

ANIMAL IDENTIFICATION
Making it work in the Cattle
Industry

RANGE BEEF COW

SYMPOSIUM XIX

Dec 6, 2005

Mark Harmon

Joplin Regional Stockyards, Inc.





JOHNLIN REGIONAL STOCKYARDS

"Located in the heart of cow/calf country"



Joplin Regional Stockyards

**FIRST Livestock Auction in
the U.S. to have a
QSA Program**



Joplin Regional Stockyards

- Located in Southwest Missouri, Largest Cow/Calf Auction in United States
- 23,000 Customer Base / serving 3.0 million cattle in my trade area
- Host a weekly in house Video Auction
- All Sales are Live on DV Auction on the Internet
- Average herd size in our area is less than 50 cows
- 30 plus Livestock Auction Markets in our trade area within 150 miles

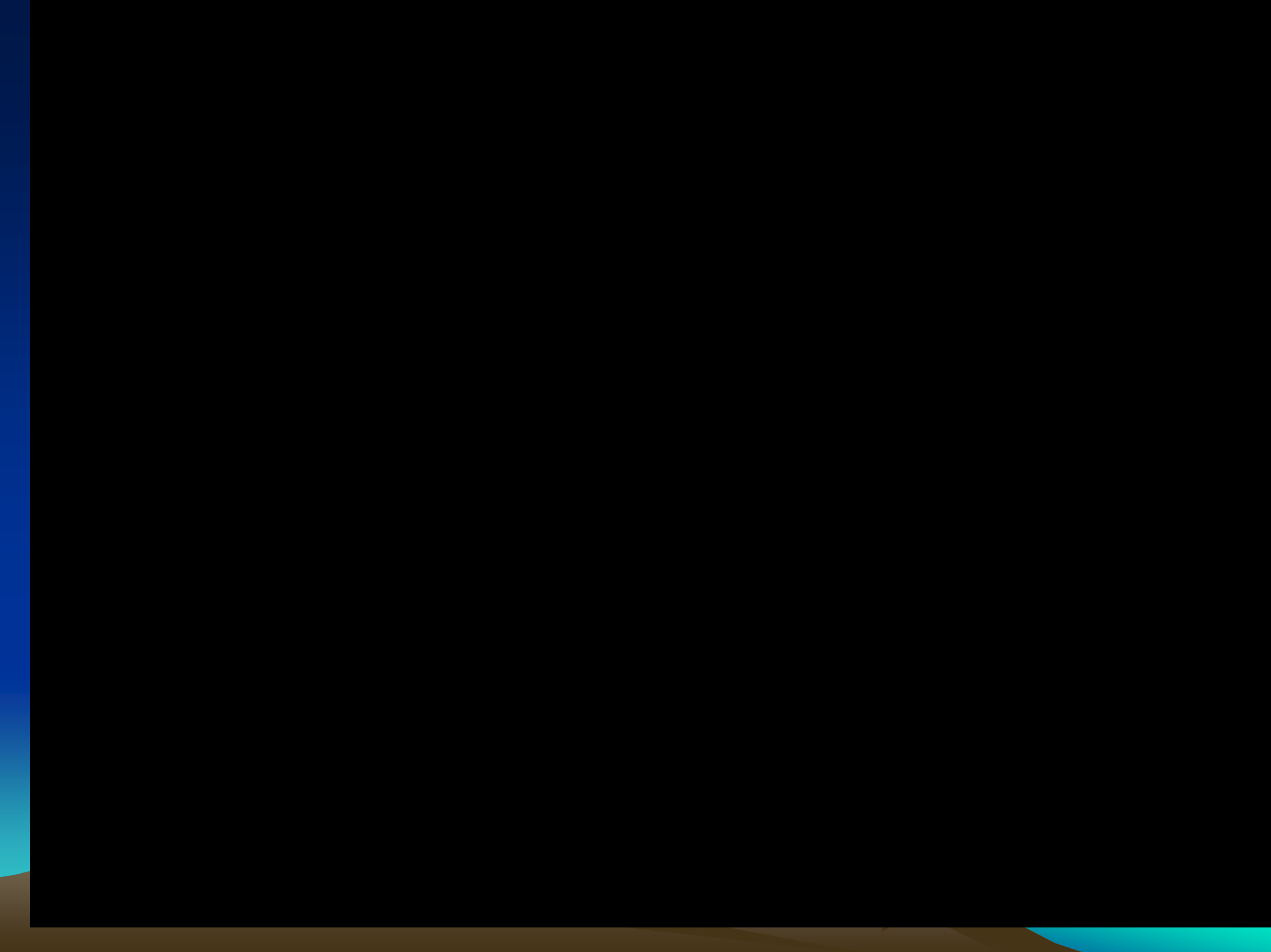
Our goal is to remain a leader in the cattle marketing industry and that requires us to always

“THINK OUTSIDE THE BOX”



EID and ANIMAL
IDENTIFICATION IS
NOT A PROBLEM
BUT AN
“OPPORTUNITY”





Just Remember
Animal ID is not traceability
ID merely enables traceability,
which makes
Source-Age-Process Verification
Possible



Cattle Sold since 1998 in Value Added Sales

- From July of 1998 to March of 2004 we've sold over 600,000 Value Added Cattle.
- From June, 2004 to June, 2005 with the new RFID tag system, we've sold 150,000 cattle for 2200 producers.
- On target to sell 150,000 to 200,000 in the next year. With EID for Source, Age and process verification, as it becomes more vital to the producer and buyer




Producers Knowledge

- An early challenge was educating producers on the preconditioning calf protocols that buyers were willing to pay higher prices for cattle with (EID's), and traceability.
- Animal Identification (EID) gave JRS the foundation to work from and make us the leader in Value Added Cattle Marketing
- At that time the VISION was put into place to make JRS known as the MARKET on the MOVE
- **An making our mark on Value Added Cattle with EID, Source, Age & Process Verification**



SUCCESSSES

1. Tag Retention (A+)
 2. Producer participation (A+) (Voluntary)
 3. Tags read (B+) at normal cattle movement
 4. Tag placement (B+)
 5. Tag Allocation (A-) (handle through vendors)
 6. Data Collection & Storage A+ (JRS)
 7. Data movement to the next owner A (JRS)
 8. Buyer Acceptance A+ (Very High)
- 

FAILURES

IT'S A WORK IN PROGRESS,
WE CAN MAKE MORE
ACCOMPLISHMENTS
WHEN WE WORK AS A
TEAM !!!!!



Preparing for the FUTURE

- Producers will have documented records on management and health programs and will be backed by the owner making sure their product will satisfy the specifications and needs of the industry.
- EID will enhance the profitability of the entire production system.



- Today the value lies in the cow-calf segment.
- If we miss the opportunity to capture data (keep records), we can't capture it later on.
- A Successful marketing plan for the **FUTURE** begins today!



PRODUCERS GOALS

- Every producer's goal must be to produce “**Reputation**” feeder cattle
- Reputation cattle of the future are likely to be very different, they will be carrying **EID's, Source, Age and Process verified, and Possibly Sire Identified with known Genetics**



Marketing

- With the nature of our market and strong demand, marketing calves will be quite easy for the next several years.
- As we move into the lower end of the cattle cycle, we'll see the price range widen further between reputation and non-reputation cattle.
- Practices implemented today will be the backbone of the calf crops sold in the future



Marketing

- Relationships developed this fall between producers, veterinarians, livestock markets and their customers will be necessary to ensure market access and premiums
- When the market focus has shifted away from the cow-calf segment.
- Sometimes its not always the price per pound but the amount of the check!



Those who produce and market
beef should realize that the end
product they sell is not simply

MEAT it's

1. *TASTE*
2. *TENDERNESS*
3. *SAFETY*
4. *WHOLESOMENESS*



***IF YOU'RE WAITING
SHIP TO COME IN***

***MAKE SURE YOU'VE
SOME PLACE TO
DOCK IT !!!!!!!!***



Just Remember

***THE BUSINESS YOU
SAVE MAY BE YOUR
OWN***





Thank You
Enjoy a JUICY
STEAK TODAY

Added Value for PRODUCERS

- Herd health for cows, bulls *and* calves
- Healthier calves gain more weight
- Understanding why a complete vaccine program pays, and how the value offsets the cost
- Knowing your cost of gain and what that means and selling in the right market
- Sometimes its not always the price per pound but the amount of the check!



Agriculture will be driven
by FAST changes in
Technology



Educational Meetings

- Working with progressive Producers, Veterinarians, and Feed Companies
- In the earlier stages we were doing 35 producers meeting every fall and spring
- Educated producers on the process of participating in a value added program
- Appropriate vaccination protocols and nutrition programs go hand in hand



Joplin Regional Stockyards & Pfizer Animal Health History

- **Began in 1997, with the help of Pfizer's Senior Territory Manager Ed Trotter**
- **Ed flew in 5 major corporate feed yard procurement managers and our thought process changed forever!**
- **With SelectVAC™ this helped to get buyers more interested in our producers cattle certain times of the year, when the demand was normally low.**



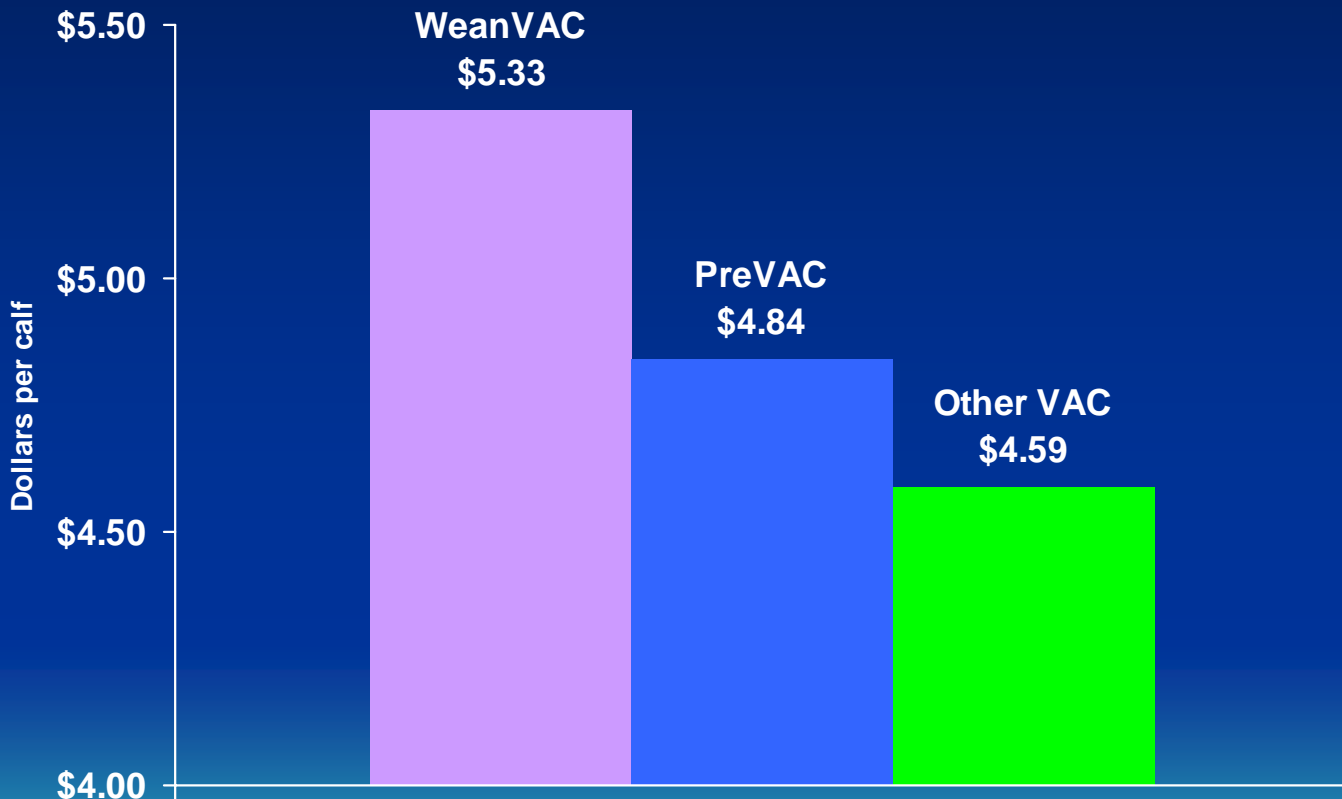
Joplin Regional Stockyards & Pfizer Animal Health History

- **Corporate & Privately owned Feed Yards insisted on VAC 45 type vaccination program vs. non vaccinated & non weaned cattle**
- **SelectVAC was launched at JRS in July 1998**



Joplin Regional Stockyards Analysis of Calf Sale Information

Price Advantage per hundredweight



Sales Information Analyzed
Nov 2003 – March 2004
124,568 calves
16,369 lots
WeanVAC calves sold for \$3.98 more per head than calves enrolled in other VAC programs

BRANDING CATTLE

- Cattle Operations using Brands can work hand and hand with EID, as a source of Identification.
- Probably one concern is feeding or marketing this cattle in states where brand's may not be recognized?



EID on the FAST TRACK

ID INFO EXPO 2005

September 27-29, 2005

Chicago, IL.

Mark Harmon



Joplin Regional Stockyards Evolution

- Began with construction of new barn
- in 1995 \$5.0M investment
- Owners buy out other partners and make decisions to protect business from outside marketing changes
- Bought 2 competing local barns within week after buying out partners
- At that time the VISION was put into place to make JRS known as the MARKET on the MOVE
- **With making our mark on Value Added Cattle**