



QUALITY TIME™

News and Features for Farm Broadcasters from Certified Angus Beef LLC
Contact: Steve Suther, CAB Director of Industry Information (ssuther@certifiedangusbeef.com)

30-second radio spot

Healthy cattle mean higher quality and profit potential

It's in a producer's best interest to keep cattle healthy, says Iowa State Extension Beef Specialist Darrell Busby. Healthy cattle gain faster and more efficiently, of course. But Busby's research also shows they are 44 percent more likely to reach Prime and 33 percent more likely to reach premium Choice than cattle that had to be treated twice for sickness.

He suggests preventive health strategies: two rounds of a modified-live vaccine against respiratory disease, perhaps early weaning and any means of reducing stress.

60-second radio spot

It's no surprise; healthy cattle gain faster and more efficiently. But now, Iowa State University animal scientists say such cattle produce higher quality beef, too.

Extension Beef Specialist Darrell Busby says they are 44 percent more likely to reach Prime and 33 percent more likely to reach premium Choice than cattle that had to be treated twice for sickness.

Actuality, Busby (:19): "We know we have to keep cattle healthy to make them grade.

Tracking more than 13,000 cattle, we've found those that never got sick netted almost 2-hundred dollars more than calves that had to be treated twice for respiratory disease.

Keeping cattle healthy may sound simple, but it is extremely difficult."

(LINK: http://www.cabpartners.com/news/radio/busby_qt2.mp3)

Q: ... may sound simple, but it is extremely difficult.

Busby, who advises the Tri-County Steer Carcass Futurity, suggests preventive health strategies: two rounds of a modified-live vaccine against respiratory disease, perhaps early weaning, and any means of reducing stress.

Grid premiums of \$100 or more for premium Choice cattle over Select give producers added incentives to keep cattle healthy.

249-word radio story

Research shows that keeping cattle healthy improves more than feed efficiency and rate of gain.

Iowa State Extension Beef Specialist Darrell Busby says cattle wellness leads to higher quality-grade beef.

Actuality, Busby (:19): “We know we have to keep cattle healthy to make them grade.

Tracking more than 13,000 cattle, we’ve found those that never got sick netted almost 2-hundred dollars more than calves that had to be treated twice for respiratory disease.

Keeping cattle healthy may sound simple, but it is extremely difficult.”

(LINK: http://www.cabpartners.com/news/radio/busby_qt2.mp3)

Q: ... may sound simple, but it is extremely difficult.

The Iowa Tri-County Steer Carcass Futurity revealed healthy cattle have a 44 percent greater chance of making USDA Prime, and a 33 percent greater chance of reaching premium Choice than cattle that had to be treated twice for bovine respiratory disease, or B-R-D.

Busby suggests two rounds of modified-live vaccine for B-R-D. Early weaning may also help reduce health problems and increase quality grades. He says early weaning between 120 and 150 days of age and starting calves on a high-energy ration could produce more Prime and Choice carcasses.

Stress is known to cause more health problems. South Dakota State University’s Robbi Pritchard says that can be prevented by using smaller pens and doing less sorting.

Filling pens with single-source cattle is an option. Pritchard says cattle from the same farm or ranch typically have similar nutritional and immunological history, which can make their health easier to manage.

Grid premiums of \$100 or more for premium Choice cattle over Select give producers added incentives to keep cattle healthy.