



**Oklahoma Quality Beef Network**  
**2014 Summary Report**

**MP-181**

**Department of Animal Science**  
**Division of Agricultural Sciences and Natural Resources**  
**Oklahoma State University**



### Oklahoma Quality Beef Network

Cattle sickness costs the industry millions of dollars each year. These losses negatively impact producer profitability and they impact each and every level of the beef production chain. Negative impacts are felt at the producer level through decreased performance, death loss, increased costs associated with treating sick animals, increased labor expenses and additional expenses for equipment, to name a few. At times, these losses extend beyond the cow-calf producer to each of the other sectors of the beef economy. Chronically ill cattle place a huge financial burden on the entire industry as the cost of carrying such cattle replicates itself throughout the life of the calf. Unfortunately the cost burdens associated with cattle sickness do not stop once the cattle are harvested. There are a number of well-documented studies including the 1995, 2000 and 2005 Beef Quality Audits that clearly illustrate that sickness in cattle, at even an early age, can have dramatic impacts on carcass quality, tenderness, and in some extreme cases the condemnation of entire carcasses.

In order to facilitate the adoption of best management practices that should result in reduced sickness and associated adverse effects, the Oklahoma Quality Beef Network (OQBN) was initially developed in 2001 and redefined in 2009. The objective is to add value to Oklahoma's calf crop and capture at least part of the added value. During the initial phase of the OQBN, a source and process verification system was implemented focusing on management practices around the time of weaning. In general, OQBN process verification (or certification) requires producers to wean their calves at the home ranch for a minimum of 45 days and follow specific quality assurance, vaccination and nutritional guidelines.

OQBN offers unbiased information on beef cattle value enhancement. It provides producers and others in the beef industry education and tools to improve access to value-added programs. In the beginning of OQBN, the program was designed to be a process verification and certification program for preconditioned calves. Today, the OQBN is the "complete" value-added program as it is a network of Oklahoma State University, Oklahoma Cattlemen's Association, livestock auctions, beef producers, and allied beef industry. It offers participation in value-added markets such as health management verification, age verification, source verification, production system verification, and genetic verification.

The Oklahoma Cooperative Extension Service in cooperation with the Oklahoma Cattlemen's Association recognized the increased interest and participation in value-enhancement marketing strategies for cow-calf producers. However, many producers are unaware and unfamiliar with value-added programs available to them. As a result of the challenges facing the Oklahoma beef industry, a Beef



## ***OQBN Summary***

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Cattle Value Enhancement Specialist was hired in 2008 at OSU to assist producers in taking advantage of the programs and opportunities available. One of the first tasks identified was developing benchmarks for current participation in value-added programs by Oklahoma beef cattle producers. This benchmark was then repeated in 2012 to see changes in the participation of value added programs over a 5 year period.

To identify programs in which Oklahoma producers were involved in 2007 and 2012, various marketing programs were contacted to measure producer participation and the number of cattle marketed through value-added efforts. Contacts were made with source and age verification companies approved through USDA, breed associations, feedyards, pharmaceutical companies, and livestock markets as reported by the USDA Agriculture marketing Service (AMSA).

### **Oklahoma's Value Added Programs: Growth**

Companies reported the total number of Oklahoma producers who participated in the value-enhancement program and total number of calves enrolled. In 2007, 85,575 Oklahoma calves were enrolled in a value-added marketing program which is 4.3 percent of possible calves available annually of Oklahoma cattle numbers. Revisiting this in 2012, 127,759 calves were enrolled in a value added marketing opportunity; this is 7.28% of the 1,754,000 calves available for market in 2012 and an overall increase of 33% of cattle enrolled over the 5 year period.

### **Oklahoma Quality Beef Network Vac-45 2014 Impact**

In 2014, 103 Oklahoma beef producers enrolled 6,454 calves in the OQBN program a 16% increase in enrollment over 2013. Eight regional OQBN Vac-45 calf sales were conducted in seven livestock markets where 4,704 calves were marketed. 1750 hd were sold at other verified sales or private treaty. The locations were: Elk City Livestock Auction, Elk City Ok; Cherokee Sale Company, Cherokee, Ok; OKC West, El Reno, OK; McAlester Stockyards, McAlester, OK; Blackwell Livestock, Blackwell, OK; and Pawnee Livestock, Pawnee, OK. Data was collected for each lot of OQBN calves at these sales, as well as for non-OQBN cattle that sold during the period before and after the OQBN portion of the sale. The data included not only sale price and weight information, but also information on characteristics such as breed, lot size, management protocols, cattle condition, and other variables.

OQBN Steer cattle received a premium of \$19.99/cwt, based on the weighted average price of all lots, over non-preconditioned cattle. The weighted average premium does not adjust for any price differences attributable to lot size, weight, breed, hide color, sex, fleshiness, and muscling. The average price premium (based on a 600LB average calf) is an additional \$119.94 per head, while the added value of weight gain (average of 90 pounds gain at 1.30\$/lbs) during the preconditioning period averaged \$117.00 per head for a gross increase in revenue of \$236.94 per calf.

At a \$19.99/cwt premium for OQBN calves, Oklahoma producers realized \$774,092.00 in added revenue from premiums. From the result of the additional gain during the preconditioning phase added to the premium, there is additional \$755,118.00 gross revenue (no cost subtracted out) to OQBN participants. From the weaning deadline to the OQBN sale dates, the cattle market increased on average of \$2-5/cwt. At \$2.25/cwt, increase in the value of cattle from the market trend resulted in an additional \$13.50 per head for a total of \$72,913. The total increased gross revenue to Oklahoma OQBN Vac-45 participants in



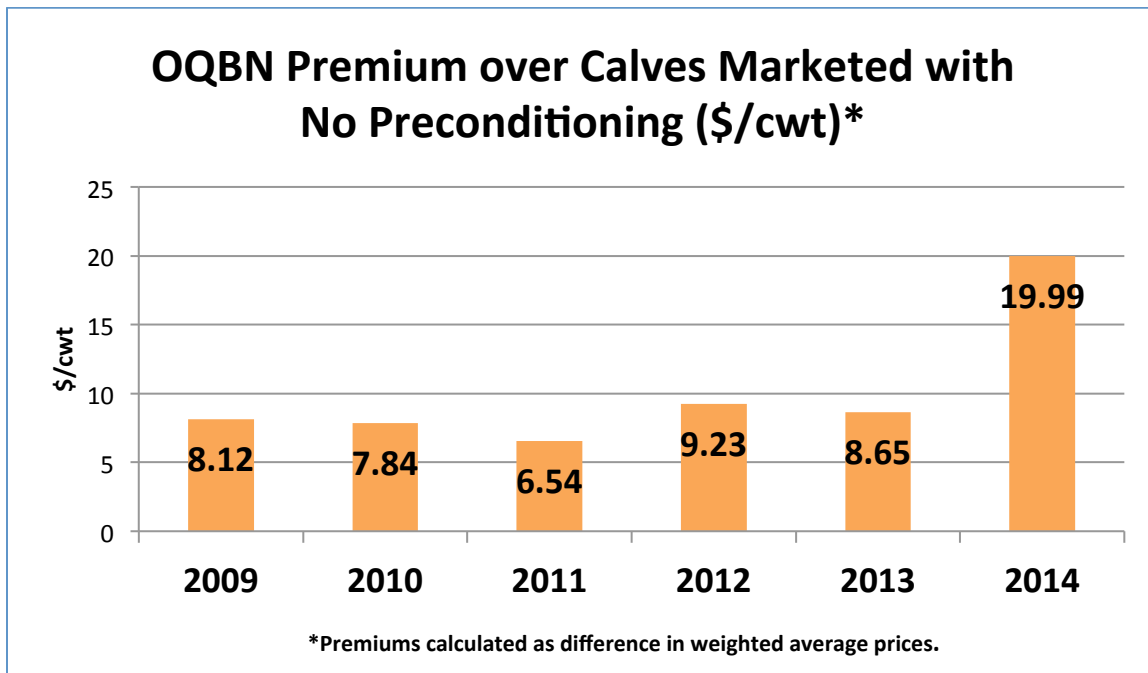
## OQBN Summary

2014 was an additional \$1,602,123.00 which takes into account the increase in the market prices from weaning to marketing, the additional weight gain, and the price premium.

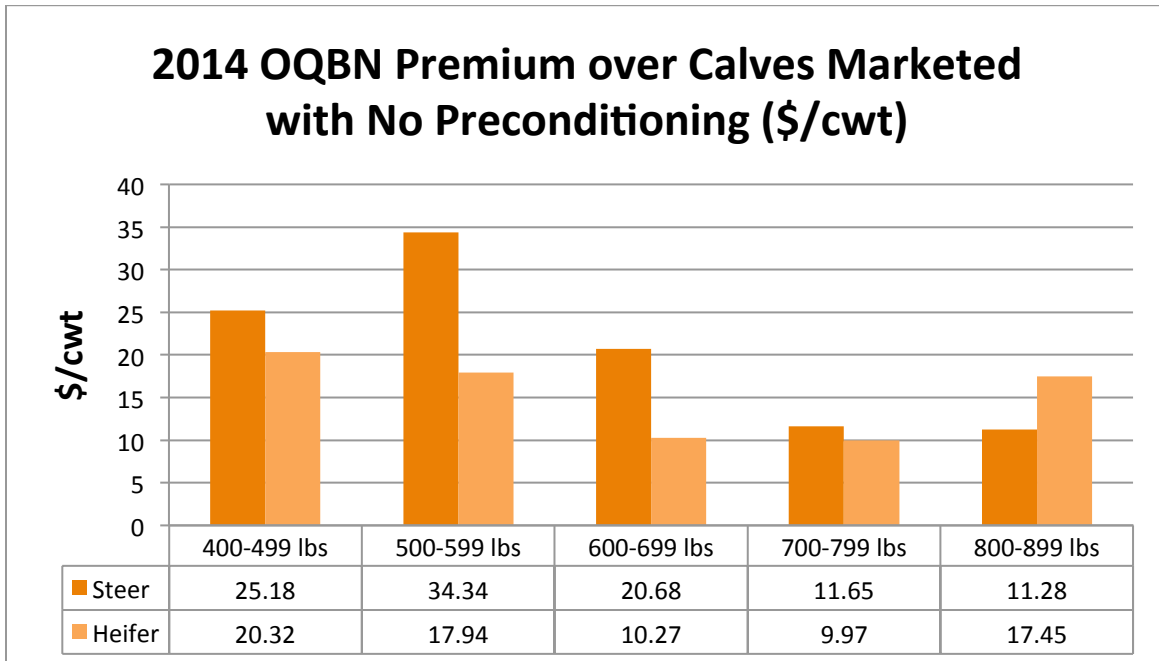
For a producer to participate in the OQBN, there are several requirements, such as castration, vaccinations, weaned, nutrition and a program compliant ear tag that must be met which will result in additional costs. The following are some expenses that will occur with average cost:

- Castration- \$2.50/bull calf (averaged on a per head of steers and heifers--\$1.45)
- Vaccinations-\$10.00/head
- Hay and feed- \$58.05/head (\$275/ton feed at 1% BW and \$80/ton hay at 2% BW)
- Dewormer-\$1.30/head
- OQBN ear tag-\$1.10
- Labor-\$2.00/head
- Interest-\$4.50/head (based on 5% for the 45 day weaning period)

The above expense is an average of \$79.45 per head to meet the requirements of the OQBN program. That is a total of \$512,770 in expenses based on the average statewide, which will result in net revenue of \$168.78 per head to individual producers or \$1,089,353 to the Oklahoma Cattle Industry from the OQBN program as a whole.



**Figure 1: OQBN Premiums at OQBN Calf Sales, Fall 2009 though Fall 2014**



**Figure 2: Fall 2014 QBN Premiums, by Gender and by Weight Category**

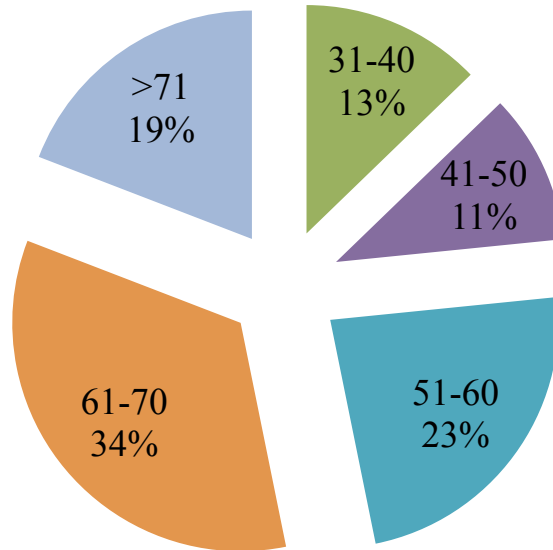
**Evaluation**

Following sales in 2014, surveys were mailed to selling participants of QBN only. Buyer’s response in past years was low enough to not justify cost of survey. Many of these buyers are professional order buyers and do not track cattle after purchase. However, some buyers relayed information by personal communication and overall satisfaction was positive. Sellers were more eager to respond at 50% returning surveys of 94 selling stakeholders.

**Survey Results**

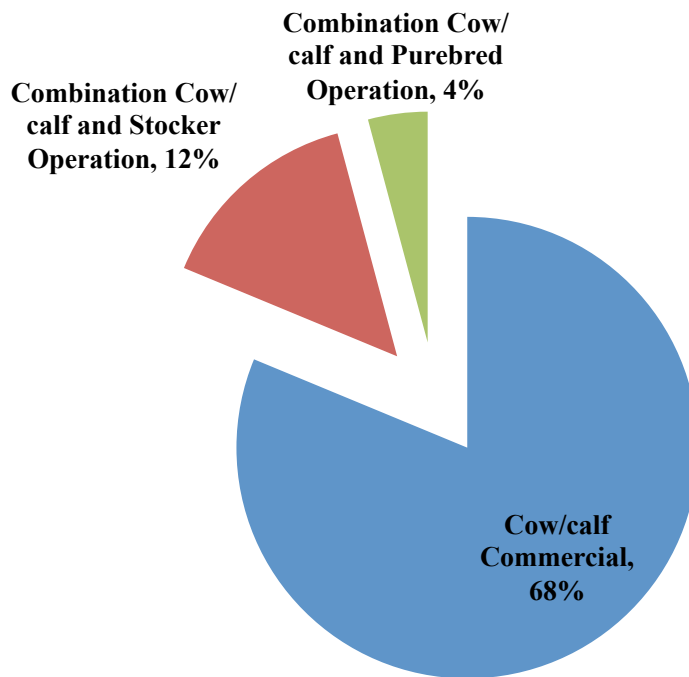
**Demographics**

As many similar surveys indicate average age of producers in the United States is on the rise. Over 53% of producers selling cattle as QBN Vac-45 are 61 years of age or older (Figure 3). No respondents were under the age of 31.



**Figure 3: Distribution of producers by age**

As expected and as in past years the Commercial producers were the highest segment of OQBN producers with 68% (Figure 4). Not seen in 2014 which has been observed in the past is the lack of purebred cattle ranches. This may be contributed to the retention of heifers in 2014.



**Figure 4: Type of operation**



## OQBN Summary

Not surprising in 2014 was only 32% of producers involved were full time ranchers (Figure 5). Not reported in the number in that 32% is several of those producers are retired from other occupations. A very large portion of producers (20%) have full time off farm jobs.

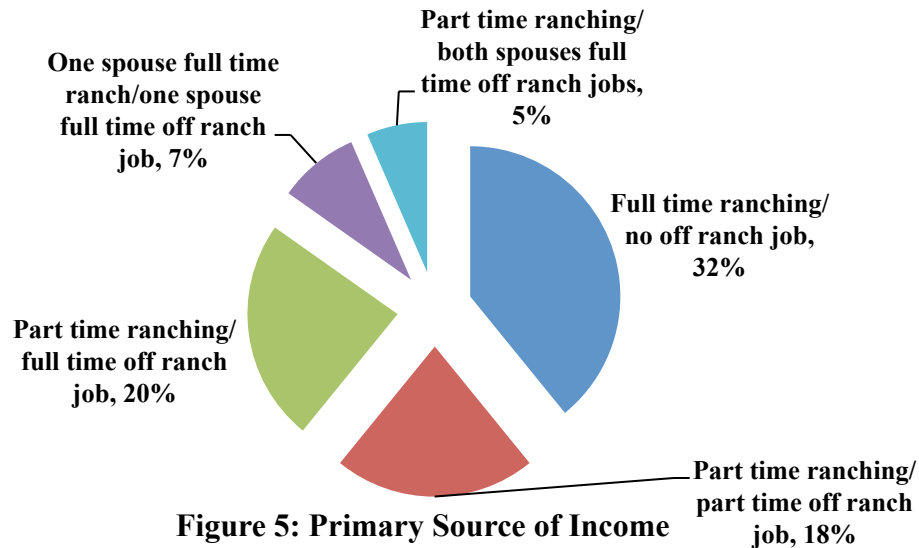


Figure 5: Primary Source of Income

County extension educators are the primary driver behind getting producers in the Vac-45 program. Twenty seven percent of producer enrolled at the recommendation of county personnel. Support of sales from livestock markets is imperative having a large impact on total number of cattle enrolled. One area of improvement may be with the veterinary community as they work with producers a large portion of the time but only have a slight impact in overall enrollment.

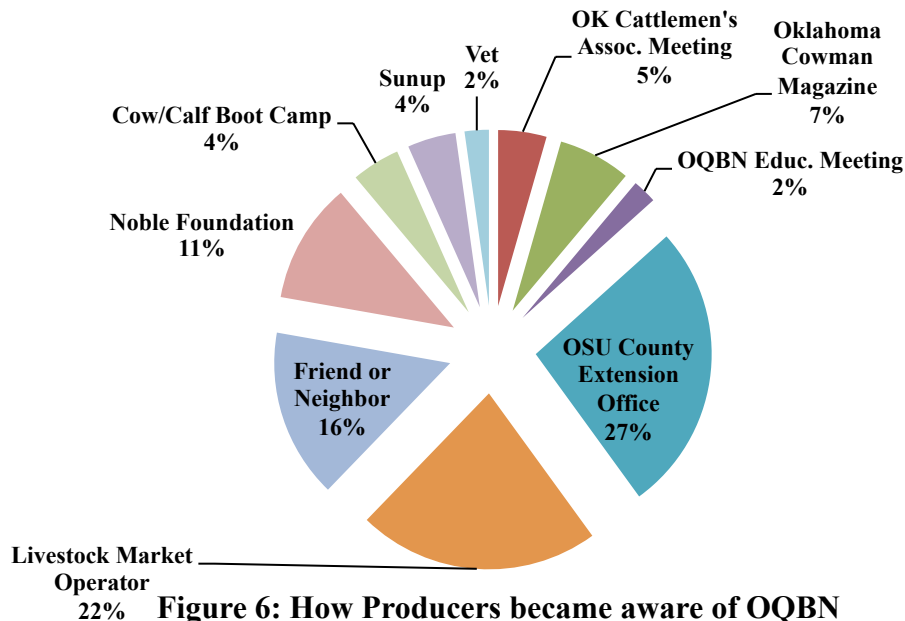
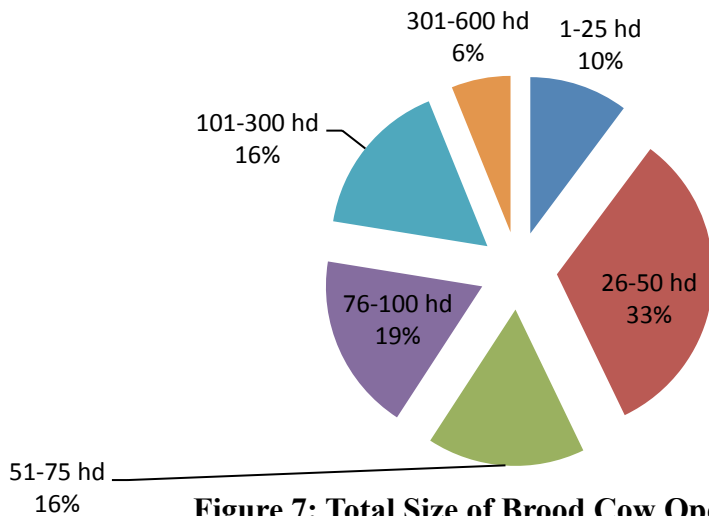


Figure 6: How Producers became aware of OQBN



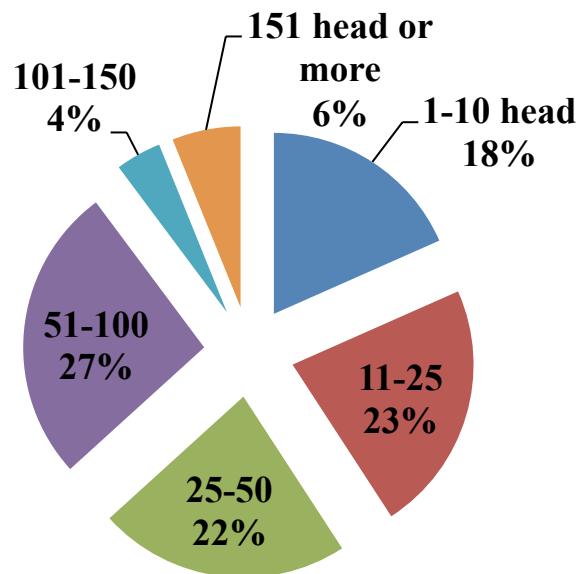
## OQBN Summary

Difference in size of operation is wide and ranges from small producers with less than 25 head of cows to over 300. The majority of producers working with OQBN fall within the 26-50 cow range, which is also the average herd size in the state of Oklahoma. Increased cooperation with larger ranches aids all producers in the program by increasing sale size and lot size at the sale, which adds value to calf crops.



**Figure 7: Total Size of Brood Cow Operation**

Figure 8 indicates that total number of OQBN calves sold is distributed nicely. Most producers indicated they market 51-100 hd annually in OQBN Vac-45 but 62% of all calves are sold by producers that market less than 50 hd. The small producers do not have the marketing options or power that large ranches do. Load lots are not available it less than 50 head operations.



**Figure 8: Number of OQBN Calves Marketed**

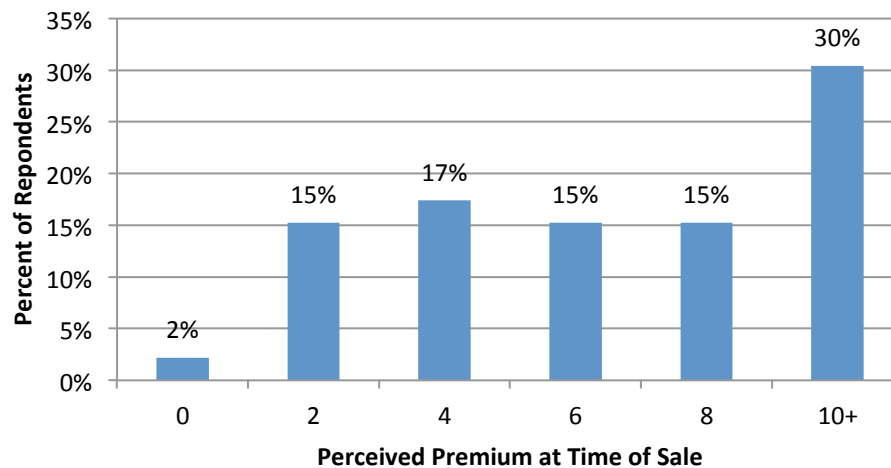




## OQBN Summary

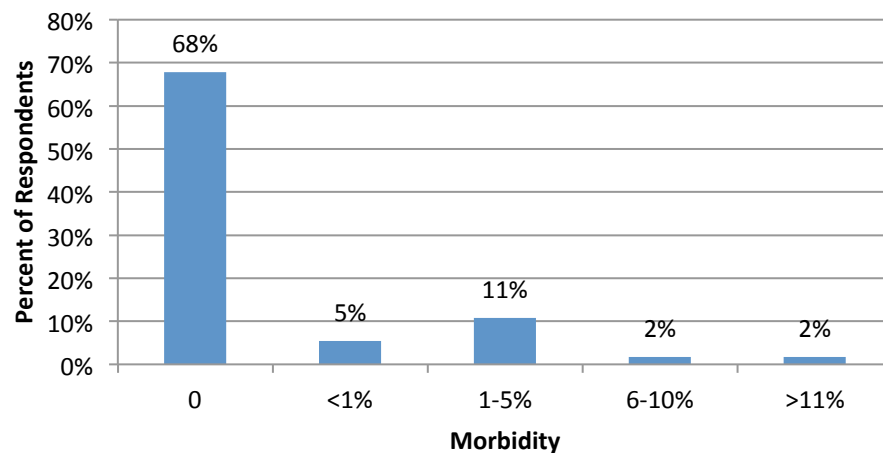
“Is there a premium?” a comment that is always received immediately following the sale of OQBN verified cattle. Calculation of premium cannot be done without analysis following sale day. However, many opinions are formed quickly. Figure 9 indicates the perceived premium from producers. This may not be a true reflection of producer feeling at sale time as many have access to sale summary reports prior to completing this survey.

**Figure 9: Perceived Premium from Producers**



Production risk is always a concern to producers when placing calves in a preconditioning program. Producers report a very low incidence of sickness when calves are subjected to OQBN protocol (figure 10). These cattle are ranch raised and on a strong health program which not only prepares them for marketing but also allows them to perform well

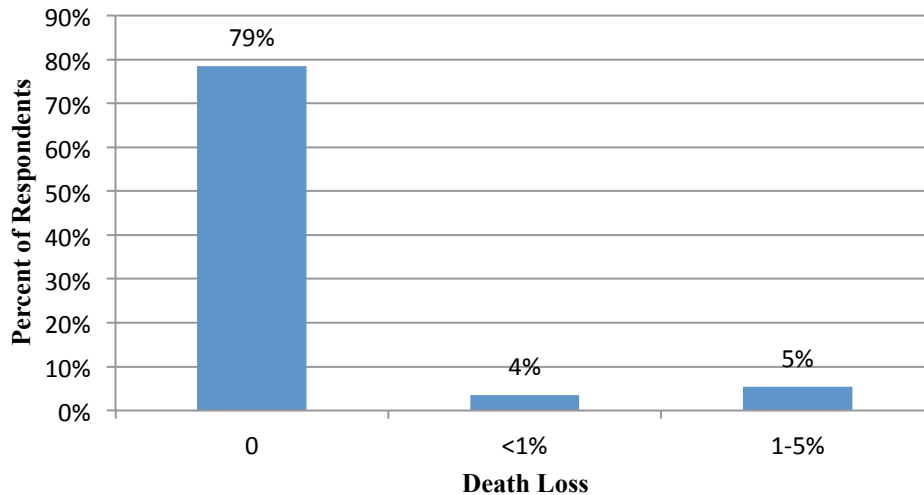
**Figure 10: Calf Morbidity Preconditioning**



Death loss is also a major concern during a preconditioning program and a major deterrent when producers decide not to precondition their calf crop. 79% of respondents indicated they have a 0% death

loss during preconditioning (Figure 11). During preconditioning it is always wise prepare for a 1-2% death loss which some producers experienced.

**Figure 11: Mortality**



Estimated average daily gain of enrolled calves was asked of producers in the survey. Many producers indicated that they did not have scales on the ranch. Figure 12 shows the majority of cattle were estimated to gain between 1.5-2 lbs/d with no producers thinking they lost weight during preconditioning. In contrast 40% of producers indicated that they did not gain weight when cattle went to market. This is good due to the fact many online and video markets pencil shrink cattle 2-4% automatically.

**Figure 12: ADG During Preconditioning and at Market**

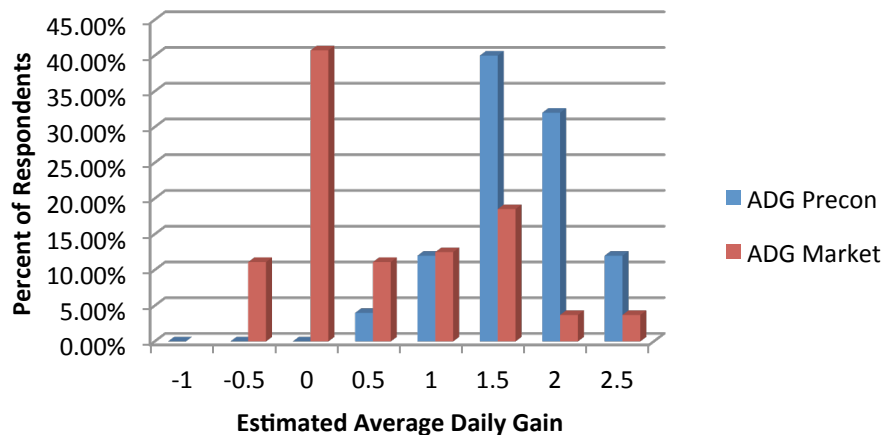
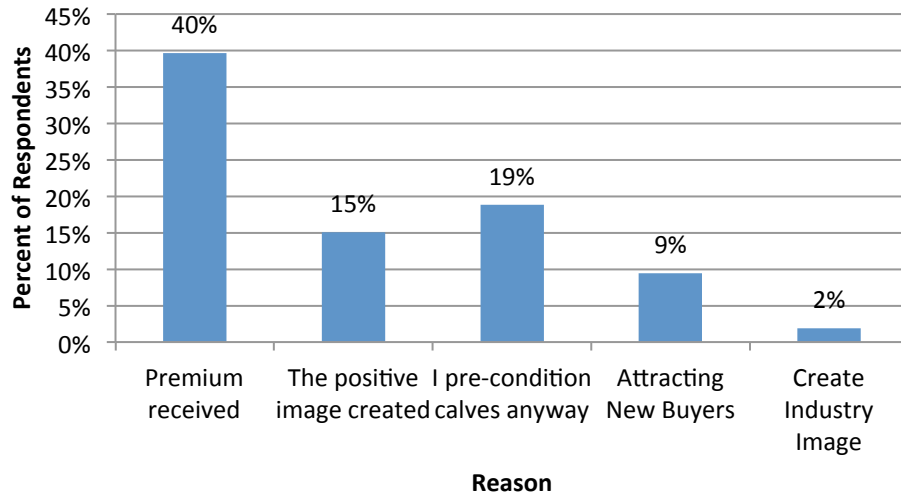


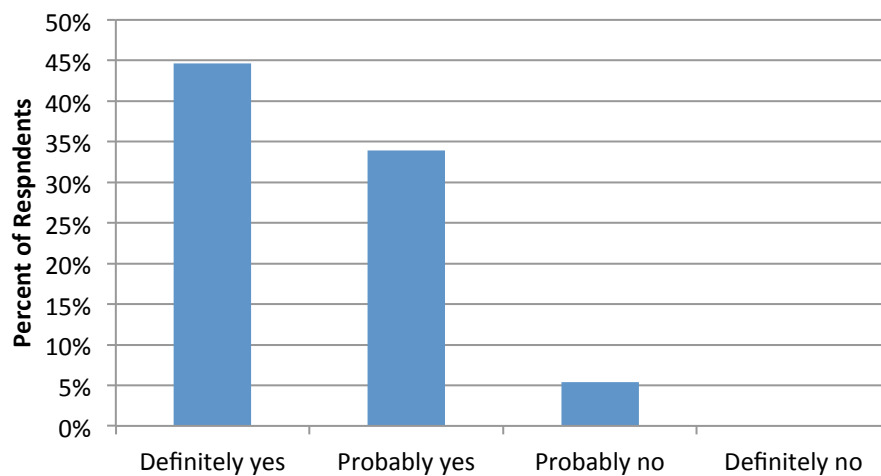
Figure 13 points out the majority of producers enjoy the extra premium they receive and to no surprise are preconditioning their calves prior to sale regardless. Fifteen percent of respondents are attempting to improve the image of their operation or at least expose their cattle operation to new buyers while creating a positive image for the cattle they market.

**Figure 13: Reason of Participation**



Most producers surveyed indicated they would participate in the OQBN Vac-45 program again (Figure 14). Only 5% producer indicated they would “probably not” participate again. The indication was they would like to see the sale at another location and they had at least one truckload to sell on video auction. They thought the program was good just may have better prices elsewhere.

**Figure 14: Future Consignment**





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### References

DeVuyst, Eric A., Kellie Curry Raper, and Daniel Stein. "Oklahoma Quality Beef Network Budgeting Tool." March 2011. Available at [www.agecon.okstate.edu/faculty/publications/3943.xlsx](http://www.agecon.okstate.edu/faculty/publications/3943.xlsx).

McKinney, Doug, Eric DeVuyst, Kellie Curry Raper, and Galen Williams. "Oklahoma Quality Beef Network: Summary of Fall 2010 Sales." *Master Cattleman Quarterly*, Oklahoma Cooperative Extension Service, Volume 10, Page 4, March 2011.

Raper, Kellie Curry and Doug McKinney. "Oklahoma Quality Beef Network: Summary of Fall 2009 Sales." *Master Cattleman Quarterly*, Oklahoma Cooperative Extension Service, Volume 6, Page 6-7, March 2010.

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## **Appendix**



## OQBN Summary



### 2014 OQBN Vac-45 Sales\*

Location	Contact	Phone Number	Sale Date	Wean Date
Cherokee Livestock	Tim Starks	580-596-3361	October, 29 2014	September 14, 2014
McAlester Stockyards	Lindsey Grant	918-423-2834	November 4, 2014	September 20, 2014
OKC West	Bill Barnhart	800-778-9378	November 5, 2014	September 21, 2014
Elk City Livestock	Brandon Hickey	580-497-6095	November 7, 2014	September 23, 2014
Pawnee Livestock	Calvin Buchanan	918-852-5271	November 15, 2014	October 1, 2014
South Coffeyville/Prime Vac	Jim Folk	918-255-6200	November 21, 2014	October 6, 2014
Blackwell Livestock	Gary or Grady Potter	580-363-9941	November 22, 2014	October 7, 2014
Tulsa Stockyards	Joe Don Eaves	918-760-1300	December 1, 2014	October 17, 2014
OKC West	Bill Barnhart	800-778-9378	December 3, 2014	October 19, 2014
McAlester Stockyards	Lindsey Grant	918-423-2834	February 3, 2015	December 20, 2014
McAlester Stockyards	Lindsey Grant	918-423-2834	March 31, 2015	February 14, 2015
McAlester Stockyards	Lindsey Grant	918-423-2834	June 2, 2015	April 18, 2015

\*Sales as of July 1, 2014

For additional information about the Oklahoma Quality Beef Network visit [www.OQBN.okstate.edu](http://www.OQBN.okstate.edu), your local OSU Extension

Office or: Gant Mourer 201 Animal Science Stillwater, OK 74078 Phone: 405-744-6060 Fax: 405-744-7390

[gantm@okstate.edu](mailto:gantm@okstate.edu)



# Oklahoma Quality Beef Network



## STEERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OOBQ Price Range	OOBQ Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Other Price Range	Other Avg Price	OOBQ over No Pre-Cond (AVG)	
11	300-399	367	316.00 - 348.00	332.00	-	-	-	242.00	- 335.00	281.00	51.00	
60	400-499	466	335.00 - 335.00	335.00	-	-	-	243.00	- 324.00	303.33	31.67	
267	500-599	569	273.00 - 291.00	276.93	260.00 - 260.00	260.00	-	220.00	- 304.00	250.58	26.35	
297	600-699	645	240.00 - 279.00	265.98	261.00 - 261.00	261.00	-	210.00	- 255.00	235.66	30.32	
97	700-799	742	238.00 - 238.00	238.00	-	-	220.00 - 220.00	220.00	185.00 - 240.00	226.14	11.86	
12	800-899	845	-	-	-	-	-	200.00	- 220.00	218.33	-	
4	>900	984	-	-	-	-	-	180.00	- 195.00	183.75	-	
		748										

## HEIFERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OOBQ Price Range	OOBQ Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Other Price Range	Other Avg Price	OOBQ Over No Pre-Cond (AVG)	
7	300-399	358	291.00 - 291.00	291.00	-	-	-	220.00	- 285.00	261.67	29.33	
29	400-499	465	287.00 - 287.00	287.00	-	-	-	230.00	- 259.00	242.29	44.71	
203	500-599	557	250.00 - 254.00	253.90	244.00 - 244.00	244.00	-	220.00	- 303.00	238.74	15.16	
103	600-699	637	249.00 - 249.00	249.00	-	-	-	210.00	- 236.00	225.36	23.64	
10	700-799	737	-	-	-	-	-	165.00	- 240.00	222.00	-	
1	800-899	845	-	-	-	-	-	174.00	- 174.00	174.00	-	
4	>900	1014	-	-	-	-	-	150.00	- 209.00	183.50	-	
		357										

Note: Average prices are weighted averages.

Cherokee, Oklahoma  
October 29, 2014

Number of OQBQ Calves Sold      Number of OQBQ Lots Sold

517

18

Gant Mourer  
Beef Cattle Value  
Enhancement Specialist  
201 Animal Science  
(405) 744-6060  
Gantm@okstate.edu





# Oklahoma Quality Beef Network



## STEERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OOBEN		OOBEN Avg		Vac-45		Vac-45 Non		Long Weaned		Other		OOBEN over No	
			Price Range	Price	Non-Cert Price Range	-Cert Avg Price	Long-Weaned Price Range	Avg Price	Price Range	Price	Other Price Range	Pre-Cond (AVG)				
107	300-399	353	-	-	305.00 - 391.00	334.25	-	-	-	-	355.00 - 426.00	-	-	397.26	-	-
415	400-499	451	305.00 - 340.00	329.87	307.50 - 342.50	320.59	300.00 - 300.00	300.00	300.00 - 300.00	300.00	222.00 - 365.00	277.11	-	302.75	-	-
548	500-599	550	274.00 - 305.00	295.76	261.00 - 317.00	288.75	266.00 - 269.00	267.64	266.00 - 269.00	267.64	250.00 - 290.00	29.80	-	265.97	-	-
538	600-699	641	227.50 - 269.00	252.66	24.00 - 275.00	255.66	-	-	-	-	229.00 - 252.00	9.20	-	243.46	-	-
180	700-799	734	229.00 - 240.00	235.09	234.00 - 242.00	238.38	-	-	-	-	224.00 - 233.00	5.54	-	229.55	-	-
32	800-899	808	227.00 - 230.00	227.09	-	-	-	-	-	-	-	-	-	-	-	-
0	>900	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1820	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## HEIFERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OOBEN		OOBEN Avg		Vac-45		Vac-45 Non		Long Weaned		Other		OOBEN Over No	
			Price Range	Price	Non-Cert Price Range	-Cert Avg Price	Long-Weaned Price Range	Avg Price	Price Range	Price	Other Price Range	Pre-Cond (AVG)				
62	300-399	336	-	-	312.50 - 312.50	312.50	-	-	-	-	295.00 - 385.00	-	-	342.76	-	-
249	400-499	455	271.00 - 321.00	305.48	263.00 - 315.00	287.70	281.00 - 281.00	281.00	281.00 - 281.00	281.00	239.00 - 307.00	27.76	-	277.72	-	-
390	500-599	541	255.00 - 275.00	265.55	254.50 - 266.00	258.35	-	-	-	-	239.00 - 259.00	16.56	-	248.98	-	-
117	600-699	628	229.00 - 249.00	235.58	231.00 - 233.00	232.00	234.00 - 234.00	234.00	234.00 - 234.00	234.00	215.00 - 235.00	9.01	-	226.57	-	-
40	700-799	730	211.00 - 225.00	218.30	-	-	-	-	-	-	213.00 - 215.00	3.90	-	214.40	-	-
5	800-899	839	190.00 - 200.00	196.00	-	-	-	-	-	-	-	-	-	-	-	-
3	>900	2140	-	-	-	-	-	-	-	-	216.00 - 216.00	-	-	216.00	-	-
866	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Note: Average prices are weighted averages.

El Reno, Oklahoma  
November 5, 2014

Number of OQBN Calves Sold

787

Number of OQBN Lots Sold

47

Gant Mourer  
Beef Cattle Value  
Enhancement Specialist  
201 Animal Science  
(405) 744-6060  
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Head	Wt Range (lbs)	Avg Weight (lbs)	OOBQ Avg Price	OOBQ Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Price	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Other Price Range	Other Price	OOBQ over No Pre-Cond (AVG)
7	300-399	356	382.00 - 382.00	382.00	-	-	-	-	375.00	375.00	375.00	7.00
21	400-499	446	320.00 - 350.00	334.40	-	-	-	-	144.00	339.00	296.50	37.90
83	500-599	554	247.00 - 296.00	277.70	253.00 - 315.00	287.71	-	-	227.00	291.00	260.08	17.62
133	600-699	649	240.00 - 266.00	256.33	238.50 - 265.00	243.80	-	-	215.00	238.00	226.60	29.73
91	700-799	763	232.50 - 240.25	239.29	220.00 - 232.50	228.33	-	-	217.50	225.00	218.61	20.68
22	800-899	865	220.00 - 220.00	220.00	-	-	212.75 - 212.75	212.75	212.75	-	-	-
0	>900	-	-	-	-	-	-	-	-	-	-	-
357												

## HEIFERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OOBQ Avg Price	OOBQ Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Price	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Other Price Range	Other Price	OOBQ over No Pre-Cond (AVG)
4	300-399	326	333.00 - 333.00	333.00	-	-	-	-	-	-	-	-
54	400-499	448	223.00 - 313.00	294.48	-	-	-	-	245.00	307.00	277.56	16.93
80	500-599	549	239.50 - 287.00	253.94	-	-	-	-	210.00	342.00	249.00	4.94
27	600-699	659	220.00 - 230.00	224.29	205.00 - 245.00	232.69	-	-	200.00	229.00	224.86	-0.57
5	700-799	757	-	-	200.00 - 200.00	200.00	-	-	196.00	212.00	205.67	-
0	800-899	-	-	-	-	-	-	-	-	-	-	-
0	>900	-	-	-	-	-	-	-	-	-	-	-
170												

Note: Average prices are weighted averages.

Elk City, Oklahoma  
November 7, 2014

Number of OQBQ Calves Sold

355

Number of OQBQ Lots Sold

28

Gant Mourer  
Beef Cattle Value  
Enhancement Specialist  
201 Animal Science  
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# Oklahoma Quality Beef Network



## STEERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OOBN Price Range	OOBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Other Price Range	Other Avg Price	OOBN over No Pre-Cond (AVG)
12	300-399	364	337.00 - 383.00	366.00	-	349.00 - 349.00	349.00	349.00	192.00 - 316.00	281.67	84.33
45	400-499	451	289.50 - 336.00	316.57	324.00 - 324.00	324.00	-	272.00	272.00 - 333.00	303.00	13.57
123	500-599	538	235.00 - 319.50	299.93	257.00 - 257.00	257.00	269.00 - 271.00	269.67	215.00 - 279.00	252.40	47.53
155	600-699	650	240.50 - 247.00	244.45	257.00 - 257.00	257.00	239.50 - 239.50	239.50	234.25 - 247.50	236.36	8.09
63	700-799	745	221.00 - 238.00	232.49	226.00 - 226.00	226.00	-	203.00	203.00 - 228.50	222.17	10.32
87	800-899	824	222.00 - 228.75	227.83	200.00 - 200.00	200.00	229.25 - 229.25	229.25	205.00 - 205.00	205.00	22.83
2	>900	940	206.00 - 206.00	206.00	-	-	-	-	-	-	-
487											

## HEIFERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OOBN Price Range	OOBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Other Price Range	Other Avg Price	OOBN over No Pre-Cond (AVG)
7	300-399	361	-	-	-	260.00 - 260.00	260.00	260.00	272.00 - 288.00	277.00	-
35	400-499	455	278.00 - 301.00	284.56	-	231.00 - 283.00	254.17	227.00	227.00 - 284.00	258.77	25.79
83	500-599	547	253.50 - 286.00	265.08	224.00 - 224.00	224.00	217.00 - 263.00	247.67	220.00 - 260.00	247.90	17.18
23	600-699	633	209.00 - 229.00	226.65	-	-	-	213.00	213.00 - 219.00	217.33	9.31
30	700-799	742	210.00 - 225.50	219.47	-	-	-	-	-	-	-
1	800-899	810	-	-	-	-	195.00	195.00	195.00 - 195.00	195.00	-
0	>900	-	-	-	-	-	-	-	-	-	-
179											

Note: Average prices are weighted averages.

**Pawnee, Oklahoma  
November 15, 2014**

Number of OOBN Calves Sold

326

Number of OOBN Lots Sold

44

**Gant Mourer**  
Beef Cattle Value  
Enhancement Specialist  
201 Animal Science  
(405) 744-6060  
Gantm@okstate.edu





# Oklahoma Quality Beef Network



## STEERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	QOBN Price Range	QOBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Other Price Range	Other Avg Price	QOBN over No Pre-Cond (AVG)
23	300-399	368	250.00 - 358.00	350.78	-	-	-	-	-	-	-
36	400-499	452	276.00 - 343.00	329.97	-	-	-	-	-	-	-
260	500-599	541	240.00 - 329.00	303.90	250.00 - 291.00	286.44	-	-	-	-	-
213	600-699	648	231.00 - 280.00	266.25	255.50 - 255.50	255.50	-	-	-	-	-
79	700-799	746	215.00 - 254.50	249.35	-	-	-	-	-	-	-
98	800-899	829	206.00 - 235.00	232.73	232.00 - 232.00	232.00	-	-	-	-	-
0	>900		-	-	-	-	-	-	-	-	-
709											

## HEIFERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	QOBN Price Range	QOBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Other Price Range	Other Avg Price	QOBN over No Pre-Cond (AVG)
23	300-399	335	283.00 - 327.00	321.00	-	-	-	-	-	-	-
134	400-499	457	251.00 - 326.00	293.05	286.00 - 286.00	286.00	-	-	-	-	-
195	500-599	552	216.00 - 279.00	264.18	254.00 - 273.00	262.28	-	-	-	-	-
195	600-699	636	186.00 - 261.00	242.97	255.50 - 255.50	255.50	-	-	-	-	-
85	700-799	735	220.00 - 235.00	232.06	-	-	-	-	-	-	-
2	800-899	823	200.00 - 217.00	208.50	-	-	-	-	-	-	-
0	>900		-	-	-	-	-	-	-	-	-
634											

Note: Average prices are weighted averages.

**Blackwell, Oklahoma**  
**November 22, 2014**

**Number of OQBN Calves Sold**

1218

**Number of OQBN Lots Sold**

136

**Gant Mourer**  
 Beef Cattle Value  
 Enhancement Specialist  
 201 Animal Science  
 (405) 744-6060  
 Gantm@okstate.edu





# Oklahoma Quality Beef Network



## STEERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OOBQ Price Range	OOBQ Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Noble Integrity Beef Price Range	Noble Integrity Beef Avg Price
78	300-399	358	285.00 - 375.00	339.00	320.00 - 420.00	396.34	335.00 - 400.00	362.08	-	-
122	400-499	451	321.00 - 365.00	340.03	282.00 - 324.00	313.92	275.00 - 340.00	310.46	-	-
414	500-599	540	267.00 - 318.00	295.93	281.50 - 319.00	293.07	257.00 - 257.00	257.00	299.00- 326.00	317.84
532	600-699	652	187.50 - 262.00	255.13	241.00 - 278.00	259.04	238.00 - 238.00	238.00	260.00- 265.00	264.84
503	700-799	739	214.00 - 239.50	233.10	237.00 - 242.50	240.95	-	-	248.00- 248.50	248.28
255	800-899	829	210.00 - 219.50	218.98	-	-	-	-	215.00- 228.00	227.66
163	>900	911	209.25 - 209.25	209.25	-	-	-	-	210.00- 219.50	217.31
2067										

## HEIFERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OOBQ Price Range	OOBQ Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Noble Integrity Beef Price Range	Noble Integrity Beef Avg Price
58	300-399	358	-	297.50 - 360.00	326.01	325.00 - 325.00	325.00	325.00	-	-
137	400-499	456	206.00 - 307.00	290.39	290.00 - 307.50	295.29	300.00 - 302.50	301.11	280.00- 290.00	289.21
440	500-599	563	237.00 - 274.00	261.05	237.00 - 275.00	257.62	249.00 - 283.00	259.29	270.00- 275.00	274.68
405	600-699	652	208.00 - 231.00	229.23	232.00 - 242.00	236.17	-	-	216.00- 239.00	237.21
521	700-799	746	224.00 - 228.00	226.39	-	-	-	-	223.50- 232.00	227.76
124	800-899	845	198.50 - 205.00	202.41	-	-	-	-	204.50- 210.00	209.49
0	>900	-	-	-	-	-	-	-	-	-
1685										

Note: Average prices are weighted averages.

Non-weaned non-vaccinated calves represented only 5% of calves and are not reported here.

El Reno, Oklahoma  
December 3, 2014

Number of OQBQ Calves Sold

1124

Number of OQBQ Lots Sold

45

Gant Mourer  
Beef Cattle Value  
Enhancement Specialist  
201 Animal Science  
(405) 744-6060  
Gantm@okstate.edu



## 2014 Seller Comments

Price received covered cost for preconditioning, added value for the buyer.

Co-Mingle to have larger groups to increase price.

Cattle lost too much weight at Elk, lost an average of 15 lbs each.

If you could get enough numbers to have Red Angus and 50% Red Angus Cross calves in select group, All natural forage fed calves with no grain added, for grass finished cattle.

Our experianec working with Gant was very good. We feel like the NE corner we are left out of OQBN Auctions. We would have to travel too far with calves and thus defeat the purpose of our calf gains.

From my perspective it's a great program. My premiums weren't as high this year because my calves were much heavier than last year. I will continue to support the program. Thank you for providing the opportunity.

Overall experience has been very good, but would like to see OQBN sales start earlier about 9:00. Reason is I have seen too many lots sell of similar cattle before sale and bring as much or as very close as VAC-45. I would like to see OQBN calves sell sooner and maybe bring better price before buyers fill a good portion of their trucks with other than OQBN cattle.

Worked Good

Great Gant does a great job-Try to co-mingle

Experience with OQBN has been very good. Make sure only cattle that certify OQBN sell that day.

I had a very good experience with the program. I was happy to have my calves sorted with other groups at El Reno. I believe this is where I as a producer of various cattle colors received my premium. Thank you for the hard work.

I like the program. I grew up with my dad in a stocker operation pre-conditioning calves like these would have been awesome! I am cow/calf now but like the premium I get for the extra work and money put in for preconditioning, Thanks Gant!

I like the third party inspection process. It helps with my smaller operation. I think the buyers feel more comfortable with an OSU representative not a sales man.

I'm not sure the premium is enough to cover the cost and labor of weaning. It just the cost of medicine and feed. Not your fault, just the way it is, thanks.

They were not mixed with the others in the sale.

Great job Gant!

IB has increased to 60 days to meet buyers request.

This is a fine program for me to get rid of odds and ends with a premium for stockers. If we had a replacement and with current trend of increases in BLV and Johne's perhaps a target of test negative animals, don't know if it would be received to equal expense but we should push it.

We really appreciate Gant Mourer, He is dedicated to our business.

Had two steer calves sold as heifers, unable to prove it since they were broken into lots.

Very positive experience.

Promote in more markets to further enhance the program. Our experience with the program has been very positive.

Like to see more advertising and more buyers at the sale.

We were able to attract several new bidders to ECLA for this sale. The age of most cattle producers and the cost of stockers has made this program a great tool for the industry.

Educate sales facility to start on time as advertised!

Very Satisfied. Wish more options for Vac-45 sales in late spring/ early summer for fall born calves.

Very good program.

I enjoyed conditioning my calves. Gant was very helpful when I had questions would like to see Woodward sale involved. I've had better prices there than elsewhere.

In my view, the program is very good, as is. No problem and no suggestions. It is a great program for all involved and especially helpful to people who strongly emphasize good/top quality cattle, have good management on health protocols, etc. Anyway, have small lot sizes of give wt. and sex. Otherwise, they too often assume all small operators (i.e. herd size) are either stupid and or have poor or no good management practices in their operations. This program helps overcome some of those perceptions.



Dear OQB participant,

Thank you for participating in the 2014 Oklahoma Quality Beef Network Program. In an ongoing effort to determine strengths and weaknesses of OQB, we are asking for your feedback. Please take the time to fill out this brief survey and provide your suggestions, specific concerns and recommendations in the space provided. A summary of this survey data will be made available on the OQB web site at [www.oqbn.okstate.edu](http://www.oqbn.okstate.edu). Simply fill out the survey and place it in the self-addressed stamped envelope for mailing.

Thank you for your assistance.

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**Oklahoma Quality Beef Network Program (OQB):**

Please mark (X) the one most appropriate responses which best describes your situation

1. How did you become aware of the OQB program?
  - Oklahoma Cattlemen's Association meeting
  - Oklahoma Cowman Magazine
  - OQB Educational Meeting
  - OSU County Extension Office
  - Livestock Market Operator
  - Friend or Neighbor
  - Other (Specify) \_\_\_\_\_
  
2. To which OQB Sale did you consign calves?
 

<input type="checkbox"/> Cherokee	<input type="checkbox"/> McAlester
<input type="checkbox"/> El Reno, Nov. 5	<input type="checkbox"/> Elk City
<input type="checkbox"/> Pawnee	<input type="checkbox"/> Blackwell
<input type="checkbox"/> El Reno, Dec. 3	<input type="checkbox"/> Other _____

3. At the market in which you sold your OQB calves, is that where you would normally market your cattle?
  - Yes
  - No
  
4. Number of OQB calves sold in 2014 sales:
 

<input type="checkbox"/> 1-10 head	<input type="checkbox"/> 51-100
<input type="checkbox"/> 11-25	<input type="checkbox"/> 101-150
<input type="checkbox"/> 25-50	<input type="checkbox"/> 151 head or more
  
5. Estimate the premium (\$/cwt) you received for your calves over the price they would have brought during a regular sale?
 

(Circle one)

0      2      4      6      8      10 +
  
5. Percentage of cattle that got sick during the preconditioning phase?
  - None
  - Less than one percent
  - 1-5 %
  - 6-10 %
  - 11 percent or more
  
6. Percentage of cattle that died during the preconditioning phase?
  - None
  - Less than one percent
  - 1-5 %
  - 6-10 %
  - 11 percent or more
  
7. What was the estimated average daily gain of calves through preconditioning?
 

-1    -.5    0    .5    1    1.5    2    2.5
  
8. What was the estimated average daily gain of calves once they arrived at auction? (If calves arrived several days early)
 

-1    -.5    0    .5    1    1.5    2    2.5
  
9. How comfortable were you with the overall enrollment and certification process?
 

<input type="checkbox"/> Very comfortable	<input type="checkbox"/> Comfortable
<input type="checkbox"/> Uncomfortable	<input type="checkbox"/> Very Uncomfortable
  
10. Will you consign calves to future OQB Vac-45 sales?
 

<input type="checkbox"/> Definitely Yes	<input type="checkbox"/> Probably No
<input type="checkbox"/> Probably Yes	<input type="checkbox"/> Definitely No

**11. The primary reason for my participation in the OQBN Vac-45 program was:**

**(Please mark (X) only one response)**

- Premium received
- The positive image created by selling reputation calves
- I normally pre-condition calves I sell anyway
- The potential of attracting a new clientele among buyers; therefore, enhancing competition for a quality product
- The opportunity to create a new image for the industry
- Other  
(Specify) \_\_\_\_\_

**12. Did you market calves through OQBN in prior years?**

- Yes
- No

If so what year(s) \_\_\_\_\_

**13. Would you be interested in an on-line enrollment process?**

- Yes
- No

**Demographics:**

**Please mark (X) the one most appropriate response which best describes you or your operation.**

**14. Age:**

- <21 years
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71 or greater

**15. Type of beef operation:**

- Cow/calf Commercial
- Purebred Operation
- Combination Cow/calf and Stocker Operation
- Combination Cow/calf and Purebred Operation
- Other (specify) \_\_\_\_\_

**15. Number of years involved in Beef Cattle Industry:**

- 1- 5 years
- 6-10 years
- 11-15
- 16-20
- 21-30
- 31 or more

**16. Size of brood cow operation:**

- None
- 1-25 head
- 26-50
- 51- 75
- 76-100
- 101-300
- 301-600
- 601-900
- 901-1200
- 1201 head or more

**17. Number of calves marketed annually:**

- 25 or less
- 26 - 50
- 51- 75
- 76 – 100
- 101-300
- 301 – 600
- 601-900
- 901-1200
- 1201 or more

**18. Type of situation which best describes your operation:**

- Full time ranching /no off ranch job
- Part time ranching / part time off ranch job
- Part time ranching / Full time off ranch job
- Full time ranching with manager/ Full time off ranch job
- One spouse full time ranch/one spouse full time off ranch job
- Part time ranching /both spouses full time off ranch jobs

**19. Years of experience in pre-conditioning cattle:**

- None
- 11-15
- 1-5 years
- 16-20
- 6-10
- 21 or more

We appreciate your comments or suggestions for improving the OQBN program. How would you state your overall experience with the program? What needs to be changed to improve it?

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**Please complete and return in the enclosed stamped envelope by**

Return to:  
Gant Mourer  
201 Animal Science  
Oklahoma State University  
Stillwater, OK 74078

