For several weeks we have discussed load lot marketing at length, and how the many benefits it has to offer can profit an operation. As we discussed, in order to market a load lot, a producer must first have enough calves to create a 50,000 pound lot. For many, this seems impossible, but this week we will discuss what we believe is a very simple and effective method to interact with other producers in the area to work together to create a lot of calves to market.

Google Docs is a free tool available that can be used to network with other cattle producers in our area. Using Google Docs, we will create a document, which will serve as an open forum for cattle clients of Henderson County Veterinary Hospital. Producers who join this forum will have the ability to view and comment on the documents that we post. This will allow producers to interact with each other, discuss the types of cattle that they are producing, and ultimately work with one another to create a lot of calves.

In order to become a member of this forum, you must have an e-mail account through Google. Once you have created an account, simply provide us with your Gmail address, and you will receive an e-mail invitation to join the group. From that point forward you will have access to various documents, and may participate in the discussions that will occur. If you have any questions about how to use Google Docs, or need help creating an account with Google, let us know. Further, please contact us if you know of anyone that would like to be added to our Google Docs forum.

We would also like to remind you to take note of the amount of Dallisgrass that is in your pastures this time of year. Because mature Dallisgrass produces an ergot-like fungus that can be toxic to cattle, it should be very closely monitored. For more on Dallisgrass poisoning, refer to the August 16 article found under the Herd Health 2013 tab on our website.

Thanks,
Dr. Jesse Richardson, DVM

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