



Result Demonstration Report

Brush Country Beef 706

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Summary

Cow/calf producers are faced with several production and marketing alternatives. Knowledge of factors affecting phases of production beyond weaning will result in a more comprehensive understanding of the entire beef industry and better decision making.

Objective

The program is designed to educate producers in the selection, feeding and processing phases of beef production and to demonstrate individual animal variation in feed yard performance, carcass merit and economic return.

Materials and Methods

Five Bos Indicus influenced steers (selected to vary in size/type and kind) were purchased by the Texas Beef Council from Monday's sale (9/12/22) at Live Oak Livestock Auction in Three Rivers. Twenty-two producers from across South Texas participated in the initial "kickoff" session Thursday, September 15th where they learned about factors affecting feeder cattle value and were divided into five groups to purchase a calf through a mock auction to follow throughout the feeding and harvesting phase. A base price of \$185/cwt was used as a guide for groups to determine calf value and how much they were willing to pay for their steer.

Results and Discussion

Animal description, initial value and performance are shown in Table 1.

Table 1:

Animal #	Breed Type	Weight	<i>Live Auction Sale \$</i>	Mock Auction Sale \$	Value \$
141	RA/SGX	650	1.61	1.68	1,092
142	RA/SGX	710	1.55	1.65	1,171.5
143	Red Baldy/ Here Infl.	595	1.67	1.68	999.6
144	Red Blaze Simi Infl.	605	1.52	1.56	943.8
145	Brindle Bald Face	570	1.60	1.65	940.5
AVERAGE		626	1.59	1.64	1,029.48

Calf value was based on the price each producer group paid for the calf multiplied by the calf's weight.

The five steers were delivered to Texana Feed yard in Floresville on Friday, September 16th. The loaded trailer weight was 15,080 pounds. Empty trailer weight was 11,902 for a difference of 3,178 pounds.

22 of 28 (78.5%) attendees returned their evaluation instrument and indicated they owned or managed 1,878 head of cattle and 19,482 acres. 64% indicated they would likely make changes based on what they learned and 90% anticipate benefitting economically.

Conclusions

This project will continue into 2023 with session 2 at Texana Feeders in Floresville Saturday, February 4th. At that time, the cattle will be evaluated as fed cattle and additional information such as processing, feed and animal health costs will be calculated. Attendees will also get a weight on the cattle to help measure individual performance compared to their contemporaries. The final session will be held May 2-3 in College Station where the cattle will be harvested and fabricated into retail cuts. Attendees will gain an understanding of carcass evaluation and get to see firsthand how their "purchase" performed on the rail and ultimately if they were profitable or not.

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