



The Largest Privately Owned Hereford Newspaper in North America

Serving Commercial Cattlemen & Registered Hereford Breeders

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November/December 2023

Editorial Comments...

Jill Bayers Hotchkiss



Jill Hotchkiss

The last month has flown by and I know all of you have had a ton of things going on. Fall is a busy time of year on ranches and farms.

This issue of the paper comes out right before the American Hereford Association meetings in Kansas City. We hope to see some of you there. It looks like there will be seminars and discussion on some very pertinent topics such as gene editing and MyHerd updates just to name a couple. If you haven't been into your MyHerd account lately you might want to take note that a switch to different screens occurs on December 1. There are tutorials available for the recently released MyHerd search features provided by the AHA at www.hereford.org/myherd-search.

"The American Hereford Association recently released dynamic search features in MyHerd to allow members and commercial producers access to a robust set of information," says AHA. "These updated features include downloadable search results, lifetime dam production summary, saved searches, animal lists and a mating predictor."

There are six step-by-step online tutorials along with a video of their March webinar. I had hoped to go to their MyHerd seminar on September 18th but it doesn't look like I'll make it to that. I hope AHA will post a video from it so we can all review it.

I was more than excited to learn that Emilee Holt was hired by the

(continued on page 5)

Rausch Herefords To Be Honored by AHA

by Ruth Wiechmann

Brothers Vern and Jerry Rausch will join their father, William Rausch, in the Hereford Hall of Fame this year. They are honored by this recognition from their peers for a lifetime of work in the Hereford cattle industry.

They were more or less born into the Hereford business and have spent their lives working together on the Rausch Hereford Ranch near Hoven, SD.

"I was four and Jerry was two when the first registered Herefords came here," Vern said. "There were 10 of us

kids, seven boys and three girls. Jerry and I are the youngest of the boys. As the older ones got married, they each did an internship with dad but then went on to their own farms. Jerry and I are still here on the home ranch."

The Rausch family has a long history

of involvement in the cattle business. From the time their great-great grandfather homesteaded in the area, each generation has worked with livestock, and this continues now with Vern and Jerry's grandchildren and great-grandchildren.

"The registered cattle busi-

(cont. on page 18)



The Rausch family started their registered Hereford herd in 1946. Today it is one of the largest registered Hereford herds in the nation as the next generations take over the operation.

Holt Selected as AHA Western Region Field Rep

The American Hereford Association (AHA) is pleased to welcome its newest team member, Emilee Holt, Caldwell, Idaho, as the Western region field representative.

In her position, Holt will attend Hereford sales and events and assist breeders with their marketing and genetic selections. She will also help educate members and commercial producers about AHA programs and other beef industry opportunities.

Holt is an Idaho native and lifelong Hereford enthusiast. She grew up raising and exhibiting Hereford cattle and was a 15-year member of the Idaho Junior Hereford Association.

"The versatility of the Hereford breed adds a lot of value for both seedstock and commercial operations," Holt says. "I'm excited to continue promoting Hereford genetics in this new role while assisting breeders in my home region."

A 2019 Kansas State University (K-State) animal sciences and industry alumna, Holt has worked for NJW Polled Herefords for almost



four years, while assisting her family with their Hereford herd. Holt has experience in both the commercial and seedstock sectors of the beef industry. She completed internships with Wagyu Genetics and Boise Valley Feeders under the Agri Beef Company, where she assisted with analyzing DNA and feedlot management. Holt was also a member of the livestock judging and meat


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**KCF BENNETT
MONUMENT J338**

CED	BW	WW	YW	MILK	SC	SCF
+11.5	-1.0	+67	+111	+46	+1.3	+24.8
CW	REA	MARB	SBMI	SBII	SCHB	
+99	+0.75	+0.56	+\$513	+\$631	+\$181	

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CW	REA	MARB	SBMI	SBII	SCHB	
+92	+0.99	+0.31	+\$564	+\$667	+\$167	

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Semen Available



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CED	BW	WW	YW	MILK	SC	SCF
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CW	REA	MARB	SBMI	SBII	SCHB	
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SHF Houston D287 H086
Innisfail WHR X651/723 4020
L III TFL C609 Impact 1714
Go King E33
KCF Bennett Catalyst H472
Pyramid Daybreak 9165

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CED	BW	WW	YW	MILK	SCF	SC	CW	REA	MARB	UDDR	TEAT	\$BMI	\$BII	\$CHB
+7.2	+1.0	+66	+109	+32	+21.4	+1.5	+83	+0.68	+0.36	+1.40	+1.40	+\$447	+\$550	+\$153
Top 15%	Top 15%	Top 10%	Top 8%	Top 20%	Top 5%	Top 10%	Top 10%	Top 10%	Top 6%	Top 5%	Top 10%	Top 4%	Top 3%	Top 7%




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CALENDAR OF

Sales & Events

October

- 19 Mitchell Livestock Auction
Hereford Influence Sale
Mitchell, SD
- 19 NILE Hereford Show
Billings, MT
- 19 Jensen Bros. "The Chosen"
Female Sale at Sanders Ranch
Louisburg, KS
- 21 NILE Regional Hereford Show
Billings, MT
- 21 Montana Jr. Hereford Meeting
NILE, Billings, MT
- 19-22 AHA Annual Meeting
Kansas City, MO
- 21 Ladies of the Royal Sale
Kansas City, MO
- 21 American Royal Junior
Hereford Show
Kansas City, MO
- 22 American Royal National
Open Hereford Show
Kansas City, MO

November

- 1 Frank Herefords Online
Female Sale
at Smart Auctions.co
- 1 CSC Livestock "Green Lights"
Online Sale
at SmartAuctions.co
- 3 Nebraska Hereford Assn.
Cornhusker Classic Sale
Kearney, NE
- 4 Nebraska Hereford Assn.
Annual Meeting
Kearney, NE
- 6 P&R Herefords Bull Sale
Trail, OK
- 8 Barber Ranch Annual Bull Sale
San Saba, TX
- 10 South Dakota Hereford
Associaton
Annual Meeting & Banquet
Brookings, SD
- 11 South Dakota
Excellence Sale
Brookings, SD
- 11 North American Livestock
Exposition Jr. Hereford Show
Louisville, KY
- 13 Mohican West Bull Sale
Laurel, MT
- 13 Hoffman Ranch Fall Bull Sale
Thedford, NE
- 14 North American Livestock
Expo. Open Hereford Show
Louisville, KY
- 15 Tennessee Hereford
Marketing Program Feeder
Calf Sale
Columbia, TN
- 16 Largent & Sons
"Prime Demand" Sale
Kaycee, WY
- 17 Hereford Influence Sale
Burwell, NE

December

- 1 Logterman Angus and
Hereford Female
Dispersion
Valentine, NE
- 1 Knoll Crest Farms Total
Performance Bull Sale
Red House, VA
- 2 Frederickson Hereford
& Angus Bull Sale
Spearfish, SD
- 2 North Star Classic Sale
Valley City, ND

- 3 Kansas Hereford Assn.
Annual Meeting
Russell, KS
- 5 Hereford America
advertising deadline for
January issue
- 6 Gemstone Cattle Hereford &
Angus Bull & Female Sale
Brooks, Alberta
- 7 Amdahl Hereford & Angus
Production Sale *plus*
Complete Hereford
Dispersion
Rapid City, SD
- 8 Minnesota Hereford
Breeders Annual
Meeting
Hutchinson, MN
- 9 GoPher the Purple Sale
Hutchinson, MN

- 9 GKB Cattle Co. & Barber
Ranch Female Event
Desdemona, TX
- 10 Generations in the Making
Bred Female & Online Sale
GLM Herefords and Frenzen
Herefords and Angus
AgSaleDay.com
- 11 The Berry's Sale
Cheyenne, WY
- 13 KHA Feeder Calf/Female Sale
Parsons, KS
- 14 Premium White-Faced
Hereford Influence Sale
Pipestone, MN
- 18 Aberdeen (SD) Livestock
Hereford Influence Sale
Aberdeen, SD

(continued on page 4)

RAUSCH HEREFORDS

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RV VALOR 9444G ET



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PYRAMID DAYBREAK 9165



HOMOZYGOUS POLLED | 44051992
CED +6.6 WW 65 YW 106 BMI 433 CHB 137

R BLAZE 5142



HOMOZYGOUS POLLED | 44360608
CED +1.6 WW 76 YW 125 BMI 475 CHB 142

H TIMELESS 2236 ET



HOMOZYGOUS POLLED | 44369841
CED +2.8 WW 84 YW 139 BMI 448 CHB 163

TH 183F MASTERPLAN 555K ET



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January issue is
December 6th.

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January

- 3

Cattlemen's Congress
National Jr. Hereford Show
Oklahoma City, OK
- 4

Cattlemen's Congress
National Hereford Pen Show
Oklahoma City, OK
- 4

Hereford Eve in OKC
Frozen Genetics Sale
Oklahoma City, OK
- 5

Cattlemen's Congress
National Hereford Bull Show
Oklahoma City, OK
- 5

Hereford Night in OKC
Oklahoma City, OK
- 8

Faith Livestock Auction
Hereford Influence
Feeder Calf Sale
Faith, SD
- 11

Bagley Livestock Exchange
Hereford Influence
Feeder Calf Sale
Bagley, MN
- 12-13

National Western Stock Show
Denver, CO
- 12

National Western Stock Show
"Herefords in the Yards"
Denver, CO

- 15

Van Newkirk Herefords
Bull Sale
Oshkosh, NE
- 21

Knippling Hereford
Online Bull Sale
- 22

Delaney/Atkins Bulls
and Breds Sale
Lake Benton, MN
- 23

Churchill Cattle Co.
Annual Bull Sale
Manhattan, MT
- 27

Melcher Herefords Annual
Online Bull Sale
www.TheLivestockLink.com
- 29

Fort Worth Stock Show
National Hereford Show
Fort Worth, TX
- 31

Black Hills Stock Show
Rapid City, SD

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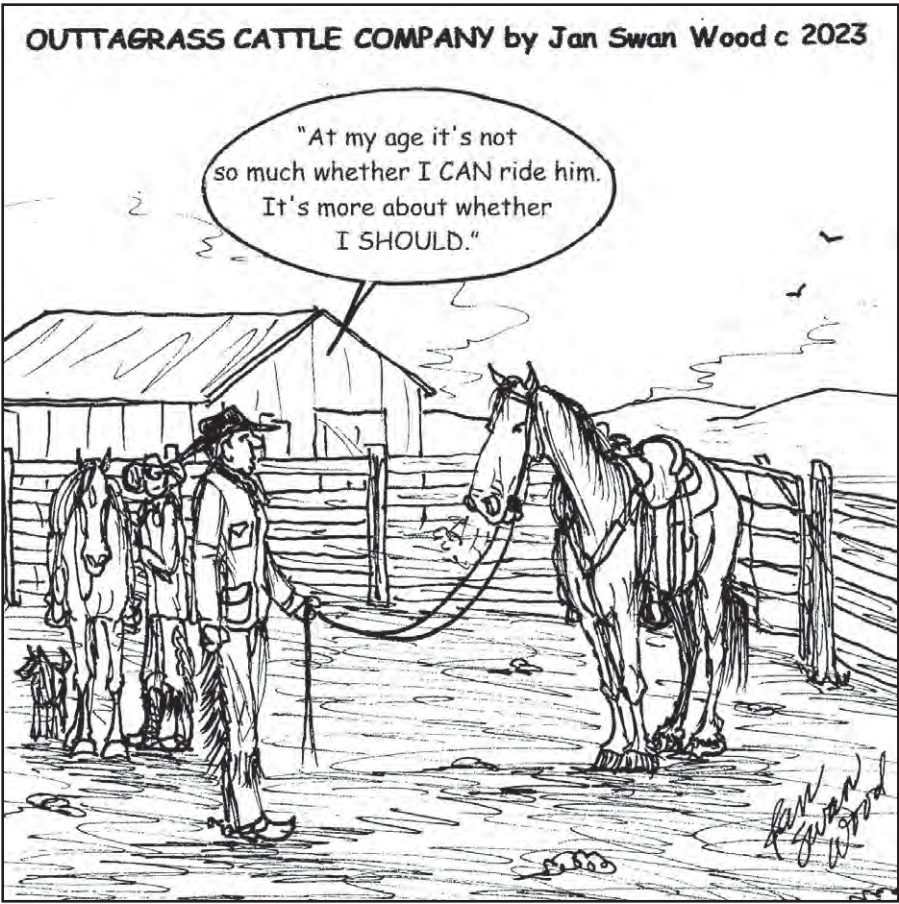
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Registered Breeder, Other Breed Other Horned
Both

Signature Nov/Dec 2023

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Jill and Marc Hotchkiss

Jill Hotchkiss - jbh@herefordamerica.com

Marc Hotchkiss - marc@herefordamerica.com

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Editor: Jill Hotchkiss
Ad Design/ Production: Robin Engel, Jill Hotchkiss
Editorial Assistant: Taylor Vroman
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Website Development: Robin Engel, Taylor Vroman, Jared Peterson
Coordinator: Jill Hotchkiss

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(continued from page 1)
evaluation teams at K-State.
“We are excited to have Emilee join the AHA team. She brings a wealth of Hereford knowledge and experience to the AHA and seedstock producers in her territory,” says Joe Rickabaugh,

AHA director of seedstock marketing. “Emilee is a vibrant person who enjoys Hereford cattle. We welcome her to Team Hereford.”
Holt will begin her duties Oct. 25. She can be contacted at 208-965-3130, or at eholt@hereford.org

Jill's Editorial...

(continued from page 1)
American Hereford Association as its Western Region Field Representative. (See article above.)

I've gotten to know Emilee as she has grown up but more so in recent years while she worked at NJW Polled Herefords where she did a great job.

Emilee is a knowledgeable, hard-working, dynamic young woman who I feel will fill the role of western field rep well.

Having grown up in a Hereford family, with parents Scott and Kim Holt and brother Ben, she had the foundation and upbringing which prepared her for her future in the Hereford business. She combines her early experience, education and upbringing with natural talent with both people and cattle. She has the personality to do well in her new position.

She's also a history maker, becoming the first female field rep for the AHA. Congratulations Emilee Holt! I wish you all the best in your new position.

— JBH



Emilee was one of the participants in the AHA's recent Young Breeders Seedstock Academy.

South Dakota Hereford Events and Opportunities Upcoming

These are exciting times to be in the cattle business, but especially to be in the Hereford business, says South Dakota Hereford Association (SDHA) President Matt Zens. “We have more opportunities than ever before to market our calves at a premium, for both the producers and their customers, such as a new fall Hereford influence sale in Mitchell, SD on October 19th. There are some other fall sales that may not necessarily be promoted that way, but some local guys are banding together to sell their calves at the same place on the same day because they have seen the benefits of getting those bigger lots of Hereford and baldy calves together. The Hereford Influence sales work.”

“Mitchell Livestock is also hosting a female sale in December, so it's great to see all of these opportunities come about. There are more and more Hereford Influenced sales popping up all of the time in different locations which is great to see.

We'd love to have you join us for our annual meeting and banquet in Brookings, SD on Friday, November 10th and share in the excitement of the Hereford breed. It's a great place to ask questions or share ideas and enjoy the fellowship of the SD Hereford Assn.”

For more information, please contact the SDHA manager, Shannon Marshall at 605-520-4607

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YW	118
M	35
M+G	71
REA	.71
Marb	.43

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WW	76
YW	124
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REA	1.10
Marb	.59

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YW	99
M	35
M+G	66
REA	.52
Marb	.59

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Building Hereford's Successful Future: Young breeders embrace opportunity at the breed's inaugural Seedstock Academy

KANSAS CITY, Mo. – “Being a young producer in the breed, this is a really important time to get a broad perspective on what the industry is doing as a whole and all of the different dynamics within the Hereford breed,” says Jacob Rausch, Rausch Herefords, Hoven, SD. “That way, when I’m back home at my operation, I’m taking all of those things into consideration. I’m not getting tunnel vision or pigeonholing myself. It’s going to create an opportunity for more success.”

Rausch was one of six young Hereford breeders selected to attend the American Hereford Association’s (AHA) first Seedstock Academy, an intensive week-long opportunity in September to learn more about current beef industry dynamics, to network and share ideas with other seedstock and commercial producers.

“As a young breeder, it’s exciting to see what we can do to further improve this breed. It’s been really nice to branch off and see the different environments people operate in, but all come together and talk about the value of Hereford cattle throughout the United States,” says Shayne Wiese, Wiese and Sons, Manning, IA. “The connections alone, and the camaraderie has been outstanding. Also, getting a crash course into a lot of these Association programs is very, very helpful to me.”

“It is a really great learning experience, not just for what we can do better every day, but how we can think

through things and make things better for the long term,” says Emilee Holt, NJW Polled Herefords, Decker, MT. “The Seedstock Academy multiplied a normal learning experience by 10. The people you were surrounded with multiplied that times another five.”

Designed with Intention

“The Hereford Seedstock Academy is the logical extension of the breed’s intentional leadership development, which is a key part of the AHA’s strategic plan,” explains Jack Ward, AHA executive vice president. “Members of the Seedstock Academy have already established themselves as high-achieving individuals with years of committed Hereford seedstock production experience despite their young age.”

Shane Bedwell, AHA chief operating officer and director of breed improvement emphasizes the week’s curriculum was designed to provide participants tools and information to benefit their operations, their customers and the Hereford breed.

In-depth discussion areas and tours included: the breed’s National Reference Sire Program (NSRP) at Olsen Ranches, Harrisburg, NE, the breed’s mainstay NRSP herd; visits with leading commercial cow-calf producers, stocker operators and cattle feeders; insight to the pioneering AHA collaborative sustainability research project with AgNext and Colorado State University; Hen House Local Markets, a premier



Pictured are (left to right) Tyler Schultz, Shayne Wiese, Emilee Holt, Keayla Harr, Jacob Rausch and Breck Debnam.

Certified Hereford Beef® retailer; and leveraging individual breeder brands with the AHA brand.

“I come from the commercial side of the business, and I happen to raise registered cattle. For these young Hereford breeders to grasp what’s going on every day in the commercial part of our business is huge,” says Bill Goehring, AHA president. “These young leaders had the opportunity to delve into key facets of each commercial sector during the week and what that means to their operation, their commercial bull customers and the breed.” Goehring and his family raise Hereford seedstock, run commercial cows and operate a sale barn near Libertyville, Iowa.

“This group was amazing,” Bedwell says. “Their ideas, their openness, their willingness to share their thoughts. It was apparent that this breed is on a powerful trajectory with the talent that we have in this class.”

Detailed Insights

“I’m really excited about the work we’re doing as a breed and breed association to capitalize on the breed’s advantages in crossbreeding, and the research we are doing to keep ahead of the curve when it comes to consumer concerns about sustainability,” explains Tyler Schultz, Sandhill Farms, Haviland, KS. “I’ve been a part of a lot of different young stockman groups, but to have one with people in the same business as me is rare.”

“My favorite part about the experience was getting to network with the others, learn about what they are doing in their programs and how they are overcoming the challenges that we all face,” says Keayla Harr, J & L Cattle Services, Jeromesville, OH. “Getting to see Olsen Ranches and the National Reference Sire Program in action, what we’re documenting and how that entire program works has been incredibly beneficial in understanding how the data improves the breed’s genetic evaluation and how we’re proving some of these young bulls.”

“My biggest takeaway is the impact we can make on the beef cattle industry when we make good, responsible genetic decisions,” says Breck Debnam, Innisfail Farms, Madison, GA. “It’s definitely been an eye-opening experience for me. Being able to interact with leaders in our industry, folks who are extremely talented at what they do and then bring those ideas back to the ranch is a priceless opportunity.”

Members of the 2023 Hereford Seedstock Academy are as follows:

Breck Debnam,
Innisfail Farm, Madison, GA
Keayla Harr,
J & L Cattle Services, Jeromesville, OH
Emilee Holt,
NJW Polled Herefords, Decker, MT
Jacob Rausch, Rausch Herefords,
Hoven, S.D.
Tyler Schultz,
Sandhill Farms, Haviland, KS
Shayne Wiese,
Wiese and Sons Herefords,
Manning, IA

The American Hereford Association, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations.

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American Hereford Association Annual Meeting and Conference: Efficiency Pays. Numbers Matter.

Join us Oct. 19-22 at the Kansas City Marriott Downtown.

Release date Sept. 18 (updated) — The American Hereford Association (AHA) invites Hereford breeders to the 2023 Annual Membership Meeting and Conference and the National Hereford Show at the American Royal. This event is an opportunity to network with Hereford breeders and enthusiasts from across the U.S. and other countries.

"Efficiency Pays. Numbers Matter," at the Kansas City Marriott Downtown Hotel in Kansas City, MO, will feature Educational Forums, an industry trade show, a scholarship and awards luncheon, the AHA social and the Annual Membership Meeting. The weekend concludes at the American Royal complex for the Ladies of the Royal Sale and the National Hereford Show. Members are welcome to tour the AHA headquarters Thursday morning, Oct. 19.

Thursday, Oct. 19

The first session of Educational Forums starts at 12:30 p.m. — Gene Editing and Potential Impacts Panel Discussion will run until 2:30; Association Workshop: Discover MyHerd will run from 2:30-3:00; Association Workshop Certified Hereford Beef Marketing runs from 3-3:30; Marketing the Breed: Tools and Resources runs from 4-5:30; NJHA Fed Steer Shootout Interviews start at 6 p.m.

The trade show and registration will open at noon.

Friday, Oct. 20

Educational Forum sessions resume Friday morning at the Kansas City Marriott Downtown at 7:30 a.m. (See full list at www.hereford.org/events/annualmeeting)

The trade show will open at 7 a.m. There will be a break between Educational Forum sessions from noon to 1:30 p.m. for the Awards Luncheon, where National Junior Hereford Association (NJHA) Fed Steer Shootout winners will be recognized, and the Hereford Youth Foundation of America (HYFA) will award scholarships. National Hereford Queen interviews will be at 1:30 p.m. The closing Educational Forum session will be at 3:30 p.m. The National Hereford Women (NHW) Annual Meeting is scheduled for 4:30 p.m. The AHA Board of Directors will host The Gathering, a social, from 4:30-6 p.m. The NJHA Meet-up: Building on Confidence, Community and Connection will be 5:30-7 p.m.

Saturday, Oct. 21

Breakfast is at 6:30 a.m. on Saturday followed by the AHA Annual Membership Meeting at 8 a.m., including the annual AHA report. Hall of Fame and Hall

of Merit inductees, Century and Golden Breeders, and the Commercial Hereford Producer of the Year will be recognized during the Annual Meeting. Association members will select up to 153 delegates to conduct the Association's business and elect three new directors to serve on the Board.

The six 2023 candidates are as follows:

Northeast: Tom Boatman, Rockford, IL; Jerry Delaney, Lake Benton, MN
Northwest: Linda Sidwell, Carr, CO.
Southeast: David Burns, Pikeville, TN; Scott Sullivan, Grannis, AR.
Southwest: Cindy Pribil, Hennessey, OK.

American Royal Events

The National and Regional Show Award Presentations will be at 1 p.m., Saturday, Oct. 21, in the Wagstaff Sale Arena at the American Royal Complex. The Ladies of the Royal Sale will be at 1:30 p.m. View the entire offering at

(continued on page 8)



MODERN EXCELLENCE

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Meat processing facility expands to better serve Montana ag community

By Cade Menter,
KRTV
Great Falls, MT •
Oct 11, 2023

CHESTER, MT — In October 2022, a facility by the name of 'Prairie Meats' opened for business in the community of Lothair west of Chester.

The Diemert family spent 15 months putting together their meat processing facility along with some ARPA funds to give them an extra hand.

After a year of hard work, they are looking to make a name for themselves in the Hi-Line, with the goal of better serving the Montana agriculture community.

Last month, the Hi-Line Harvest Festival took place in the town of Chester. Prairie Meats hosted a steak competition during the event.

"The steak competition is a collection of the best steaks that went through Prairie Meats this year in 2023," said Clark Diemert. We started collecting October 15th at the open house. From there, we got up to 14 steaks. My criteria being good fed beef."

More than 100 people showed up, with several judges determining the best quality steaks.

Brett Henke has seen Prairie Meats grow over the last year and spoke on the Diemerts' success.

"It's been really cool to see it start out from start to finish," Henke said. "He (Clark) had this idea a few years ago, and now it's actually an operating



Clark Diemert and his family spent 15 months developing their meat processing facility.

business. They built the shop and people are responding to it well. It's great to see people in the community supporting it ... It's cool to see stuff happening in the area, instead of stuff shutting down. We need more stuff like this happening in Ag around here in small communities."

People in the area discussed how beneficial it is to have a meat processing facility within a close radius. Now that Prairie Meats is entering its second year in business, Clark sees more opportunities.

"We're working on obtaining state inspection," Clark said.

He added, "We'll hopefully get granted our marks of inspection on the 12th, and our first scheduled steaks kill on the 19th."

Prairie Meats is at 3779 Road 100 E in Lothair. They also have a Facebook page.

Final Farewell – Don R. Crays

Don Roger Crays was born to Donald and Anna (Herynk) Crays on October 1, 1935 on a farm southwest of Tobias, NE. He passed away September 23, 2023 in Grand Island, NE at the age of 87. He was the oldest of five children.

He attended Atlanta Center Country School through 8th grade and graduated from Tobias High School in 1953. Before becoming a full time farmer, he worked for the railroad in Lincoln, appraised land in Custer County, constructed concrete elevators around the Milligan area, and worked at the ammunition depot in Hastings.

Don began farming at the age of 15 with his grandfather Joe Herynk on the farm that eventually became his lifelong home. He was proud to be the owner of three farms that have been in the family for over 100 years that all received the Nebraska Pioneer Farm Family award.

Don was married to Sheila Elznic in Exeter, NE on November 6, 1965. To this union, three daughters were born; Stephanie, Linda and Clara.

His love for cattle started at a young age when he began showing in 4-H, this led to over 40 years as a 4-H leader mentoring many youth including his sisters and daughters. His passion for Polled Hereford cattle began in 1976 with the purchase of four heifers from his brother, Roland. Little did he know this endeavor would be the beginning of many friendships and "family vacations" to cattle shows and events across the nation. Don & Sheila served as Nebraska Junior Polled Hereford Advisors for three years and were awarded the Nebraska Hereford Association Outstanding Breeder and Pioneer Breeder Awards.

He was a member of St. Joseph's Catholic Church, serving on the parish council, the Tobias Volunteer Fire Department and EMTs, serving as the Fire Chief, the Nebraska Hereford Association, and the American Hereford Association.

Don will long be remembered for his orneriness, his signature cowboy hat and cigar, his passion for cattle and horses but most of all his dedication to his family and friends.

Don was preceded in death by his parents Don & Anne Crays, in-laws Clarence

& Evelyn Elznic, grandson Seth McKay, brother-in-law Leo Etter, and sister-in-law Norma Crays.

Don is survived by his wife Shelia of Tobias; daughters, Stephanie (Kirk) Jensen, Courtland,

(cont. on pg. 9)



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100 Herefords AI'd Angus (County Road or Safe & Sound) due March 1, 2024

20 Herefords bred to LBW Angus bulls due March 15-April 5, 2024

17 Herefords bred to LBW Angus bulls due April 10-30, 2024

**6 F1 RWF 4 AI'd to Rebel due March 1, 2024
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Don and Jean • Home: 402-626-7994 • Don: 402-336-7194

Matthew and Kristen • Matt: 402-336-8182

Kevin and Sherry • Kevin: 402-340-6189

86287 Voyager Rd., Page, NE
www.melcherherefords.com

(continued from page 7)

Hereford.org/marketing/hereford-sales/production-catalogs.

The Junior Hereford Show, judged by John DeClerck, College Station, TX, will begin at 3 p.m. Saturday, Oct. 21, in Hale Arena. The National Hereford Show at the American Royal, judged by Tim Schaeffer, Hagerstown, IN, will be at 8 a.m. Sunday, Oct. 22, in Hale Arena. For those who cannot attend, show results will be available online at Hereford.org.

The National Hereford Queen will be crowned following the selection of the supreme champion Hereford female.

Please assist the AHA in planning this event by submitting your RSVP at Hereford.org/events/annual-meeting. The educational sessions, trade show and the national and regional award presentations are free for all AHA members and guests to attend.

Six Decades of Success: UW Celebrates Outstanding Alumnus Roger Stuber

October 3, 2023

by Northern Ag Network

Sixty-one years after his graduation from University of Wyoming, Roger Stuber is receiving the UW College of Agriculture, Life Sciences and Natural Resources Outstanding Alumni Award for his contributions to the cattle industry. This award was presented to Stuber and other awardees on Oct. 5 during the 2023 Ag Appreciation weekend.

Roger Stuber 2023 Outstanding Alumnus

All through elementary and high school, Roger Stuber wanted to be a lawyer. In fact, that's what brought him to the University of Wyoming in the first place. Stuber grew up in Bowman, ND, on the ranch his grandfather established in 1909. He chose UW because it offered the only program where he could get an animal science degree and start in the college of law without first completing a Bachelor of Science.

Stuber graduated UW in 1962 with a degree in animal science and an emphasis in business administration (just a few classes short of a double major). He was the first member of his family to graduate college. He averaged nearly 20 credit hours a semester and was the valedictorian of his class.

After the graduation ceremony, Stuber's father asked to ride back to North Dakota with him. About 20 miles north of Laramie, his father asked, "What would it take to get you to come back to the ranch?"

"You'd have to buy me 40 registered Hereford heifers," replied Stuber. His father agreed without hesitating.

Stuber returned to work on the Stuber Hereford Ranch, and in 1969, he helped put together the ranch's first bull sale. In 1972, he and his brother Dick purchased the ranch from their father.

The Power of Electives

The truth is, it wasn't hard to convince Stuber to come home. Law, he'd found out, did not allow much for innovation, and going over the same cases time and time again bored him. He was more excited about what he'd learned

in an animal genetics course that year.

The class wasn't part of his animal science curriculum. He signed up after a challenge from other members of the ATO fraternity. They had teased that it was easy to get good grades in the College of Agriculture. "I asked my advisor to let me take this zoology class with those guys," says Stuber. "I never studied so hard — but it did shut them up."

Stuber suggests current students to take the courses they're interested in, even if those courses aren't exactly

standard practice for their major. His advisor, Paul Stratton, often questioned the classes he wanted to take, but Stuber says, "I wouldn't have the success I've had today without that education." From balancing a checkbook to understanding cutting-edge genetic research, Stuber's elective courses have served him well over the years.

Stuber also expresses gratitude for other aspects of his education. "Looking back, there wasn't a professor in

(continued on page 10)



Roger Stuber



Amdahl

Angus & Hereford

Fall Bull & Female Production Sale
Plus Complete Hereford Herd Dispersion

NEW
DATE

THURS., DECEMBER 7th 2023

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30 PROGENY
SELLING

BCC UPROAR 946

Reg: 44054179



50 PROGENY
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KB LI DOMINETTE 376



CORNERSTONE DONOR COW

Selling with a bull calf at side sired
by Pyramid Highland

PYRAMID HISTORIC 0156



30 PROGENY
SELLING

Production Sale Offering:

100 Bulls • 100 Registered Bred Females
100 Commercial Bred Heifers
Bred Heifers are A.I. to RRR Crit and Huwa Steadfast
30 Registered Open Heifers

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90 Bred Hereford Females • 25 Open Heifers
25 Yearling & Fall Bulls • Embryos & Semen
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Chris Earl 630-675-6559
Wes Tiemann 816-244-4462
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Amanda Radke 605-999-4300

Don R. Crays

(continued from page 8)

KS, Linda (Grant) McKay Marysville, KS, Clara (Tim) Grace, Humboldt, SD; grandchildren, Cody, Casey (Rileigh), Jessica Jensen, Bailey McKay, Kane, Weston, Xavier, & Blaze Grace; Great-Granddaughter Blair Jensen; Siblings, Roland Crays, Barry (Jean) Crays, Sharon (Jerry) Kroese, and Karen Etter; and many nieces, nephews, cousins and friends.

(continued from page 9)

my animal science program that I don't have the utmost respect for," he says.

Genetic Excellence

With characteristic understatement, when asked about his accomplishments, Stuber admits his cattle have been "pretty well received."

Stuber Hereford Ranch (SHR) cattle have been sold throughout the U.S. and have even been exported to countries as far away as Argentina and Kazakhstan.

Within the U.S., SHR has raised and owned bulls that have been at the top of almost every expected progeny difference (EPD) category at the American Hereford Association.

SHR bulls have also won the National Western Stock Show twice. This competition is based on phenotype, genetics, and aesthetic appeal. In 1986, they produced Grand Champion SR Verdict 455, and in 2020 they won again with SR Dominate 308F ET.

SHR held its 55th annual bull sale in April 2023. Much of the ranch's success as a genetic leader in breeding Hereford cattle can be attributed to Stuber's leadership.

Legislative Accomplishments

In addition to leading his own business, Stuber has also been involved with state, national, and international legislation in the cattle industry

throughout his career.

In 1985, the Beef Checkoff program passed as part of the 1985 Farm Bill. Under the Beef Checkoff program, which still exists today, producers and beef importers pay a dollar to assess each animal they market or import. Half of these funds go to the national program, and half stay in the state.

At the time, Stuber was the vice president of the National Cattlemen's Association, which has since become the National Cattlemen's Beef Association. After the Checkoff passed, four national industry organizations put together a meeting in Chicago to allocate the money. Three hours into the meeting, nothing had been resolved. The organizations couldn't agree on what to fund.

At the end of another inconclusive meeting with NCA president-elect Jimmie Wilson, Stuber suggested that they write a proposal for a long-range plan for the U.S. beef industry. Rather than fighting amongst themselves, they could focus on what the industry needed, with input from customers up to producers.



International Agreements

Stuber's contributions didn't stop at national legislation. In 1993, as president of the National Cattlemen's Association, he participated in the General Agreement on Tariffs and Trade (GATT) in Geneva, Switzerland. Cattlemen had a lot to gain if the agreement was passed, including better access to global markets and higher profits due to reduced tariffs.

Near the end of the session, former

Secretary of Agriculture Mike Espy gathered cattlemen from several different organizations into a room. He told them that President Clinton and the Australian prime minister had decided to remove the quota on imports of New Zealand and Australian beef.

As other cattlemen started to debate with Espy, he came over to Stuber and asked his position. Stuber had to think

(continued on page 11)

Generations

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DECEMBER 10TH, 2023



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and Polled Herefords
Galen & Gwen Frenzen Family
Eric Frenzen
Eric (308)550.0238

(continued from page 10)

fast. It was 2:30 a.m. in Washington, D.C., and he had no one to consult with. He said, "My organization speaks for the cattle industry. We will go along with you getting rid of the quota, but the reduction in tariffs must stay in place and the in-quota tariff of 3% must stay."

Espy agreed. A few hours later, he was flying back to Washington D.C. The principles of the GATT would later become the backbone of the World Trade Organization.

Six Decades of Distinction

Stuber has met four different presidents, served on the boards of several prestigious national and state organizations, and won a multitude of awards over the course of his career. He was inducted into the American Hereford Association Hall of Fame (2014), named Agriculturist of the Year in 1980 by the NDSU Saddle & Sirlain Club and received the *BEEF Magazine* Trailblazer Award in 1993.

Sixty-one years later, Stuber's unique contributions to the U.S. cattle industry demonstrate just what you can do with a UW education. He continues to own and operate Stuber Hereford Ranch along with members of his brother's family. He's still running the ranch, still playing a leadership role in his community, still proving that he can adapt to just about any challenge.



Roger Stuber was inducted into the North Dakota Cowboy Hall of Fame in 2011.



The Stuber Ranch was established in 1909 by Roger's grandfather. The first bull sale took place on the ranch north of Bowman, ND, in 1969.

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DISPERSION**
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Valentine, Nebraska

SELLING 550 HEAD!

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- 300 HEREFORD BRED COWS & BRED HEIFERS

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YW +93
Milk +30
AI Bred - Endorsement
Reg: 44247276 • First Calf Heifer

L=MS 5211 Churchill Gal 7124

2017
BW +3.8
WW +63
YW +98
Milk +30
AI Bred - Houston
Reg: 43805585 • WWR 4@108 • YWR 3@103

L MS 174E Frontier 0012

2020
BW +3.1
WW +69
YW +118
Milk +43
AI Bred - Houston
Reg: 44120887 • WWR 1@109 • YWR 1@117

L MS 9118 Mauer 1108

2021
BW +4.5
WW +67
YW +112
Milk +30
AI Bred - Kingdom
Reg: 44238124 • First Calf Heifer

L=MS 200 Churchil Red Bull 7008

2017
BW +0.5
WW +50
YW +83
Milk +30
AI Bred - Houston
Reg: 43804770 • WWR 4@102 • YWR 4@100

L 33Z Victoria 9187

2019
BW +3.3
WW +69
YW +106
Milk +35
AI Bred - Steadfast
Reg: 44014746 • WWR 2@108 • YWR 2@112

L MS 383 Ribeye 2063

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YW +76
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- Churchill Kingdom 128J ET
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Reminder!

Ads for the January issue need to be in by December 6th!

Sale Roundup...

**Ernst Herefords
Complete Dispersal
Windsor, CO
Sept. 27, 2023**

**Auctioneers: Dustin Layton
and Dale Stith**

Sale Management: Layton Auction Services, LLC, Edmond, OK

**4 Hereford Herd Sires —
\$5,725**

19 Hereford Spring Bred Heifers — \$4,705

25 Hereford Split Heifer Calf Pairs — \$6,802

**4 Hereford Bull Calf Pairs —
\$7,000**

**27 Hereford Bred Cows —
\$3,313**

79 Live Lots — \$5,495

Top Herd Sires:

Lot 4, CRR 824 Divergent 170, 2/20/21 by CSC 502 6209 Gold Creek 824 to Bar Star Cattle, Musselshell, MT, \$24,000.

Lot 3, CMF ERNST Power Broker 405F, 9/06/18 by R Leader 6964 to

Grand Meadows Farms, Ada, MI, \$19,000.

Lot 24, ERNST Fresh Prince 209, 3/2/22 by BAR STAR Fresh Prince 018F; MGS to Trace Lewis, Kemmerling, CO, \$9,500.

Top Pairs:

Lot 42 & 42A totaling \$12,650:

Lot 42, ERNST MS Prominent 103, 2/7/21 by JDH AH Prominent 21G ET, bred to CRR 824 Divergent 170. She sold to John Harms, Hardy, IA, for \$6,000.

42A, ERNST MS Divergent 301, 2/1/23 by CRR 824 Divergent 170. She sold to Rennert Ranch, Elm Creek, NE, \$6,650.

Lot 41 & 41A totaling \$11,250:

Lot 41, ERNST MS Prominent 116, 2/14/21 by JDH AH Prominent 21G ET, bred to CRR 824 Divergent 170. She sold to Pelton Polled Herefords, Halliday, ND, \$5,000.



Barb and Marshall Ernst pose in front of the sale offering celebrating 59 years in the Hereford business.



Barb Ernst (center) with daughters Kathryn Gunther (left) and Stephanie Murnin (right).



...and daughter Melissa Johnson.



Barb Ernst and son Kevin Ernst.

FOR SALE BY PRIVATE TREATY

Commercial Hereford Bred Heifers

Due in mid-March.
Contact Ryan for breeding information.

ALSO FOR SALE

Commercial Hereford Bred Cows

Due in April.
Contact Ryan for breeding information.

For more information contact
Ryan Hermann
605-939-5585
Lemmon, SD



41A, ERNST MS Divergent 302, 2/1/23 by CRR 824 Divergent 170. She sold to Hennessey Murnin, Musselshell, MT, \$6,250.

Top Bred Heifer:

Lot 2, ERNST MS Power Broker 214, 2/17/22 by CMF ERNST Power Broker 405F, bred to CRR 824 Divergent 170. She sold to Roth Hereford Farms, Windsor, MO, \$9,750.



CRR 824 Divergent 170 by CSC 502 6209 Gold Creek 824 was the top seller in the Ernst Dispersal going to Bar Star Cattle, Musselshell, MT for \$24,000.

**Atkins/Delaney
Genetic Opportunity Sale
Sept. 30, 2023
Tea, SD**

Auctioneer: Dustin Layton

54 Lots — \$8,514

Top Lots:

Lot 1, RST MS X651 Tested 8032 to GKB Cattle, Desdemona, TX and Express Ranches, Yukon, OK, \$29,000.

Lot 12, UPS Entice 9365 ET to Copper Creek Ranch, BC, Canada, \$17,000.

Lot 2, JDH AH 8032 Ms Lincoln 125L ET to Ollerich Bros. Herefords, SD, \$15,000 for 1/2 interest.

Lot 22, JDH ND 120F 1015 Angel 13L ET to Ground Zero Farms, OK, \$15,000.

Lot 39, AH MS Enchantment J375 ET to Kester Herefords, NE, \$15,000.

Lot 8A, AH Lady Luck 306L to GKB Cattle, \$14,500.

Lot 14, JDH ND AH MS Land Grant 72L ET to Blue Chip Herefords, NE, \$14,500.

Lot 42, JDH AH 45C Montgomery 101K ET to B.J. Cummins, OK, \$14,000.

Lot 46, JDH NHD 5036 Christa 50K ET to GKB Cattle, \$14,000.

Lot 20, JDH 11E 8G Mercedes 31L ET to Shockley Ranch Herefords, OK, \$12,500.

Lot 3, JDH AH 8032 MS Benton 30L ET to Stellpflug Cattle Co., WY, \$10,000.



Auctioneer Dustin Layton.



Dave Wiese (left) from Manning, IA visits with Bruce Thomas, Gold Creek, MT and Aaron Friedt, AHA rep from Mott, ND at the Atkins/Delaney sale.



Lots 34 and 34A in the Atkins/Delaney sale.

(continued on page 14)

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Ben and Karen Roudabush, Mitchell, SD visit with Vera and Kevin Schultz at the Atkins/Delaney sale.



Doug and Linda Bolte from Norfolk, NE.

Colyer Hereford and Angus 22nd Annual Female Sale Bruneau, Idaho Oct. 7, 2023

**Auctioneers: Butch Booker,
Dustin Layton, Kyle Colyer**
Cattle sold into 27 states

- 38 Open Hereford Heifers — \$13,796**
- 16 Bred Hereford Cows — \$11,953**
- 30 Bred Hereford Heifers — \$9,333**
- 82 Hereford Embryos — \$906**
- 39 Lots of Hereford semen — \$2,151**
- 7 Bred Angus Cows — \$6,000**
- 6 Open Angus Heifers — \$4,167**

Top Hereford Lots:

C DC Belle Air Lass 8037 ET, 1/6/18 by BR Belle Air 6011 to GKB Cattle Desdemona, TX and Express Ranch, Yukon, OK, \$70,000.
C 8037 Miss Maker 3048 ET, 1/4/23 by Green JCS Makers Mark 3048 229G ET to GKB Cattle Co., \$62,500.
C 8037 Mary Maker 3202 ET, 2/1/23 by Green JCS Makers Mark 3202 229G ET to GKB, \$60,000.

C 1313 Lady Genesis 2321 ET, 9/18/22 by Loewen Genesis G16 ET 9/18/22 to Potter Herefords, Winton, CA, \$45,000.

C 8086 Sancho Lass 2277 ET, 8/26/2022 by ECR 628 Ivys Advance 8923 ET to Kate Laukula, Enemclaw, WA, \$30,000.

C CJC 4264 Lady Genesis 1295 ET, 8/28/21 by Loewen Genesis G16 to Duane Loy, Shipman, IL, \$26,000 for 3/4 interest.

C Ban 8089 Candy 3020

ET, 1/2/23 by ECR 628 Advance 9490 ET to Danekas-Lohse, Woodland, CA, \$25,000.

C 942 Bonnie Belle 1069, 1/7/21 by CL

1 Domino 942G to L Bar W Absarokee, MT, \$24,000 for 3/4 interest.

C 7057 Lady Black Hawk 1257 ET 8/24/21 by C 4212 Black Hawk 7057

ET to Loehr Herefords Peoria, IL, \$24,000 for 3/4 interest.

C Lady Genesis 1292 8/28/21 by Loewen Genesis G16 ET to Bowling Ranch, Blackwell, OK, \$20,000.

C Guardian Lass 2255 ET, 8/19/23 by C GKB Guardian 1015 ET to TudaHl Herefords, Big Horn, MT, \$19,000.

C Lady Genesis 1268 8/25/21 by Loewen Gene-

(continued on page 16)



Colyer Sale Topper — C DC Belle Air Lass 8037 ET by BR Belle Air 6011 sold to GKB Cattle, Desdemona, TX and Express Ranch, Yukon, OK, for \$70,000.



Second high seller at the Colyer sale was C 8037 Miss Maker 3048 ET by Green JCS Makers Mark 3048 229G ET selling to GKB Cattle Co. for \$62,500.



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(continued from page 14)

sis G16 ET to Buck Cattle Co., Madill, OK, \$19,000.

C Genesis Belle 2108, 1/11/22 by Loewen Genesis G16 ET to Jennings Land and Cattle Palmyra, IL, \$19,000.

Top Embryo Lot:

C Barracuda 0114 ET mated to C 2052 Lady Black Hawk 8336 ET to Clear Creek Properties, Twin Falls, ID, \$7,600 for 4 embryos.

Top Semen Lot:

C Arlo 2135 ET to Knox Brothers, San Angelo, TX \$8,000 for 10 units.

Top Angus Lot:

C True North Winnie 1031 ET 1/2/21 by Square B True North 8052 to Knox Brothers San Angelo, TX, \$17,000 for 3/4 interest.

South Dakota Hereford Heifer Grants Available

The South Dakota Hereford Association will once again be awarding Heifers Grants to those junior applicants who apply and are chosen to receive one at the SD Excellence Sale on November 11, 2023 in Brookings, SD.

For more information and details please contact SDHA manager, Shannon Marshall at (605) 520-4607.

Indian Mound Ranch Production Sale Oct. 9, 2023 Canadian, TX

52 Coming Two-Year-Old Bulls
— \$6,120

9 Fall Calving Pairs — \$3,583

**20 Spring Calving
Bred Heifers — \$2,468**

Top Bulls:

IMR 3297A Advance 2081K to McKinney Land & Cattle, May, OK, \$10,500.

IMR 3297A Advance 2080K to Haley Brothers, Canadian, TX, \$9,500.

IMR 710E Domino 2052K to Huff Ranch, Allison, TX, \$9,000.



Second high seller in the Indian Mound Ranch sale was IMR 3297A Advance 2080K going to Haley Brothers in Canadian, TX for \$9,500.

IMR 8051F Domino 2056K to Haley Brothers, \$9,000.

IMR 0022H Advance 2009K to Stoker-Kirkpatrick Ranches, Post, TX, \$8,500.

IMR 8099F Advance 2051K to Huff Ranch, Allison, TX, \$8,500.

Top Selling Female:

IMR 710E Dominette 9008G ET to Dixon Ranches, Dodge, TX, \$7,500.



Top Selling Female in the Indian Mound sale was IMR 710E Dominette 9008G ET. She sold to Dixon Ranches, Dodge, TX for \$7,500.



Donnie Begalka from Castlewood, SD was at the Atkins/Delaney sale.



Andee Marston at the Atkins/Delaney sale.



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Email: daniel@gemstonecattle.com

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SOUTH DAKOTA EXCELLENCE Sale

SWIFTEL CENTER - BROOKINGS, SD

SATURDAY - NOV. 11 - 2023 - 11:00AM CST

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Catalog available online at www.SouthDakotaHerefords.org
or contact Shannon Marshall for a copy

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HASTIN HEEZEN**



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Questions?

Contact Shannon Marshall

Manager@SouthDakotaHerefords.org or 605-520-4607

Rausch Herefords...

(continued from page 1)

ness is a labor intensive business, with with all the record keeping, performance data you have to catch, and the individual treatment of the animals," Vern said. "The question always came up to dad, 'Where do you get the help?' Dad always told them, 'We raise it.'"

"Dad always said that the more boys he had, the more cows he needed to keep them out of trouble," Jerry chuck-

led.

Vern and Jerry officially became partners with William in 1970. Now it's another generation's turn; the brothers sold the corporation a year ago, and six of their sons and grandsons currently make up the full time Rausch Hereford crew, with several other young men in the family helping part time as needed.

Vern and Jerry's older siblings initiated the registered Hereford herd in 1946. They talked their parents into



Vern Rausch specialized in tracking performance, record keeping and dealing with customers over the years. He was active in state and national beef and Hereford issues as well.

allowing them to sell their registered 4-H sheep and use the proceeds to buy some heifer calves.

"They each bought one or two as they had the funds, and dad bought 10," Vern said. "He said he had to take care of his to take care of ours; that was how the herd grew."

After age 10, the Rausch children earned cows for their labor. Over their growing up years, each worker earned a herd of cows that they could sell when they went to college if they needed the money, or could hang onto for leverage to get a start in farming when they were ready.

William remained a silent partner in the operation and mentor in the business after he moved to town.

"Older ranchers would come to buy bulls, and they would believe him, but not us young guys in those days," Vern said. "He could sell bulls better than we could because of his experience. We learned from that; we learned to earn our customers' trust."

Customer demand has pushed the shift from horned Herefords to a com-

bination of horned and polled genetics in the Rausch herd.

"Horned Herefords dominated the industry for a long time; the polled trait was a mutation," Vern said. "The polled breed is not as old as the horned, but polled is dominant so breeders could make progress fast. Polled cattle started out behind the horned cattle in quality; today they are caught up. On

(continued on page 20)



Jerry Rausch focuses on the cowherd, breeding programs and overall performance of the herd just to name a few.



North Star Classic Hereford Sale

Saturday, Dec. 2, 2023 • 3:00 p.m.

North Dakota Winter Show Complex, Valley City, ND

Selling approx. 20 head of fancy heifer calves, bred heifers and show steer prospects

Friday, Dec. 1

• Open Hereford Show

Junior Heifer grants available – contact Joana for information

Sunday, Dec. 3

• Junior Hereford Show

All events held at the North Dakota Winter Show building Valley City, ND.

Saturday, Dec. 2

• Bull and Heifer Pen Show (Time TBD)

• NDHA free CHB lunch sponsored by NDHA — 11:30 am

• Sale — 3 p.m.

• Annual Meeting — 5 p.m.

• Annual Banquet — 6:30 p.m.



2023 Grand and Supreme Champion Bull from Donnelly Herefords



2023 Donation Heifer sponsored by Steve Wolff, Oakes, ND.

Sale information will be posted on website closer to sale day:
www.northdakotaherefords.com or www.northdakotawintershow.com

For more information, please contact: Joana Friesz • Cell 701-400-8744
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Catalog will be available mid-November on www.northdakotaherefords.com

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- Must be 50% or higher Hereford genetics.
- Steers or heifers.
- Weaned 45 days, backgrounded on a high roughage diet and bunk broke.
- Arrival - Preferred: Cattle arrive minimum of 1 day prior to sale.
- Inquire about additional requirements plus health requirements.
- Call for consignment deadline dates.
- Advance notification of consignments to committee or sale barn will help with the marketing of your calves, please contact: Jim, Ross, Matt, Kent or Les.

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**Open Replacement Female Sale
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Jim Hanson 507/829-6756 • Ross Carlson 507/829-7095 • Kent Heins 612/280-4260 • Matt Zens 605/310-5782 • Les Krogstad 218/289-5685

North Dakota Heifer Grants Available

The North Dakota Hereford Association is offering Juniors a chance at heifer grants during the North Star Classic Sale on December 2, 2023 in Valley City, ND.

Applicants must be an NDJHA member and a North Dakota resident to be eligible for the grant. If you are not a current member of the NDJHA you may join by paying your annual membership fee of \$10 made payable to the ND Jr. Hereford Assn. and include it with the grant application which is available online at www.northdakotaherefords.com

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LOT 100 H BENTON 2205 ET #P-44372116



CED	BW	WW	YW	MILK	MRB	REA	BMI	CHB
11.7	-0.9	65	106	33	0.33	0.77	504	182

LOT 102 H BENTON 2203 ET #P-44372115



CED	BW	WW	YW	MILK	MRB	REA	BMI	CHB
11.4	-1.2	57	89	33	0.28	0.60	488	147

LOT 107 H WMS HIGH TIME 2195 ET #P-44399912



CED	BW	WW	YW	MILK	MRB	REA	BMI	CHB
5.8	2.2	71	117	29	0.29	0.82	509	184

Homozygous Polled

LOT 124 H ENTICE 2249 ET #44369849



CED	BW	WW	YW	MILK	MRB	REA	BMI	CHB
-1.9	4.4	66	113	27	0.35	0.67	350	164

LOT 140 H 215Z DOMINO 2199 ET #44373173



CED	BW	WW	YW	MILK	MRB	REA	BMI	CHB
1.6	3.5	64	103	35	0.40	0.26	392	149

Straight Horned

LOT 1 Hoffman Thedford 2394 #20624423



CED	BW	WW	YW	MILK	MRB	REA	SM	SB	SC
5	1.9	96	165	32	0.33	1.11	89	173	313

H SOUTHERN BELL 2223 ET #P-44369835



CED	BW	WW	YW	MILK	MRB	REA	BMI	CHB
10.8	0.0	70	115	29	0.39	0.23	466	137

H MS MARK DON 2325 ET #44369883



CED	BW	WW	YW	MILK	MRB	REA	BMI	CHB
0.7	4.6	57	98	25	0.27	0.50	325	139



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For 43 years Rausch Herefords has led the nation in Hereford Dams of Distinction. Specific criteria must be met by each cow in order to be named a Dam of Distinction.

(continued from page 18)

the rail you can't pick them out in any way."

"Initially we started crossing polled bulls on our horned cows; eventually we ended up with about three fourths of the herd polled and the other fourth of the cows are horned," Jerry said. "Today it is easier to sell polled cattle to most people — not everyone, but most people. About three fourths of our customers want polled cattle so that's what we have. We dehorn, so they all look alike."

"Horns have some advantage," Vern said. "If a cow gets stuck in the mud you can rope her horns and drag her out without choking her down or tie an animal to the pickup to treat it. When we were young, there were no such things as ear tags or chains; for identification we branded the animal's tattoo number in the horn. With our modern chutes, handling the cattle works better without horns."

For 43 years, Rausch Herefords has led the U.S. in Hereford Dams of Distinction. From William Rausch's early performance tracking using a scale pro-

vided by the local Extension Service, to test piloting several software record systems, the family has kept abreast of technology and improvements. Yet both Vern and Jerry attribute some of the herd's outstanding dam records to doing things the old fashioned way: turning bulls out to service most of the cows every year, rather than pushing a strong AI program.

"We've had the most Dams of Distinction in America since 1980, so it seems to be working fairly well," Jerry said. "We have AI'd all of the yearling heifers for the last 10 years or so, and now the young boys are going further with it and AIing some cows too. They have the labor and the energy to expand the AI program; it was easier for Vern and me to just turn the bulls out. The biggest share of cattle are natural bred here yet."

"For a cow to be designated a Dam of Distinction, she has to meet certain criteria, such as having a calf every year in less than a 370 day calving interval, raising at least four calves, and those calves' weaning weights have to average five percent above the average of their contemporaries in the herd. It takes consistency, and they have to have the right environment to work in too, to give that cow the opportunity and ability to produce. We attribute a lot of that to natural breeding."

Jerry and Vern have expanded the herd from around 300 head in 1970 to over 1,000 cows. The operation has always been a larger family business and continues to be.

"We assumed the responsibility of marketing our older brothers' herds," Vern said. "We came up with a formula that has worked since 1965; the more the bulls brought the more we paid for the next year's calf crop. They increased and improved their herds over time too. As our older brothers have passed away, their estates have been leased to the younger generation. It is now under one management rather

than several, but we have had one marketing program that Jerry and I have managed, so we have had all the sale responsibilities."

Managing an operation with multiple financial interests is made easier with technology.

"We're just blessed to have a legacy of working together as brothers on neighboring farms, and to be able to pass that legacy down to another generation," Vern said. "It required adaptation to today's world, to the corporate world for protection, the need for limited liability, and keeping up with the demands of technology. We have software to ID each person's standings, we keep track of which herd bull the cows are with and what pasture location the cattle are in at all times, if one is sold or dies, and at the end of the year we have a reconciling of all members that have cows in the herd."

The Rausch cow herd has about 10 different bloodlines, with approximately 100 cows per line.

"They all compete with each other



Jerry and Vicki Rausch

through the performance test that we run," Vern said. "We always have a bloodline going out every year and a new one coming in so that we can offer new genetics to our repeat customers."

Vern said that they have traditionally calved in the spring.

"We always tried to be in sync with Mother Nature and get the best effi-



Vern and Sharon Rausch



Family picture of Rausch Herefords owners from left to right: Sue & Shannon Rausch, Peter & Melinda Rausch, Kaitlyn & Michael Rausch, Christine & Jacob Rausch.

ciency out of the cow herd this way,” he said. “Now with the larger work force, the boys want to try some fall calving, so they are experimenting with that, and they are planning to fall breed a little over 100 head. They’re young and they have the labor and the energy to make it work.”

Vern said that typically they have about 150 bulls in their annual sale. About a third of these bulls are yearlings, with two thirds selling as two year olds. They will usually sell another 50-70 bulls private treaty throughout the summer.

“We steer pretty heavy out of this herd,” he said. “Only one out of three male calves make the bull pen; the others go to the steer pen. We background all of our steers and either sell them around 800 pounds or send them to a feed yard.”

One hundred fifty to 180 heifers are kept back for replacements every year, and 200-230 of the next cut sell as commercial heifers at the bull sale; they can be registered if a buyer chooses to do so.

“We select for growth and fertility, for problem free cattle,” Vern said. “They have to earn their way around here. With this size herd, people can come in and prospect; they can find show cattle, rugged range cattle, and high performance cattle.”

“We strive for a lot of eye pigment and a lot of red on the animals,” Jerry said. “We find that is something that both purebred and commercial customers want. We like to sell to registered breeders, but we love our commercial customers. They come back more often and need more bulls, so we cater to them as much as we can. Ninety percent or more of our customers are commercial cattlemen.”

Vern and his wife, Sharon, have been married for 58 years; Jerry and Vicki have been married 56 years. They are enjoying watching their grandchildren build families and continue building the Rausch Hereford business.

“We married very hard working and talented sisters and have lived on the same ranch for over 56 years,” Jerry said. “After growing our families up together, now we get to watch another generation. By Christmas, we will have 13 little ones all under four, most of which are here on the ranch. Every tractor has usually got one or two of them along.”

“These young men are starting out in life, most of them are married and have little families,” Vern said. “They have gone out into the world long enough to know they want to come back. We’re pleased to have them home on the ranch with their energy and talent. It’s time for us to get out of the way and let them see what they can do. We get to enjoy watching them and helping them now.”

Rausch Herefords will hold their 66th annual bull sale at the ranch west of Hoven on Presidents’ Day, the third Monday of February, 2024.

“We have worked hard to make a pretty good herd of cattle over the years and we hope these young guys can take it and make it better,” Jerry said. “I’m sure they will. We have a lot of faith in them to continue what has been started and make the herd better yet.”



Rausches select for growth and fertility and also focus on pigment. Problem free cattle is the ultimate goal. With the size of herd they run, their customers can find show cattle, range cattle and high performance cattle.

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South Dakota Hereford Association

Memberships Due by
Sat., November 11, 2023

Contact SDHA Manager
Shannon Marshall
for more information
605/520-4607

or go to www.southdakotaherefords.org

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November 10, 2023 in Brookings, SD**
at the Swiftel Center

Meeting at 6:00

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November 11, 2023**

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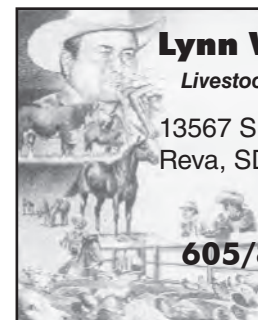
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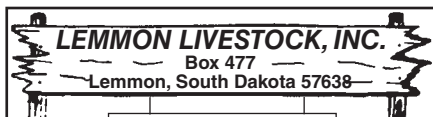


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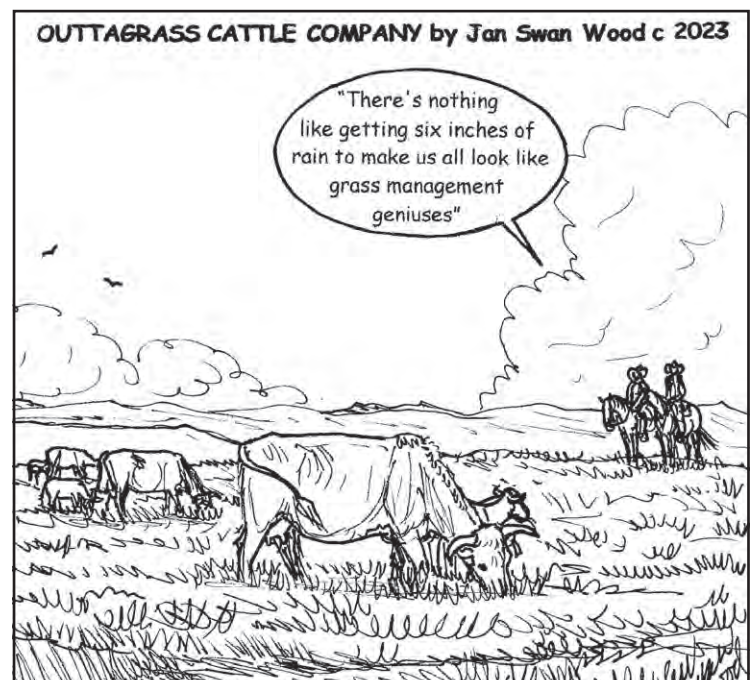
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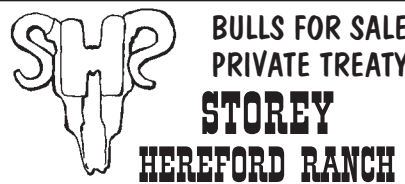
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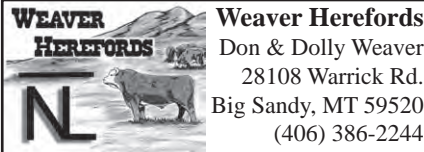
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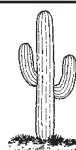


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