

January 31, 2008

Subject: Show-Me-Select Heifer Development Program Membership and Heifer Nomination Deadlines

If you wish to participate in the South Central Missouri Region's SMS program in 2008, your Intent to Participate in 2007 form is due your regional coordinator by February 1, 2008 for spring bred heifers and by September 1, 2008 for fall bred heifers . Your \$5 membership fee for 2008 must accompany your nomination form. Make checks payable to Show-Me-Select Replacement Heifers, Inc.

Dear Beef Producer:

The Show-Me-Select Heifer Development Program (SMS) is a statewide program designed with the intent of improving 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.

A secondary benefit is the opportunity to belong to Show-Me-Select Replacement Heifers, Inc. and 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 elected to trademark the qualifying heifers they keep in their herd.

The South Central Missouri committee is working to offer the SMS program for the tenth year and will host a sale again this year in May & December. We will have an organizational meeting on February 19, at the MU Extension Center in West Plains starting at 7:00 p.m. We will elect officers and board members for the 2008 year at this meeting. You received this notice because you have expressed interest in the SMS program in the past or were enrolled last year. Your interests might be two fold: developing replacement heifers for your own program or developing a quality replacement heifer to sell. Many producers do both.

The SMS program has evolved and now the sales aspect of the program is under the leadership and control of the not-for-profit organization - **Show-Me-Select Replacement Heifers, Inc.** When you pay your \$5 per year membership fee, you become a member of the organization and can have a voice in its operation and direction.

Once heifers are worked at pre-breeding, there will be a \$2.00/hd data processing fee assessed for any heifers you chose to ***nominate*** as a potential SMS trademarked heifer. You will need to work with your veterinarian and local extension livestock specialist to complete the requirements of the program.

Producers that complete the health and reproductive evaluation program will have the opportunity to tag qualifying heifers, **which were nominated as SMS heifers when worked at pre-breeding**, with the SMS trademark tag. The trademark fee is \$10/hd. In the fall of 2008 or the spring of 2008, SMS trademarked heifers can be consigned to SMS sales around the state. There will be a consignment fee due at the time of consignment. **The consignment fee only applies to the number of heifers consigned to the sale.**

Continued on reverse side

There are SMS programs in the following regions, **if you are considering consigning heifers to other sales besides South Central Missouri you need to contact the coordinators listed below.** Your paper work will be handled in my office, but the other sale coordinators need to know your **possible intentions immediately.**

Program Coordinators

Central

Gene Schmitz
P.O. Box 637
Warsaw, MO 65355
Phone: (660) 438- 5012
SchmitzE@missouri.edu
Possible fall sale

Northeast – (*is full and is not accepting new consignors outside the NE region*)

Al Kennett
Ralls Co. Extension Center
Courthouse, P. O. Box 540
New London, MO 63459
Phone: (573) 985-3911
KennettA@missouri.edu
Fall sale, possible spring sale

North Central

Chris Zumbunnen
Sullivan Co. Extension Center
2nd Floor Courthouse
Milan, MO 63556
Phone: (660) 265-4541
ZumbunnenC@missouri.edu
Fall sale

Northwest

Jim Humphrey
2nd Floor Courthouse, PO Box 32
Andrew County Extension Center
Savannah, MO 64485
Phone: (816) 324-3147
humphreyjr@missouri.edu
Fall sale

West Central

David Hoffman
Cass Co. Extension Center
302 S. Main, Annex #3
Harrisonville, MO 64701
Phone: (816) 380-8460
HoffmanD@missouri.edu
Fall sale, possible spring sale

Southeast

Roger Eakins
Cape Girardeau Co. Extension
Center
815 Hwy 25 S., P. O. Box 408
Jackson, MO 63755
Phone: (573) 243-3581
EakinR@missouri.edu
Fall and spring sale

Southwest

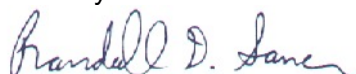
Eldon Cole
Lawrence Co. Extension Center
Courthouse, P. O. Box 388
Mt. Vernon, MO 65712
Phone: (417) 466-3197
ColeE@missouri.edu
Fall and spring sale

South Central

Randy Saner
Howell Co. Extension Center
217 South Aid Avenue
West Plains, MO 65755
Phone: (417) 256-2391
SanerR@missouri.edu
Fall sale, possible Spring Sale

Program requirements can be viewed at: <http://agebb.missouri.edu/select/index.htm>. Contact me with any questions you may have about the SMS program.

Sincerely:



Randall D. Saner
Livestock Specialist
Enclosures: