



# UPDATE

News from Mershon Cattle LLC



## CALENDAR OF EVENTS

**SHOW ME SELECT SALE**  
**November 18, 11 AM**  
**KINGSVILLE LIVESTOCK CENTER**  
**KINGSVILLE, MO**

**SYDGEN INFLUENCE BRED HEIFER SALE**  
**December 7, 6 PM**  
**CALLAWAY LIVESTOCK CENTER**  
**KINGDOM CITY, MO**

**MERSHON CATTLE BEEF SALE:**  
**STOCK UP FOR THE HOLIDAYS!**  
**ORDER STEAKS, ROASTS, ETC.**  
**WWW.MERSHONCATTLE.COM**

**QUESTIONS ABOUT OUR BRED HEIFERS FOR SALE THIS FALL?**  
**CALL US! 816.289.3765**  
**A FLYER AND PHOTOS ARE ON OUR WEBSITE.**

## Bred Heifers Available this Fall

Our premium spring-calving bred heifers will be for sale at two offerings this fall: the ShowMe Select Sale, Kingsville, Mo. (Nov. 18, 11 AM) and the SydGen Influence Bred Heifer Sale, Callaway Livestock Center (Dec. 7, 6 PM), Kingdom City, MO.

Our black angus-cross bred heifers have been artificially inseminated (AI) to Sydgen Enhance (AA 18170041). Natural sired heifers were bred to our high-performance bulls from SydGen Angus.

Enhance is renowned as the No. 1 sire for calf registrations in 2020 and 2021, the No. 3 \$Combined value index, and is listed in the top 10 on the \$Beef value index.

### Why choose Mershon Cattle?

1. Bred to perform: Our goal is to create the highest quality commercial replacement heifers using genetics, data and nutrition. We select for moderate frame size, strong maternal traits and calving ease, and profitability value of offspring.
2. Disposition: In addition to selecting for docility, we bucket feed and work daily to increase our herd's comfort level with human contact. Overall, our customers tell us that our heifers are easy to handle.
3. Investment in the future: By choosing our bred heifers, you are making an investment in your operation's long-term viability. Our focus on genetics and stayability allows you to experience the benefits for years to come.

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## Bred Heifers Available: An Investment in the Future

We follow a careful health protocol to ensure our heifers are prepared to perform as top replacements for you. Prior to weaning, they received two rounds of Pyramid 5 Plus Response; two rounds of Calvary 9; and two rounds of pinkeye vaccine.

### Pre-Breeding and Breeding Data:

- Pelvic measured April 22, 2023
- Bred May 26, 2023
- Sonogrammed for pregnancy August 18

We are confident that you will be pleased with your purchase of our spring-calving heifers. If you have any questions, or need guidance in their care and future breeding, we are available!

One of our repeat customers summed up his satisfaction: "All the heifers from Mershon Cattle bred back and I have healthy calves on the ground ... I plan to buy from them this year." More information about this year's heifers at [www.mershoncattle.com](http://www.mershoncattle.com)



Our premium black Angus-cross bred heifers, similar to these, will be available this fall at two different sales.

## MU Research Project

Mershon Cattle will be participating in a 7 & 7 Synchronization Protocol research project with the Animal Science Research Lab at the University of Missouri. The purpose is to analyze the variations and impact on heifer pregnancy rates using both conventional and sexed semen.

Close to 200 of our heifers will be involved in the project, which has already been operating at other sites. According to Jordan Thomas, Assistant Professor of the Division of Animal Science, at other locations on the project heifers' pregnancy rates to fixed-time AI are running slightly numerically better on the modified treatments.

"We believe partnering with the University of Missouri and participating in this project will help make a positive impact on the industry as well as directly support our efforts to bring this protocol - currently used on cows - to heifers," said Bruce.

## Family Recipe: Baked Brisket

Mershon Cattle beef brisket ( 3 to 4 lbs)  
 1 pkg dry onion soup mix  
 1 medium onion sliced into rings and separated  
 2-3 stalks celery  
 1 bottle chili sauce  
 1/2 cup water  
 1 can beer

Place roast in a crock pot and sprinkle soup mix over the top. Add onion slices and celery across the top. Pour water and beer around the brisket. Slow cook for 7-8 hours. Check periodically to ensure brisket has plenty of liquid. When brisket is done, remove the celery and place roast on a cutting board or tray to rest. Slice and serve with your favorite BBQ sauce.



Left: Julie Conover, Missouri Angus Association, and David Dick, MCA president, present checks to Tracey and Bruce Mershon.

## Profitability Challenge Win

Mershon Cattle won the Reserve Champion category for the Missouri Cattlemen's Association's Profitability Challenge. This year's class included 14 producers and 22 steer entries. We entered two steers which were weighed at the program's start and then tracked for growth using the GrowSafe Feed Efficiency System. Producers received monthly intake data and a final carcass performance data report. An FFA youth component of the program allows students to compete in teams while teaching real-world experience in marketing the steers.