

Show-Me-Select heifers carrying AI-sired pregnancies sold for an average sale price per heifer of \$2,437, adding \$195 per heifer; Tier Two Show-Me-Select heifers carrying natural-service sired pregnancies sold for an average sale price per heifer of \$2,371, adding \$129 per heifer; and Tier Two Show-Me-Select heifers carrying AI-sired pregnancies sold for an average sale price per heifer of \$2,664, adding \$422 per heifer. The Missouri Show-Me-Select Replacement Heifer Program is the first statewide on-farm beef heifer development and marketing program of its kind in the U.S. Impact on Missouri's economy that resulted from the past 18 yr of the Show-Me-Select program now exceeds \$110M.

Key Words: added value, beef heifer, extension program
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and 126 producers provided enough information to allow the researchers to calculate the costs of pre- and post-milking teat disinfectants per cow per day, respectively. Two hundred seventeen producers provided the researchers enough information to determine the cost of intramammary antibiotics per mastitis case. Only 52 and 3 producers provided enough information to calculate the costs of environmental and contagious mastitis vaccines per cow, respectively. When estimating the cost of clinical and subclinical mastitis, 241 and 208 producers provided a numerical estimate, respectively. Remaining producers either did not know or did not provide an estimate. These results provide new insights into producer perception of mastitis and milk quality economics.

Key Words: costs, mastitis, milk quality, SQMI
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0585 Perceived mastitis costs and milk quality management practices among Southeastern United States dairy producers. D. T. Nolan^{*1}, C. Blakely², P. D. Krawczel², C. S. Petersson-Wolfe³, G. M. Pighetti², A. Stone¹, S. Ward⁴, and J. M. Bewley¹, ¹University of Kentucky, Lexington, ²University of Tennessee, Knoxville, ³Virginia Tech University, Blacksburg, ⁴Mississippi State University, Mississippi State.

Researchers from four universities in the southeastern United States completed 175-question surveys on 282 farms in TN ($n = 83$), KY ($n = 96$), VA ($n = 96$), and MS ($n = 7$) from June 22, 2014 to June 21, 2015 as a part of the Southeast Quality Milk Initiative project. The objective of this study was to analyze questions focusing on the costs associated with milk quality management and to quantify dairy producer estimates of mastitis costs. The MEANS procedure in SAS 9.3 (SAS Institute, Cary, NC) was used to summarize costs of pre- and post-milking teat disinfectants, intramammary antibiotics for mastitis treatment, vaccinations, and producer estimates of subclinical and clinical mastitis costs. The average costs associated with specific management practices and producer estimates of mastitis costs are presented in Table 1. One hundred twenty-four

0586 Development of a web-based calendar tool for scheduling beef cow management activities. D. Poddaturi¹, S. Johnson^{*2}, G. R. Dahlke¹, D. A. Blasi³, and G. Hanzlicek⁴, ¹Iowa State University, Ames, ²Kansas State University, Colby, ³Department of Animal Science and Industry, Kansas State University, Manhattan, ⁴Kansas State Veterinary Diagnostic Laboratory, Manhattan.

Extension efforts often remind producers of timely management practices and their value. Recommendations must revolve around presumed average time of activities, such as calving and weaning. The objective of the current project was to develop a web-based cow/calf management tool to create a customizable yearly production calendar. The Management Minder (MM) was designed for beef cattle producers to facilitate the timely implementation of routine management steps to optimize health, nutrition, reproduction, and general management. The MM helps beef producers schedule routine activities based on default intervals from the appropriate date category (calving/breeding, weaning, grass turnout, and receiving cattle), and communicate these events to other members of the management team. An automatic portion adds all of the activities in a particular category and a check box is used

Table 0585.

Table 1: Average cost estimates among dairy producers for mastitis control practices and perceived costs of mastitis cases.

	Mean	Standard Deviation	Median
Pre-dip cost/cow/d	\$0.04	\$0.04	\$0.03
Post-dip cost /cow/d	\$0.06	\$0.05	\$0.04
Intramammary antibiotic cost/mastitis case	\$14.85	\$10.84	\$12.67
Environmental vaccine cost/cow/lactation	\$3.43	\$4.60	\$3.00
Contagious vaccine cost/cow/lactation	\$3.30	\$1.98	\$3.60
Cost estimate of clinical mastitis ¹	\$288.00	\$520.25	\$175.00
Cost estimate of subclinical mastitis ²	\$301.00	\$746.83	\$150.00

¹Cost estimate made by producer for a clinical case of mastitis

²Cost estimate made by producer for a subclinical case of mastitis

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