



Quality TimeTM

Quality news and features for farm broadcasters from Certified Angus Beef LLC
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A good time to creep

30-second story

High feed prices don't mean you should avoid buying feed. In fact, this could be a good year to creep feed calves.

Feedlots want to buy heavier cattle — they don't discount “fleshy” calves as they once did.

Mike Krakoviak (kra-KO-vee-ak), director of cattle business for Land O' Lakes Purina Mills, says those calves can be worth more for other reasons, too.

Actuality, Krakoviak :9: “They wean easier, they stay healthier, and they already know how to eat; and that performance carries over into the feedyard.”

(LINK: http://www.cabpartners.com/news/radio/krakoviak_creepfeeding_qt3_7_1.mp3)

Q: ...into the feedyard

Krakoviak also notes the practice can improve marbling. Targeting calf gains of at least 2 pounds per day can significantly increase later quality grade.

60-second story

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Creep feeding takes pressure off the pasture and the cowherd, especially young cows and heifers, he adds.

Actuality, Krakoviak :12: “They're still growing themselves, and then you're trying to rebreed them, and then they're supposed to be taking care of this calf. That's a whole lot of pressure, and the creep feed can help her get her job done.”

(LINK: http://www.cabpartners.com/news/radio/krakoviak_creepfeeding_qt3_7_2.mp3)

Q: ...her job done.”

Krakoviak says producers should evaluate how and if creep feeding fits into their management program.

224-word story

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Actuality, Krakoviak :16: “Our evidence has shown creep-fed calves, especially those on a program like Accu-ration[®], they wean easier, they stay healthier, and they already know how to eat. And that performance carries over into the feedyard.”

(LINK: http://www.cabpartners.com/news/radio/krakoviak_creepfeeding_qt3_7_3.mp3)

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Today's genetics provide extra incentive to try the practice. Bigger, faster-growing cattle might require more energy than calves from a few decades past. Industry experts say high-performance herds don't need a stocker phase to add frame and carcass weight.

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