



SPRING
2025

The Mountaineer CATTLEMAN

A PUBLICATION OF THE WEST VIRGINIA CATTLEMEN'S ASSOCIATION



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WVCA MEMBERSHIP TYPE

- ☐ STATE DUES **\$40** ☐ STRATEGIC PARTNER (GOLD/SILVER/BRONZE) **Contact us.**
☐ STUDENT DUES (18 & UNDER) **\$10** ☐ WV CATTLEWOMEN **\$3**

NCBA MEMBERSHIP TYPE

- ☐ 1-100 HEAD **\$160** ☐ 251-500 HEAD **\$450**
☐ 101-250 HEAD **\$300** ☐ 501-750 HEAD **\$650**

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One person alone will have little impact on the future of the cattle business, but cattlemen across the state of West Virginia are standing together to make a difference. To face and conquer these issues head-on, the West Virginia Cattlemen's Association exists, in partnership with the National Cattlemen's Beef Association, to protect the business climate for beef.

Members receive networking and producer education opportunities, support for the youth of the industry, and representation in both state and national houses of legislature. Join today to become a part of the effort dedicated to protecting your industry for generations to come.

MEMBER BENEFITS

*Regular Informative Newsletters
Market Updates and Promotional support*

Representation in State/National Policy Discussions Access to Herd Health Tools such as IRM Redbook

Scan this code to join at
wvcattlemen.org



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Do you have a potential cover photograph for a future issue of this magazine?

Email your high resolution photo, caption and credit to submitphoto@kycattle.org.

On the cover: *Looking down a road in the hills of West Virginia.*
by David Olah, [istock.com](https://www.istock.com)



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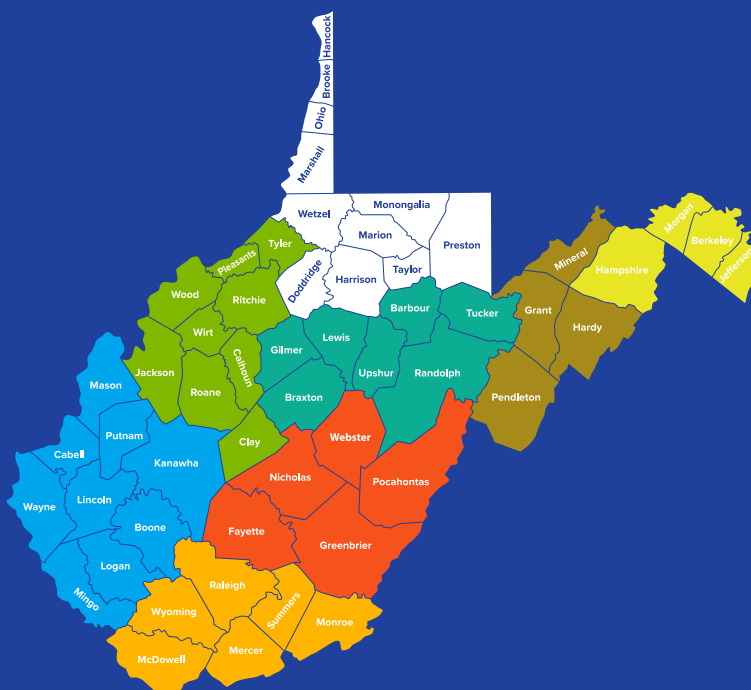
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A Message from the President of the West Virginia Cattlemen's Association

Dear Valued WVCA Member,

As we begin a new year, I want to thank you for your unwavering dedication to the West Virginia Cattlemen's Association (WVCA). Your membership is the foundation of our mission to strengthen the cattle industry and ensure its bright and sustainable future.

Our membership has grown to an impressive 350 members, a testament to the passion and commitment of individuals like you. This year, we're aiming high—with a goal of reaching 500 members by the end of 2025, and we need your help! Please share this issue with your friends, neighbors and colleagues, encouraging them to join us today. Membership is easy and available online at <https://www.wvcattlemen.org/membership>. Together, we can strengthen our voice and broaden our impact.

We are excited to announce the return of industry tours this fall under the leadership of the Events Committee. These tours provide valuable opportunities to connect and learn about advancements in our industry. Please take a moment to complete the enclosed survey and return it by April 10. Your feedback is essential for planning this experience. Sponsorships from industry partners are welcome to help make the tours a success. For details or questions, please contact Ty Wickline, Events Committee chair, at 304-646-7088.

The continued leadership of our Executive Director Kevin Shaffer has been instrumental in WVCA's growth. His dedication, combined with the efforts of our members, has allowed us to focus on renewals and updating contact

information to stay better connected with past supporters. These efforts will help us achieve long-term sustainability and growth.

Many thanks to the partners who supported the Red Book this year. We hope you find it useful and encourage members to consider branding opportunities in future editions. Additionally, the enclosed 2025 media kit provides new ways to promote the industry and expand WVCA's reach. We invite you to share it with potential advertisers who may wish to support our mission.

We also want to recognize and thank the members who traveled to the National Cattlemen Beef Association's Convention to represent WVCA. Your presence demonstrates the strength and unity of our organization at a national level, and we are proud to have you as ambassadors of our great state and industry.

While we celebrate our successes, we remain focused on addressing challenges and strengthening WVCA's future. Your patience and support as we work through outstanding issues are deeply appreciated. As we look ahead to 2025, we see exciting opportunities for growth, collaboration and advocacy to benefit our members and the industry.

Thank you for being an integral part of the West Virginia Cattlemen's Association. Your voice matters, and I encourage you to reach out with any questions, ideas or concerns at mjwbeef@gmail.com or 304-790-2615.

Here's to a brighter year ahead, and wishing you green pastures this spring!



Sincerely,

A stylized, handwritten signature in orange ink that reads "Megan J. Webb". The signature is fluid and cursive, with a large loop at the end.

Megan J. Webb

President, WV Cattlemen's Association



A Message of Gratitude

Mark Eisele NCBA President

It is with immense gratitude that I write this final column as NCBA president. Serving as your leader and representative — regionally, nationally and internationally — has been an honor and privilege I approached with the utmost respect for everything you do. Together, we have faced challenges, celebrated victories and worked to secure the future of our industry.

As I reflect on this past year, I am profoundly thankful for the volunteer leaders who devote countless hours away from home to advance our industry. Their commitment, alongside the steadfast support of you, as members, and the broader supply chain, makes everything we accomplish possible. I am equally humbled by the tireless work of NCBA's staff. They consistently rise to meet the challenges we face, armed with knowledge, preparation and dedication. Their presence in crucial arenas ensures our voice is heard, even when we, as producers, cannot always be there.

I am also proud of how we use science, data and grassroots collaboration to educate and influence both those within and beyond our industry. This approach strengthens our collective efforts and ensures our message resonates far and wide.

One of the most inspiring aspects of my tenure has been witnessing the resilience, faith and community spirit of cattle producers. Across diverse landscapes you adapt, improvise and overcome. I have seen you face wildfires, floods, droughts, blizzards, tornadoes and personal tragedies with unyielding determination. Despite these challenges, you raise your families, care for your herds, and pass down values and knowledge to future generations.

Traveling to your farms, ranches and businesses has been a privilege. You welcomed me into your lives and shared stories that deeply inspired me. While I am often reminded of the difficulties you face, I am equally inspired to improve my own operation and to collaborate more closely with my family and neighbors. Our shared vision to confront challenges and move forward is the foundation of this industry.

As I've often said, "There is strength in numbers."

When we unite, we are truly unstoppable. Though there are those who seek to divide us, I remain hopeful, knowing the next generation of leaders is ready to carry this organization forward.

Some of my most treasured experiences have come from connecting with producers recognized for their

excellence, like the ESAP award winners. These individuals exemplify the values and dedication of our industry.


One event that left a lasting impression was participating in the Governor's Steer Show and charity auction for the Ronald McDonald House at the Iowa State Fair. I was paired with a young man whose younger brother was severely injured in an ATV accident. His purpose in raising and auctioning the steer was to support the Ronald McDonald House, which had provided his family a home during his brother's recovery. Witnessing his dedication and the generosity of the Moore family and the Iowa Cattlemen's Association was truly humbling.

It has been exciting to see more young producers and families attending conventions and meetings. These emerging leaders are actively engaging in policy discussions and agency actions that affect their futures. Many have become influential advocates, sharing powerful stories and promoting the benefits of beef.

As a young producer, I faced hurdles I wasn't sure I could overcome. Thanks to my state association and NCBA, I gained the tools and knowledge to navigate challenges and thrive. Networking with other producers and participating in NCBA activities has been invaluable, and I know many of you share this experience. Your involvement matters, and it underscores the grassroots nature of our organization.

NCBA has faced many challenges, from tax changes and water rights to environmental and animal rights extremists. We have also had some great wins! Some of our court cases, such as Waters of the U.S. and the Chevron deference decision set a good course for us to navigate these challenges. Hopefully, this change of administration will also give us the ability to decide our own future and not leave it in the hands of bureaucrats.

I have been honored to fight the good fight on taxes, water rights, environmental and animal extremists, government and NGO agendas that would bring an end to our industry and its independence.

From the bottom of my heart, thank you for the trust and support you've shown me. I will always be a proud member and advocate for NCBA and the incredible people it represents. This organization, built on the dedication and hard work of its members, remains a cornerstone of our industry's success. 

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BOARD MEMBER SPOTLIGHT



Ivy Ward WVCA Vice President

As a sixth-generation beef farmer in West Virginia, I have had the privilege to grow up rooted in agriculture. Like anyone tied to agriculture, I have witnessed change and growth. I grew up hearing stories and experiencing new things around every corner. The West Virginia Cattlemen's Association is an organization that has been integral in my family and my experience in agriculture.

I am sure many of you have fond memories of different cattlemen's meetings, trips or other events. It has been my pleasure to have the opportunity to serve on the cattlemen's board the last few years and learn more about the workings of the association. The board is working diligently to create new events and opportunities for the cattle producers of West Virginia. Each of us are committed to working together to be able to create avenues for each of you to create new memories.

The opportunity to make new memories would not be possible without the support of our supporters. The businesses you see advertisements for throughout the magazine are key stakeholders in the success of the association. They also are invested in the mission of agriculture and want to see the success of each farm in West Virginia.

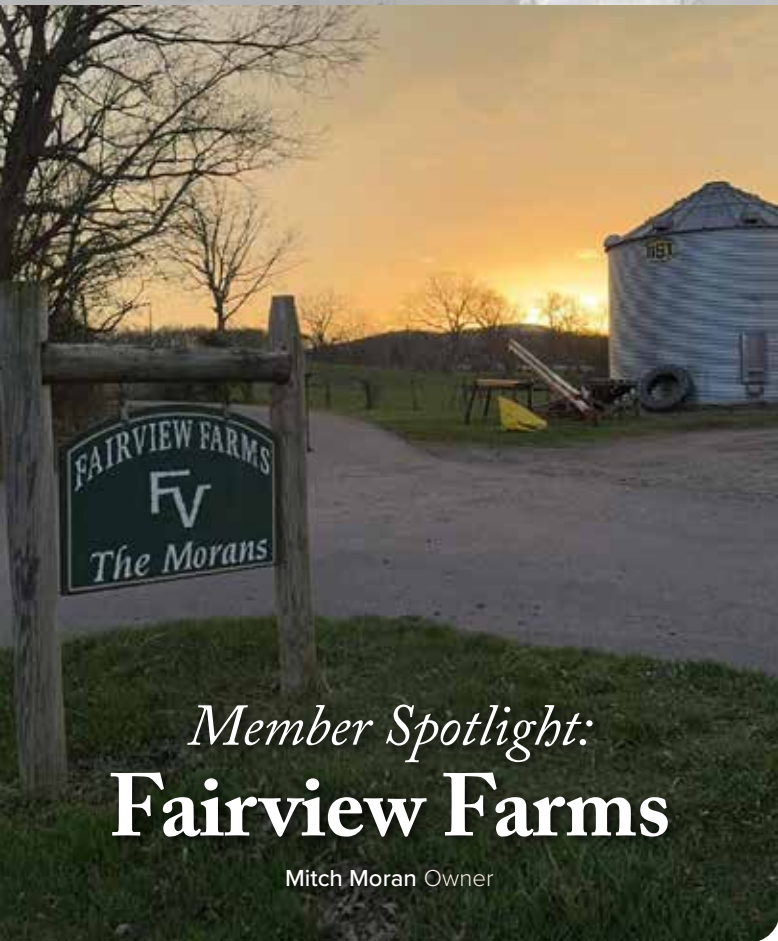
I would be remised if I also did not call out every one of you as important players in the success of West Virginia Agriculture. The hard work each of you do every day makes a difference and does not go unnoticed. Thank you for everything you all do. The entire board and I look forward to fostering new experiences with each of you! 🐾



SYDNEY TUCKWILLER, MS, PhD
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neogen.com




Member Spotlight: Fairview Farms

Mitch Moran Owner

Fairview Farms is a sixth-generation farm in Hardy County that was established in 1869. The farm currently has three generations actively managing the operation; Bob, Mitch and Brent Moran. Fairview Farms is a self-supportive partnership whose primary focus is on purebred Angus cattle. The Morans produce their own forage for feed, along with grain and farm several hundred acres. They also grow antibiotic-free chickens for Shenandoah Valley Organic to help complete their diversified operation. Fairview Farms markets their all-natural GAP-approved feeder cattle through Pineland Farms Natural Meats, the primary beef provider for Whole Foods.

The farm hosts an annual bull sale the third Saturday in March at the South Branch Livestock Exchange. Between this bull sale, participation in the Wardensville Bull Test and private treaty sales, the farm provides approximately 70 bulls for commercial producers each year.

The West Virginia Cattlemen's Association has been a beneficial part of the Morans' program since the conception of the purebred segment. When Mitch returned home from WVU to the family farm in 1996, he was heavily influenced by his father, Bob, and Charles Halterman of The Meadows Farms. Halterman and his family had long been members of the WVCA. Charles Halterman's father, George, was a vital part of the early success of the WVCA, as well as the formation of the Wardensville Bull Test. As time moved forward, Fairview Farms partnered with The Meadows Farms and eventually acquired the entire herd. Today, Fairview Farms is the largest purebred Angus herd in West Virginia and is an active member of the WVCA. The Morans encourage all beef producers to become members. The WVCA offers several benefits to its members and as WVCA President Megan Webb continually says, "We pull the most when we pull together." 





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Caregiver Impact On Cattle Health, Performance & Wellbeing

Tom Noffsinger DVM and Lucy Morrissey

- Anima wellbeing is founded on positive interactions and building trusting relationships between caregivers and cattle.
- Trusting relationships between animals and caregivers result in positive performance levels; providing the foundation for a holistic system which benefits the whole internal supply chain from conception to harvest.
- The positive effect of handling livestock with methods based on handler understanding of cattle behavior inclusive of acclimation and exercise techniques is seen predominately in qualitative measures resulting in quantitative results in health and performance.
- Every human intervention such as calving, processing, weaning, pasture rotation, transportation and address change is an opportunity to build cattle confidence, health, performance and well-being.

Hypothesis

Cattle that are exposed to positive human interaction present confidence in showing true health and wellbeing indicators. One of the requirements for successful treatment responses to BRD and lameness issues is early detection

of cattle abnormalities. Cattle that have distrust of handlers will hide early signs to avoid predator detection. Cattle that trust caregivers are willing to show signs of lameness or loss of respiratory efficiency very early in disease, allowing for early treatment, fast recovery and minimal loss of production.

Cattle that have confidence in human presence are more willing to be guided through husbandry requirements such as processing, sorting and pen moves. Cattle need to be trained to move single file and they need to know that they can walk by handlers without harm.

Give the cattle time, and the cattle will yield time back with voluntary flow. When we take the time to introduce cattle to their new environment through positive interaction and guidance toward what they need, their performance will repay us.

Encouraging innate animal and herd behaviours such as exercise, supports the establishment of herd hierarchy and positive comingling, sets routine behaviours and consistent daily routine for key performance influencers such as eating, drinking, resting and playing.



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- 4/25/25
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- 8/22/25
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- Free Advertising Deadline: Two Fridays before the event.
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Human intervention during a period of change, where a caregiver assists animals to acclimate, will greatly benefit the timeline in which it takes the animal to reach consistent and high performance. A period of change varies in cause and effect and can be as simple as a ration change or pen move, or a more dramatic stressor such as weaning and relocation from ranch to a feedyard in different geographical locations.

Handlers can interact with an animal's curiosity to develop a leadership position, then guide the animal through the required actions; first impressions count. Cattle remember the interactions they have with humans being either positive or negative. Every interaction can be a positive interaction, regardless of the action. Be willing to lead newly arrived cattle from the scale or unloading area to their new home and everywhere in between.

Even at a distance, our eye pressure and its subsequent impact is not to be underestimated. An animal's survival instinct is founded on its ability to identify a threat and react accordingly. Override your predator instincts, your behaviour will result in an animal responding positively to your interaction rather than react and flee or behave defensively.

Holding cattle tight promotes a defensive prey animal feeling of bunching together to protect one another from environmental threats, encouraging their fight and flight behaviours. Don't crowd cattle; respect their personal space both with your presence and other animals.

An animal confident in its surroundings will demonstrate free approach to the bunk and feed source, will demonstrate sentient being behaviours such as socialising, intentional exercise, and play; all examples of well-being that ensure a highly functioning immune system, healthy digestive system and constructive ability to deal with minor stressors, returning to a normal and positive state of mind in a timely manner.

Reduction of cortisol release induced by hypothalamic influence on adrenal glands is critical to eliminate immunosuppression induced by anxiety. Simple cattle behaviours that send hypothalamic signals to adrenal glands to secrete hormones like dopamine, serotonin, vasopressin, oxytocin and norepinephrine instead of cortisol include simple cud chewing and expression of exuberance or play.

Methodologies of Effective Productive Stockmanship

- **Purpose – Position – Posture:** Approach cattle with a clear purpose. Proper position is the key to success and will change every second; correct position involves handler distance, direction, posture, angles and speed.
- **Energy – Momentum – Direction:** Adjust handler energy to fit cattle sensitivity and previous handling experiences.
- **Applying pressure in a way that sets the animal up for success:** Stimulus and release/reward is the key to creating voluntary cattle flow. Proper timing of release, rewarding desired movement is monumental to building

CONTINUED ON PAGE 12

BUCKHANNON STOCKYARDS

2025 SPRING SALE SCHEDULE

MAR 25: 9am - Board Sale

Barn Cattle to follow (calves & yearlings)

Weigh in Monday MAR 24 8am - 7pm

APR 15: 9am - Board Sale

Barn Cattle to follow (calves & yearlings)

Weigh in Monday APR 14 8am - 7pm

APR 26: 6pm

Back to the Farm Sale - Ward Farm

First Calf Heifers with Calves by side

MAY 7: 2pm

Bred Cow, Cow/Calf Special

Weigh in Tuesday MAY 6th 4pm - 8pm

& MAY 7 8am - 12pm

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cattle confidence. Handler presence is the first level of pressure; respect and awareness are key.

- **Work on the individual animal to influence the herd:** Learn to communicate with influential cattle in the herd—observe the herd to identify those with robust requests for guidance.
- **Be consistent in handler attitude:** Handlers with a consistent, positive, confident attitude will achieve high performance through building trust.
- **Reward the slightest try:** Perfection is not instantaneous; handler patience and confidence will yield perfection.
- **Encourage voluntary flow, avoid fear motion:** Require cattle to move with purpose because they want to not because they are forced to.
- **Stay out of the blind spot:** Avoid being behind cattle. a) Appreciate the peripheral visual field of prey creatures. Utilize the edge of the animal's blind spot to encourage a direction change – they don't want to lose sight of you! Cattle crave to see you simultaneously with their destination, want to go half around you and travel straight.
- **The point of balance is the eye, not the shoulder:** Balance your working position off the eye. Cattle can sense pressure directed at all locations on the globe of the eye.
- **Introduce yourself to the left eye of cattle during an initial meeting:** Optic nerves cross so images from the left eye travel to the right brain that is less reactive or more cognitive than the left brain. Range cattle or sensitive cattle are easier to handle from the left side.
- **Work the lead from the front:** Be available to the visual field of cattle. Keep their mind directed toward the desired destination.
- **Understand the difference between flight zones and working zones:** Proper stock handlers expect cattle to “work” for them, not flee. Correct position, distance and attitude draws cattle to the handler. Expect the working zone to continually decrease as cattle gain confidence.
- **Cattle are very sensitive to handler movement direction:** Handler motion parallel to herd movement stops cattle motion. Handler motion against herd movement speeds cattle flow. Handler motion away from herd flow continues motion; be willing to go wide.
- **Control the cattle foot speed with the rate of movement of your feet:** Rhythm, cadence and harmony are essential to gain cattle trust. Handlers need to maintain foot or horse feet speed at the desired rate. Cattle will imitate that step rate.
- **Show the animal what you want it to do:** Offer nonverbal guidance. Look where you want cattle to go; they share and follow handler vision.
- **Portray confidence to build confidence:** Know that success will happen with a confident, cohesive work team that understands their purpose.

- **Give the animal time to make the right decision:** Sensitive cattle that stop and request guidance require up to seven seconds to change their minds the first time. That time requirement shortens with each sequential request.
- **Override your innate predator instincts:** Handlers can adjust their posture and visual pressure to be less predatory. Handlers should avoid standing still; gentle handler movements allow cattle to sense handler distance and location.
- **Let the animal see the source of pressure and where you want it to go in unison:** Cattle have slow focus, poor depth perception but good ability to sense motion.
- **Cattle want to return to where they have come from:** Use this tendency to create voluntary cattle flow through holding pens and Bud Box facilities. Cattle tend to exit pens through the gate in which they arrived.
- **Take 2 to send 5, take 10 to send 100:** When bringing drafts of cattle to a tub or bud box, rather than walking by 5 cattle, be willing to send the first two with purpose and simply step back 2-4 steps to draw and allow space for followers. This movement entices waiting cattle to want to go next rather than being crowded back into a check gate.
- **There's pride in one's ability to change the plan:** Offer new instruction to an animal and a group of handlers in order to achieve the same goal.

Conclusion

Cattle that experience consistent positive and mutually respectful stockmanship handling throughout their lifecycle and guidance through environmental changes, will achieve measurable high performance in a timely manner and achieve such performance with minimal expectation of outliers. This performance expectation does not rest solely on the animal, however also on the skillset, mindset, and commitment of the caregivers. There is a profound connection between human interaction, animal stress levels and relative immunosuppression, contributing to either positive or negative performance results through less susceptibility to disease and infection. 🐾



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WVCA Works for You

Reese Tuckwiller Education Committee Chair


The West Virginia Cattlemen's Association (WVCA) is continuously working to enhance its organization and offer valuable benefits to its members. Through quite a few projects, the association targets to support cattle producers, foster youth development and promote community engagement inside West Virginia's agricultural industry.

One of the highlights of the WVCA's commitment to youth development is the annual Quiz Bowl contest, which encourages young people to become involved in the cattle industry while enhancing their knowledge and leadership skills. On Dec. 7, 2024, around 130 young livestock enthusiasts competed in the Quiz Bowl contest.

In addition to youth development, the WVCA offers a variety of membership benefits to individuals and businesses within the cattle industry. These benefits include access to educational resources, networking opportunities

and advocacy efforts that help ensure the success of cattle producers across the state.

The association also invites all members and supporters to join us at the 35th West Virginia Beef Expo in Weston from April 10-13. This premier event will showcase the best of West Virginia's beef industry, offering opportunities for networking, education and collaboration. This year, the WVCA is excited to offer a unique membership opportunity: when you purchase a branded WVCA shirt, you automatically receive a membership, giving you access to all the benefits the association provides.

By becoming a member of the WVCA, you not only gain access to valuable resources but also contribute to the growth and sustainability of the state's cattle industry. We encourage everyone to take advantage of the many opportunities the association offers and join us in supporting the future of West Virginia's cattle community. 

Meckley Farms


meckleyfarms@gmail.com
(304) 276-2386


★ ★ ★

Mountaineer Meadows

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Angus Production Sale

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April 19, 2025 at 1:00pm

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15 Registered
Angus Bulls



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MARCH 8, 2025

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THE BASE OF OUR BULL POWER –
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BW	-.8	ANGLE	+.43
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Milk	+34	SM	+.61
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Milk	+19	SM	+.59
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CED	+5	CLAW	+.34
BW	+1.9	ANGLE	+.40
WW	+93	MB	+.86
YW	+158	RE	+.86
Milk	+22	SM	+.76
		SC	+332

20936439

Yon Saluda x Boyd Abigale 6079

Maternal Excellence in this maternal brother to
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Super Foot Quality!

BOYD RUNWAY 4028



CED	+11.4	CLAW	+.27
BW	-0.6	ANGLE	+.65
WW	+68	MB	+.27
YW	+103	RE	+.65
Milk	+43	SM	+423
		CHBS	+153

44552328

KCF Bennett Monument x Boyd 31Z Blueprint 6153

A tremendous set of Hereford bulls sell – Including
this Herd Sire who will see heavy use in herd!

BOYD CONCRETE 3424



CED	+10	CLAW	+.52
BW	+1.0	ANGLE	+.47
WW	+98	MB	+1.12
YW	+170	RE	+1.21
Milk	+24	SM	+.63
		SC	+322

20829738

Connealy Commerce x Sitz Shauna 220H

Several high-performance Fall Yearling bulls sell,
including this maternal brother to Boyd Bedrock!



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Alex Scott MS, RD, LD • Southeast Regional Director of Nutrition



Tips For Including Lean Beef in a Heart Healthy Diet

With so much conflicting information out there, it's easy to feel unsure about whether beef can be part of a heart-healthy diet. However, research shows that lean beef, when enjoyed in the right way, can be a delicious and nutritious addition to balanced meals. Here are some simple tips to help you include beef in a heart-healthy diet:

- Choose lean beef at the meat counter by looking for beef cuts with “round” or “loin” in the name (i.e., Sirloin, Tenderloin, Top Round)
- Choose lean ground beef by looking for “lean” or “extra lean” – if choosing 90% lean or lower, strain after browning to further reduce fat.
- Keep portion size top of mind. A sensible and satisfying 3-ounce serving of cooked lean beef is about the size of a deck of cards.
- Prepare and cook lean beef in healthy ways – broiling, roasting, poaching or grilling. Trim away any visible fat.
- Add additional flavor to food without salt. Opt for enhancing flavor with onion, garlic, herbs, spices, citrus and vinegars.

References

1. Zanovec M, et al. Lean beef contributes significant amounts of key nutrients to the diets of US adults: National Health and Nutrition Examination Survey 1999-2004. *Nutr Res* 2010;30:375-81.
2. USDA National Nutrient Database for Standard Reference Legacy Release, April 2018. Available at: <https://ndb.nal.usda.gov/ndb>
3. O'Connor LE, et al. A Mediterranean-style eating pattern with lean, unprocessed red meat has cardiometabolic benefits for adults who are overweight or obese in a randomized, crossover, controlled feeding trial. *Am J Clin Nutr* 2018, nqy075. <https://academic.oup.com/ajcn/advance-article/doi/10.1093/ajcn/nqy075/5036105>
4. Roussel MA, et al., Beef in an Optimal Lean Diet study: effects on lipids, lipoproteins, and apolipoproteins. *Am J Clin Nutr* 2012; 95
5. Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2015. Available at <https://health.gov/dietaryguidelines/2015-scientific-report/PDFs/Scientific-Report-of-the-2015-Dietary-Guidelines-Advisory-Committee.pdf>

Heart Healthy Diet Patterns

Eating for a healthy heart and enjoying one of your favorite foods – these two things don't have to be at odds with one another! Recent research shows that eating lean beef as part of heart healthy dietary patterns can help maintain normal cholesterol levels.^{3,4}

The Mediterranean Diet is one of the most popular eating patterns and is rich in fruits, vegetables, whole grains, nuts/seeds, olive oil and lean meats. While it's often recommended that followers of the Mediterranean diet limit red meat, studies reveal that red meat consumption in many Mediterranean countries is comparable to, or even higher than, that in the United States.⁵ Recent research shows that a Mediterranean-style eating pattern that includes lean, unprocessed red meat can support heart health. The study demonstrates that following a Mediterranean-style eating pattern that includes up to 18 ounces of cooked, fresh lean beef and pork per week – along with poultry and fish – is just as effective at improving certain heart disease risk factors (e.g., blood pressure, total and LDL cholesterol) as the same pattern limiting red meat.³

The DASH (Dietary Approaches to Stop Hypertension) Diet is currently the gold standard heart-healthy diet recognized and recommended by health professionals to lower blood pressure and cholesterol. It is rich in fruits, vegetables, fiber and low-fat dairy. Research was recently conducted to assess the effect of including 4-5.5 ounces of lean beef, even daily, as part of a DASH-like diet and active lifestyle on heart health. Contrary to conventional wisdom, the results showed significant reductions in total and LDL “bad” cholesterol. The overall findings demonstrated improvements in heart-health risk factors are as effective as those from the DASH and other highly referenced heart-healthy diets.⁴

Heart Healthy Recipe Collection

Enjoying lean beef in a heart-healthy lifestyle is easier than you think with these recipes featuring lean beef, fresh fruit and vegetables, and whole grains. These Beef. It's What's For Dinner. recipes are all certified by the American Heart Association®.^B



Spicy Korean Beef & Cucumber



Indian Beef Flank Steak & Rice



Ground Beef & Pasta Skillet Primavera



Confetti Beef Taco Salad

Scan here to visit beefitswhatsfordinner.com and find these and other **American Heart Association® certified heart-healthy beef recipes.**

Heart-Check certification does not apply to information unless expressly stated.





BEEF.
IT'S WHAT'S FOR DINNER.®

Wrangler's Beef Chili

Serve this classic chili atop whole wheat noodles and offer kids a variety of toppings.

INGREDIENTS

- 1 pound Ground Beef (93% lean or leaner)
- 1/2 cup chopped onion
- 1 can (15 ounces) pinto beans, drained and rinsed
- 2 cans (8 ounces) no-salt added tomato sauce
- 1 cup frozen corn
- 1 cup water
- 2 teaspoons chile powder
- 2 teaspoons ground cumin
- 1 teaspoon garlic powder
- 1 teaspoon dried oregano leaves
- 1/4 teaspoon pepper
- Hot cooked whole wheat macaroni (optional)

TOPPINGS

Crushed baked tortilla chips, chopped green or regular onion, chopped tomato, chopped bell pepper, chopped fresh cilantro, reduced-fat shredded Cheddar cheese, nonfat Greek yogurt (optional)

COOKING

1. Heat large nonstick skillet over medium heat until hot. Add Ground Beef and onions; cook 8 to 10 minutes, breaking beef into 3/4-inch crumbles and stirring occasionally. Pour off drippings, as necessary.

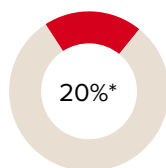
Cook's Tip: Cooking times are for fresh or thoroughly thawed ground beef. Ground beef should be cooked to an internal temperature of 160°F. Color is not a reliable indicator of ground beef doneness.

2. Stir in beans, tomato sauce, corn, water, spices and herbs. Bring to a boil. Reduce heat; cover and simmer 20 to 25 minutes, stirring occasionally. Serve over macaroni, if desired. Garnish with toppings, as desired.

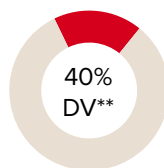
Cincinnati-Style Beef Chili: Stir in 1 teaspoon cinnamon with other seasonings in Step 2. Serve over hot cooked whole wheat spaghetti.

Moroccan-Style Beef Chili: Substitute 1 cup frozen peas for corn. Stir in 1 teaspoon pumpkin pie spice with other seasonings in Step 2. Serve over whole hot cooked whole wheat couscous or brown rice.

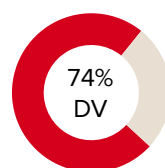
Cook's Tip: Baked potato halves can be substituted for whole wheat macaroni.



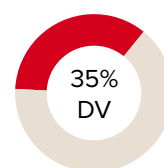
396 CALORIES



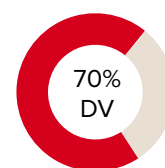
3.4G SAT FAT



37G PROTEIN



6.5MG IRON



7.4MG ZINC

* Based on a 2,000-calorie diet

** Percent Daily Values are based on a 2,000-calorie diet

*Nutrition information per serving, using 93% lean ground beef: 396 Calories; 88.2 Calories from fat; 9.8g Total Fat (3.4 g Saturated Fat; 0.2 g Trans Fat; 0.6 g Polyunsaturated Fat; 3.4 g Monounsaturated Fat); 84 mg Cholesterol; 398 mg Sodium; 45 g Total Carbohydrate; 4.4 g Dietary Fiber; 8 g Total Sugars; 37 g Protein; 0 g Added Sugars; 105.1 mg Calcium; 6.5 mg Iron; 812 mg Potassium; 0 mcg Vitamin D; 0.3 mg Riboflavin; 7.4 mg NE Niacin; 0.5 mg Vitamin B6; 2.8 mcg Vitamin B12; 372 mg Phosphorus; 7.4 mg Zinc; 21.8 mcg Selenium; 96.7 mg Choline.

This recipe is an excellent source of Protein, Iron, Riboflavin, Niacin, Vitamin B6, Vitamin B12, Phosphorus, Zinc, and Selenium; and a good source of Dietary Fiber, Potassium, and Choline.

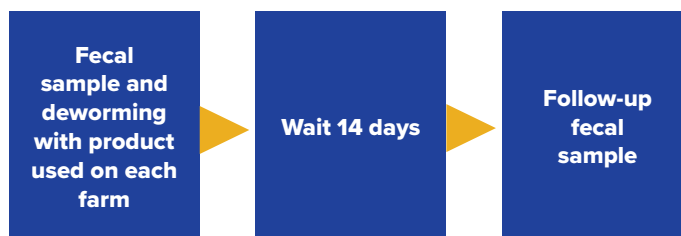
Perception vs. Reality: Finding the “Right” Dewormer for your Calves

Scott Bowdridge Professor and Livestock Extension Specialist, West Virginia University
Debbie Friend Braxton County Extension Office, West Virginia University Extension Service
Bruce Loyd Lewis County Extension Office, West Virginia University Extension Service

Introduction: Producers often purchase dewormers expecting them to work effectively right away. However, the widespread use of these products—whether following label directions or not—has led to drug-resistant worms. While this problem has heavily impacted sheep, goats, and horses, we’re now seeing similar issues in beef cattle. In our region, parasites (worms) are a constant challenge for cattle producers, particularly affecting calf performance. Over the past few years, our research with bull calves entering performance tests in West Virginia and Virginia has revealed an important pattern: calves with higher worm burdens gain less weight during the transition period. This relationship is especially critical for producers who background calves prior to sale. To help producers make better deworming decisions, we partnered with farmers and extension agents to study dewormer effectiveness.

Methodology: Fecal samples were collected at deworming and 14 days after deworming from 8 different farms. Individual farms are anonymous in our reports but have access to their specific data. Of data collected from the cattle pool, we were able to fully sample 142 calves where 103 of those calves were treated with Dectomax™, (using pour-on or injectable formulations.) and the remaining 39 were treated with Safe-Guard™. Fecal samples were analyzed for strongylid-type eggs that are common among parasites such as Ostertagia, Haemonchus, Oesophagostomum, Trichostrongylus and Cooperia. Eggs were counted using the Modified McMaster procedure and are reported as Fecal Egg Count (eggs/g). This method lacks sensitivity (1egg = 50eggs/g) and tends to over estimate actual count in cattle samples but is a markedly faster examination to conduct and effective when there are more than 10 animals with and average FEC greater than 150.

To determine dewormer efficacy, a fecal sample is taken at deworming and again two weeks later. A two-week period



$$\text{Percent Reduction} = \frac{(A-B) \times 100}{A}$$

Where A is the number of viable microorganisms before treatment and B is the number of viable microorganisms after treatment.

is necessary to ensure that no newly acquired worms would have generated eggs affecting the determination of dewormer efficacy. Mathematically, dewormer efficacy is calculated using the formula, where sample 2 is subtracted from sample 1. That value is then divided by sample 1 and multiplied by 100 to obtain reduction percentage. Occasionally, FEC reduction is negative, which means that FEC increased from sample 1 to 2, highlighting low dewormer efficacy. However, caution in interpretation is warranted, particularly when initial FEC is less than 150.

Evaluation of FEC Reduction: When interpreting results of a FECRT it is important to appreciate that there are many factors that can affect the observed results of a FECRT. FEC are by their very nature quite variable, so if testing is done with few cattle there is potential for high variability, which could lead to an incorrect inference. Therefore, borderline results should be interpreted with care, and the test should be repeated before any firm conclusion is made.

Typically, results from FECRT are compared to standards for anthelmintic efficacy. FECRT in resistant worms varies by dewormer. Values in the first column were calculated

FECRT Analysis of WV Calf Pool

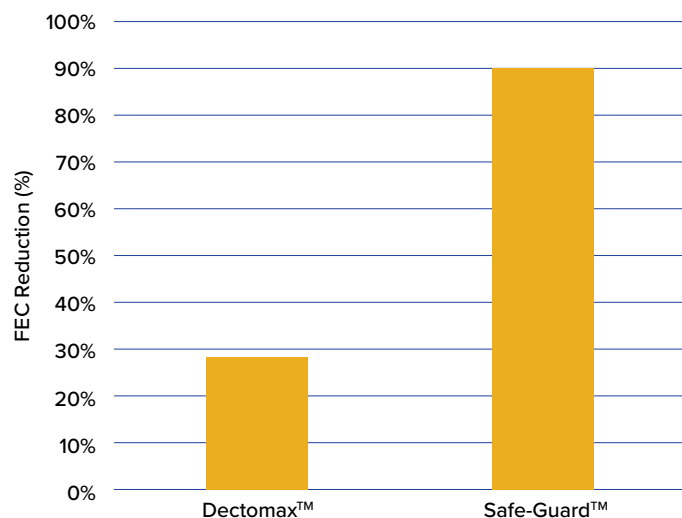
Farm	N	Dewormer Used	Average FEC		Reduction (%)
			Pre-Dewormer	Post-Dewormer	
A	11	DECTOMAX™	59	109	-85
B	21	DECTOMAX™	129	129	0
C	10	DECTOMAX™	315	85	73
D	26	DECTOMAX™	1104	588	47
E	15	DECTOMAX™	327	453	-39
F	20	DECTOMAX™	103	93	10
G	14	SAFE-GUARD™	175	25	86
H	25	SAFE-GUARD™	125	4	97
Project Average			292	186	24

Dewormer	Expected efficacy if no resistance	FECRT of Susceptible	FECRT of Resistant
Safeguard	99%	>95%	<90%
Dectomax	99.9%	>98%	<95%

when the dewormer was approved for use. The values in the second column report FECRT values when worms are susceptible. Any FECRT values below those in column 3 indicate that there is significant resistance to the dewormer. Thus, when making conclusions about the efficacy of dewormers used in this study it is easy to see that significant resistance exists to Dectomax, whereas only moderate resistance was observed during treatment with Safeguard.

Data from each farm were analyzed, and the chart below summarizes our findings. There is an obvious resistance to Dectomax, as evidenced in the figure below. These data are consistent with studies we have conducted at centralized bull test stations in WV and VA, where bulls that have been treated with Valbazen (in the same family of dewormer as Safe-Guard) have a 99% FECRT yet bulls treated with Cydectin (in the same family as Dectomax) have FECRT of 46% and 16% at bull test stations in VA.

Conclusions: Data collected in this study further support and are consistent with other findings that resistance to macrocyclic lactones (eprinomectin, doramectin and ivermectin) is present in parasites that affect cattle in WV. These data also support our findings, and those of others,



that indicate significantly greater efficacy of benzimidazoles (fenbendazole, albendazole, oxfenbendazole) in the control of parasitism in beef cattle. Continued use of low-efficacy anthelmintics will further reduce efficacy and may negatively impact productivity in growing calves. Parasitism is especially damaging to growing calves and has the potential to impede their growth performance.

Acknowledgements: The authors of this manuscript would like to thank the producers who so willingly collected samples and agreeing to participate in this project. Funding for this project was provided by a USDA Hatch Project awarded to S.A. Bowdridge.

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Heifer Development Program Looks to Grow West Virginia's Beef Industry

R. Tyler Rohrbaugh manager of PSC Malone Farm

The West Virginia University Potomac State College Cooperative Beef Heifer Development Program's purpose is to incentivize the repopulation of the beef herd through custom heifer development. We will accomplish this through the implementation of management practices and with access to more productive replacement females, which allows for more rapid expansion of the West Virginia beef herd. This will improve the longevity of these females thus decreasing turnover, providing exponential improvement in genetics and associated revenue generation. Our goals at Potomac State College include enhancing the sustainability of the Beef Food Production System and increasing the sustainability of family-owned beef farms in West Virginia and surrounding regions.

CONTINUED ON PAGE 20



**Shriver Farms LLC & Kinsey's Oak Front Farms
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Bull & Female Sale Saturday, April 5, 2025

**Sale starts at 6:30 p.m. at
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15	SAT	REGULAR SALE
33	SAT	FEEDER AND VIDEO SPECIAL SALE
MARCH		
1	SAT	REGULAR SALE
8	SAT	FEEDER AND VIDEO SPECIAL SALE
15	SAT	REGULAR SALE
16	SUN	PIG SPECIAL SALE
21	FRI	WV TEST BULL SALE • 6PM
22	SAT	FEEDER AND VIDEO SPECIAL SALE
29	SAT	REGULAR SALE
APRIL		
3	THU	GOAT AND SHEEP SPECIAL SALE • 6PM
5	SAT	REGULAR SALE
6	SUN	EQUIPMENT SALE • 1PM
12	SAT	FEEDER AND VIDEO SPECIAL SALE
18	FRI	BRED COW SALE • 6PM
19	SAT	REGULAR SALE
26	SAT	FEEDER AND VIDEO SPECIAL SALE
27	SUN	CAGED ANIMAL SALE • 1PM
MAY		
1	THU	GOAT AND SHEEP SPECIAL SALE • 6PM
3	SAT	REGULAR SALE
8	THU	PLANT AND GARDEN SALE • 6PM
10	SAT	FEEDER AND VIDEO SPECIAL SALE
17	SAT	REGULAR SALE
18	SUN	CAGED ANIMAL SALE • 1PM
23	FRI	BRED COW SALE • 6PM
24	SAT	REGULAR SALE
31	SAT	FEEDER AND VIDEO SPECIAL SALE
JUNE		
7	SAT	REGULAR SALE
14	SAT	FEEDER AND VIDEO SPECIAL SALE
21	SAT	REGULAR SALE
28	SAT	REGULAR SALE

CALENDAR OF EVENTS

February 17 Five Star Polled Herefords (Smithville)	
March 1 Rudolph Angus (Yellowsprings)	13
March 8 Genetic Alliance Bull Sale (Franklin)	
March 15 Fairview Farms (Moorefield)	7
March 21 Southern WV Bull Test (Fairplain)	17
March 27 Wardensville Bull Test (Wardensville)	17
March 29 Hammack Ridge Farm (Amma)	
April 5 Mountaineer Genetic Alliance (Terra Alta)	18
April 10-12 WV Beef Expo (Jackson's Mill)	23
April 19 Friends of the Valley Sale (Harrisville)	14
April 24 Tuckwiller Coalition (Lewisburg)	

Interested in having your event listed here?

Contact **Kevin Shaffer** at kevins@wvfarm.org.





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Here at Potomac State College, we believe in setting these heifers up for success. The heifers that go through our artificial insemination process conceive, on average, around 70%-80%. More importantly, those heifers that do not conceive on the first cycle, generally will breed with the bull on the recycle. Following this trend, we would expect a high percentage of your heifers to calve within the first 30 days of the calving season, shortening your calving window.

Lastly, we believe in the future of these heifers. We understand the rigorous demands from a physiological perspective once these heifers calve for the first time. In general, if heifers do not meet their nutrient requirements after calving, they will breed back at a much slower rate. We believe in developing your heifers on a high forage ration similar to the nutrient profile of their home pastures. By feeding this type of diet, we can identify the top end of your heifer group which correlates to heifers that will be better equipped for home grazing operations.

Ultimately, at the conclusion of this test, you will have ample knowledge of each individual heifer, which in turn, allows you to define set criteria to aid in your replacement decision making process. If you have any questions regarding the WVU Potomac State College Heifer Development Program, reach out to Station Manager Tyler Rohrbaugh, 304-919-6993 or rrohrbaugh@mail.wvu.edu. 



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Hello WVCA Members!

We are thrilled to announce the return of the WVCA tour tradition! These tours have always been a valuable and enjoyable way to connect with industry leaders, learn from one another, and experience innovative practices firsthand. As we plan for this exciting event in 2025, your input is vital in making it as engaging and beneficial as possible.

Please take a moment to complete the survey below and share your thoughts by April 10th. You can submit your responses by either:

- 1. Mailing your completed survey to: West Virginia Cattlemen’s Association, 62 Farm Bureau Rd., Buckhannon, WV 26201
- 2. Completing the survey online at www.surveymonkey.com/r/NNLKQP8

If you have any questions or additional thoughts, don’t hesitate to contact Ty Wickline, chair of the Events Committee at (304) 646-7088, or Megan Webb, president at (304) 790-2615.

We are excited to hear your feedback and to work together on reviving this cherished tradition!

Which of the following locations would you be most interested in visiting?

- ☐ Kentucky
- ☐ Ohio
- ☐ Pennsylvania
- ☐ Virginia

Which date in 2025 would you be most likely to attend?

- ☐ October 3-4
- ☐ October 10-11
- ☐ October 17-18
- ☐ October 24-26

Which industry sector would you be most interested in touring?

- ☐ Cow/Calf
- ☐ Seedstock
- ☐ Feedlot
- ☐ Sale Barn
- ☐ University Farms
- ☐ Other (please specify):

Are there any specific stops within the state you selected that you wish we visit?

.....
Location Name

.....
Owner/Operator Name

.....
Phone Number

.....
Email

What topics would you like to learn more about?

Do you have any additional recommendations for this tour?

.....

Let’s make the 2025 WVCA Tour a memorable event! Thank you for being part of this exciting restart, and we can’t wait to see what we’ll achieve together.

The Mountaineer CATTLEMAN

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AD SIZE	COLOR RATE	B/W RATE
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1/4 PAGE	\$200	\$150
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if you have any questions or need further information.



WEST VIRGINIA SPRING FEEDER CATTLE SALE SCHEDULE

Buckhannon Stockyards (304) 472-5300					
Date	Time	Est. Head	Graded	Farmer Groups	Yearlings
3/25/2025	9:00 AM	300	Y	Y	Yearlings
4/15/2025	9:00 AM	450	Y	Y	Yearlings
4/26/2025	6:00 PM	50	Back To The Farm Sale: 1st Calf Heifers w/Calves By Side - Closed Consignment		
5/7/2025	2:00 PM	100	Bred Cow, Cow/Calf Special Sale		

Jackson County Regional Livestock Market (304) 373-1269					
Date	Time	Est. Head	Graded	Farmer Groups	Yearlings
2/1/2025	11:00 AM			Y	Yearlings
2/8/2025	11:00 AM			Y	Yearlings
2/15/2025	11:00 AM			Y	Yearlings
2/22/2025	11:00 AM			Y	Yearlings
3/1/2025	11:00 AM			Y	Yearlings
3/8/2025	11:00 AM			Y	Yearlings
3/15/2025	11:00 AM			Y	Yearlings
3/21/2025	6:00 PM			Y	Yearlings
3/22/2025	6:00 PM			Y	Yearlings
3/29/2025	6:00 PM			Y	Yearlings
4/5/2025	6:00 PM			Y	Yearlings
4/12/2025	6:00 PM			Y	Yearlings
4/18/2025	6:00 PM			Y	Yearlings
4/19/2025	6:00 PM			Y	Yearlings
4/26/2025	6:00 PM			Y	Yearlings
5/1/2025	6:00 PM				Sheep & Goat Special Sale

Pocohontas Co-Op (304) 799-6593					
Date	Time	Est. Head	Graded	Farmer Groups	Yearlings
3/22/2025	2:00 PM				
4/11/2025	7:00 PM		Y		Special Graded Sale
4/12/2025	2:00 PM				
5/17/2025	2:00 PM				
6/14/2025	2:00 PM				

Preston Farmers Market (304) 789-2788					
Date	Time	Est. Head	Graded	Farmer Groups	Yearlings
4/18/2025	2:00 PM	400	Y	Y	Yearlings
5/2/2025	2:00 PM	100	Special Bred Cow/Cow Calf Sale		

South Branch Valley Livestock Market (304) 538-6050					
Date	Time	Est. Head	Graded	Farmer Groups	Yearlings
4/5/2025	10:00 AM	1000	Y	Y	Yearlings
4/12/2025	10:00 AM	2000	Y	Y	Yearlings
4/19/2025	10:00 AM	2000	Y	Y	Yearlings
4/26/2025	10:00 AM	500	Y	Y	Yearlings

Weston Livestock Marketing (304) 269-5096					
Date	Time	Est. Head	Graded	Farmer Groups	Yearlings
3/8/2025	1:00 PM			Y	Yearlings
3/22/2025	1:00 PM			Y	Yearlings
4/5/2025	1:00 PM			Y	Yearlings
4/8/2025	1:00 PM			Y	Yearlings
4/12/2025	3:00 PM				Bull Sale
4/12/2025	4:00 PM				Bred Cow Sale
4/26/2025	1:00 PM			Y	Yearlings
5/10/2025	4:00 PM				Bred Cow Sale
5/17/2025	3:00 PM				Bull Sale
Sheep and Goat Special Sales					
Date	Time			Date	Time
3/1/2025	12:00 PM			5/3/2025	12:00 PM
4/5/2025	12:00 PM			6/7/2025	12:00 PM

Additional sale dates and locations will be updated on the WVDA website and in future editions of The Market Bulletin.

35th



ANNUAL

April 10-12, 2025 | WVU Jackson's Mill

Friday, April 11

Youth competitions,
cattle shows, trade show,
and more!

Saturday, April 12

10:00 a.m.	Charolais Sale
10:30 a.m.	Limousin Sale
11:00 a.m.	Red Angus Sale
11:30 a.m.	Polled Hereford Sale
1:00 p.m.	Simmental Sale
2:00 p.m.	Angus Sale

**Charolais | Limousin | Red Angus
Polled Hereford | Simmental | Angus**

NEW FOR 2025

Friday afternoon, Dr. Tom Noffsinger, 2023 BQA Educator of the Year, will lead a workshop on stockmanship, stewardship, cattle care and BQA for 4-H and FFA members and beef producers. BQA credits available.

Questions?

Bruce Loyd
bmloyd@mail.wvu.edu
304-269-4660

Hey shutterbugs!

Enter your favorite scenery,
cattle, people with cattle, &
black/white photos!

Contact Krista Hayes for
information!
304-735-3511

Can't make the sale?
Online bidding available &
catalog available for viewing

DVAuction
Broadcasting Real-Time Auctions

Photo provided by Emily Rock, West Union, WV



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