

# Bovine Practitioners' Role—Information Transfer— Carcass to Conception

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Traditional business management goals in the beef industry have centered on BREAKEVENS within production segments. Cow-calf producers manage pounds, feedyards “manage” to sell corn, and packers manage chain speed. Who manages for consumers? The 1995 NCBA Quality Audit indicates that the Beef Industry tolerates 20 million dollar losses due to bruises, 32% of slaughtered cattle had horns, and \$7.05 per head was lost due to injection site lesions. Summaries of feedlot closeouts demonstrate cost of gain ranges of \$20/cwt depending on respiratory disease morbidity and cattle genetic ability to perform. Veterinarians involved in Feedlot and/or Cow-Calf operations can enhance progress in efficiency, performance, and quality and have responsibilities to transfer data and information along the Beef Production chain. Bi-directional signals sent between production segments can help the Beef Industry maintain market share and compete economically with other industries.

Procurement histories and Performance Report Cards are tools that feeders and calf producers can use to exchange information.

Procurement Histories should include:

1. Degree of Commingling—single source vs. multiple origins
2. Age and weaning status
3. Genetics—maternal and sire (Specific details preferred)
4. Nutritional background (Macro and Micro)
5. Vaccination histories—sites, products, and dates via processing maps
6. Parasite control history—internal and external
7. Implant history—product, location, date
8. Previous health problems—treatment records
9. Carcass information from previous years

Procurement histories can be used to:

1. Formulate arrival plans.  
Previous nutritional histories help manage starter ration bunk management and help predict respiratory disease risk.
2. Formulate processing plans.  
Previous vaccination histories and transport stress levels support decisions involving processing product choices and timing.
3. Reduce product duplication.  
Costs of parasite control products and implants comprise a large share of total processing costs—previous product use histories can determine whether these costs are expenses or investments in performance.
4. Refine performance projections.  
Procurement histories help classify arrivals to fit expected performance levels within specific feedyard systems.

Performance Report Cards should include data and comments regarding:

1. Health data summarizing morbidity categories, treatment costs and mortality.  
These data are the foundation for comments relative to vaccine selection, product handling, trace mineral status, and arrival stress levels. Morbidity levels can be used to indicate genetic resistance, effectiveness of colostrum management and pre-arrival vaccination programs, stress levels associated with shipping, and feedyard arrival management.
2. Feed conversion, daily gain, and cost of gain.  
Owners deserve information that illustrates the contemporary performance rank of their cattle

compared to cattle from similar origins, histories, and inweights. Review of relationships between intake patterns and morbidity, implant strategies, and environmental conditions will refine nutritional management and enhance conclusions regarding genetic performance abilities. Compensatory gain potential associated with purchase opportunities and production systems will be expressed in performance data.

3. Carcass data summaries including yield grade, quality grade, carcass weights, and outliers: Carcass characteristics and product value are the sum of genetic potential, production system management, and feedlot management. Progeny tests exist that identify sire effects exceeding \$100 per head in carcass weight and value. Slaughter data will encourage producers to include carcass EPD's in seedstock evaluation. Outliers that include standard carcasses, heavy weights, and yield grades 4, 5 are responsible for market share losses and industry inefficiencies. Producers and feedlot managers can cooperate to identify sources of outliers, quality defects, and promote management practices that enhance carcass value.

The beef industries clients are consumers, who demand a wholesome, safe, pleasurable experience each time they eat beef. Carcass characteristics will become more important as price discovery tools for all production segments. Maintaining market share during the next century will require better communication within the beef industry facilitated by veterinarians. Teamwork could result in more vertical integration while resulting in more win-win situations for all facets of the industry. Nutrition, preventive medicine, genetics and production system decisions should be dictated by procurement histories and performance records to decrease production costs.

## Retained Ownership Report Card

Category	Rating	Comments
<b>Health</b>		
Respiratory morbidity/mortality	_____	_____
		_____
		_____
<b>Performance</b>		
ADG	_____	_____
		_____
		_____
Conversion	_____	_____
		_____
		_____
<b>Carcass Characteristics</b>		
Quality Grade	_____	_____
		_____
		_____
Yield Grade	_____	_____
		_____
		_____
Yield	_____	_____
		_____
		_____
Carcass Weight	_____	_____
		_____
		_____

Key:  
 A- Excellent  
 B- Average  
 C- Needs Improvement