

SOUTH CAROLINA BEEF PRODUCER'S EMPHASIS ON RECORD KEEPING SELLS HIM ON MAXQ

Ask Joe Davis what his average calf weaning weights are and he can tell you. Ask him what weaning weights are for first calf heifers or for mature cows and he can tell you. Ask him about weaning weights by herd sire and he knows. Ask Joe Davis any question related to his beef cattle operation and chances are he has the answer tucked away in his files. Some might label him a record-keeping fanatic, but the Westminster, SC beef producer emphatically believes that good record keeping is just as essential to his profitability as any other management practice he employs. And it is those very records that has Davis sold on the use of novel endophyte tall fescue varieties like MaxQ on his beef farm.

"We have 174 acres of novel endophyte fescue here on our farm. All but 12 acres is Pennington's Jesup MaxQ. We have another herd on a nearby rented farm that has toxic Ky 31 fescue on it," explains Davis. He says there is a noticeable difference between the appearances of the two herds. *"The cows on the MaxQ pastures have body condition scores of 7 plus compared to maybe a score of 5 for the cows on the rented farm. My wife Mandy was assisting with recording calf weights and she even commented on the difference in the appearance of the two herds."* exclaims Davis.

While the two herds did look visually different, the real difference between herds was factually recorded in the form of weaning weights of the calf crop. Adjusted weaning weights for the steer calves raised on the MaxQ pastures averaged 717 lbs. versus 616

lbs. for steers raised on the rented farm. Heifer calves on MaxQ pastures averaged 643 lbs. compared to 588 lbs. for heifers reared on Ky 31 pastures. (See table.) When asked why more producers didn't use novel endophyte fescue varieties, Davis responded, *"It's probably because they don't have records to really show what toxic fescue is costing them."*

Dr. Don Ball, the widely known and highly respected former Auburn University Extension Forage Specialist and co-author of the book, *Southern Forages*, believes that studies pertaining to the tall fescue endophyte "constitute some of the most important agricultural research in history." *"This work, conducted by hundreds of scientists at*

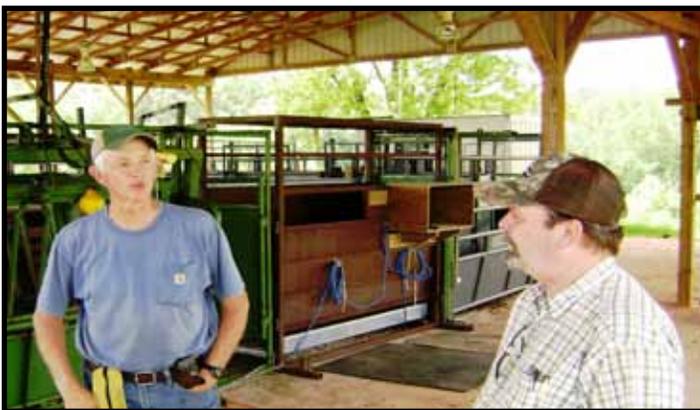
Calf Weaning Weight Comparison MaxQ vs. Ky 31
Joe Davis Farm, Westminster, SC - Spring 2013

<u>Sex/Pasture Forage</u>	<u>Adj. WW lbs.</u>	<u>MaxQ Adv.</u>
Heifers Ky 31	588	
Heifers MaxQ	643	+55 lbs
Steers Ky 31	616	
Steers MaxQ	717	+101 lbs

many locations, has taken us from almost complete ignorance of the cause and extent of tall fescue-related animal disorders to the permanent solution offered by novel endophytes," states Dr. Ball. *"Several strategies for minimizing losses to endophyte toxins have been developed, with the crowning achievement being novel endophyte tall fescue varieties. This technology provides, in the form of a widely adapted perennial grass, a tool for sharply increasing production, profit, and sustainability of livestock farms over a wide geographical area, thus helping to feed the world",* adds Ball.

However, Dr. Ball reminds, *"Tools are of benefit only to the extent they are used."* Joe Davis and many other progressive beef producers just like him are taking this new technology and putting it to use on their farms to significantly improve animal health and bottom line profits.

What about the future of Davis' rented farm? Joe chuckles and says, *"Mandy continually chides me to hold down farm expenditures, but after seeing the differences in appearance between the two herds and recording the weaning weights, she asked me just how much it would cost to convert that rented farm to MaxQ."*



Westminster, SC cattleman Joe Davis' (L) emphasis on record keeping has convinced him of the value of using novel endophyte varieties of tall fescue like MaxQ. He shares 2013 weaning weight data with Pennington forage products manager Chris Agee.

WEEDY PASTURES AND PERENNIAL WHITE CLOVER

"I HAVE TOO MANY WEEDS IN MY PASTURES TO PLANT CLOVER."

The comment is a common one heard throughout many areas of the country - "I have too many weeds in my pastures to plant clover." Establishing and maintaining perennial white clovers like [Durana](#) and [Patriot](#) in pastures with weed problems can be problematic because most herbicides used to control pasture weeds will kill or severely injure legumes. In spite of this, weeds do not have to be a major deterrent to planting clover. With a little planning, perennial white clover can be successfully added and maintained in pastures with a history of weed problems.

The key to success is to reduce the weed population in the pasture prior to planting clover. This process begins 12 months or more before planting clover. Pastures should be scouted from November through early March for winter annual and perennial broadleaf weeds such as thistle, henbit, chickweed, cudweed, sorrel, plantain, buttercup, etc. If needed, apply an appropriate herbicide. The pastures should be re-scouted from May through early July for summer annual and perennial broadleaf weeds like dogfennel, bitter sneezeweed, horsenettle, spiny amaranth, pigweed, etc. and an appropriate herbicide applied if needed. While this approach may not totally eliminate weeds, it significantly lowers the existing weed population and stops weed seed production the year before planting clover.

Extension weed control recommendations in some states include the use of low rates of 2,4-D amine (1pt/ac or less) on well established stands of perennial white clover to control/suppress many broadleaf weeds when they are less than 3 inches in height. (Consult with the local university Extension office for local herbicide recommendations and rates.) To minimize clover injury, the herbicide should be applied when clover is free from drought and heat stress.

Following such a program should adequately reduce pasture weed populations for 3-5 years; a period of time that easily allows Durana or Patriot to more than pay for itself by annually providing 75-150 lbs/A of free nitrogen and significantly improving animal performance.

Note that pasture herbicides vary in their soil persistence. Certain herbicide residues can severely injure clover or prevent clover seed emergence. Plant-back times for legumes can vary from 0-365 days with commonly used pasture herbicides. It is essential for producers to read and follow any label restrictions when applying an herbicide prior to legume establishment.



With a little planning, perennial white clover can be successfully added and maintained in weedy pastures. The key to success is to reduce the weed population in the pasture prior to planting clover.

USERS TESTIFY TO DURANA'S TOUGHNESS AND DURABILITY

In his work with clover varieties, former University of Georgia plant breeder Joe Bouton set out to develop a white clover with similar nutritional and agronomical attributes of ladino clovers, but one that would be superior to ladino in persistence, grazing tolerance and durability. Out of this effort came [Durana](#). Since its released ten years ago, Durana has proven itself and become a favorite of farmers, landowners and wildlife enthusiasts. Clientele comments like these give testimony to Durana's toughness and durability.

"Durana clover was designed in Georgia for our harsher climate and conditions. For most clovers, you need to have a perfect pH and perfect growing conditions for it to reach its potential. But Durana grows well in sub-standard pH, and it grows well in those strips that don't get direct sunlight all the time."

Chuck Sykes, Wildlife Biologist
[The Management Advantage](#)
Wetumpka, AL

"I have Durana in my pastures and love it. More importantly, my cows love it. They hit the pasture and go straight to it. It requires no special management and has the remarkable capacity to absorb heavy grazing pressure. Durana is pretty much fool-proof. It just works and most importantly, it works for me and my management system. I highly recommend it."

Orval Lindsey
Quitman, TX

BUCKMASTERS FEEDING FRENZY

“...MAY BE OUR BEST ANNUAL FOOD PLOT MIXTURE EVER.”

As America's premier seed company since 1945, Pennington continues to form new partnerships and bring new technologies and innovative products to the market place. Such is the case with Pennington's partnership with **BUCKMASTERS** – the largest association of whitetail deer hunters in the world. Out of this partnership came Buckmasters Feeding Frenzy, a seed mixture Pennington's National Forage & Wildlife Products Sales Manager John Carpenter says "may be our best annual food plot mixture ever."

Feeding Frenzy is the ideal seed mixture to use for a deer harvest food plot as it germinates quickly, grows fast and holds whitetails around the food plot for the entire hunting season. It is a combina-



With a special combination of small grains, brassica, winter peas and clovers, BUCKMASTERS Feeding Frenzy remains attractive every week of the hunting season to consistently bring deer into the food plot.

tion of small grains, brassicas, sweet winter peas and clovers specifically formulated in the precise percentages to ensure that deer are attracted to and can utilize each plot to its maximum potential. This mixture remains attractive every week of the season to consistently bring deer into the food plot. The oats in the mixture germinate first and quickly grow to lure deer from surrounding areas into the food plot. Sweet winter peas establish to provide another highly desirable forage to attract deer. As winter arrives, the carbohydrates in the brassica leaves are converted to sugars, making the plants highly palatable and providing energy and nutrition during the coldest months following the rut. The clovers grow throughout the winter into spring providing high quality nutrition for post-rut bucks and pregnant does.

Seed contained in the Feeding Frenzy mixture are treated with Pennington's exclusive Germ-Max seed treatment to maximize germination and get plants off to a strong and healthy start.



For more information about Buckmasters Feeding Frenzy and Pennington's complete line of premium wildlife food plot products, visit the [Pennington wildlife website](#).

ATTENTION TO QUALITY DETAIL SETS PENNINGTON'S MAXQ TALL FESCUE VARIETIES APART FROM THE COMPETITION

As with buying a car, choosing a home builder or purchasing a kitchen appliance, a company's experience, customer service and commitment to product quality is the key to customer satisfaction with the end product. With novel endophyte tall fescue varieties, no other company can come close to matching the knowledge, experience and product quality commitment than that offered by Pennington Seed with its **Jesup MaxQ** and **Texoma MaxQ II** novel endophyte tall fescue varieties. Having been at the forefront of the novel endophyte fescue development process, Pennington helped define and perfect novel endophyte seed harvesting and packaging as well as the art of planting, managing and utilizing this new technology on farms throughout the U.S.

According to John Carpenter, sales manager for Pennington forage products, it all starts with the company's commitment to offering superior products. "We strive each day to learn through research development and real on-farm testing to produce the very best products on the market.

We are not satisfied just to have a product on the market – we desire to have the best product on the market!"

Because Pennington was involved from the outset, the company has unmatched knowledge and experience with the novel endophyte technology. Carpenter states, "We understand what it takes to deliver a high quality product with live endophyte to the end user and we know what it takes to maintain that level of live endophyte on the retail shelf. We have strict standards for growing, processing, packaging and shipping our novel endophyte fescue seed to maintain maximum quality all the way to the farmer's field." Carpenter adds, "None of our novel endophyte fescue seed are carried over to the next year. This means when a farmer purchases Jesup MaxQ or Texoma MaxQ II, he or she is not only assured of getting the freshest, highest quality novel endophyte tall fescue seed on the market, but is also obtaining the most extensively researched and proven varieties available."

MaxQ
A Non-Toxic Endophyte
to Enhance Tall Fescues

MANAGEMENT PRACTICES TO MAXIMIZE DURANA WHITE CLOVER PERFORMANCE & PERSISTENCE IN WILDLIFE FOOD PLOTS

Rackmaster Durana white clover is the premier white clover on the market for wildlife food plots. Durana was developed specifically to persist under heavy grazing pressure, be more drought tolerant, more tolerant of acidic soils and to compete aggressively with weeds and grasses. Durana is persistent, productive and highly favored by deer, turkey and numerous other game and non-game wildlife species. While Durana is tolerant of low management situations often found in food plots, stand life and performance is optimized by implementing some simple and basic management practices.

Maintain soil fertility – Maintaining soil fertility begins with a good soil test analysis. Newly established food plots should be sampled annually for the first three years to closely monitor soil pH and soil nutrient content. Once pH and soil fertility have reached adequate levels, soil sampling every 3 years should be sufficient to monitor soil nutrients. For best results, collect soil samples at approximately the same time each year. Late summer or early fall is considered best. Cores or slices of soil should be collected down to a uniform depth (from ground surface down to a 6" depth). An adequate number of cores or slices of soil should be collected and mixed together to insure the sample is representative of the entire food plot. Apply lime to maintain a soil pH of 6.2 to 6.5. Add phosphorus and potassium fertilizer according to soil test recommendations. Only fertilizers containing zero or small percentages of nitrogen (5% or less) should be used on pure stands of clover. Excessive application of nitrogen fertilizer leads to poor nitrogen fixation, increased incidence of clover disease and greater weed competition. The local university extension office or farm supply dealer can assist with soil sampling supplies, processing and analysis.

Periodically mow the plots – Periodically mowing Durana clover food plots helps maintain clover health and productivity and keeps unwanted weeds and grasses in check. When mowing, set the mower to remove no more than the top 1/3 of the clover foliage. With 2/3 of the foliage remaining and adequate soil moisture, the clover quickly recovers with new succulent forage growth. Note that taller broadleaf weeds may have 50% or more of their foliage removed by the mowing operation. This proves advantageous as it leads to slower regrowth recovery of the weeds and allows the faster recovering clover to better compete for space, nutrients and soil moisture.

Chemical weed and grass control – Broadleaf weeds including pigweed, ragweed, coffeeweed and others may become problematic in food plots as well as weedy grasses such as crabgrass, signalgrass, panicums, johnsongrass, etc. If a height differential exists between weeds and the clover, glyphosate (the active ingredient in Roundup) can be applied with a wiper or rope-wick type of device to weeds growing above the clover canopy. Care should be taken to prevent the herbicide mixture from coming into contact with the clover foliage. A selective herbicide that only controls grassy weeds can be broadcast over pure clover stands to kill or suppress numerous annual and perennial grasses without harming the clover. Extension weed control recommendations in some states include the use of low rates of 2,4-D amine (1 pt/A or less) on well established stands of perennial white clover to control/suppress many broadleaf weeds when they are less than 3 inches in height. (Consult your local university Extension office for local herbicide recommendations and rates.)



While Durana tolerates low management, stand life and performance is optimized by implementing some simple and basic management practices including fertilizing, mowing and controlling weeds and insects. (Photo courtesy of Steve and Ginger Coone.)

Control damaging insects - While Durana is quite tolerant of feeding damage by many insect species, heavy infestations of foliage feeding worms can severely damage stands especially during the summer months. Because of this, food plots should be monitored at least every 2-3 weeks throughout the summer months for worm presence. If worms are found and foliage feeding damage is significant, an appropriate insecticide should be applied. The local university extension office can provide information on treatment thresholds and recommended insecticides.

Note: When using pesticides, carefully read and follow all label guidelines for mixing and applying. When applying herbicides, extreme care should be taken to avoid spray overlap and to prevent herbicide drift or accidental application to any desirable plants, trees and shrubs adjacent to the target area being sprayed.

