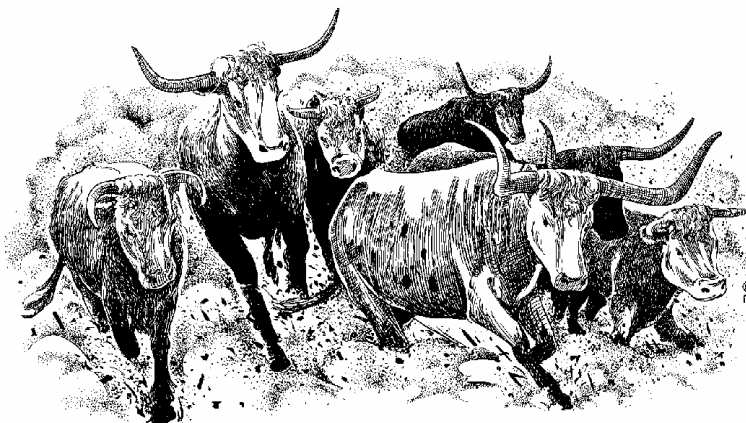


Institute of Food and Agriculture Sciences

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MARION COUNTY LIVESTOCK NEWS

FEBRUARY 2002



Pasture Management Seminar

Tuesday, February 19, 2002
7:00-9 PM

Marion County Agriculture Center

Topics

Soil Sampling & Fertilization
Establishment & Maintenance of Bahiagrass
Weed Control
and
Plants That Poison Farm Animals

Speakers

Sam Albritton, Southern States
Bill Phillips, Seminole Store
Mark Shuffitt, Marion County Extension
Dennis Mudge, Orange County Extension

Refreshments

COURTESY OF:
SEMINOLE STORES

4-H Adult Horsemanship School Camp Welaka April 18-21 2002

Space is limited to 50 participants. There must be a minimum of 35 participants to hold the school. Pre-registration is required, which includes the registration form and all fees, including T-shirt orders. Deadline for registration is Monday, April 1st, 2002. Cost is \$175.00. Make checks payable to:

Putnam County 4-H Foundation.

Fees include: meals from Thursday evening thru Sunday noon, lodging, stalls, educational lectures – approximately 5 hours of lessons per day (Friday and Saturday), and trail rides.

Adult Horsemanship School t-shirts will be available for \$11.00 each. T-shirts must be ordered at time of pre-registration.

- ⇒ Stallions **are not** permitted due to facility limitations and safety concerns.
- ⇒ Cancellation of registration must be received prior to Monday, April 1st, 2002, for a full refund.
- ⇒ No pets allowed
- ⇒ It is expected that you have experience riding the horse that you will bring to camp and that you can handle the horse in a safe manner. You will be riding for approximately 5 hours a day.
- ⇒ For more information, contact **Lynne Michaels** at Putnam County Extension Service **386-329-0318** or **1-800-826-1437, Ext. 0318.**

PLEASING THE CONSUMER: PRESERVING OUR WAY OF LIFE

R.L. West and D.D. Johnson

Introduction

Based on the rapid changes we have seen in the last five years in the way we sell beef, the next fifty years will be amazing. We have moved from production driven approaches to consumer driven approaches. We project that this movement will continue as our society changes. In fact, we may not have the traditional retail store in the future but a list of products available for delivery. We will see the continued movement away from family meals to individual meals which will require much product variety.

Our approach for this presentation has been to try to imagine what the beef offering will be, how these products will be prepared and how this merchandising of our product will affect what we as producers will have to do.

Beef Offering

The meat case in fifty years will more likely be called the “entree” section rather than the “meat” case. Our vision is that there will be two sections: the gourmet section and the prepared foods section.

The gourmet section will provide raw product for those adventurous folks who want to cook the product themselves, probably a small group. This will probably involve grilling in a social setting. These portioned sized 4 to 6 oz. steaks will be middle meats, will be single muscles and will have all trimmable fat and bone removed. They will be individually blister packaged and frozen.

For the extremely adventurous customers, a few individual muscles will be available for roasting. The roasts will be packaged frozen in a tray that can be placed directly into the heating device and cooked. Raw patties may also be available.

The prepared meat section will be built on the concept that beef is a raw material from which many entrees can be made. All will be pre-prepared as a “heat and eat” product, since the consumer will not have time or the expertise to prepare the food. We envision many forms (slices, strips, chips, chunks, crumbles, ground, etc.) and many different flavors with and without sauces, gravies or marinades. Some will be mixed with other

ingredients in a total meal concept. All products will be packaged in individual servings and frozen. The package will also serve as a reheating and serving container.

All products will be source verified with each package containing information on how to contact producers and processors. They will all be “natural” indicating no hormones, antibiotics or growth stimulants can be used. All will be treated to destroy any pathogens that might have been present. All packages will contain both reheating instructions and thorough nutritional information.

Processing Steps

Processing to produce beef for the retail case of the future will begin much differently than it does today. After humanely stunning and bleeding the animals, they will be dehaired, then washed and treated to remove all fecal and environmental contaminants. Individual identification will automatically be transferred from the live animal to the carcass. The hide will be mechanically removed with minimal human contact. Carcasses will be electrically stimulated twice in the slaughter sequence, once with low-voltage after bleeding and second after evisceration with high-voltage to control and speed up pH decline. Carcasses will be allowed to high temperature condition until the muscle pH reaches a point to signal rigor completion. After rigor is achieved, the carcass will be muscle boned removing waste external and seam fat, leaving only the edible muscles for steak, roast and other retail cut fabrication. Retail products that are to be pre-cooked will move directly to thermal processing to produce precooked steaks, roast beef, ground beef crumbles, pizza topping etc. These products will be quick-frozen after their appropriate cooking procedure. Retail cuts for fresh (uncooked) sales will be packaged in a skin type film package known as a “blister pack” which also will be quick-frozen. Both cooked and uncooked retail products will be shipped directly from the packer to the retailer for merchandising.

Producer Impact

What do these changes in processing, industry expectation and consumer demand mean to the beef producer in the future? The cow-calf producer in the future will select directly from the beef genome seed stock that have the ability to be tender and of high eating quality directly for both sire and dam that will meet an expected palatability level at an early time postmortem. Identification of the end product market will be determined before cattle matings are selected.

Calves will be individually identified at birth and this ID will remain with the animal until final disposal of the finished products. Due to food safety and animal welfare concerns beef will be produced from intact males or young bulls marketed before 16 months of age. These animals will still be fed a concentrate diet in a confinement situation for a minimum of 90 days. Documentation will follow each animal as to health treatment and feeding management that will accompany the animal up until slaughter. This information along with management practices will be scanned in with the individual animal number and recorded in a data base that will follow the animal all the way to the end product. This will allow claims like “all natural”, pathogen free, guaranteed tender etc. to be placed on the label along with the producer information linked to perhaps a ranch web page so a customer can see how and where the animals were produced and give feedback to the owner.

Soil Testing

Soil testing can help predict fertilizer needs but observation and records are also important. Soil test were developed to assist in fertility management of agronomic crops. They were so successful they have been used frequently as a cure-all in situations where their use is not appropriate.

Observation of plant production response to added nutrients should be a constant task of every grower. The producer should remember the reason for which the plants are being grown and the response desired. For most producers, the cost of obtaining a response must be less than the value of increased production.

Accurate production records are needed to evaluate soil fertility and the responses to applied fertilizer. If a production response to a nutrient is not being obtained, that nutrient is not limiting growth and may not be needed on that field. Records allow projection of trends and can help avoid problems.

Soil testing consists of three parts: sample taking, laboratory testing and interpretations based on field correlation.

The sample must be representative of the field. This is the most error-prone part of soil testing because soil is variable and people are not always careful. The sample is very small in comparison to the volume it represents. Taking 20 cores/ 20 acres represents about one millionth of the surface area.

The methods used by the lab must be appropriate and the analyses must be done properly. Reputable labs have trained personnel who control analytical quality and assure reliable results.

Interpretation of test results is what makes soil fertility testing relevant and a tool for plant nutrition management. Beware of the testing lab that doesn't interpret its results.

Beef Cattle Management Tips

FEBRUARY

- Top dress winter forages, if necessary
- Check and fill mineral feeders
- Put bulls out with breeding herd
- Work Calves:
 1. Identify
 2. Implant with growth stimulant
 3. Vaccinate
- Provide adequate nutrition to lactating cows
- Check calves for signs of respiratory disease
- Cull cows that did not calve
- Check for lice , treat if necessary

MARCH

- Prepare land for summer crops.
- Begin grazing warm season permanent pastures.
- Check and fill mineral feeder.
- Observe bulls for condition and success. Rotate and rest bulls as necessary.
- Deworm cows as needed.
- Observe calf health and provide adequate nutrition for “good” weight gains.
- Hang forced-use dust bags by April 1st for external parasite control or use insecticide impregnated ear tags.
- Identify, vaccinate, implant and work late calves.
- Put bulls out by March 1st for calving season to start December 9th.
- Remove bulls March 22nd to end calving season January 1st.

APRIL

- Plant warm season and perennial pastures.
- Plant corn for silage.
- Check and fill mineral feeder.
- Check dust bags or apply treated ear tags.
- Check for external parasites and treat if necessary.
- Observe cows for repeat breeders.
- Deworm cows as needed if not done in March.
- Vaccinate against blackleg and brucellosis after 3 months of age and prior to 12 months of age.
- Market culls cows and bulls.
- Update market information and refine market strategy for calves.

John Mark Shuffitt
Livestock Agent II

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“The Last Word”

The real difference between men is energy. A strong will, a settled purpose, an invincible determination, can accomplish almost anything; and in this lies the distinction between great men and little men.

Fuller

A man's ledger (checkbook) does not tell what he is, or what he is worth. Count what is in man, not what is on him, if you would know what he is worth – whether rich or poor.

H.W. Beecher

A farmer (rancher) is a person who gets up at 5:00 a.m. and hurries through his/her work by 9:30 p.m. so he/she can read a trade publication about how to make money by farming (ranching) more intensively.

Anonymous

Some animals can understand but can't talk, whereas it's just the other way with some human beings.

Anonymous

A good wife makes the cares of the world sit easy, and adds a sweetness to its pleasures: she is a man's best companion in prosperity, and his best if not only friend in adversity; the most careful preserver of his health, and the kindest attendant on his sickness; a faithful adviser in distress, a comforter in affliction and a discreet manager of all his domestic affairs.

L.M. Stretch

It is easy for men to write and talk like philosophers, but to act with wisdom, there is the rub!

Rivarol

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