

- 7. Marketing.** Timely marketing can reduce the cost of production. It takes twice as much feed to put a pound of gain on a 1,300-pound animal as it does to put the same on a 900-pound animal. Marketing 50 pounds lighter can reduce the amount of corn needed to finish a steer by 6 to 7 bu. Consider the USDA Select discount when making this decision. Select carcasses are typically discounted more through the summer months. This makes high priced corn more valuable because it is necessary to increase the number of more valuable, USDA Choice carcasses.
 - 8. Protein supplementation.** Recent research at Iowa State University has shown that high performance cattle, aggressively implanted and managed to perform at high rates of gain respond to higher levels of protein (13 to 14 percent crude protein). Before adopting the recommendation to increase your protein levels to these higher rates, carefully evaluate the cattle and management to determine if a response in efficiency is expected. Even if it is, there is a cost to feeding higher levels of protein that increases as feed costs increase. Carefully weigh all supplement decisions, but be careful not to create a deficiency.
 - 9. Mineral supplementation.** Evaluate your mineral supplementation program. Are you feeding a protein supplement that is complete with minerals and supplementing minerals free choice? If your mineral is a free choice mineral, is it the right one? Phosphorous is one of the most expensive nutrients that is added to most mineral supplements. On a high-grain ration, supplemental phosphorous is likely not needed. Corn is a good source of phosphorous. Free choice mineral mixes or blocks for feedlot cattle should be high in calcium and low in phosphorous.
 - 10. Do the little things.** Basic management that requires little more than time can pay big rewards in improving efficiency when feed costs are high. These include routine water maintenance and cleaning, feeding cattle at the same time every day, handling cattle to reduce stress (including heat stress), and maintaining quality control on feed ingredients.
-