



QUALITY TIME™

News and Features for Farm Broadcasters from Certified Angus Beef LLC

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30-second radio spot

Cattle producers don't have to choose between quality, or efficiency and growth

South Dakota State University's Kelly Bruns says it's just a matter of matching growth implant potency with cattle diet. If calves have been on a high-forage diet, it's best to wait or use low-potency implants to match their growth rate. Fleishy cattle, started on feed, can get higher potency implants earlier.

Bruns suggests using an animal's frame, caloric intake and flesh to help choose the right implant. Other quality-friendly options include delaying or reducing the number of implants given.

85-second radio story

Cattle producers don't have to choose between quality, or efficiency and growth

Research shows growth implants can decrease the number of cattle that grade USDA Choice or better by at least 20 percent.

South Dakota State University's Kelly Bruns says producers don't have to settle for that, nor compromise gains.

Actuality, Bruns (:16): "Growth implants don't have to have a detrimental effect on quality grade. Not if you match the potency of the implant with the amount of energy in the calf's diet. Quality grade will not be impaired. A carefully planned implanting program can add pounds without affecting marbling."

(LINK: http://www.cabpartners.com/news/radio/bruns_qt4.mp3)

Q: ... without affecting marbling.

Timing is especially important, Bruns says. If cattle have been on a high-forage diet, it's best to delay implants. Fleishy cattle, started on feed, can get higher potency implants earlier.

Bruns suggests using an animal's frame, caloric intake and flesh to help choose the right implant.

Due to drought, many producers may early-wean this year, presenting a unique situation. Bruns says even if these calves start on a high-concentrate diet, it would be best to delay the implant until they are over the stress.

294-word radio story

Cattle producers don't have to choose between quality, efficiency and growth

Research suggests implants can decrease the number of cattle that grade Choice and higher by upwards of 20 percent. South Dakota State University's Kelly Bruns says producers don't have to settle for this reduction or compromise gains.

Actuality, Bruns (:16): "Growth implants don't have to have a detrimental effect on quality grade. Not if you match the potency of the implant with the amount of energy in the calf's diet. Quality grade will not be impaired. A carefully planned implanting program can add pounds without affecting marbling."

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Q: ... without affecting marbling.

Brunns says timing is especially important. If cattle have been on high forage diets, it's best to delay implants. Fleishy cattle can be given higher potency implants earlier.

There is no magic formula. Animal scientists suggest using an animal's frame, caloric intake and flesh to help determine the optimal implant.

Brunns says delaying implanting 30 to 50 days when calves first hit the feedlot can improve quality grade without significantly impacting growth. Reducing the number of implants to a single time will also increase marbling potential.

Producers should apply a steady growth curve, rather than aiming for a series of fast gains that spike and drop off. Marbling accumulates at nearly the same rate as growth, Bruns says. If cattle are pushed too hard, marbling potential is lost.

Brunns says by keeping the growth constant, cattle will deliver higher marbling scores, with increased carcass weights, at the same yield grade.

Due to drought, many Midwestern cattle producers will consider early-weaning calves. Bruns says this provides a unique situation, but probably not a good time to implant. Even though calves are on a high concentrate diet, he advises delaying the implant until later in the fall.

END