money for a dairyman until the third month of the
third lactation. When amortizing all the expense of
raising the cow from a calf under the old way, she
would be 57 months before she showed a dollar
return.

Under the early calving concept, 47 months.
This could amount to quite a sum over a few year’s
time.

All this takes concerted effort by the dairyman
and you, the veterinarian.

But, raising that calf right, along with early
breeding, is a topic to employ.

Another topic of concern is the feeding practice
commonly employed today. We as practicing
veterinarians have become aware of the abomasal
displacement, the stomach ulcers, the fatty cow
syndrome, the drop in butterfat test; all are
possibly related to feeding practices, feed storage,
feed preparation, and feed content by our dairy­
men. We must alter or correct these ways he has
employed. Only yesterday hay, dry hay, long stem
hay, was given as the answer to these maladies. In
my practice area, we are finding it hard to locate
available hay. It is not prepared in the quantity as
it once was. Possibly it will take premixes, or a new
method of feeding.

May I only mention the topic of laminitis in
dairy cattle. This is a major problem today. With
the increased grain feeding, the method of housing
and confinement, founder in new heifers is a
serious problem. After being on a soft manure pack
in pasture, they are locked in a stanchion, put on
cement, and are given an increased grain diet. Many
develop sore feet; a typical laminitis with extensive
hoof growth, deterioration of the protein in the
hoof, and a tilting of the third phalanx. Abcesses
develop. This is a major problem today.

I must close. I have only brushed the surface of
the challenge confronting the modern dairy practi­
tioner in program work. I know I have created
more work for myself, not less, and this work is
definitely more satisfying. I am really ready for
bed each evening.

Reminds me of the story of the two lions at the
bar drinking double shots. After a couple of drinks,
a beautiful, “curvacious” barmaid came in and sat
down at the other end of the bar.

One lion said to the other, “I could go down
there and eat her.” After one more shot, he did go
down there and ate her. Soon he remarked to the
other lion that he was getting sleepy.

The other lion immediately replied, “Oh! That
was that bar bitch you ate.”

I hope I haven’t done the same to you. I do
hope we of the AABP have stimulated you in some
manner the last few days in this continuing
education program to make you more valuable to
our profession, to your clients, to society, and
finally to your family.

Thank you for your attention.

Cow Calf Industry

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The topic of this paper should probably be titled
“The Cow Calf Industry, The Most Inefficient
Food Animal Production Unit Known to Man.”

Who is to blame? Environmental conditions?
Ranch managers? Governmental agencies? Lack of
research? Our veterinary colleges? Feed and drug
salesmen? The ranchers themselves? Loopholes in
our income tax structure? Our own veterinary code
of ethics? Various cattlemen’s associations?

Anyone or all of the above can be looked upon
as obstacles, or as challenges to be overcome by the
aggressive practitioner who is willing to realize his
obligation, not only to his client, but to feeding
the ever-increasing population of the world. The
veterinary food animal specialist must learn how to
use the above mentioned obstacles to his advantage
rather than blame them for his shortcomings. While
there is a definite increase in the interest of
so-called herd health programming in the beef
cattle industry—I have yet to find anything
published which deals with a comprehensive study
aimed at long-range programming of management,
range conditions, nutritional requirements, repro­
duction, disease control, animal identification and
selection, physical layout and last, but definitely
not least, marketing.

The beef cattle industry has the tastiest, most
nutritious, and most desired food animal product
on the market today; yet we remain the most inefficient producer and the poorest promoter of our product. Therein lies the challenge and the responsibility of the veterinary specialist in tomorrow's cow-calf industry. So, where do we begin?

1. I do not believe that a veterinarian has the knowledge or exposure to establish himself as a consultant in the cow-calf industry until he has experienced at least ten years of general large animal practice.

2. The consultant must realize that he is a specialist in a relatively new field, which will require many more hours of research and study into virtually every science and art that deals with the ranching industry.

3. It is impossible to be part-time practitioner and part-time consultant. However, being associated with an active practice has many advantages from the standpoint of continuing education and consultation.

4. Limit the number of clients to be served. Select these clients carefully and educate them thoroughly prior to beginning any program. Discuss conditions and problems that can be reduced or eliminated through programmed management. Inclosure No. 1.

5. Conduct a detailed preliminary study. This may take several weeks, but don’t overlook any details, no matter how insignificant they may seem. Inclosure No. 2.

6. Begin consulting with personnel from related fields concerning prior problems and future programs. Inclosure No. 3.

7. Conduct necessary tests to determine status of disease, nutrition and pollution. Inclosure No. 4.

8. Establish goals based on preliminary study, related consultants recommendations, diagnostic test results, tax advantages and market situation. Be careful not to set goals too high—graduate goals over several years.

9. Make logical recommendations based on experience, common sense and the client’s ability to adjust. These recommendations must be sound—this is no time to experiment.

10. Any successful business depends on periodic audits. Periodic reports to your client not only enables him to audit your progress, but are essential in order to insure that you are progressing toward your ultimate goals.

There is no doubt that the time for the consulting food animal specialist in the cow-calf industry has arrived. There is no doubt that the position will be filled. The question is: will it be filled by the independent practicing veterinarian or by drug company veterinarians, feed company vets, a commercial consulting firm, or federally subsidized extension service personnel?

There are many outstanding veterinarians who have pioneered herd health programming in the swine, feedlot and dairy industries. The cow-calf industry is demanding in-depth programming to help them cope with today's competitive agricultural economy. This need involves more than veterinary medicine—it encompasses all phases of the ranching industry. The experienced practicing veterinarian is best qualified to fill the position of consultant and coordinator if he is ready to accept the challenge.

Inclosure No. 1

Readily Controlled Diseases and Disease Condition

1. Foot Rot
2. Lumpy Jaw
3. Woody Tongue
4. Naval Ill
5. Grass Tetany
6. Ketosis
7. Milk Fever
8. Downer Cow Syndrome
9. Vibriosis
10. Brucellosis
11. Brucellosis
12. Leptospirosis
13. I.B.R.
14. Mastitis
15. Metritis
16. Pyometra
17. Retained Placenta
18. Dystocia
19. Prolapse Cervix, Vagina and Uterus
20. Cystic Ovaries
21. Other reproductive disorders
22. Blackleg—Mal. Edema
23. Other Clostridial Diseases
24. Pink Eye
25. Udder Edema
26. Bloat

Inclosure No. 2

Preliminary Study

Note: An aerial photo and soil conservation map are essential prior to beginning this study.

General

1. Total acres in ranch.
2. Total number of pastures.
3. Total livestock inventory.
   a. cows over two years old
   b. replacement heifers
   c. bulls
   d. steers and market heifers
   e. nursing calves
5. Current breeding program (type cross, etc.)
6. Duration of breeding season.
8. Current culling program.
10. Acres required per cow unit.
11. Method of marketing calves.
15. Individual animal identification system.
16. Average annual rainfall.
17. Seasonal distribution of rainfall (winter, spring, summer, fall).
20. Employer-employee relations.
21. Average number of employees.
22. Competence of ranch manager.
23. Competence of hired hands.
24. Layout and condition of pens and working facilities.
25. General overall sanitation.

Range Management and Nutrition
1. Current supplemental feeding program.
   a. mature cows
   b. bulls
   c. replacement heifers
2. Age and weight of replacement heifers at breeding.
   a. annual costs (1971, 1972, 1973)
   b. type and analysis
   c. method of distribution
4. Home-grown feedstuffs
   a. acres of each
   b. tons produced and value
   c. methods of harvest and storage
   d. tons sold and value
   e. analysis of prior crops.
5. Pasture fertilization programs and costs.
6. Pasture rotation and deferment programs.
7. Other soil and water conservation practices.
8. Tillable acreage.
10. Acres of improved winter pasture.
11. Predominant grasses and shrubs and their nutritional value.
12. Percent toxic and undesirable plants in each pasture.
13. Soil and water pollution problems.
14. Average seasonal soil temperature.
15. Type, location and accessibility of watering facilities.
16. Distribution of salt blocks, mineral feeders, back rubbers, etc.
17. Wildlife population and potential.
18. High intensity-low frequency grazing possibilities.

Veterinary Programs
Comment on each item in detail as to method used, dates, by whom services are performed, etc.
1. Pregnancy diagnosis.
2. Fertility examination.
3. Internal parasite control.
4. External parasite control.
5. Recurrent disease conditions.
6. Recurrent disease problems.
7. Calf vaccination program.
8. Breeding herd vaccination program.
10. Routine castrating, dehorning, hoof trimming, etc.
11. Backgrounding or preconditioning program.

Inclosure No. 3
Related Members of the Consulting Team
1. Your client.
2. Ranch manager.
3. Ranch accountant.
4. A good nutritional consultant.
5. Diagnostic laboratory.
6. Soil testing laboratory.
7. State extension service specialists.
8. Soil conservation service personnel.
9. Game biologist and wildlife specialist.
10. County agent.
11. A competent hydrologist.
12. Range management specialists.
13. Selected feed and drug companies.
14. Livestock marketing personnel.
15. Commercial fertilizer companies.
17. U.S. coastal and geodetic survey office.
18. State Water Quality Control Board.
19. Agricultural and veterinary colleges.
20. All related journals and publications.
21. Other veterinarians.

Inclosure No. 4
Analysis, Tests and Procedure to Consider
1. Pregnancy examination.
2. Fertility examination.
3. Vibriosis.
4. Leptospirosis.
5. Brucellosis.
6. Anaplasmosis
7. I.B.R.
10. Bacterial cultures.
11. Toxicology.
12. Feed analysis.
15. Water analysis.
16. Hair analysis.
17. Toxic plant population.
18. Soil temperature.
20. Rumen contents and pH