



BEEF CATTLE INSTITUTE
KANSAS STATE UNIVERSITY

THE GRAZIER

Brought to you by the Beef Cattle Institute at Kansas State University.

HEALTHY PEOPLE. HEALTHY CATTLE. HEALTHY PLANET.

October 2015

IN THIS ISSUE:

- Strategic Partnership to Support US Beef Industry
- BQA Free Certification Period Announced
- Producer Spotlight: Mary Ann Kniebel
- Rural Practitioner: Dr. Mike Burdett
- In Research: Study on BRD Complex
- Highlights from AABP Convention
- Student Spotlight: Jacee Owens

CALENDAR of EVENTS

Nov. 10 - Upson Lecture Series, KSU Forum Hall, Manhattan, KS

Dates and locations coming soon!

Kansas Regional BQA Meetings

Contact Us:

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

K·Coe Isom, BCI Launch Strategic Partnership to Support US Beef Industry

by Sara Harper, K·Coe Isom

K·Coe Isom and the Beef Cattle Institute at Kansas State University will work together and with the beef industry to provide educational and communication resources on sustainability topics under an agreement which was unveiled Tuesday, Sept. 22, at the university.

The partnership focuses on two key areas:

- **Online sustainability education and training.** This project will add beef sustainability training for producers as an option they can access on the BCI's existing Beef Quality Assurance platform so they may learn from the latest research on animal care, environmental, economic and community-worker engagement issues and decide if some of these practices are a good fit to add to their operation.
- **Hosting a beef sustainability knowledge summit.** This summit will provide a vehicle for bringing multiple stakeholders together to share the latest academic research, market trends, consumer communication ideas and best practices on the key categories of animal care, economic, environmental and worker-community engagement issues related to the beef industry. The purpose of the summit will be to further education, communication and dialogue across the entire value chain.

"In the coming decade, the food and agriculture industry will be facing significant challenges: shifting consumer preferences, natural resource scarcities, increasing demand for protein in emerging economies and more extreme weather events. All of this adds up to an unprecedented level of market risk," said



Dr. Dan Thomson, director of the BCI, addresses industry media and key stakeholders at the press event held Sept. 22.

Sara Harper, director of sustainability and supply-chain solutions at K·Coe Isom.

"Together with K-State, we're creating new opportunities for beef producers to add to their knowledge on topics that we believe could significantly help them manage against these future risks," Harper said. "We are excited to work with K-State and we hope others in the industry will join our efforts to bring good information to the public and to producers who may not always have the tools they need to communicate how they are improving on sustainability issues."

"Together with K-State, we're creating new opportunities for beef producers to add to their knowledge on topics that we believe could significantly help them manage against these future risks."

- Sara Harper,
K·Coe Isom

"K·Coe Isom's roots originated in rural communities throughout Kansas, and over the past 85 years, we've worked with operators that impact one out of every five head raised in America," said Jeff Wald, CEO of K·Coe Isom. "We are truly excited in launching this strategic initiative with the BCI. As certified accountants and business consultants, K·Coe Isom brings years of expertise on financial and tax management, beef feedlot financial benchmarking, feed yard auditing and supply-chain sustainability solutions. Our firm has a history of being trusted financial and business advisors for our clients, and shepherding their

Join the Conversation **ONLINE!**

 **The_BCI**

 **Beef Cattle Institute at Kansas State University**

Continued on next page

K•Coe, BCI Launch Partnership (continued from front page)

confidential data continues to be a vital function of our role in serving them well.”

Founded in August 2007, the BCI creates a collaborative environment to provide beef producers with the most current education, research and outreach available.

“Through this partnership, we will focus on bringing world-class sustainable beef and management education and training programs for producers and food companies,” said Dan Thomson, director of the BCI. “Nobody cares more about

sustainability in the beef industry than beef producers. Beef consumers need a clear, unbiased source of information about beef sustainability. As servant leaders to the beef industry, we at K-State are obligated by the land-grant mission to provide resources for ranchers, feedlot operators, packers, retailers, and others directly involved in producing safe, wholesome, responsible beef globally while providing beef consumers with the facts.”

BQA Free Certification Period Announced

by Melissa Sandfort, Beef Board

The countdown has begun for beef and dairy producers to become Beef Quality Assurance (BQA)-certified for free online certification through Nov. 20. And, as an added bonus, anyone who becomes certified during this period is eligible to win a prize package, courtesy of Boehringer Ingelheim Vetmedica, Inc. and the BQA program, funded in part by the beef checkoff.

Boehringer Ingelheim Vetmedica, Inc. will pick up the \$25-\$50 online training fee for every person completing BQA training through Nov. 20. That includes anyone who works with cattle – whether it is beef or dairy. Visit www.bqa.org to take advantage of the open certification period.

The BQA program is important to the cattle industry because it is a producers’ consumer-friendly story to tell, helping them talk about using BQA Best Management Practices for producing a safe and high quality beef product. And for dairy producers, this offering also is beneficial as a tool to promote safe animal-handling practices and because a large percentage of dairy calves, as well as market cows, make their way into the food chain.

The BQA training 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 animal health products, reducing injection site blemishes, and low stress cattle-handling principles.

More than 2,100 producers across the country became Beef Quality Assurance (BQA)-certified during the last campaign

thanks to the program support 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 training modules.

To become BQA-certified, or learn more about the program, visit www.bqa.org. To learn more about your beef checkoff investment, visit MyBeefCheckoff.com.

Note: For questions about the online certification process, including technical issues, please contact Kelly Oliver at the BCI.



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

Upson Lecture Series

presents:

Vance Crowe

Director of Millennial Management
Monsanto Company

Tuesday, November 10th
7 p.m. • KSU Forum Hall

PRODUCER spotlight

Mary Ann Kniebel

KNIEBEL CATTLE COMPANY

White City, Kansas



The Kniebel Family pictured from left to right: Clay, Kevin, Mary Ann and Cassie.

by Audrey Hambricht

As many in the agriculture industry know, there are hardly specified roles or job descriptions for anyone involved in the operation. This is definitely the case for Mary Ann Kniebel of Kniebel Cattle Company near White City, Kansas. For her, it's a "do what needs to be done" attitude.

Kniebel, originally from Shawnee, Kansas, graduated from Kansas State University with a bachelors in animal science and went on to obtain a masters in reproductive physiology. Her first job out of college took her to Texas where she worked in embryo transfer. Not long after she made the switch to nutrition, which brought her back to her home state where she eventually met her husband, Kevin.

Kniebel Cattle Company has a long history dating back to 1878. Since then the ranch has become home to three families and has developed a unique business model that truly ranges from conception to consumption.

"We raise our calves and sell them as finished beef," she said. "It gives us a little different view into the beef cattle industry."

That model provided them with the initiative to help found U.S. Premium Beef, a marketing company that provides U.S. beef producers an opportunity to retain ownership of the beef they produce from the ranch to retail.

"It gives us the ability to do what we do and not have marketing be an issue," she said.

Even though the Kniebel Family has been in the beef business for years, they are always looking for new opportunities.

"We're constantly trying to do a better job," she said. "There's always things you can do better, such as utilizing resources more efficiently."

With the consumer demanding more information about where their food comes from, Kniebel believes that producers

have to do a better job advocating for the industry, but each in their own way. For instance, each May Kniebel Cattle Company hosts a group of second and third-graders from the local elementary school on their annual field trip.

"They write letters to us when they get back and we find what really resonates with them," she said. "It's only one afternoon, but hopefully it makes a connection that carries forward."

To help meet industry challenges, Kniebel stays involved in several industry organizations. She serves on the National Cattlemen's Beef Association Board and as a chairperson of the working group for emerging issues for the animal health division. Recently, she was appointed to her second term on the advisory committee for animal health for Agriculture Secretary Tom Vilsack and also serves on the advisory board for the Kansas State Veterinary Diagnostic Laboratory.

To complement her professional leadership activities, the operation has taken an active role in Beef Quality Assurance (BQA) training.

"Everybody on the ranch is BQA trained," she said. "BQA allows for producer input as they expand the program. It's real and it's something we practice and institute every day."

In recognition of their work in the industry, Kniebel Cattle Company received one of their highest honors when they were awarded the Beef Improvement Federation (BIF) Commercial Producer of the Year in 2008.

According to Kniebel, those just starting out in the industry or even those returning to the family operation should know they don't have to reinvent the wheel.

"Become a part of something that allows you to participate on a bigger scale at least until you get your feet under you," she said. "A lot of good organizations provide resources. Pick an organization you believe in and be involved."

Kniebel Cattle Company holds a joint registered red/black Angus bull and commercial bred heifer production sale with Downey Ranch of Wamego, Kansas the first Friday in November.



A class of second and third-graders take their annual field trip to Kniebel Cattle Company.

RURAL practitioner

Dr. Mike Burdett

LARNED VETERINARY CLINIC, PA

Larned, Kansas



Dr. Mike Burdett (left) is pictured at the Larned Veterinary Clinic with his daughter and veterinarian, Dr. Kristy Mull.

by Audrey Hambright

Dr. Mike Burdett of Larned Veterinary Clinic, PA in Larned, Kansas is fortunate to be a rural practitioner in many aspects.

Burdett grew up on a cow/calf operation and farm in Ness County, Kansas. His natural love to care for animals initially drove him to become a part of the veterinary profession, but working at a clinic during his two years at Dodge City Community College ultimately solidified his decision to apply for veterinary school.

After graduating from the Kansas State University College of Veterinary Medicine in 1988, Burdett worked at the clinic in Dodge City then joined what was then named Apley Veterinary Clinic in 1989. When Dr. A.D. Apley chose to retire in 2002, Burdett purchased the practice and has now been at the Larned Veterinary Clinic for 26 years.

According to Burdett, the practice has been pretty evenly split between large and small animal clients. Of the large animal sector, the majority is beef cattle made up mostly of cow/calf operations.

Similar to other practitioners who serve in rural areas, working with the people is something that Burdett enjoys most.

“That’s probably the number one thing that draws me to rural Kansas and keeps me here,” he said. “I have the opportunity to develop relationships with people in the community that I don’t think you would have in the larger cities.”

As an added bonus, Burdett is also fortunate to work alongside his daughter, Dr. Kristy Mull, who joined the practice after graduating last year.

“It’s a really good experience,” he said. “We have a lot of fun and challenge each other to improve.”

During his time in the profession, Burdett has witnessed the change of the role as a veterinarian.

“Our role as veterinarians has shifted a lot from individual animal treatments to more herd medicine type philosophies,” he said. “What we can actually do to look at improving production, maintaining health and population animal health has made a definite shift.”

Burdett believes the animal activists will pose a challenge to the industry, but on the reverse side, it has provided a huge opportunity as well.

“We have a product we should be very proud of in addition to our husbandry skills and how we care for those animals,” he said. “The opportunity is to share with the consumer the job that we do.”

In addition to sharing with consumers, Burdett also feels that because veterinarians travel to so many production operations, they should rise to the occasion and become a role model in animal handling.

“It’s an opportunity to talk about management issues that impact animal welfare and disease transmission and demonstrate those skills to people,” he said.

While his primary role as practitioner at the practice keeps him busy, Burdett also makes time to be involved in the local county fair association, participates in extension meetings and lends a hand to help with 4-H projects and programs as well as being an active member of the Larned Noon Lion’s Club. In recognition for his work in the community, he has been recognized with the 4-H Alumni Award and 4-H Friendship Award. The clinic was also recently recognized with the Area Chamber of Commerce Business of the Year Award.

Advice for the Future

For those currently working on their veterinary degree, Burdett advises students to become active in their education.

“Be aggressive once you get into clinical aspects of education and volunteer to take cases,” he said. “One day you won’t have anyone watching everything you do. When you are in school, people are there to help you with case management.”

As far as advice for new graduates, he suggests really looking at the job that they want.

“People really need to find a job they like to work at in addition to the whole concept of practice ownership vs. not having ownership,” he said. “There are a lot of advantages either way.”

And when it comes down to it, Burdett has taken his own advice.

“I feel really fortunate to have a job that I enjoy getting up and going to every morning. I think everyone should have that opportunity.”



Dr. Burdett evaluates a set of calves.



The association between calfhood bovine respiratory disease complex and subsequent departure from the herd, milk production, and reproduction: an observational, retrospective study

by Aaron P. Schaffer, Robert L. Larson, Natalia Cernicchiaro, Gregg A. Hanzlicek, Steven J. Bartle, Daniel U. Thomson

Bovine respiratory disease complex (BRDC) is a multifaceted disease caused by a combination of viral and bacterial pathogens that affect immunosuppressed calves. Bovine respiratory disease complex is associated with considerable economic costs. However, it is difficult to determine a true cost of calfhood BRDC as little is known about the long term implications on subsequent cow productivity. Because of the excellent health and production records kept by individual dairies, there is opportunity to evaluate associations between demographic and management factors, and different production and reproduction parameters. Therefore, a retrospective, observational study was conducted to describe the frequency of calfhood BRDC occurrence in Holstein replacement dairy heifers and to determine the association between producer diagnosed BRDC prior to 120 d of age with the subsequent risk of departure from the herd (DFH), milk production, and calving interval on a large commercial dairy cattle operation in central Utah.

Details of the variable definitions and complete description of the many comparisons that were evaluated can be found in the complete article (Journal of the American Veterinary Medical Association, In Press). This summary will focus on the effects of calf hood BRDC and departure from the herd (DFH) and first lactation production.

The data for this study consisted of records from a single, commercial 5,000 cow dairy from January 1, 2007 to November 11, 2012. All calves were born on the farm and raised according to current industry standards. Calves were housed in individual hutches from shortly after birth until they were weaned and then moved into group housing at approximately 60 d of age. At 120 d of age, calves were moved into open-lot grower pens.

Of the 14,024 total animals included in this study population, 6.2 percent (868) contracted bovine respiratory syncytial virus prior to 120 d of age (BRDC120). Of those animals, 177 died, resulting in an overall mortality risk of 1.3 percent and a case fatality risk of 20.4 percent. The highest incidence rate of BRDC was during the first wk of age at 0.24 cases per 100 animal-days and the lowest incidence rate of BRDC was during the ninth and 18th wk of age at zero cases per 100 animal-days.

Eighteen percent (2,590/14,024) of all heifers departed from the herd prior to first calving. Only 17 percent (2,288/13,156) of heifers not diagnosed with BRDC120 departed prior to first calving compared with 35 percent (302/868) heifers that had been diagnosed with BRDC120. Of the 868 animals diagnosed with BRDC120, 52% (454/868) became ill pre-weaning and 48 percent (414/868) became ill post-weaning. Of the calves that became ill pre-weaning, 44 percent (201/454) departed from the herd prior to first calving compared to 24 percent (101/414) of the calves that became ill post-weaning.



A total of 7,287 cows had complete data and were included in the analysis of DFH between first and second calving, and of those cows, 6 percent (430/7,287) had been diagnosed with BRDC120. Of those with BRDC120, 29 percent (124/430) departed from the herd between first and second calving compared to 21 percent (1,418/6,857) of the cows that were not diagnosed with BRDC120.

Milk production was adjusted by DHI for location, age, and season of calving to a mature cow basis and projected to a 305 day lactation production to generate a 305 mature equivalent value (305 ME). In total, 4,005 cows had complete data sets for lactation-one production and were included in the analysis of lactation-one milk production, and of those cows, 7 percent (261/4,005) had been diagnosed with BRDC120. The statistical analysis indicated that the occurrence of BRDC was associated with a 233 \mp 113 kg (513 \pm 249 lb) decrease in 305 ME lactation-one production ($P = 0.04$). However, there was not an association between the occurrence of BRDC120 and 305 ME production in lactation-two ($P = 0.67$). Birth year and calving interval were both significantly associated with lactation-one and lactation-two production.

Our study found that calfhood BRDC is associated with an increase in the risk of DFH prior to first calving and between first and second calving. In addition, BRDC occurrence pre-weaning was associated with an increased risk of DFH prior to first calving compared to BRDC post-weaning, but the age at BRDC occurrence was not associated with DFH between first and second calving. Calfhood BRDC was associated with a decreased lactation-one milk production but a decrease in production was not noted in subsequent lactations. Calfhood BRDC occurrence in replacement dairy heifers has significant long-term effects on subsequent cow departure from the dairy herd and milk yield during the first lactation, which could impact on dairy profitability.



NEWS BRIEFS

Dr. Tiffany Lee

- Presentations:
 - The Metrics of Animal Welfare: Measuring What We Manage
 - Research Summary: Current Feedlot Health and Well-Being Program Recommendations in the United States and Canada: The 2014 Feedlot Veterinary Consultant Survey

Jacob Hagenmaier

- Awards:
 - \$5,000 AABP Foundation Zoetis Scholarship
- Presentations:
 - Cattle Transportation: The Right Cattle, The Right People, The Right Equipment and The Right Environment

Dr. Dave Rethorst

- Chair of Beef Production Management Committee



Highlights from the AABP Annual Convention



KANSAS Regional Meetings

Dates and locations coming soon!

Watch www.beefcattleinstitute.org for an upcoming schedule!

News to share?

We want to hear from you! Send your news and story ideas to bci@ksu.edu.

Follow us ONLINE!



BCI Student Spotlight

Jacee Owens

Hometown: Minneapolis, Kansas

Major: Kinesiology

Time at BCI: Started in September 2015

Responsibilities: Editing Videos

What have you learned from the BCI: The BCI is very important and deals with many aspects of the cattle world.

