

Clare County



Market Beef Project Record Book 12 - 15 Years Old

Name: _____

Address: _____

4-H Club: _____

Leader: _____

Age: _____ Number of Years Showing Beef: _____

Record Started: _____ Record Closed: _____

Month/Day/Year

Month/Day/Year

Revised 5/2004

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W

hy Keep Records?

Keeping records on your project can be interesting and fun - not dull or boring.



Good Records will:

- Help you learn about animals, their rate of growth, the feed they require, the cost of the feed and their habits.
- Help you plan future projects.
- Let you know if you made or lost money and how much.
- Improve your management practices.
- Give you a record of your project activities.

Keep this record as part of your Personal 4-H Records. This information is helpful for you to plan future year's market projects, as well as if you ever apply for 4-H awards or a 4-H scholarship.

Remember - Records are no better than what YOU put into them!

Leaders Comments:

Leader's Signature: _____

Objectives

To let 4-H Members:

- Experience the obligation and responsibility required in a livestock enterprise.
- Experience and cope with the "values" and "attitudes" of responsibility, in a relatively unsupervised environment. Supervision will be on a periodic basis.
- Contribute to the family table with meat, or to experience the marketing process and system, through sale of the product.
- Experience competition through showing the animal at local area organization sponsored shows, the fair, and state wide shows.

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Clare County 4-H Beef Program



Member's Achievement Summary

20____

Your Name: _____

Date of Birth: _____ Age (as of 12/31 of this year): _____

School Attending: _____ Grade: _____

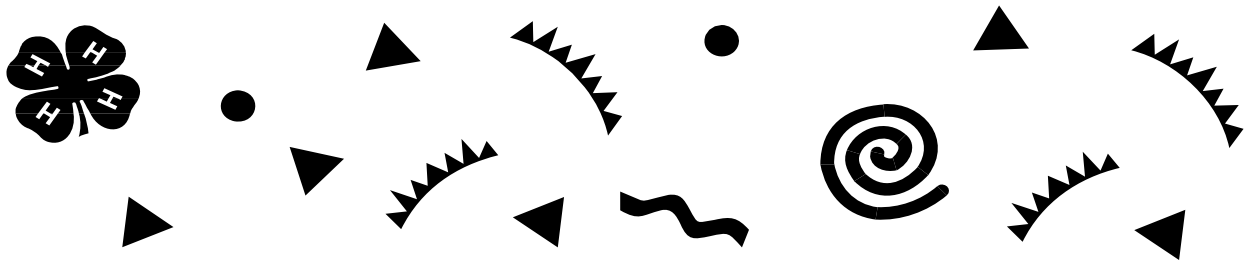
Number of Years Showing Beef in Clare County: _____

Have you participated in another county's beef program? Yes No

If Yes, list the counties and the number of years in each: _____

List some of the Beef Project activities you would like to participate in (outside of the fair) such as trips, shows, clinics/workshops, posters/projects, demonstrations, quiz bowl, and judging team and WHY:

What do you want to improve this year in your Beef Project?



My 4-H Beef Project Animal(s)

Name of Primary Animal: _____

Identification Number: _____ Type of Identification: Tag Tattoo

Breed(s): _____

Color: _____ Date (Month) of Birth: _____

Markings: _____

Please Check One:

Purchased Raised

Please Check One:

Steer Heifer

Beginning Weight: _____ Date Weighed: _____ Method: _____

Finished Weight: _____ Date Weighed: _____ Method: _____

Purchase Price: _____ If you raised the animal, list the current market value.

Name of Secondary Animal: _____

Identification Number: _____ Type of Identification: Tag Tattoo

Breed(s): _____

Color: _____ Date (Month) of Birth: _____

Markings: _____

Please Check One:

Purchased Raised

Please Check One:

Steer Heifer

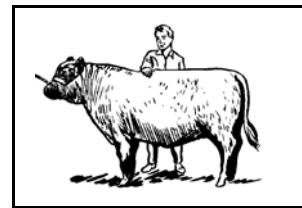
Beginning Weight: _____ Date Weighed: _____ Method: _____

Finished Weight: _____ Date Weighed: _____ Method: _____

Purchase Price: _____ If you raised the animal, list the current market value.

My 4-H Beef Project Photographs

Be creative. The more photographs the better, but a completed record book should at least have a beginning photograph and a finished picture. You are encouraged to be in the photo with your project animal and include more photographs. You should also include captions on your pictures that at least include the date of the photograph. You may use additional pages.



My 4-H Beef Project Feed Record and Expenses

In this section, you will calculate your cost to feed this market animal. Record by months amounts of feed purchased, weighed out or fed during each month. Grain and supplements: amount and cost of grain, amount and cost of supplements, including commercial mixture (protein, mineral, salt, etc.) Brand names do not matter, but content and cost do. Home grown feed should be listed by fair market value. To simplify this chart, you do not have to weigh your feed every feeding. Averages are ok and encouraged. If you are feeding more animals than one, you will want to figure the feed for JUST your animal by dividing the total lbs. fed by the number animals.

FEED TYPE	Prior to December	December	January	February	March	April	May	June	July	TOTAL
Type of Grain: _____ lbs. Used										
Cost of Feed (per lb.) _____										
Monthly Cost _____										
Type of Concentrates: _____ lbs. used										
Cost of Feed (per lb.) _____										
Monthly Cost _____										
Type of Minerals: _____ lbs. Used										
Cost of Feed (per lb.) _____										
Monthly Cost _____										
Type of Hay (Quality): _____										
Number of Bales fed _____										
Cost Per Bale _____										
Monthly Cost _____										
MONTHLY FEED TOTAL Find the sum of your monthly costs										TOTAL FEED COST



Monthly cost (feed) = Cost of the feed (per lb.) x lbs. used. Monthly cost (hay) = Number of bales fed x cost per bale.

My 4-H Beef Project Expenses on Project Animal


In this section, you will calculate your cost to prepare your market beef project for the fair and auction. Please feel free to include attachments of actual expenses with your record book.

Expense Items	December	January	February	March	April	May	June	July	Project Totals (\$)
Monthly Feed Total (from pg. 6)									
Veterinary Charge									
Bedding									
Insecticides									
Fitting & Showing Supplies									
Trucking									
Marketing of Animal									
Miscellaneous									
Monthly Totals									

TOTAL EXPENSES FOR THIS ANIMAL

My 4-H Beef Project Weight Record

In this section, you will calculate the rate of gain for your project animal. Calculate information only for the animal that you will be taking to the fair.

	Weight of Animal (lbs.)	Date of Measurement	Method of Weight Measurement	
START OF PROJECT				
END OF PROJECT				

- 1) Calculate the Weight that your animal gained. _____ lbs. of Gain
- 2) From your data, find the number of days between the start of project and the end of project. _____ Days on Feed

3) Calculate the Average Daily Gain

$$\frac{\boxed{} \text{ lbs. of Gain}}{\boxed{} \text{ Days on Feed}} = \textbf{Average Daily Gain} = \underline{\hspace{2cm}} \text{ lbs./Day}$$

4) What can you find out by calculating the Average Daily Gain?

5) Calculate the Feed Cost (from pg. 6) Per lbs. of Gain for your market animal:

$$\frac{\boxed{} \text{ Total Feed Cost}}{\boxed{} \text{ lbs. of Gain}} = \textbf{Cost per Pound of Gain} = \$ \underline{\hspace{2cm}} \text{ /lb.}$$

6) How can you lower the Cost per Pound of Gain value and still produce a good Average Daily Gain?

Your Market Beef Project Break Even Price

4-H animals are sold by the pound at our Livestock Auction. Find out what bid price (per lb.) you need to get at the Livestock Sale to **break even** on your 4-H Market Beef Project.

EXPENSES ON MARKET ANIMAL: (From Page 8)		
PURCHASE PRICE OF ANIMAL: (From Page 4)	+	
TOTAL PROJECT EXPENSES:		\$ = TE
FINISHED WEIGHT OF ANIMAL: (From Page 4)		 lbs. = FW

BREAK EVEN PRICE (BE) = $\frac{TE}{FW}$ =

What is the current selling price of beef (per lb.)? \$
This price should be current as of June 1 of current year.

Would you have been able to make a profit selling on the open market?

Why?

How could you decrease your Break Even Price of your animal to make a larger profit while still raising a quality Market Beef Project?

Marketing My 4-H Market Beef Animal

One of the most important parts of any market animal project is marketing. This includes writing letters and talking to prospective buyers.

What does your 4-H club do to market their livestock? _____

Contacting potential buyers:

Sending out letters and making personal contacts are good marketing tools for your market project. In your letter, you should introduce yourself, state why you are participating in the Auction, let them know the dates and times of the sale and why you would like them to come, while keeping your letter to only one page with proper margins. Remember, you are representing the Clare County 4-H Program in your letter. With this in mind, you should never pressure the prospective buyer into buying your animal. A better tactic is to invite the buyer to come early to meet you and see your animals. A positive approach will work better.

A good letter should also be personalized. To give your letter a more personal feel, make sure you spell the individual and business's name correctly and that you **PERSONALLY** sign each letter. Feel free to personalize your individual letters as well to have the buyer feel like you are only writing your letter to them.

ATTACH A SAMPLE COPY OF YOUR MARKETING LETTER. If you would like to personalize it, address the letter to: Chris Clover, c/o MSU Extension-Clare County, 225 W. Main Street, P.O. Box 439, Harrison, Michigan 48625.

How many letters have you sent ? _____ Phone Contacts? _____ Personal Contacts? _____

Another important part of marketing your animal for the future is to write **THANK YOU NOTES**. In your note, you should thank the buyer for taking time to come to the auction, supporting the 4-H program and for purchasing at the sale. Assuming Chris Clover (at the address above) purchased your Market Beef Project **ATTACH A SAMPLE THANK YOU NOTE** to your record book.

AFTER SALE INFORMATION:

How many of your contacts came to see you? _____ How many were at the Sale? _____

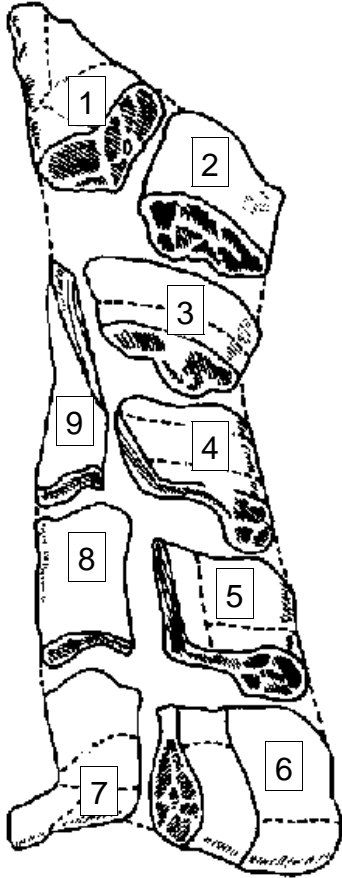
Was one of your buyers someone you previously contacted? _____

Were your stalls presentable? _____

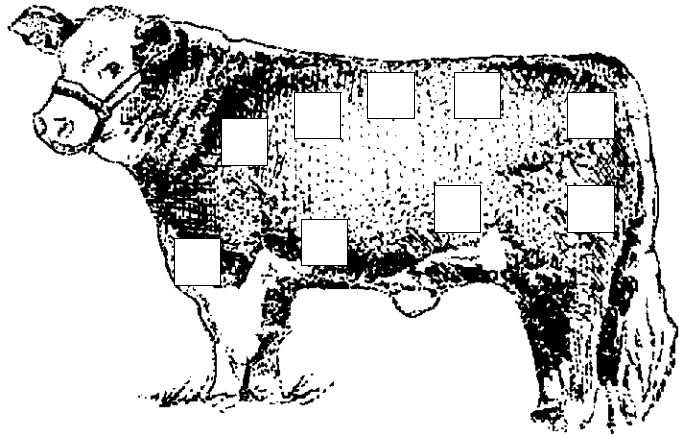


Know Your Cuts of Meat

List the cuts of a beef carcass from the diagram and match the numbers to the photo below:



- _____ Brisket
- _____ Chuck
- _____ Flank
- _____ Loin: Short Loin
- _____ Loin: Sirloin
- _____ Plate
- _____ Ribs
- _____ Round
- _____ Rump



Of the nine wholesale cuts of meat listed above, which cut is the most valuable?

What is your favorite food from beef (e.g. Hamburger, Prime Rib, New York Strip Steak, Pot Roast)? _____

Which wholesale cut (one of the nine listed above) would your favorite come from?

Meat is the main product from a cow. Describe other products (called animal by-products) of the slaughtered cow/carcass:

Bone meal is a beef by-product that is now controversial. Why is beef bone meal controversial?

Extra Credit for My Market Beef Project

An outstanding 4-H project is one that goes above and beyond what is expected. This section will help you identify projects that you can do to improve your market record book and have a better chance at receiving an outstanding ribbon.

Write a report on *one* of the following topics. Report must be at least one page:

- **FOLK PATTERNS:** Visit with a former livestock or dairy farmer to compare and contrast today's Beef Projects with those in the past. What is better today? What was better in the past? **OR** describe the significance of the cow in Spain's "Running of the Bulls".
- **LEADERSHIP:** How you have become a better leader through your years in the 4-H Beef Project? Describe what you have done and how you have grown.
- **ANIMAL SCIENCE:** Describe the proper care and nutrition of your market animal **OR** how you selected your market animal.
- **VETERINARY SCIENCE:** Describe a veterinary practice, procedure on livestock **OR** explain the digestive system of the cow **OR** describe cross breeding in cattle. Other bovine veterinary topics may be used for your report.

Photography Report. All photos are to be taken by the exhibitor (you).

Choose *one* of the following topics:

- **My Beef Project:** Keep a photo journal of your market beef project. Photographs should represent the entire length of the project. A minimum of 12 photos from eight DIFFERENT TIMES must be included. All photos do not have to be of the animal. They could be of club meetings, field trips, shows, etc.
- **Farm Visit:** Create a photo journal of a large beef or dairy operation. A minimum of 12 photographs are required.

Leathercraft: Include a project that can easily accompany this beef record book and outline the process of making this beef by-product (from cow to finished product.)

Entomology: Create an Insect Collection with a minimum of 8 insects that affect cows. Note, this could be pests, such as flies, mosquitoes or insects that eat crops that cows use as feed, such as corn, hay or oats.

Environmental Science: Draw a diagram of your beef set up. From that diagram, show how you can protect resources, such as groundwater. Include manure management and storage of hazardous materials. Check with MSU Clare Extension's groundwater resources for more information.

Foods & Nutrition: Outline the nutritional content of beef (it varies depending on the cut.) Include sample recipes of "healthy" beef foods.

Safety: Outline safe practices of your beef project. Consider halter breaking, shipping, stable/fence area, fair/shows, etc.

12 - 15 4-H Beef Record Book Score Sheet

Page	NAME:	Points Possible	Your Points
1 - 2	COVER SHEET & WHY KEEP RECORDS	5	
	All information is completed and has Leader's Signature.		
3	MEMBER ACHIEVEMENT SUMMARY	10	
	All Information is neat and complete. All questions are answered.		
4	4-H BEEF PROJECT ANIMALS	10	
	Information complete on <i>PRIMARY</i> animal. All weights/ prices recorded.		
5	4-H PROJECT PHOTOGRAPHS	10	
	A beginning and finished photograph is included.		
6	MONTHLY FEED COSTS	10	
	Table completed & totals tabulated.		
7	PROJECT EXPENSES	10	
	Table completed and total expenses calculated.		
8	WEIGHT RECORD	10	
	Calculations are completed and questions answered.		
9	MARKET BEEF BREAK EVEN PRICE	10	
	Calculations completed and questions completed.		
10	MARKETING	15	
	Questions answered and samples of a marketing letter and thank you note are attached.		
11	KNOW YOUR CUTS OF MEAT	10	
	Worksheet completed.		
12	EXTRA CREDIT: A Project from page 12 (or another worthy project.) Points are at Judge's discretion. If project cannot be attached to record book, please add a page to describe how judge can find project.		
	TOTAL POINTS A: 80 – 100, B: 60 – 79, C: 10 – 59	100	