

Consider heat tolerance in Angus cattle selection decisions

The development of a hair shedding EPD could become an economic driver for selecting Angus cattle more tolerant to heat and fescue.

It's no secret cattle perform better in colder climates, but a new expected progeny difference (EPD) developed by Angus Genetics Inc., (AGI) is expected to be a game-changer for Angus breeders in regions with warm climates and abundant fescue.

"The hair shed EPD will be important for

breeders selecting on animals more tolerant to heat and fescue," says Kelli Retallick, director of genetic and genomic programs at AGI. "Developing hair shedding scores has allowed breeders to focus on adapting animals to their environment."

Breeders will be able to select for cattle that have a more viable hair coat for regions with extreme climates, such as the Southeast, as the EPD correlates to beef cattle thermoregulation.

"Hair shedding is going to be important not only for the breeders who have cattle in those southeast regions, but for the folks who buy those cattle," Retallick says.

Esther McCabe, director of performance programs at AGI, says the hair shedding EPD is developed much like claw set and foot angle EPDs were.

"Producers collect and report scores," McCabe says. "Those scores are put into performance programs, and then are calcu-

lated into an EPD. Those visual scores range from one to five."

When appraising hair shed scores, a score of 5 correlates to full winter coat retention; whereas a 1 correlates to being completely slicked off. Thus, the scores are as follows: 5, 0% shed out; 4, 25% shed, lost winter coat on head and neck; 3, 50% shed, has also lost hair along topline and brisket; 2, 75% shed, hair remains on flank and belly; 1, 100% slicked out. Breeders are advised to collect scores between mid-April and mid-June.

In terms of shedding out, the correlation between scores and ages can be related to a U shape. Young cattle tend to receive higher scores, middle-aged and mature cattle receive low scores, and old females (ten to 12 years of age) receive higher scores. When collecting hair shedding scores, AGI primarily receives scores for middle-aged females. Yearling cattle are the youngest age scores can be collected.

Hair, heat stress and return on investment
According to an article about genetic selection evolution, economic losses in 2003 due to heat stress in cattle totaled more than \$360 million. In 2020 this number would equate to an estimated \$518 million after an adjustment for inflation.

McCabe says hair shedding is a moderately heritable trait that can continue to improve through genetics and EPD selection. She also says to maintain homeostasis (normal levels), the body of any mam-

malian species will redirect energy expenditure to do so.

"When cattle are heat-stressed, their energy expenditure while trying to cool off results in blood flow going to the skin, attempting to dissipate heat," McCabe says. "By doing so, the energy required for these tasks is not capitalizing on normal bodily functions."

Heat stress can result in reproductive losses such as open cows, females that aren't cycling and slipping calves. Reduction of feed intake, decreased milk production, lack of growth and even death are also consequences of heat stress.

The hot topic

"There's a relationship between the cattle that shed off earlier and have a tolerance to hot fescue," Retallick says.

For breeders in the Southeast, two of the most prevalent stressors to beef cattle are heat stress and fescue toxicosis caused by grazing tall fescue infested with endophytic fungus (fungus that grows on the plant), commonly referred to as hot fungus. Hair shedding, or the rate at which a beef cow sheds her winter coat, is a good indication of adaptation to heat and tolerance to fescue toxicosis. Retallick says fescue toxicosis occurs when cattle consume this endophyte-infested grass, also known as hot fescue, in a certain growing stage.

Though fescue toxicosis can be detrimental for some herds, ridding the land of the plant is not a viable option. It is expensive to clear out native grasses and implement another forage option. Additionally, fescue is a hardy grass that is very drought

resistant.

"Working with the environment rather than against it has been a goal for breeders in those regions for a long time," Retallick says. "It is more about tolerance of animals to heat and native grasses."

From a bottom-line standpoint, McCabe says breeders should target who their customers are and what they need when developing mating schemes. The location and environment of those farms can ultimately dictate how animals will partition their energy once relocated.

Retallick says, "If people want to find cattle from different parts of the country, having something like a hair shed EPD will help buyers bring in cattle with less risk. It'll be a good indicator for how those genetics will perform and adapt in an environment."

She adds the development of a hair shed EPD prevents a narrowed gene pool and can serve as an appealing international marketing opportunity with breeders from equatorial, subtropical regions.

"If we want Angus cattle to become the solution for regions such as Brazil and temperate subtropical environments, the basin that holds the highest quantity of cattle in the world, we need to develop tools to allow us to select animals for those environments," Retallick says.

The hair shed research EPD will be updated on Aug. 6, 2021. Any scores collected need to be submitted to the Association by Friday, July 30, 2021, to be included in the updated research EPD. For more information, call 816-383-5100 or email angus@angus.org.

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John Cline, left, was recently named the 2021 Marshall County Fair Volunteer of the Year. He is shown here in the Fair Parade.



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We had a lighter run of cattle and a hot temperature day for our sale held Friday, July 23rd. Weaned steers were finding very good demand at strong prices, while the unweaned fleshy calves were selling weaker. There were not enough heifers to fully test the market. Cull cows were selling steady.

STEER CALVES — 475-550 LBS.

Riley	7 Cross	480@185.50
Riley	23 Cross	526@181.00

STEERS — 650-1,000 LBS.

Alma	3 blk	676@168.50
Blaine	9 bwf	681@165.75
Harveyville	9 blk	665@165.50
Dwight	7 blk	750@162.00
Baldwin City	8 blk	768@159.00
Wamego	11 Cross	683@158.00

Alma	3 blk	776@157.00
Harveyville	13 blk	765@156.00
Burns	55 blk	872@153.25
Burns	3 blk	735@151.50
Solomon	3 blk	698@149.00
Alta Vista	5 blk	867@147.00
Dwight	3 blk	846@146.50
Nortonville	9 Cross	789@145.00
Riley	7 Cross	764@140.75
Blaine	5 blk	807@140.50
Burns	13 blk	994@135.75
Alta Vista	12 blk	955@135.75

HEIFER CALVES — 525-550 LBS.

Blaine	4 blk	528@148.00
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HEIFERS — 550-825 LBS.

McFarland	5 blk	568@150.00
Wamego	9 Cross	572@146.50
Harveyville	5 blk	553@146.00
Alta Vista	4 blk	616@145.00

Blaine	6 blk	598@142.00
Centralia	18 Cross	574@142.00
Baldwin City	3 blk	570@140.00
Harveyville	12 blk	670@139.00
Dwight	5 blk	811@134.00
Harveyville	4 blk	725@132.50
McFarland	4 Cross	652@130.00
Elmdale	4 Cross	807@115.00

COWS & HEIFERETTES — 675-1,700 LBS.

Paxico	1 blk	805@128.00
Paxico	1 blk	680@124.00
Paxico	1 blk	945@119.00
Paxico	1 blk	980@109.00
Paxico	1 blk	925@81.00

Paxico	1 blk	955@80.00
Paxico	1 blk	1050@77.00
Alma	1 blk	1585@75.00
Paxico	1 blk	1280@74.00
Manhattan	1	1200@72.00
Manhattan	1 Hols	1690@67.50
Wamego	1 Cross	845@65.00
Manhattan	1 blk	1220@63.50
Auburn	1 blk	1015@63.00
Atchinson	1 Cross	1045@59.00
Atchinson	1 Cross	1100@53.50

BULLS — 1,200-1,250 LBS.

Manhattan	1 blk	1205@85.50
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EARLY CONSIGNMENTS FOR JULY 30

- 55 Choice Reputation Red Angus str & hfrs, long weaned, 2 rds shots, 550-700 lbs.
- 75 choice reputation blk, bwf & rwf str, 2 rds shots, 650-750 lbs.
- 20 choice blk & bwf str & hfrs, 2 rds shots, weaned 45 days, 700-800 lbs.
- 4 Red Angus str, weaned 90 days, 2 rds shots, 600-650 lbs.
- 6 blk Angus open hfrs, 900-950 lbs.
- 22 choice blk & bwf feeder str, long weaned, 2 rds shots, 850-950 lbs.
- 34 blk str, long weaned, 2 rds shots, 550-750 lbs.
- 38 blk bwf mostly str & hfrs, long weaned, 2 rd shots, 700-800 lbs.
- 85 mostly blk str & hfrs, complete rd shots, May 1, 500-700 lbs.

SELLING AT 11:30

- 48 Choice Angus OCV fall bred 1st calf hfrs bred to calving ease Mill Brae bulls turned in Nov. 10 for 60 days, all breeding shots.
- 5 blk 1st & 2nd calf hfrs, 2-3 yrs, AI bred Angus for Aug. 15-Sept. calves.

EARLY CONSIGNMENTS FOR AUG. 6

- 100 choice reputation Angus str, 650-800 lbs.
- 60 choice blk mostly str, 2 rds shots, weaned, 650-800 lbs.
- 64 choice blk & bwf SimAngus cross str & hfrs, 1 rd shots, 650-850 lbs.

SELLING AT 11:30

- 46 Big fancy Blk fall calving 1st calf OCV hfrs, of which 36 are Angus- 12 are SimAngus. These hfrs are bred to proven calving ease Angus bulls which were turned in Nov 27th and taken out late Feb. Hfrs have had Vira Shield 6 V-L-5, Blackleg & Pinkeye. This will be a outstanding set of gentle hfrs.
- Due to health reasons Deb Barrow of Denison, Ks will completely disperse her East ranch fall calving cows consisting of 135 home raised Blk SimAngus fall calving OCV cows 4-10 yrs. These cows are Houck Rock Creek Ranch & Moser Ranch genetics, bred to Houck Rock Creek & Moser SimAngus bulls, turned in Nov 22 and taken out Mar 1. Full vaccination program with calves from these cows always weighing 650#-850# plus in late July.

EARLY CONSIGNMENTS FOR AUG. 13

- 500 Blk, BWf, Red & Char cross str (off grass) 750-850 lbs.
- 31 blk str & hfrs, weaned, 2 rds shots.

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Kansas 4-H eyes boost to college, career opportunities

Kansas State University has given the green light to three positions that one official says will directly benefit the state's 4-H program by enhancing college and career readiness opportunities for youth.

Aliah Mestrovich Seay, a 4-H youth development specialist for community vitality, said each of the specialist positions lines up with content provided by academic programs at K-State, giving 4-H members an added boost as they prepare for college

and career.

"We are always seeking to align 4-H programs with skills that are going to be needed as youth go on and pursue these types of interests - not just K-12 students, but even beyond that," said Mestrovich Seay, who will lead the search committees.

She said the groups she heads up have been given an aggressive timeline to put the three positions in place. Those positions include: STEM and natural

resources specialist, which will be located in the state office in Manhattan. The position includes advising shooting sports, as well as STEM lessons in agriculture, education, architecture, engineering and arts and sciences.

Healthy living specialist, located in the western part of Kansas. The position includes work in establishing healthy food systems, rural community health and youth wellness programs.

Agricultural scienc-

es specialist, located in the northeast region of Kansas. The position includes work in agricultural literacy as well as lessons in agriculture, engineering, education and arts and sciences.

All three positions focus on preparing youth for college and future careers in their related areas.

"As the community vitality specialist for 4-H youth development, my goal is to help communities find resources to have healthy and thriv-

ing communities, particularly through how young people and community members exercise their leadership and citizenship skills," Mestrovich Seay said.

"So it's always a pleasure to interact with specialists with certain content level expertise because community vitality can be used to support STEM, healthy living, agricultural sciences and volunteer development in very similar ways even though the content is different."

Mestrovich Seay added that youth will benefit from the new hires because they will have more opportunities to build such skills as citizenship, leadership and communication.

Applications for the three positions are open through July 28, or until the position is filled. More information is available online on the Kansas State University careers page, or by contacting Mestrovich Seay by email, aliah@ksu.edu.

More than 100 Kansas youth compete in Dr. Bob Hines Swine Classic

More than 100 Kansas youth from 41 counties exhibited 261 pigs in the 2021 Dr. Bob Hines Swine Classic July 9-10 in Manhattan.

Youth had the opportunity to compete in a skillathon contest, photography contest and showmanship, in addition to

prospect and market hog classes. Madison Andrade of San Juan Bautista, Calif. judged showmanship and Kade Hummel of Olsburg

judged the prospect and market shows.

Cooper Wuthnow of Dickinson County exhibited the grand champion

prospect pig. The rest of the top five prospect pigs were:

Avery Eckhoff, Riley County, reserve champion. Hadley Huseman, Ellsworth County, third.

Jacob DeRouchev, Pottawatomie County, fourth. Jack Gilliam, Washington County, fifth.

Zander Shideler of Linn County was awarded the champion market pig. Completing the top five market pigs were:

Travis Oliver, Finney County, reserve champion. Houston Frank, Scott County, third.

Marley Sutton, Bourbon County, fourth. Taylor Baetz, Osborne County, fifth.

Showmanship classes were hosted Friday evening. In the senior division, Lane Higbie of Franklin County was named grand champion showman. Also placing in the top five seniors were:

Jenna DeRouchev, Pottawatomie County, reserve champion. Taegan Miller, Wabaunsee County, third.

Avery Eckhoff, Riley County, fourth. Carly Dreher, Allen County, fifth.

In the intermediate division, Calla Higbie of Franklin County was named grand champion showman. Also placing in the top five intermediates were:

Gavin Smith, Grant County, reserve champion. Lilly Wilson, Wabaunsee County, third.

Hadley Huseman, Ellsworth County, fourth. Jacob DeRouchev, Pottawatomie County, fifth.

In the junior division, Kate Heikes of Johnson County was named grand champion showman. Also placing in the top five ju-

niors were:

Anah Higbie, Franklin County, reserve champion. McKinley Sutton, Bourbon County, third.

Elim Higbie, Franklin County, fourth. Marley Sutton, Bourbon County, fifth.

In the skillathon contest, the top five seniors included:

Jenna DeRouchev, Pottawatomie County, champion.

Lane Higbie, Franklin County, reserve. Sarah Sergeant, Coffey County, third.

Lincoln Martin, Ford County, fourth. Kaylee Lukert, Wabaunsee County, fifth.

The top five intermediate finishers in the skillathon were:

Ashton Neill, Atchison County, champion.

Paxton Huseman, Ellsworth County, reserve. Cassidy Dalquest, Morris County, third.

Calla Higbie, Franklin County, fourth. Sheldon Weber, Shawnee County, fifth.

The junior division top five in the skillathon were: Marley Sutton, Bourbon County, champion.

Anah Higbie, Franklin County, reserve.

Kate Heikes, Johnson County, third. McKinley Sutton, Bourbon County, fourth.

Trista Warnken, Riley County, fifth.

Avery Eckhoff, Riley County, had the champion people's choice photograph, followed by Cody Brown, Geary County, with reserve.

The event is hosted by K-State Research and Extension and the Kansas State University Department of Animal Sciences and Industry.

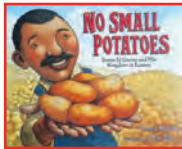
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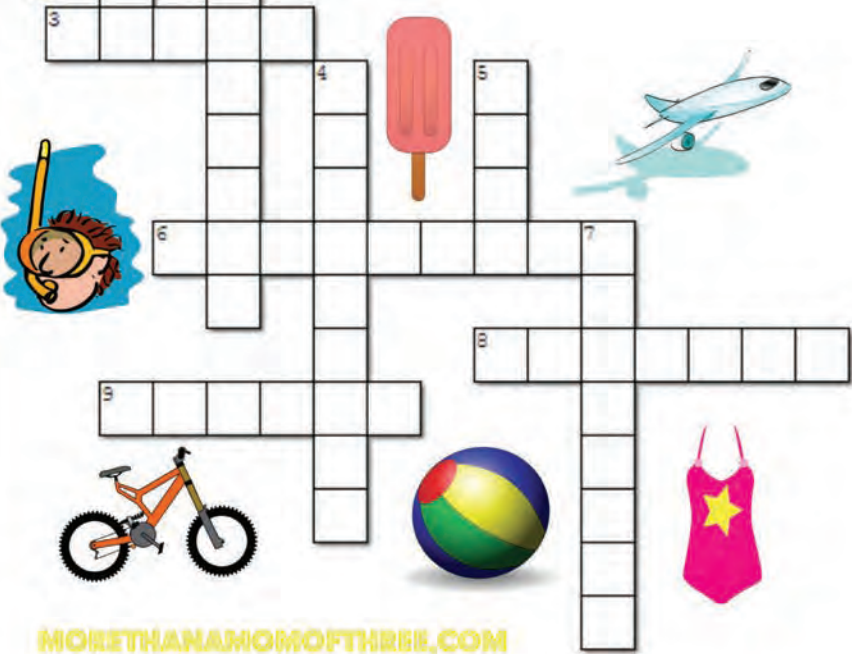


Across

- We build sand castles at the _____.
- We eat ice cream or _____.
- I play freeze tag with my _____.
- I love _____ because it is the warmest season.

Down

- I go out to play and ride my _____.
- We are going on _____ this Summer.
- We put _____ on our skin to prevent sunburn.
- I jump off the diving board at the _____.
- I love to go _____ in the pool or the ocean.



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Above, read the clues and fill in the missing word to complete the crossword puzzle!

To the right, color the image according to the guide.

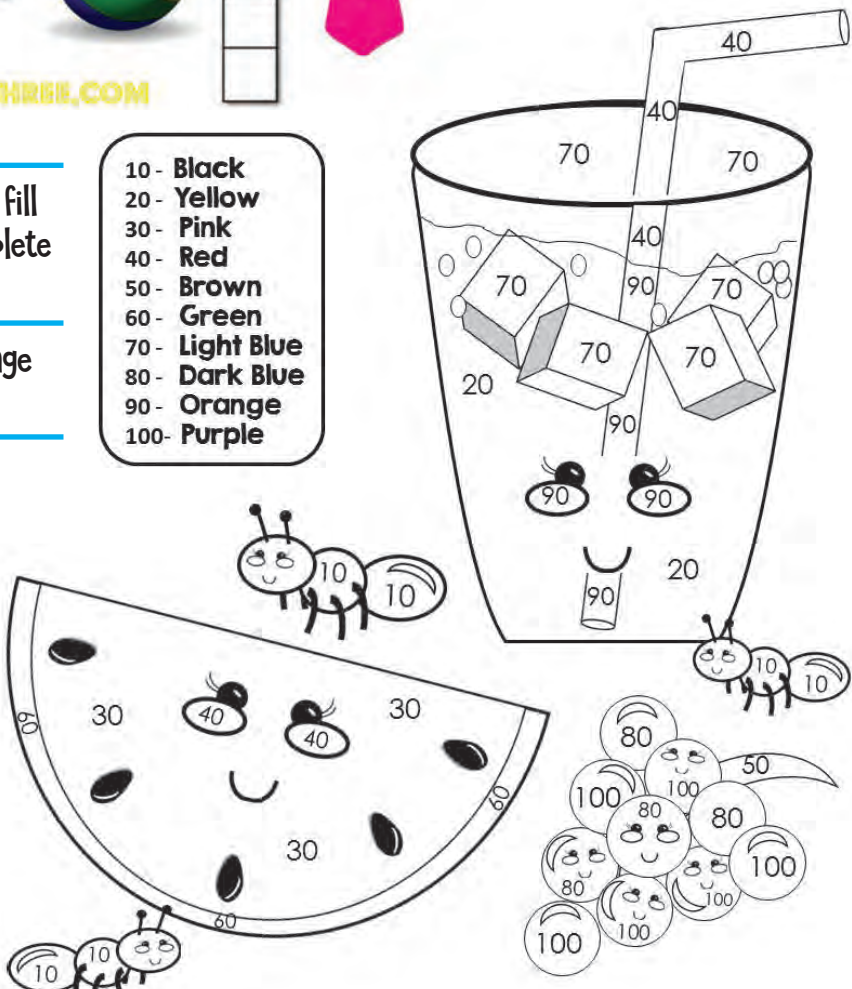
- 10- Black
- 20- Yellow
- 30- Pink
- 40- Red
- 50- Brown
- 60- Green
- 70- Light Blue
- 80- Dark Blue
- 90- Orange
- 100- Purple

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Kansas Hay Market Report

For the week ending July 17 hay market prices remain steady for both alfalfa and grass hay while demand was fair to good. The southwest and south-central regions have seen a slowdown in sales of grinder hay, and although there were no price changes, the feeling is that the grinder market has softened. Producers report that spotty rains continue slow down haying especially in the east part of the state, where prairie hay has been slow to come on this year and many are just now getting started. Several pockets of dry conditions can be seen in the northwest and along a swath that reaches from the north central border to the south-central border. These regions could definitely use a drink as crops are going backwards. According to the U.S. Drought Monitor for the week of July 20th, abnormal dryness (D0) increased to 40.5%, while moderate drought (D1) remained at .50%. So far Kansas has been lucky this year and for now is in much better shape than our neighbors to the north. North Dakota cattle producers are struggling under severe drought and the state has reactivated their drought hotline. Information on the Drought Hotline can be found at www.nd.gov/ndda/drought-resources.

Southwest Kansas

Dairy alfalfa, grinding alfalfa, ground and delivered, steady; movement slow to moderate. Alfalfa: horse, premium small squares 260.00-280.00. Dairy 1.05-1.10/point RFV, Supreme 195.00-250.00.00, Premi-

Cattle show considerations for the herd

By Lisa Moser

For 4-H'ers that show beef cattle, summertime means daily rinsing and brushing of the cattle and time spent in the barn halter breaking the show string. Those close interactions with the animals also allows the cattle to be monitored for two common conditions - ringworm and warts, according to veterinarians at Kansas State University's Beef Cattle Institute.

"As we approach county fair season, we need to give those animals the attention they deserve so we can catch and treat those conditions early," said veterinarian Bob Larson.

Ringworm is a contagious fungal infection that can easily spread to other animals as well as humans, according to veterinarian Brian Lubbers.

"Ringworm appears as circular patches of lost hair and can range from large patches that cover a high percentage of the animal to very small dime-sized patches," Lubbers said. "The most effective

treatment for this is a topical therapy such as an iodine solution."

He said it takes time for the hair to grow back after treatment.

Much like ringworm, warts are a contagious virus that can impact the animal's ability to participate in a livestock event and can transmit to humans, Larson said.

"Oftentimes these can be slow growing skin lesions that appear in multiple places on the animal's body," Larson said. He advises producers to have them removed as soon as they are noticed so that there is time for the animal to heal before the fair.

Along with treatment of the condition, Lubbers cautioned that when animals have active cases, anything that touches the animal can help transmit the fungus/virus.

"If you see either of these conditions in one animal, make sure you are disinfecting the halters, clippers, brushes, etc., so that it isn't inadvertently passed to another calf in

um 180.00-205.00, Good 155.00-185.00. Stock or Dry Cow 175.00-185.00. Grinding alfalfa 180.00-190.00. Ground and delivered locally to feed lots and dairies, 205.00-215.00; Grass Hay: Brome, large rounds 115.00-125.00; Sudan: none reported. Wheat straw, none reported. The week of 7/11-7/17, 8,574T of grinding alfalfa and 500T of dairy alfalfa was reported bought/sold.

South Central Kansas

Dairy alfalfa, alfalfa pellets, grinding alfalfa, ground/delivered steady, movement slow. Alfalfa: horse, small squares 255.00-275.00. Dairy 1.05-1.10/point RFV, Supreme 195.00-250.00.00, Premium 180.00-205.00, Good 155.00-185.00. Good, Stock cow, 175.00-185.00. Fair/good grinding alfalfa 165.00-175.00 delivered. Ground and delivered 190.00-200.00. Alfalfa pellets: Sun cured 15 pct protein 220.00-230.00, 17 pct protein 225.00-230.00, Dehydrated 17 pct 305.00-315.00. Grass Hay: Bluestem, none reported. Brome: large round 65.00-75.00. Oat hay, good 3x4 squares 115.00-125.00. Sudan: none reported. Corn stalks: none reported; Wheat straw: none reported. The week of 7/11-7/17, 4,832T of grinding alfalfa and 275T of dairy alfalfa was reported bought/sold.

Southeast Kansas

Dairy alfalfa, grinding alfalfa steady, grass hay mostly steady, movement slow to moderate. Alfalfa: horse or goat, 240.00-250.00. Dairy 1.00-1.05/point RFV. Stock cow 155.00-165.00. Fair/Good grinding alfalfa, large rounds none reported. Ground and delivered, none reported; Grass hay: Bluestem, small squares 125.00-135.00, good 3x3 squares 110.00-120.00, good, 3x4 and 4x4 squares 90.00-110.00, large rounds 60.00-70.00. Brome, good, small squares 125.00-135.00, 3x4 to 4x4 squares 110.00-120.00, large rounds 75.00-85.00. Wheat Straw: 3x4 and 4x4 squares 60.00-80.00. The week of 7/11-7/17, 3,387T of

the show barn," Lubbers said.

K-State veterinarian Brad White added that wood posts can also spread the disease because animals often rub up against them.

Once the cattle return home from the livestock show, the veterinarians recommend isolating the show cattle from the rest of the herd for a period of time.


"Cattle that have been to shows have been exposed to germs from other herds and so it is especially important to keep them away from the pregnant females in the herd when you bring them home," Larson said.

The two viruses that the young cattle can unknowingly pick up are BVD (bovine viral diarrhea) virus and IBR (infectious bovine rhinotracheitis).

"Oftentimes IBR and BVD will cause a minor respiratory disease in a young show animal, but can cause several cows to abort if those show ani-

mals get turned out with the pregnant cows right away," Larson said. "Instead, treat them like any new animal entering the herd by isolating them for a 30-day quarantine."

For more information on this topic tune into the BCI Cattle Chat online.



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grass hay was reported bought/sold.

Northwest Kansas

Dairy alfalfa, grinding alfalfa, ground/delivered steady, movement slow. Alfalfa: Horse or goat, 245.00-255.00. Dairy, Premium/Supreme 1.05-1.10/point RFV. Stock cow, fair/good 165.00-175.00. Fair/good grinding alfalfa, 140.00-150.00 with an instance at 155.00-160.00. Ground and delivered, not a large enough sample to report. Sudan, large rounds 60.00-70.00. Wheat straw, large squares none reported.

North Central-Northeast Kansas

Dairy alfalfa steady, grinding alfalfa, ground/delivered, grass hay steady, movement slow to moderate. Alfalfa: horse, premium small squares, 9.00-10.00/bale. Dairy 1.05-1.10/point RFV, Supreme 195.00-250.00.00, Premium 180.00-205.00, Good 155.00-185.00. Stock Cow, 160.00-170.00. Fair/good, grinding alfalfa large rounds 100.00-120.00, 3x4's 120.00-145.00, Ground and delivered 160.00-170.00. Grass hay: Bluestem, small squares 5.00-6.00/bale, 3x4 to 4x4 squares, old crop 90.00-100.00, large rounds 60.00-70.00. Brome, small squares 6.00-7.00/bale, 3x4 to 4x4 squares 120.00-135.00, large rounds 85.00-100.00; Wheat Straw: Small squares 5.00-6.00/bale, Large 3x4 to 4x4 squares 85.00-100.00. The week of 7/11-7/17, 788T of grinding alfalfa and 275T of dairy alfalfa was reported bought/sold.

** Prices above reflect the average price. There could be prices higher and lower than those published.

***Prices are dollars per ton and FOB unless otherwise noted. Dairy alfalfa prices are for mid and large squares unless otherwise noted. Horse hay is in small squares unless otherwise noted. Prices are from the most recent sales.

*CWF Certified Weed Free

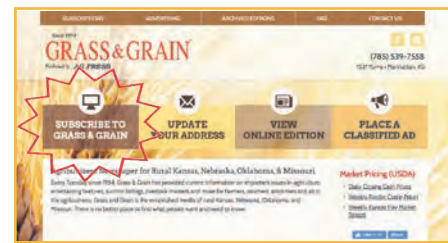
*RFV calculated using the Wis/Minn formula.

**TDN calculated using the Western formula. Quantitative factors are approximate, and many factors can affect feeding value. Values based on 100% dry matter (TDN showing both 100% & 90%). Guidelines are to be used with visual appearance and intent of sale (usage).

Source: Kansas Department of Agriculture - Manhattan, Kansas, Kim Nettleton, 785-564-6709.

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7/21/21 SALE RESULTS

COWS & HEIFERETTES		BULLS		HEIFERS	
Herington, 1 bmf	1425@76.00	Tampa, 1 Red	1095@68.00	Lncnlvle, 58 blk 916	@144.00
Wilsey, 1 blk	1040@75.00	Tampa, 1 blk	1065@67.00	Lncnlvle, 59 mix896	@143.75
White City, 12 blk	1451@74.80	BULLS		Ramona, 59 blk 978	@140.00
Herington, 3 Char	1343@74.80	Lncnlvle, 1 blk	1905@104.00	HEIFERS	
Herington, 1 Red	1505@74.50	Lncnlvle, 1 blk	2075@101.00	Wilsey, 50 mix	733@145.10
Herington, 18 blk	1336@74.30	Hillsboro, 1 blk	2035@98.50	Cncl Grve, 38 mix	706@145.00
Marion, 3 mix	1420@71.75	Hope, 1 Red	2080@95.00	Cncl Grve, 12 mix	629@144.50
Tampa, 1 blk	920@70.50	STEERS		Wilsey, 6 blk	617@142.00
Tampa, 1 blk	1185@70.00	Abilene, 60 blk	881@150.25	Wilsey, 11 blk	757@140.00
Hope, 1 Red	1410@68.50	Wilsey, 5 blk	737@145.00	Wilsey, 14 mix	850@137.00
		Lncnlvle, 58 mx	903@144.25		

SPECIAL FALL CALF SALE: JULY 28

- 150 blk str/hfrs HR, 2rd shots, off cow 600-750#
- 150 blk/Char str/hfrs HR, 2rd shots, LW 600-750#
- 45 blk str/hfrs HR, 2rd shots, LW 600-750#
- 16 RWF/BWF str/hfrs HR, Shots, LW 750-850#
- 20 blk str/hfrs HR, Shots, LW 700-750#
- 20 blk str/hfrs HR, 2rd Shots, 14d wean 550-700#
- 6 blk str/hfrs HR, shots, LW 600-750#
- 8 blk str/hfrs HR, shots, LW 700-750#
- 45 CharX str/hfrs HR, shots, LW 600-700#
- 27 CharX str/hfrs HR, shots, LW 600-700#
- 50 Mostly Red Str/Hfr Hr, Shots 600-800#
- 5 Blk/Red Str/Hfr Weaned 500-600#
- 60 blk str/hfrs HR, 2rd shots, LW 600-750#
- 65 mix str/hfrs HR, shots, LW, 600-800#
- 60 MB str/hfrs HR, shots, LW, 600-800#
- 29 mix str/hfrs HR, 2rd shots, LW, 600-750#
- 60 MB str/hfrs HR, 2rd shots, LW, 600-750#
- 33 blk Red str/hfrs HR, shots, 600-750#
- 30 blk str/hfrs HR, 2rd shots, LW, 600-700#

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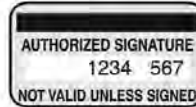
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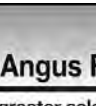
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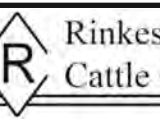

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Tell them you saw it in Grass & Grain!

Angus breeders engage in premier education at Beef Leaders Institute (BLI)

Staying progressive takes work and assuming a consistent posture to learn. On June 14-17, 16 young American Angus Association members from across the country gathered for the 2021 Beef Leaders Institute hosted by American Angus Association and funded by the Angus Foundation and Certified Angus Beef®. The program's goal is to provide the complete pasture to plate experience from the selection of genetics to breeding, registra-

tion, packing and retail. "We believe there is no better learning opportunity than through hands-on learning," said Caitlyn Brandt, events and industry partnership manager at the American Angus Association. "BLI is a great opportunity for young cattlemen and women to network and really get to learn about how the moving parts of the industry intertwine."

Starting Monday, June 14, participants began the program at the Ameri-

can Angus Association in Saint Joseph. While at the Association, the BLI class had the chance to meet with staff and learn about various departments and programs offered at 3201 Frederick Avenue. From visiting with Angus Genetics Inc. (AGI) president Kelli Retallick-Riley and learning about the genetic evaluation to meeting with director of verification services Ginette Gottswiller and learning how to add value to your commercial herd, the education

spanned to cover each sector of the beef industry.

"This week was an incredible deep dive and allowed me to catch up on the current state of technology and breeding of Angus cattle," said Bradley Wolter of Avis-ton, Illinois. "I am aware of significantly more resources available to me as a breeder and looking forward to leveraging those and pushing them to customers."

Participants had the chance to hear from professionals on the retail side of the industry and dive into how the Certified Angus Beef® (CAB) brand brings extra value to producers. While at the brand headquarters in Wooster,

Ohio, the on-staff meat scientist communicated how to fabricate wholesale cuts and the in-house chef prepared an eating experience fit for a king.

A huge benefit of BLI is the networking opportunities the experience offers. Attendees from all regions of the United States brought their individual skill sets and knowledge together to learn from each other.

"Networking was huge. The opportunity to spend a full week with some of the most talented up-and-coming breeders was second to none," Wolter said. "What makes the beef industry so unique is we are creating this protein from a diverse set of producers."

"The participants in the group were every bit as important of resources as the Association was."

Providing continued education for the Angus membership is a priority of the Association. BLI is designed to provide members ages 24 to 45 with the resources to seek insight into all segments of the beef industry. Attendees will be stronger, more effective leaders for the Angus breed and beef industry now and in the future. For more information on BLI and applying to be a part of the Class of 2022, visit <https://www.angus.org/Event/BLIEntry-Form>. Look for the 2022 application to be available in early November.

Grass & Grain Weather Report July 28, 2021

Seven Day Forecast

WEDNESDAY
Sunny
High: 101 Low: 76

THURSDAY
Mostly Sunny
High: 100 Low: 77

FRIDAY
Mostly Sunny
High: 98 Low: 72

SATURDAY
Mostly Cloudy
High: 99 Low: 75

SUNDAY
Mostly Cloudy
High: 101 Low: 76

MONDAY
Cloudy
High: 97 Low: 73

TUESDAY
Mostly Cloudy
High: 98 Low: 72

In-Depth Local Forecast

Today we will see sunny skies, high of 101°, humidity of 41%. South wind 5 to 10 mph. The record high for today is 106° set in 2012. Expect clear skies tonight, overnight low of 76°. South wind 6 to 10 mph. The record low for tonight is 51° set in 2005.

Last Week's Almanac

Date	H/L	Normals	Precip
7/16	83/70	92/67	0.00"
7/17	86/72	92/67	0.17"
7/18	83/69	92/67	0.00"
7/19	85/65	92/67	0.00"
7/20	86/67	92/67	0.00"
7/21	87/64	92/67	0.00"
7/22	89/65	92/67	0.00"

Rainfall 0.17"
Normal rainfall 0.82"
Departure -0.65"
Average temp 76.5°
Average normal 79.5°
Departure -3.0°

Today's Local Outlook

This Week's Sun & Moon Chart

Day	Sunrise	Sunset	Moonrise	Moonset
Wednesday	6:23 a.m.	8:41 p.m.	11:42 p.m.	11:09 a.m.
Thursday	6:24 a.m.	8:40 p.m.	Prev Day	12:10 p.m.
Friday	6:25 a.m.	8:40 p.m.	12:06 a.m.	1:10 p.m.
Saturday	6:26 a.m.	8:39 p.m.	12:30 a.m.	2:10 p.m.
Sunday	6:27 a.m.	8:37 p.m.	12:56 a.m.	3:09 p.m.
Monday	6:28 a.m.	8:36 p.m.	1:25 a.m.	4:09 p.m.
Tuesday	6:29 a.m.	8:35 p.m.	1:58 a.m.	5:08 p.m.

Local UV Index

0-2: Low, 3-5: Moderate, 6-7: High, 8-10: Very High, 11+: Extreme Exposure

Weather History

July 28, 1952 - A severe storm with hail up to an inch and a half in diameter broke windows, ruined roofs and stripped trees of their leaves near Benson, Ariz. The temperature dropped to 37 degrees and hail was three to four inches deep.

Growing Degree Days

Date	Degree Days	Date	Degree Days
7/16	26	7/20	26
7/17	29	7/21	25
7/18	26	7/22	27
7/19	25		

Who is today's meat consumer?

Beef is the protein 46% of consumers are most likely to order on their next foodservice trip. "Consumers missed going to a restaurant and sitting down to eat that incredible steak, so they learned to bring it home," said Michael Uetz, Midan Marketing principal. Uetz discussed meat consumer purchasing trends and expectations at the 2021 Beef Improvement Federation (BIF) Symposium June 23 in Des Moines, Iowa.

During his presentation, Uetz explained his company's meat consumer segmentation study, how the COVID-19 pandemic changed meat consumers, and the expectations today's consumers have for the meat industry.

Meat consumer segmentation 2.0

From "Protein Progressives" to "Aging Traditionalists" to "Wellness Divas," today's protein eaters all engage differently with meat. During January 2019, Midan Marketing completed the first Meat Consumer Segmentation Study. The company surveyed a population of individuals to learn their stated behaviors, attitudes and perceptions, with the goal of grouping different consumers that have similar behaviors and attitudes towards meat into different segments. The study resulted in five segments of meat consumers that could not be more different than the next. In September 2020, Midan Marketing did the second round of the segmentation study and found positive increases in consumer demand of meat products, an unintended benefit of the COVID-19 pandemic.

"We conducted this research to understand the perspective when we try to target a consumer, not just looking at general consumers and how they're feeling. We want to figure out who is your target? What are you producing for? How do we serve up the right product, at the right time, at the right place, with the right messaging for that customer? We need to get more specific with consumers," Uetz said.

The COVID-19 pandemic changed meat consumers

Research shows 57% of meat consumers have purchased meat online since COVID-19 began. The demand for butcher boxes and delivered meal kits has more than doubled. With the majority of meals being cooked at home, consumers have more confidence and knowledge of purchasing and preparing meat. Consumers missed their restaurant quality beef, resulting in a significant growth of Prime beef sales in 2020.

"Consumers are craving beef," Uetz added. "Another unintended benefit of COVID-19 for the beef industry, consumers missed

our products. Scarcity creates demand."

Consumer expectations

Three-quarters of shoppers believe meat belongs in a healthy diet. Uetz explained 91% of shoppers want to see at least one item prominently highlighted on meat/poultry packaging with 57% of consumers want protein identified as an excellent source on packaging. Today, more than ever, producers need to work closely with retailers to ensure they are doing a nice job of representing meat products. Retailers are giving consumers more information through stories and QR codes online, increasing their approval rating. Younger consumers have more trust issues with the food industry, only 33% trust in the food industry. "Transparency fosters trust - the foundation of strong and lasting affinity for the category and retailer. To gain the trust of consumers, producers need to be proactive, increase our transparency, and talk directly to consumers," Uetz said.

A strong foundation of trust is built through transparency. Be proactive, increase your transparency and talk directly to consumers to gain their trust.

Uetz summarized, "What are consumers looking for? What do we need to deliver wherever we meet them in their buyers' journey? Health and wellness, e-commerce, sustainability and transparency, and new technologies, are platforms that we should understand to meet the ultimate goal to earn the trust of the consumer. If they don't trust us and feel confident in what we're delivering and believe us, they're not going to buy our products."

To watch Uetz' full presentation, visit <https://youtu.be/V6ZE6BwMc0>. For more information about this year's Symposium and the Beef Improvement Federation, including additional presentations and award winners, visit BIFSymposium.com.

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Sell Or Buy **Cattle** By Auction **STARTING TIME 10:30 AM** **Tuesdays**

We sold 1309 cattle July 20. Steer and heifer calves were in good demand at higher prices. Feeder steers and heifers sold steady to \$3.00 higher. Cows and bulls were steady.

STEER & BULL CALVES

7 blk/bwf str	506 @ 199.00	41 red/blk str	741 @ 156.50
3 blk str	473 @ 195.00	126 blk/red str	877 @ 154.60
6 blk/bwf str	477 @ 185.00	4 blk str	686 @ 153.00
1 blk bull	265 @ 180.00	45 blk str	813 @ 152.00
1 blk bull	385 @ 170.00	60 blk str	818 @ 151.75
1 blk str	530 @ 165.00	69 blk str	867 @ 150.85
2 blk bulls	533 @ 161.00	60 blk/red str	843 @ 147.50
		11 blk str	820 @ 147.00
		59 blk str	946 @ 146.35

STOCKER & FEEDER STEERS

3 blk str	573 @ 184.00	58 mix str	984 @ 140.35
9 blk/bwf str	641 @ 177.50	61 mix str	945 @ 137.00
3 blk str	555 @ 176.00	60 mix str	948 @ 136.50
12 blk str	665 @ 173.50	6 blk str	917 @ 136.00
8 blk/red str	664 @ 171.00	24 blk str	1023 @ 128.50
6 blk str	683 @ 170.00		
6 blk/bwf str	739 @ 165.00		
34 blk/red str	723 @ 164.00		
6 blk str	732 @ 160.00		
26 blk/bwf str	711 @ 159.00		
107 blk/red str	804 @ 158.10		
53 blk str	767 @ 157.75		

STOCKER & FEEDER HEIFERS

5 blk hfr	569 @ 165.00
1 blk hfr	625 @ 155.00
6 blk hfr	614 @ 154.00
2 blk hfr	625 @ 153.00
4 blk hfr	629 @ 153.00
6 blk/bwf hfr	673 @ 151.00
5 blk/bwf hfr	680 @ 148.00
7 blk/bwf hfr	685 @ 147.00
6 blk/bwf hfr	662 @ 146.00
69 blk hfr	807 @ 145.85
2 blk hfr	648 @ 145.00
65 blk hfr	818 @ 141.50
9 blk hfr	774 @ 138.00
10 blk hfr	888 @ 133.50
19 blk hfr	1049 @ 105.00
3 blk hfr	1073 @ 96.50

COWS & HEIFERETTES

1 blk hfr	1010 @ 88.00
1 char cow	1600 @ 82.50

BULLS

1 blk bull	1835 @ 103.00	1 blk bull	2135 @ 91.50
1 blk bull	1925 @ 95.50	1 blk bull	1830 @ 90.50
1 blk bull	2140 @ 94.50	1 blk bull	1775 @ 90.00
		1 blk bull	1840 @ 87.50

CONSIGNMENTS FOR JULY 27:

- 30 bwf str, 700-750 lbs., off grass
- 61 blk hfrs, 750-775 lbs., off brome
- 120 blk str, 900-950 lbs., off grass
- 61 blk x-bred str 925-950

CONSIGNMENTS FOR AUG, 3:

- 200 blk str, 850-900 lbs., off grass
- 250 blk red str, 825-875 lbs., off grass
- 190 blk str 800-850 lbs., off grass

CONSIGNMENTS FOR AUG, 10:

- 400 blk red str, 850-900 lbs., off grass

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