



FOR IMMEDIATE RELEASE

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Headline: Time for Show-Me-Select Replacement Heifer Program Enrollment

WARSAW, Mo. – Enrollments for producers wishing to participate in the Show-Me-Select Replacement Heifer Development Program (SMS) are currently underway.

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 beneficial in developing replacement heifers that will have a long and productive life in beef herds.

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 \$25 annual membership fee.

A benefit to membership is the opportunity to sell trademarked heifers by consigning them to sanctioned SMS sales or by private treaty sales. Many producers also elect to trademark the heifers they keep in their herd.

Program requirements include specific vaccination protocols and minimum heifer performance guidelines. Changes for 2014 include updating the service sire requirements for minimum calving ease EPD's. Producers will need to work with their local extension livestock specialist and veterinarian to complete the requirements of the program.

For more information on the program, contact me by e-mail at schmitze@missouri.edu or by calling the Benton County Extension Center in Warsaw at (660) 438-5012.

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