

“Show-Me-Select” Heifer Program Enrollment Time

It is that time of year again for the annual enrollment into the West Central Missouri Show-Me-Select Replacement Heifer Program.

The Missouri “Show-Me-Select” Heifer Program has had tremendous success in the state of Missouri. Although the main focus of the program is to improve the way beef heifers are developed on Missouri farms, many people are interested in the value-added portion, the Bred Heifer Sale. The Kingsville sale averaged \$2083 (range: on 291 head in November with a statewide average of \$2121 (range: \$1500 to \$4200/head) on 1178 head of bred heifers sold. This program has added value to the bred heifer market and has become the standard for developing replacement heifers in Missouri.

The Show-Me-Select Bred Heifer Program has become the standard for developing bred heifers. All market indications forecast a very strong market for the next several years as beef cattle numbers approach record lows.

This program is designed for the cattle producer, who is raising replacements for his own herd or raising heifers for sale. The program focuses on proper heifer development ranging from nutrition, health, reproduction, and genetics. The program involves the assistance of MU Extension Livestock Specialists and your cattle veterinarian. In previous years, producers have enrolled in the program with as few as 1 head or as many as 300 head of heifers. Also, some producers plan to retain all of their replacement heifers and other plan to sell everything that qualifies as Show-Me-Select. All options are acceptable. Program requirements are available at the Missouri Show-Me-Select Heifer Program webpage: agebb.missouri.edu/select/index.htm. If interested in the Show-Me-Select program, please contact your MU Extension Livestock Specialist or David Hoffman at 816-380-8460 or hoffmand@missouri.edu.