



BEEF CATTLE INSTITUTE
KANSAS STATE UNIVERSITY

THE GRAZIER

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HEALTHY PEOPLE. HEALTHY CATTLE. HEALTHY PLANET.

June 2015

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CALENDAR of EVENTS

July 8 - PAC (Production Animal Consultation) Annual Meeting, Oberlin, Kansas

July 10-14 - AVMA Annual Convention, Boston, Massachusetts

Aug. 6-8 - Academy of Veterinary Consultants Summer Meeting, Denver, Colorado

Contact Us:

Beef Cattle Institute
Kansas State University
Ph: 785-532-4844
Fax: 785-532-4021
Email: bci@ksu.edu
www.beefcattleinstitute.org

International Food Group Representatives Tour Kansas Feedlots

by Audrey Hambright

In April, the Beef Cattle Institute (BCI) at Kansas State University was host to two representatives from Jerónimo Martins, a Portugal-based international group operating in food distribution, food manufacturing and service sectors. Jerónimo Martins is one of the oldest retail groups in Portugal, opening its first store in the late 1700s.

Domingos Bastos, agricultural development director and José Fraga, meat supply manager/animal production area development director of the international group traveled to view the American feedlot industry firsthand with intentions of growing their existing business model.

Currently, the group purchases beef directly from the producer and contracts with a local processor before the final product is delivered to the store. The supermarket chain, Pingo Doce, has more than 300 stores in Portugal, 2,000 in Poland and is expanding to Colombia at this time.

The group aims to build its own feedlot to increase the quality and consistency of the product it is providing consumers. Prior to their interest in facilitating its own feedlot,



Domingos Bastos and José Fraga representatives from Jerónimo Martins in Portugal, look on during their tour of Kansas feedlots.

it worked with producers to obtain Angus genetics from Ireland to crossbreed within its herds to achieve higher finishing weights.

During the first two days of their visit, Jorge Simroth, BCI graduate student, Dr. Steve Bartle, research director and Dr. Dave Rethorst, outreach director, guided Bastos and Fraga through both “grow” and “finish” feedlots around the state. In addition to viewing the different types of feeding practices, Bastos and Fraga were able to visit with feedyard managers at each of the stops as well.

“They were excited to learn about the backgrounding scenario of feeding,” Simroth said. “They are now aware of a more efficient process to get high quality beef, and that’s what they’re trying to do there.”

According to Bartle, the BCI was also able to show them the difference between a mono-slope confinement barn and open dirt pens layout at a feedlot.

“Our goal was to show them the variety of production practices that we have,” Bartle said.

Concluding what Simroth considered an impressionable visit to a few Kansas feedlots, he guided the guests on a tour of the K-State campus before they began their return trip to Portugal.



Jake Stowell, Frankfort, Kansas, visits with Bastos and Fraga during a tour of a mono-slope confinement barn.

Join the Conversation **ONLINE!**



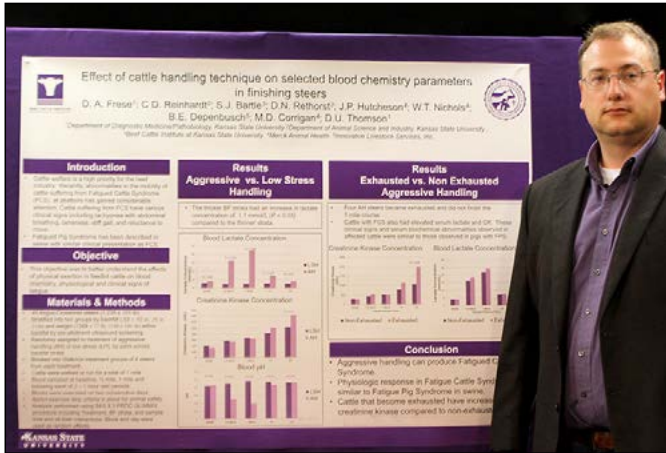
The_BCI



Beef Cattle Institute at Kansas State University

BCI Graduate Student Receives Top Award at Premier Beef Nutrition Conference

by Audrey Hambricht



Dr. Dan Frese pictured with his award winning research poster.

Dan Frese, graduate student of the Beef Cattle Institute (BCI) at Kansas State University, was recognized for research conducted on cattle handling techniques at the Plains Nutrition Council (PNC) Spring Conference in San Antonio, Texas, in April.

Frese is first author and lead graduate student on the study titled, "Effects of cattle handling technique on blood chemistry parameters in finishing steers not fed a beta adrenergic agonist," which was awarded the overall top entry in the graduate student poster competition. Frese received \$4,000 from the Dr. Kenneth & Caroline McDonald Eng Foundation as part of the award.

Frese, in addition to four other students who were recognized as runners-up, came from a total of 40 entries hailing from more than a dozen universities across the country. The posters were evaluated based on scientific merit and novelty, industry

relevance of the research, clarity of data presentation, as well as accurate data interpretation and conclusions.

Evaluated by members of the PNC representing academia, allied industry and the consulting community, Frese's poster displayed the results of the study, which was designed to model fatigued cattle syndrome (FCS) and how it is similar to fatigued pig syndrome. According to Frese, this research is significant in that it relates to the mobility problems that have been noted in the cattle industry at slaughter plants in recent years.

"I see this as the beginning of using objective data to emphasize how low-stress cattle handling can affect the beef industry," he said.

Dan Thomson, director of the BCI and Frese's major professor, applauded Frese's work and accomplishments.

"Dr. Frese has done a great job of solving real questions for the beef industry," Thomson said. "He has been able to connect the dots on an important issue surrounding beta agonists."

Steve Bartle, research director of the BCI and one of the co-authors of Frese's study, works closely with the graduate students at the BCI to prepare abstracts and poster presentations on their research. He feels this award recognizes the team's work as a whole.

"In the feedlot industry, this is a high-profile conference where academia, consulting nutritionists and allied industry come together," Bartle said. "This award shows our professionalism as researchers and relevance to the industry."

The PNC was established in the 1970s as a forum for feedyard nutritionists to discuss the most recent advances in feedlot nutrition and research. While the first meetings attracted no more than a dozen working nutritionists, today the PNC is the preeminent feedlot nutrition meeting in the world, annually attracting more than 500 nutritionists from across North America, South America, Africa and Australia.

BCI Cofounds Roundtable for Sustainable Beef

by Elsie Suhr, BCI graduate studies

The Beef Cattle Institute recently became a founding member of the United States Roundtable for Sustainable Beef (USRSB). USRSB's mission is to advance, support and communicate continuous improvement in U.S. beef sustainability through leadership, innovation, multi-stakeholder engagement and collaboration. The roundtable consists of more than 50 members representing the constituent groups of producers, allied industry, processing, retail, and civil society. The USRSB has accepted the definition of sustainability for the U.S. beef industry set forth by the Global Roundtable for Sustainable Beef (GRSB), which defines sustainable beef as a socially responsible, environmentally sound and economically viable product that prioritizes planet, people, animals, and progress.

The BCI decided to join the USRSB to help drive continuous improvement in the industry. BCI representatives will be actively participating in a field projects working group striving to develop research projects used to identify priority areas for improvement and test improvement strategies in the U.S. beef industry's sustainability efforts. Other working groups will

be identifying indicators of sustainability and developing ways to verify our sustainability progress and increase transparency for consumers. The USRSB has no plans at this time to create mandatory programs or verify individual producers as sustainable.

The first annual general assembly meeting of the USRSB will be held in Denver July 14-15. The roundtable is always accepting applications for membership. You can find more information about the USRSB such as other industry members, the agenda for the general assembly meeting, and how you can get involved at www.usrsb.org.



PRODUCER spotlight

Galen Fink

FINK BEEF GENETICS

Randolph, Kansas



The Fink family enjoys the Kansas Junior Charolais Association Field Day. From left: Galen, Megan and Lori.

by Audrey Hambricht

Fink Beef Genetics may have started small, but the use of innovative techniques combined with the will to survive on a lifestyle they love has led to a successful operation.

The family-run Angus and Charolais operation located near Randolph, Kansas, started with one cow in 1977 and has grown to market approximately 700 bulls each year.

During the initial building years, Galen Fink was working as the herdsman for the Kansas State University purebred beef unit, and his wife, Lori, was serving as a field representative for the Kansas Angus Association. In 1990, they made the decision to go on their own.

Starting with a small amount of rented acreage which was less than ideal for expanding the herd, the Fink's began utilizing embryo transplant in 1988. This gave them the capability to grow numbers with minimal land and no hired help.

Along with building their registered Angus herd, the Fink's added the Charolais breed to the operation in 1999 to provide another option for customers. According to Galen, at the time it was rare for a purebred operation to have more than one breed, but that it is becoming more common today.

Creating diversity within the operation and utilizing new methods plus keeping labor costs at a minimum, are just a few ways Fink Beef Genetics has been able to grow an international customer base to which they currently market their genetics.

Another significant part of their operation is the relationships they have built with their customers. Since it is a family-run operation, Galen and Lori's daughter Megan is playing a pivotal part as well.

"It's easier because you've lived a lot of your customers lives," Galen said. "I think you can relate to people and know what they're going through. It keeps you a step closer to your customers."

He also believes in having direct contact with the customer. "There is a difference between hired help and the owner

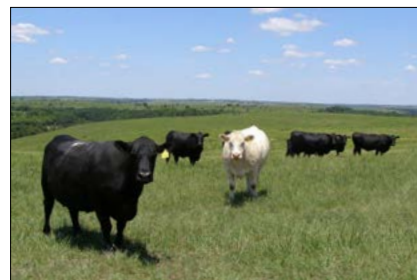
visiting with them directly," he said.

In addition to being involved in every part of the operation, each member of the family has been a member of professional industry organizations and held several leadership roles. They are currently active in the National Cattlemen's Beef Association, the Kansas Livestock Association and the national Angus and Charolais organizations, just to name a few. In 2012, they were awarded the American International Junior Charolais Association (AIJCA) "Family of the Year" and recognized as KSU Alumni Fellows in 2001. In addition to their many family accomplishments, Megan, a recent K-State graduate, has taken on many leadership roles including past AIJCA president and Collegiate Cattlewomen secretary. She has since had the opportunity to judge several shows including a showmanship contest in Jalisco, Mexico.

Youth involvement in the industry is important to Galen and he feels it should be a goal of all producers to get young people involved — and getting people involved is one part of the industry he enjoys most.

"Meeting people that really have a plan and are excited about what they're doing is probably as much fun as anything," he said.

Whether creating relationships with new customers or thinking of what comes next for the family operation, Fink Beef Genetics is continually striving to provide genetics worldwide to customers and improve the amounts of quality beef at people's tables.



Cattle roam a beautiful pasture at Fink Beef Genetics.

RURAL practitioner

Dr. Trent Glick

WETMORE VETERINARY SERVICE

Wetmore, Kansas



Dr. Trent Glick with his wife Megan and their daughter Madelyn.

by Audrey Hambricht

Dr. Trent Glick of Wetmore Veterinary Service in Wetmore, Kansas, attributes his decision to become a veterinarian from the role models he had as a youth.

“Drs. Bill and Laura Moreland, Dr. Don Sotta, and Dr. Kristal Endicott Holder all had enthusiastic personalities and really made veterinary practice entertaining,” he said. “Observing their daily interaction with clients was very gratifying and made me want to go to veterinary school.”

A native of Pittsburg, Kansas, Glick received his veterinary degree from Kansas State University College of Veterinary Medicine in 2010. He was a member of the first class to be a part of the Veterinary Training Program of rural Kansas (VTPRK), a loan repayment program for service in Rural Kansas. For the program, he spent part of a summer with USDA Foreign Animal Disease in Washington, D.C., and another with CDC Disease Outbreak in Atlanta, Georgia. Upon graduation, he was awarded the Wempe-Luckeroth Family Award for demonstrated proficiency in mixed animal practice.

After graduation, Glick practiced at Countryside Veterinary Clinic of Oberlin and Hoxie, Kansas. In September 2010, he took a position with Northeast Kansas Veterinary Service to run the Wetmore Clinic and then purchased the practice in 2013. Currently the practice is made up of approximately 75 percent beef cattle, 20 percent small animal and 5 percent dairy cattle clientele.

Glick enjoys many aspects of being a rural practitioner. Including the small-town atmosphere. He and his wife, Megan, have recently welcomed the birth of their first child, Madelyn. Because of this environment, he feels he is working alongside his friends and neighbors who have similar interests to his.

“The thing I enjoy most about my job is still the daily interaction with clients that share a passion for improving their operations with the ultimate goal of advancing animal agriculture,” he said.

Even though Glick has been in practice for just more than five years, he has witnessed some changes from his time as a student until now. One change has been the increase in cattle prices. According to Glick, this has made individual animals more valuable to the producer and allows him to make more of an impact on herd health programs.

“Today clients are always asking what more they can do to improve their operation and protocols,” he said. “Although changes aren’t maybe as quick as I’d like, I think we have come a long way in a short time of introducing and building upon management concepts, BQA, welfare and antibiotic stewardship.”

It has also benefited him as a practitioner.

“On an individual animal level it has afforded me the opportunity to do surgeries and procedures that at one time maybe would have only been done at a referral hospital like the Veterinary Health Center at Kansas State University,” he added.

One of his most memorable experiences as a practitioner took place during a K-State vs. KU basketball game while he placed an external fixator on an open metacarpal fracture of a calf.

“It was the first one I had tried and I was literally listening to the game as I did the surgery. K-State won and the fracture healed so it was an early omen of success,” he recalled excitedly.

While the opportunities in the profession are bright, Glick is aware it faces some challenges as well. One of those is the growing disconnect between future generations and agriculture.

“To me, our biggest challenge is to help food consumers understand our industry,” he said. “We are fighting a propaganda war, whether it’s animal welfare, the use of antibiotics, environmental concerns or any other issue. It’s our job to educate people on the facts and not let our adversaries make the first impression.”

Aside from his duties as a father and practitioner, Glick has been involved in American Veterinary Medical Association (AVMA), Academy of Veterinary Consultants (AVC), American Association of Bovine Practitioners (AABP) and Kansas Veterinary Medical Association (KVMA). He was also a member of student veterinary organizations while attending K-State.

His advice for current veterinary students is to remember the point of an education is to grow and learn the material, not just pass the test.

“I feel that work ethic is not only what got me into veterinary school, but also what got me through veterinary school and still serves me today,” he said. “Take advantage of your time with the wealth of information you have available to you.”



Above: Dr. Glick conducts a lameness exam.



Consulting with clients Lance and John Cline after a farm visit.

Current Feedlot Cattle Health and Well-Being Program Recommendations Made by Veterinary Consultants in the United States and Canada

by Dr. Tiffany Lee

Consulting feedlot veterinarians routinely give recommendations to feedlot employees and managers on all areas of cattle health and welfare. Most of these recommendations are based on the veterinarians' field experience and their knowledge of published, peer-reviewed literature. The Beef Cattle Institute has developed a survey to document the current recommendations of consulting feedlot veterinarians, first conducted in 2009. The survey was repeated in 2014 to document the most current recommendations being given, and to report any changes in recommendations made in 2009 versus those in 2014.

Twenty-three consulting feedlot veterinarians answered 78 questions involving general information/demographics, employee training, receiving and processing practices, castration, dehorning, and pregnancy management, antibiotic use, vaccination strategies, disease diagnosis and treatment, morbidity and mortality, and euthanasia and necropsy. Response rate to the survey was 100 percent. The veterinarians surveyed were from Canada, Colorado, Idaho, Kansas, Nebraska, Oklahoma, and Texas. The 23 respondents represented more than 10 million head of cattle on feed.

The respondents are involved in the training of feedlot employees, and indicated they use tools such as video, printed materials, pictures and live web demonstrations to do so. All respondents reported the use of hands-on training to instruct employees as well. In addition, two of the 23 respondents speak Spanish, which may aid in the training of feedlot employees.

Veterinarians also give recommendations on common veterinary practice procedures and take time to train feedlot employees on proper performance of castration, dehorning, and other routine practices. Welfare considerations such as castration and pain management are currently topics of discussion among producers, academic professionals, and veterinary consultants. The veterinarians-surveyed recommended castration methods for various weight classes of cattle. Their recommendations are reflected in Figure 1. With regards to dehorning, only nine respondents (42.9 percent) recommend the removal of horns or horn tips, even though 16 (69.6 percent) believe that packing plants have a restriction on horn length. What is best for the animal is always considered when implementing these practices.

The veterinarians surveyed also recommend best management practices in regards to vaccination protocols, antibiotic use, and other management decisions for cattle coming into feedlots. Vaccination protocols vary with veterinarians' personal experience, feedlot demographics, and type of cattle being received (high risk or low risk). Antibiotic use is more common in cattle that are termed "high risk" for contracting Bovine Respiratory Disease, such as young cattle or cattle that have been transported long distances. Due to the differences in cattle arriving at feedlots, management styles, geographical location, and personal experience of veterinarians and feedlot

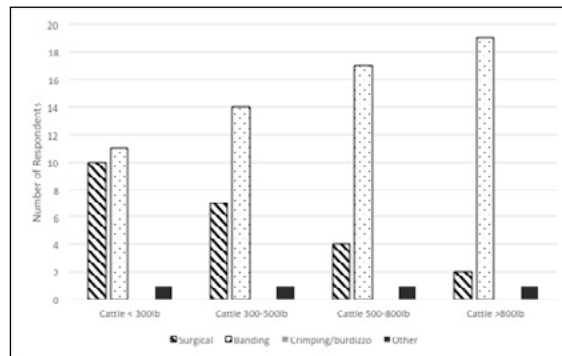
managers, morbidity and mortality rates vary widely among the cattle that the surveyed veterinarians represent. Because of this, seven factors related to the prediction of morbidity and mortality were provided to the survey participants, and were to be ranked in order of importance. The results from 2014 compared to those from 2009 are shown in Table 1. Changes in weather patterns over the years and the labor force available could be contributors to the differences in the rankings of the factors provided.

While differences in personal knowledge and experience of the veterinarians-surveyed here contribute to the variation in answers to many of the questions in the survey, the information provided gives valuable insight into the most common recommendations being made by feedlot veterinarians in the United States and Canada. The findings reported here increase knowledge of common recommendations being made by practicing veterinarians, and have an impact on the feedlot and veterinary industries. The information will be valuable both today and in the future, when other surveys contribute to make an even larger base of knowledge.

Table 1. Rankings of seven factors utilized by feedlot veterinarians to predict morbidity and mortality in feeder cattle in commercial feedyards and the comparison of the rankings found in the current survey to those in the 2009 survey.

	Numerical ranking	
	2014	2009
Cattle health risk	1	1
Amount and quality of labor available	2	4
Receiving nutrition program	3	3
Weather patterns	4	2
Class of antibiotic used for metaphylaxis	5	5
Class of antibiotic used for treatment	6	6
Brand of vaccine	7	7

Figure 1. Recommendations on castration method for each weight class of cattle by feedlot veterinarians surveyed (n= 22 respondents).



BCI Undergraduate Student Presents Research on Effectiveness of Multimedia Training Modules, Receives Award

Symposium creates opportunity for minority students to display research in their field of interest.

by Alyssa Toillion

Socorro Martinez, senior in animal sciences and industry, proudly represented the Beef Cattle Institute (BCI) at the 15th Annual Developing Scholars Program (DSP) Symposium held on April 19 in the Kansas State University Student Union. During the two years as an undergraduate employee of the BCI, Martinez has been instrumental in the production and translation of numerous online training modules.



BCI undergraduate employee Socorro Martinez stands next to his poster with the Pay it Forward Award he received at the Developing Scholars Program Symposium held in April.

At the symposium, Martinez presented his study titled "Bilingual Training of Feedlot and Dairy Workers to Ensure Food Safety and Animal Well-Being," which tested the effectiveness of

multimedia training modules. Employees of a feedlot and dairy were asked to fill out a demographic survey and pre-test prior to watching a training module, which were available in both English and Spanish. Following the video, the employees took the exact same test again. The results concluded that the videos were effective showing a 26 percent improvement rate from pre- to post-test.

In reward for his work, Martinez was presented the Pay it Forward Award by K-State alumnus and former BCI employee José Valles, and his wife, Areli Monarrez, at the research symposium. This is the first time this award has been given.

The DSP has helped promote undergraduate research for 15 years and has placed nearly 350 students of color or first-generation college students with research faculty, campus-wide. The program provides a motivated peer group, and a positive

and supportive climate along with a network of mentors who will help guide students to a rewarding future.

A conjoined program of the DSP, the Louis Stokes Alliance for Minority Programs (LSAMP), assists in diversifying potential hires entering in science, technology, engineering and math fields. LSAMP promotes recruitment and retention programs in support of increasing the success of underrepresented minority students.

Martinez, who is a member of the DSP and LSAMP, is grateful for the chance to be involved in these programs.

"I would like to thank the LSAMP and DSP for giving me the opportunity to perform undergraduate research and be a part of a wonderful program," he said. "I gained presentation and networking skills and learned a lot more about research and how to present a poster."


This collaboration with the College of Agriculture traces back to the early years of the programs where students were placed in animal sciences and industry, in preparation for the veterinary medicine curriculum. According to Anita Cortez, director of the Office of Undergraduate Research, students have since been placed in many areas of agriculture from grain science to entomology, plant pathology and agricultural economics.

"These are great fields of pursuit for many of our students, and those with bilingual skills are even more valued in these fields," she said.

Dr. Chris Reinhardt, assistant director of the BCI, served as the research mentor for Martinez.

"Socorro is very dedicated and a hard worker," Reinhardt said. "If I had to do it all over again I would hope to get a student just like him."

Reinhardt advises students to take a hands-on approach to their education.

"Dive right in! Experience is the best teacher," he said. "My goal is always to give the student an opportunity to learn by doing and I think Socorro did just that." 



Applied Beef Production Questions?

The BCI Search Engine on the *BCI website* searches the extension websites of the major beef states and selected applied scientific journals.

More BCI Highlights...

Record Number of BQA Certifications

by Melissa Sandfort, Beef Board

More than 2,100 producers across the country became Beef Quality Assurance (BQA)-certified thanks to the recent program supported by Boehringer Ingelheim Vetmedica, Inc. (BIVI). That is the highest number in the program's four-year history, and means that nearly 22,000 producers have taken advantage of these free offers to sign up for the BQA certification program. Through its sponsorship of the BQA certification program, BIVI provides financial support for the Beef Cattle Institute, which developed the certification module.

The checkoff-funded BQA program is important to the cattle industry, as it provides producers a set of best practices for producing quality beef. It also assures consumers the beef they eat is both safe and wholesome.

"Being BQA-certified gives me and the packer I work with the confidence that I am treating my animals correctly. Most importantly, certification gives consumers the confidence that I am doing everything I can to ensure the health and nutritious value of the beef they purchase," said Scott Niess, cow-calf producer from Osage, Iowa, and member of the checkoff's Safety Subcommittee. "We need to be upfront with our animal

husbandry practices, and BQA certification allows us to do that. It's an overall statement of confidence to the industry and consumers."

The BQA certification modules are customized to fit the specific needs of each segment of the cattle industry — cow-calf, stocker, feedyard and dairy operations. The program covers best management practices, such as proper handling and administration of vaccinations and other products; elimination of injection-site blemishes; and low-stress cattle-handling principles. Although the free certification period has passed, it's never too late to proclaim your commitment to quality and become BQA-certified through your state trainings or online at www.bqa.org.

For more information about your beef checkoff investment, visit MyBeefCheckoff.com.



Coming in 2016!

International Symposium on Beef Cattle Welfare

June 8-10, 2016 • K-State Alumni Center
Manhattan, Kansas

Hosted by the Beef Cattle Institute

BCI Student Spotlight

Joshua Haynes

Hometown: Junction City, KS

Major: Animal Sciences & Industry - Pre-Veterinary Medicine

Time at BCI: Started at beginning of the spring semester

Responsibilities at BCI: Updating BQA Modules

What have you learned from the BCI: I learn things about the welfare and management of a herd every week. I enjoy knowing that I am helping to inform producers and consumers so that the public can feel safe about the animal products they consume.



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