

The Missouri Show-Me-Select Replacement Heifer Program



History of the SMS

- Started with a pilot program in the fall of 1996
- 1998 -2004 Funding from the University of Missouri Extension Outreach Development Fund
- SMS was privatized in 2004 to form the Show-Me-Select Replacement Heifers, Inc.

Organization

- Elected board of directors
- Annual membership meeting
- Fees for pre-breeding and tagging
- President Ed Jackson
- Vice President Nolan Kleiboeker
- Judy Burton is our Secretary/Treasurer and Database Coordinator

- The Show-Me-Select Replacement Heifer Program is the first statewide on-farm beef heifer development and marketing program in the nation.



Impact Of The SMS program

- Since 1997
- 685 farms
- 199 veterinarians
- 90,888 heifers
- 10 regional extension livestock coordinators
- 17 regional extension livestock specialists



Marketing Impacts

- 100 sales at 10 locations
- 21,907 heifers sold
- \$24,132,795. in gross sales
- 7,063 prospective buyers
- 2,560 successful buyers
- Cattle sold into 17 states

Total Management Plan

- Health and Vaccination Program
- Pre-breeding Examination
- Early Pregnancy Diagnosis
- Tapping into the brain trust

Pre-Breeding Exam

- Reproductive Tract scoring (RTS)
- 1 to 5 scoring system
- 1 being Infantile
- 2 being Prepubertal > 30 days from puberty
- 3 being Prepubertal < 30 days from puberty
- 4 being a cycling heifer in the follicular phase
- 5 being a cycling heifer in the luteal phase

Pre-Breeding Continued

- Pelvic measure
- 150 square cm or more needed to meet the requirements
- Weight 60 to 65% of mature body weight
- Visual observation for conformation and structural soundness

Personal Experience

1998

5% RTS 2

50% RTS 3

45% RTS 4 & 5

24% not meeting minimum pelvic at pre-breeding exam

2009

100% RTS 4 & 5

100% meeting minimum pelvic requirements

Breeding

- A.I. is encouraged but not required
- Sires must meet certain requirements
- Birth weight (where no CE EPD is available)
- Calving ease
- Accuracy requirement of a .60 on direct calving ease on A.I. Sires

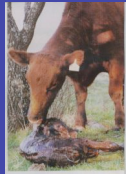
Service Sire Requirements For Calving Ease Direct

Active sire percentile rank requirements

Breed group	Percentile requirement
American	Upper 20%
British	Upper 30%
Continental	Upper 15%
Hybrid	Upper 20%

Calving Assistance

- 9.5 % calving assistance rate with Show-Me-Select heifers compared to 25% national average.



Pregnancy Examination

- Must be performed prior to 90 days gestation to more accurately determine fetal age
- We are encouraging the use of Ultrasound pregnancy determination where available

The SMS program has established Credibility for producers and helped them capture value for heifers.

What Have The SMS Management Practice Done For Me

- Make my good intentions become realities
- Increased retention rates on replacement females
- Establish true value for replacement females

Increased Retention Rates

Year Born	Number breeding seasons	% of animals still in herd
2001	8	65%
2002	7	71.5%
2003	6	63%



SMS Positive Effect On Whole Herd Management

- Reproductive management
- Increased use of AI in both heifers and cows with fixed time breeding
- Increased interest and emphasis on genetics
- Positive effect on the quality of the cow herd state wide
- Increased interest on finished product

Buyer Comments

- These heifers actually calved when you said they would.
- They didn't calve on THE DAY you said they would.
- The heifers weaned bigger calves than my cows.
- They were so good I kept one of the bull calves for a herd bull and sold one to my neighbor.

SEMO Fall Calving Sale May 1 2010

Sale Average	\$1328
Natural Service Lots	\$1265
All AI Bred Lots	\$1397
All TIER 2 Lots	\$1457



Lessons Learned

- Raising replacement heifers is not cheap
- Doing it correctly takes time and a good program
- You will pay for it one way or the other
- Always new things to learn and improve upon

Where Are We Going Now And In The Future

- Continue to improve genetic quality
- Be able to verify that quality - TIER 2
- Be able to capture that data
- Be able to use that data to for continued genetic and management improvements
- Use the best technology to accomplish these goals

Tier 2 Classification

- Heifers will be eligible to qualify for Tier 2 in the Show-Me-Select Replacement Heifer Program based on minimum accuracies of the heifers sire at the time of sale.
- This is based on the premise that high accuracies bulls are heavily used for good reason.

Tier 2 Classification

Trait	Accuracy
• Calving ease (direct)	.65
• Calving ease (maternal)	.30
• Weaning weight	.75
• Carcass weight	.20
• Marbling	.20

Proving Value

We know that stacking generations of high accuracy bulls with good EPD profiles in our females has tremendous value. These females may not look any different but their life time production in real dollars can be significant. Steer mates have added value. As producers of heifers finding a way to verify that value and capture it is our challenge.

QUESTIONS

