Colon Cancer Foundation through a fundraising competition known as Penny Wars. Led by NJAA Vice Chairman Anne Dameron, this year's effort carries personal significance as it honors her late mother, Jennifer, who passed away from colon cancer.

The Angus Impact Project serves as the NJAA's official service outreach, engaging junior members in meaningful acts of community support at state and national levels. Past efforts have included school supply drives and assembling care kits for Ronald McDonald House Charities. The program inspires service and camaraderie among juniors, often strengthened by friendly competition among state associations.

"In the past, the competitive element has really brought states together," said Anne Dameron, NJAA Vice Chairman and leader of this year's Angus Impact Project.

Ambitious teamwork was evident during the 2024 National Junior Angus Show (NJAS), when juniors delivered the largest donation received by the Ronald McDonald House of Madison, Wisconsin. The 2026 project focuses on raising funds and awareness

for colon cancer research, early detection, and advocacy, with the hope of capturing the same driven spirit of members in honor of one of their own.

"A little over a year ago, my mom passed away from the disease," she said. "Cancer is something so many people unfortunately deal with or know someone who has battled."

Although the service event promises friendly competition and fun, Anne emphasizes the importance of the mission behind it. She recalls the support she received from the Angus family following her mother's passing, including junior board members wearing blue colon cancer awareness ribbons in Louisville during the 2024 North American.

"That meant so much to me and my family," she said. "It shows how the Angus family shows up for each other. This year's Angus Impact mission brings that full circle."

Colon cancer remains one of the deadliest but most preventable cancers in the United States. Early screenings dramatically improve survival, and awareness plays a critical role in encouraging individuals to seek preventive care.

"My family has tried to stay positive and do what we can so others don't have to face the same situation," Anne said. "This project's goal is to help advocate for screenings or bring awareness

Angus Update continued on the next page

18TH ANNUAL

THE Select Sale

JANUARY 2, 2027

NORWOOD, NC • 12:00 PM EST

Registered Angus, SimAngus, Simmental, and Charolais Bulls
Registered and Commercial Open Heifers, Bred Heifers, Bred Cows, & Pairs



PERFORMANCE TESTED BULLS
Complete AHIR Performance Records • Ultrasound Data Provided
DNA Genomic Tested with Genomic-Enhanced EPDs
Breeding Soundness Guaranteed • BVD-PI Tested Negative
Complete Herd Health Vaccination Program



EBS FARMS
POLKTON, NC

BRUCE & CARLA SHANKLE
704-694-8686 • 704-826-8848
EBSFARMS@WINDSTREAM.NET



BROOKE, MARCIE, & MATTIE HARWARD
704-322-9770 • 704-322-5201 • 704-322-0831
WWW.HARWARDSISTERS.COM

Angus Update *continued from the previous page*

to someone who needs it.”

In preparation for the July event, junior members are encouraged to collect spare change from barns, vehicles, and their homes. At the show, Penny Wars will take center stage as jars labeled with the names of well known Angus staff, regional managers, and NJAA Board members such as Casey Jentz, Ty Murray, Blake Pillars, and Caitlyn Brandt invite contributions throughout the week. The individual whose jar collects the greatest amount will be recognized during closing ceremonies and receive a pie to the face on stage.

As juniors prepare for NJAS, Anne hopes everyone, whether contributing a handful of coins or a full jar, recognizes the impact their participation can make.

“Angus Impact is bigger than one person or one board,” she said. “It’s about coming together for something larger than ourselves.”

For more information about the 2026 Angus Impact Project or NJAA programs, visit www.njaa.info.

Angus Foundation Announces May 1 Deadline for Scholarship Applications. *The Commercial Cattlemen Scholarship program helps support students using Angus genetics in a commercial operation, while the New Vo-Tech Scholarship will support hands-on career pathways in agriculture and the beef industry.* Commercial cattlemen and women

are the backbone of the beef industry, and as the next generation of cattlemen prepares to lead the industry forward, the Angus Foundation is providing support through its Commercial Cattlemen Scholarship program. This spring, five students will receive scholarships to help further their education and enhance their careers in agriculture. These scholarships are awarded to those who use Angus genetics in their commercial cattle operations and must be pursuing an undergraduate degree or enrolled in a vocational program at an accredited institution of higher education.

“This scholarship program is designed to support students with a commercial cattle background in the beef industry,” said Jaclyn Boester, executive director of the Angus Foundation. “Supporting youth in their education is an important part of the Foundation’s mission.”

Previous applicants have discussed how they incorporate Angus genetics into their breeding programs, noting the benefits they have seen to both the quality of their herd and their bottom line.

“When it’s time to sell, the Angus calves consistently outperform other cattle in the market, indicating their high demand and superior performance,” said Coy Stamm of Washington, Kan., and past Angus Foundation Commercial Cattlemen Scholarship

The premier Angus female event - hosted by the NC Angus Association

42nd Annual

Spring Fever

North Carolina Angus Association Sale

Saturday - April 25, 2026 - 12 noon

Cow/Calf Pairs - Bred Heifers - Open Heifers - Pregnancies - Frozen Genetics

Genetics from leading sires such as Wilks Crick, Wilks Achiever, GAR Grand Slam, GAR Diligent, 4 Sons Breakaway, Connealy Cornhusker, Peak Draft Pick, EXAR Bona Fide, GAR Home Run, BNWZ Validity, GAR Wallace, Byrd Bullseye, Smith Valley Jeremiah, VAR True West, and many more!

**at the Shuffler Farm Sale Facility
444 Union Grove Rd. Union Grove, NC**

To request a catalog, call the NCAA office at 919-796-2346 or visit www.ncangus.org

Zach Moffitt - 336-736-6340 - zmoffitt19@gmail.com



recipient.

Stamm was a student at Kansas State University, majoring in agronomy, and plans to return to his family's farm as the fifth generation to manage the operation.

"Thank you to the Angus Foundation," Stamm expressed. "The financial support provided by this scholarship has reduced the burden of my college expenses, allowing me to devote myself to a well rounded college experience. I am honored to be recognized by successful Angus breeders. After college, my goal is to continue and further develop my family's Angus breeding operation."

Two Angus Foundation representatives, two Angus industry representatives, and one beef cattle industry leader make up the Commercial Cattlemen Scholarship selection committee, which reviews applications. Emphasis is placed on the applicant's knowledge of the cattle industry and their perspective of the Angus breed.

Boester elaborated on the scholarship program, noting, "The scholarship program is one of the most prominent and consistent ways our donors support Angus youth. Our scholarships pave the way for a bright future for our industry by ensuring young people can reach their full potential."

The Angus Foundation is also expanding its commitment to supporting the next generation of the beef industry with the launch of its new Vo-Tech Scholarship, available beginning with the 2026 application season. This scholarship is designed to support students who are actively involved in the Angus breed and are pursuing vocational and technical education that leads directly to skilled careers in agriculture and related fields.

The Vo-Tech Scholarship supports students attending accredited technical schools, community colleges, or certification programs. Eligible areas of study include welding, diesel mechanics, feedlot or processing center operations, animal husbandry, ag technology systems, meat processing, and other trade based training essential to the beef supply chain.

"For many young people, vocational and technical programs provide the most direct path into meaningful careers that support our industry," said Jaclyn Boester "By adding this scholarship, we're ensuring students who choose skilled trades have the support they need to contribute to the future of Angus business."

The Vo-Tech Scholarship joins the Foundation's long standing undergraduate, graduate, and commercial cattlemen scholarship programs. In 2025 alone, the Foundation awarded \$395,500 in scholarships to 142 students, helping young leaders pursue a range of degrees and technical certificates.

Since 1998, the Angus Foundation has awarded over \$5 million in undergraduate and graduate scholarships.

Angus Foundation Opportunities

• **Commercial Cattlemen Scholarship** – The Angus Foundation will award five \$1,500 scholarships to undergraduates who use Angus genetics in a commercial cattle operation. The applicant or their parent/guardian must have transferred or been transferred

North Carolina Angus Association

ANGUS MEANS BUSINESS

Backed by the world's largest and most reliable genetic evaluation program.

Registered Angus genetics deliver better calving ease, more growth, and superior marbling.



4K FARMS

Richard D. Kirkman, DVM
Siler City
919-742-5500
rdkirkman@spectrum.net

BACK CREEK

Joe & Robin Hampton
Mt. Ulla
704-880-2488 (Joe); 704-880-3572 (Robin)
robinbackcreek@att.net
Facebook: Back Creek Angus

BILTMORE ESTATE

Kyle Mayberry - Manager
Asheville
828-768-1956
livestock@biltmore.com
www.biltmorelivestock.com

CARSON FAMILY FARM, LLC

John, Callie, Isaac & J.R. Carson
Chelsie Bobbitt - Manager
Laurel Springs
919-306-2682
carsonfamilyfarm@gmail.com
Facebook: Carson Family Farm

CHAPMAN CATTLE COMPANY

Gary, Isaac & Bryant Chapman
Bryant Chapman - Manager
Taylorsville
828-514-0526
bryantchapman21@gmail.com
Facebook: Chapman Cattle Company

CLEARBROOK ANGUS FARM

Danny Howell
Cherryville
704-473-8707
trooperdhowell@yahoo.com

DOUBLE CREEK ANGUS

Doug Rowell
Indian Trail
704-787-6819
doublecreekanguscattle@gmail.com

FOUR S FARMS

Kim & Connie and Jason & Robin Starnes
Luther Lyerly - Manager
Salisbury
704-640-5875
kim-4sfarms@carolina.rr.com

GENTRY HOMEPLACE ANGUS

Howard & Donna Gentry
King
336-413-6698
whgentry@windstream.net

GRAGG FARMS

Paul, Chris & David Gragg
Boone
828-268-4136 (Paul); 828-268-4137 (Chris)
828-268-4135 (David)
gragg_farms@hotmail.com

H&H FARMS

Buddy & Jennifer Hamrick - Owners
Bly Hamrick - Manager
Boiling Springs
704-472-1912
jennham@bellsouth.net

Cortney Holshouser

NCAA Executive Secretary
919-796-2346
ncaa.sec@gmail.com
www.ncangus.org

HARWARD SISTERS

Brooke, Marcie & Mattie Harward
Richfield
704-322-9770 (Brooke);
704-322-5201 (Marcie); 704-322-0831 (Mattie)
harwardsisters@gmail.com
www.harwardsisters.com

HILL ANGUS FARM

Dr. Gary M. Hill
Hendersonville
229-848-3695
gmhill@uga.edu

HI-LO FARMS, LLC

William "Monty" & Kate Reichert
Fuquay-Varina
919-717-1903
reichert.brock@gmail.com

JACK KNOB FARMS

Karl, Janet & Logan Gillespie
Franklin
828-371-2220
karl@jackknobfarms.com
www.jackknobfarms.com

LEGACY AT PINE HILL FARM

Steve Jones
Forest, VA
434-665-0800
jfhokie7@verizon.net

N.C. STATE UNIVERSITY - E. Carroll Joyner Beef Unit

Matt Morrison - Manager
Raleigh
716-720-0227 • mdmorr18@ncsu.edu

SMITH ANGUS FARM

Randall Smith
Snow Camp
336-516-4558
smithangusfarm@yahoo.com

THE 909 RANCH

Rick Ankrum
Michael Jensen - Manager
Statesville
336-769-6700
info@the909ranch.com

TRIPLE LLL ANGUS

Greg Little
Monroe
704-219-1294
greg.little@atimetals.com

UWHARRIE RIDGE FARMS

Mark Wilburn
Asheboro
336-465-2417
uwharrieridgefarms@gmail.com

VANDEMARK ANGUS

Keaton & Janie Vandemark
Spring Hope
252-885-0210
keaton@vandemarkfarms.com

WINDY HILL FARMS, LLC

Michael A. Moss
Will Moss - Manager
Ramseur
336-460-7451
windyhillfarmsllc@gmail.com
www.windyhillfarmsllc.com

WINSLOW GENETICS

Ben & Kathleen Winslow
Halifax
252-578-5487
bensbulls@gmail.com

Angus Update continued on the next page

Angus Update *continued from the previous page*

an Angus registration paper in the last 36 months (on or after May 1, 2023). The operation must be considered commercial and not seedstock. The scholarship is open to students in any field of study.

Download the application at www.angus.org/foundation/apply-for-scholarships/commercial-scholarships. Email the completed application to scholarships@angus.org by May 1.

• **Vo-Tech Scholarship** – New in 2026, the Angus Foundation will award scholarships to support students pursuing vocational or technical education related to the beef industry. The Vo-Tech Scholarship is designed for individuals seeking specialized training at accredited technical schools, community colleges, or certification programs that prepare them for hands-on careers in agriculture and allied industries.

Download the application at www.angus.org/foundation/apply-for-scholarships. Email the completed application to scholarships@angus.org by May 1.

• **Undergraduate and Graduate Angus Foundation Scholarships** – One application provides eligibility for more than \$250,000 awarded annually through the Angus Foundation Scholarship Program. Available to all junior Angus members, a single completed application qualifies applicants for all listed scholarships.



To access the application, use your AAA login at www.angusonline.org/Account/Login under the “Programs” tab. The deadline is May 1.

• **External Scholarships** – In addition to the many scholarships available through the general undergraduate scholarship application, NJAA members may be eligible for additional Angus Foundation scholarships administered by partners who share our mission.

View additional opportunities here at www.angus.org/foundation/apply-for-scholarships/external-scholarships. The deadlines vary based on the application.

Angus Foundation Selects Drake Yon as 2026 Young Cattlemen’s Conference Representative. *Drake Yon will represent the Angus breed among a group of young leaders exploring the beef industry’s production, policy, and consumer relations at summer conference.* The Angus Foundation is pleased to announce Drake Yon of Ridge Spring, S.C., as the representative for the 2026 National Cattlemen’s Beef Association (NCBA) Young Cattlemen’s Conference (YCC). Yon, a lifelong Angus breeder, will join a class of emerging industry leaders who will travel nationwide in June to engage with all facets of beef production, policy, and consumer relations.

Yon has been actively involved in the Angus breed since childhood. His years in the NJAA, service within the S.C. Angus Association, and participation in the Beef Leaders Institute have shaped him into an emerging leader.

Today, he is an integral part of his family’s multigenerational operation, overseeing their breeding program and data collection.

“Drake not only has an outstanding work ethic but also a very inquisitive mind to learn the utilization of new technology for more efficiently producing food that meets our consumer’s expectations,” said Samuel Hands of Triangle H of Garden City, Kan., and mentor to Drake. “As a young leader in our agriculture industry, Drake also possesses excellent communication and people skills.”

Yon’s selection reflects not only his involvement within Angus but also his extensive industry leadership. From speaking on industry panels to serving on the S.C. Cattlemen’s Association

Easy Way Cattle Care

The highest quality cattle oilers and livestock pest control products available on the market!



Complete Cattle Saver

Treats entire animal at one station • Reduces Pinkeye • Increase gains
• Helps eliminate parasites • Applies insecticide evenly



Mineral Feeder

Controls flies, lice, ticks and mosquitoes



Singles

Scratcher assembly available without stand, or on a stand with 1, 2 or 3 scratcher assemblies. The Easy Way Scratcher also comes with or without 3' Walk-Way Oiler.



3' Walkway With A Mop Curtain

A durable, low maintenance oiler that fits directly into your cattle’s path for automatic, consistent fly & parasite control. Built tough for pasture or lot use, it keeps your herd protected with minimal effort.

Tyler Stortz 563-568-1769 • Allyson Stortz 536-379-6118
info@easywaycattlecare.com • P.O. Box 325 • Decorah, IA

easywaycattlecare.com

WE SHIP ANYWHERE IN THE US • DEALERSHIP AVAILABLE

Board, including his role as legislative chair, he has actively engaged in policy discussions affecting animal health and industry innovation.

His work with the South Carolina Farm Bureau has advanced resolutions supporting rural health access and agricultural land protections. His efforts extend beyond policy, often hosting groups on the farm from dietitians and chefs to state lawmakers to provide transparent, on-the-ground education about beef production. A passionate advocate for the story behind the Certified Angus Beef brand, Yon frequently leads farm tours and industry visits.

"I look forward to the relationships formed through the YCC experience," Yon said in his application. "Connecting with fellow cattlemen from across the country, hearing new perspectives, and learning more effective ways to advocate for our industry is a once-in-a-lifetime opportunity. Every interaction with policymakers is a chance to tell our family's story and work toward positive change. I'm honored for the opportunity to represent the Angus breed."

The YCC program provides participants with a robust understanding of the cattle industry, from feedyards and packing plants to retail and policy development. The Angus Foundation is proud to sponsor an Angus breeder each year.

For more information about the Angus Foundation or the Young Cattlemen's Conference, visit www.Angus.org.

Angus Foundation to host 25th annual golf tournament in Louisville. Sponsorship opportunities and registration are available now for the July 13 event. Tee up for Angus! Grab your clubs, rally your team, and hit the greens for a day of friendly competition — all for a great cause! The Angus Foundation invites all golf lovers and Angus enthusiasts to enjoy a day on the green at the 25th Annual Angus Foundation Golf Tournament, held in conjunction with the 2026 National Junior Angus Show in Louisville, Kentucky. Set against the scenic backdrop of Quail Chase Golf Course in Louisville, this event promises a day of friendly competition and fun — all while supporting the Foundation's mission to advance education, youth, and research. Mark your calendars for Monday, July 13, to swing for the future of Angus!

"Celebrating 25 years of this tournament is something special," said Jimmy Stickley, Angus Foundation Donor Coordinator. "The enthusiasm of our sponsors and participants continues to propel the Angus Foundation forward. We're excited for a great day on the course and for the impact this event creates."

Sponsorship options are available for state and regional Angus associations, individuals, businesses, farms, and ranches. There are promotional opportunities at seven sponsorship levels: beverage cart, tournament prizes, clubhouse, hole-in-one, tee box, hole, and flag. Sponsors will be recognized in the tournament program, tournament luncheon, post event news release, *Angus Journal*, and the Angus Foundation website. The sponsorship deadline is May 1.

Player registration is open through June 20. Registration is \$125. Players receive 18 holes of golf, golf cart rental, a continental breakfast, and a Certified Angus Beef brand lunch. Mulligans will be available at the course for \$20 with a limit of one per player.

For player registration, sponsorship opportunities, or more

information about the golf tournament, contact Kris Sticken or Jimmy Stickley with the Angus Foundation at 816-383-5100, or visit angus.org/foundation.

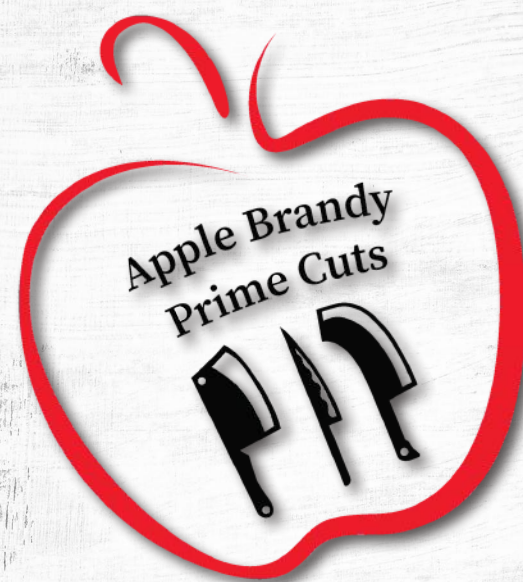
About the Angus Foundation. Established as a 501(c)(3) organization in 1980, the Angus Foundation remains focused on its mission to support Angus education, youth, and research. The organization has distributed more than \$4.9 million in youth scholarships since 1998 and has also invested more than \$1.4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

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

USDA Abattoir and Processor

BEEF • PORK • LAMB • GOAT • OSTRICH

Aged - Cut - Packaged to Your Specifications



Livestock Drop Off

347 Thomas Street • North Wilkesboro, NC 28659

Butcher Shop & Processing Pick Up

106 Chestnut Street • North Wilkesboro, NC 28659

Call or Email for an Appointment:

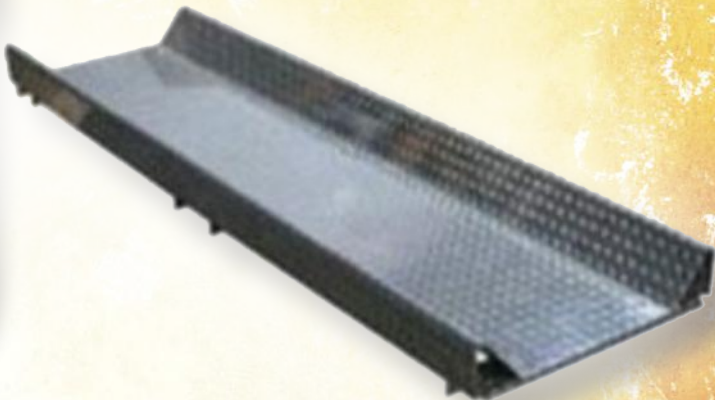
336-667-1346 • abprimecuts@gmail.com

★ ★ ★ ★ ★ the ★ ★ ★ ★ ★
BARN LOFT

FAMILY OWNED SINCE 1979



SALE on
W-0 Packages



Alleyway Loadbars • W-0 Weigh Scale • Weighing Platform



MiraFount A3354-S



MiraFount A3465



THE BARN LOFT

1475 National Highway • Thomasville, NC 27360
Store - 336-886-1737 • Cell - 336-250-0572
www.thebarnloft.com



ELITE LIVESTOCK

MARKETING GROUP



LiveAg
We Live It

MARKET YOUR CATTLE WITH CONFIDENCE.

Work directly with your local Elite Livestock representative to market your load lots through LiveAg's nationwide video auctions. Our competitive, broadcast-auction format expands buyer reach, increases demand, and helps maximize your return. Have check in your hand on delivery day!



Payment is issued on
delivery day!

SPRING 2026 VIDEO AUCTION SCHEDULE

April 9 – Fort Worth, TX – Consign by March 31

April 23–Hope Hull, AL–Consign by April 14

May 21 – Fort Worth, TX – Consign by May 12

Join us at our Headquarters in Hope Hull, AL on April 23rd for our “Grass Time Special” and experience a LiveAg video auction firsthand! Customer appreciation dinner to be held after the sale.

UPCOMING PRODUCTION SALES

Collins Farms Bred Heifer Sale

April 25 | 12:30 PM

Cusseta, AL



**STREAM YOUR
BULL SALE!**

Hardin Utsey
(334) 407-8011

CONTACT YOUR LOCAL REP:

Steven Matthews (North Carolina) - (828) 308-8512

Daniel Litwiller (South Carolina) - (662) 275-3326

Darrell Stokes - (334) -309-5255

www.Live-Ag.com





RECRUITING NEW MEMBERS?

THIS MILE OF FENCE COULD BE YOURS

1 MILE OF PASTURE MANAGEMENT FENCING SUPPLIES
AWARDED TO THE NCCA COUNTY CATTLEMEN’S ASSOCIATION
RECRUITING THE MOST NEW MEMBERS IN 2026
The Winning County Association Receives:

GENEROUSLY SPONSORED BY:



**PASTURE
MANAGEMENT**
EVERYTHING FOR A LONG-LASTING FENCE

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



CONGRATULATIONS TO
THE MACON COUNTY
CATTLEMEN’S ASSOCIATION

2025 MILE OF FENCE WINNER

Pasture Management Systems, Inc.

MILE OF FENCE PROGRAM**New Members by County in 2026** *(as of 3-18-26)*

Alamance	0	Cumberland	1	Johnston	1	Randolph	0
Alexander	3	Currituck	0	Jones	0	Richmond	1
Alleghany	0	Dare	0	Lee	3	Robeson	11
Anson	1	Davidson	0	Lenoir	0	Rockingham	1
Ashe	1	Davie	0	Lincoln	3	Rowan	4
Avery	0	Duplin	0	McDowell	0	Rutherford	18
Beaufort	0	Durham	0	Macon	5	Sampson	1
Bertie	0	Edgecombe	1	Martin	1	Scotland	0
Bladen	3	Forsyth	1	Madison	0	Stanly	1
Brunswick	0	Franklin	2	Mecklenburg	0	Stokes	2
Buncombe	9	Gaston	0	Mitchell	1	Surry	2
Burke	4	Gates	0	Montgomery	0	Swain	0
Cabarrus	1	Graham	0	Moore	2	Transylvania	0
Caldwell	2	Granville	2	Nash	3	Tyrrell	0
Camden	0	Greene	0	New Hanover	0	Union	3
Carteret	0	Guilford	0	Northampton	0	Vance	2
Caswell	1	Halifax	1	Onslow	0	Wake	0
Catawba	10	Harnett	0	Orange	0	Warren	0
Chatham	3	Haywood	4	Pamlico	2	Washington	0
Cherokee	0	Henderson	4	Pasquotank	0	Watauga	1
Chowan	0	Hertford	0	Pender	0	Wayne	2
Clay	0	Hoke	1	Perquimans	0	Wilkes	5
Cleveland	2	Hyde	0	Person	0	Wilson	4
Columbus	0	Iredell	2	Pitt	1	Yadkin	3
Craven	0	Jackson	1	Polk	0	Yancey	1

Grand Total 144

New NCCA Members for 2026

During the Membership Committee meeting at the 2007 N.C. Cattle Conference, members decided to list the name and county of residence of **NEW** NCCA members in *The Carolina Cattle Connection*. A new member is someone who has never been a member or has rejoined after a brief break in their membership.

Out-of-State

Lloyd Baxley – Baxley Family Farms – South Carolina
Allan Kile – Little Em Cattle Company – West Virginia

Alexander County

Garrett Brown – Red Rock Farm
Weston Brown – Red Rock Farm

Ashe County

Preston Roberts – Rich Hill Farms

Bladen County

M. Keith Dennis – K&D Farms

Buncombe County

Abby Whitaker – Whitaker Cattle
Tim Worley
Tucker Worley – Worley Honey Farm

Burke County

Luke Isenhour – M&G Farms & Hauling
Bob Prestwood
Rodney Riles

Caswell County

Marc Thomas – Thomas Farms

Catawba County

Samuel Bradshaw – Bradshaw Ranch
Merlin Detweiler
Claudia Goodykoontz
Mason Hoyle – Lightning - H
Joshua McArthur – McArthur’s Legacy Livestock Company
Nicholas Shriner – Sweet Rose Farm

Chatham County

Chelsie Metzler – First Acres Beefmasters

Cumberland County

Jason Flowers – JC’s Ranch

Edgecombe County

Tyler Davenport

Franklin County

Amelia Habeeb
Christopher Habeeb

Granville County

Joseph Craun – Craun Family Farm

Haywood County

Chad Moody – M&M Farms
Courtney Smith – Cedar Hill Farm

Hoke County

Rachel Cepis – Revelation Acres

Iredell County

Steve Wallace

Lee County

Deric Harper – Harpo’s Farm



**Are You A
Member Or
Know Someone
Who Should Be!
Join Now!**

North Carolina Cattlemen’s Association
MEMBERSHIP APPLICATION

Name _____

Address _____

City, State, Zip _____

County _____ Phone No. _____

Email Address _____

Recruited by: _____

Please check type of membership you want:

☐ NCCA (1 year) - \$25.00 ☐ NCCA (5 years) - \$100.00

☐ NCCA (Lifetime) - \$500.00 ☐ NCCA Student Membership - \$10.00

Payment Options: ☐ Check (made payable to N. C. Cattlemen’s Association)

To pay by credit card,
scan the QR code:



Please return with payment, to:
N.C. Cattlemen’s Association
P.O. Box 1207 • Cary, NC 27512
919-552-9111 • www.nccattle.com

Macon County
Pam Bell

Martin County
Taylor James – James Family Farmsl

Mitchell County
Pierce Greene – Greene Cattle Company

Moore County
Weston Williams – Hidden Lakes Farm

Nash County
Zack Updyke – Sunset Cattle Company

Robeson County
Jazmin Bullard
Makayla Chavis
Juliette Estefes
Brandy Fernandez Martinez
Jameca Floyd
Kristen Johnson
Madison Philipps
Briana Thompson
Donnavin Wilkerson

Rockingham County
Ryan Puckett – Puckett Family Farms

Rowan County
Rachel Dickey – Dickey Family Farm
David Parker – Mary L Farm
Jamie Zimmerman – JB Zimmerman Family Farm

Stokes County
Nelson Elliott – S Creek Farms

Union County
Richard Alvarez – Southern States Co-Op
Denny Ferguson – Meadow Branch Beef

Josh Rushing – Bullington Farm

Vance County
Lee Short – Short’s Farm

Wayne County
Eddie Grady Construction & Farm

Wilkes County
Walter L. Kennedy – Kennedy Farms
Scotty Moore – Apple Brandy Beef

Wilson County
Parker Gardner – Tobacco Money Hereford & Cattle Co.
Sylvie Grace Gardner – Tobacco Money Hereford & Cattle Co.
Annah Claire Sullivan – Sullivan Farms

2026 SPOTLIGHT ISSUES SCHEDULE

Most of the breed associations in North and South Carolina have stepped forward and renewed their contracts for Spotlight sections in *The Carolina Cattle Connection* for 2026. If your breed is not featured as a Spotlight section and you would like to inquire on any open months please feel free to contact me. Below is the tentative schedule for the upcoming year.

2026 RESERVED SPOTLIGHT ISSUES

JANUARY	CHAROLAIS
FEBRUARY	FORAGES
MARCH	ANGUS
APRIL	PIEDMONTESE
MAY	BRAHMAN
JUNE	HEREFORD
JULY	BELTED GALLOWAY
AUGUST	SIMMENTAL
SEPTEMBER	SANTA GERTRUDIS
OCTOBER	WAGYU
NOVEMBER	BRANGUS
DECEMBER	

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

THE CAROLINA CATTLE CONNECTION

P.O. Box 1207 • Cary, NC 27512
919-552-9111 • mail@nccattle.com





SANTA GERTRUDIS

**BREEDERS
OF THE CAROLINAS****BREEDERS
OF THE CAROLINAS SALE****53rd Annual****May 9, 2026 • 11 a.m. EST****Union County Agri Center, Monroe, N.C.****LOCAL HOTELS****QUALITY INN**

Monroe, N.C. • (704) 283-9600

COMFORT INN

Matthews, N.C. • (704) 845-5911

SLEEP INN

Matthews, N.C. (704) 841-1660

**REGISTERED & SANTA GERTRUDIS-
INFLUENCED LOTS****OVER
100****Pairs, Bred & Open Heifers and
a Select Group of Bulls****SALE COMMITTEE**

Tony Creech (919) 427-4679

Josh Bowman (336) 215-4774

Dennis Lee (336) 202-4138

Jody Standley (919) 291-4212

Scott Sherrill (404) 402-5601

**TO CONSIGN &
CATALOG REQUESTS**

Darren Richmond (423) 364-9281

djrichmd@gmail.com

LiveAuctions.TV**For more information,
find us on Facebook!**



Flanken Short Ribs with Brussels Sprouts

Total Time — 30 minutes

1 pound beef flanken style short ribs,
1/4 inch thick, cut into pieces between each bone

1 pound Brussels sprouts, halved

1/4 cup flour

1/2 cup cornstarch

1 tablespoon salt

2 teaspoons ground black pepper

1 teaspoon paprika

1/4 cup olive oil

Carrot and celery sticks, ranch, or blue cheese dressing (*optional*)

Hot Honey

1/4 cup honey

6 Thai chiles, thinly sliced

1 orange, grated and juiced

3 tablespoons lime juice

1/4 teaspoon salt

1/4 teaspoon pepper



Heat the hot honey ingredients in a medium saucepan over low heat. Cook 5–7 minutes or until thickened; set aside. Preheat air fryer to 390°F.

Combine cornstarch, flour, salt, pepper, and paprika in a large bowl. Add short ribs and Brussels sprouts; toss to coat. Drizzle with olive oil. Place in a single layer in the air fryer basket. Cook 10–15 minutes or until browned and crispy, turning once.

Cook's Tip – Cook in batches, if needed, to avoid overcrowding the air fryer.

Drizzle with prepared hot honey sauce. Serve with carrot and celery sticks and ranch or blue cheese dressing, if desired.

Buffalo Flavor Variation – Prepare the cornstarch mixture as directed, adding 1/4 cup buffalo seasoning. Cook as the recipe directs above. Drizzle with prepared buffalo sauce before serving.

Barbecue Flavor Variation – Prepare the cornstarch mixture as directed, adding 1/4 cup barbecue rub. Cook as the recipe directs above. Toss with prepared honey BBQ sauce before serving.

Makes 4 servings.

TRI-STATE AG EXPO

SAVE THE DATE

July 15-16, 2026

T. Ed Garrison Arena • Clemson, S.C.



Located about halfway between the Southern Farm Show in Raleigh, N.C., the Sunbelt Ag Expo in Moultrie, Ga., and the National Farm Machinery Show in Louisville, Ken., the Tri-State Ag Expo, located at the T. Ed Garrison Arena in Clemson, S.C., is more centrally located to the Upstate of South Carolina, Western North Carolina, and Northeastern Georgia.

A wide variety of exhibitors will be representing all kinds of agriculture products and equipment. In addition, Clemson University Extension and the S.C. Department of Agriculture will be hosting workshops.

Check out the Kids Korner for the little farmers!



July 15 – 10:00 a.m.-8:00 p.m. • July 16 – 8:00 a.m.-4:00 p.m.

Please mark your calendar for the only Ag Expo in South Carolina. For more information, visit our Facebook page, YouTube channel, or website at www.tristateagexpo.com.

Contact us at 864-907-6837 or tristateagexpo@gmail.com.



CLEMSON
COOPERATIVE EXTENSION





CORTEVA

agriscience

News

High Quality Forage and Strong Cattle Health Begin with Solid Pasture Management. Get ahead of weeds this spring to set your operation up for success. As winter gives way to spring and fields begin to green up, it is critical to have a plan in place to control weeds before they become a problem. “We see long-term impacts throughout a season that if you don’t get to weeds early, we see residual effects of that later into the season,” says Abe Smith, Corteva Agriscience range and pasture specialist. “This has impacts in terms of seed production or getting additional weed seeds produced if they don’t remove those weeds early in the season.”

Smith says the true benefit of managing weeds in range and pasture is really maximizing the amount of forage that producers have available, and the economic benefits play out pretty simply if producers look at pastures as pounds of grass.

“Pounds of grass correlate to pounds of beef at the end of the day,” says Smith. “I have generally used the math that if we remove a pound of weeds through control measures from the pasture, we can put a pound or more of grass back into the pasture.”

John Sparks, who owns and operates a beef stocker business near Paris, Ken., understands the value of high quality pasture since it’s the basis for his operation. “High quality forages are really just foundational for everything in our business,” says Sparks. “It’s just like the health of the cattle. You really don’t have anything if you don’t have a good, healthy calf. And the same is true if you don’t have a good forage. You can’t produce pounds without quality forage, and we’re after pounds at the end of the day.”

Sparks purchases 300–400 pound bull calves from sale barns throughout Kentucky. Established on-arrival protocols leveraging Zoetis vaccines and anti-infectives, along with strong management and solid nutrition, are key to the operation’s success.

“Cattle arrive at one of our locations the same day they are purchased. That’s non-negotiable,” says Sparks. “They are offered soft hay and clean water, along with plenty of room to rest when they arrive. We use our highest quality hay in our receiving program because the first 35 days are the most important time for those calves. The calves may not know what a feed bunk or a water tank is, but they know what a hay bale is.”

“I think it all relates all the way through the whole entire process that you have to start with the quality forage to maintain that healthy animal at the end,” says Scott Birker from Iowa. Birker leverages technology from John Deere to help him harvest high quality forage to sell and use with his own cow herd.

Getting ahead of weeds and creating a plan early is key when it comes to high quality forage and pasture. Work with your local agricultural retailer or pasture specialist to identify local weed pressures and develop a plan that works for you.



John Sparks, right, discusses how he manages herd health for his beef stocker business at the Let’s Talk Grazing & Raising event in Nashville.

The Grazing and Raising event, hosted by Corteva Agriscience, John Deere, and Zoetis, was held during the 2026 Cattle Industry Convention in Nashville, Tennessee.

About Corteva Agriscience. Corteva, Inc. is a global pure play agriculture company that combines industry leading innovation, high touch customer engagement, and operational execution to profitably deliver solutions for the world’s most pressing agriculture challenges. Corteva generates advantaged market preference through its unique distribution strategy, together with its balanced and globally diverse mix of seed, crop protection, and digital products and services. With some of the most recognized brands in agriculture and a technology pipeline well positioned to drive growth, the company is committed to maximizing productivity for farmers while working with stakeholders throughout the food system as it fulfills its promise to enrich the lives of those who produce and those who consume, ensuring progress for generations to come. More information can be found at www.corteva.com.



**OUR BREED SPOTLIGHT
SPECIAL SECTIONS ARE
EXCELLENT FORUMS TO
REACH PRODUCERS
AND CATTLE INDUSTRY
INSIDERS IN THE
CAROLINAS AND**

**THROUGHOUT THE SOUTHEAST. ADVERTISERS
ALSO RECEIVE A SPECIAL DISCOUNT FOR PLACING
THEIR MESSAGE IN THE SPOTLIGHT.**

NovaGraz™

HERBICIDE

The Only Herbicide to Control Weeds and Protect White Clover

Meet NovaGraz™ herbicide.

NovaGraz™ herbicide is a ground breaking weed control solution that enables producers to preserve white clover and annual lespedeza while providing enhanced broadleaf weed control. That means reaping the benefits of white clover in pastures with improved forage quality and animal performance benefits.



See the gains.
Scan to visit [NovaGraz.com/Carolinas](https://NovoGraz.com/Carolinas)



To find your local Corteva Range and Pasture Specialist
visit rangeandpasture.com/specialist

@CortevaPastures
 @CortevaPastures
 @CortevaPastures



United in the **FEDERATION**



Established in 1963, the Federation of State Beef Councils represents the 43 Qualified State Beef Councils, which collectively include more than 700 state board members who represent a wide range of industry organizations and every segment of the beef industry. The Federation is a grassroots organization run by producers across the country and is housed at the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff.

For more information, visit www.ncba.org/federation.



VISION

To build beef demand by inspiring, unifying and supporting an effective and coordinated state and national Checkoff partnership.

STATEMENT OF BELIEFS

- We believe in the power of a strong state and national partnership resulting in increased consumer demand for beef.
- We believe in producer control of Checkoff funds through the Qualified State Beef Councils, which are the foundation of the Beef Checkoff.
- We believe greater knowledge about the Checkoff results in greater support for the Checkoff.
- We believe in the industry Long Range Plan as a guidepost for the Beef Checkoff and the principle of "one vision - one plan - one unified voice."

2026 FEDERATION LEADERSHIP

The State Beef Councils elect their Region Vice Presidents, their state revenue seats and one state executive to chair the Federation Advisory Council. These individuals, along with the Federation Chair and Vice Chair form the **Federation Executive Committee**:

Travis Maddock, ND, Federation Chair
 Dan Hanrahan, IA, Federation Vice Chair
 Region I - Jeff Sherfield, IN
 Region II - Clint Richardson, FL
 Region III - Amy Radunz, WI
 Region IV - Brandi Richards, TX
 Region V - Timmerly Hellyer, WY
 Region VI - Kimberly Stone, NM
 Region VII - Mark Goes, NE

Beef Council Revenue Seats:

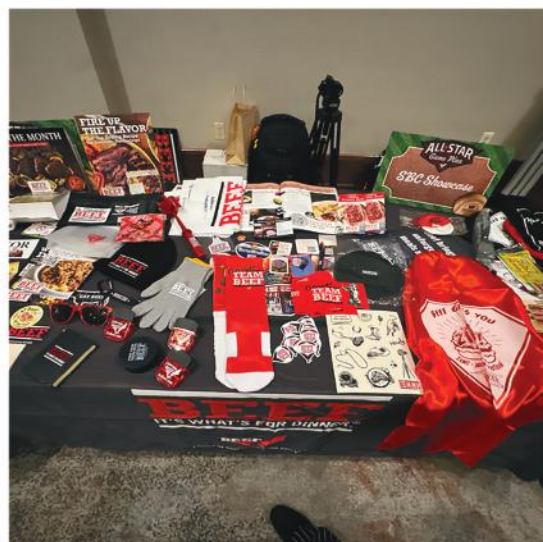
Randall Debler, Kansas Beef Council
 Michele Cutler, Nebraska Beef Council
 Shannon Treichel, Texas Beef Council

The Federation board of directors elects a chair and vice chair plus eight more members to the **Beef Promotion Operating Committee**:

Travis Maddock, ND, Federation Chair
 Dan Hanrahan, IA, Federation Vice Chair
 Brian Amundson, ND
 Randall Debler, KS
 John Ferry, UT
 Justin Iverson, MT
 Scott Lake, WY
 Peter Lehning, NY
 June Loseke, NE
 John Schroeder, NE

Federation Advisory Council:

Jackie Madill, WA, Chair
 Scott Stebner, KS, Vice Chair
 Mike Anderson, IA
 Valerie Bass, TN
 Chaley Harney, MT
 Nichole Hockenberry, PA
 Sydney Long, MO
 George Quackenbush, MI
 Brent Tanner, UT



UNITED IN THE FEDERATION

In keeping with a long history of pooling Checkoff dollars from state beef councils to promote beef “where the consumers are,” states invest in the Federation to enhance the national Checkoff and leverage producer dollars through a coordinated partnership.

Of the funds state beef councils voluntarily invest in the Federation, 50% of those contributions supplement tactics within Authorization Requests (ARs) approved by the Beef Promotion Operating Committee (BPOC), and the remainder funds services to support SBCs.

In 2026, the Federation of State Beef Councils is supporting the following activities:

- Educating and inspiring consumers to utilize beef through *Beef. It's What's For Dinner.* marketing and advertising.
- Outreach to nutrition, health and medical experts about beef's nutritional value.
- Public relations efforts to promote beef in major national outlets.
- Supporting Beef Quality Assurance trainings and resources.
- Continuing beef research in the areas of human nutrition, beef safety, sustainability, market research and product quality.

AT YOUR SERVICE

In addition to the funds invested which supplement the integrated state/national plan, state beef council investments also provide services for states and support the governance of the Federation.

A variety of services are available at no additional cost to state beef councils, including creative and design services, communications assistance, IT and website help, human resources facilitation, staff and leadership development and training and education.

Here are a few examples of how state beef councils have utilized some of these services during the last year.

E-COMMERCE

To ensure that beef's positive message is reaching existing as well as new online buyers, NCBA and the Beef Checkoff partner with national grocery retailers to promote beef through e-commerce. Ads inspire consumers to purchase beef throughout the year, capturing attention through compelling messages and delicious beef imagery that showcase seasonally relevant cuts along with the *Beef. It's What's For Dinner.* logo. The ads are featured on the retailer's website

and app, as well as on popular lifestyle sites, and occasionally the retailer's social platforms such as Pinterest.

E-commerce promotions go beyond national campaigns. State beef councils also have the opportunity to increase digital ad placements within their states or in major media markets. More than 20 states have contributed funds to participate in retail e-commerce efforts over the past year. Overall, e-commerce promotions with national supermarket chains, mass merchandisers and club stores resulted in more than \$34 million in incremental beef sales in the past year and for every \$1 invested, more than \$59 of beef was sold.



IN-HOUSE ADVERTISING AGENCY

- NCBA's advertising experts worked with **36 state beef councils** in the past year, serving as an in-house advertising agency, and helping stretch Checkoff dollars to their maximum potential.
- From digital audio and video ads to display ads and even outdoor billboards, almost **248 million beef ad impressions** were served on behalf of state beef councils.
- States are not charged for this service, saving state beef councils at least 20% in agency fees, which totaled **\$780,000 in savings in FY25**.

HEALTH PROFESSIONAL TOOLKITS

- NCBA directly engages with doctors and their patients with educational materials highlighting beef's role in health.
- These toolkits, sent directly to doctors' offices help correct outdated notions/perceptions and empower medical health professionals to confidently recommend beef.
- Post-program evaluations consistently indicate that doctors are more likely to recommend beef after receiving toolkits.
- In 2025, 26 states invested more than \$160,000 to supplement national Checkoff dollars. These additional funds lowered the costs per reach and expanded national impact, which enabled the program to reach more than **5,000 health professionals** and more than **500,000 consumers**.



For more information, visit www.ncba.org/federation.

Trending in Food & Media

DIETARY GUIDELINES FOR AMERICANS



In the first three weeks following the January 7th release there were more than 40,000 news media mentions and 88,000 social media mentions of the Dietary Guidelines for Americans.¹



A majority of news mentions and more than 80% of social media mentions about beef and the dietary guidelines were focused on beef tallow or protein.¹



Outlets quoted NCBA's Dr. Shalene McNeill, exec. dir. of nutrition, science, health & wellness on how the guidelines show beef's role in a healthy dietary pattern.^{1,2}

GLP-1 WEIGHT-LOSS DRUGS



U.S. news outlets reported on GLP-1s more than 63,000 times in January. Articles discussed both pills and daily injections. During the month, social media users mentioned GLP-1s in posts more than 433,000 times.¹



NBC News recapped how restaurant chains are redesigning menus for customers on GLP-1s who want smaller portions with more protein and for those seeking items at lower prices.³



Reports claimed the calorie is losing its status as a key nutrition metric. The New York Times said GLP-1 drugs made counting calories irrelevant for many people.⁴

CLASSIC DISHES GETTING NEW ATTENTION



The New York Times mentioned several beef dishes in January, including a list of 15 beef stew recipes. One of the recipes first published in 1994 is among their most popular all-time.⁵



News outlets discussed Salisbury steak more than 900 times in January. Outlets including the Washington Post shared modern versions of this classic recipe.^{1,6}

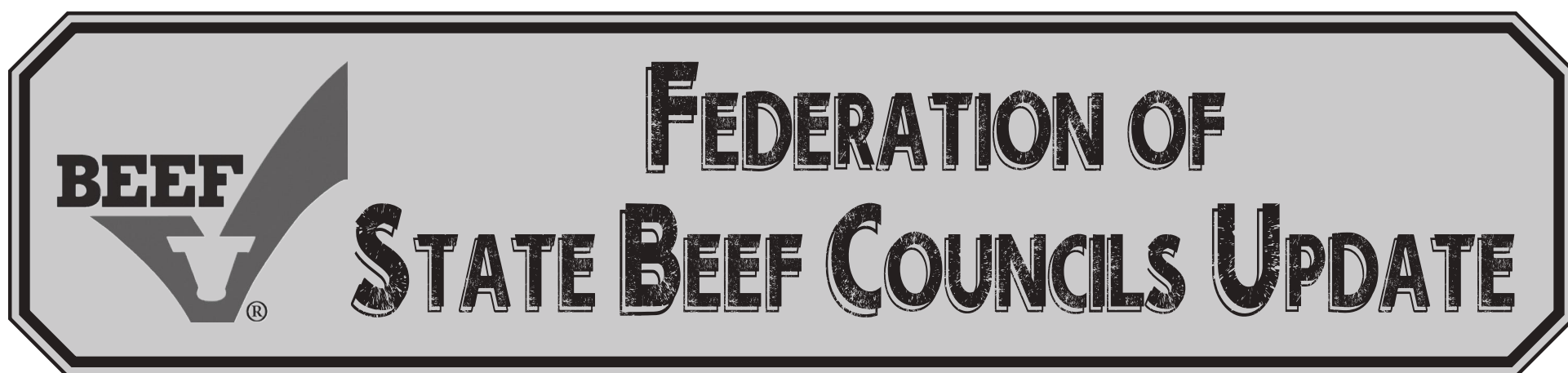


Nearly 500 media outlets picked up the Issues Management & Public Relations trends release, which included nostalgic recipes such as Beef Stroganoff.^{1,7}

ARMS #020126-01

1. National Cattlemen's Beef Association. (2025). *Traditional and social media listening dashboards*. Retrieved from Meltwater: www.meltwater.com
2. Oklahoma Farm Report, January 20, 2026, <https://shorturl.at/kvCVd>
3. NBC News, How GLP-1s are quietly changing chain restaurant menus, January 19, 2026, <https://shorturl.at/N4J4j>
4. The New York Times, Is America Breaking Up With the Calorie? January 20, 2026, <https://shorturl.at/s9u3D>
5. The New York Times, 15 Cozy Beef Stew Recipes Our Readers Love January 23, 2026, <https://cooking.nytimes.com/article/beef-stew-recipes-readers>
6. The Washington Post, Can Salisbury steak get fancy? January 26, 2026, <https://www.washingtonpost.com/food/2026/01/25/salisbury-steak-jerrelle-guy-we-fancy/>
7. The Associated Press, Beef Delivers: What's Trending on Plates in 2026, January 16, 2026, <https://shorturl.at/99MiM>





New Dietary Guidelines for Americans Reinforce Beef's Role in a Healthy Lifestyle. Every five years, the U.S. Department of Agriculture (USDA) and U.S. Department of Health and Human Services (HHS) jointly release the Dietary Guidelines for Americans (DGAs) to serve as the cornerstone for federal nutrition programs, nutrition standards, and nutrition education initiatives. In the years leading up to the release of the DGAs, the current body of nutrition science is evaluated to help inform the recommendations. The most recent iteration, the 2025–2030 DGA released in January 2026, prioritizes diets built on whole, nutrient dense foods such as protein (including beef), dairy, vegetables, fruits, healthy fats, and whole grains.

“These new DGAs confirm what producers have long known, that beef belongs in a healthy, balanced diet,” said registered dietitian and nutrition scientist Dr. Shalene McNeill, executive director of nutrition science with the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff. “The guidance recognizes the importance of nutrient dense, real, whole foods like beef for a healthy life.”

Beef is being recognized for providing an important source of high quality protein and nine other essential nutrients like zinc, iron, and B vitamins.¹ As a staple food in Americans’ diets, beef can help offset nutrient deficiencies, particularly iron and vitamin B₁₂, which are critical for vulnerable populations such as children and older adults.²⁻⁵

“This is a great opportunity for beef farmers and ranchers because beef delivers key nutrients that many Americans need across all stages of life,” McNeill said.

The DGAs influence school meals, military menus, and recommendations physicians make for their patients on healthy, balanced nutrition. These DGAs provide more opportunities for families and children to include nutrient rich beef.

The 2025–2030 Guidelines significantly increase recommended protein intake, now 1.2–1.6 grams per kilogram of body weight — which translates to nearly double the previous meat recommendations for many Americans.⁶ This reinforces the importance of high quality, nutrient-dense protein sources like beef. As a single ingredient food, beef also aligns naturally with the guidelines’ focus on prioritizing whole foods and limiting highly processed foods and added sugars.

USDA and HHS use the latest nutrition science to develop DGA recommendations. Over the years, the Beef Checkoff and

the Federation of State Beef Councils have funded rigorous, high quality human nutrition research highlighting beef’s nutrient profile and demonstrating its role in a healthy diet and lifestyle. Decades of research now confirm that beef can fit in heart healthy eating patterns and, paired with fruits, vegetables, and whole grains, can help meet dietary guidelines effectively⁷

“It is encouraging to see the DGAs evaluate the science that the Beef Checkoff has invested in over the past several decades, which clearly demonstrates that beef supports healthy dietary patterns at every life stage,” McNeill concluded.

References

¹U.S. Department of Agriculture FoodData Central. 2019. Available at fdc.nal.usda.gov (Beef composite, cooked – NDB Number 13364).

²Agarwal S., Fulgoni V.L. 3rd. Contribution of beef to key nutrient intakes in American adults: an updated analysis with NHANES 2011–2018. *Nutr Res.* 2022;105:105–112. [doi:10.1016/j.nutres.2022.06.009](https://doi.org/10.1016/j.nutres.2022.06.009).

³Fulgoni, K., & Fulgoni, V.L., 3rd (2023). Beef Intake Is Associated with Higher Nutrient Intake and Nutrient Adequacy in U.S. Adolescents, NHANES 2001–2018. *Nutrients*, 15(23), 4996. <https://doi.org/10.3390/nu15234996>.

⁴Agarwal, S., & Fulgoni, V.L., 3rd (2024). Contribution of Beef to Key Nutrient Intakes and Nutrient Adequacy in Pregnant and Lactating Women: NHANES 2011–2018 Analysis. *Nutrients*, 16(7), 981. <https://doi.org/10.3390/nu16070981>.

⁵Agarwal, S.; Fulgoni, V.L., III. Beef Consumption Is Associated with Higher Intakes and Adequacy of Key Nutrients in Older Adults Age 60+ Years: National Health and Nutrition Examination Survey 2011–2018 Analysis. *Nutrients* 2024, 16, 1779. <https://doi.org/10.3390/nu16111779>.

⁶U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans, 2025–2030. 10th Edition.* January 2026.

⁷Sanders L.M., Palacios O.M., Wilcox M.L., Maki K.C. Beef Consumption and Cardiovascular Disease Risk Factors: A Systematic Review and Meta-analysis of Randomized Controlled Trials. *Current Developments in Nutrition* 2024; 8(12): 104500.

A NEWS

Animal Ag Alliance

Nicki Hardy joins Animal Agriculture Alliance as manager, partnerships, and programs. Emily Ellis and Grace Simpson take on expanded roles in marketing and membership. The Animal Agriculture Alliance recently announced changes to its staff structure to position the organization for enhanced growth in program development and member engagement. Nicki Hardy joined the organization as manager, partnerships, and programs on March 2. Emily Ellis and Grace Simpson stepped into new roles as director, communications and marketing, and manager, member relations and communications, respectively.

As manager of partnerships and programs, Hardy will lead the Alliance's membership and sponsorship growth strategy while overseeing the planning and execution of key programs, including College Aggies Online and Animal Ag Allies. She will raise awareness of the Alliance and its programs within the animal agriculture and food communities to ensure members and supporters have the information and resources they value and need. Hardy will play a primary role in securing resources for the organization to achieve its mission of safeguarding the future of animal agriculture.



"The Alliance is excited to welcome Nicki to our small but mighty team," said Hannah Thompson-Weeman, president and CEO. "Nicki joins our staff with a breadth of experience engaging with and supporting industry stakeholders to advance animal agriculture. We look forward to her support in this new role to further our important mission."

Prior to joining the Alliance, Hardy worked in field operations for the American Humane Society and business support and sales for Adisseo. She holds a B.S. in dairy science from Virginia Polytechnic Institute and State University, an M.S. in mammary physiology from The Ohio State University, and an MBA from Lebanon Valley College.

As director of communications and marketing, Ellis will continue to lead the Alliance's brand, messaging, and tone while taking on new roles to oversee marketing initiatives for the organization's key programs, including the Stakeholders Summit, College Aggies Online, and Animal Ag Allies. Ellis has been on the Alliance team since 2020.

In her role as manager of member relations and communications, Simpson will lead the organization's social media and website management while taking on new leadership in member engagement and retention efforts. Simpson first joined the Alliance in 2022.

"Emily and Grace bring fresh ideas to their new responsibilities, grounded in their years of experience with the Alliance," said Thompson-Weeman. "These updated roles will position the Alliance for future growth while further establishing them as leaders within the animal agriculture community."

Chelsea Good to highlight why animal agriculture cannot opt out of political advocacy at 2026 Stakeholders Summit. Chelsea Good, founder of Good & Associates, will lead a session at the Animal Agriculture Alliance's 2026 Stakeholders Summit discussing why animal agriculture cannot opt out of political advocacy. The 2026 Summit, themed "High Steaks: Navigating Pressure on Animal Protein," is set for May 5-7 in Kansas City, Missouri.

Animal agriculture is facing unprecedented political, cultural, and public scrutiny — and silence is not an option. Good's session will reframe high profile challenges as catalysts for smarter, more proactive advocacy, drawing on recent industry experiences to illustrate why engagement must begin before issues escalate. Attendees will leave with a practical roadmap for managing risk through early relationship building, coordinated messaging, and strategic preparedness, and will learn how proactive, positive engagement can transform political pressure into momentum for resilience, unity, and long term progress.

"The political sphere is increasingly being leveraged by animal rights activist organizations and other adversarial groups to target animal agriculture," said Emily Ellis. "As pressures mount, it's more important now than ever that the agriculture community is prepared to tackle oncoming challenges. We look forward to hearing Chelsea's years of insight in this arena to identify best practices and action steps moving forward."

Chelsea Good is the founder of Good & Associates, a multi-client firm specializing in issues management, government affairs,

strategic communications, and industry relations for the agriculture sector. From 2013–2025, Good served as vice president of government and industry affairs and legal at the Livestock Marketing Association, representing livestock auctions across the U.S. Prior to that, she worked at the Kansas Department of Agriculture as the communications director and then as a staff attorney specializing in animal health law and policy. She currently serves on the boards of the American Agricultural Law Association, Kansas Agriculture Rural Leadership, and the Kansas City Agribusiness Council.

Show your support for the Alliance’s outreach efforts by becoming an official Summit sponsor today. Sponsor companies are eligible for complimentary Summit registrations, opportunities to address event attendees, and exclusive access to attendee contact

lists, depending on sponsorship level. Learn more about available sponsorship opportunities and contact Hannah Thompson-Weeman at hthompson@animalagalliance.org to start receiving your benefits.

The 2026 Summit would not be possible without the support of sponsors, including U.S. Poultry & Egg Association, *Farm Journal*, Meatingplace, Watt, Cargill, Zoetis, American Feed Industry Association, U.S. Soy, Agri-Pulse Communications, Amick Farms, Aviagen, CoBank, Dairy MAX, Farm Credit Council, Mountaire Farms, National Pork Board, National Pork Producers Council, American Farm Bureau Federation, American Lamb Board, Cal-Maine Foods, Cobb-Vantress, Empirical, National Chicken Council, N.C. Farm Bureau, Progressive Dairy, Trans Ova Genetics, Tyson Foods, United Egg Producers, Vivayic, Eggland’s Best, and Eocene Environmental Group.

About the Animal Agriculture Alliance. *The Alliance safeguards the future of animal agriculture and its value to society by bridging the communication gap between the farm and food communities. We connect key food industry stakeholders to arm them with responses to emerging issues. We engage food chain influencers and promote consumer choice by helping them better understand modern animal agriculture. We protect by exposing those who threaten our nation’s food security with damaging misinformation. For more information, visit www.animalagalliance.org.*

S.C. Cattle Receipts, Trends, and Prices
for the Month of FEBRUARY 2026

Cattle Receipts: 6,462 • Previous Month: 7,407
Feeder supply - 24% steers • 40% heifers • 36% bulls

SLAUGHTER CLASSES

	Avg. Wt.	Price
Cows - % Lean		
Breaker	1,458	\$176.43
Boner	1,213	\$171.29
Lean	1,105	\$149.68
Bulls - Yield Grade 1-2	1,661	\$195.67

FEEDER CLASSES

FEEDER STEERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	420	511.95	\$2,150.19
450-500	473	481.90	\$2,279.39
500-550	524	450.06	\$2,358.31
550-600	562	432.50	\$2,430.65
600-650	618	404.39	\$2,499.13
650-700	666	393.71	\$2,622.11

FEEDER BULLS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	419	496.64	\$2,080.92
450-500	469	478.25	\$2,242.99
500-550	520	433.15	\$2,252.38
550-600	566	409.66	\$2,318.68
600-650	616	371.92	\$2,291.03
650-700	676	344.26	\$2,327.20

FEEDER HEIFERS (Medium and Large 1-2)

Wt. Range	Avg. Wt.	CWT	Avg. Price
400-450	420	463.78	\$1,947.88
450-500	472	447.39	\$2,111.68
500-550	522	404.60	\$2,112.01
550-600	567	380.10	\$2,155.17
600-650	616	349.83	\$2,154.95
650-700	671	346.68	\$2,326.22

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

UNION COUNTY

Performance Tested Bull Sale

December 5, 2026 • 12:00 noon

Simpson Special Events Center • Monroe, N.C.

BREEDS

Angus - Simmental - SimAngus - Gelbvieh - Balancer

Also selling a select group of breeding-age heifers



Tired of buyers grading your calves short, traveling long distances to find your bull won't perform on fescue, or just not getting the growth you need? Then try us! Union County has a tried and tested group of consignors that stand behind their bulls and don't breed off fads. We breed our bulls to fit the needs of our buyers here in the Southeast, not off a Midwest breeding program.

Contact: Greg Little

704-219-1294

The Benefits of a Shorter Calving Window. In beef production, time is more than a calendar measurement. It is a management tool. One of the most powerful strategies producers can implement to improve herd performance, labor efficiency, and profitability is establishing a shorter calving window.

A defined and disciplined breeding season that results in shorter calving windows creates uniformity, simplifies management decisions, and enhances reproductive performance across the herd. While it requires planning and consistency, the long term economic and operational advantages are significant.

A shortened calving window is not just a management preference. It is a profit driver, a labor saver, and a genetic accelerator. When calves hit the ground within a defined, predictable period, uniformity improves, marketing options expand, and the entire production cycle becomes easier to manage.

If you are searching for how to tighten the calving window in beef cattle, the answer lies in two powerful forces working together — disciplined reproductive management and intentional nutrition. One without the other leaves performance on the table. Combined, they create momentum that compounds year after year.

Every additional day a cow calves late shortens her recovery time before the next breeding season. Late calvers often become later the following year. Over time, they drift to the tail end or fall out entirely.

Tightening the window resets that drift.

This guide from the experts at BioZyme, makers of VitaFerm, walks through the step-by-step strategy to tighten calving windows on your operation, putting more profit in your pocket.

What is a Shorter Calving Window? Shorter calving windows occur when the majority of cows calve within a concentrated timeframe, typically 45–60 days, rather than extending over 90 days or more. Because the gestation length of beef cattle averages 283 days, the calving season directly reflects the length and effectiveness of the breeding season.

When producers manage a controlled breeding season, they directly influence the distribution of calving. The result is a more synchronized, efficient herd. Let's explore the nine benefits of a tighter calving window.

1. Improved Uniformity of Calves – One of the most visible benefits of a shorter calving window is calf uniformity.

When calves are born within a narrow time frame:

- They are similar in age and weight at weaning.
- They respond similarly to health and nutrition programs.
- They create more consistent groups for marketing.

• Buyers often pay premiums for uniform truckload lots. A tighter calving season means fewer “tail end” calves that are significantly lighter or younger than the rest of the group. Over time, this uniformity translates into stronger market positioning and potentially higher revenue per calf.

2. Heavier Weaning Weights – Calves born earlier in the calving season have more days to grow before weaning. In herds with shorter calving windows, a larger percentage of calves are born early in the season, meaning more calves maximize growth potential.

For example, a calf born in the first 21 days of the calving season may weigh significantly more at weaning than one born 45–60 days



later. Even a conservative 1.5–2 pounds of average daily gain can translate into 30–60 additional pounds at weaning.

When more calves are born early due to a shorter calving window, overall weaning weight averages increase across the herd. With beef sold per pound, that is more profit for your operation.

3. Enhanced Reproductive Efficiency – Reproductive efficiency drives profitability in cow/calf operations. Cows must calve early to have adequate time to resume estrous cycles before the next breeding season.

Shorter calving windows support reproductive success by:

- Identifying infertile cows more quickly.
- Encouraging selection pressure for fertility.
- Reducing the number of late calving females year over year.

Cows that consistently calve late have fewer days postpartum before the next breeding season. This can result in open cows, extended calving seasons, or reduced conception rates. Over time, managing for shorter calving windows increases the proportion of cows that breed early, strengthening herd fertility.

4. More Efficient Labor Management – Calving season requires increased observation, assistance when necessary, and timely processing of newborn calves. A prolonged calving season stretches labor demands over months.

With a shorter calving window:

- Labor is concentrated and more predictable.
- Vaccination and processing schedules are simplified.
- Branding and turnout can occur in larger, more uniform groups.

Instead of managing multiple calf age groups simultaneously, producers can work with cohesive groups. This streamlines everything from tagging to castration to health protocols.

5. Simplified Nutritional Management – Cows have varying nutritional requirements depending on the stage of production. A herd calving over a 90 day window could include cows in early, peak, and late lactation, as well as the dry stage, at the same time. This makes ration formulation more complicated.

A shorter calving window creates groups of cows in similar physiological stages, allowing for:

- More targeted supplementation strategies.
- Improved body condition management.
- Better allocation of feed resources.

When cows calve in a tight window, they move through production stages together. This enhances precision in nutritional planning and supports overall herd performance.

6. Improved Health Management – Health protocols become

more effective when calves are closer in age. Vaccination timing, preconditioning programs, and parasite control can be implemented more consistently.

A shorter calving window also allows producers to:

- Detect disease trends more quickly.
- Monitor newborn calf vigor more efficiently.
- Reduce exposure of younger calves to older, potentially pathogen carrying animals.

In extended calving seasons, younger calves may be exposed to pathogens shed by older calves. A condensed calving period minimizes this age range and can reduce health risks.

7. Stronger Selection Pressure and Genetic Progress – Shorter calving windows naturally increase selection pressure for fertility.

When the breeding season is limited to 45–60 days, cows that don't breed back within that window can be identified and culled. Over time, this results in a herd composed of more fertile, efficient females.

This disciplined approach accelerates genetic progress. Fertility is moderately heritable, and selecting cows that breed early improves reproductive performance generation after generation.

8. Increased Marketing Flexibility – Uniform calf crops offer

more marketing options. Producers can:

- Sell larger, consistent groups at weaning.
- Participate in value added or preconditioned programs.
- Align production with seasonal market trends.

A shorter calving window often results in calves that hit target weights at the same time, making it easier to capitalize on favorable market conditions.

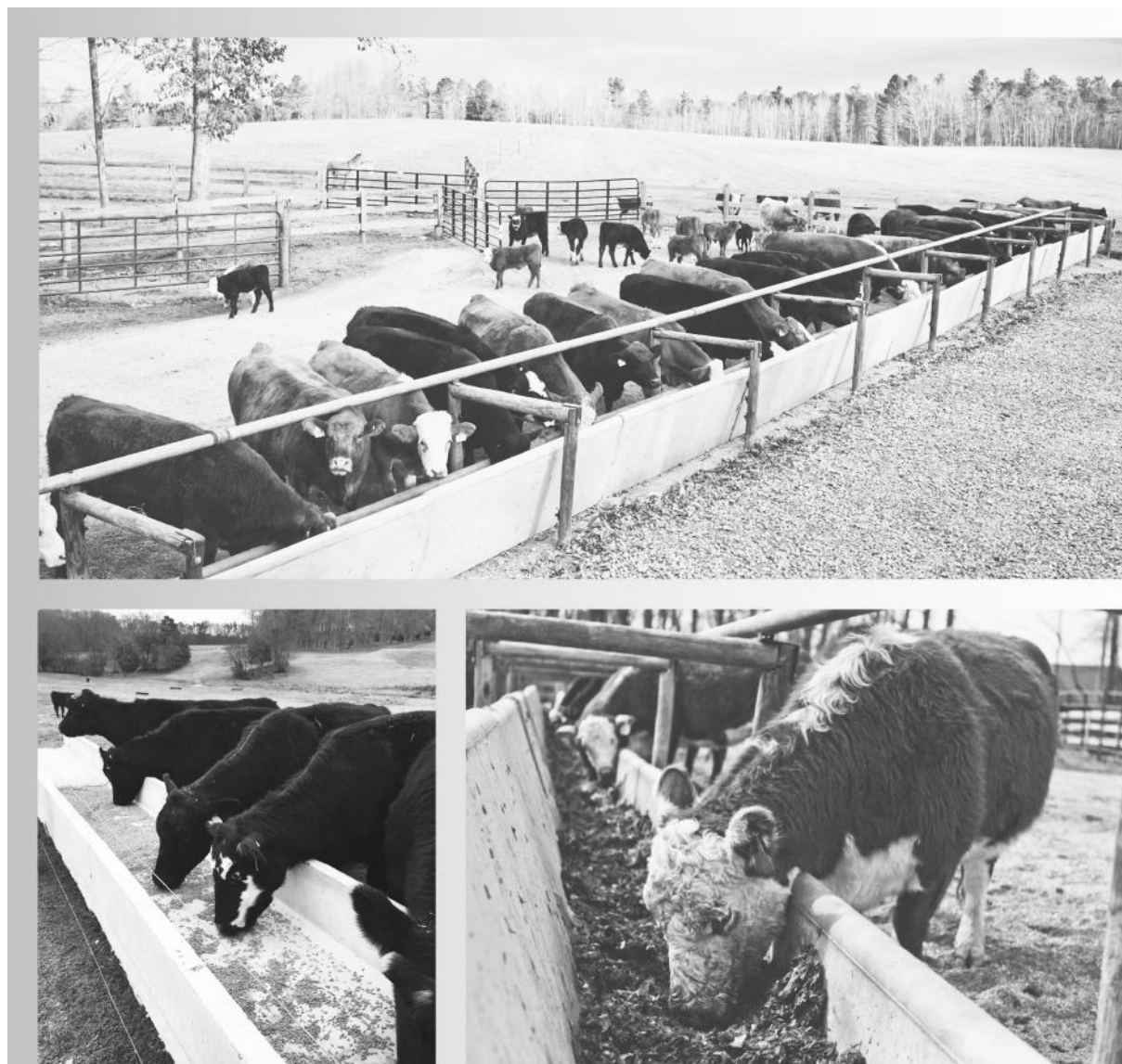
9. Reduced Overhead Costs – While the financial benefit may not always be immediately visible, shorter calving windows can reduce overhead costs in several ways:

- Lower labor expenses over time.
- Reduced feed waste from inefficient grouping.
- Fewer open cows carried into the next production cycle.

Open cows represent lost revenue and unnecessary maintenance costs. A controlled breeding season makes it easier to identify and manage nonproductive females.

Steps to Implement a Shorter Calving Window – Transitioning to a shorter calving window requires planning and consistency. A

BioZyme News continued on the next page



Concrete Company, Inc.

**Childers Concrete,
your source for precast
concrete J Bunks, U Bunks
(with and without feet)
and Water Troughs.**

(336) 841-3111

200 Wise Avenue/P.O. Box 777
High Point, NC 27260

BioZyme News *continued from the previous page*

faster breed back is achievable when producers begin with these steps:

Step 1: Define the Breeding Season – You cannot tighten what you do not define.

The first step in how to tighten calving windows in beef cattle is establishing a controlled cattle breeding season. Open ended bull exposure creates open-ended calving. Instead:

- Limit breeding to 45–65 days
- Turn bulls in on a set date
- Remove bulls on a set date
- No exceptions.

For herds transitioning from year round calving, the adjustment may require one or two cycles of discipline. Some producers shorten the breeding season gradually, trimming 10–15 days each year until reaching the desired window.

Step 2: Leverage Estrus Synchronization – Synchronizing estrus is one of the most powerful tools available when learning how to tighten calving windows in beef cattle.

Synchronization protocols align cows' cycles so they come into heat within a narrow timeframe. This accomplishes several goals:

- Concentrates breeding early in the season
- Increases early conception rates
- Improves first cycle pregnancy percentages
- Creates more calves born in the first 21 days

Why does first cycle conception matter? Because calves born in the first 21 days of the season are typically heavier at weaning. They have more days to grow. More pounds equal more profit.

Common synchronization tools include:

- Prostaglandins
- Progesterone based CIDR protocols
- GnRH based timed AI programs

When paired with artificial insemination, synchronization allows producers to front load superior genetics while tightening the calving window.

Step 3: Strategic Use of Artificial Insemination – Artificial insemination (A.I.) is not just about elite genetics. It is about getting the timing right.

Timed A.I. programs allow producers to breed a large portion of the herd within a defined 24–72-hour window. This accelerates early pregnancies and increases the proportion of calves born in the first cycle.

- Benefits include:
- Greater genetic consistency
- Access to proven sires
- Improved calving ease selection
- More uniform calf crop

A.I. followed by clean-up bulls maintains momentum while capturing cows that did not conceive during synchronization.

When evaluating how to tighten calving windows in beef cattle, A.I. serves as a precision instrument rather than a broad brush.

Step 4: Evaluate Bull Power and Fertility – Even with synchronization and A.I., natural service still plays a role. It takes

two to tango, and even with A.I., you'll likely turn out a clean-up bull.

Bull-to-cow ratio matters. A common guideline is:

- 1 mature bull per 25–30 cows
- 1 yearling bull per 15–20 cows

Another important number for your bull is his body condition score (BCS). Bulls should have a BCS of around 6 at the beginning of the breeding season, depending on the cow-to-bull ratio and other factors.

However, numbers alone are not enough. Breeding soundness exams are essential before turnout. A subfertile bull can stretch your calving season faster than any other factor.

Evaluate:

- Semen quality
- Scrotal circumference
- Structural soundness
- Libido

Bull fertility should never be assumed. Pay your veterinarian for verification; it is worth the investment.

Step 5: Nutrition Is the Foundation of Reproductive Success – No discussion of how to tighten calving windows in beef cattle is complete without nutrition. Reproductive technologies amplify performance, but quality nutrition protocols get your cows ready for breeding.

Cows must calve in adequate body condition to cycle back quickly. The target:

- BCS 5–6 at calving

Thin cows experience delayed return to estrus. Every additional week required to resume cycling pushes conception later.

Key nutritional priorities include:

• **Energy** – Energy drives reproduction. Inadequate energy intake reduces cycling activity and pregnancy rates. Forages must be tested. Supplemental energy may be required during late gestation and early lactation.

• **Protein** – Protein supports rumen function, fetal development, and milk production. Deficiencies compromise overall reproductive performance.

• **Trace Minerals** – Copper, zinc, manganese, and selenium are critical for reproductive hormone function, embryo survival, and immune strength. Imbalances can silently erode conception rates.

• **Vitamin Support** – Vitamins A and E play important roles in reproductive health and immune integrity.

Step 6: Manage Postpartum Interval – The postpartum interval, the time between calving and return to estrus, is central to tightening the calving window.

Cows calving early in the season have more time to recover before breeding begins. Late calving cows are immediately disadvantaged.

- Strategies to shorten the postpartum interval:
- Ensure adequate energy intake after calving
- Minimize stress
- Maintain mineral balance
- Consider early weaning in extreme cases

Every day shaved off the postpartum interval increases the

likelihood of first cycle conception.

Step 7: Pregnancy Checking and Strategic Culling – If the goal is learning how to tighten calving windows in beef cattle, accountability matters.

Pregnancy checks early, ideally 45–60 days after breeding. Identify:

- Early bred cows
- Late bred cows
- Open cows

Open cows should be culled. Late bred cows warrant evaluation. Over time, retaining only early conceiving females reshapes herd fertility.

Step 8: Heifer Development Is Critical – Replacement heifers influence long term calving distribution more than any other group.

Heifers should:

- Reach 55–65 percent of mature body weight before breeding
- Cycle before the breeding season begins
- Be bred to calve 2–3 weeks ahead of mature cows

Heifers that calve early as two-year-olds are more likely to remain early calvers for life.

Nutrition during development is especially important. Underdeveloped heifers struggle to conceive and often drift later in subsequent seasons.

Step 9: Monitor Calving Distribution Data – Data is powerful, and it is important to track your calving data. Most producers will use a calving notebook, some use a trusty notepad, and others use more advanced technology. As long as you are keeping data, that is the most important thing. Once you have information, track it.

Track:

- Percentage calved in the first 21 days
- Percentage calved in the second 21 days
- Total calving span
- Weaning weights by calving group

Many high performing herds target 60 percent or more of calves born in the first 21 days.

Step 10: Align Nutrition with Reproductive Protocols – Reproductive technologies increase precision. Nutrition increases biological readiness. Together, they compress the calving window like a well tuned spring.

Consider aligning:

• Mineral supplementation 60–90 days pre-breeding – We recommend VitaFerm products 60 days pre-calving through 60 days post breeding.

- Strategic energy supplementation before synchronization
- Rumen supportive feed additives during breeding season
- Immune supportive nutrition during late gestation

Healthy rumen function supports nutrient absorption. Efficient nutrient utilization supports hormone production. Hormones regulate estrus and conception.

The Compounding Effect Over Time – The first year of tightening the calving window may feel like an adjustment. The second year feels like an improvement. By year three, momentum builds.

Early calving cows produce early born replacement heifers.

Those heifers, developed correctly, enter the herd predisposed to conceive early. The cycle reinforces itself.

Uniform calf crops attract buyers seeking consistency. Labor becomes concentrated rather than stretched thin across months. Vaccination, branding, and weaning become coordinated events rather than scattered tasks.

Learning how to tighten calving windows in beef cattle herds is not a single decision. It is a management philosophy centered on precision and preparation.

Premium Nutrition Is Key to Breeding Success – Incorporating quality nutrition into your herd with a VitaFerm vitamin and mineral supplement, powered by AO-Biotics Amaferm, is the first step to maximizing your breed back success. Amaferm is a research proven prebiotic that enhances the digestibility of feedstuffs and forages, ensuring your herd gets the most out of what they are consuming.

To get Amaferm into your cattle diets, we recommend feeding Concept•Aid products. Concept•Aid products promote effective, easy breeding when fed 60 days pre-calving through 60 days post breeding.

For those producers looking for a more advanced mineral, perhaps for bulls or embryo transfer (E.T.), we also offer VitaFerm ReproMaxx. ReproMaxx products provide high vitamin and mineral fortification and research-proven components to take reproductive success to the MAXX.

VitaFerm Offers Choices – Both Concept•Aid and ReproMaxx offer producers multiple formulas of vitamin and mineral supplements to tailor to the needs of the cattle breeding program. Besides the original formulas that include Amaferm, organic copper, iodine, zinc, and high levels of vitamin E, VitaFerm also offers formulas to solve the following challenges:

- HEAT technology for females experiencing gestation during the summer or heat stress in general
- CTC in regions where anaplasmosis in cattle is a concern
- ClariFly and garlic when flies are a concern
- Magnesium for grass tetany
- Added protein and phosphorus for areas with low quality forages

Learn more about our full suite of VitaFerm products today. If you wonder which product would best suit your cattle breeding program, try our Concept•Aid Product Navigator.

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

Caswell County Spring Pasture Workshop

April 12th, 2025



Caswell County will be hosting a pasture workshop on April 12th at 9AM at the Caswell Extension Office, followed by an on farm session. Producers will have the opportunity to learn about weed management, pasture management, pasture ecology and how to identify weeds vs grasses!

To register visit: <https://go.ncsu.edu/caswellpasturespring2025>

If you have any questions contact Bailee Sheffield, Caswell County Livestock Agent, by phone or email at: 336-694-4158 ext. 5 or bailee_sheffield@ncsu.edu

North Carolina Cooperative Extension is an equal opportunity provider. Please provide the Caswell County Extension office a minimum of 7 days if you require any accommodations.

PLC and BLM Sign MOU to Promote Grazing Allotment Cooperative Monitoring.

The Public Lands Council (PLC) and the Bureau of Land Management (BLM) recently announced the signing of a memorandum of understanding (MOU) to promote cooperative monitoring of grazing allotments on National Forest System lands. The MOU will help public lands ranchers and local BLM officials cooperate to collect and analyze data on rangeland health to ensure higher quality management of federal rangeland.

“Federal lands ranchers manage millions of acres of federal land through livestock grazing as well as voluntary conservation work; ranchers strive to improve range conditions every day. To help boost these management efforts, data is needed to help ranchers make decisions on the landscape, and this MOU will allow BLM and grazing permittees to better share the information that is key to those management efforts,” said PLC President and Colorado rancher Tim Canterbury. “The Public Lands Council is thrilled to join BLM in this cooperative monitoring agreement that will strengthen partnerships between agency officials and producers. We look forward to continuing our work with BLM and utilizing this MOU to improve and protect America’s treasured natural resources.”

“Public lands ranchers are essential partners in sustaining healthy rangelands,” said Acting BLM Director Bill Groffy. “Their on-the-ground knowledge and stewardship play a critical role in managing and protecting these resources for future generations. This MOU strengthens our ability to work side by side with permittees and other partners, ensuring that decisions are informed by sound data and collaborative monitoring. Together, we can achieve resilient landscapes that support productive grazing, healthy wildlife habitat, and clean water.”

The MOU provides a clear path for more efficient data collection and information sharing between grazing permittees and BLM. PLC signed a similar MOU with the Forest Service in 2022, and these monitoring activities have proven to be integral factors in the decisions grazing permittees make to keep rangelands healthy and resilient through grazing activities. The data collected by permittees through approved and agreed upon methods will provide the agency with a larger set of reference points when evaluating rangeland health and resource management and clear records of the positive results from producers’ investments in resilient rangelands, healthy wildlife habitat, and robust watersheds.

The MOU is in effect from 2026 until January 2031.

N **CBA and PLC Deliver Lesser Prairie Chicken Delisting.** Recently, the U.S. Fish and Wildlife Service (FWS) finalized the removal



of the Northern and Southern Distinct Population Segments (DPS) of lesser prairie chicken from the Endangered Species Act (ESA) list. NCBA and PLC filed litigation to remove this listing when the lesser prairie chicken was first listed in 2022 due to the protections being both legally and scientifically flawed.

“The ESA listing of the lesser prairie chicken, coupled with the designation of critical habitat across cattle country, created an unnecessary and unlawful burden for ranchers. Established science has repeatedly proven that healthy rangelands maintained by cattle

grazing are exactly where the lesser prairie chicken thrives,” said Gene Copenhaver. “Grazing creates robust, sustainable habitat for the bird, and by removing this listing, the Trump administration is helping ranchers continue that stewardship. NCBA engaged with multiple administrations, Congress, and the federal court system for years to defend cattle producers from this overreaching, unscientific rule, and we are glad it is finally removed.”

This listing took effect on March 27, 2023, impacting all states in the species’ range, including Colorado, Kansas, New Mexico, Oklahoma, and Texas. In 2025, the U.S. Federal District Court of Western Texas vacated the lesser prairie chicken’s 4(d) rule, holding that the bird should no longer be protected as “threatened” under the ESA because FWS failed to consider economic implications of issuing the listing. This action by FWS aligns agency action with an existing federal court mandate and is long overdue.

“Ranchers are the primary caretakers of a wide variety of landscapes that provide important habitat for species like the lesser prairie chicken through voluntary conservation work. Federal agencies recognize that this work is the best way to provide long term stability for habitat for these species,” said Tim Canterbury. “When the lesser prairie chicken was listed with two separate designations, the ability to effectively carry out that voluntary conservation work was seriously constrained, and PLC took legal action to ensure livestock producers would continue to be able to maintain these working lands. This delisting is welcome news for ranchers across the region, and we will continue to work with our state and federal partners to create and conserve habitat.”

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

FROM POST TO PASTURE: BUILDING BETTER FENCES

Whether you're looking to install a new fence, repair existing structures, or troubleshoot high tensile, this hands-on workshop is for you.

April 11, 2026

8:30 AM- 4:30 PM

E. Carroll Joyner Beef Education Unit
4505 Mid Pines Rd.
Raleigh, NC 27603

Registration \$20

Limited to 30 Participants



<https://go.ncsu.edu/fencebuilding2026>

AmazingGrazing™

Pasture-Based Livestock Education Program

NC STATE

EXTENSION



NCBA President's Report

Strengthening Our Foundation, Advancing Our Future

By GENE COPENHAVER, National Cattlemen's Beef Association



It's an extraordinary honor to step into the role of president of the National Cattlemen's Beef Association. Not as a title, but as a responsibility, a calling, and a covenant with each of you across this great country. My journey, rooted in nearly six generations of cattlemen and cattlemen in southwest Virginia, has taught me early and often that the true strength of our industry comes from the grassroots, from producers who wake up each day committed to caring for cattle and stewarding the land.

This year, as I take the helm alongside an incredible team of officers, I carry a simple but steadfast philosophy — stay grounded in grassroots input, remain open minded, and focus relentlessly on profitability for our members. Our success as an industry depends on practical policy solutions that reduce costs, open doors to new opportunities, and keep demand for beef strong.

Over the past year, NCBA made meaningful strides on that front. Thanks to the hard work of our grassroots members and policy teams, we secured major wins that directly impact producers — from expanded estate tax exemptions to revised Waters of the U.S. rules to the rescission of the BLM Public Lands Rule. Each of these developments provides something producers desperately need more of — certainty. Certainty to plan, invest, grow, and pass on operations to the next generation.

Empower the Next Generation and Strengthen the Industry's Future — This point is incredibly meaningful to me and a key focus of my term as president. I'm very proud of my three kids, and I'm fortunate to work alongside my son, Will, on our operation. Ensuring he and his family are set up for success and able to carry forward the legacy built by generations before me has been at the forefront of my mind for a long time. Last summer, I had the opportunity to travel with participants in NCBA's Young Cattlemen's Conference, and that experience renewed my determination to strengthen our national position and create a clearer, more accessible path for the next generation.

I met first generation producers, multi-generation operators, people in corporate agriculture hoping to return to the family farm, and producers representing every segment of our industry and nearly every state. One thing was unmistakably consistent: they are innovators. They are finding ways to make this life work and are deeply committed to preserving our way of life while pushing the

industry forward. We must remove barriers standing in their way and invest in them as the leaders of tomorrow.

Grow Strong Demand and Protect Profitability — Beef producers have experienced strong market momentum, but volatility and margin pressures persist. We will continue advocating for tools and policies to enhance and protect your bottom line. As many of you know firsthand, risk management isn't optional; it's essential. You also can't talk about demand and profitability without trade. Export markets matter. The recent expansion of duty free beef access into Taiwan and a trade deal with Indonesia are major wins for producers, opening new opportunities for growth and helping to maximize carcass value. NCBA will continue pushing for strong, science based trade agreements that enhance access, dismantle barriers, and provide long term certainty for U.S. cattle producers. We'll also push to hold trade partners accountable to the same animal health and food safety standards we have in the United States.

Advance Policy that Supports NCBA Members — A clear, forward looking policy agenda is critical to the work we do as an association. This year, that includes reducing unnecessary federal regulations, bolstering animal health protections against emerging threats, expanding global market access for U.S. beef, defending science-based nutrition policy that keeps beef central in consumers' diets, and securing a resilient supply chain through improved transportation flexibility and a strong, stable workforce — all rooted in the policy direction you've developed through grassroots engagement.

Listen to You — Always — If my family's history in this industry has taught me anything, it's that leadership doesn't come from a title; it comes from service. My priority this year is to meet members across the country, listen to your challenges and success stories, and make sure your voice is heard where it matters most. Your grassroots input drives everything we do.

We're not here simply to react to change; we're here to shape it. Plant strong roots, keep costs manageable, advocate for workable policy, and build a future where every producer has the tools to prosper. Together, we will continue to not only sustain our industry's momentum, but we will grow it. Thank you for your trust in me, and I hope to meet you down the road.

A Message from the CEO

Beef and RFK, Jr.

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



U.S. Secretary of Health and Human Services (HHS) Robert F. Kennedy, Jr., was one of our surprise guests at CattleCon in Nashville, but his presence was far more than a headline moment. It was a clear signal that the tide has turned for beef in the national nutrition conversation, and the decades of effort we've poured into Checkoff funded beef nutrition research paid off in a historic way. RFK, Jr. was there to tout the new Dietary Guidelines for Americans and the powerful role beef plays in the redesigned food pyramid and in his own personal life. This wasn't a request coordinated months in advance, nor was it a political courtesy call. It was his idea, and he asked to attend CattleCon because he wanted to stand with us, America's cattle producers.

The fact that the nation's top public health official asked to speak to us is significant for three reasons. The first is he wants the celebration of these guidelines to continue and not just be a fleeting January headline. When he arrived at HHS, he inherited a draft of the Dietary Guidelines from the Biden administration that replaced beef with beans, peas, and lentils. Secretary Kennedy understands beans, peas, and lentils are side dishes, not the main event. His Make America Healthy Again platform recognized that beef is nutrient dense and a cornerstone of healthy dietary patterns.

His enthusiasm for beef predates his role as secretary. RFK, Jr. often talks about beef as his protein of choice, even telling us he sometimes eats it twice a day. On social media he has promoted beef, beef jerky, and even a Thanksgiving turkey fried in beef tallow. This isn't political theater for him. It reflects genuine belief and consistent behavior. He knows the Dietary Guidelines are a win for him, President Trump, and us as cattle producers. Watching him on stage at CattleCon, you could see he was relishing every moment talking to the very people who produce the real food he wants more Americans eating.

The second reason his request is so important is because it validates all the Checkoff funded research work done on nutrition. While RFK, Jr. has plenty of detractors who question his policy positions, it became clear his focus on real and whole foods was supported by our research. NCBA has been the primary contractor on Checkoff funded beef nutrition research for decades. Our work built a solid foundation of sound, peer reviewed science supporting beef's

role in the diet. There's not a much more real and whole food than beef, and having the Dietary Guidelines for Americans recognize that validates all the Checkoff funded research we've done. The Secretary clearly announced in Nashville that the "war on protein" is over.

Third, his presence reinforced NCBA's standing as the trusted leader and definitive voice of the U.S. cattle and beef business. There were countless venues he could have chosen to have this discussion, but he chose NCBA. He chose CattleCon. He chose to have a real conversation with then NCBA President Buck Wehrbein instead of simply delivering a prepared speech. He even took a selfie with Buck onstage with thousands of cattle producers in the background. He made it real and did so because he recognizes the disciplined, science driven, and professional work NCBA conducts each day. He recognizes how grassroots cattle producers lead and direct this association. RFK, Jr. understood that if he wanted to speak directly to cattle producers — the people who feed this nation — there was only one place to be... CattleCon.

NCBA's work on the Dietary Guidelines for Americans is something we've talked about as being "generational" because it's the result of long term Checkoff investment in rigorous scientific research, relationship building, and steadfast advocacy. It demonstrated how all the work of NCBA comes together to protect and promote our business. The Checkoff funded research NCBA conducts as a contractor delivered the scientific foundation. The Federation of State Beef Councils supported, funded, and amplified our voice. The dues funded policy team kept the process grounded in facts rather than being derailed by agenda driven narratives.

Thanks to this combined effort, the nation's nutrition policy recognizes and promotes what we've always known — beef belongs in the center of Americans's plates. This win isn't simply about the new guidelines. It builds momentum for the future by strengthening the role of science and putting real, whole food like beef back into the spotlight. It also ensures that when this process begins again in five years, under a different presidential administration, we enter the debate from a position of undeniable strength. This is a win for NCBA and the Checkoff, but more importantly, it is YOUR win because you've never stopped believing in the power of this association and the national Beef Checkoff.



National Cattlemen's
Beef Association

2026 NCBA POLICY PRIORITIES

NCBA's policy focus for 2026 is to defend the free market, promote free trade, and reduce regulatory burdens to preserve opportunities for producer profitability and strong beef demand. There will be an increased focus on elevating and defending the voices of real cattle producers and grassroots membership driven policies.

- Continue to press the administration to roll back harmful regulations to keep working lands working.
- Enhance and strengthen U.S. mitigation measures against the incursion of New World Screwworm.
- Protect the U.S. cattle herd from foreign animal diseases and pests through heightened awareness and preparedness actions.
- Expand market access for U.S. beef exports and hold trade partners accountable to ensure equivalent animal health and food safety standards for imported beef.
- Promote science-based nutrition policies and sound, fact-based information for consumers.
- Push for further hours-of-service flexibility, increased truck weights, and continue delaying ELD requirements for livestock haulers.
- Safeguard the U.S. cattle and beef supply chain by working with the administration to ensure there is a strong workforce to limit processing disruptions for producers.

NATIONAL CATTLEMEN'S BEEF ASSOCIATION

1275 Pennsylvania Avenue NW, Suite 801 Washington, D.C. 20004

202.347.0228 | @BeefUSA





Initiated 1898, the National Cattlemen's Beef Association is the oldest and largest national trade association representing America's cattlemen and women. With more than 25,000 individual members and 60 state and breed affiliates, NCBA serves as the collective voice of the U.S. beef industry. We strive to advance the economic, political, and social interests of the U.S. cattle industry and to advocate for its policy positions and economic interests.

With less than 2% of American's producing the food for the entire US and beyond, we must stand together. Anyone with a stake in the beef and cattle industry needs to be a member of NCBA to ensure our voices are being heard loud and clear.

NCBA is working every day to fight for your rights with policy created by cattle producers, for cattle producers. To continue our fight, we need your help. Join NCBA today and help protect the future of our industry.

Beyond the political insurance that NCBA provides, members also receive exclusive benefits and publications. **Join NCBA today and receive a FREE 1L bottle of Cydectin Pour-On from Elanco and an NCBA pocket knife!**

JOIN TODAY!

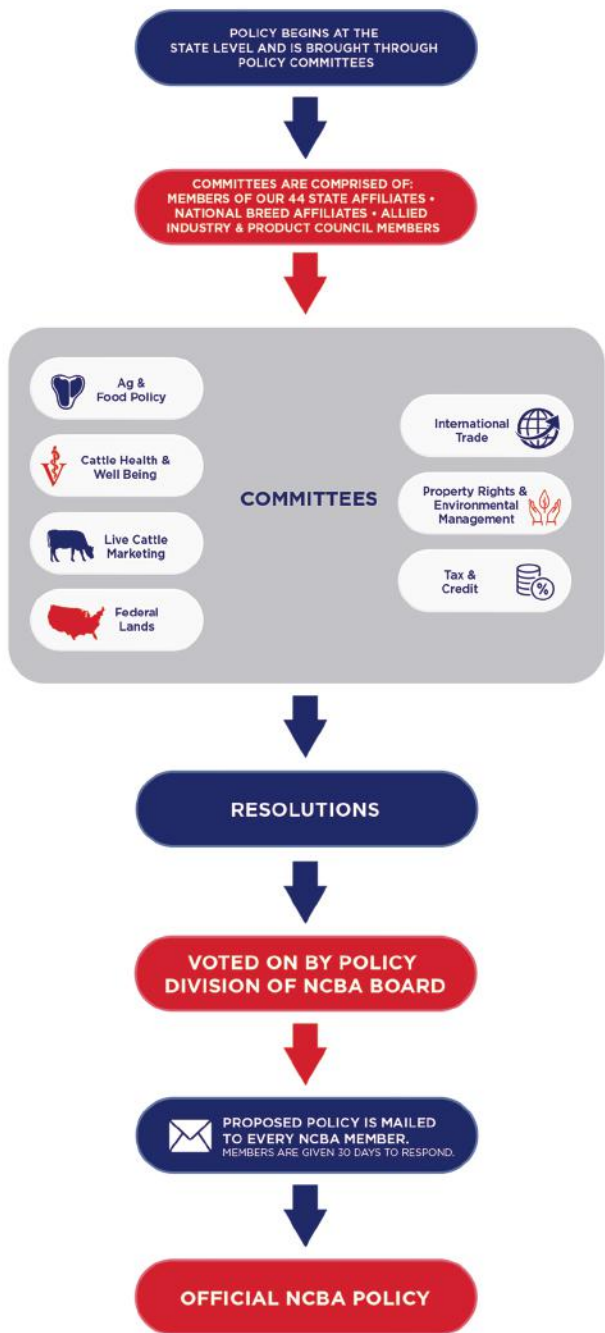
A large background image for the NCBA advertisement. It shows a man from behind, wearing a white cowboy hat and a dark suit, looking towards the United States Capitol building. In the foreground, a woman in a plaid shirt and jeans is riding a brown horse in a grassy field. Another person on a horse is visible in the distance.

WE'RE
WORKING
FOR YOU **HERE**

Scan the QR code
to JOIN NCBA TODAY!

SO YOU CAN KEEP
WORKING
HERE

HOW NCBA DRAFTS POLICY



The National Cattlemen's Beef Association serves your interests through defending your operation and property from government overreach, protecting the legacy of your farm/ranch with tax relief, expanding trade opportunities that add value to your cattle, and protecting the beef industry from attacks by animal rights activists.

NCBA's policy process begins and ends with individual members. As a grassroots driven organization, individual producers set the course for NCBA's advocacy work in Washington, D.C. by submitting policy resolutions on the local and state levels. NCBA's state affiliate associations then present their proposed resolutions at our annual national meetings. From there, passed resolutions are collected on a ballot and mailed to every NCBA member where they have the choice to vote for or against all proposed policies. Once approved, passed resolutions then become official NCBA policy.

Our grassroots policy process ensures that cattle producers of all sizes and in every region are well represented in the halls of Congress, the White House, and federal agencies.

AS AN NCBA MEMBER, WE SERVE YOUR INTERESTS BY:

- Promoting the policy of cattlemen in our Nation's Capital.
- Defending your personal liberties and private property rights against government overreach.
- Protecting the legacy of your farm or ranch by advocating for tax relief.
- Adding value to your cattle by expanding trade opportunities.
- Delivering new and innovative education opportunities to help you improve the management of your farm and ranch.
- Protecting the beef community from attacks by animal rights activists.

JOIN TODAY!



NAME

BUSINESS/RANCH NAME

ADDRESS LINE 1

CITY/STATE/ZIP

CELL PHONE

OFFICE PHONE

EMAIL

RECRUITED BY

NCBA PRODUCER COW-CALF PRODUCER

HERD SIZE

☐ 1-100

\$160

☐ 101-250

\$320

☐ 251-500

\$480

☐ 501-750

\$693

☐ 751-1000

\$960

☐ 1001-1250

\$1,227

☐ 1251-1500

\$1,493

☐ 1501-1750

\$1,760

☐ 1751-2000

\$2,027

☐ 2001+

\$2,027 + \$0.4053/head =

STOCKER/FEEDER

☐ \$160 + \$0.4053/head =

ASSOCIATE MEMBERS NON-CATTLE OWNERS, NON-VOTING

☐ Individual

\$160

☐ Business

\$213

☐ Student

\$53

(24 or younger)

TOTAL AMOUNT PAID

PAYMENT METHOD

☐ Check

☐ Visa

☐ Mastercard

☐ American Express

Card #

EXP

CVC

Signature



Checks payable to National Cattlemen's Beef Association

“

WE MUST SHOW WASHINGTON BUREAUCRATS THAT THERE IS AN **ARMY OF CATTLE PRODUCERS** ACROSS THIS COUNTRY THAT WILL HOLD THEM ACCOUNTABLE FOR THEIR ACTIONS.”

-COLIN WOODALL, NCBA CHIEF EXECUTIVE OFFICER



National Cattlemen's
Beef Association

**RAISING CATTLE IS YOUR PRIORITY.
KEEPING YOU IN BUSINESS IS OURS.**

JOIN NCBA TODAY!

ONLINE at www.ncba.org or CALL 866.233.3872

NCBA Praises U.S.-Taiwan Trade Deal Expanding Duty Free Access for American Beef.

The National Cattlemen's Beef Association (NCBA) recently welcomed the announcement that U.S. beef exports will gain duty free access to Taiwan under a new trade agreement. The agreement removes both tariff and non-tariff barriers, strengthening one of the most important and fastest growing markets for U.S. beef.

"Strong, science based trade agreements are essential to adding value for U.S. cattle producers, and Taiwan has emerged as one of the strongest international markets for U.S. beef. Duty free access improves competitiveness and provides long term certainty for producers who depend on export markets to maximize the value of every animal," said NCBA President Gene Copenhaver. "Foreign markets play a critical role in producer profitability, with beef exports accounting for more than \$415 per fed cattle processed in 2024. American cattle producers look forward to this expanded market access for years to come thanks to the work of President Trump and U.S. Trade Representative Ambassador Jamieson Greer."

The Agreement on Reciprocal Trade (ART) between the U.S. and Taiwan is a big victory for U.S. cattle producers and consumers in Taiwan. Taiwan is currently the sixth largest export market for U.S. beef, valued at \$709 million in 2024. The landmark trade deal eliminates tariffs on U.S. beef and breaks down non-tariff barriers by reinforcing science based standards consistent with the World Organization for Animal Health and Codex Alimentarius.

Farm Bill 2.0 Provides Additional Certainty to American Cattle Producers. House Agriculture Committee Chairman G.T. Thompson released the text of Farm Bill 2.0 — the Farm, Food, and National Security Act of 2026. NCBA welcomes the provisions that strengthen the agriculture measures included in the One, Big, Beautiful Bill (OBBB).

"We appreciate Chairman Thompson's leadership and diligent work to provide legislative answers to the ongoing needs of cattle producers," said Gene Copenhaver. "Chairman Thompson's bill includes important provisions to streamline voluntary conservation programs, protect grazing as a land management tool, address the critical shortage of rural veterinarians, and establish an important pilot program to safely explore better options for direct-to-consumer sales of locally raised beef. We thank Chairman Thompson and members of the House Agriculture Committee for their dedicated work during this Farm Bill cycle."

Farm Bill 2.0 significantly builds on the accomplishments secured by the beef industry in the OBBB that included expanded access to drought relief, depredation reimbursement, funding to protect the U.S. cattle herd from foreign animal diseases, and an increased estate tax exemption. These new provisions included in Farm Bill 2.0 will help ensure the success of cattle producers by:

- Improving the implementation of conservation programs
- Expanding access to credit and increasing outdated agricultural



loan limits

- Amending veterinary grant programs to relieve ongoing rural veterinary shortages
- Clarifying animal disease traceability eligibility under the National Animal Disease Preparedness and Response Program (NADPRP)

- Establishing a five year pilot program to help expand

custom exempt processing facilities and increase consumer access to locally raised beef.

"This bill is the culmination of the years long Farm Bill process that addresses the needs of cattle producers, which weren't included in the reconciliation bill last year," said Ethan Lane, NCBA Senior Vice President of Government Affairs. "Cattlemen and women are already seeing the benefits of the historic achievements included in the reconciliation bill, and NCBA members look forward to building on that progress by passing Farm Bill 2.0. We strongly urge the House and Senate to swiftly pass this bill to fill the remaining legislative gaps facing animal agriculture."

President Trump Signs U.S.-Indonesia Trade Deal Expanding Access for U.S. Beef. NCBA welcomed the announcement that U.S. beef exports will now have duty free access to Indonesia. Gaining access to the Indonesian market, where U.S. beef has faced significant barriers, has been a priority for NCBA for years. As part

NCBA News continued on the next page

Hay Needs? Hay Sales?
NC Hay Finder knows!

www.NCHAYFINDER.com

Have hay to sell?
List your hay for free!

Need hay?
Search for hay near you!

**NC STATE
EXTENSION**

**FARM
BUREAU
NORTH CAROLINA**

BioZyme News *continued from the previous page*

of the trade deal, Indonesia will purchase at least 50,000 metric tons of U.S. beef annually and now recognizes USDA authority on food safety and animal health, opening more opportunities for exports.

“U.S. beef exports to Indonesia have faced numerous tariff and non-tariff trade barriers, which has made it incredibly difficult to develop any type of market presence. With this agreement, American cattle producers now have access to the fourth most populous country, the largest halal beef market in the world, and more opportunities for producer profitability,” said Gene Copenhaver. “When combined with the Taiwan trade deal recently signed, U.S. cattle producers now have more market access than they have had in decades. NCBA thanks President Trump and U.S. Trade Representative Ambassador Jamieson Greer for their diligent work to sign this trade deal to the benefit of American producers.”

House Agriculture Committee Advances Farm Bill 2.0. The House Agriculture Committee recently advanced the Farm, Food, and National Security Act of 2026 out of committee. NCBA supports this legislation to finish the Farm Bill process and strengthen provisions that provide certainty to farmers and ranchers across the country.

“The provisions included in the Farm, Food, and National Security Act build upon the legislative successes in the Farm Bill title of the One Big Beautiful Bill for American cattle producers. This legislation finally completes the Farm Bill cycle and gives producers the operational tools and programmatic investments they need,” said Ethan Lane. “NCBA thanks Chairman Thompson and House Agriculture Committee members for passing this crucial legislation for rural America.”

NCBA Hosts Stop on U.K. Embassy Farm Tour. NCBA recently hosted a stop on a United Kingdom Embassy Farm Tour at

Whitestone Farm in Loudoun County, Virginia. The event included a round table with stakeholders from Virginia and the United Kingdom, including Secretary of State for Environment, Food, and Rural Affairs the Right Honorable Emma Reyno, MP; Virginia Agriculture Secretary Katie Frazier; and Virginia Deputy Agriculture Secretary Ben Rowe, as well as leadership from the U.K.’s National Farmers Union and the Virginia Farm Bureau.

“NCBA hosted this event to showcase U.S. cattle producers and share the great story of U.S. beef, which continues to resonate with British consumers as demand for American beef grows in the United Kingdom. NCBA engages continually with our international trading partners to expand market access and create more opportunities for U.S. producers,” said Gene Copenhaver. “This event highlighted the shared values of British and American producers and the production practices that are common to both sides of the Atlantic; those commonalities make us ideal trading partners. With the first shipments of U.S. beef exports reaching the U.K., the event was a great opportunity to celebrate our reciprocal trade deal.”

Background – The U.S. signed a trade deal with the United Kingdom last May, significantly increasing market access for U.S. beef. This follows years of hard work by NCBA to build a foundation for a trade deal with the U.K., including numerous meetings with British industry stakeholders, Members of Parliament, the British Embassy, the U.K. Department for Environment, Food, and Rural Affairs, and other top British authorities. NCBA will continue to engage British consumers and stakeholders to build trust, ensuring more top quality U.S. beef is exported to the United Kingdom.

Statement from NCBA CEO Colin Woodall on false animal health information being spread online. “The National Cattlemen’s Beef Association is aware of online rumors that allege a new or unknown animal disease is circulating in a feedlot in the Texas Panhandle. These claims are false. Animal health officials from USDA, state officials in Texas, along with leaders at Texas Cattle Feeders Association, have confirmed there is no such disease present.

Spreading unverified information like this is not only irresponsible, it is harmful to cattle producers, the beef supply chain, and consumer confidence in a safe and wholesome product. Our industry depends on transparency, science based animal health protocols, and strong collaboration with state and federal animal health authorities.

We encourage everyone — producers, media, and the public — to rely on credible sources and verified information. NCBA and state affiliate partners will continue working closely with animal health officials to monitor any legitimate concerns and ensure the continued health of the U.S. cattle herd.”

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



WNC CATTLE REPRO SCHOOL

Hands on practice with tracts and live animals!



TOPICS INCLUDE:

- Establishing a breeding season
- Preg checking via palpation & blood test
- Artificial Insemination Vs. Natural Service
- Culling and Animal Selection

- Friday, May 15th, 2026
- 9 AM - 5 PM
- Mountain Research Station, Waynesville
- \$15, includes lunch!

LIMITED TO THE FIRST 10 PAID REGISTRANTS!

Register at
https://go.ncsu.edu/wnc_cattlerepro2026 or call
Abby at 828-255-5522!

**NC COOPERATIVE
EXTENSION**



**NC STATE
EXTENSION**

North Carolina Cooperative Extension is an equal opportunity provider.

The CEO's Corner



Trade Progress Poised to Reel in Revenue

By GREGG DOUD, *National Milk Producers Federation*

In the turbulent tides of overseas commerce over the past year, U.S. negotiators landed a trophy bass in February — a trade agreement with Indonesia that we've been trying to hook for decades. It's a big fish for dairy.

Following years of advocacy by NMPF and our partners at the U.S. Dairy Export Council and the Consortium for Common Food Names, the deal announced on February 19 will eliminate tariffs on all U.S. dairy exports, ease regulatory snarls, and protect common cheese names like "parmesan." Indonesia is already the eighth biggest market for our dairy products — but it's the world's fourth most populous nation, giving its growth potential for U.S. producers nowhere to go but up.

The Indonesia deal was the ninth trade deal secured to date by U.S. negotiators that includes new market access for U.S. dairy products. It's a good one, but far from the only gain. Some other highlights of these pending agreements include:

Elimination of 100 percent of tariffs on U.S. dairy products in most deals and notable tariff cuts in others, helping to provide competitive parity to suppliers from Oceania or the European Union. A great example of this is the level playing field we now have for extended shelf life milk in Taiwan.

Bans on the introduction of dairy facility listing requirements in all these markets; in Indonesia, this wipes away a process that could take over three years for a processing plant to navigate before it gained approval to ship.

Commitments in each deal to protect U.S. exporters' use of

up to 40 common cheese names like "parmesan," a result that's particularly important as the European Union's Free Trade Agreement network expands, threatening to limit U.S. growth opportunities to market cheeses with widely recognized terms.

This successful expedition would not have been possible without a world class captain. Chief Agricultural Negotiator Julie Callahan was instrumental in securing these trade deals that will bring real results back to U.S. farmers. NMPF thanks her and the USTR team, all of whom we have had the honor of working with closely, for the substantial efforts made to bring these agreements home.

And even though a recent Supreme Court ruling on tariffs added even more uncertainty to trade policy, the progress made so far also underscores an important fact about dairy's future. Trade continues to grow, and the foundations for future growth are only getting stronger as bilateral negotiations continue and the dairy industry continues patiently building markets.

Last year was one of the strongest trade years ever for dairy products. Volume growth for U.S. dairy exports rose 4 percent over 2024 as measured in milk solids equivalent, ending up second only to 2022 in all-time shipments. Measured in value, U.S. dairy exports rose 15 percent over 2024 to \$9.63 billion, just short of the 2022 record of \$9.66 billion.

The star performer of the year? Cheese. Shipments in 2025 rose 20 percent over the previous year, which also set a record. New domestic processing capacity helped, as did growing familiarity with the quality and taste of American-made products. Just as impressive, the record sales were spread across the globe, lessening the risk that over reliance on any single market could create risk in the future: In 2025, 39 countries bought more than 1,000 metric tons of U.S. cheese.

Butterfat and high protein whey also saw banner years, showing the broad based nature of sales growth. While conflicts between the U.S. and trading partners are throwing exports into doubt in some areas, in dairy, we're not seeing widespread effects. In fact, it's the opposite — U.S. dairy is highly competitive in the global marketplace, and we're building stable, collaborative relationships



that we are confident will stand the test of time and contribute to long term prosperity for U.S. dairy farmers.

We have a lot of folks to be thankful for on this journey, from our USDEC and CCFN colleagues to the cooperatives that provide high quality products and invaluable expertise. But looking ahead, we need to capitalize. At NMPF, a big part of our trade support comes from our NEXT (NMPF Exports & Trade) program, launched in the second half of last year.

NEXT helps create export opportunities for U.S. dairy producers in international markets by overcoming trade barriers and keeping domestic dairy products competitively priced overseas. The 142 million pounds of export volume it assisted in its half year nearly matched the full year 2024 volumes under the prior Cooperatives Working Together program, which NEXT succeeded.

The program continues to test innovative ways to grow dairy's

market share through new initiatives, including expanding its product mix and providing targeted, additional support beyond primary assistance in key markets — places where the U.S. is at a tariff disadvantage or the U.S. has the ability to gain market share. Cooperatives interested in joining NEXT or wanting to know more about the program should contact next@nmpf.org.

Improved trade access coming soon in numerous markets through bilateral agreements, a full year of NEXT, and the continued collaboration of dairy partners builds great momentum for 2026 in U.S. dairy shipments overseas.

Keep that in mind as you read about tariffs, tariff limitations, tariff alternatives, and trade tensions. Though the waters may not be calm, a skillful angler can still net an impressive haul. And thus far, we in dairy have been casting very effectively and reeling in a brighter future for U.S. dairy products.

Inaugural Winter Dairy Weekend Provides Youth with Hands-on Learning

By MARLON MORGAN, *Clemson University*

Youth across the Upstate had the opportunity to gain hands-on instruction on all aspects of preparing and caring for a dairy heifer at the inaugural Winter Dairy Weekend at the Laurens County Agricultural Center.

The event, which was hosted by Clemson Cooperative Extension on February 6–7, drew 28 youth. One of the primary goals was to provide hands-on dairy learning that would spark interest and build readiness for future opportunities. For the 24 youth who owned and brought their own heifers, the weekend gave them a chance to gain valuable skills and confidence as they prepared for the upcoming show season. The four youth who borrowed heifers were introduced to dairy ownership with the hope they would be inspired to own their own someday.

“Our goal is that each participant leaves better prepared, more confident, and ready to be the best version of themselves, both in and out of the ring,” said Lucy Charping, a 4-H youth development agent in the Abbeville County Cooperative Extension Office.

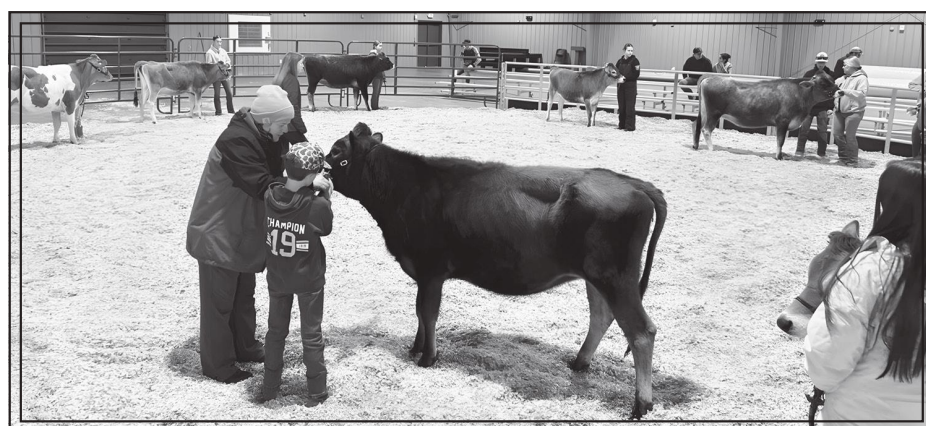
The educational sessions included:

- Washing and daily care
- Feeding and nutrition
- Halter breaking and proper halter fit
- Judging dairy cattle
- Fitting and clipping techniques
- Showmanship skills and ring presence

Special emphasis was placed on attention to detail, confidence, and communication. In addition to technical skills, the weekend provided the participants an opportunity to build friendships, work as a team, and connect with peers and mentors.

“These experiences reinforced that dairy projects are about more than cattle; they develop responsibility, leadership, teamwork, and problem solving, which are critical life skills that prepare youth for future challenges,” Charping said.

“As the very first Winter Dairy Weekend, the event established a strong foundation for future programming. We hope this experience benefited both youth and parents and sparked continued interest in dairy projects while supporting long term youth development through hands-on learning and leadership opportunities.”



Simple Treatment May Reduce Inflammation and Its Side Effects in Expecting Cows

By KATIE BOHN, *Penn State University*

The transition period from the late stages of pregnancy to when a cow gives birth and starts producing milk is one of the most challenging periods in a cow's life, according to researchers in Penn State's College of Agricultural Sciences. Physiological changes such as higher systemic inflammation can lead to adverse effects, among them poorer health and low milk production.

A new study led by Adrian Barragan, associate research professor of veterinary and biomedical sciences, has revealed simple, practical strategies to help farmers reduce this inflammation and its subsequent side effects: aspirin and meloxicam, both of which are nonsteroidal anti-inflammatory drugs.

The research, published in the *Journal of Dairy Science*, examined the effects of giving pregnant cows the two commonly available treatments. These experimental treatment protocols have different restrictions and/or regulations depending on the country. For instance, aspirin products that are commercialized for cattle are currently prohibited in the U.S., so a licensed veterinarian must always be consulted before considering applying any of the treatment protocols assessed in this research study.

The team found that each treatment had different effects on different cows. Heifers — cows pregnant for the first time — treated with meloxicam produced a higher milk yield than other cows. Additionally, overconditioned cows — cows that have higher than average body fat — treated with meloxicam also had higher milk yields, but only during weeks 10–15 of lactation.

Meanwhile, the researchers found that overconditioned cows treated with aspirin had about half the rate of disease compared to overconditioned cows treated either with meloxicam or placebo.

Barragan, who is also an extension veterinarian, said the study is an example of how his lab is seeking practical treatment strategies that farmers can incorporate easily into their routines.

"We're trying to get away from the common 'blanket treatment' strategies that once were recommended, where all animals in a herd were treated. Instead, we are striving to identify which groups of animals may be at higher risk of exacerbated systemic inflammation and therefore can be proactively managed to prevent its negative effects on animal welfare and performance," Barragan said. "We found that overconditioned cows respond well to these treatments, so now we can look at other groups, like primiparous cows — cows that have given birth before and which make up about 40 percent of the herd, on average."

While previous strategies to combat this inflammation included treating the entire herd, research since has found that such broad treatment can lower inflammation too much in some cows. Barragan said this led to a push to develop treatments just for the animals that need it most, such as over conditioned and primiparous cows.

"We started with treatments that were given after the cows had

their calves, but we didn't find that to be effective," Barragan said. "We decided to try prepartum treatments because inflammation is a process that starts small and then cascades into a bigger response. We predicted that if we tackle that process at the onset, the final inflammatory response will also be smaller."

For the study, the researchers assigned 170 cows and 63 heifers to one of three treatment groups — meloxicam, aspirin, or placebo. Each cow received one oral dose of its designated treatment two weeks before it was expected to give birth to its calf. The team took blood samples weekly through the third week after calving and also regularly measured and recorded milk yield and health information — such as sickness, lameness, and mastitis.

The researchers found that heifers treated with meloxicam produced, on average, 11 more pounds of milk in the first 150 days compared to other cows. Overconditioned cows treated with meloxicam also had higher milk production during certain weeks.

"The other main finding was that over conditioned cows treated with aspirin had about half of the rate of disease compared to overconditioned cows treated either with meloxicam or placebo," Barragan said. "We found that only about 21 percent of overconditioned cows treated with aspirin develop one or more diseases in the first 60 days in milk compared to 38 percent in the other overconditioned cow treatment groups."

In the future, the researchers said larger studies could help confirm the findings and explore treatments for other groups of cows.

Esteban Jimenez, doctoral student at Virginia Tech; Jacquelin Spring, student at University of Pennsylvania; Pedram Zarei, doctoral student at University of Illinois Urbana-Champaign; Marcela Martinez, research technologist at Penn State; Raul Sorto Cruz, graduate assistant at Penn State; Ernest Hovingh, clinical professor and extension veterinarian at Penn State; James Lawhead, Millerstown Veterinary Associates; and J. Llection, assistant professor at N.C. State University, co-authored the study.

The Pennsylvania Department of Agriculture and the U.S. Department of Agriculture's National Institute of Food and Agriculture helped support this research.



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



**NC STATE
EXTENSION**



Artificial Insemination School

**Undergraduates,
Graduates, and DVM
students only**

May 6 – 7, 2026

**Goldsboro, NC – Cherry Research Station
604 Farm Road, Goldsboro, NC 27530**

Transportation can be provided
from Raleigh at no cost



The Artificial Insemination School is organized by NC State Extension and NC Cooperative Extension in partnership with the NC Department of Agriculture and the University of Mount Olive. This is a 2-day intensive course composed of classroom and hands-on training with live cattle.

TOPICS COVERED

- Bovine anatomy and physiology
- Reproductive management
- Estrous synchronization
- Timed AI and Heat detection
- Sire selection and EPDs
- Semen storage and handling
- Hands-on artificial insemination



REGISTRATION

Contact the NC Extension Beef Specialist Felipe Silva to register for this course.



falvesc@ncsu.edu



INVESTMENT

The training fee is \$30. The course is capped at 15 students. Registration is accepted on a first-come, first-served basis.

CONTACT US



<https://beef.ces.ncsu.edu/>



Boehringer Ingelheim

NEWS

Tips for Managing Beef-on-Dairy Calf Transitions. Practical ways to help ease early life stress and defend calves against BRD. Beef-on-dairy calves often change locations multiple times before they're six months old, facing new environments, nutrition, and herd mates at every stop — all of which can stack up the stress and risk of bovine respiratory disease (BRD).

According to Curt Vlietstra, DVM, Boehringer Ingelheim, the frequent transitions beef-on-dairy calves experience in early life make it more important than ever to minimize stress where you can and be ready to respond quickly when BRD issues arise.

Plan ahead for predictable stress – When beef-on-dairy calves are coming off a recent move, whether that's at the calf ranch, at the feedlot, or a pen move — it can take time for them to adjust and get back on track.

"Beef-on-dairy calves get a lot of attention at birth and usually receive high quality colostrum early on," said Dr. Vlietstra. "But they just aren't as hardy as native beef calves. Those dairy influenced genetics make them a little more susceptible to illness, especially when it comes to respiratory disease."¹

While management of beef-on-dairy calves is typically similar to that of native beef or dairy calves, taking extra care to limit transitional stress is important.

Working with your veterinarian is a good place to start. Together, you can review transition points, implement protocols to reduce the risk of BRD, and make treatment plans when needed. Weaning, shipping, and commingling are the easiest stress events to see coming and are the main transition points to plan around.

"It's easy to say, 'There's nothing we can do about stress,' but that's not true," asserted Dr. Vlietstra. "If we know stress is coming, we can make a plan to help beef-on-dairy calves handle and recover from the transition better."

Support at all stages of growth – While facilities and labor all play a role in how transitions are managed, every operation can take steps to reduce stress and support calf health. Calves may pass through multiple environments on their journey — starting on a dairy, moving to a calf ranch, and eventually entering backgrounding or feedyard systems. With each stop comes a chance to position calves for success during the next move.

"Do what you can at the stage you have that calf," Dr. Vlietstra advised. "Even if you didn't raise the calf from birth, there's always

something you can do to prepare it for the next step."

Dr. Vlietstra recommends giving calves time to build immunity before those events by timing vaccinations at least two weeks in advance. Focusing on hydration, steady feed, and low stress handling can also make a big difference in how well calves adapt during transition.

Tracking calf health and performance through each move can also pay off over time. Keeping simple records, such as when calves are weaned, shipped, and treated, helps identify patterns and make smarter management adjustments. Clear communication between the operations calves travel to and from also ensures key health and disease prevention steps are consistently followed.

It's a shared responsibility across every location to provide calves with the best care and ultimately raise a high quality product for the end consumer. As an industry, maintaining Beef Quality Assurance principles is a collective effort that supports both animal well being and long term consumer trust.

Manage environment and nutrition for the season – Transitions on their own are stressful for beef-on-dairy calves, but add on weather stress, and the risks of BRD can skyrocket.

"When the weather turns cold, it takes calories for calves to stay warm, grow, and keep their immune system working," Dr. Vlietstra said. "So, when we want all those things to stay strong before and after transitions, it takes more nutrition."

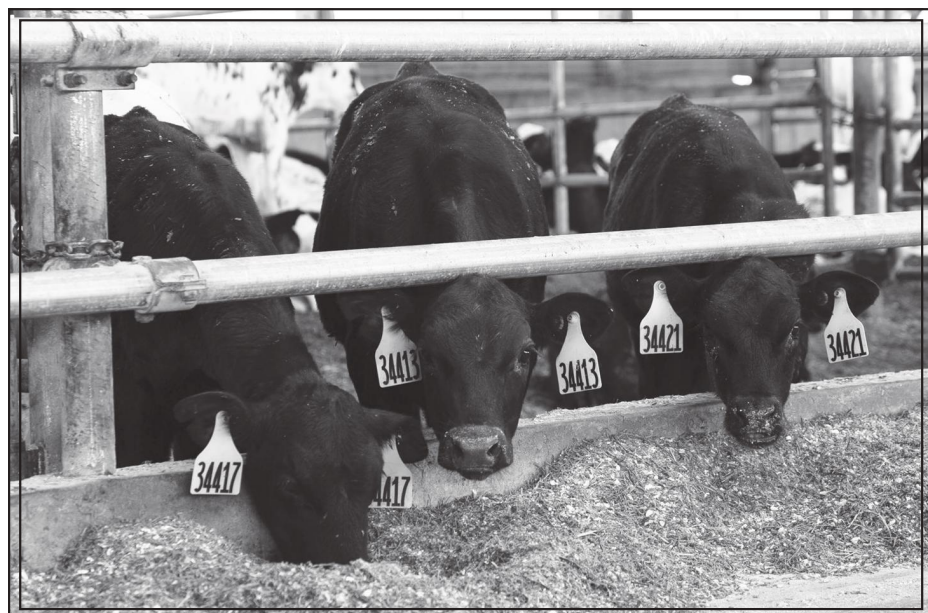
He notes that energy is a limited resource for calves under cold stress.

Adjusting rations to include higher energy feeds or ensuring consistent intake can make a noticeable difference in how calves handle winter conditions and fight off disease pressure.

Environment is also a critical factor in maintaining calf health. In cold weather, air quality and humidity should be monitored just as closely as temperature, as warm indoor spaces can trap moisture and create ideal conditions for respiratory pathogens. Focusing on ventilation, dry bedding, and consistent access to fresh water helps calves settle in more smoothly and reduces the risk of respiratory disease taking hold.

"We can't control the weather, but we can control how we prepare for it," stated Dr. Vlietstra. "Good air, dry bedding, and





steady nutrition all matter.”

Catch BRD early and treat swiftly – Even with strong management, some calves will still get sick. The key is spotting those animals early and acting fast. If not identified and treated quickly, sick calves will be less likely to respond to antibiotic treatment and will be at greater risk for relapse or mortality.²

“Cattle are a prey species, and they’ll do everything in their power to hide illness from us as caregivers,” explained Dr. Vlietstra. “By the time a calf looks really sick, it’s most likely been fighting that battle for a while.”

Training employees to recognize healthy calves and to identify changes in calf behavior can make all the difference in catching BRD early and ensuring that only animals that truly need treatment receive it.

Droopy ears, lack of appetite, and isolation from the group can all be early signs of illness. Routine pen checks and team communication help ensure sick calves are identified quickly. When treatment is necessary, it’s important to act swiftly and use the right product.

“When we’re talking about beef-on-dairy calves, research has shown that compared to other drugs, ZACTRAN (*gamithromycin*) has a performance advantage,” shared Dr. Vlietstra. “It’s a fantastic option that goes to work quickly as a first line treatment but also lasts long enough that it can be used as a convenient, single dose treatment. It also offers broad spectrum coverage, targeting the four major pathogens associated with BRD.”^{3,4}

Every transition matters – Beef-on-dairy calves may face more challenges early in life, but with a thoughtful plan, a strong partnership with your veterinarian, and a quick response when health challenges arise, you can make every transition a little easier and keep calves on the right track toward steady growth and fewer setbacks from BRD.

References

¹Theurer M.E., Fox J.T., Portillo T.A., Meyer N.F., Ensley D.T., Renter D.G. Comparison of gamithromycin post treatment intervals for beef cattle naturally affected with bovine respiratory disease. *Bov Pract* 2020;54(2):105–111.

²Bagley C.V. Bovine respiratory disease. In: *Beef cattle handbook*. Utah State University|Extension, Cooperative

Extension – Beef Cattle Resource Committee. Available at www.iowabeefcenter.org/bch/RespiratoryDisease.pdf. Accessed January 11, 2023.

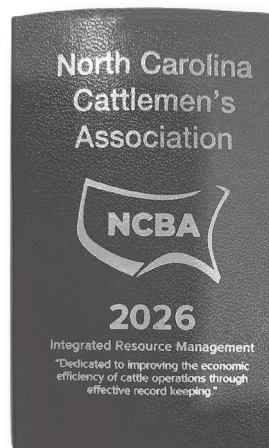
³Buchanan J.W., Nilles A.R., Raymond R.C. Comparison of three injectable metaphylactic antimicrobial treatments administered at feedlot arrival for control of bovine respiratory disease in calf fed Holstein steers. *Bov Pract* 2020;54(2):112–119.

⁴Linhart R.D., Brumbaugh G.W. Control of bovine respiratory disease, with and without co-morbidity by otitis media, in dairy heifers comparing gamithromycin, tulathromycin or no medication at a commercial development facility. *J Dairy Sci* 2019;102(6):5501–5510.

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

IRM RED BOOKS ARE HERE

**We would like to thank
Performance Livestock & Feed Company and
Carolina Stockyards for again sponsoring this book.**



The 2026 version is now available to help cattle producers effectively & efficiently record daily production efforts, which can help enhance profitability and reduce stress levels. In addition to Beef Quality Assurance (BQA) best practices and proper injection technique information, it has more than 100 pages to record calving activity, herd health, pasture use, cattle inventory, body condition, cattle treatment, A.I. breeding records, and more. It also contains a calendar and notes section.

Simply return the order form below, along with \$10.00 for each book to:
N.C. Cattlemen's Association
P.O. Box 1207
Cary, NC 27512

You can now order them through our website at
www.nccattle.com/resources/merchandise/red-book-order-form.
You can also call our office at 919-552-9111 or email us at kim@nccattle.com.

Order Form	Number of Books _____ x \$10.00 = _____
Name _____	
Address _____	
City, State, Zip _____	
Phone _____	



BEEF CUTS AND RECOMMENDED COOKING METHODS

CHUCK		RIB		LOIN		SIRLOIN		ROUND		INGREDIENT CUTS	
Arm Chuck Roast 	Cross Rib Chuck Roast 	Prime Rib Roast 	Porterhouse Steak 	Top Sirloin Steak 	Top Round* 	Kabobs* 					
Arm Chuck Steak 	Shoulder Roast 	Ribeye Steak, Bone-In 	T-Bone Steak 	Top Sirloin Petite Roast 	Top Round Steak* 	Stew Meat 					
Blade Chuck Roast 	Shoulder Steak* 	Back Ribs 	Strip Steak, Bone-In 	Top Sirloin Filet 	Bottom Round Roast 	Strips 					
Blade Chuck Steak* 	Ranch Steak 	Ribeye Roast, Boneless 	Strip Steak, Boneless 	Coulotte Roast 	Bottom Round Steak* 	Cubed Steak 					
7-Bone Chuck Roast 	Flat Iron Steak 	Ribeye Steak, Boneless 	Strip Petite Roast 	Coulotte Steak 	Bottom Round Rump Roast 	Ground Beef and Ground Beef Patties 					
Chuck Center Roast 	Top Blade Steak 	Ribeye Cap Steak 	Strip Filet 	Tri-Tip Roast 	Eye of Round Roast 	Shank Cross-Cut 					
Denver Steak 	Shoulder Petite Tender 	Ribeye Petite Roast 	Tenderloin Roast 	Tri-Tip Steak 	Eye of Round Steak* 	Tenderloin Tips 					
Chuck Eye Roast 	Shoulder Petite Tender Medallions 	Ribeye Filet 	Tenderloin Steak (Filet Mignon) 	Petite Sirloin Steak 	Brisket Flat 	Inside Skirt* 					
Chuck Eye Steak 	Short Ribs, Bone-In 			Sirloin Bavette Steak 	Brisket Point 	Flank Steak* 					
Country-Style Ribs 						Short Ribs, Bone-In* 					



Funded by Beef Farmers and Ranchers

© 2021 Cattlemen's Beef Board and National Cattlemen's Beef Association

KEY TO RECOMMENDED COOKING METHODS

 Grilling	 Oven Roasting	 Stewing
 Braising	 Skillet-to-Oven	 Stir-Fry
 Broiling	 Skillet Cooking	 Pressure Cooking
 Indirect Grilling	 Smoking	

*Marinate before cooking



NMPF
NATIONAL MILK
PRODUCERS FEDERATION

NEWS

Real Milk Extends its Comeback. In the long run, reality wins.

In the decades old saga of real milk vs. plant based imposters, Team Real had another good year in 2025. While retail sales of fluid milk stayed steady, sales of imitators made from almonds, oats, and other items fell 6 percent to 358.4 million gallons last year, according to Circana data of retail sales. Since its peak in 2021, plant-based sales have declined by nearly 1/5; last year's drop of 6 percent was the steepest of all four.

As a result, for the fourth straight year, good old fashioned fluid milk's market share rose compared to plant based beverages, holding 90.7 percent of the combined dairy and alternative beverage market in 2025. That's the fourth straight annual increase in milk's market share, and it's up from 89.4 percent in 2021.

Slowly but surely, consumers are choosing the better value — in nutrition, in price, and in trustworthiness. In a rational world, real milk and plant based beverages wouldn't even be in the same category — their nutritional profiles are radically different, and their ingredients bear no similarity. Decades of plant based marketing as dairy alternatives have made their mark, but despite that, dairy remains dominant. That's a tribute to milk's irreplaceable nutritional package — and to consumers who dig past the hype and make the choices that best fit their nutritional needs.

Not that plant based beverages are ever going away — far from it. Going back to the data: Even though beverages made from almonds, which is 63 percent of the plant based market, fell by 8.6 percent last year, and soy fell 8.3 percent, oat based beverages rose 1.8 percent, as it's become a solid, though distant, second place to almonds.

People have their reasons to choose ultra processed beverages of inferior nutritional value. But the decline of plant based beverages fits within several trends of the 2020s, from the embrace of real food to renewed appreciation of dairy's nutritional benefits — especially at fuller fat levels — to consumers who are more critical of what they consume.

Confusion remains in the marketplace over the inferior nutrition of plant based versus true dairy beverages; that's shown by surveys and studies. Enforcing federal standards of identity that define milk as an animal product and reserving dairy terms on labels only for true dairy beverages would further these positive marketplace trends. Nutrition science has spoken, and consumer behavior is changing too. Slowly but surely, milk's integrity is carrying the day, and real dairy is winning. Often, it just takes time.

USDA Dairy Purchases Match NMPF Request. USDA took steps to boost low milk prices and expand dairy consumption through \$148 million in Section 32 purchases announced February

19, pledging to buy a balanced, effectively targeted mix of dairy products, including the first major butter purchases in five years, in keeping with NMPF efforts that dated to November.

"Dairy farmers have shared in the struggles faced throughout the agricultural economy, and these purchases will provide important relief to producers who will benefit from the additional demand, helping them provide nutritious dairy products to Americans and the world," NMPF President and CEO Gregg Doud said in a statement.

The USDA purchase plan includes:

- \$75 million of butter;
- \$32.5 million in cheddar cheese;
- \$20.5 million in fresh fluid milk;
- \$10 million of Swiss cheese; and
- \$10 million in Ultra High Temperature (shelf stable) milk.

The purchases match the amount requested by NMPF in a letter sent to USDA last November, which was followed by extensive conversations and further official communication with USDA, and compare favorably with other recent USDA purchases intended to boost the farm economy, which include \$80 million for specialty crops and \$100 million for seafood.

USDA Section 32 purchases, authorized by the Agricultural Adjustment Act of 1935, allow USDA to buy surplus, domestically produced agricultural products to stabilize farm products and provide food to federal nutrition assistance programs.

Under the program, USDA's Agricultural Marketing Service notifies industry and stakeholders of new opportunities by issuing Purchase Program Announcements throughout the year. Now that the announcement has been made, USDA is inviting offers from approved USDA vendors and awarding purchase contracts. For more information, visit <https://tinyurl.com/USDASection32>.

NMPF Advocates for a Stronger, Better USMCA. NMPF significantly escalated its public engagement ahead of this summer's U.S.-Mexico-Canada Agreement Review, with an NMPF cooperative farmer testifying before Congress and the head of its trade team speaking on behalf of a new coalition NMPF launched to help strengthen the agreement.

Ted Vander Schaaf, an Idaho dairy farmer and board member of both the Northwest Dairy Association/Darigold and the Idaho Dairymen's Association, an NMPF associate member, testified at a February 12 Senate Finance Committee hearing on the importance

NMPF News continued on the next page

NMPF News *continued from the previous page*

of USMCA for the dairy community and the targeted improvements that must be addressed.

Vander Schaaf emphasized that USMCA is vital for providing open and predictable market access, particularly to Mexico, while also highlighting areas where the agreement has fallen short. He emphasized the glaring shortcoming of Canada's continued manipulation of its dairy tariff rate quotas and its circumvention of USMCA dairy protein export disciplines to shortchange U.S. dairy exporters. He also noted Mexico's delay in fully implementing its commitments to protect common cheese names and explained its importance to dairy producers and processors.

NMPF also played a leading role in the February 5 launch of the Agricultural Coalition for USMCA, an industry wide effort to support renewing and strengthening the agreement. The coalition will work with Congress and the Administration to ensure USMCA's shortcomings are rectified before renewal.

"USMCA is an extremely strong agreement, but it's not perfect," said NMPF Executive Vice President Shawna Morris at the coalition's launch press conference. "The USMCA review offers an unmissable opportunity to make targeted enhancements so the agreement can live up to its full intended potential."

New Trade Deals Include Key Dairy Priorities. Following significant engagement from NMPF and the U.S. Dairy Export Council, the United States signed new trade agreements in February with Indonesia, Taiwan, Argentina, and Bangladesh that strengthen export opportunities for America's dairy farmers. These deals secure reliable market access and remove long standing non-tariff barriers that have limited sales of U.S. dairy products abroad.

The Indonesia, Taiwan, and Bangladesh agreements would end tariffs on all U.S. dairy exports, remove and forestall burdensome facility listing requirements, as well as commit trading partners to protecting over three dozen common cheese names like "parmesan" from European monopolization.

The three markets imported \$3.6 billion in total dairy products last year, with just 9 percent coming from the United States. Removing trade barriers will improve U.S. suppliers' competitiveness in key Asian markets where dairy consumption is growing quickly.

The Indonesia agreement also builds on NMPF's strong relationship with the Indonesian dairy industry and government, including a memorandum of understanding (MOU) signed last May with the Indonesian Chamber of Commerce and Industry (KADIN) to expand dairy trade and strengthen commercial ties. NMPF and USDEC also forged an MOU with the Dairy Association of Taiwan last September that combines efforts in growing domestic dairy consumption and supports a school milk initiative.

The Argentina agreement comes at a critical moment, as the South American country moves toward implementing the EU-Mercosur trade agreement that would grant EU suppliers greater market access and potentially hand them exclusive use rights for certain common name cheeses. In the U.S.-Argentina deal, NMPF worked to secure increased market access for several key dairy

products, commitments to protect generic terms, and measures to preempt more nontariff barriers to trade.

As cleared advisors to U.S. trade negotiators, NMPF and USDEC emphasized the importance of securing durable access to these growing markets, helping ensure that U.S. dairy farmers can compete on a level playing field as the European Union continues to pursue aggressive trade agreements worldwide.

NMPF and USDEC have worked with the administration to ensure new opportunities for U.S. dairy exports are included in all nine of the reciprocal trade agreements signed to date and will continue working closely with USTR and U.S. government partners to ensure full implementation. Implementation timing is uncertain. NMPF will work to ensure that Indonesia, Taiwan, Argentina, and Bangladesh fully meet their commitments, supporting open, predictable, and growing export markets for U.S. dairy producers.

FDA Finalizes Cottage Cheese Exemption. After nearly a decade of back and forth, FDA announced on February 19 that Grade "A" cottage cheese is getting an exemption from FDA's Food Traceability Rule.

This exemption from the added traceability requirements tied to foods on the Food Traceability List will reduce the record keeping burden on Grade "A" cottage cheese manufacturers who are already meeting the highest standards set by the Grade "A" Pasteurized Milk Ordinance and regulated by the National Conference on Interstate Milk Shipments.

NMPF supported the passage of the Food Safety Modernization Act in 2011 and agrees that food traceability measures and adequate record keeping are important to food safety. However, since Congress passed FSMA, NMPF has disagreed with the FDA's approach to determining the list of "high risk foods" as defined in Section 204 of the law.

Despite NMPF's many objections, FDA passed a final rule in November 2022 in which all cheeses other than hard cheeses are considered high risk foods. FDA's risk ranking model under this rule places "pasteurized cheese, other than hard" as the highest risk level of all foods in the marketplace — even above cheese made from raw milk. The final rule set a compliance date of January 20 for all manufacturers to meet the rule requirements, but efforts by NMPF and other industry organizations led FDA to extend the compliance date for the rule by 30 months to July 20, 2028. This extension creates more opportunities for NMPF to push for changes. The Grade "A" cottage cheese exemption from the Food Traceability List announced this month was one change for which NMPF, in conjunction with the International Dairy Foods Association, pushed very hard. The Food Traceability List originally included cottage cheese because it falls into the category of "Cheese (made from pasteurized milk), fresh soft or soft unripened."

FDA ultimately agreed with the case NMPF made in September 2024 comments that the oversight already in place from the PMO and its built-in safeguards make extra traceability steps unnecessary. This common sense outcome reduces burden while keeping strong food safety protections.

NMPF Staff Outreach Runs from Phoenix to Peru. The new year has seen NMPF staff sharing expertise and supporting the industry domestically and abroad.

Vice President of Economic Policy and Market Analysis Stephen Cain gave a protein focused economic outlook on February 10 at the *Farm Journal* Top Producers meeting in Nashville. Senior Vice President of Global Economic Affairs Will Loux presented to the Board of Directors of Lone Star Milk Producers on February 18 in Dallas, followed by a February 24 presentation to the Dairy Management Inc. Board in Phoenix.

The FARM Program partnered with Saputo and the University of Wisconsin-Madison's Dairyland Initiative for the inaugural USA Dairy Welfare Roundtable, a collaborative discussion of dairy farmers and animal welfare scientists on January 21–22 in Madison, Wisconsin.

The roundtable focused on prevalent topics within the animal welfare sector, such as lameness, social housing, and calf care. Discussion among the group helped frame what's in store for the industry, using a SWOT analysis approach to identify key issues and potential ways to navigate those challenges.

In trade policy, NMPF's team of executive vice presidents Shawna Morris and Jaime Castaneda and senior director Tony Rice, along with senior director of regulatory affairs Miquela Hanselman, spent the week of February 24 in Lima, Peru, at the Latin America Nutrition Congress hosted by the U.S. Dairy Export Council.

And NMPF executive vice president Alan Bjerga spoke to dairy farmers on January 28 at the Colorado Farm Show in Greeley, focusing on recent policy wins and efforts to support farmers during a time of low milk prices.

Organizations interested in having NMPF staff take part in their events should contact Casey Kinler at ckinler@nmpf.org.

NMPF Applauds House Agriculture Committee for Advancing Farm Bill with Dairy Wins. The National Milk Producers Federation recently thanked members of the House Agriculture Committee for advancing a farm bill in Congress, noting the bipartisan approval of a plan introduced by Chairman Glenn "G.T." Thompson, R-Pennsylvania, that contains provisions important to dairy farmers and their cooperatives.

"We applaud Chairman Thompson and members of the House Agriculture Committee for advancing the 2026 House Farm Bill, which includes key provisions that support and strengthen the dairy industry," said Gregg Doud. "We stand ready to work with members of both the House and Senate on a bipartisan basis to pass a farm bill this year that will provide critical support for dairy farmers and their cooperatives."

Key dairy provisions that NMPF advocated for include:

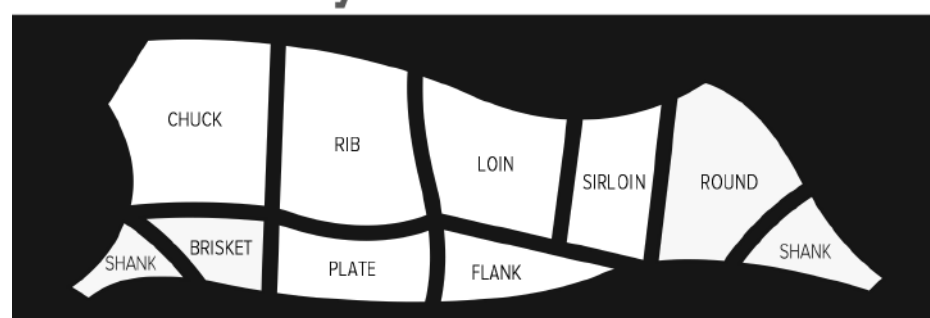
- Authorizing long term dairy product processing cost surveys;
- Extending the Dairy Forward Pricing Program, the Dairy Indemnity Program, and the Dairy Promotion and Research Program;
- Supporting voluntary, producer led conservation programs, such as the Environmental Quality Incentives Program (EQIP), with a continued designation of conservation funds for livestock producers and a directive for states to prioritize methane reducing practices;
- Establishing a long term policy directive for the U.S. government to proactively negotiate protections for common cheese names like "parmesan" and "feta," as championed by NMPF;

- Moving the Food for Peace program administration to USDA and continuing \$200 million in annual funding for ready-to-use therapeutic foods that incorporate milk powder to treat chronic malnutrition globally;

- Reassigning export promotion funding initially passed last year into existing farm bill programs, including the Market Access Program;
- Expanding economic opportunities for farmers to partner

NMPF News continued on the next page

Want to buy beef from a farmer?



Scan with your phone's camera to open a directory of North Carolina beef farmers.
meatsuite.com



Want to Sell More Meat in Bulk?



List Your Farm Online for FREE



www.meatsuite.com

Visit the site and click
"sign up" to add your farm.

Sign up

MEATSUITE is an online directory of farms selling meat in bulk. The site is promoted in counties across NC and receives thousands of page views per month!

For more information about Meat Suite, contact
Lee Menius at lamenius@ncsu.edu



United States Department of Agriculture
National Institute of Food and Agriculture

NMPF News *continued from the previous page*

with local food distribution organizations to provide fresh, locally grown foods, including milk and other dairy products, to eligible community institutions;

- Including full fat fluid milk, hard cheeses, and yogurt in the Dairy Nutrition Incentive Program;
- Expanding the REAP Program to include farmer owned cooperatives with less than 2,500 employees;
- Reauthorizing the Farm and Ranch Stress Assistance Network; and
- Continuing the ROPS Rebate Program under USDA, establishing cost share grants for retrofitting agricultural tractors with rollover protection structures.

U.S.-Ecuador Agreement Improves Access to Tightly Restricted Dairy Market. The National Milk Producers Federation, U.S. Dairy Export Council, and the Consortium for Common Food Names praised the recent signing of a U.S.-Ecuador agreement on reciprocal trade. The agreement would improve export opportunities for U.S. dairy products in a market that has been plagued by restrictive tariffs and nontariff trade barriers.

The deal is slated to eliminate tariffs on several U.S. dairy products; recognize U.S. regulatory oversight, including commitments to eliminate facility listing requirements and accept dairy certificates issued by U.S. regulatory authorities; overhaul Ecuador's burdensome import licensing system for agricultural products; and protect 40 common cheese names like "parmesan." U.S. dairy exporters have faced challenges in these areas in this market.

"Ecuador has long been a difficult market for U.S. dairy exporters to crack," said Krysta Harden, president and CEO of USDEC. "This agreement puts in place the strong nontariff disciplines needed for U.S. dairy exporters of ingredients and various cheeses to make headway in growing their sales to Ecuador, while also improving the tariff landscape in this market."

"Ambassador Greer, Ambassador Callahan, and the USTR team have racked up yet another win for American dairy farmers with this Ecuador agreement," said Gregg Doud. "With an unprecedented investment in U.S. dairy manufacturing capacity, deals like this are vital to making it easier for international buyers to source the great products our dairy companies are making."

"The European Union has been working aggressively in Ecuador for several years now to pursue market restrictions impacting sales opportunities for both local products and other non-EU products," said Jaime Castaneda, executive director of CCFN. "Our thanks to the USTR team, in particular Ambassador Callahan, for delivering strong common names protection that will provide greater opportunities to sell U.S. products like 'parmesan' and 'bologna' in a growing region of Latin America."

The agreement is the tenth trade deal secured to date by the Administration that includes new market access for U.S. dairy products. USDEC, NMPF and CCFN remain committed to working with the Administration to support implementation of the agreement's provisions.

U.S. Dairy Testifies on State of Maritime Supply Chain. Tony Rice recently testified before the House Judiciary Subcommittee on the Administrative State, Regulatory Reform, and Antitrust on the maritime supply chain challenges faced by the U.S. dairy industry.

The U.S. dairy industry exported \$9.6 billion and three million metric tons of cheeses, milk powders, whey proteins, and other dairy products last year, making reliable transportation vital to its economic well being. Yet American dairy exporters have little choice but to rely on a small number of ocean carrier options, almost all of which are foreign owned.

"Dairy farmers milk their cows 365 days a year," Rice said. "When export shipments are delayed, cancelled, or become more expensive to move, the disruptions ripple back through the supply chain and ultimately affect farm income."

Rice drew on lessons from the pandemic induced supply chain crisis, when severe delays, routinely cancelled bookings, and unprecedented port congestion disrupted cargo movements and cost U.S. dairy producers billions in unexpected costs and lost sales opportunities. While the Ocean Shipping Reform Act of 2022 addressed several issues related to unfair fees, Rice highlighted that dairy exporters in the U.S. continue to face operational uncertainty when bookings are rejected, port calls are skipped, or receiving windows shift without explanation.

To address these challenges, the U.S. dairy industry called for greater investment in the domestic maritime sector to expand American shipbuilding capacity, robust Federal Maritime Commission oversight of the global maritime carrier marketplace, and increased transparency from ocean carriers on booking decisions.

"We recognize the importance of efficient global shipping networks," Rice said. "Our concern is ensuring that those networks work for American dairy exporters as well as they work for global carriers."

About the National Milk Producer's Federation. NMPF was organized in 1916 to provide a forum for dairy producers and the cooperatives they own to participate in public policy discussions. NMPF advocates policies to Congress, U.S. and foreign government agencies, industry organizations, the news media, and the public.

We use our unique resources to harness the ever changing climate in the politics and marketing of milk and dairy products from farm to table to promote the economic well being of dairy producers and their cooperatives through coordinated industry efforts.

NMPF addresses policies concerning milk pricing, domestic and international market development, agriculture credit and taxation, environmental issues, food safety and health, animal welfare, product standards and labeling, and research and biotechnology.

Our mission is to foster an economic and political climate in which dairy producers and the cooperatives they own can thrive and prosper. Achieving such success assures consumers of adequate supplies of wholesome and nutritious dairy products at affordable prices.

This helps improve the bottom line of the associate members who provide services to dairy producers and cooperatives that they represent. For more information, visit www.nmpf.org.

NC COOPERATIVE EXTENSION **CATTLE REPRODUCTION WORKSHOP**

JUNE 1ST, 2026
9AM-5PM

Topics for the day will include:

- Establishing a breeding season
- Estrus Synchronization
- Pregnancy checking via palpation and blood tests
- Culling & animal selection
- AI vs natural breeding
- Along with hands on practice with reproductive tracts and live animals!



Registration will be \$10, which includes your lunch! See the link below for more information on how to register.

To register for the event visit: go.ncsu.edu/june2026reproduction

If you have any questions or concerns please contact Bailee Sheffield at 336-694-4158 ext. 5 or bailee_sheffield@ncsu.edu

*****IMPORTANT*** You have 15 days to submit your payment after you complete your registration. IF you fail to submit your payment, your ticket for the event will be released, and the next person in line for that county will be able to register.**

NC COOPERATIVE EXTENSION IS AN EQUAL OPPORTUNITY PROVIDER. IF YOU ARE IN NEED OF ANY ACCOMMODATIONS PLEASE NOTIFY THE CASWELL COUNTY EXTENSION OFFICE A MINIMUM OF 10 DAYS BEFORE THE EVENT.

**NC COOPERATIVE
EXTENSION**



**NC STATE
UNIVERSITY**

C heckoff Launches ‘Dairy Does More’ to Spark Growth, Reignite Relevance. The new campaign launched nationally March 2 with a new tagline, “So Many Reasons for Dairy.” The dairy checkoff has unveiled Dairy Does More, a national marketing communications platform to help grow demand by reshaping how consumers think about dairy foods.

Developed by Dairy Management Inc. (DMI), the initiative brings to life the Undeniably Dairy brand in a contemporary way and reflects a long term strategy to strengthen dairy’s role in modern lifestyles.

“This is about reigniting relevance for dairy and unlocking new growth by helping consumers see our products in a whole new light,” said Aris Georgiadis, senior vice president of marketing communications for DMI. “Most people already love dairy for its taste. Now we’re showing them all the other benefits dairy provides and why it deserves a bigger role in their everyday lives.”

At its core, Dairy Does More aims to disrupt what Georgiadis describes as consumer “tunnel vision,” or the narrow ways people sometimes think about food categories.

“Consumers often put food into fixed boxes,” Georgiadis said. “Milk is for kids. Yogurt is for breakfast. Cheese is for dinner. Our job is to break that pattern and expand how people see dairy. If they



only think of milk as something for kids, how do we broaden their horizons? If yogurt is only for breakfast, how do we help them see it as a snack, a recovery food, or something that pairs with meals?”

Dairy Does More launched nationally March 2 with a new tagline, “So Many Reasons for Dairy,” that will be supported by three 30 second digital video spots, social media activations, and in-market programs. State and regional checkoff teams will have opportunities to leverage campaign elements in their social and marketplace programs.

The creative tone is bold, fun, lighthearted, and informed, reinforcing dairy’s role as both a trusted nutrition source and a joyful part of everyday life.

The goal is to have consumers see dairy’s familiar benefits paired with the unexpected, highlighting dairy’s versatility, functionality, and emotional appeal while giving consumers new reasons to enjoy it throughout the day.

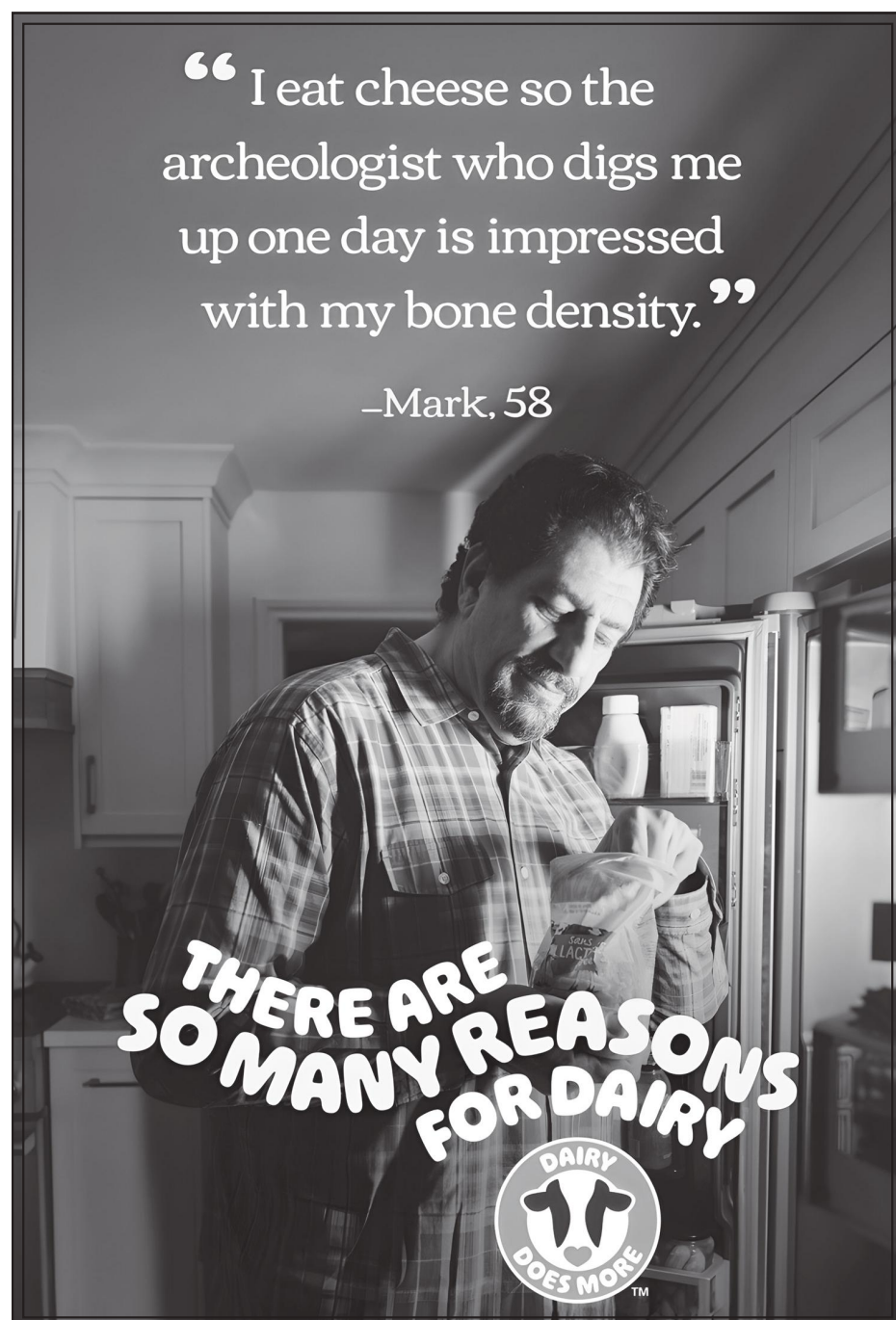
“We’re showing young athletes there’s more to dairy beyond protein, showing parents there are incredible mind boosting benefits beyond calcium, and engaging teenage foodies by talking about nutrition in a way that feels authentic to them,” Georgiadis said. “By pairing an obvious benefit with a surprise benefit, we can disrupt that tunnel vision and inspire new behaviors.”

A key objective of Dairy Does More is to increase dairy use by adding new consumption occasions. Despite dairy’s strong presence in American diets, most consumers still fall short of the recommended three daily servings. This goal carries strong appeal to farmers.

“This campaign is about building value for farmers and importers by strengthening dairy’s place in consumers’ lives,” said Marilyn Hershey, Pennsylvania dairy farmer and chair of DMI. “When people understand all that dairy does for their health, performance, and everyday enjoyment, they’re more likely to choose dairy more often. That demand ultimately supports farm families across the country.”

“We want to be an undeniable and delicious part of people’s lives,” Georgiadis said. “We are the dairy experts, but we never want to be preachy or arrogant. Our role is to be a trusted, joyful voice that makes dairy nutrition approachable and enjoyable.”

For information about how the dairy checkoff is driving sales and building trust, visit www.dairycheckoff.com.



CALS Rural Works!

Connecting North Carolina's small businesses with top-tier student talent.



The CALS Rural Works! Internship Program at NC State University is an experiential learning program designed to engage undergraduate students in paid summer internships with employers in rural North Carolina. The goal is simple and powerful: cultivate a new generation of professionals committed to living, working, and leading in rural communities.

CALS Rural Works! Employer Profile

- › Located in a North Carolina Tier 1 or Tier 2 county
- › Small business
- › Able to provide a meaningful full-time work experience in agriculture or life sciences for 10 weeks in the summer.
- › Willing to pay a base wage of at least \$7.25/hour*.

*The program offers a unique funding model that makes internships feasible for both employers and students. Participating employers agree to pay a student intern at least \$7.25/hour, 40 hours/week for 10 weeks. NC State University—through a CALS stipend—contributes an additional \$5,000 to the student over a 10-week summer period.

Benefits to Employers

- › Access to a pool of talented NC State College of Agriculture and Life Sciences student applicants
- › Immediate assistance with projects
- › A “first look” at potential future employees
- › Support from CALS Rural Works! staff in creating and sustaining the position
- › Showcase your community as a place to establish careers
- › Develop a pathway of talent for your company and community

Benefits to Students

- › Paid summer internship with competitive compensation: \$5,000 stipend from CALS + salary from business
- › Pre-internship training and post-internship career coaching
- › Exposure to meaningful work and opportunity to apply academic learning in real-world settings
- › Deeper understanding of rural life, issues and opportunities

For more information: email cals-ruralworks@ncsu.edu or visit go.ncsu.edu/calsruralworks

NC STATE UNIVERSITY

College of Agriculture and Life Sciences

Precision Is Key to Reducing Antibiotic Use on Dairies

By CECILIA PARSONS, *California Farm Bureau*

When cows develop mastitis, dairies often respond with immediate antibiotic treatment. That approach has long protected animal health and milk production. But research suggests treating every case the same way may not always be necessary.

Christian Bernal-Córdoba, a veterinarian and graduate researcher at the University of California, Davis, said the discussion around antibiotics should focus less on cutting use and more on improving precision.

“Antibiotics themselves are not the problem,” he said. “The problem is how we use them.”

Rather than emphasizing reduction alone, Bernal-Córdoba said producers can focus on optimizing antibiotic use by applying treatment when it provides clear benefit.

Antibiotics remain essential tools on dairies. They are commonly used to treat mastitis, metritis, and lameness in mature cows, as well as diarrhea and respiratory disease in calves. These conditions affect milk production, labor efficiency, and overall profitability.

At the same time, antimicrobial resistance has drawn greater attention to how antibiotics are used in both human and animal health. Antimicrobial resistance occurs when bacteria adapt in ways that reduce the effectiveness of antibiotics, making infections more difficult to treat over time, Bernal-Córdoba said.

For producers, that conversation is increasingly tied to veterinary oversight, regulatory changes, and consumer expectations. Bernal-Córdoba said the goal is not elimination but more strategic use that protects herd health while preserving long term drug effectiveness.

Mastitis, inflammation of a cow’s udder, accounts for a large share of antibiotic use on dairies, making it a key opportunity for refinement.

Emanuel Okello, a specialist in antimicrobial stewardship at the UC Davis School of Veterinary Medicine, said optimizing treatment decisions can reduce use while improving efficiency. State requirements for veterinary authorization have already lowered total antibiotic use, he noted. They also create opportunities for dairies to improve decision making and reduce unnecessary costs.

“Rather than the common procedure of giving a cow showing clinical

signs of mastitis an automatic antibiotic injection, managers could send milk samples to a laboratory to determine the exact pathogen causing the infection and use the appropriate treatment,” Okello said.

Somatic cell counts — a measure of inflammation in milk — can also help determine whether treatment is warranted, he said. Cows with higher counts may benefit from antibiotics, while some cows with lower counts may recover without antimicrobial intervention.

Reducing unnecessary treatments lowers drug costs, decreases discarded milk during withdrawal periods, and reduces time spent managing hospital pens. For larger operations, even modest improvements in treatment targeting can translate into meaningful savings in labor and production.

Okello acknowledged logistics can be challenging, particularly on large dairies that manage multiple samples. Dairy Herd Improvement Association programs can assist by providing herd level somatic cell count data. With sufficient data, managers can use data driven tools to identify higher risk cows and guide treatment decisions.

“That type of approach shifts treatment from routine to informed,” Okello said.

Bernal-Córdoba emphasized that prevention remains the most effective way to limit antibiotic use. Maintaining clean environments, improving milking procedures, and reducing teat injuries all help lower mastitis risk.

Consistent teat dipping and proper equipment maintenance are critical, he said. Employee training also plays a major role in reducing variability in procedures.

Calf management is equally important. Housing calves separately early in life limits disease spread. Proper colostrum management strengthens immunity, reducing the likelihood of diarrhea and respiratory disease that often require treatment. Vaccination programs and biosecurity measures further reduce disease pressure.

“When you reduce disease pressure, you reduce the need for intervention,” Bernal-Córdoba said.

Peer reviewed clinical trials conducted under commercial dairy conditions have evaluated pathogen based treatment protocols. One study on a 1,000 Holstein cow dairy compared immediate blanket treatment with a delayed, pathogen based approach. Under the targeted protocol, treatment was delayed until 24 hour culture results identified the pathogen.

Only cows with certain gram positive infections received antibiotics. Cases involving gram negative bacteria or no bacterial growth were not treated.

The targeted approach reduced antibiotic use by 68 percent, with 32 percent of cases treated compared to 100 percent under blanket therapy. Hospital pen time was shorter under the targeted protocol. Importantly, both groups showed similar outcomes in days to clinical



Antibiotic News continued on page 106



2026 NC BEEF SYSTEM FIELD DAY



Enhancing Beef
Nutritional Efficiency



Forage Management
Drone Demonstration



Virtual Fencing
Demonstration



Hay Equipment
Demonstration



Trade Show

JUNE 6, 2026
8:00 AM – 4:00 PM

MOUNTAIN RESEARCH STATION
265 TEST FARM RD.
WAYNESVILLE, NC 28786

FREE EVENT
LUNCH WILL BE PROVIDED

Registration
go.ncsu.edu/beeffieldday2026



For more details, please contact:
(828) 456-3943; mountain.resst@ncagr.gov



Antibiotic News *continued from page 104*

cure, post event milk yield, and survival rates at 30 and 60 days.

Additional multifarm research evaluating on-farm culture systems reported similar results. Targeted treatment reduced antibiotic use by more than half, shortened milk withholding time, and showed no significant differences in cure rates or risk of new infections.

“These studies show we can be more precise without sacrificing performance,” Bernal-Córdoba said.

Economic modeling published in the *Journal of Dairy Science* has also evaluated selective treatment protocols. Those analyses suggest targeted approaches often generate positive financial returns, even after accounting for diagnostic costs.

Financial benefits vary depending on herd size, disease pressure, and treatment costs. Operations with higher mastitis incidence, longer withdrawal periods, or higher antimicrobial costs appear to see the greatest advantage. In many modeled scenarios, targeted treatment improved net return per mastitis case compared to blanket therapy.

Bernal-Córdoba and Okello said that together, clinical and economic evidence suggests selective treatment can maintain comparable health outcomes while reducing unnecessary drug use, labor, and milk discard. Bernal-Córdoba cautioned that no single

strategy applies to all operations.

“There is no silver bullet strategy that can be applied in all dairies,” he said.

Herd size, housing, labor availability, and veterinary support all influence what is practical. The goal, he said, is not to adopt a universal formula but to evaluate current practices and identify opportunities to make treatment decisions more targeted and evidence based.

Responsible antibiotic use is not about avoiding treatment. It is about improving precision. Selective treatment protocols offer producers a structured framework to optimize antimicrobial use while maintaining herd performance.

Research indicates that when properly implemented, targeted treatment can maintain clinical success, reduce unnecessary costs, and improve operational efficiency. By combining prevention, diagnostics, and data driven decision making, dairies can support animal health and long term sustainability.

Bernal-Córdoba said he plans to continue working with dairy farmers and other industry stakeholders to better understand current treatment practices and develop practical tools that support responsible antibiotic use under real world farm conditions.

Is Beef x Dairy Needed in Market Data?

By **PATRICIA McDANIELS**, *University of Tennessee*

Change is afoot in the U.S. beef supply chain. More dairy cattle seem to be specifically bred to generate a calf to be sold as beef, but so far documentation for the trend is mostly anecdotal.

In an invited talk at the USDA’s 102nd Annual Agricultural Outlook Forum, University of Tennessee agricultural economist Charles Martinez showed the impact of beef-on-dairy crossed cattle on the U.S. beef supply chain and proposed a new category for recording cattle market data — beef-on-dairy. Martinez says documenting this developing market will help industry analysts understand the true nature of the U.S. beef supply chain as well as the economic state of the beef and dairy industries.

“Beef-on-dairy has always been available as a backup strategy for dairy producers to maintain operations during slumps in dairy prices,” says Martinez, assistant professor and director of the UT Center of Farm Management. “But the current landscape has producers using artificial insemination to make genetic based decisions for dairy production while also intentionally using semen from beef bulls to produce calves to market as beef.” At present, beef-dairy cross sales are recorded as beef sales.

Martinez hypothesizes that the beef-dairy cross segment of the beef supply chain has evolved from more than just a substitution effect during

times of tight beef feeder cattle supply to a developed market. Among the evidence for this is the strong revenue beef-dairy cross calves generate at market. Crossbred dairy calves command higher premiums compared to purebred dairy bull calves. Martinez says, “In 2025, a 550 pound beef calf in Tennessee was valued at \$1,851, compared to a dairy calf valued at \$1,320 — a difference of \$531.” Among the reasons for the premium is that crossbred calves generally achieve better carcass characteristics compared to traditional dairy steers. And producers are responding to that premium. Martinez says in 2025 alone approximately 25 percent of all cattle sold through U.S. markets were beef on dairy crosses.

At a time when the USDA is reporting that the U.S. cattle inventory is at a 75 year low of 86.2 million cattle and calves, accurate representation of market segments may be crucial to understanding the economic and operational implications of beef-on-dairy practices for producers and the broader beef industry.

Invited to speak by the USDA World Agricultural Outlook Board (WAOB), Martinez gave his presentation, “Impact of Beef-on-Dairy on the U.S. Beef Supply Chain,” on February 20, at the Agricultural Outlook Forum’s livestock luncheon. The session was moderated by Hannah Brooks, an agricultural economist with the USDA Economic Research Service (ERS) in Kansas City, Missouri.

THE BEEF CHECKOFF

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

Have You Sold Cattle on the Farm?

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

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

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

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

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

Date of Sale _____

Seller’s Name _____

Address _____

City _____ State _____ Zip _____

Seller’s Signature _____

Buyer’s Name _____

Address _____

City _____ State _____ Zip _____

Buyer’s Signature _____

National Beef Checkoff

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

North Carolina Cattle Industry Assessment

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

Total Amount Remitted \$ _____

Person remitting assessment ☐ Seller ☐ Buyer

Send Form and Remittance to: **N.C. Cattlemen’s Beef Council**
P.O. Box 1207
Cary, NC 27512

FOR OFFICE USE ONLY

Check No.: _____

Postmark Date: _____

USDA Announces New Partnerships to Advance MAHA Agenda.

Recently, U.S. Secretary of Agriculture Brooke L. Rollins joined by U.S. Secretary of Health and Human Services Robert F. Kennedy, Jr., and National Nutrition Advisor at the U.S. Department of Agriculture (USDA), Dr. Ben Carson announced the USDA's commencement of the Dietary Guidelines for Americans Strategic Partnerships, an effort that encourages the private sector to participate in educating the American people about the importance of the Guidelines and how they serve as the foundation for better eating. Additionally, the event featured an update on the impending Stocking Standards final rule, a rule that holds any retailer interested in accepting Supplemental Nutrition Assistance Program (SNAP) benefits accountable to a higher minimum standard of staple food stocking requirements. And lastly, Secretary Rollins was proud to sign four new SNAP restriction waivers for Kansas, Nevada, Ohio, and Wyoming.

"The Make America Healthy Again movement has brought together the private sector, including retailers, the medical community, farmers, ranchers, producers, and the media, to play a key role in encouraging healthier families and healthier communities," said Secretary Rollins. "This announcement not only invites the private sector to educate on the importance of the DGAs but also adds four new states to the SNAP restriction waiver and highlights the impending rule that will increase the number of real food options retailers must carry. Real food is the foundation of healthier families and healthier communities."

"If retailers take taxpayer dollars, they must put real food on their shelves," said Secretary Kennedy. "SNAP exists to nourish vulnerable Americans — not bankroll the products driving our chronic disease crisis. We are putting nutrition back at the center of SNAP and giving millions of families greater access to real food."

"As National Nutrition Advisor to the Department of Agriculture, I commend Secretary Rollins' work to Make America Healthy

USDA NEWS

Again," said Dr. Carson. "For over 12 years, minimum stocking standards in retailers have been debated. This impending rule is practical, doable, and will provide families with new, more healthful choices no matter where they shop. Complementing this are four new restriction waivers, making certain highly processed junk food is not eligible for purchase with taxpayer funded SNAP benefits."

Interested in being a strategic partner? Please contact the team at DietaryGuidelines@usda.gov for more information.

USDA and U.S. Army Corps of Engineers Advance New World Screwworm Preparedness with New Texas Sterile Fly Facility

Contract. Partnership with U.S. Army Corps of Engineers Ensures Engineering Excellence and Operational Effectiveness. USDA and the U.S. Army Corps of Engineers (USACE) recently announced a construction contract with Mortenson Construction to build a new sterile fly production facility at Moore Air Base in Edinburg, Texas. This facility is a key component in Secretary Rollins's sweeping five prong strategy to fight New World Screwworm (NWS), as it will expand USDA's domestic response capacity, bolstering protection for U.S. livestock, wildlife, and public health.

USACE is partnering with USDA and will provide oversight for the contract, design, engineering, and construction of the facility.

"The Army Corps of Engineers is an essential partner in bringing this facility to life and further highlights the Trump Administration's government wide effort to fight the New World Screwworm threat in Mexico," said Secretary Rollins. "The Army Corps is the best in the business, and their engineering expertise and proven track record in delivering complex projects will help ensure we can build a modern, resilient facility that protects American agriculture from invasive pests for decades to come. This first of its kind facility on U.S. soil will ensure we are not reliant on other countries for sterile flies."

"For more than 250 years, USACE has helped secure America by engineering solutions to our nation's toughest challenges. We are proud to be partnering with USDA in the construction of the Sterile





Beef Promotion and Research Program

PRIVATE TREATY SALES CHECKOFF INVESTMENT FORM

Information is required by (7 CFR 1260.201). Failure to report can result in a fine.
Information is held confidential (7 CFR 1260.203).

Today's Date: _____

Seller's Name: _____

Buyer's Name: _____

Address: _____

Address: _____

City: _____ State: _____ Zip: _____

City: _____ State: _____ Zip: _____

Seller's Signature: _____

Buyer's Signature: _____

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

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

Date of Sale: _____

Person remitting assessment form:

Seller

☐

Buyer

☐

* State of Origin of Cattle: _____

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

Send Report and Remittance to:
SOUTH CAROLINA BEEF COUNCIL
P.O. Box 11280
Columbia, SC 29211

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

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue SW, Washington, DC 20250-9410 or call 202-720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.

USDA News *continued from page 108*

Fly Facility, a critical investment in our nation's future agricultural, public, and economic health. Combining our engineering expertise with USDA's mission expertise brings us one step closer to alleviating this biological threat," said Lt. Gen. William H. "Butch" Graham, U.S. Army Corps of Engineers commanding general.

A sterile fly production facility is a specialized biosecure complex where New World Screwworm flies are raised and sterilized using irradiation and then released into targeted areas. Female New World Screwworm flies only mate once in their lives, so if they mate with a sterile male, they lay unfertilized eggs that don't hatch. This method, known as the Sterile Insect Technique, has been a cornerstone of proven screwworm eradication efforts for decades and is recognized worldwide as a highly effective, environmentally responsible approach to insect control. Sterile Insect Technique, when paired with surveillance, animal movement restrictions, and education and outreach, is a proven and effective tool for controlling and eradicating New World Screwworm.

USDA currently produces about 100 million sterile flies per week at the COPEG facility in Panama and disperses them within and just north of affected areas in Mexico. In addition to the COPEG facility in Panama, USDA invested \$21 million to support Mexico's renovation of an existing fruit fly facility in Metapa, which will double NWS production capacity once complete. With ongoing support from APHIS technical experts, Mexico anticipates sterile fly production will begin at this facility in summer 2026. The new facility at Moore Air Base will be the only U.S. based sterile fly production facility and will work in tandem with facilities in Panama and Mexico to help eradicate the pest and protect American agriculture.

USDA and USACE will break ground on this new facility later this spring, after initial planning and development meetings with the new contractor. By November 2027, the production facility at Moore Air Base is expected to reach its initial goal of producing 100 million sterile flies per week. After that, construction will continue at the facility to increase production with the long term goal of producing 300 million sterile flies per week.

The New World Screwworm is a parasitic fly whose larvae feed on warm blooded animals, causing severe animal health impacts and significant economic losses if not controlled. The U.S. eliminated the pest in 1966 and has maintained that freedom through the ongoing sterile fly program and international partnerships.

USACE, a command within the U.S. Army, is one of the world's premier public engineering, design, and construction management organizations. With more than 35,000 employees worldwide, USACE delivers engineering solutions in support of military construction, water resources infrastructure, environmental stewardship, and federal agency partnerships. USACE provides engineering expertise to strengthen national security, energize the economy, and reduce disaster risk.

For more information about NWS and USDA's efforts, visit [Screwworm.gov](https://www.usda.gov/screwworm).

USDA Promotes New, Voluntary "Product of USA" Label. *New guidance supports transparency, consumer trust, and American ranchers.* On National Agriculture Day, Secretary Rollins announced the launch of a national public awareness campaign to inform meat, poultry, and egg producers of the "Product of USA" voluntary labeling standard, which went into effect on January 1, increases consumer understanding of what the label means.

"Our great patriot ranchers and producers grow, raise, and harvest the world's safest, most affordable, and abundant food supply. American consumers want to support America by buying American, and this label will strengthen our food supply chain through transparency, fairness, and trust," said Secretary Rollins. "This new standard policy ensures producers who invest in a fully American supply chain can compete fairly, and it gives consumers the confidence they deserve about the food they bring home."

"When we choose to purchase from American producers, we get a superior product while supporting the hardworking family farms who put it all on the line every day to feed, clothe, and fuel our nation," said Administrator Loeffler. "Amid President Trump's work to end years of unfair competition and eliminate the massive red tape that has crushed domestic agriculture, Made in America is finally making a comeback. Today, on National Agriculture Day, I urge all Americans to join me in support of the hardworking farmers and ranchers who anchor the U.S. food supply chain that is so vital to keeping our nation strong, safe, and healthy."

"Our farmers and ranchers are essential to putting real food back at the center of the American plate and delivering on the Dietary Guidelines for Americans," said Secretary Kennedy. "Product of the USA' labeling puts American producers first, gives families clear, honest information, and empowers them to choose food raised right here at home."

"U.S. producers are the best in the world and produce the highest quality products," said North Dakota Senator Hoeven. "A 'Product of USA' label benefits our ranchers and provides transparency and confidence for consumers. We appreciate Secretary Rollins and the Trump administration for their efforts to support our farmers, ranchers, and rural communities."

Under this standard, the "Product of USA" label is reserved exclusively for meat, poultry, and egg products from animals that were born, raised, harvested, and processed in the United States. The claim is voluntary, but companies using it must meet this transparent and verifiable requirement. This ends the prior practice, which allowed imported products to carry the claim after minimal processing, and strengthens consumer confidence by aligning with what Americans expect and demand.

Since 2017, the U.S. has lost over 17 percent of family farms, more than 100,000 operations over the last decade. The national herd is at a 75 year low, while consumer demand for beef has grown

THE CAROLINA CATTLE CONNECTION

Producer/In State Advertising Rates & Sizes

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

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

1 Spot Color - \$100 • Full Color - \$300

FULL PAGE

10 W x 12¼ D

\$575 - Open Rate

\$530* - 6 Ads Annually

\$460* - 12 Ads Annually
*per month

HALF PAGE

\$400 - Open Rate

\$375* - 6 Ads Annually

\$320* - 12 Ads Annually
*per month

Half Page
Horizontal

10 W x 6⅞ D

Half
Page
Vertical

4⅞ W

x

12¼ D

¼ PAGE

\$225 - Open Rate

\$200* - 6 Ads Annually

\$180* - 12 Ads
Annually
*per month

2¼
W

x

12¼
D

4⅞ W

x

6⅞ D

⅛ PAGE

\$200 - Open Rate

\$185* - 6 Ads Annually

\$160* - 12 Ads Annually
*per month

4⅞ W
x
4⅞ D

2¼ W
x
6⅞ D

CLASSIFIED RATES

(Open Rate Examples)

Please contact for Contract Rates!

1¼ inch
x
1 column

\$40

2½ inches
x
1 column

\$80

1¼ inch
x
2 columns

\$80

2½ inches
x
2 columns

\$160

USDA News *continued from page 110*

9 percent over the past decade. In October 2025, Secretary Rollins released the USDA Plan to Fortify the American Beef Industry, which focuses on rebuilding domestic capacity, improving transparency across the supply chain, and ensuring U.S. ranchers can compete on a level playing field.

Today's announcement on enforcement and promotion of the strengthened "Product of USA" label is a key deliverable under this initiative, advancing the Trump Administration's priorities of fairness, competition, and consumer trust.

Learn more at productofusa.gov.

USDA NIFA Launches New Rapid Response Grants Program to Combat Emerging Agricultural Threats. USDA's National Institute of Food and Agriculture (NIFA) announces the launch of a new competitive grants program aimed at rapidly addressing emerging and re-emerging pest and disease threats across the nation's food and agricultural systems.

The grants program, Rapid Response to Emerging and Re-emerging Pest and Disease Events Across Food and Agricultural Systems, is designed to deploy timely, science based solutions to protect agricultural productivity, ecosystem health, and food security.

"Invasive and emerging pests and diseases can devastate crops, livestock, and ecosystems, disrupt supply chains, and threaten food security," said NIFA Director Dr. Jaye Hamby. "This program empowers researchers and extension professionals to act quickly, delivering practical solutions that safeguard our agricultural communities and the nation's food supply."

This program is part of NIFA's Agriculture and Food Research Initiative (AFRI), designed to improve plant and animal production and sustainability, and human and environmental health. AFRI is the nation's leading and largest competitive grants program for agricultural sciences. These grants are available to eligible colleges, universities, and other research organizations.

With a maximum award of \$500,000 and a grant duration of 12–24 months, the program supports grants for research, extension, or integrated projects. Applications are accepted on a continuous basis, within 180 days of a qualifying pest or disease event, ensuring swift mobilization of resources when threats arise.

Applications must directly address the effects associated with the emergence or re-emergence within the last 180 days of pests and/or disease in animal and/or plant production systems or within the food supply, and one or more of the following emphasis areas: One Health, plant and animal health, and ecosystem health.

Funded projects will focus on applied research and extension and outreach activities that generate actionable knowledge and tools. These may include:

- Rapid understanding of pest/pathogen ecology, epidemiology, and immunology.
- Development and validation of diagnostics, vaccines, and control methods.
- Communication strategies, training programs, and best

practices for mitigation.

- Technologies and protocols for detection, management, and prevention.

To ensure impact, projects must implement or develop at least one deliverable within six months of award receipt, with all activities completed within the grant period. Proposals are encouraged to integrate biological and social sciences, engage public-private partnerships, and support small and medium sized farms and ranches.

"This program reflects USDA's commitment to proactive, science driven responses to agricultural threats," Hamby said. "By supporting rapid innovation and collaboration, we're helping communities stay resilient in the face of evolving challenges."

The program also welcomes proposals that address ecosystem health, including strategies to mitigate the environmental impacts of pests and diseases affecting plants, animals, and pollinators. Projects that incorporate community development, youth development, and 4-H are also eligible, provided they align with the program's emphasis areas.

Applicants are encouraged to coordinate efforts across institutions and regions and to contact program staff at afri-rapidresponse@usda.gov with questions regarding project fit. While this program is designed for short term, rapid response efforts, longer term projects may be better suited for other AFRI program area priorities such as agricultural biosecurity, diseases of agricultural animals, or food safety and defense.

For more information, visit nifa.usda.gov or email afri-rapidresponse@usda.gov.

About the U.S. Department of Agriculture. *USDA is made up of 29 agencies and offices with nearly 100,000 employees who serve the American people at more than 4,500 locations across the country and abroad. We provide leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on public policy, the best available science, and effective management.*

We have a vision to provide economic opportunity through innovation, helping rural America to thrive; to promote agriculture production that better nourishes Americans while also helping feed others throughout the world; and to preserve our Nation's natural resources through conservation, restored forests, improved watersheds, and healthy private working lands.

Our strategic goals serve as a roadmap for the Department to help ensure we achieve our mission and implement our vision.

When President Lincoln established the United States Department of Agriculture, he called it the "People's Department." At USDA we are working tirelessly to be a model department that serves all people of our great Nation. For more information, visit www.usda.gov.



Preparing to buy a quarter of beef.

How much meat is a quarter of a beef?

Meat from an average sized quarter of a beef:

7 Rib-eye steaks

6 T-bone steaks

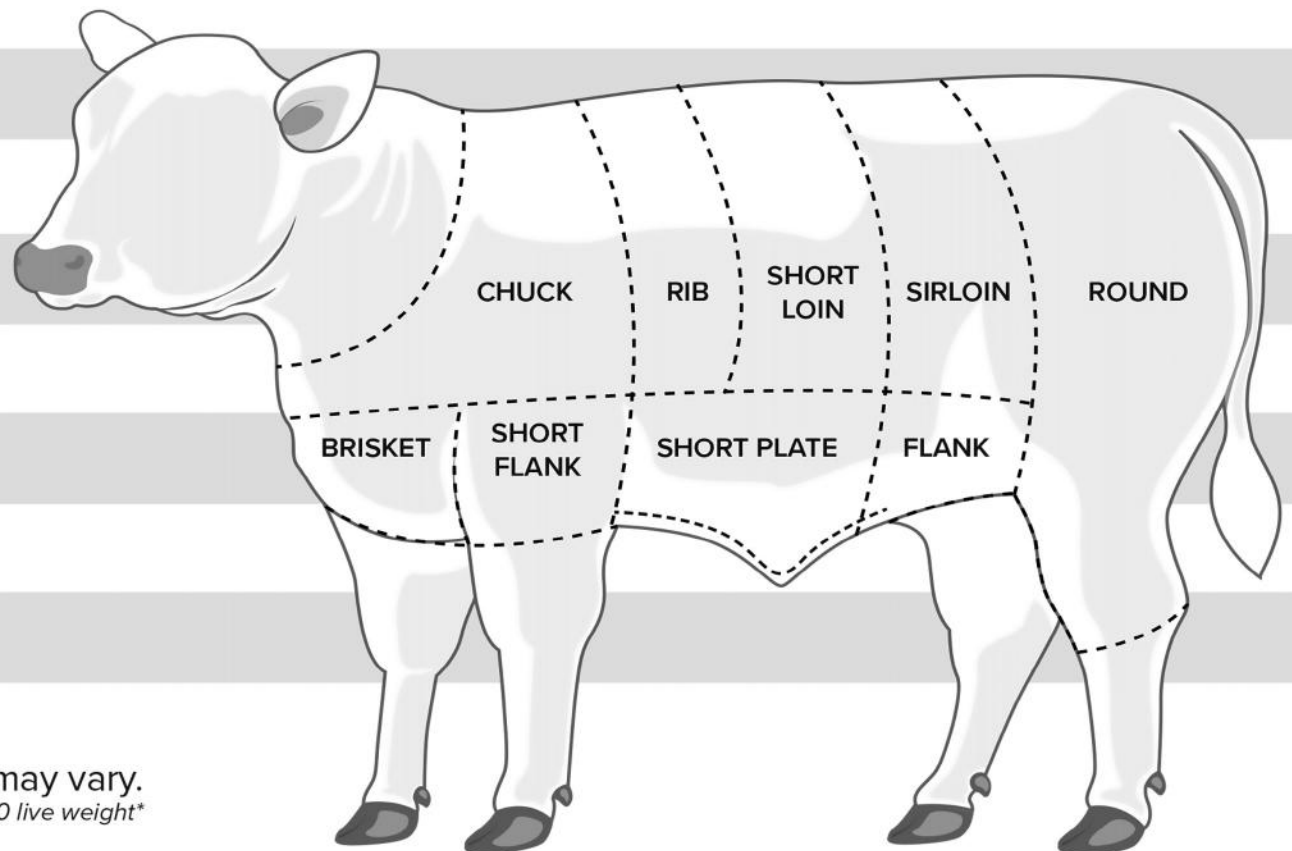
3 Sirloin steaks

3 Sirloin tip steaks

3 Round steaks

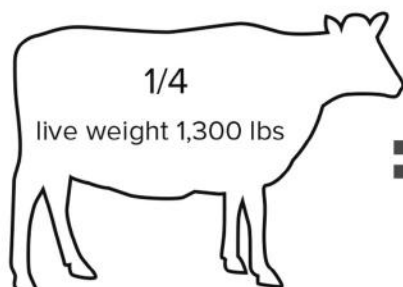
6 Roasts

35-60 Lbs ground beef



Cuts and quantities of meat may vary.
Based on 1,300 live weight*

How much freezer space do you need for 1/4 beef?



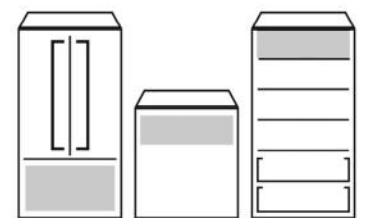
=



=

FREEZER SPACE NEEDED

- Fridge/Freezer: Whole Freezer
- Chest Freezer: 4.5 Cubic ft.
- Upright Freezer: 5.5 Cubic ft.



*Source: UMN Extension. Buying animals for meat processing. <https://extension.umn.edu/save-money-food/buying-animals-meat-processing>



Funded by
Beef Farmers and Ranchers

Classified Section

Angus

**4K Farms/
Tarheel Angus** 

RICHARD KIRKMAN, DVM
20416 US 64 West
Siler City, NC 27344-0350
919-742-5500 • rdkirkman@spectrum.net

 **BACK CREEK
ANGUS**
Joe and Robin Hampton
345 Withrows Creek Lane
Mt. Ulla, NC 28125
704-880-2488

 **Black Crest
Cattle Farm**
Ricky McLeod
1320 Old Manning Rd., Sumter, SC 29150
803-983-0816
wrricky@ftc-i.net • www.blackcrestfarm.com

 **BLACK GROVE**
Breeding Registered Angus
since 1962
Walter D. Shealy III and Family
20977 US Hwy 76 • Newberry, SC 29108
803-924-1000 • 706-590-0451
walter@blackgrove.com
www.blackgrove.com

Brubaker Family Angus
Specializing in Wye Genetics for calving-ease,
fertility, and fleshing-ability on grass
More at www.brubakerfamilyangus.com
We will increase your profitability with genetics that have
proven for decades their ability to be problem-free
Marketing Agent: Ken Brubaker Jon Brubaker
540/908-5799 336/465-0702
Asheboro, NC

**YON
FAMILY FARMS** 
THE YON FAMILY
318 Aiken Road • Ridge Spring, SC 29129
www.yonfamilyfarm.com
Angus • SimAngus • Ultrablacks

Beefmaster

FOR SALE
BBU Registered Beefmaster Bulls and Females
WHITEHALL BEEFMASTERS
Joe and Ann Logan
214 Cowhead Creek Road
Greenwood, SC 29646
Telephone: 864-538-3004

 **Hunt's
Brangus** www.huntsbrangus.com
Calhoun, GA
770-548-7950
"Cattle with Something Extra"

Hereford

DOUBLE J FARM LLC.
REGISTERED POLLED HEREFORDS • EST. 1998
"Quality Cattle For Quality People"
Cattle Available Private Treaty
John Wheeler • 910-489-0024
doublejfarm@yahoo.com • www.doublejfarmllc.com
Headquarters • 775 Clacton Circle • Earlysville, VA 22936
Cattle located in Traphill, N.C.

Limousin

Howard Bros. Farms 
Bulls For Sale Heifers For Sale
Limousin, Angus, Limflex
Cattle
Autryville, NC 28318 Darryl Howard
www.howardbrosfarms.com Cell: 910-990-2791

Red Angus

JOHN M. LANGDON
OWNER
919-796-5010
HUNTER LANGDON
Cow Boss
919-625-5452
JOHNLANGDON5@GMAIL.COM
EST. 1937
7728 RALEIGH ROAD • BENSON, NC 27504
LANGDONREDANGUSSIMI.COM

Simmental

 **EXTRA effort
SALE**
FRED SMITH COMPANY **RANCH** October 17, 2026
Selling Registered SimAngus™ Bulls & Females
Fred Smith • (919) 422-4092
Clayton • NC • FSCRanch.com

Animal Health

C. A. H.
Brent Glenn, DVM Lancaster, S.C. Jim Traynham Wingate, N.C.
704-233-5366 Cell - 704-292-4217
Carolinas Animal Health, LLC
519 Morgan Mill Rd., Monroe, NC 28112
704-289-5083 • 704-289-1696 • 800-222-8638

Auctioneers

Ernest B. Harris President Phone: 252-257-2140 Mobile: 252-430-9595

Inc. / Auctioneers
3200 NC Hwy. 58 • Warrenton, NC 27589
NCAL #1468 • NC#C#4264 • VAL #146 • SCAL #3895
Email: ebharris@ebharris.com www.ebharris.com

Consulting

 Joseph "Crockett" Wilson BEEF CONSULTANT
683 Eliza Butler Road
Cerro Gordo, NC 28430
Cell: (910) 640-7493
Email: cego55@yahoo.com
www.cegoenterprises.com
 **CHI ANGUS & MAINE ANJOU CATTLE**
Complete Line of Nutrition & Health Products

Wagyu

WILDERS 
WAGYU
FULLBLOOD WAGYU
BULLS, HEIFERS, STRAWS,
EMBRYOS & BEEF
Jake Newbold, Director of Agriculture
919-316-0643 | jake@wilders.com
WILDERSWAGYU.COM

Real Estate

 **PECAN REALTY**
Farmers Supporting Farmers: From Farmhouse to Poultry House,
Buying or Selling Land, We Build Legacies Together,
Serving Central and Southeastern North Carolina.
Colby "Bear" Hammonds, BIC Veteran-Owned
NCREC# 218965 www.PecanRealty.com
Email: CQHammonds@Gmail.com Cell: 919-577-1111

Stockyards

 **SALUDA
LIVESTOCK EXCHANGE**
4444 McCormick Hwy.
Saluda, SC 29138
864-554-2199
"Taking pride in serving our livestock community"
Cattle sale every Monday at 11:00 a.m. Small animal sale every 2nd Saturday of the month at 10:00 a.m.
Email - contact@saludalivestockexchange.com
Find us on Facebook at Saluda Livestock Exchange

Let This
Spot Make
\$\$\$
For YOU!

YOUR
AD
HERE!

Insurance

Conquest Insurance  Your Revenue Experts for:
• Crop Insurance
• Dairy Revenue Protector
• Pasture, Rangeland, & Forage
Call Cody Waters
(252) 903-0217
www.conquestinsurance.com

 **Farm Family
INSURANCE**
Douglas Josey, AGENT
AGRIBUSINESS INSURANCE
2610 Kee Moore Dr. • Chester, SC 29706-4412
thejoseyagency@american-national.com
803-789-7000
ML-26-043-262702.0226

Advertisers Index

18 th Annual EBS Farms Select Bull & Female Sale	52	Henry Repeating Arms – American Cattleman Tribute Edition Rifle	31
2026 A.I. School for Producers, Extension Agents, and Farm Employees	45	Howard Brothers Farms	114
2026 A.I. School for Undergraduate, Graduate, and DVM Students	93	Hunt's H+ Brangus	114
2026 Central Cattle Reproduction School	11	Joseph "Crockett" Wilson – Beef Consultant	114
2026 IRM Red Books	95	Langdon Red Angus & Simmental	114
2026 Mid-Central Cattle Reproduction School	101	LiveAg – Elite Livestock Marketing Group	59
2026 N.C. Beef System Field Day	105	Mid-Atlantic Cattle Sales – Stockyard Schedules	29
2026 Tri-State Ag Expo	65	NCAA 42 nd Annual Spring Fever Sale	54
4K Farms/Tarheel Angus	114	N.C. Angus Association Directory	55
51 st Annual Union County Performance Tested Bull Sale	73	N.C. Cattlemen's Association Membership Application	62
53 rd Annual Santa Gertrudis Breeders of the Carolinas Sale	64	N.C. Cattlemen's Association Membership Benefits Program	4
6 th Annual South Carolina SCHA • RAAC Joint Hereford & Red Angus Sale	37	N.C. Hay Finder	87
Alligare Range & Pasture	21	N.C. Hereford Association Directory	34
Apple Brandy Prime Cuts	57	N.C. Meat Suite	99
Back Creek Angus	114	N.C. Simmental Association	42
Biltmore Livestock	48	National Beef Checkoff/North Carolina Cattle Industry Assessment ...	107
Black Crest Cattle Farm	114	National Cattlemen's Beef Association Membership Application	84
Black Grove Angus	114	National Cattlemen's Beef Association 2026 Policy Priorities	83
Brubaker Family Angus	114	National Cattlemen's Beef Association Recruitment	70
C-Cross Cattle Company – BULLS FOR SALE ON FARM	32	Pasture Management & N.C. Cattlemen's Association "Mile of Fence" Membership Program	60
CALS Rural Works! Internship Program	103	Pearson Livestock Equipment	10
Carolinas Animal Health	114	Pecan Realty – Colby Hammonds	114
Carolinas Brahman Breeders Association 46 th Annual Sale	47	Premier Select Sires	52
Caswell County Spring Pasture Workshop	78	Quail Ridge Farms	35
Chessie Creek Farm & Black Creek Angus 4 th Annual Bred Heifer Sale	49	Red Angus Association of the Carolinas Directory	38
Childers Concrete Company, Inc.	75	Rusty Thomson & Family Cattle Fencing and Equipment	26
Conquest Insurance Agency, Inc. – Cody Waters	114	South Carolina Private Treaty Checkoff Investment Form	109
Corteva – NovaGraz	67	The Barn Loft – Gallagher & Miraco	58
Double J Farms LLC	114	The Carolina Cattle Connection 2026 Spotlight Schedule	63
E.B. Harris Auctioneers Inc.	114	The Carolina Cattle Connection Advertising Rates & Sizes	111
Easy Way Cattle Care	56	The Carolina Cattle Connection – Upcoming Sales	3
Farm Family Insurance – The Josey Agency	114	Tucker Family Farms Professional Replacement Female Sale	33
First Choice Insurance Partners – Donna Byrum	25	Virginia Herd Health Management Services	36
Fred Smith Company Ranch	114	West End Precast – Feed Bunks	51
From Post to Pasture: Building Better Fences	80	West End Precast – Feed Bunks & Troughs	14
		Whitehall Beefmasters	114
		Whitestone Farm 33 rd Annual Pasture Performance-Tested Angus Bull & Female Sale	50
		Wilders Wagyu	114
		WNC Cattle Repro School	89
		Yon Family Farms	114

For Your Advertising Needs, Contact:

The Carolina Cattle Connection • 919-552-9111
The Livestock Advertising Network • 859-278-0899

Upcoming Events

ANGUS

- Apr. 4 — Grassy Valley Angus 33rd Annual Production Sale, Greeneville, Tenn.
- Apr. 4 — McDonald Farms 23rd Annual ‘Pick of the Pen’ Bull Sale, Blacksburg, Va
- Apr. 11 — Knoll Crest Farm Spring Bull & Heifer Sale, Red House, Va.
- Apr. 11 — Southern Synergy 19th Annual Angus Female Production Sale, Wadley, Ga.
- Apr. 14 — Tucker Family Farms Professional Replacement Female Sale, Amherst, Va.
- Apr. 16 — Virginia Expo Angus Sale, Harrisonburg, Va.
- Apr. 25 — NCAA 42nd Annual Spring Fever Sale, Union Grove, N.C.
- May 16 — Chessie Creek Farm & Black Creek Angus 4th Annual Bred Heifer Sale, Walterboro, S.C.
- Sep. 26 — Biltmore Fall Production Sale, Asheville, N.C.
- Oct. 17 — Fred Smith Company Ranch Extra Effort Sale, Clayton, N.C.
- Dec. 5 — 51st Annual Union County Performance Tested Bull Sale, Monroe, N.C.

BRAHMAN

- Jun. 6 — Carolinas Brahman Breeders Association 46th Annual Sale, Laurens, S.C.

CHAROLAIS

- Apr. 16 — Virginia Expo Charolais Sale, Harrisonburg, Va.

GELBVIEH

- Apr. 14 — Tucker Family Farms Professional Replacement Female Sale, Amherst, Va.
- Dec. 5 — 51st Annual Union County Performance Tested Bull Sale, Monroe, N.C.

HEREFORD

- Apr. 11 — Knoll Crest Farm Spring Bull & Heifer Sale, Red House, Va.
- Apr. 16 — Virginia Expo Hereford Sale, Harrisonburg, Va.
- May 2 — 6th Annual SCHA • RAAC Joint Hereford & Red Angus Sale, Pendleton, S.C.
- May 2 — Whitestone Farm 33rd Annual Pasture Performance Tested Angus Bull & Female Sale, Aldie, Va.
- May 30 — Four B Farms Fields of Gold Female Sale, Shelby, N.C.

RED ANGUS

- May 2 — 6th Annual SCHA • RAAC Joint Hereford & Red Angus Sale, Pendleton, S.C.

SANTA GERTRUDIS

- May 9 — Santa Gertrudis Breeders of the Carolinas Sale, Monroe, N.C.

SIMMENTAL

- Apr. 4 — Grassy Valley Angus 33rd Annual Production Sale, Greeneville, Tenn.
- Apr. 4 — McDonald Farms 23rd Annual ‘Pick of the Pen’ Bull Sale, Blacksburg, Va.
- Apr. 16 — Virginia Expo Simmental Sale, Harrisonburg, Va.
- Oct. 17 — Fred Smith Company Ranch Extra Effort Sale, Clayton, N.C.
- Dec. 5 — 51st Annual Union County Performance Tested Bull Sale, Monroe, N.C.

WAGYU

- Nov. 7 — Wilders Wagyu StayWILD’26 Production Sale, Turkey, N.C.

OTHER EVENTS

- Apr. 1 — 2026 Edisto REC Forages Field Day, Blackville, S.C.
- Apr. 7 — 2026 Artificial Insemination School for Producers, Extension Agents, & Farm Employees, Goldsboro, N.C.
- Apr. 11 — From Post to Pasture: Building Better Fences, Raleigh, N.C.
- Apr. 11 — Special Female Sale, Norwood, N.C.
- Apr. 12 — Caswell County Spring Pasture Workshop
- Apr. 15-18 — Virginia Beef Expo, Harrisonburg, Va.
- Apr. 18 — 2026 Wolfpack Roundup Sale, Raleigh, N.C.
- May 6-7 — 2026 Artificial Insemination School for Undergraduates, Graduates, and DVM Students ONLY, Goldsboro, N.C.
- May 15 — WNC Cattle Repro School, Waynesville, N.C.
- May 19 — Central Cattle Repro School, Reidsville, N.C.
- Jun. 1 — 2026 Mid-Central Cattle Reproduction School
- Jun. 6 — 2026 N.C. Beef System Field Day, Waynesville, N.C.
- Jun. 18 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.
- Jul. 7 — Forage & Livestock Annual Webinar Series - Session 1
- Jul. 15-16 — 2026 Tri-State Ag Expo, Clemson, S.C.
- Aug. 13 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.
- Aug. 19 — Forage & Livestock Annual Webinar Series - Session 1
- Sep. 17 — Forage & Livestock Annual Webinar Series - Session 1
- Sep. 24 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.
- Oct. 1 — Forage & Livestock Annual Webinar Series - Session 1
- Nov. 12 — Value Added Graded Feeder Cattle Sale, Norwood, N.C.

LIVESTOCK MARKET SALES

- Apr. 1 — Northeast Georgia Livestock/Saluda Livestock Exchange/ and Turner County Stockyard Video Auction, via negallivestock.com
- Apr. 1 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Apr. 6 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Apr. 6 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
- Apr. 7 — Mid-Atlantic Cattle Sales Video Auction, via macsvideo.com
- Apr. 8 — Northeast Georgia Livestock/Saluda Livestock Exchange/ and Turner County Stockyard Video Auction, via negallivestock.com
- Apr. 8 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Apr. 9 — Elite Livestock Marketing Group Video Auction, via live-ag.com
- Apr. 13 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Apr. 13 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
- Apr. 15 — Northeast Georgia Livestock/Saluda Livestock Exchange/ and Turner County Stockyard Video Auction, via negallivestock.com
- Apr. 15 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Apr. 20 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Apr. 20 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
- Apr. 21 — Mid-Atlantic Cattle Sales Video Auction, via macsvideo.com
- Apr. 22 — Northeast Georgia Livestock/Saluda Livestock Exchange/ and Turner County Stockyard Video Auction, via negallivestock.com
- Apr. 22 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.
- Apr. 23 — Elite Livestock Marketing Group Video Auction, via live-ag.com
- Apr. 27 — Harward Brothers Livestock Market Weekly Sale, Turnersburg, N.C.
- Apr. 27 — Saluda Livestock Exchange Weekly Sale, Saluda, S.C.
- Apr. 29 — Northeast Georgia Livestock/Saluda Livestock Exchange/ and Turner County Stockyard Video Auction, via negallivestock.com
- Apr. 29 — Stanly County Livestock Market Weekly Sale, Norwood, N.C.



Cattlemen Serving Cattlemen

As cattle producers ourselves, we know exactly how important sale day is for you and your family. Our experienced field reps and staff will work for you and represent your cattle before, during, and after the sale to make the process easy and efficient. And with buyers across the country bidding on your cattle through the competitive bidding process, we will also help you get top dollar for your cattle. Give us a call today to learn how we can work together to sell your load lots on the video sale.



UPCOMING SALES

APRIL 7 & 21

MAY 5 & 19

JUNE 2 & 16

JULY 7 & 21

LOCAL REPS

Visit our website for a full list of field reps.

Marcus Harward • 704-322-0840
Owner - NC, SC, VA, GA

Chuck Doolittle • 704-221-1447
NC, SC

Jeff Martin • 910-379-9173
Eastern & Central NC

David McDannald • 864-360-0481
Upstate & Midlands SC

Jimmy Dagenhart • 704-425-3587
Western NC & Virginia

Brooke Harward • 704-322-9770
Office Manager

Bruce Shankle • 704-694-8686
NC, Upper SC, Southern VA

Will Edwards • 919-449-8064
NC, SC

Catherine Edwards • 704-550-7920
NC, SC

Austin Landreth • 864-484-7153
Upstate & Midlands SC, NE Georgia

Romaine Cartee • 912-531-0580
Georgia

WWW.MACSVIDEO.COM
MACSVIDEO.DVAUCTION.COM

DVAuction
Broadcasting Real-Time Auctions

Piedmont Custom Meats provides USDA-inspected harvest and processing services.
We do not buy or sell any meat. We simply process your animal for you.



Simple, Straightforward Pricing

With our simple kill fees and flat-rate processing, we never charge extra to make hamburger patties or put your name on the label.

Our system is simple. We only charge you for the seasoning we add.

- ✓ We offer over 20 unique allergen-free sausage blends, demonstrating our commitment to quality and variety.
- ✓ All of our sausages are made on state-of-the-art VEMAG stuffers, providing consistent texture and premium quality.
- ✓ Our hot dogs are always all-natural, with no added nitrates. The result is a clean, high-quality product that reflects the care you put into raising your animals.
- ✓ Our smoked sausage and bacon are crafted using only natural hickory wood chips for exceptional flavor.

Experience the Piedmont Difference!

(336) 628-4949



PROCESSING

430 NC Hwy. 49 S
Asheboro NC 27205

HARVEST

9683 Kerr's Chapel Rd.
Gibsonville NC 27249



PiedmontCustomMeats.com