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A study of the quality and value improvements of Show-Me-Select heifers

Missouri's largest source of agriculture revenue, the forage-based beef cattle industry, could become a bigger player in the state's total agriculture revenue and on-farm income with some industry modifications. As a result, the Department of Animal Science and the College of Veterinary Medicine in coordination with the Department of Agriculture Economics decided to develop the Show Me Select Heifer Program. The project assesses of the revenue and cost structures of branded heifer development program to determine its value to producers.