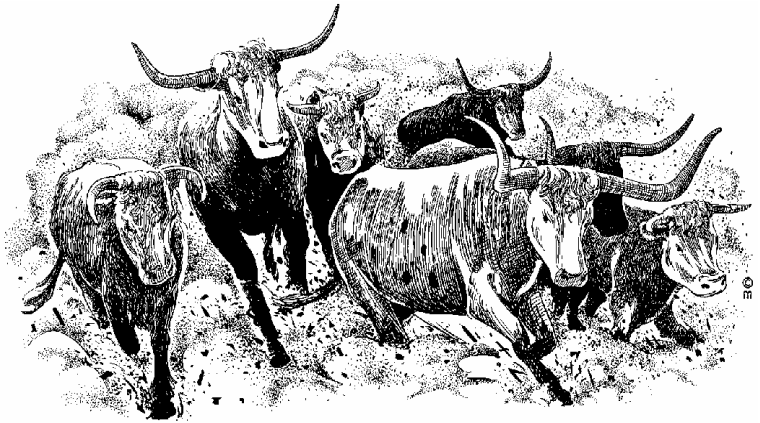


Institute of Food and Agriculture Sciences

Marion County Extension Service
2232 NE Jacksonville Road
Ocala, Florida, 34470
(352) 620-3440



Vol. 8, No. 8

MARION COUNTY LIVESTOCK NEWS

OCTOBER 2002

Marion County Beef Production Classes

Marion County Agriculture Center

Supper – 6:30 PM

Classes will begin at 7:00 PM

Thursday, October 10th, 2002

Fall Forage Update

Dr. Carrol Chambliss – Extension Forage Specialist,
Agronomy Department, University of Florida

Thursday, October 17th, 2002

Feeding the Winter Cow Herd

Dr. John Arthington – Beef Cattle Nutrition
Range Cattle Research and Education Center,
University of Florida

Thursday, October 24th, 2002

Ultrasound – Practical application

Dr. Roger West – Professor Emeritus
Department of Animal Sciences, University of Florida

Registration

There is no charge for the educational classes.

Reservations are required for supper, \$5.00 per/person. Please make your reservations two days prior to each meeting you plan to attend.

Contact Helen at (352) 620-3440.

Beef Cattle Management Tips

October

- Plant cool season legumes and small grain pastures
- Check for external parasites, treat if necessary
- Check for spittlebugs, grassloopers, etc. and treat
- Observe condition of cow herd and maintain adequate nutrition
- Isolate any additions to the herd for 30 to 60 days and watch for signs of disease

November

- Observe cows daily to detect calving difficulty
- Use high magnesium mineral if grass tetany has been a problem in the past
- Check for external parasites and treat if needed
- Maintain adequate nutrient level for cow herd
- Calve in well-drained pastures
- Survey pastures for poisonous plants
- Re-evaluate winter feeding program

December

- Check mineral feeder
- Begin grazing small grain pastures, if ready
- Check for external parasites and treat if necessary
- Deworm cows and heifers prior to winter feeding
- Check cows regularly for calving difficulties
- Rotate calving pasture to prevent diseases
- Observe calves for signs of scours
- Investigate health of bulls **before** you buy
- Be sure replacement heifers will be ready to breed 3-4 weeks prior to the main cow herd.
- Complete review of management plan and update for next year.

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 re-heating 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.

DEVELOPING A STRATEGIC PLAN

Mark Shuffitt

The strategic plan defines an organization's overall character, mission, and direction. Concepts that need to be considered in developing a strategic plan include:

1. What is the organization's historical perspective? Why was the organization formed, and how has it evolved over time? The historical perspective outlines how the attitudes and styles of management have changed over time. It answers the questions of what the organization's role has been, and what that role has evolved into.
2. What is the organization's mission, objectives, and strategy, and how do these relate to the future of the organization? What role will the organization play in five or ten years? A complete understanding of the organization's current mission, objectives, and strategies is necessary in order for managers to be able to develop an effective strategic plan for the future.
3. Management must take a strategic analysis of the organization. A strategic analysis examines and identifies internal and external environments in which the strategy is to be used. The internal environment consists of strengths and weaknesses directly related to the organization. The external environment consists of opportunities and threats that represent constraints within in which the organization must function. When developing a strategies plan management must evaluate an organization's strengths, weaknesses, opportunities, and threats.
4. What action will be taken? Action is implementing the recommendations that have been made in response to the conclusions drawn from the strategic analysis. Conclusions from strategic analysis identify weaknesses inside, and threats from outside the organization. The analysis also suggests opportunities for action to be taken that involves both human and capital resources.
5. What are the plans for evaluation? Evaluation provides feedback concerning the processes and programs of the strategic plan. It reveals if the organization is on the correct course, headed for the predetermined destination. If the desired results do not occur, the objectives of the plan may be unrealistic, planning could have been inaccurate or incomplete, or the course of action taken may have been inappropriate. Evaluation of the plan as it unfolds gives management the opportunity to make adjustments before the organization has strayed too far off course.

John Mark Shuffitt
Livestock Agent II
Marion County Extension Service

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RECOGNIZING SIGNS OF DISTRESS

IN HORSES

American Association Of Equine Practitioners

When a horse is cut or bleeding, it's obvious that there is a problem. But in cases of colic, illness, or a more subtle injury, it may not be as apparent. That's why it's important to know the horse's normal vital signs, including temperature, pulse and respiration (TPR), as well as its normal behavior patterns. As a horse owner/manager, it is important know how to recognize serious problems and respond promptly, taking appropriate action.

What's Normal?

There will be variations in individual temperature, pulse and respiration values. Take several baseline measurements when the horse is healthy, rested, and relaxed. Write them down and keep them within easy reach, perhaps with your first aid kit, so you have them to compare to in case of an emergency. Normal ranges for adult horses are:

- ❑ Pulse rate: 30-42 beats per minute.
- ❑ Respiratory rate: 12-20 breaths per minute.
- ❑ Rectal temperature: 99.5° to 101.5° F. If the horse's temperature exceeds 102.5° F, contact your veterinarian immediately. Temperatures of over 103° E indicate a serious disorder.
- ❑ Capillary refill time (time it takes for color to return to gum tissue adjacent to teeth after pressing and releasing with your thumb): 2 seconds.

Other observations to note:

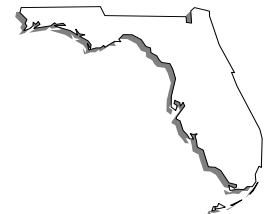
- ❑ Skin pliability is tested by pinching or folding a flap of neck skin and releasing. It should immediately snap back into place. Failure to do so is evidence of dehydration.
- ❑ Color of the mucous membranes of gums, nostrils, conjunctiva (inner eye tissue), and inner lips of vulva should be pink. Bright red, pale pink to white, or bluish-purple coloring may indicate problems.
- ❑ Color, consistency and volume of feces and urine should be typical of that individual's usual excretions. Straining or failure to excrete should be noted.
- ❑ Signs of distress, anxiety or discomfort.
- ❑ Lethargy, depression or a horse that's "off- feed."
- ❑ Presence or absence of gut sounds.
- ❑ Evidence of lameness such as head-bobbing, reluctance to move, odd stance, pain, unwillingness to rise.
- ❑ Bleeding, swelling, evidence of pain.
- ❑ Seizures, paralysis, or "tying up" .

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2002

Florida Equine Institute & Trade Show

Arabian Nights, Kissimmee, Florida

Thursday, November 21st, 2002, (9:00 am)

Workshop Topics:

*Equine Psychology & Training, Acupuncture & Massage Therapies, Arboviruses,
Parasite Control, Veterinarian Selection*

Registration

Regular registration \$50 (postmarked on or before Nov. 14th). On-site registration \$75.

Make check or Money Order payable to CFLAG

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3100 E. New York Ave., DeLand, Florida 32724-6497.

Phone: (386) 822-5778.