



# ***Raising and Selling Beef Calves in Newkirk***

Jim Thorpe

JT LAND AND CATTLE



***12,000 Deeded and State Acres  
Average Annual Rainfall: 14"***

***Average Stocking Rate: 40 Ac/AUY = 300 Cows???***

## *Romero Homestead, 1915*



# ***Neafus Hereford Ranch***



1960's

# ***Jim O'Connell Brangus Ranch***



1970's - 1994



***May 1999***

***Able to acquire  
“cows-in-place”***

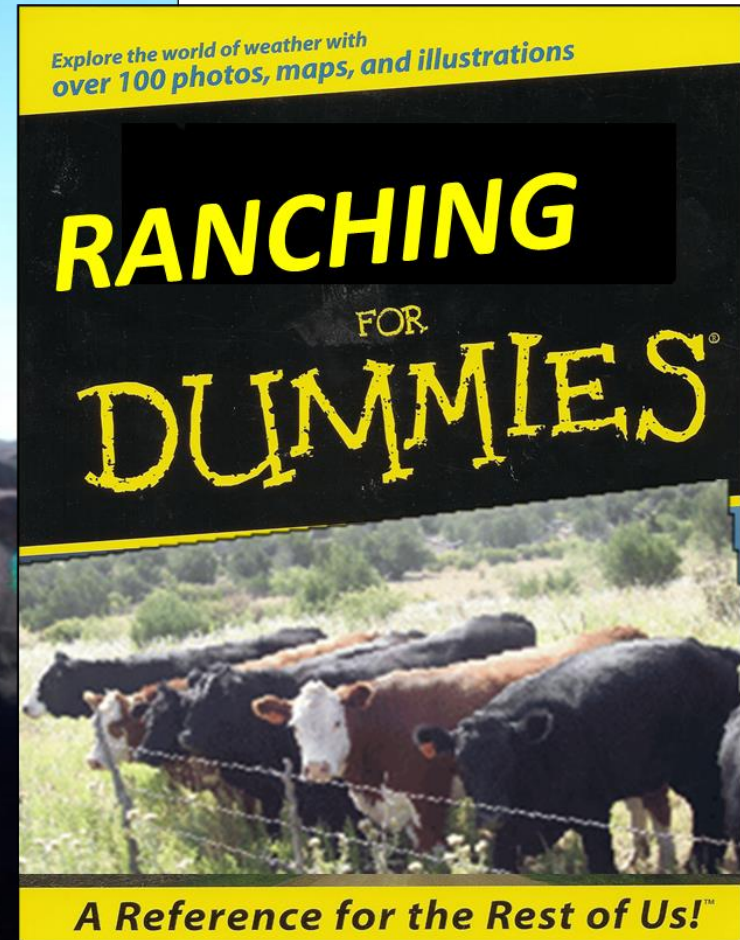
***Legacy Brangus ,  
Cal Miller  
Nebraska Angus,  
a few baldies***

***Adapted to the  
ranch***

***Over time  
transition to Angus***



# Scaling a Steep Learning Curve



# STANDARD PERFORMANCE ANALYSIS

Financial and Production Benchmarking Analysis  
Across Southwest Cow Herds

NMSU Dr Clay Mathis and Jason Sawyer

TAMU Dr Jim McGrann

*(Creator of SPA and International Industry Consultant)*

Networking and Access to industry informed experts

*(sold heifers to NMSU Corona Ranch Study)*

A valuable but underutilized resource

Match your cows to their environment,  
bulls to target market

Buy replacements (the right kind),  
rather than raise them

“Fertility, Fertility, Fertility”

Cow-calf people are very good at raising calves,  
not always so much in marketing them

You can't manage what you don't measure.



# CATTLEMAX DATA BASE

## Individual Cattle Records

Calving history and dates: useful in selecting replacements

The screenshot displays the CattleMax 2 Seedstock Edition software interface. The main window title is "C:\Cattlesoft\CattleMax2\Herds\mature cows.cwk". The interface includes navigation buttons for "Bulls", "Cows", "Calves", and "Contacts".

The "Cows" record window is open, showing the "Calf Information" tab. The data is as follows:

Ear Tag	Date of Birth	Sire	Status	Sex	Type	Wean Date	w/w	AWW
y118	2/25/2017	1170	Sold	S	Calf	10/11/2017	627	611
y106	3/5/2018	117C	Sold	S	Calf	10/2/2018	5765	0
y88	3/21/2019	7116E	Sold	S	Calf	10/2/2019	536	0
y25	2/14/2020	8372-88	Sold	S	Calf	7/7/2020		
y44	2/17/2021	8372-88	Sold	S	Calf	10/5/2021	648	0
y37	4/1/2022	7192	Sold	H	Calf	10/4/2022	550	0
y50	3/8/2023	7116E	Sold	S	Calf	10/1/2023		

At the bottom of the record window, there are fields for "MPPA:", "Avg CI: 367", "Avg PPI: 84", and "Last Calving Date: 3/8/2023".

The main window features a large flow diagram illustrating the cattle management cycle:

- Breeding**: Represented by a cow and a bull.
- Calving**: Represented by a cow and a calf.
- Weaning**: Represented by a calf.
- Stockers & Feeders**: Represented by a cow in a feedlot.
- Sales**: Represented by a truck.
- Purchases**: Represented by a truck.
- Replacements**: Represented by a calf.
- Work Cattle**: Represented by a cow.
- Management**: Represented by a barn.

Arrows indicate the flow between these stages, showing a continuous cycle from breeding to calving, weaning, and sales, with replacements and purchases feeding back into the cycle.

A "TIP" box at the bottom left states: "To change record, breeding, and identification preferences, select Options from the Tools menu."

Summary statistics at the bottom right:

- Bulls: 8
- Cows: 207
- Calves: 55

# MARKETING 101: *How much will they weigh?*



STEERS	
1999	491#
2002	526#
2005	592#
2017	626#

***Past History: Older calves are heavier  
The One Way Slide***

# MARKETING 101: *How much do you want for them?*



***Problem of price discovery: had no idea what they were worth!  
This has improved exponentially***

Need to get feedback  
on calf performance:

Ranch to Rail

2002

Sell half interest in  
calf crop to  
Heritage Feeders  
for Placement  
in B3R Premium Beef



The Rancher's Packer  
Helping Cattlemen Merchandise Maximum  
Dollars From Their Cow Herd



B3R™ Country Meats, LP

Heritage  
Feeders, L.P.



COMMERCIAL  
CATTLE  
FEEDING



Cattle Feeding at Its Best!  
126,000 Head Capacity

Phone: 405.286.3958  
Fax: 405.286.3953  
email: [info@heritagebeef.com](mailto:info@heritagebeef.com)  
[www.heritagebeef.com](http://www.heritagebeef.com)

# B3R Country Meats

Lot = 4080

## Daily Kill Summary

( rptKillSummary )

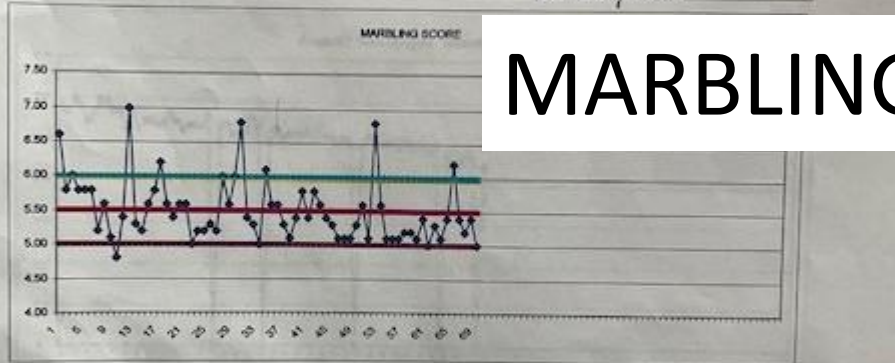
LOT - TAG	OWNER	SEX DESCRIPTION	RANCH REF#	BRAND	PREMIER BARY WEIGHT WT	DOB	ADG	NOT DRESSED	DEERS	BACK	SKINETS	%	FIELD	MEAS	QUAL	TTL CAR	NOV	FEED	AVG/IB	TOT	VALOR				
								WT	FALOR	%	FAT	AREA CWT	KPU	GRADE	SCORE	GRADE	DUCKT	PREM	PREM	PREM	PREM	HEAD			
4080 - 1381	HFCOTHORPE L&C	H	BLK	22	98	813	1000	174	2.24	835	0.8471	0.8550	0.80	12.1	1.8	2.80	2.80	0440	5.40	-0.28	0.008	-0.01	0.0075	0.0025	\$115.70
4080 - 1382	HFCOTHORPE L&C	H	BLK	23	98	818	948	174	1.90	830	0.8971	0.9214	0.80	11.3	1.8	2.20	2.20	0400	5.00	-0.01	0.008	-0.01	0.0075	0.0025	\$99.70
4080 - 1383	HFCOTHORPE L&C	H	BLK	24	98	824	894	174	1.83	820	0.8971	0.9347	0.80	12.3	2.2	1.80	5.00	0420	5.40	-0.12	0.008	-0.01	0.0075	0.0025	\$110.41
4080 - 1384	HFCOTHORPE L&C	S	BLK	25	98	824	870	174	2.10	818	0.8971	0.8151	0.80	11.5	1.8	1.40	2.84	0420	5.00	-0.00	0.008	-0.01	0.0075	0.0025	\$83.81
4080 - 1385	HFCOTHORPE L&C	H	BLK	26	98	828	1181	174	2.80	720	0.8971	0.8180	0.70	12.0	1.7	1.80	3.41	0440	5.40	0.01	0.008	-0.01	0.0075	0.0025	\$118.81
4080 - 1386	HFCOTHORPE L&C	H	BLK	27	98	828	954	174	2.43	824	0.8971	0.8118	0.80	12.3	2.0	2.40	3.11	0420	5.00	-0.03	0.008	-0.01	0.0075	0.0025	\$80.14
4080 - 1387	HFCOTHORPE L&C	H	BLK	28	98	843	1044	174	2.81	801	0.8971	0.8100	0.80	14.0	2.0	2.47	2.84	0480	5.80	0.01	0.008	-0.01	0.0075	0.0025	\$122.18
4080 - 1388	HFCOTHORPE L&C	H	BLK	29	98	875	881	174	1.84	808	0.8971	0.8344	0.80	12.3	2.1	2.05	2.08	0480	5.80	-0.03	0.008	-0.01	0.0075	0.0025	\$98.79
4080 - 1389	HFCOTHORPE L&C	H	BLK	30	98	888	1007	174	2.71	808	0.8971	0.8448	0.80	12.0	1.8	3.05	2.81	0440	5.40	0.21	0.008	-0.01	0.0075	0.0025	\$718.24
4080 - 1390	HFCOTHORPE L&C	H	BLK	31	98	887	1107	174	2.85	715	0.8971	0.8271	0.80	12.8	1.8	3.01	2.07	0480	5.80	-0.01	0.008	-0.01	0.0075	0.0025	\$728.97
4080 - 1401	HFCOTHORPE L&C	H	BLK	32	98	883	1008	174	1.87	830	0.8971	0.8282	0.80	12.0	1.8	1.75	2.10	0420	5.00	-0.01	0.008	-0.01	0.0075	0.0025	\$842.20
4080 - 1402	HFCOTHORPE L&C	H	BLK	33	98	897	1002	174	1.75	832	0.8971	0.8300	0.80	12.0	2.0	2.57	2.28	0420	5.00	-0.08	0.008	-0.01	0.0075	0.0025	\$880.10
4080 - 1403	HFCOTHORPE L&C	S	BLK	34	98	717	1002	174	2.21	717	0.8971	0.8100	0.80	12.0	1.8	0.70	2.00	0480	5.80	0.00	0.008	-0.01	0.0075	0.0025	\$790.83
4080 - 1404	HFCOTHORPE L&C	H	BLK	35	98	880	1007	174	2.45	810	0.8971	0.8306	0.80	11.7	1.8	2.83	2.74	040	5.00	-0.08	0.008	-0.01	0.0075	0.0025	\$815.70
4080 - 1405	HFCOTHORPE L&C	S	BLK	36	98	827	1057	174	2.38	844	0.8971	0.8210	0.80	11.3	1.7	2.80	3.42	0480	5.80	0.01	0.008	-0.01	0.0075	0.0025	\$817.80
4080 - 1406	HFCOTHORPE L&C	H	BLK	37	98	860	880	174	2.20	719	0.8971	0.8200	0.80	11.8	1.8	4.00	3.07	0440	5.40	-0.07	0.008	-0.01	0.0075	0.0025	\$781.11
4080 - 1407	HFCOTHORPE L&C	H	BLK	38	98	864	937	174	2.37	810	0.8971	0.8240	0.80	11.8	2.0	2.23	2.21	0440	5.40	0.23	0.008	-0.01	0.0075	0.0025	\$713.88
4080 - 1408	HFCOTHORPE L&C	H	BLK	39	98	867	1027	174	2.14	789	0.8971	0.8451	0.70	14.5	1.8	3.00	3.50	0480	5.80	0.02	0.008	-0.01	0.0075	0.0025	\$832.33
4080 - 1409	HFCOTHORPE L&C	S	BLK	40	98	871	1125	174	2.81	718	0.8971	0.8300	0.80	11.5	1.8	3.80	3.74	0440	5.40	-0.05	0.008	-0.01	0.0075	0.0025	\$700.41
4080 - 1410	HFCOTHORPE L&C	H	BLK	41	98	888	1095	174	2.28	872	0.8971	0.8178	0.80	11.4	1.7	2.23	3.84	0420	5.00	-0.02	0.008	-0.01	0.0075	0.0025	\$879.48
4080 - 1411	HFCOTHORPE L&C	H	BLK	42	98	835	1001	174	2.40	818	0.8971	0.8380	0.80	12.5	1.8	3.34	3.81	0420	5.00	0.04	0.008	-0.01	0.0075	0.0025	\$725.19
4080 - 1412	HFCOTHORPE L&C	S	BLK	43	98	867	1048	174	2.10	887	0.8971	0.8880	0.80	11.8	1.8	2.85	1.96	0420	5.00	0.01	0.008	-0.01	0.0075	0.0025	\$883.41
4080 - 1413	HFCOTHORPE L&C	S	BLK	44	98	867	1018	174	2.20	880	0.8971	0.8728	0.80	11.8	1.7	1.78	3.81	0480	5.80	0.01	0.008	-0.01	0.0075	0.0025	\$700.31
4080 - 1414	HFCOTHORPE L&C	S	BLK	45	98	718	1007	174	2.41	788	0.8971	0.8380	0.70	10.4	1.8	0.75	3.07	0480	5.80	0.03	0.008	-0.01	0.0075	0.0025	\$888.30
4080 - 1415	HFCOTHORPE L&C	S	BLK	46	98	719	1210	174	2.84	718	0.8971	0.8578	0.80	12.3	1.8	2.87	3.23	0420	5.00	0.01	0.008	-0.01	0.0075	0.0025	\$882.18
4080 - 1416	HFCOTHORPE L&C	S	BLK	47	98	827	1018	174	2.20	818	0.8971	0.8088	0.80	11.3	1.8	3.84	2.84	0480	5.80	-0.03	0.008	-0.01	0.0075	0.0025	\$816.10
4080 - 1417	HFCOTHORPE L&C	H	BLK	48	98	844	1088	174	2.30	884	0.8971	0.8380	0.80	12.4	1.8	2.00	2.84	0420	5.00	0.04	0.008	-0.01	0.0075	0.0025	\$830.81
4080 - 1418	HFCOTHORPE L&C	H	BLK	49	98	713	1188	174	2.21	784	0.8971	0.8431	0.80	10.0	1.7	0.75	2.84	0420	5.00	0.08	0.008	-0.01	0.0075	0.0025	\$843.30
4080 - 1419	HFCOTHORPE L&C	H	BLK	50	98	862	1028	174	2.21	820	0.8971	0.8280	0.80	11.4	1.8	2.10	1.80	0440	5.40	-0.03	0.008	-0.01	0.0075	0.0025	\$845.14
4080 - 1420	HFCOTHORPE L&C	S	BLK	51	98	718	1210	174	2.82	781	0.8971	0.8478	0.80	12.7	1.8	2.82	2.72	0440	5.40	0.05	0.008	-0.01	0.0075	0.0025	\$845.17
4080 - 1421	HFCOTHORPE L&C	S	BLK	52	98	780	1131	174	2.21	778	0.8971	0.8078	0.70	11.8	1.8	2.73	3.80	0480	5.80	-0.03	0.008	-0.01	0.0075	0.0025	\$780.09
4080 - 1422	HFCOTHORPE L&C	S	BLK	53	98	888	1028	174	2.04	870	0.8971	0.8475	0.80	12.2	1.8	3.08	2.80	0420	5.00	0.01	0.008	-0.01	0.0075	0.0025	\$840.09
4080 - 1423	HFCOTHORPE L&C	H	BLK	54	98	715	1178	174	2.80	782	0.8971	0.8480	0.80	12.8	1.8	2.23	3.21	0440	5.40	0.02	0.008	-0.01	0.0075	0.0025	\$860.60
4080 - 1424	HFCOTHORPE L&C	S	BLK	55	98	888	1180	174	2.80	720	0.8971	0.8038	0.80	11.0	1.8	2.88	3.80	0480	5.80	-0.02	0.008	-0.01	0.0075	0.0025	\$720.21
4080 - 1425	HFCOTHORPE L&C	S	BLK	56	98	847	1122	174	2.75	728	0.8971	0.8475	0.80	12.4	1.8	3.30	2.80	0420	5.00	0.04	0.008	-0.01	0.0075	0.0025	\$750.21
4080 - 1426	HFCOTHORPE L&C	S	BLK	57	98	880	889	174	2.00	884	0.8971	0.8320	0.80	10.7	2.0	2.87	2.71	0480	5.80	0.00	0.008	-0.01	0.0075	0.0025	\$871.84
4080 - 1427	HFCOTHORPE L&C	H	BLK	58	98	851	1122	174	1.78	718	0.8971	0.8128	0.80	11.0	1.8	1.80	3.11	0440	5.40	-0.01	0.008	-0.01	0.0075	0.0025	\$721.83
4080 - 1428	HFCOTHORPE L&C	S	BLK	59	98	818	1078	174	2.81	842	0.8971	0.8380	0.80	12.4	1.8	3.53	3.18	0420	5.00	-0.01	0.008	-0.01	0.0075	0.0025	\$844.11
4080 - 1429	HFCOTHORPE L&C	S	BLK	60	98	874	881	174	2.20	820	0.8971	0.8417	0.80	11.8	2.1	4.13	2.82	0480	5.80	-0.10	0.008	-0.01	0.0075	0.0025	\$811.28
4080 - 1430	HFCOTHORPE L&C	H	BLK	61	98	884	1128	174	2.74	788	0.8971	0.8182	0.80	12.0	1.8	2.81	3.81	0440	5.40	-0.04	0.008	-0.01	0.0075	0.0025	\$861.84
4080 - 1431	HFCOTHORPE L&C	H	BLK	62	98	840	1118	174	2.20	818	0.8971	0.8081	0.80	10.2	2.4	3.10	1.81	0440	5.40	0.27	0.008	-0.01	0.0075	0.0025	\$740.32
4080 - 1432	HFCOTHORPE L&C	H	BLK	63	98	880	1128	174	2.02	717	0.8971	0.8422	0.80	10.8	1.8	3.27	1.82	0480	5.80	0.00	0.008	-0.01	0.0075	0.0025	\$750.71

Thorpe Land & Cattle/ HFC, Heritage, Lot 4090

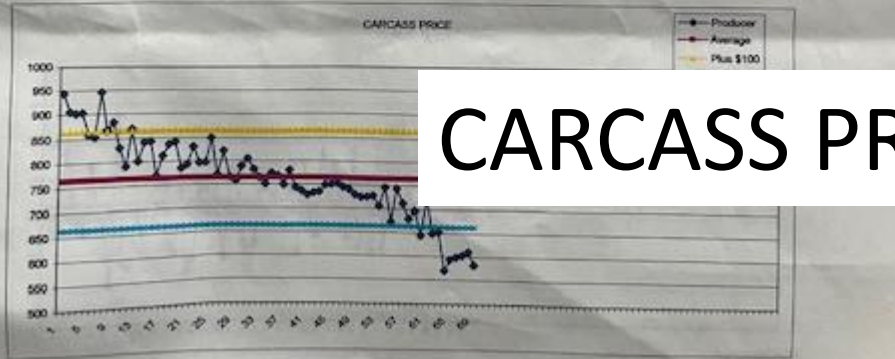
# FAT THICKNESS



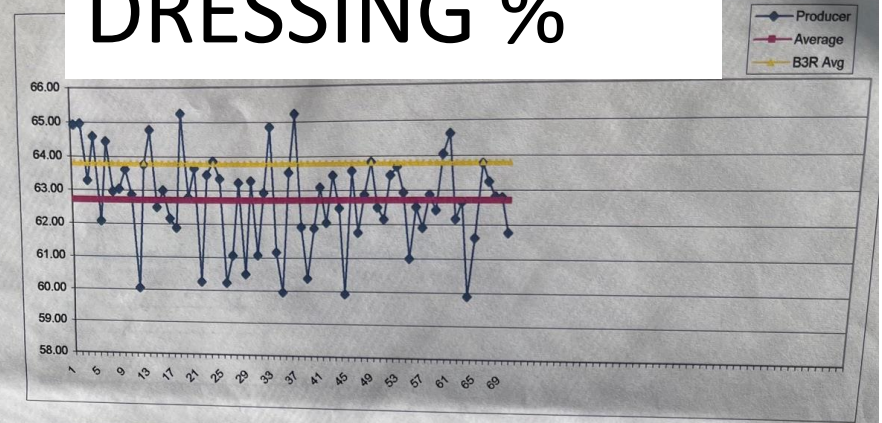
# MARBLING SCORE



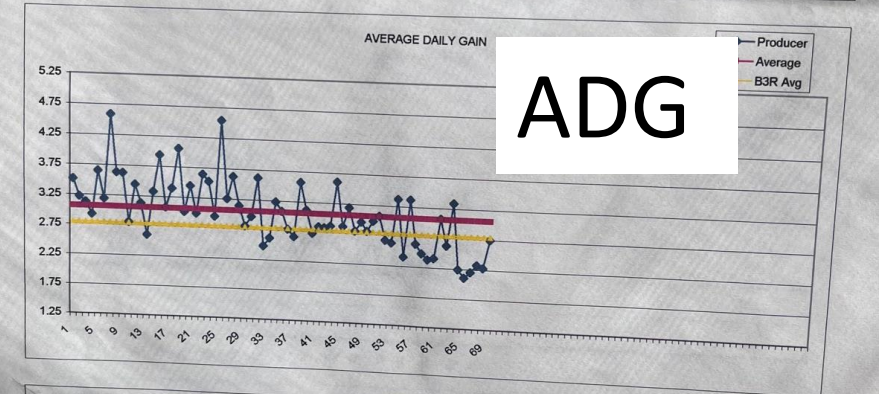
# CARCASS PRICE



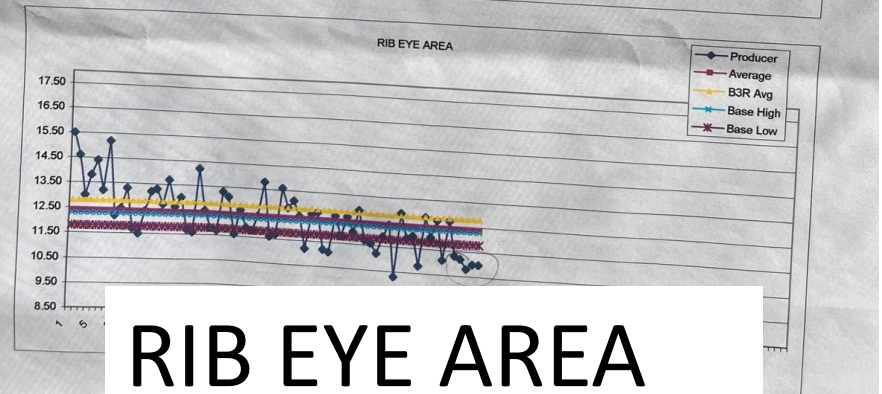
# DRESSING %



# ADG



# RIB EYE AREA



# B3R Summary Data

		TOTAL VALUE \$	TOTAL HOT WEIGHT	TOTAL HARVEST WT A
		\$47,841.32	46603.00	74196.00

		CARCASS SUMMARY	
QUALITY GRADE	# HEAD	%	
HIGH PRIME	0	0.0	<1
AVG PRIME	0	0.0	1.0-1.5
LOW PRIME	4	5.9	1.5-2.0
<b>TOTAL PRIME</b>	<b>4</b>	<b>5.9</b>	<b>TOTAL YG1</b>
HIGH CHOICE	3	4.4	2.0-2.5
AVG CHOICE	14	20.6	2.5-3.0
LOW CHOICE	47	69.1	<b>TOTAL YG2</b>
<b>TOTAL CHOICE</b>	<b>64</b>	<b>94.1</b>	40
HIGH SELECT	0	0.0	15
LOW SELECT	0	0.0	22.1
<b>TOTAL SELECT</b>	<b>0</b>	<b>0.0</b>	<b>TOTAL YG3</b>
HIGH STANDARD	0	0.0	9
AVG STD OR BELOW	0	0.0	13.2
<b>TOTAL STANDARD</b>	<b>0</b>	<b>0.0</b>	<b>TOTAL YG4</b>
DARK CUTTERS	0	0.0	1
			1.5
			<b>TOTAL YG5</b>
			1
			1.5

98% CHOICE

58% YG 2

38% YG 3

*Clay Mathis: "Better put this on the wall and frame it!"*

# SO WHAT?

Not really making any more \$\$\$?

Disruptive to Our Cash Flow

Retained Ownership is not our Core Competence

Better to focus resources on improving grazing infrastructure  
leveraging NRCS programs

And Buyers said they “weren’t really interested” in all our data!



# Selling on Superior

2004

Represents interests of both Buyer & Seller  
*(but Firewall between Buyer and Seller:  
no performance feedback!)*

Confidence in the integrity of transaction

A form of Price Discovery

Coincided with Industry Push for Vac Programs

No premiums for vaccinating, discounts if not!

Superior Verified: EID Tags

Superior Livestock Auction  
America's Leader in Livestock Marketing  
Internet Auction Private Treaty/Country Page Superior Productions Contact

### Video Auction Past Results

Page: 1 of 1 | 1 |  
Lot # Consignor Location Head - Sex Weight Delivery D Represent

*Click on a heading above to resort the listings*

July 10, 2004

Lot #	Consignor	Location	Head - Sex	Weight	Delivery D	Represent
6129C <a href="#">View</a>	Bobby McKinley	Quemado, NM	90-Steer Calves & Heifer Calves	550 530	October 10	J.Wooten,
6205 <a href="#">View</a>	Ed Wesner	Reydon, OK	196-Steer Calves	565	October 1-	C.Hickey, I
6205A <a href="#">View</a>	Ed Wesner	Reydon, OK	98-Steer Calves	565	October 1-	C.Hickey, I
6205B <a href="#">View</a>	Ed Wesner	Reydon, OK	98-Steer Calves	565	October 1-	C.Hickey, I
6212A <a href="#">View</a>	Lane Thompson	McLean, TX	150-Steer Calves	575	October 10	Ed Herron
6227A <a href="#">View</a>	Ronnie Booker	Headrick, OK	85-Steer Calves	600	October 1-	R.Wade, D
6227B <a href="#">View</a>	Ronnie Booker	Headrick, OK	90-Heifer Calves	585	October 1-	R.Wade, D
6229 <a href="#">View</a>	JT Land & Cattle Co.	Newkirk, NM	81-Steer Calves	595	October 6-	Ed Herron
6247 <a href="#">View</a>	Clay Tyson	Higgins, TX	60-Steer Calves	620	October 1-	B.Broadie,
6253B <a href="#">View</a>	David E. Locke	Miami, TX	82-Heifer Calves	590	October 20	Ed Herron
6277B <a href="#">View</a>	Miller Land & Cattle	Post, TX	300-Heifer Calves	640	October 15	Tommy Je

Page: 1 of 1 | 1 |

# Marketing Plan

With 200+/- Cows can sell one load steers, one mixed load,  
And keep about 40 replacements and outliers

**Sell bred and  
replacement  
quality heifers  
when we have  
the numbers**



# Marketing Plan

Last several years been cooperatively marketing with neighbors

**Advantage in pooling  
larger number of  
comparable calves with  
shared genetics**

**Advantage in making up  
short loads (due to  
drought reductions)**



# On ranch practices : *Flexible Rotational Grazing*



*Adequate Rest Periods  
improve forage quality  
and cattle performance  
(if it rains!)*



# On ranch practices : Pre-sort Seller Steers and Heifers, Replacements and Outliers at Pre Vac



# *Fenceline Wean Replacements*

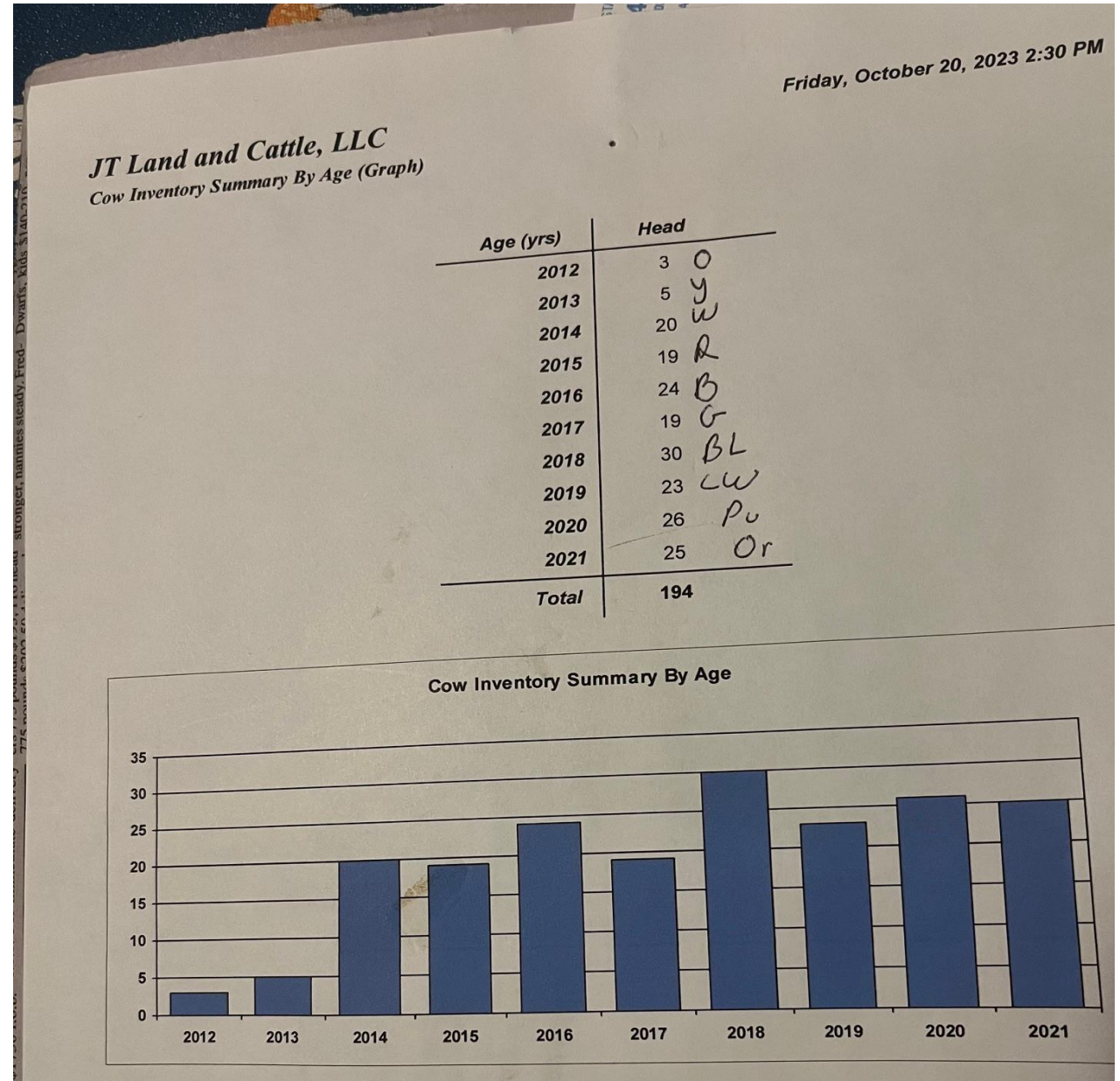


Try to keep cow herd  
from getting too old

Older late bred cows  
to "A Good Home"

Cull cows to Caviness

Cull Bulls to Caviness  
(but need Trich test)



August 9, 2023:  
Long Time Buyers wants  
Calves weaned 45+ days

Plan B: found a new buyer  
With significantly different criteria:

Using IMI Global instead of GAP

Exhaustive Application Process, EID tag back orders etc  
Had to be complete and ready for early September Pre-Vac

Learning curve switching to IMI from GAP  
(already did GAP 4 Audit: now a sunk cost)



## Programs to Consider

### Tags & Traceability

All IMI Global value-added programs require an individual, electronic identification (known as Program Compliant Tags (PCTs)), but we also believe that no matter how or where you are marketing your cattle, the basis to any added value starts with an electronic ID.

We can work with you to customize your tags to meet your exact needs - from special colors, to unique management numbers or including your ranch name or brand - we can make it happen.

### Breed Verified

The IMI Global Breed Verified program and breed verification partnerships allow producers to verify that their cattle are a certain breed.

Breed Verified can be added to the Source & Age Verification (SAV) program at no (or minimal) cost - SAV is the minimum requirement for Breed Verified.

### Source & Age

Source and Age verification (SAV) requires you to keep records of your first and last calf board date, as well as apply an EID tag prior to cattle ever leaving your ranch - their source of origin.

Source only - US Verified Source verification - is available as well.



### Non-Hormone Treated Cattle (NHTC)

The NHTC program allows your cattle to be eligible for buyers looking for non-hormone treated cattle, many of which are looking to export beef to the EU.

Implants or fed hormone growth promotants (HGPs) of any kind are not allowed.

Cattle must move through NHTC approved locations.

Examples include implants, Lutalyse, CIDRs, Optaflexx, MGA.

[Online Application >](#)

[Learn More >](#)

**IMI Global Verified  
Natural  
Angus Verified  
NHTC  
IMI Global Beef Care**



### Verified Natural Beef

"Natural" is something we see in the marketplace, but it is not a set Standard across the board. The IMI Global Verified Natural Beef Standard allows buyers to be assured that cattle have never received any Beta-Agonists, Ionophores, Antibiotics or Animal By-Products.

Cattle must move through approved VNB approved locations.



### CARE Certified

Where Food Comes From CARE Certified is a suite of sustainability standards that certifies participating farmers and ranchers are implementing best practices in animal care, environmental stewardship and supporting their local communities and the people within them.

Beef, pork, poultry, dairy and fish are all available.



### Verified Grass-fed

The Verified Grass-fed program is an approved USDA Process Verified claim.

Cattle approved for this standard must be on diets solely derived from forage.

Cattle must move through VGF approved locations.



### LCB Enrolled

Low Carbon Beef selected IMI Global as a third-party verification company to verify practices for the new LCB Enrolled program.

Cattle producers who are interested in having their calves certified as LCB Enrolled are required to be CARE Certified approved.

[Learn More >](#)

[Learn More >](#)

# RANCH RECORDS NEEDED

IMI GLOBAL MAY REVIEW THE FOLLOWING DOCUMENTATION DURING YOUR ONSITE AUDIT. THIS WILL VARY BY PROGRAM.



## CALVING RECORDS

- To qualify for the Age claim:
  - Keep calving records showing the first and last calf born each season.
- If you have multiple seasons:
  - Provide records for each season.
  - Know the ID difference between the seasons.
  - The first calf record must show the actual first calf born date, not an estimation based on bull turnout or other ranch activity.
  - A branding, processing, or weaning date record may be used for the last calf born date record.
- If your operation does not pull out bulls and calves year-round, then all calves must have individual IDs and dates of birth.



## ANIMAL TREATMENT RECORDS (VNB-APPROVED CATTLE)

- Maintain records on any program calves that require antibiotic treatment.
- If an animal is treated with antibiotics:
  - It may still be eligible for SAV/NHTC, as long as it was not given any hormone growth promotants, maintains an eligible Program Compliant Tag (PCT) and has an ID showing treatment was done. Use the Treatment Record template in the manual or create your own.



## TAG MANIFEST

- Purchase EID tags from IMI Global and a tag manifest for all EID tags ordered will arrive with your tag order.
- Once your calf crop is approved you will receive an electronic copy of the tag manifest.
  - Remember, you must send a copy of this tag manifest when cattle ship.



## HGP INVENTORY

- It is required to maintain inventory records of any hormone growth promotants (implants, synchronization products, beta-agonists, etc.) used onsite at any time throughout the year. Use the Inventory template in the manual or create your own.
- This will be reviewed during your onsite audit to ensure the inventory is being maintained and that the current inventory is up-to-date.



## HEAD COUNT RECORDS

- Documentation supporting the number of head that are enrolled will be reviewed during your onsite audit. This can include: pregnancy check numbers, inventories, calving book data, vaccine receipts, etc.



## FEEDS

- Keep a list of all feeds and their ingredient labels that are used on your operation during the year, as well as if they are fed to program calves or other cattle onsite.
  - Use the Feed List template in the manual or create your own.
- You must submit NHTC Letters of Guarantee (dated and within 2 years) from all feed manufacturers, which can be obtained from them. Your Account Manager can help.



## TRAINING RECORDS

- At the first onsite audit, all key people on the operation are required to be trained by the auditor on the program(s) you're enrolling.
- If you're renewing, you'll show training records indicating that the individuals responsible for Approved cattle were trained on approved programs. Use the Training Log template in the manual or create your own.



## EID TAG INVENTORY

- Leftover EID tags from the previous year can only be used in the current year if the EID numbers are reported to IMI Global.
- Use the Tag Inventory Record template or call the IMI office to report leftover EID numbers.
- Cattle arriving at the feedlot with leftover tags indicating the wrong date of birth may not be able to be approved.



## RANCH SHIPPING CERTIFICATE

- This group certificate has a new look and now serves as your group approval certificate and your shipment record for all claims. If you do not have this when you're ready to ship, call your Account Manager.
- When shipping, send a copy of this Ranch Shipping Certificate with the cattle to the next approved location.
- Keep a copy for your records.



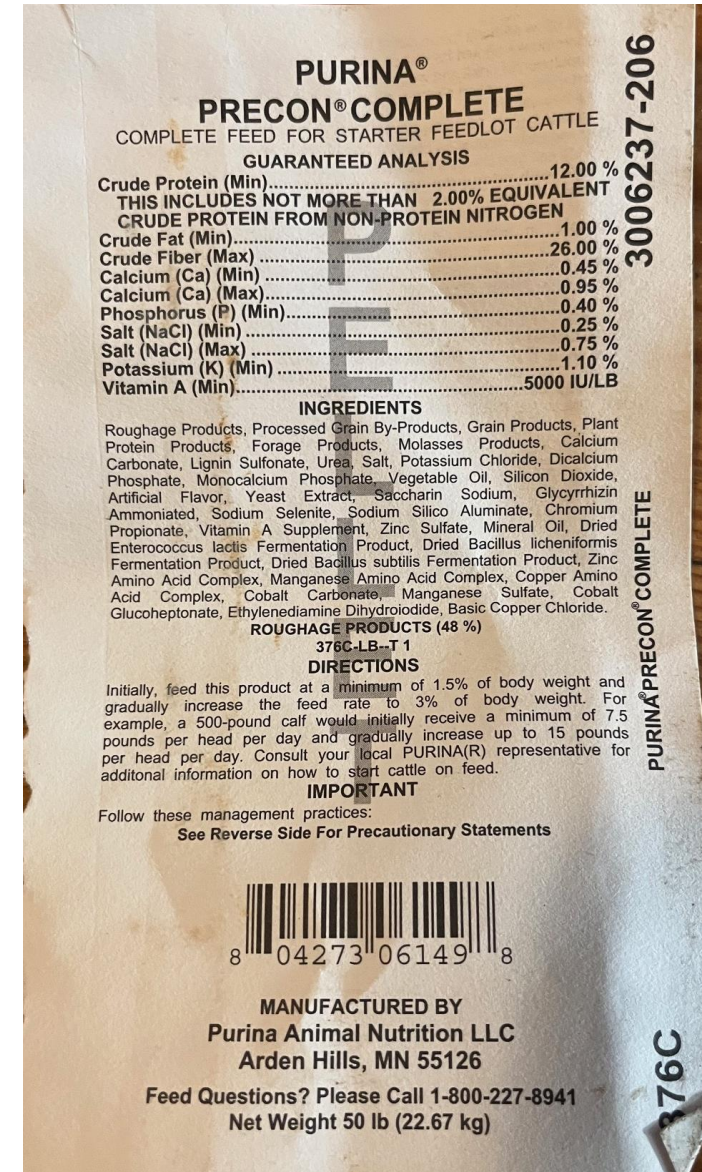
## ANNUAL ONSITE VETERINARIAN VISIT

- The NHTC program requires ranches to have a consulting veterinarian who visits annually.
  - Provide name, address, and phone number of the consulting veterinarian clinic, as well as a record of the visit. Preg checking, AI'ing, BANGs vaccination, calving assistance, branding assistance, etc.

# Feedtags and Affidavits



**“Products are free from supplemental hormonal growth promotants. All sales to our customers are recorded and traceable to the batch of product manufactured for the order.”**



# BQA Certification

## CERTIFICATE OF COMPLETION



### Beef Quality Assurance Certification



Courses Completed: Cow-Calf BQA Certification



carol church  
JT Land and Cattle LLC

August 29, 2023

NAME

DATE\*

(Certificate expires three years from the above date)

*Troy Patterson*

NM23-00381195

BQA ADVISORY GROUP CHAIR

CERTIFICATE NUMBER

\*BQA Transportation certification does NOT qualify as BQA certification



# EID Tagging



508

Program Compliant Tag Manifest  
 (this is an official IMI Global Verification Approval Document)  
 IMI Global, Inc. is a USDA Process Verified company. For specific claims, please visit  
<http://processverified.usda.gov>  
 Producer Name: JT LAND & CATTLE  
 Total Number of Tags: 160

Information on this form can be replaced with automated records both by the location applying tags and by the receiver. For example, the receiver can read the PCT's electronically and compare them to the original manifest. Keep a copy of all records a minimum of 3 years.

Questions? Contact IMI Global anytime! Phone: 866-395-5883 Fax: 877-258-4535 Email: info@imiglobal.com Mail: 202 Sixth Street, Suite 400 Castle Rock, CO 80104

Program Compliant Animal ID	Secondary Identifier (if applicable)		Notes (i.e. Date Tag Applied, Replacement Tag Numbers,
964001045349150	B 93	H	9-3-23
964001045349151	B 24	H	9-3-23
964001045349152	Y 79	S	
964001045349153	Y 34	S	
964001045349154	A 25	H	
964001045349155	broken		damaged
964001045349156	B 117	H	9-3-23
964001045349157	B 92	H	9-3-23
964001045349158	Y 90	S	7-2-23
964001045349159	J 8123	H	
964001045349160	B 91	H	
964001045349161	Y 98	S	
964001045349162	Y 95	S	
964001045349163	Y B 124	H	
964001045349164	B 180	H	
964001045349165	Y 100	S	
964001045349166	Y 31	S	
964001045349167	Y 32	S	
964001045349168	Y 90	S	
964001045349169	B 91	H	
964001045349170	B 90	H	
964001045349171	Y 97	S	9-3-23
964001045349172			
964001045349173			
964001045349174			
964001045349175			
964001045349176			
964001045349177			
964001045349178			

# Genetic Merit?

Moderate EPDs for milk

Moderate to Low BW

Carcass Concerns Very Secondary

**ANGUSLINK<sup>SM</sup>**  
VALUE ADDED PROGRAMS  
MARKETING CERTIFICATE

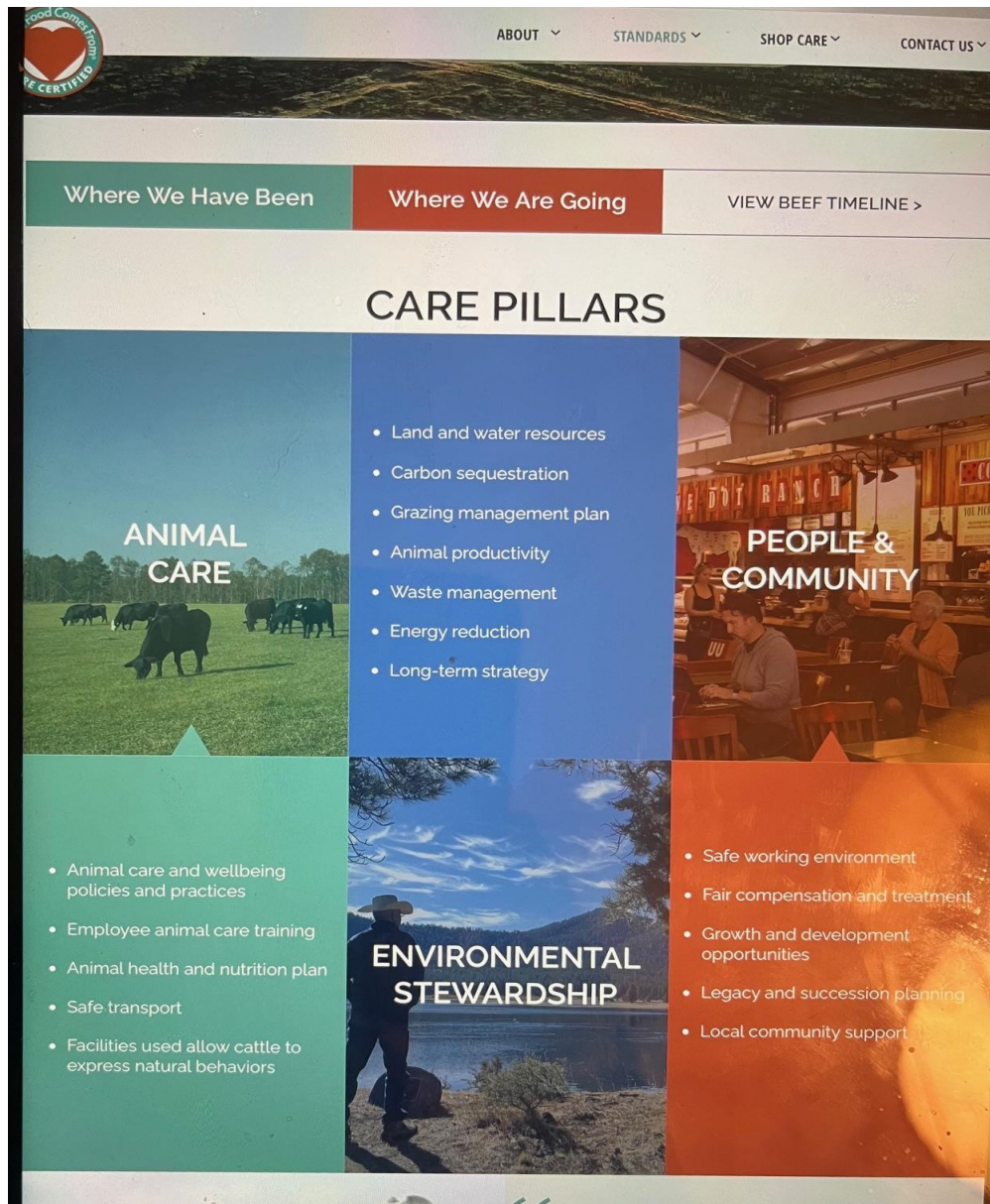
MARKETING DOCUMENT ISSUED TO: Lot ID: NM02 1016759 JT Land & Cattle HC 67 Box 14 Newkirk, New Mexico 88431-9701  Number of head enrolled: 160 Spring 2023 <b>ANGUS VERIFIED</b>	<b>ANGUSLINK GENETIC MERIT SCORECARD<sup>SM</sup></b>	BEEF SCORE <b>91</b>
	FEEDLOT SCORE <b>98</b>	GRID SCORE <b>86</b>

REGISTERED ANGUS SIRES

Angus Verified:		SIREs USED:	
REG NO.	NAME	REG NO.	NAME
18956525	D7 Paxton 7134E 5102C	18957558	D7 Electra 7116E 0214
19010995	D7 Missing Link 7207E 1207	19326459	D7 Catalyst 8186F 618C
19956996	D7 Paxton 0253H 5165	19956001	D7 Mitchell 0334H 6159D
19957144	D7 Charlo 0263H 7177	20236260	D7 Intentional 1203I 7145E
20236285	D7 loemaker 1212I 7145E		



# IMI Cattle Care: 100 3-part Somewhat Intrusive Questions *(but designed with producer input)*



***Health and Safety Plans?***

***Benchmarking BMPs?***

# Did it pay?

(Spreadsheet Analysis Pending)

Many Man/Woman Hours

Gathering Data, Fillings Forms

Cattle Care: 100 3-part On Line Questions

Compare to Plan C: Superior or go to an auction?  
(Hedge with Livestock Risk Protection)

Is “ Super Verification” a marketing fad,  
or a trend that’s here to stay?



