



Oklahoma Quality Beef Network
2015 Summary Report

MP-182

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



QBN Summary

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 2015 Impact

2015 was a year that tended to be a challenge to Oklahoma producers with a sharp decline in the market from September till the end of December. Regardless 160 Oklahoma beef producers enrolled 8,891 calves in the QBN program a 27% increase in enrollment of cattle and a 34% increase in total number of producers compared to 2014. Seven regional QBN Vac-45 calf sales were conducted in six livestock markets where 6,095 calves were marketed. 2,796 hd were sold at other verified sales or private treaty. The locations were: Cherokee Sale Company, Cherokee, OK; OKC West, El Reno, OK; McAlester Stockyards, McAlester, OK; Blackwell Livestock, Blackwell, OK; Pawnee Livestock, Pawnee, OK and Woodward Livestock, Woodward OK. Data was collected for each lot of QBN calves at these sales, as well as for non-QBN cattle that sold during the period before and after the QBN 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.

QBN cattle received a premium of \$11.18/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 \$67.08 per head, while the added value of weight gain (average of 90 pounds gain at -0.12\$/lbs) during the preconditioning period averaged \$-10.80 per head for a gross increase in revenue of \$56.28 per calf. The value of gain over that period of time was very non-typical and reflects the hardships of the cattle market the fall of 2015.

At a \$11.18/cwt premium for QBN calves, Oklahoma producers realized \$596,408.00 in added revenue from premiums. The result of the additional gain during the preconditioning typically adds over \$1/lbs but we actually lost \$96,000.00 total value due to market collapse phase added to the premium, there was no additional gross revenue to QBN participants from added gain. From the weaning deadline to the



OQBN Summary

OQBN sale dates, the cattle market declined on average of \$15-18/cwt. The total increased gross revenue to Oklahoma OQBN Vac-45 participants in 2015 was an additional \$500,408.00 which takes into account the decrease 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/hd head to meet the requirements of the OQBN program. That is a total of \$706,389.95 in expenses based on the average statewide, which will result in net loss of \$23.18/hd to individual producers or \$206,048.00 to the Oklahoma Cattle Industry from the OQBN program as a whole. The story does not end there. A non-weaned calf lost in value over that period of time \$128.16/hd. OQBN verified cattle saved producers \$104.98/hd or **contributed \$933,377.00 back to the Oklahoma cattle industry.**

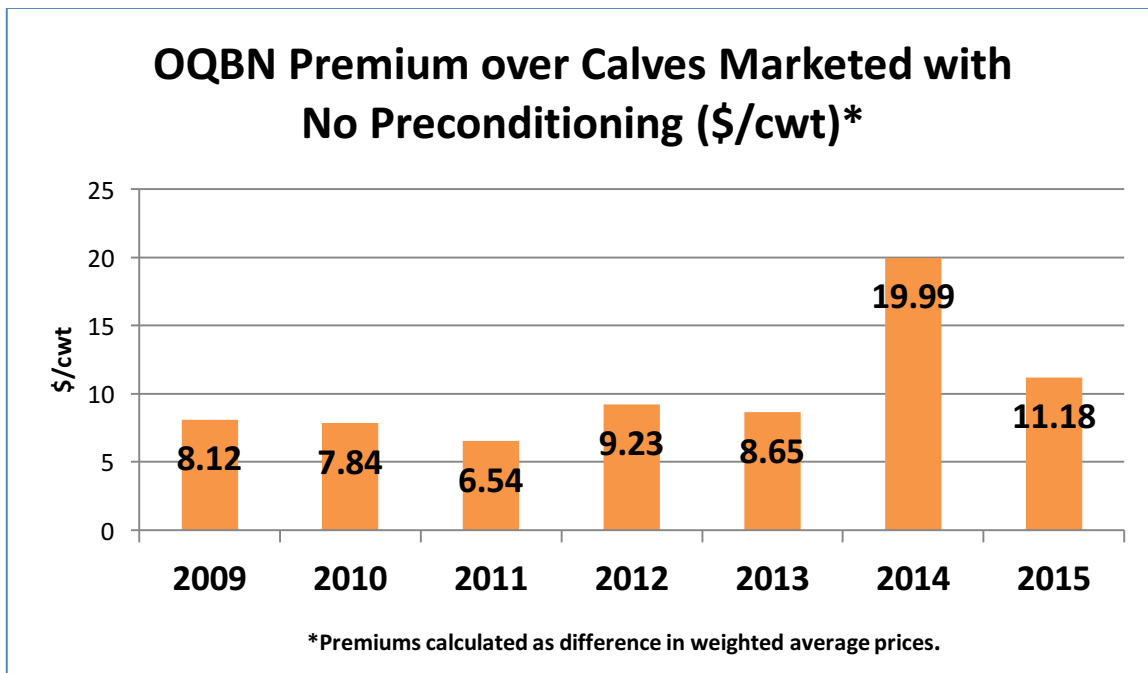


Figure 1: OQBN Premiums at OQBN Calf Sales, Fall 2009 though Fall 2015

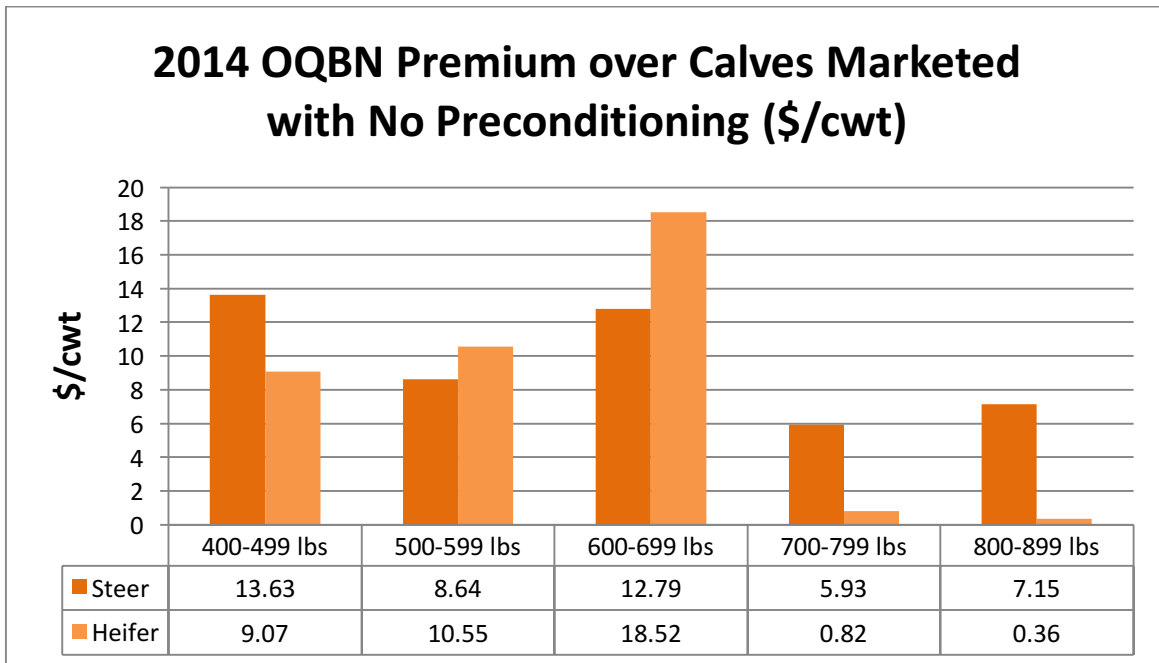


Figure 2: Fall 2015 OQBN Premiums, by Gender and by Weight Category

Evaluation

Following sales in 2015, surveys were mailed to selling participants of OQBN only. Buyer’s response in past years was low enough to not justify cost of survey, but a new approach was taken to survey buyers by sending them a short 4 question business reply post card. Many of these buyers are professional order buyers and do not track cattle after purchase with a response rate of 16.9%. However, some buyers relayed information by personal communication and overall satisfaction was positive. Sellers were more eager to respond at 43% return rate.

Buyer Survey Results

Demographics

As many similar surveys indicate, average age of producers in the United States is on the rise. Over 50% of producers selling cattle as OQBN Vac-45 are 61 years of age or older (Figure 3). 6% respondents were under the age of 31.

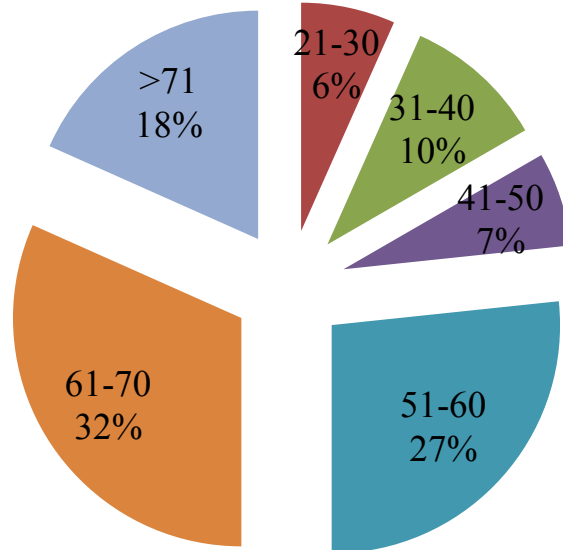


Figure 3: Distribution of producers by age

As expected and as in past years the Commercial producers were the highest segment of OQBN producers with 83% (Figure 4).

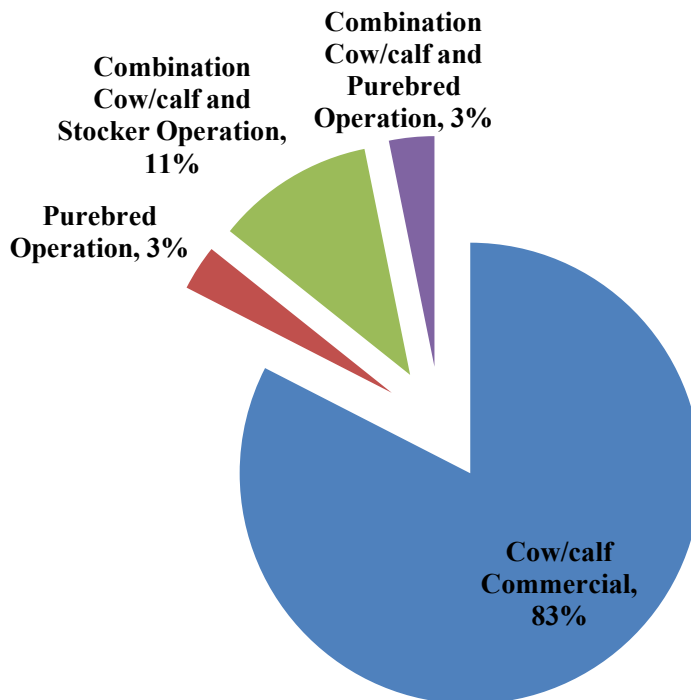


Figure 4: Type of operation

Not surprising in 2015 was 39% of producers involved were full time ranchers (Figure 5). A very large portion of producers (27%) have full time off farm jobs.

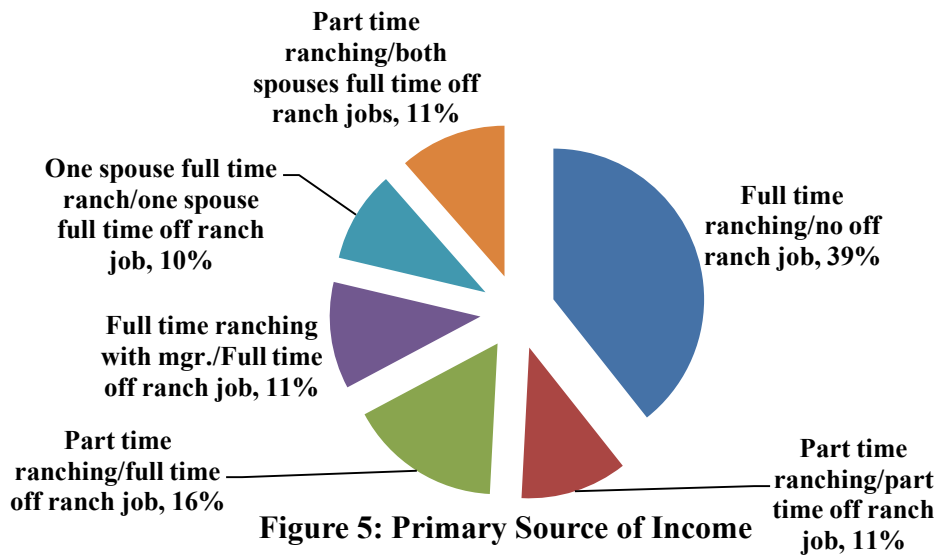


Figure 5: Primary Source of Income

County extension educators are the primary driver behind getting producers in the Vac-45 program. Twenty seven percent of producers 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.

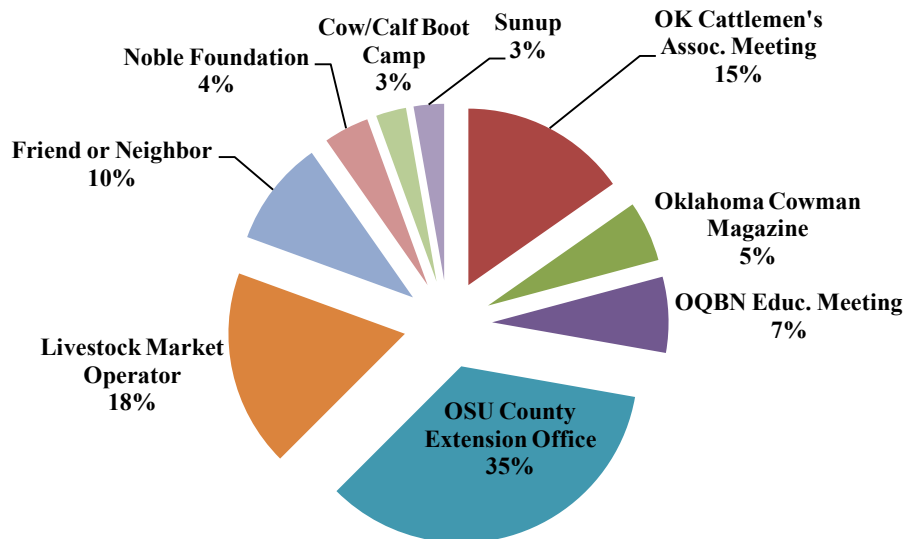


Figure 6: How Producers became aware of OQBN

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 are less than 50 hd, 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.

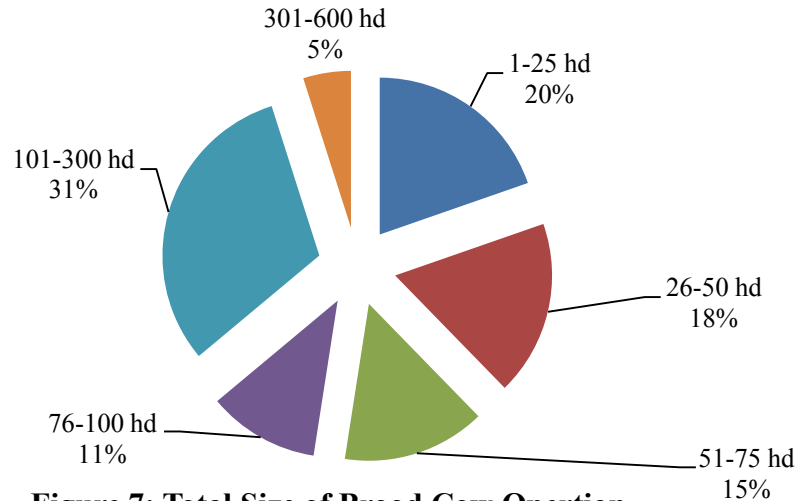


Figure 7: Total Size of Brood Cow Operation

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 38% 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 at less than 50 head operations.

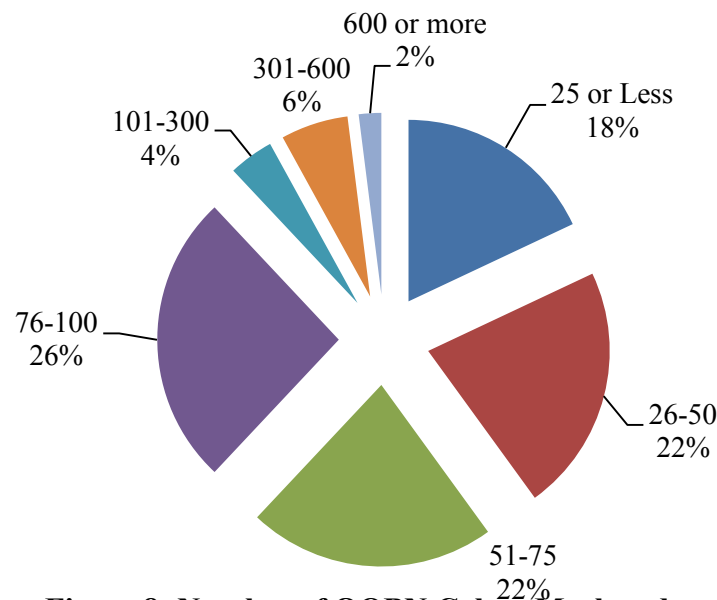


Figure 8: Number of OQBN Calves Marketed

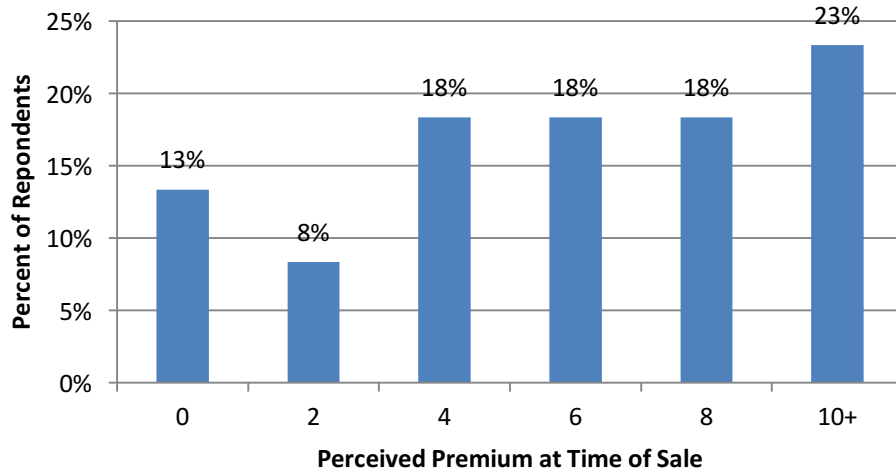
“Is there a premium?” is comment that is always received immediately following the sale of OQBN verified cattle. Calculation of premium cannot be done without analysis following sale day. However, many opinions are formed quickly. Figure 9 indicates the perceived premium from producers. This may



OQBN Summary

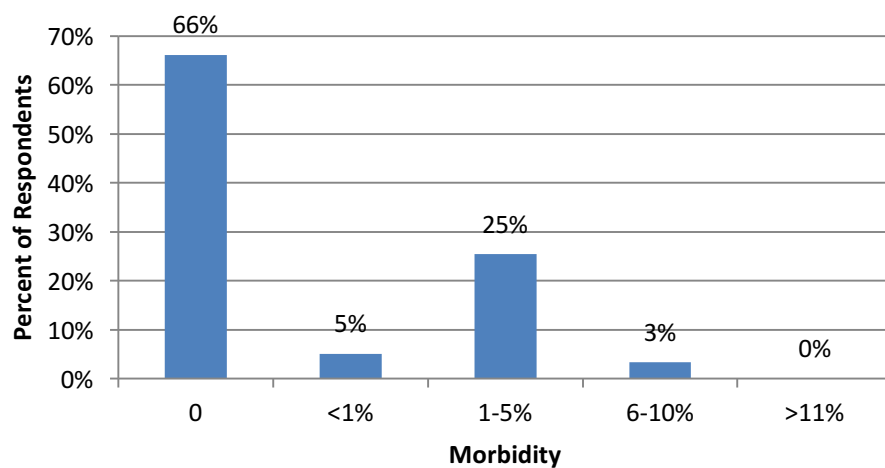
not be a true reflection of producer feeling at sale time as many have access to sale summary reports prior to completing this survey.

Figure 9: Perceived Premium from Producers



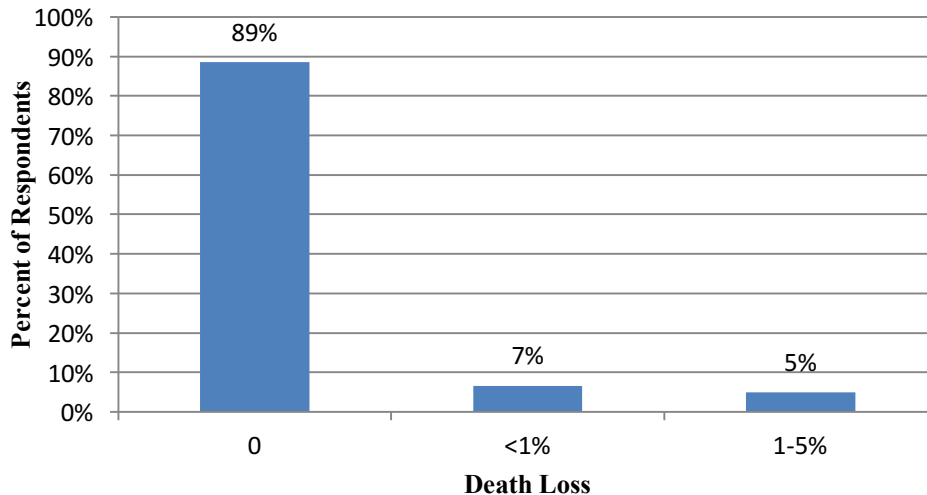
Production risk is always a concern to producers when placing calves in a preconditioning program. Producers report a very low incidence of sickness when calves are subjected to OQBN protocol (figure 10). These cattle are ranch raised and on a strong health program which not only prepares them for marketing 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. 89% 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 55% 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

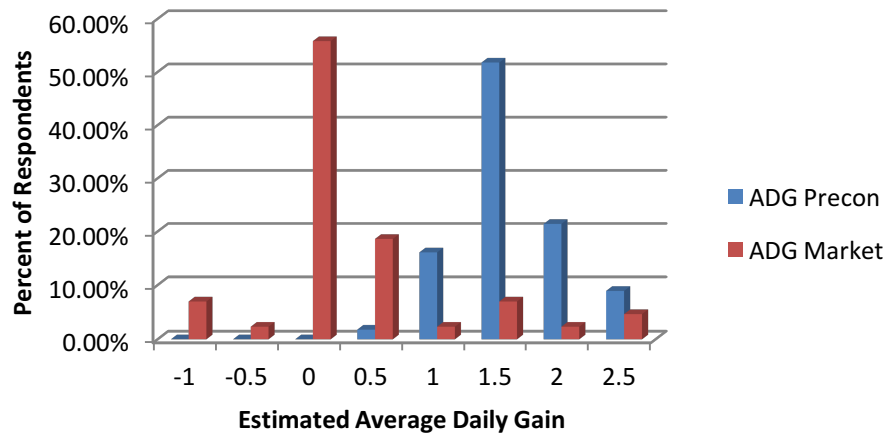
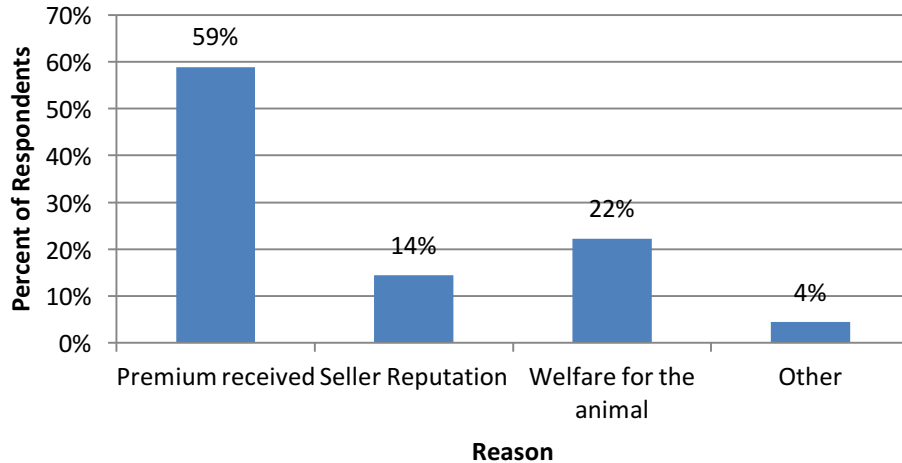


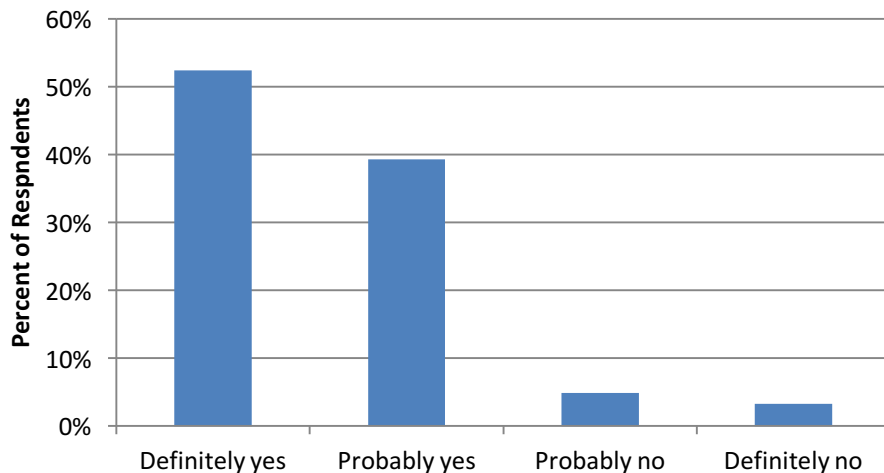
Figure 13 points out the majority of producers enjoy the extra premium they receive and to no surprise are preconditioning their calves prior to sale regardless. Fifteen percent of respondents are attempting to improve the image of their operation or at least expose their cattle operation to new buyers 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 8% producer indicated they would “probably not” or “definitely 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. Challenges with the market created a tough impression for some first time consigners. They thought the program was good just may have better prices elsewhere.

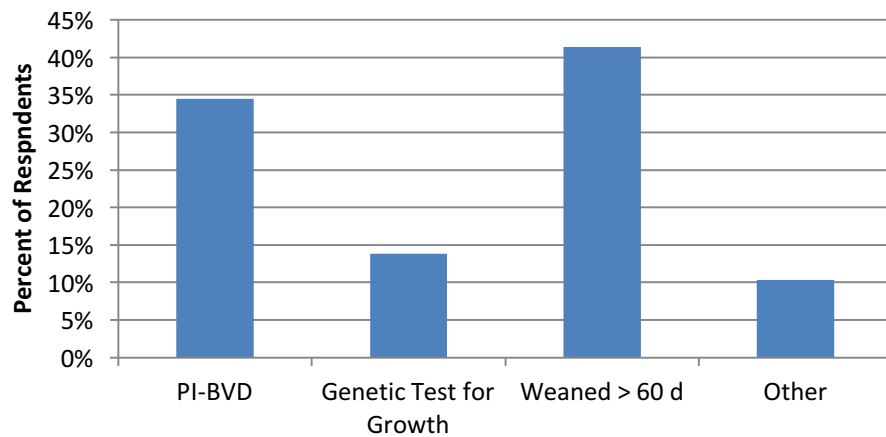
Figure 14: Future Consignment



Many other practices are available to producers some of which are indicated by buyers they would like to see implemented into the program. However, some of those practices do not return added value back to

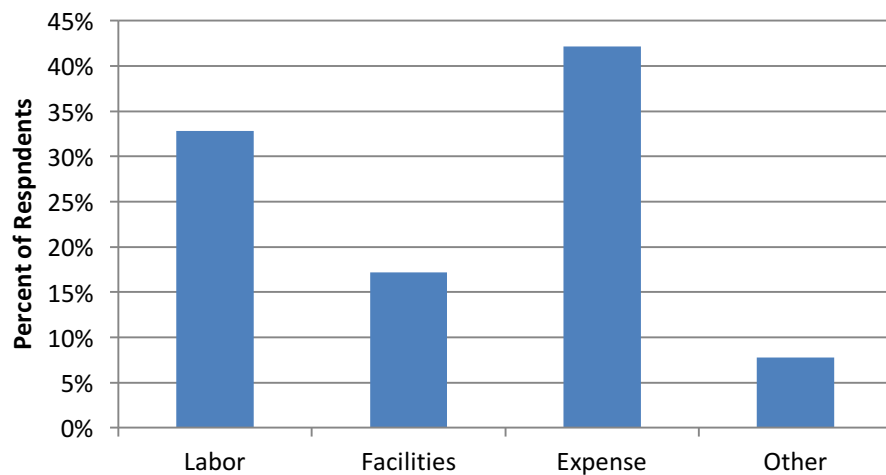
the seller. Some producers are willing to add those management practices for their own benefit as well as make their calf crop more marketable.

Figure 15: Other Practices Producers willing to Participate



The biggest hurdle for many producers to get over the cost of preconditioning and in a down market year the challenge is even more defined. Other challenges are also the intensive nature of care for cattle during preconditioning, as well as quality facilities to house and work calves in.

Figure 16: Biggest Challenge to Preconditioning





Buyer Survey Results

One of the most obvious questions from a VAC-45 Program is to evaluate how well it works. Buyers in 2015 indicated in figure 17 and 18, that the program works well. 56% of all cattle are never treated with antibiotic and 88% of producers witness very little death loss.

Figure 17: What percent of OQBN calves did you treat for sickness?

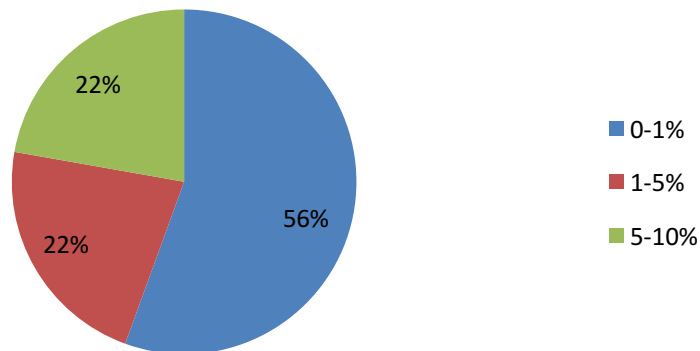
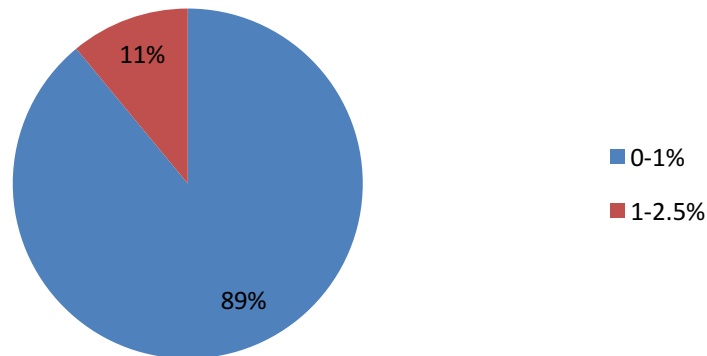


Figure 18: What was the total death loss of OQBN calves for you or your customers?





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.

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.

Raper, Kellie Curry, Eric DeVuyst, Derrell Peel and Doug McKinney. "Oklahoma Quality Beef Network: Summary of Fall 2011 Sales." *Master Cattleman Quarterly*, Oklahoma Cooperative Extension Service, Volume 14, Page 4-5, March 2012.



Appendix



OQBN Summary



2015 OQBN Vac-45 Sales*

Location	Contact	Phone Number	Sale Date	Wean Date
Cherokee Livestock	Tim Starks	580-596-3361	October, 28 2015	September 13, 2015
Elk City Livestock	Brandon Hickey	580-497-6095	November 6, 2015	September 22, 2015
McAlester Stockyards	Lindsey Grant	918-423-2834	November 10, 2015	September 26, 2015
OKC West	Bill Barnhart	800-778-9378	November 11, 2015	September 27, 2015
Pawnee Livestock	Calvin Buchanan	918-852-5271	November 14, 2015	September 30, 2015
Blackwell Livestock	Gary or Grady Potter	580-363-9941	November 21, 2015	October 7, 2015
Tulsa Stockyards	Joe Don Eaves	918-760-1300	December 7, 2015	October 23, 2015
OKC West	Bill Barnhart	800-778-9378	December 9, 2015	October 25, 2015
Woodward Livestock	Jerry Nine	800-442-5548	December 11, 2015	October 27, 2015
McAlester Stockyards	Lindsey Grant	918-423-2834	February 9, 2016	December 26, 2015
McAlester Stockyards	Lindsey Grant	918-423-2834	April 5, 2016	February 20, 2016
McAlester Stockyards	Lindsey Grant	918-423-2834	June 7, 2016	April 23, 2016

*Sales as of July 1, 2015

For additional information about the Oklahoma Quality Beef Network visit 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



OQBN Summary



Oklahoma Quality Beef Network



STEERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long Weaned Avg Price	Other Price Range	Other Avg Price	OQBN over No Pre-Cond (AVG)
28	300-399	354	276.00 - 276.00	276.00	-	-	-	-	234.00 - 296.00	270.15	5.85
167	400-499	449	252.00 - 252.00	252.00	264.00 - 264.00	264.00	-	-	220.00 - 279.00	254.23	-2.23
256	500-599	552	206.00 - 247.00	210.93	197.00 - 227.00	218.20	-	-	178.50 - 247.00	220.86	-9.93
356	600-699	648	189.00 - 211.00	208.73	189.50 - 197.00	191.38	162.00 - 162.00	162.00	160.00 - 211.00	191.11	17.62
87	700-799	739	-	-	175.00 - 186.00	179.71	175.00 - 175.00	175.00	161.00 - 183.00	176.42	-
18	800-899	865	194.00 - 194.00	194.00	-	-	180.00 - 180.00	180.00	154.00 - 170.00	162.00	32.00
6	>900	947	-	-	-	-	151.00 - 167.00	164.33	-	-	-
918											

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Head	Wt Range (lbs)	Avg Weight (lbs)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long Weaned Avg Price	Other Price Range	Other Avg Price	OQBN Over No Pre-Cond (AVG)
59	300-399	371	-	-	-	-	-	-	218.00 - 242.00	235.44	-
191	400-499	448	233.00 - 233.00	233.00	213.00 - 213.00	213.00	-	-	182.00 - 236.00	217.51	15.49
195	500-599	557	182.00 - 204.00	192.13	179.00 - 210.00	191.07	-	-	118.50 - 199.00	181.38	10.74
124	600-699	647	180.00 - 186.00	182.40	173.00 - 181.00	176.43	-	-	169.00 - 181.00	176.06	6.34
212	700-799	766	180.00 - 180.00	180.00	160.00 - 174.50	172.97	-	-	187.50 - 188.00	187.83	-7.83
1	800-899	825	-	-	163.00 - 163.00	163.00	-	-	-	-	-
0	>900	-	-	-	-	-	-	-	-	-	-
782											

Note: Average prices are weighted averages.

Sale Location	OQBN Producer Participation	Number of OQBN Lots Sold
Cherokee	6	19
Sale Date	Number of OQBN Calves Sold	Sale
10/27/2015	269	OQBN

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





Oklahoma Quality Beef Network



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34	300-399	360	217.00 - 217.00	217.00	-		-		162.00 - 219.00	183.73	33.27
139	400-499	450	140.00 - 232.00	197.29	-		191.00 - 191.00	191.00	159.00 - 206.00	185.57	11.71
159	500-599	552	176.00 - 197.50	185.39	176.00 - 176.00	176.00	-		151.00 - 194.00	176.97	8.41
164	600-699	645	100.00 - 173.00	166.03	-		-		122.00 - 172.00	160.91	5.12
35	700-799	743	150.50 - 173.50	170.94	-		158.00 - 158.00	158.00	131.00 - 165.00	155.67	15.28
9	800-899	847	159.50 - 175.00	161.44	-		-		121.00 - 121.00	121.00	40.44
0	>900		-		-		-		-		

540

HEIFERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long Weaned Avg Price	Other Price Range	Other Avg Price	OQBN Over No Pre-Cond (AVG)
26	300-399	361	-		-		-		136.00 - 204.00	173.90	
165	400-499	452	168.00 - 188.00	179.95	-		189.00 - 189.00	189.00	140.00 - 199.00	170.21	9.74
92	500-599	541	166.00 - 181.00	173.33	-		-		152.00 - 171.50	163.76	9.57
62	600-699	633	163.00 - 190.00	171.85	-		-		91.00 - 181.00	155.00	16.85
0	700-799		-		-		-		-		
1	800-899	810	159.00 - 159.00	159.00	-		-		-		
0	>900		-		-		-		-		

346

Sale Location

McAlester

Sale Date

11/10/2015

OQBN Producer Participation

12

Number of OQBN Calves Sold

239

Number of OQBN Lots Sold

57

Sale Type

OQBN

Gant Mourer

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





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40	300-399	339	-	-	-	-	257.50 - 290.00	273.56	196.00 - 225.00	215.29	-
317	400-499	455	196.00 - 250.00	228.45	207.00 - 240.00	229.80	213.00 - 230.00	223.95	201.00 - 214.00	203.94	24.51
697	500-599	551	198.00 - 209.00	200.51	187.00 - 213.00	203.27	150.00 - 215.00	201.18	150.00 - 199.00	184.45	16.06
554	600-699	649	185.75 - 189.00	188.18	172.00 - 191.50	188.39	166.00 - 183.00	174.22	162.00 - 176.00	171.80	16.38
148	700-799	740	158.50 - 176.00	172.13	-	-	157.00 - 168.00	159.75	161.00 - 161.00	161.00	11.13
21	800-899	866	169.00 - 171.00	169.76	-	-	-	-	-	-	-
0	>900	-	-	-	-	-	-	-	-	-	-
1777											

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Head	Wt Range (lbs)	Avg Weight (lbs)	QOBN Price Range	QOBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long Weaned Avg Price	Other Price Range	Other Avg Price	QOBN Over No Pre-Cond (AVG)
64	300-399	363	227.50 - 256.00	246.81	201.00 - 201.00	201.00	219.00 - 223.00	221.67	175.00 - 222.50	201.50	45.31
340	400-499	460	194.50 - 203.00	196.24	189.00 - 211.00	198.31	141.00 - 195.00	182.36	171.00 - 199.00	186.49	9.75
251	500-599	547	135.00 - 190.00	181.45	182.00 - 187.00	185.83	-	-	143.00 - 180.00	167.64	13.81
190	600-699	634	157.00 - 175.00	174.72	157.00 - 157.00	157.00	-	-	142.00 - 151.00	147.00	27.72
5	700-799	709	-	-	-	-	-	-	150.00 - 150.00	150.00	-
6	800-899	821	155.00 - 155.00	155.00	-	-	-	-	-	-	-
0	>900	-	-	-	-	-	-	-	-	-	-
856											

Note: Average prices are weighted averages.

Sale Location

El Reno

QOBN Producer Participation

24

Number of QOBN Lots Sold

29

Sale Date

11/11/2015

Number of QOBN Calves Sold

1460

Sale Type

QOBN

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)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long Weaned Avg Price	Other Price Range	Other Avg Price	OQBN over No Pre-Cond (AVG)
29	300-399	364	240.00 - 270.50	267.87	-	-	-	-	170.00 - 226.00	212.00	55.87
48	400-499	451	179.00 - 237.00	217.69	-	-	-	-	170.00 - 227.00	191.75	25.94
70	500-599	555	169.00 - 222.50	190.73	-	-	-	-	150.00 - 201.00	186.46	4.26
61	600-699	661	154.00 - 182.50	170.35	-	-	166.00 - 171.00	168.22	157.00 - 175.00	165.10	5.25
47	700-799	734	154.00 - 174.00	168.24	-	-	-	-	160.00 - 175.00	170.00	-1.76
5	800-899	828	153.00 - 155.00	154.50	-	-	130.00 - 130.00	130.00	-	-	-
2	>900	910	-	-	-	-	-	-	146.00 - 150.50	148.25	-
262											

HEIFERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long Weaned Avg Price	Other Price Range	Other Avg Price	OQBN Over No Pre-Cond (AVG)
16	300-399	363	161.00 - 181.00	179.33	-	-	-	-	160.00 - 181.00	169.50	9.83
140	400-499	458	148.00 - 215.50	176.25	206.00 - 206.00	206.00	176.00 - 176.00	176.00	151.00 - 212.00	171.33	4.91
116	500-599	549	124.00 - 174.00	161.62	175.00 - 180.50	178.30	-	-	140.00 - 165.00	156.85	4.77
81	600-699	631	121.00 - 164.00	155.21	-	-	145.00 - 145.00	145.00	130.00 - 162.00	151.59	3.62
30	700-799	717	131.00 - 145.00	143.40	-	-	-	-	121.00 - 150.00	140.40	3.00
1	800-899	850	-	-	-	-	-	-	146.00 - 146.00	146.00	-
2	>900	975	-	-	-	-	128.00 - 128.00	128.00	-	-	-
386											

Note: Average prices are weighted averages.

Sale Location	OQBN Producer Participation	Number of OQBN Lots Sold
Pawnee	13	80
Sale Date	Number of OQBN Calves Sold	Sale Type
11/14/2015	462	OQBN

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)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Other Price Range	Other Avg Price	OQBN over No Pre-Cond (AVG)
196	300-399	357	232.50 - 232.50	232.50	170.00 - 234.00	174.18	239.00 - 239.00	239.00	185.00 - 231.00	210.25	22.25
470	400-499	456	178.00 - 222.00	210.10	147.50 - 214.00	204.28	165.00 - 220.00	204.59	218.00 - 218.00	218.00	-7.90
582	500-599	554	154.00 - 183.00	180.53	156.50 - 191.00	182.22	165.00 - 196.00	172.98	152.00 - 192.00	175.51	5.01
584	600-699	641	149.00 - 163.50	162.33	129.50 - 167.50	151.18	150.00 - 169.00	163.04	140.00 - 168.00	155.53	6.80
374	700-799	746	143.00 - 155.00	150.46	149.00 - 161.50	151.79	143.00 - 150.00	144.93	135.00 - 135.00	135.00	15.46
25	800-899	891	140.00 - 140.00	140.00	-	-	-	-	-	-	-
0	>900	-	-	-	-	-	-	-	-	-	-
2231											

HEIFERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long-Weaned Avg Price	Other Price Range	Other Avg Price	OQBN Over No Pre-Cond (AVG)
108	300-399	356	215.00 - 215.00	215.00	208.00 - 209.00	208.78	183.00 - 220.00	199.36	135.00 - 217.50	183.80	31.20
429	400-499	454	173.00 - 197.00	186.70	132.00 - 204.00	183.36	169.50 - 187.50	178.23	151.00 - 185.00	175.28	11.42
541	500-599	557	125.00 - 154.00	153.67	143.00 - 168.00	157.26	139.00 - 158.50	154.06	136.00 - 147.00	142.91	10.76
217	600-699	630	152.00 - 152.50	152.29	146.50 - 158.00	149.27	144.00 - 148.00	146.87	130.00 - 140.00	135.00	17.29
136	700-799	728	139.50 - 144.25	143.59	147.00 - 147.00	147.00	-	-	-	-	-
3	800-899	827	-	-	-	-	137.50 - 137.50	137.50	-	-	-
0	>900	-	-	-	-	-	-	-	-	-	-
1434											

Note: Average prices are weighted averages.

Sale Location

El Reno

Sale Date

12/2/2015

OQBN Producer Participation

31

Number of OQBN Calves Sold

1280

Number of OQBN Lots Sold

30

Sale Type

OQBN

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)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long Weaned Avg Price	Other Price Range	Other Avg Price	OQBN over No Pre-Cond (AVG)
44	300-399	361	230.50 - 239.00	232.51	-	-	-	-	211.00 - 230.00	220.50	12.01
140	400-499	458	162.00 - 219.00	212.10	-	-	193.00 - 205.00	201.57	163.00 - 184.00	176.06	36.05
219	500-599	549	140.00 - 191.00	179.86	179.00 - 190.00	187.89	175.00 - 183.00	179.06	142.00 - 170.00	158.53	21.34
433	600-699	644	130.00 - 168.00	162.09	145.00 - 173.00	165.12	151.00 - 163.50	152.61	142.00 - 155.00	151.45	10.64
403	700-799	741	123.00 - 156.00	143.51	143.00 - 152.00	148.45	149.00 - 157.50	156.27	130.00 - 157.75	155.18	-11.67
235	800-899	854	144.00 - 144.00	144.00	130.00 - 151.00	145.75	143.50 - 151.00	149.77	108.00 - 151.00	147.07	-3.07
16	>900	942	122.00 - 122.00	122.00	132.00 - 132.00	132.00	-	-	-	-	-
1490											

HEIFERS: Price Breakdowns by Weight

Head	Wt Range (lbs)	Avg Weight (lbs)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long Weaned Avg Price	Other Price Range	Other Avg Price	OQBN Over No Pre-Cond (AVG)
10	300-399	364	-	-	-	-	-	-	152.00 - 187.00	173.10	-
109	400-499	465	162.00 - 165.00	164.25	161.00 - 178.00	168.26	166.00 - 166.00	166.00	140.00 - 181.00	161.22	3.03
103	500-599	548	158.00 - 158.00	158.00	151.00 - 162.00	154.98	143.00 - 159.00	154.43	145.00 - 156.00	151.31	6.69
186	600-699	643	142.00 - 157.50	150.98	146.50 - 156.00	153.23	119.00 - 157.00	149.30	126.00 - 143.00	137.86	13.12
151	700-799	742	-	-	132.00 - 132.00	132.00	110.00 - 136.50	127.67	110.00 - 148.50	146.03	-
255	800-899	834	147.00 - 147.00	147.00	126.00 - 126.00	126.00	-	-	121.00 - 149.00	146.13	0.87
0	>900	-	-	-	-	-	-	-	-	-	-
814											

Note: Average prices are weighted averages.

Sale Location

Woodward

OQBN Producer Participation

8

Number of OQBN Lots Sold

33

Sale Date

12/11/2015

Number of OQBN Calves Sold

488

Sale Type

OQBN

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

Total Head	OQBN Head	Wt Range (lbs)	Avg Weight (lbs)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long Weaned Avg Price	Other Price Range	Other Avg Price	Average OQBN Premium Across Sales
453	86	300-399	359	217.00 - 276.00	239.71	170.00 - 272.00	191.35	239.00 - 290.00	262.64	162.00 - 296.00	226.87	26.04
1581	508	400-499	454	140.00 - 252.00	216.23	147.50 - 264.00	215.78	160.00 - 230.00	208.89	154.00 - 279.00	220.53	13.63
2852	980	500-599	551	140.00 - 247.00	194.67	148.00 - 227.00	192.97	150.00 - 215.00	186.19	142.00 - 247.00	195.54	8.64
3092	1243	600-699	645	100.00 - 211.00	180.12	129.50 - 197.00	166.62	150.00 - 183.00	160.22	122.00 - 211.00	173.38	12.79
2106	815	700-799	742	123.00 - 179.00	161.89	140.00 - 186.00	155.73	143.00 - 175.00	156.94	130.00 - 183.00	158.61	5.93
526	94	800-899	852	140.00 - 194.00	157.37	130.00 - 151.00	145.75	130.00 - 180.00	151.09	108.00 - 170.00	147.13	7.15
42	2	>900	945	-	-	132.00 - 132.00	132.00	133.00 - 167.00	150.09	146.00 - 150.50	148.25	-
10652	3728											

HEIFERS: Price Breakdowns by Weight

Total Head	OQBN Head	Wt Range (lbs)	Avg Weight (lbs)	OQBN Price Range	OQBN Avg Price	Vac-45 Non-Cert Price Range	Vac-45 Non-Cert Avg Price	Long-Weaned Price Range	Long Weaned Avg Price	Other Price Range	Other Avg Price	Average OQBN Premium Across Sales
389	66	300-399	359	141.00 - 256.00	220.67	201.00 - 232.00	216.99	183.00 - 257.00	215.56	135.00 - 242.00	206.04	35.05
1782	638	400-499	454	140.00 - 233.00	189.16	132.00 - 215.00	190.58	141.00 - 195.00	179.11	140.00 - 236.00	189.49	9.07
1944	670	500-599	546	124.00 - 204.00	173.03	143.00 - 210.00	167.53	139.00 - 179.00	158.41	118.50 - 199.00	167.37	10.55
1797	680	600-699	639	121.00 - 207.00	169.79	142.00 - 181.00	163.10	119.00 - 162.50	150.70	91.00 - 181.00	157.88	18.52
976	267	700-799	736	131.00 - 180.00	151.73	132.00 - 174.50	159.22	110.00 - 150.00	137.24	110.00 - 188.00	168.36	0.82
439	12	800-899	831	147.00 - 159.00	152.00	126.00 - 163.00	131.29	137.50 - 137.50	137.50	121.00 - 149.00	146.13	0.36
2	0	>900	975	-	-	-	-	128.00 - 128.00	128.00	-	-	-
7329	2333											

Note: Average prices are weighted averages.

*Average OQBN premium over non-preconditioned calves at the same sale.

Fall 2015—All Sales

8

Number of OQBN Calves Sold

6061

Number of OQBN Lots Sold

501

Gant Mourer

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



2015 Comments

Seller Comments

A sale after the first of the year.

Excellent

Your program is fine as in my point of view. Some wish to do more (ex. Genomics, BVD or whatever) that is fine as long as it can't required of everyone. Bigger operations may very well benefit by some additive items because of their numbers, etc. One does see this and the superior auctions. If so those extra steps could be announced when they come to the sale ring. Certified Angus, etc (ex. natural in Superior's case) are examples. You do a great job and we appreciate all you do. Don Wagner

The grass fed and grass finished is a new and up coming market for cattle that will meet this criteria. Small producers could reap a financial reward for this niche market.

The grass fed and grass finished is a new and up coming market for cattle that will meet this criteria. Small producers could reap a financial reward for this niche market.

I believe the premium was significantly less than last year and before. I think the reason was at El Reno, they told the number of days weaned and the # of rounds of shots for most non-OQBN cattle. The buyers seemed to pay as much for the cattle as long as the owner represented they were weaned and have shots without OQBN verification.

Do not like the brand of ear tags - more numbers are available more than one sale date. Really like the program. Always looking for a way to add value to calves or yrlds. Like that it has to be verified by a third party. Appreciate the sale barn working with OQBN and owners. Thanks!

None. Keep it going!

We market our cattle at OKC National Stockyards. They sell weaned calves at 11am every Monday. This worked very well for us.

Pleased with OQBN. Would like to see OQBN calves sell earlier. IT seems there are numerous tag-alongs that say they have same thing VAC-45 long weaned, etc, but I question them. The buyer seems to pay the same for some of them as OQBN. If we sold earlier, our cattle might bring slightly better before they start filling their order. However will still be back next fall with probably a few more than last year. Thanks for a good job, Gant! Don West

Gant: I am not sure if I will again participate. A friend sold his in Atoka the Monday before I sold on Wednesday. He got slightly more that I did with no backgrounding. For me to pay over \$5,000 for my Bulls and have Barnart mix them (my calves) with other calves that to me were inferior was detrimental. My trucking expense was not cheap, nor is feed. Tom Smith spent 45 minutes looking over my calves and seemed amazed that they brought so little. - JD Denton

Buyer awareness

Great program!! Would like to see a mid-summer sale (July-August), so I could sell may late fall calves.

Excellent program!!!

Excellent experience for years with OQBN program. Keep looking for new ways to gain value-added advantages such as internet bidding capabilities - verify genetic quality and growth.

Since I have a small operation, I keep detailed records. While I like that OKC-West co-mingled caves according to weight, I didn't know which of my

calves were in which pen. I knew I had calves in certain pens when I got my OKC-West printout, but I didn't know which calves they were. SO, I couldn't put actual sale amount in my database for each calf. Since calves have OQBN tag #'s, I want to know in the future which tag #'s are in which pens.

I have no improvement suggestions. I was able to sell on another date, because of market concerns. The flexibility was very convenient.

A good way for smaller operators to increase value in their cattle.

Get the price for cattle up.

Easy to work with.

Lots of expense ... no return. Will not do it again.

Start sale when advertise set time.

It would be nice to market multi-programs together. If the calf is OQBN, and also breed certified. It would be good to get a grade of quality on each lot to see how they compare with other lots of like quality. I would like to know the opinions of the buyers to see if they think it is valuable.

Excellent program. No complaints.

I was unlucky and sold at the bottom or near bottom of the market in December. I was pleased with the process and management of the cattle. I feel that sorting could be improved. I had some straight black calves sorted into a pen of "exotics." It would also be nice to know what calves are sorted into what groups. No reason this can't be done when all are tagged. It's also ridiculous that we're calling Red Angus, Hereford, etc. "exotic" and announcing them as such from the block!

Due to market conditions, we held these calves and sold them on Feb. 5th. They were weaned +100 days and averaged 957.63 pounds and brought \$141.77 per pound average.

Have 2 sales. One in Oct. and one in Dec.

Very positive. Gant Mourer has been a true asset to the program. Time will prove the benefits to the industry of providing a high quality product. As with most investments made in the cow/calf business, the returns are not immediately evident.

Gant is an asset to the program.

I really enjoyed the program. I do however wish there was a little better premium across the board for weaned calves. It is a little work and a lot of "stress" for 45. I believe in the future, it will gain more premiums with a lowering cattle market. Sometimes it feels like our calves are bringing more, but we are really just breaking even for the added input costs, but overall I was pleased and will continue as long as Gary and Grady Potter are sanctioning this sale.

Buyer Comments

Have more of them

90-120 days weaned

Fix cattle market

Program works and has helped out operation

Spring and Summer Sales?

Only bought two head, all cattle get sick. By the time they are hauled to and from sales they stand a good chance of sickness.



Dear OQBPN participant,

Thank you for participating in the 2015 Oklahoma Quality Beef Network Program. In an ongoing effort to determine strengths and weaknesses of OQBPN, 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 OQBPN web site at www.oqbn.okstate.edu. Please simply fill out the survey and place it in the pre-paid envelope.

Thank you for your assistance.

Oklahoma Quality Beef Network Program (OQBPN):

Please mark (X) on all that apply or circle responses which best describes your operation.

1. **How did you become aware of the OQBPN program?**
 - Oklahoma Cattlemen's Association meeting
 - Oklahoma Cowman Magazine
 - OQBPN Educational Meeting
 - OSU County Extension Office
 - Livestock Market Operator
 - Friend or Neighbor
 - Other (Specify) _____
2. **To which OQBPN Sale did you consign calves?**
 - Cherokee McAlester
 - El Reno, Nov Woodward
 - Pawnee Blackwell
 - El Reno, Dec Other _____
3. **At the market in which you sold your OQBPN calves, is that where you would normally market your cattle?**

- Yes
- No

4. **Number of OQBPN calves sold in 2015 sales:**
 - 1-10 head 51-100
 - 11-25 101-150
 - 25-50 151 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 +
6. **Percentage of cattle that got sick during the preconditioning phase?**
 - None Less than one percent
 - 1-5 % 6-10 %
 - 11 percent or more
7. **Percentage of cattle that died during the preconditioning phase?**
 - None Less than one percent
 - 1-5 % 6-10 %
 - 11 percent or more
8. **What was the estimated average daily gain of calves through preconditioning?**
-1 -0.5 0 .5 1 1.5 2 2.5
9. **What was the estimated average daily gain of calves once they arrived at auction? (If calves arrived several days early)**
-1 -0.5 0 .5 1 1.5 2 2.5
10. **What is your primary reason for preconditioning your calves?**
 - Premium received
 - Seller Reputation
 - Welfare for the animal
 - Other (Specify) _____
11. **Buyers are indicating other management practices are important to them. What other practices do you or would you be willing to participate in?**
 - PI-BVD Test
 - Genetic Test for growth
 - Weaned over 60 days

Other
(Specify)_____

12. What is the biggest challenge during the preconditioning period?

- Labor
- Facilities
- Expense of Preconditioning
- Other
(Specify)_____

13. Will you consign calves to future OQBN Vac-45 sales?

- Definitely Yes Probably No
- Probably Yes Definitely 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)_____

16. Number of years involved in Beef Cattle

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

17. 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

18. 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

19. 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

20. 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?

Please complete and return in the enclosed pre-paid envelope to:

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

Oklahoma State University
Cooperative Extension
Service



OQBN Buyer Thank you and Survey Post Card Sent to all Buyers



please HELP US MAKE OQBN BETTER

by answering a few questions and returning this in the pre-paid envelope.

1. What total percent of OQBN calves did you or your customers treat for sickness?
 - a. 0-1%
 - b. 1-5%
 - c. 5-10%
 - d. 10-15%
 - e. Other _____
2. What was the total death loss of OQBN calves for you or your customers?
 - a. 0-1%
 - b. 1-2.5%
 - c. 2.5-5%
 - d. 5-7.5%
 - e. Other _____
3. What would improve your confidence of OQBN Cattle?
 - a. Negative PI-BVD Test
 - b. Genetic Testing for growth
 - c. 60 Days weaned
 - d. Other _____
4. How else could OQBN increase the profitability of cattle for you or your customers?