



AUGUSTA COOPERATIVE FARM BUREAU, INC. 1205B RICHMOND RD. STAUNTON, VA 24401



SINCE

## February 2020 AGRONOMY & BEEF BULLETIN

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**RECORD-KEEPING METHODS** 

Beef cattle record keeping is a vital tool for making more treatment dates, medication names, lot and serial numbers, informed production management decisions. Record dosages, routes of administration, booster and withdrawal keeping reveals a herd's current production level, identifies dates, and more. where inefficiencies exist, and provides information to make Breeding and calving records can assess a cow or heifer's improvements.

Whether you prefer hand writing your data or using technology, there are resources available to make the process easier.

The National Cattlemen's Beef Association (NCBA) offers the Integrated Resource Management (IRM) Red Book. This pocket-sized annual record book contains forms and reference information to record cattle inventory, breeding and calving activity, body condition scores, herd health, and pasture usage.

For those who prefer a technology-based approach, specialized record-keeping systems are available that use internet or computer software. These systems allow access to herd records via any device with internet capability: desktop or laptop computers, tablets, smartphones, etc. Technology-based record systems maintain animal inventories, including animal production history; they provide a calculation of adjusted weights, ratios, frame scores, and average calving intervals; and they track herd health and medical treatments, animal movement, pasture usage, and more. Technologies such as Farmbrite (www. FarmBrite.com) and CattleMax (www.CattleMax.com) are a few of the technology platforms on the market today.

Maintaining records of herd health and medical treatments is an essential part of the Beef Quality Assurance (BQA) program. Both the hand-written and technology-based record systems facilitate a detailed method to record



reproductive proficiency by tracking when in the designated breeding and calving season a calf was produced. Cow performance over time can be evaluated for reproductive efficiency by reviewing statistics, such as an average calving interval or the average number of days from onecalving date to the next. Technology-based systems allow for easier management and calculation of individual animal production history and statistics in order to more thoroughly analyze the performance of specific animals.

In analyzing an individual cow or sire's production, the average of its offspring's weaning weights, both actual and adjusted, indicates the level of production within the herd. Actual weaning weights for each individual calf are collected between the ages of 160 and 240 days. They are then adjusted to a consistent 205-day age standard and for the age of the dam. Ratios based on this adjusted 205-day weight are calculated within a contemporary group, defined by a 90-day range in calf age, calf sex, actual weights collected within one week's time, and management.

In selecting replacement heifers, individual heifer performance combined with a heifer's dam and sire production history can be utilized along with visual appraisal to attain improved selection. Individual animal statistics expedite specific culling of cows and heifers on performance measurements, validate replacement heifer selections, and aid in selecting superior herd sires.

## **BLUE RIDGE EQUINE CLINIC & AUGUSTA CO-OP**

## A COMPREHENSIVE APPROACH TO EQUINE HEALTH

Julia Hecking, DVM, CVA · Tabby Moore, DVM · Marissa Bennett, DVM Hillary Morris (Equine Specialist) • Troy Grimm (Agronomy Division Manager)



### WEDNESDAY, MARCH 18, 2020 • 5:00 PM - 8:30 PM

5:00 PM - 6:00 PM - Vendor/Cocktail Hour 6:00 PM - Dinner Served 6:15 PM - Seminar Begins

#### **VA HORSE CENTER FOUNDATION** 487 Maury River Road · Lexington, VA 24450

**Dinner provided RSVP REQUIRED BY MARCH 1 to** http://equineanddinespring2020.rsvpify.com Hilliary Morris - HMorris@AugustaCoop.com

or Blue Ridge Equine Clinic - (540) 460-5702 valley-brec@blueridgeequine.com

## EVENTS / CALENDAR

### **AGRONOMY CUSTOMER APPRECIATION DAY**

## Friday, February 7

11 AM – 2 PM Verona Greener Valley Supply 963 Laurel Hill Rd, Verona, VA 24482 Additional information: RSVP to Staci Alger at (540) 885-1265 x 243 or SAlger@AugustaCoop.com



## **SMALL ENGINE OPEN HOUSE**

Friday, April 3 & Saturday, April 4 8 AM – 5 PM

Staunton Small Engine Shop 1205B Richmond Road, Staunton, VA Huge deals on all Husqvarna, STIHL and Oregon equipment. Vendors on site!

www.AugustaCoop.com or (540) 885-1265

# Staunton Augusta True Value much more!



# on time-tested, guaranteed deworming.

(mail-in rebate)

Save up to

#### Spring Gain Days Redemption Form

Name	
Business Name	e
	i
City	
State	Zip
Email	

Only producers are eligible for this program

- This promotional-incentive rebate is offered for sales in support of Boehringer Ingelheim's (BI's) independe driven business plan. Rebate requests may require resale information to verify rebate eligibility.
- BI reserves the right to end or modify the program, in whole or in part (including the removal or addition
  of products or product lines), at any time without notice.
- Producers enrolled in special Boehringer Ingelheim pricing programs are NOT eligible for this rebate offer

EPRINEX IMPORTANT SAFETY INFORMATION: No meat or milk withdrawal is required when used according to label. Do not use in calves intended for veal or unapproved animal species, as severe adverse reaction including fatalities in dogs, may result.

### Discount **Amount Purchased**

Cattle First.

25	50 mL	\$6.00	Bottles
	1 L	\$12.00	Bottles
2	2.5 L	\$24.00	Bottles
	5 L	\$32.00	Bottles
2	20 L	\$118.00	Bottles

#### To Receive Rebate

**Eprinex** 

When purchasing through a veterinarian or animal health dealer, complete this form and submit along of of purchase (invoice) via mail or email. Offer valid on purchases made March 1 – April 30, 2020. Submissions must be postmarked via mail or email by June 15, 2020.

Boehringer Ingelhein Discounts and Rebates Team 3239 Satellite Blvd. Bldg. 500 Duluth, GA 30096

Phone: (800) 862-0389 | Fax: (816) 676-4752 Email: AHRebateSubmissions.US@boehringer-ingelheim.com

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### AUGUSTA CO-OP VENDOR DAY

Wednesday, February 19 3 PM – 8 PM Weyers Cave Community Center 682 Weyers Cave Rd. Book your 2020 items at drastically reduced rates at our annual vendor day! Door prizes, food, educational seminars and much more! www.AugustaCoop.com or (540) 885-1265

### **STAUNTON 'SPRING FLING' / CUSTOMER APPRECIATION DAY**

Saturday, April 4 10 AM - 2 PM 1205B Richmond Road, Staunton, VA Kids activities (learn about growing plants), door prizes, spring sale items and

www.AugustaCoop.com or (540) 885-1265

#### AUGUSTA CO-OP / BLUE RIDGE 'EQUINE & DINE' EDUCATION DINNER

Wednesday, March 18 5:00 PM - 8 PM 5:00 PM – 6 PM – Vendor/Cocktail hour 6:00 PM – Dinner Served 6:15 PM – Seminar Begins VA Horse Center Foundation 487 Maury River Road, Lexington, VA 24450 \*Dinner provided \*RSVP REQUIRED to Hillary Morris -HMorris@AugustaCoop.com or http://equineanddinespring2020.rsvpify.com

## WEYERS CAVE 'SPRING FLING' / CUSTOMER APPRECIATION DAY

Saturday, April 18 10 AM - 2 PM

Weyers Cave Augusta True Value 18 Depot Lane, Weyers Cave, VA Kids activities (learn about growing plants), door prizes, spring sale items and much more! www.AugustaCoop.com or (540) 885-1265



and barrows, to goats and lambs, our award winning formulations add just the right amount of bloom and finish to your show animal. Augusta Show Feed is produced from only

Augusta Show Feeds have a strong tradition of building champions. From market steers

the highest guality ingredients. Additionally, quality control remains at the forefront of our manufacturing excellence. Bringing together science and proven success is the foundation of our show feeds.

Augusta Show Feed – Feeding Your Passion Since 1929.



**SHOWPRO** now contains more rolled corn and higher fat.

**SHOWPROH** a new formula for starting steers and heifers. Higher protein, and higher fiber formulation compared to ORIGINAL SHOWPRO.

## PRODUCER LIMITED-TIME OFFER!





Save up to **PERTAG** on Bayer ear tag purchases.

January 1 – August 31, 2020				
MAIL-IN REBATES*	SUPPLIER-REPORTED REBATES <sup>†</sup>			
<b>Get 5¢</b> off per tag for purchases of at least 240 tags (one case) up to 4,999 tags	<b>Get 5¢</b> off per tag for purchases of at least 1,200 tags (five cases up to 4,999 tags			
Get 7¢ off per tag for purchases between 5,000 and 10,000 tags	<b>Get 7¢</b> off per tag for purchases between 5,000 and 10,000 tag			

### SAVE **Corathon**® Patriot™ Insecticide Cattle Ear Tag on these ear tags: CyLence Ultra® Insecticide Cattle Ear Tag



## VISIT BAYERLIVESTOCK.COM FOR MORE INFORMATION.

Use the form on the back side of this flyer for mail-in rebate claim form.

\*Mail-in claims: Minimum purchase of one case (240 tags). Minimum check amount for mail-in rebates is \$12.00. Mail-in rebate claim form and invoice(s) must be POSTMARKED NO LATER THAN September 30, 2020. Payments will be calculated by mail-in claim form submission and paper check payments will be paid after completion of the program ~November 2020.

<sup>1</sup>Supplier-reported claims: Minimum purchase of five cases (1,200 tags), Minimum check amount for supplier-reported rebates is \$60.00. Payments will be calculated by Bayer-reported sales via EDI reporting on cumulative purchases and will be paid after completion of the program ~October 2020. Bayer reserves the right to vary the terms and conditions of this program or to cancel this program at any time upon notice through the BayerLivestock.com site.

See product labels for complete product information, indications and application instructions.

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## Energize your beef ration by choosing the right corn hybrid

Improve the profit potential of your feedlot Benefits in the field - it's as simple as planting a hybrid that provides more potential value in the field and in your feed.

Unique Enogen<sup>®</sup> Feed hybrids do just that, offering proven genetics and strong agronomic characteristics in the field. And in your ration, a step-change in starch and sugar availability provides more available energy to feedlot cattle.

#### Unlock the energy potential of your ration - simply incorporate Enogen Feed hybrids in your feedlot operation.

It's as easy as replacing the corn or silage you currently grow and feed.



Energy is a key component to maximizing beef production. and corn is an important energy source. Corn supplies starch. that is converted to sugar, which ultimately delivers energy to feeder cattle.

<sup>1</sup>Growers must comply with specific vet simple stewardship requirements <sup>2</sup>Syngenta production data from more than 1 million acres, 2012-2016.

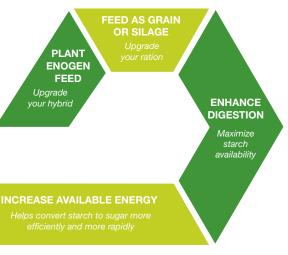
## Augusta Co-op is the exclusive dealer of Enogen in the Shenandoah Valley. Call us for more information and place your order today.

Troy Grimm, (540) 430-3131, TGrimm@AugustaCoop.com Marc Clayton, (540) 294-5179, MClayton@AugustaCoop.com Colton Sullivan, (540) 430-3169, CSullivan@AugustaCoop.com

## Senogen<sup>®</sup> Feed

## syngenta

- Excellent yield potential across a variety of soil types and conditions
- · Proven genetics and traits
- No additional agronomic management challenges1, unlike some silage-specific hybrids
- Flexibility to chop for silage or harvest for grain
- Performs equal to or better than other high-performing hybrids<sup>2</sup>





## **THIRD TRIMESTER COW NUTRITION: EXAMINING CRITICAL CALORIE INTAKE**

For spring-calving herds, cows and heifers are either in or will soon be entering the third trimester of gestation. What changes occur during this latter part of pregnancy?

#### Late pregnancy nutritional needs

So, what changes occur during this latter part of pregnancy? You are probably aware that the fetus grows by 75% or more during the final three months of gestation, so the increased nutritional need for protein, energy, vitamins and minerals likewise goes up. These extra nutrients are needed as the fetus increases its weight as it builds vital internal organs, muscle, blood, and bone structure. Concurrently, the mama cow needs to increase blood flow to the fetus, so all of the structures vital to maintaining a healthy pregnancy are growing while also preparing for the onset of lactation and the related increase in mammary tissue.

As we look at various nutritional phases for cows, here are some typical rules of thumb used by nutritionists, both during pregnancy and after calving:

- Mid-pregnancy: 55% TDN; 7% CP
- Late pregnancy: 60% TDN; 9% CP
- After calving: 65% TDN; 11-12% CP

While these are average guidelines, we must not overlook the need to make adjustments during times of "weather stress." In taking a look at a recent national weather forecast, it appeared that most areas of the country were expecting some sort of severe weather impact from either snow, rain or high winds. The lower critical temperature (LCT) - or the point at which cattle start to be affected by cold stress — is a bit variable due to body condition, hair length and acclimation to cold temperatures, but likely

satisfy her demands without pulling the extra weight off her body and losing condition. If you have not tested your hay this year to know what kind of energy and protein is in it, it is strongly advised that you do so.

In a recent conversation with two North Carolina producers, guality is too poor for a group of cattle to maintain body one recognized the challenge he was facing with poor condition, CrystalBlox is an excellent choice for improving quality hay, having started feeding earlier than normal forage digestibility and overall nutrient supplementation. due to abnormally dry conditions this summer and fall. The second producer, while having good grazing on some If your herd is already in good body condition and the fall ryegrass pasture, had purchased a group of first-calf primary need is for maintenance during late gestation, heifers in less than ideal body condition. Each cattleman consider protein supplements such as CRYSTALYX BGFrecognized his cattle were in danger of losing body 20<sup>™</sup>. BGF-30<sup>™</sup> or HP-40<sup>™</sup>. condition, so both chose to add a protein block to their feeding regimen. While temperatures in this location are still moderate-ranging from 30-60 degrees Fahrenheitanimals in more northern latitudes that are being fed low-quality forages are likely already adjusting their energy intake as cold, wet and windy weather sets in.

Which self-fed supplement product is right for you? No matter your feeding situation, CRYSTALYX® Brand

# AUGUSTA CO-OP PROTEIN TUB LINEUP

	Brand Supplements		<b>PURINA</b>		AUGUSTA AUGUSTA POWER-LYX				
	BGF-30	Breed-Up	CrystalBlox	Rangeland	Wind and Rain	Accuration	25%	24% HiMag	25% AN
SKU	3841ST	38259ST	63513PL	1800045	62709	3002460-634	50915	50914	50916
			Blueprint			3003995-634 HiFat			
Size, lbs.	250	250	200	225	225	200	200	200	200
Container	Steel	Steel	Plastic	Plastic	Plastic	Plastic	Plastic	Plastic	Plastic
Protein, %	30.0	17.0	20.0	25.0	5.0	25.0	25.0	24.0	24.0
Protein, NPN %	12	0	0	0	17	17	16	16	0
Fat, %	4.0	4.0	3.0	5.0	3.0	5 or 10	4.0	4.0	4.0
Fiber, %	3.0	3.0	5.0	2.5	2.0	3.0	5.0	6.0	5.0
Salt			Х		Х	Х	Х	Х	Х
Organic Minerals		BioPlex	BioPlex		Availa-4				
	Energy and Protein	All Natural, Stress	All Natural	Low Moisture	Stress, Breeding	Intake Modifying	Basic, Versatile	4.5% Mag	All Natural
	Selenium Yeast	Breeding, HiMag	Hybrid Block Form	Cooked Molasses	Cooked Molasses	Molasses Based	Molasse	s and Distillers E	Based
Consumption	1/2-1.1 lb/h/d	1/4-3/4 lb/h/d	3/4-1.5 lb/h/d	1/2-1 lb/h/d	1/4-1/2 lb/h/d	1.0-3.0 lb/h/d		1-2 lb/h/d	
	Low Mositure/Controlled Intake		Versatile/Quality		Quality Meets Economy				

Supplements has a product that fits. One of our newer products called CrystalBlox™ is a hybrid combination of a low-moisture and compressed block that allows for a higher intake of nutrients when needs are greater. We see this situation more often during early lactation, but if forage

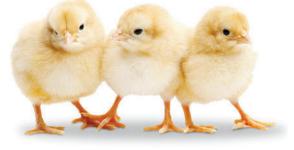


Crystalyx Nutrition Team





## CHICKS ARE COMING TO AUGUSTA CO-OP!



## **ORDER NOW THROUGH** FEBRUARY 29!

INQUIRE TODAY;

STAUNTON LOCATION HOLLY SUTTON - HSutton@AugustaCoop.com or 540-294-3763

FAIRFIELD LOCATION HARLEY BRADLEY - HBradley@AugustaCoop.com



## **FREE PICK UP & DELIVERY NOW THROUGH FEBRUARY 29**

Take advantage of this special offer today! Have your lawn mower or snow blower serviced by certified professional service technicians - servicing ALL BRANDS.

Free pick up & delivery within 20 miles of Staunton.



(540) 885-1265 x 223

## NEW!

## **CUSTOM SEED BLENDING**

- · Seed must be purchased through Augusta Co-op
- Minimum of 1,000 lbs of seed required
- Can blend most all seed types
- Repackaged in 50 lb bags or totes

Contact your field sales representative or the agronomy division for pricing.



# **THE RIGHT CHOICE FOR BEEF PRODUCERS**

Selecting the right genetics for your operation is important. So is selecting the right lender. Let's talk!

## LOANS FOR:

- Cow/calf pairs, bulls, replacement heifers, stocker and feeder cattle
- New or upgrading working facilities
- Barns and fences









- Purchasing or leasing machinery, equipment and vehicles
  - Operating expenses
  - Large and small tracts of land

## **Technical Bulletin**

## **DuraCor**

**Rinskor** active

## HERBICIDE

DuraCor" herbicide is the new Range & Pasture herbicide brought to you by the global leader in Range & Pasture products with over 60 years in the business. It is expected to be labeled for control of annual and perennial broadleaf weeds and brush. DuraCar", composed of two active ingredients, is powered by Rinskor" active, the first new active ingredient introduced in the Range and Pasture market in nearly 15 years.

## Powered by Rinskor" Active

Spiny Amaranth

Wild Carrot

- · Rinskor" active represents the latest member of the arylpicolinate family of chemistry, a unique and new class of synthetic auxin chemistry within the Herbicide Resistance Action Committee's Group O category.
- Rinskor" active received the 2018 Green Chemistry Challenge Award.

The American Chemical Society's Green Chemistry award, given to companies or institutions that have developed a new process or product that helps protect public health and the environment, is the United States' most prestigious award program for green chemistry innovations.

## **DuraCor**

## ANTICIPATED PRODUCT ATTRIBUTES

#### Convenient

- Flexible Application Methods:
- > Easily Mixes with UAN
- Less tacky when impregnated onto Dry Fertilizer
- Compatible with Multiple Tank Mix Partners Low Use Rate
- > 12 fl oz Rate Controls Most Weeds
- Non-Restricted > Does Not Contain 2,4-D or Dicamba

#### Improved Forage Quality and Quantity

- Extended Broadleaf Weed Control
- Increased Activity on Hard to Control Weeds
- One Jug Controls Over 140 Weeds

#### Peace of Mind

Combination of Two Reduced Risk Herbicides

Absinth Wormwood

Annual Broomweed

- Non-Volatile
- · Low Odor
- Safe on Grass

## Wednesday, February 19 • 3 PM - 8 PM

Weyers Cave Community Center 682 Weyers Cave Rd • Weyers Cave, VA

The largest farming brands on site in one location! Book your 2020 items at drastically reduced rates at our annual vendor day. Door prizes, food, educational seminars and much more!







# ART

## 2020 AUGUSTA CO-OP VENDOR DAY SEMINAR SERIES LINEUP

6:30 PM – 'Economics' seminar

## Visit AugustaCoop.com for more details

GALLAGHER
All Gallagher Electric Fencing Products will be <b>15% off</b>
Vendor Day Deals



**Bunk Feeder** 10' Galvanized w/ Poly Liner Regular Price 119.99 sale \$105 (22121798)

Ironweed Species	Common Caraway	Honey Locust			
Musk Thistle	Poison Hemlock	Black Locust			
Canada Thistles	Plantain Species	Knapweed Species			
Annual Marshelder	Silverleaf Nightshade	Curly Dock			
Horsenettle	Cocklebur	Common Mullein			

ANTICIPATED KEY WEEDS CONTROLLED Over 140 Broadleaf Weeds and Woody Plants Control

Augusta Co-op is the exclusive dealer of DuraCor in the Shenandoah Valley. Contact us for more information regarding release date and application.

Wooly Croton

**Buttercup Species** 

Troy Grimm, (540) 430-3131, TGrimm@AugustaCoop.com Marc Clayton, (540) 294-5179, MClayton@AugustaCoop.com Colton Sullivan, (540) 430-3169, CSullivan@AugustaCoop.com





Hear from FSA, NRCS and lending institutions on what is to come in 2020. Learn about new government programs and much more!



**ALL Co-op Branded Mineral**, **\$1.50 off** per bag (\$60/ton) **Off Regular Pricing** 



Behlen 10' Poly Feed Bunk Regular Price 299.99 vendor day \$265 (22122217)



**Co-op Mineral Feeder** regular price 309.99 sale \$279.99 (16180)



Ritchie – CT4 Waterer \$100 OFF Regular Price, Reg 970 vendor day \$870 (ct4)