

A scenic photograph of a rural landscape. In the foreground, three black heifers are grazing in a lush green field. To the left, a small pond reflects the sky. In the background, a blue barn sits on a grassy hill, surrounded by trees. The overall scene is peaceful and idyllic.

Scott County Premium Assured Heifer Program

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Scott County Background

- Association formed in 2003.
- As tobacco income declined, cattle income has increased 45% to a \$7.5 million industry.
- Ranked 20th in cattle production.
- Ranked 5th in agricultural employment.
- Most farm part-time.

History

- Developed first group of heifers in 2005
- Started off with 7 producers and 99 head
- Overall average \$1,244.29
- Open heifers averaged \$827
- Bred heifers average \$1,350
- Overall sale (gross) \$123,185

2006

- 7 producers
- 91 head
- Overall average \$1,108
- Overall sale (gross) \$100,870



2007

- 7 producers
- 68 head
- Overall average \$1,155
- Overall sale (gross) \$82,000



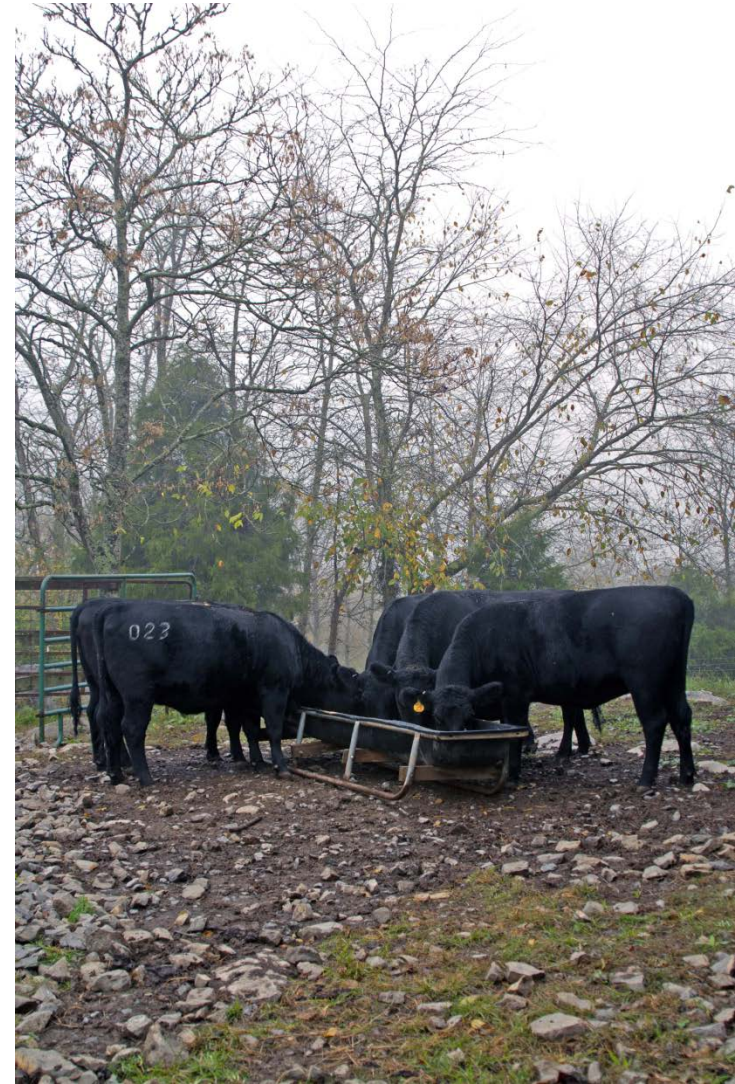
2008

- 7 producers
- 82 head
- Overall average \$1,058
- Overall sale (gross) \$86,700



2009

- 6 producers
- 54 head
- Overall average \$1,387
- Overall sale (gross) \$74,875



2010

- 10 producers
- 84 head
- Overall average \$ 1,234
- Bred Average \$1,206
- Open Average \$ 855
- Overall sale (gross) \$109,835



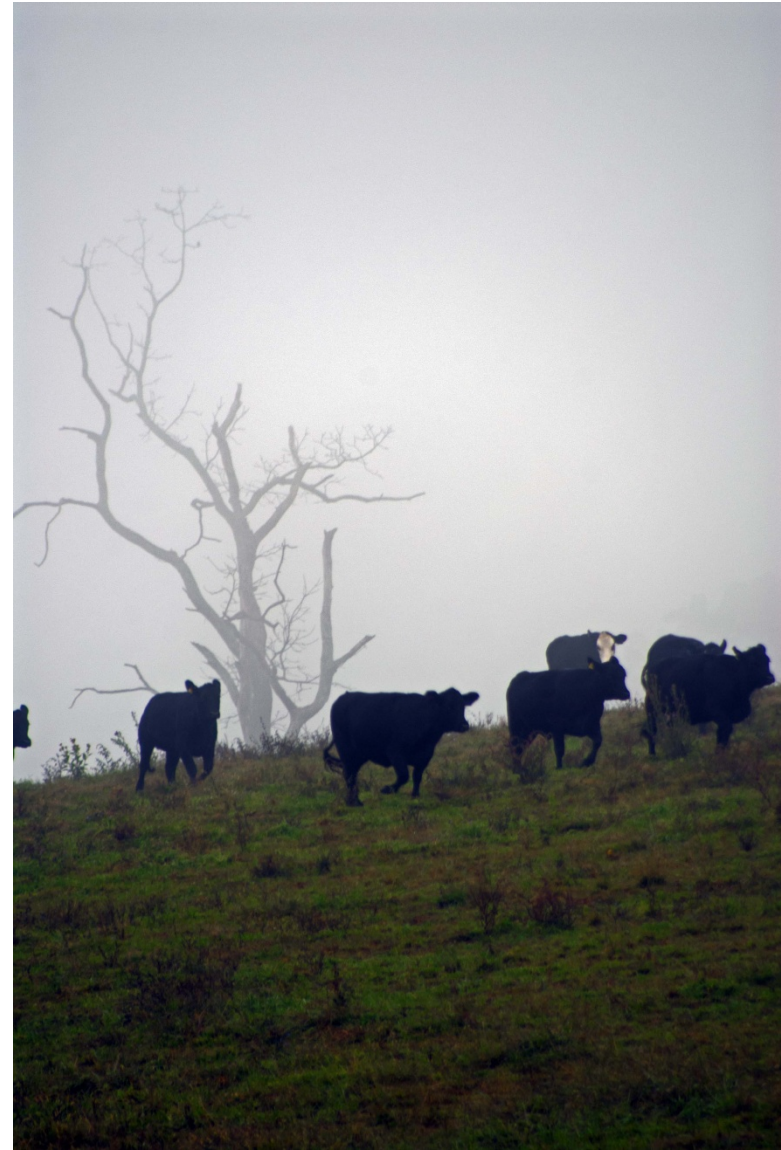
2011

- 11 producers
- 95 head
- Overall average \$1,513
- Bred average \$1,602
- Open average \$908
- Overall sale (gross) \$143,775



2012

- 10 producers
- 85 head
- Overall average \$1,714
- Overall sale \$145,725



Overall

- Total sold 658 head
- Income totaling \$ 866,965
- 8 year average \$1,318

Why the success?

- People value quality of cattle.
- Producers see the benefit and are committed.
- Value to information collected on heifers.
- Overall health and well being (vaccines, etc).
- Genetic quality has improved over the years.
- Promoted as high quality commercial heifer sale.
- Producers value what they are doing and promote themselves and their cattle.
- Sets the average for heifers in the area.
- Proven by repeat buyers and satisfaction.

Vaccination Protocol

- 2 shots to calves on cows (killed)
- IBR, PI3, BVD, BRSV, Lepto, Vibrio, Hardjo, 7 Way, Pink Eye
- MLV at weaning and Bangs vaccinated
- Pasteurella @ weaning
- Booster prior to breeding
- Heifers AI, service with bull two weeks later, ultra sound at 45-90 days

Vaccination Protocol (con't)

- Vaccinated again at last pregnancy check along with scour vaccine, TB tested to be sold/transported legally to any state.
- Pelvic measured
- BVD PI tested
- Strict culling (bad eyes, conformity, temperament)
- Average 20% cull rate
- Bull quality improves as heifer program success improves.

Summary

- Set the Standard for heifer sales in all of Virginia and East Tennessee.
- We value the customer and want them to have good luck with their heifers.
- We want repeat buyers who come to us because of our quality product.