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.