

For Immediate Release

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Membership for Show-Me-Select Heifer Program Due By Gene Schmitz, MU Extension Livestock Specialist

The Show-Me-Select Heifer Development Program (SMS) is a statewide program designed to improve the quality of replacement heifers added to beef herds in Missouri. This University of Missouri educational program outlines specific practices, which have proven to be a benefit in developing a replacement heifer that will have a long and productive life in a Missouri herd.

The SMS program is under the leadership and control of the not-for-profit organization - Show-Me-Select Replacement Heifers, Inc. To become a member of the organization and have a voice in its operation and direction requires payment of a \$5 annual membership fee.

A secondary benefit to membership is the opportunity to participate in the value added opportunities provided by the SMS trademark. These opportunities include the sale of trademarked heifers by private treaty or by participation in sanctioned SMS sales. Many producers have also elected to trademark the heifers they keep in their herd.

Once heifers are worked at pre-breeding, there will be a \$2.00 per head data processing fee assessed for any heifers chosen to be nominated as a potential SMS trademarked heifers. Producers will need to work with their veterinarian and local extension livestock specialist to complete the requirements of the program.

Annual producer memberships for the SMS program are \$5 and 2012 memberships are currently being taken. For membership applications or for information on the SMS program, contact me at the Extension Center in Warsaw at (660) 438-5012. University of Missouri Extension is an equal opportunity / ADA institution.