

Southeast Missouri "Show-Me-Select" Replacement Heifer Program

Show-Me-Select Objectives

- Increased adoption rate by farmers in Missouri of management practices that offer potential to improve long-term reproductive efficiency of their herds and resulting profitability.
- Improved heifer development programs through a Total Quality Management approach.
- Increased marketing opportunities for and add value to Missouri-raised heifers.
- Creation of reliable sources of quality replacement heifers in terms of genetics and management.



Show-Me-Select Weight/Conditions

- Bred heifers consigned to sale must weigh 800 lbs. and have a body condition score of 5.
- Heifers are free of blemishes (pinkeye scar, rat-tails, bob-tails, frozen ears, horns).
- Heifers screened for frame, muscle, structural soundness, disposition, and general sale acceptance.



Show-Me-Select Health Program

1. Calfhood vaccination against Brucellosis (Bangs).

Weaning

2. Heifers vaccinated for IBR, BVD, PI₃, BRSV and 7-way Clostridia. Heifers vaccinated at 5 months of age or older according to label direction.

Prebreeding

3. Heifers vaccinated against Leptospirosis (5-way) and Vibriosis, 30-60 days prior to breeding season. Booster vaccine against IBR and BVD given.

Pregnancy Check

4. Booster vaccination against Leptospirosis (5-way) given.

30-Day Pre-Sale Check (Sale heifers only)

5. Heifers are blood tested negative for Brucellosis, treated for internal and external parasites, re-pregnancy checked and booster vaccinated against Leptospirosis (5-way).



Show-Me-Select Reproductive Traits

1. Heifers have a prebreeding pelvic measurement of 150 cm² or greater or 180 cm² at pregnancy check.
2. Bred heifers consigned to sale are guaranteed to be safe in calf.
3. Heifers have been bred to bulls of known ID and Breed. Bulls have complete EPD information, with major emphasis on birth weight and calving ease EPDs.



A group of calves by Show-Me-Select heifers.

Visit our Websites at:

agebb.missouri.edu/select

Show-Me-Select Calving Results

1998 - 2000 Calving Survey Results		
Number of heifers	4380 hd	
Assistance required ☆	453 hd	10.3 %
Abnormal position	86 hd	1.9%
# Calves born dead	187 hd	4.3%
# Calves died 1 st week	72 hd	1.6 %

☆ National average assistance for 2 yr. olds is 20 - 28%

COMMENTS:

- These heifers calved easily with no difficulty. The calves were up and suckling within a few moments of hitting the ground.
(Southwest MO SMS Producer)
- This is an excellent program that has worked for me. I feel that the program has offered me improved quality at reasonable prices.
(Southeast MO SMS Buyer)
- The heifers calved with minimal or no assistance and rebred the following year. A good program.
(West Central MO SMS Buyer)



A group of "Show-Me-Select" heifers during the breeding season

Show-Me-Select Contacts

- **Roger Eakins**, *Regional Coordinator*
573-243-3581
eakinsr@missouri.edu
- **Ben Davis**, *Livestock Specialist*
St. Francois County 573-756-4539
- **Kendra Graham**, *Livestock Specialist*
Wayne County 573-224-3035
- **Darrell Aufdenberg**, *Chairman*
573-243-2756
- **Dr. William Schabbing**, *Veterinarian*
573-243-3916
- **Mike Kasten**, *Producer*
573-238-3954
- **David Patterson**, *State Coordinator*
573-882-7519
- **Richard Randle**, *State Coordinator*
573-882-7848



Show-Me-Select Sponsors

- Missouri Beef Cattle Improvement Association
- University Outreach and Extension
- Commercial Agriculture Program
- Missouri Cattlemen's Association
- MO Department of Agriculture
- MU College of Veterinary Medicine
- SEMO Cattlemen's Association
- Fruitland Livestock Sales, Inc.
- Cape Girardeau Co. University Outreach and Extension

This program is supported by the University of Missouri Outreach and Extension Outreach Development Fund

Southeast Missouri "Show-Me-Select" Bred Heifer Program



**Developing Quality
Replacement Heifers
For
Tomorrow's Beef
Industry!**

"SHOW-ME-SELECT" BRED HEIFER SALES

Spring-calving heifers:
First Saturday of December

Fall-calving heifers:
First Saturday of May

1:00 p.m.

**Fruitland Livestock
Sales, Inc.**

Fruitland, Missouri