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Vol. 19., No. 9

October 2015

Editorial Comments...

Jill Bayers Hotchkiss

Congratulations once again to the South Dakota Hereford



Association who successfully served over Jill Hotck iss

9,630 Certified Hereford Beef ribeye steak sandwiches at DakotaFest in Mitchell, SD.

This is a tremendous feat and I'm so glad each year we are able to brag on the South Dakota Hereford breeders. This is truly a collaborative effort and couldn't be accomplished without major involvement by the breeders.

Phil Eggers, SDHA manager, says there was good support from Here-

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Byron Bayers



Byron Bayers

I want to begin the editorial by thanking all of you for your support and condolences at the passing of Pauline. This has been a long battle but I know other

folks have had to go through trying times similar to ours. You grieve but you go on!

The American Hereford Association has a new leader in Jack Ward. In some ways I am not sure I should just say, a new leader, because for the last nearly 12 years Jack has taken on a big share of the Hereford breed business. I am not sure in my own mind what total responsibility Jack had as COO, but I would as-

(continued on page 3)

Fall Roundup Time in the West

Family Affair — Sharon and Les Longwood, who raise registered and commercial Herefords north of Bison, SD, rounding up their steers with son-in-law Jeremy and daughter Carrie (Longwood) Stadheim, Reeder, ND, and their children.

Same Input, More Output: Heterosis and the Baldy Jenkins Operation Identifies Critical Issues

By Mary Ridder

Whether you talk about heterosis for the cow-calf operator or terminal heterosis for cow-calf and feedlot operations, crossbreeding and heterosis are a big deal. "Heterosis is absolutely critical to an operation," observed Jeremy Martin, Ph.D., Nutritionist with Great Plains Livestock Consulting, Inc.. Not only does Martin consult with a wide variety of cattle operations, he also walks the talk. He and his wife own and operate a family seedstock, ranch and feedlot business between Hershey and Sutherland, NE. They are also a partner in a Lexington area feedyard.

"There are a lot of different programs (using) different breeds. The main thing," he said, "is to have a crossbreeding program to capture

some of that heterosis from both the paternal and maternal end." Martin gives this example. "If you buy a black steer, he probably has Angus in him, you have no idea beyond that," he said. "He may be purebred Angus which may not be the best option for the feeder. When you get those baldies, they're distinctly marked, they're obviously crossbred." Martin said all of a feeder's

cattle may come in at about the same size, but when spring comes the crossbreds are "bigger, stouter, better doing cattle." These baldy crossbreds are a good fit in Jim Jenkins' program. Jenkins and his brother Stuart operate partnerships



Baldies are a good fit in the Jenkins program.

where they rotational graze and run stocker and yearling cattle, and in the process feed on approximately 400 pounds. In the past they had a cow-calf operation, as well.

"The black baldies coming in year after year perform better," he said. Jenkins' order buyers purchase black cattle, quite a few Red Angus, Charolais crossed cattle, and the Hereford influenced black baldies. "Clearly," he said, "that heterosis seems to be having a good effect when you look at the quality of those cattle."

Jenkins and Martin together drive

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Sales & Exerts CALENDAR

6

October

- Colyer Herefords Fall Female Sale Bruneau, ID
- Genetic Selection X Sale Spring Valley, WI
- 5 Melcher Herefords **Private Treaty Bred Heifer Sale** Page, NE
- Dudley Bros. Bull Sale 8 Comanche, TX
- 10 Iron Clad Genetics II Sale Athens, TX
- 15 Jensen Online Heifer Sale
- 16 Hereford Harvest Sale Vibank, SK
- 17 **ANL Polled Herefords** & Guests Production Sale Steelman, SK
- 17 C&T Cattle Co. & Guests Take the Next Step Sale ANL Facility, Kisbey, SK

- 18 Blair-Athol, Haroldsons & Friends Sale Arcola, SK
- 19 Faith Livestock Hereford Influence Heifer/Steer Sale
- 19 The Berry's Bull Sale Cheyenne, WY
- 20 Strang Herefords & Black Angus Sale Meeker, CO
- JBN Livestock Complete 24 Dispersion Sale St. Onge, SD
- 24 Section 7 Ranch Complete Dispersal Whitewood, SK

November

Pick of the Crop Special Female Sale, TNT Angus and Carter's Polled Herefords Rocklake, ND

- Jamison Ranch Sale
- Quinter, KS
- Mohican West Bull Sale Laurel, MT
- 10 **Bowling Ranch Production Sale** Newkirk, OK
- 10 Raap Hereford Ranch Commercial Bred Heifer Sale
- Pierpont, SD 13 SD Hereford Assn. Annual

Meeting & Banquet

- Brookings, SD SD Excellence Sale 14
- Brookings, SD ABHA National Heifer Sale 14 Emporia, KS
- MCM "No Holds" Online Sale 15
- Montana Hereford Assn. 18 Feeder Calf Sale Three Forks, MT

- Largent & Sons Bull Sale 19
 - Kaycee, WY
- 2015 Mrnak Advantage 19 Female Sale
 - Bowman, ND
- 21 Fenton Hereford Ranch Sale Irma, AB
- 28 College of the Ozarks **Production Sale** Point Lookout, MO

December

- Western Nugget Show/Sale
 - Reno, NV
- Knoll Crest Bull Sale
- Red House, VA Pyramid Beef Sale
- St. Onge, SD
- 11 Minnesota Hereford Breeders Annual Meeting Hutchinson, MN
- GoPher the Purple Sale 12 Hutchinson, MN

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Byron's Editorial...

(continued from page 1)

sume what we have seen being done, in the Hereford industry, is that Jack was involved in nearly every major change in the association business. With all of Jack's involvement as COO, I sometimes wonder what that other fella that went to the horse group was doing with the operation of the AHA. During the time that Jack has been involved with the AHA we have seen a continual improvement in the popularity of the breed and I think that many of the changes he has helped formulate have been a great improvement. I know that the change in pricing of BEEF in the industry, has been a major factor, because that has helped all of the people in the commercial industry and they have had a chance to make a profit in the last few years, and without the commercial breeders demanding good Hereford bulls, our industry would falter.

Several breeders called me for my opinion, when the board, and the special committee was named, to search for the new EVP of the AHA. I told each of these people that I thought Jack Ward should be put in without any question, because he had basically been running the operation for a number of years. Most of these agreed with me, but I did have a couple of my friends that are Hereford breeders who felt the committee should search the field for someone who could come in to the AHA, and bring in new ideas and challenges that we may have not had in the past. My opinion at the time, and it has not changed, was that bringing somebody in new and untested, would create a whole series of doubts to the breeders and the board of directors, as to what way the new person would take us.

I think the board was already comfortable with the choice that they would ultimately make in the next month or so, but I surmised that the board felt that they needed to be politically correct in opening the job up to other individuals. I have always said that a person holding an executive job should have gone through the trials of that industry, so that they know what all phases of what that industry is about.

I know that Jack has actually calved out cows and I wonder if any of the three precursors of Jack has ever calved a cow out. I know that many people think that Jack is an Angus man, that is true, but I think we need to look at where the Angus breed is now. I also know that Jack tried to get the head job at the Angus Association a few years ago.

So does this really matter if this man has had a big share of his experience with Angus cattle, because he is obviously a good cattle man, a good judge of cattle and has already proven that he can bring good changes to the Hereford breed. I also know he is a man of integrity, he says it like it is! I have faith in the AHA board that they have made a good decision in hiring Jack Ward, and I think as time goes on the board will

feel very comfortable in that decision.

Some of Jack's detractors need to take a long look at any problems they have had, or feel like they have problems that need to be re-considered... I feel very strongly as a former President with the AHA that you have to sincerely listen to your people, and I'm talking about all of the breeders in the industry, because they are the industry and without the breeders, we would not have a Hereford industry.

I would hope that Jack will give each of these people that may have been detractors, the time, and listen to them, and the give them the reason the follow him. And to Jack I know that this lays a lot on your shoulders, but it will mean a lot to your tenure as EVP if you will just listen to your constituents. I am not saying that you always have to agree with them, but you do need to listen. Jack, you have taken on a big job, and I am very confident that you are very capable of it and I wish you much suc-

cess, which will also mean success for the Hereford industry.

I do have an emotional thing to say about Jack Ward. Approximately seven years ago, I had a major stroke, which had a debilitating effect on my life. Jack was the only person who was employed by the AHA at that time that was kind enough, and gracious enough to send me a nice get well card. To many people this might seem like a small thing, but to me in that stage of life and in that condition, the card from Jack was monumental to me.

A very interesting article in *Beef Magazine* appeared the August 2015 edition. It was titled "Across-breed EPD Updates", it was written by Larry Kuehn and Mark Thallman, who are geneticists at the US Animal Research Center generally known as MARC. One of the comments made by the authors was that across-breed EPDs are most useful to commercial producers using more than one breed, to buy bulls

to use their crossbreeding program.

I have had many discussions with a geneticist at Fort Keogh in Miles City, through the years about this subject because many commercial breeders through the years have tried to compare EPDs from one breed to another and have ended up totally confused. I was informed by a geneticist at Fort Keogh, several years ago that even though they tried to set a basis for all breeds that it was something that was nearly impossible to do. I have studied this article and read it several times and the authors of the article show adjustment factors for EPDs of 18 different breeds to estimate cross breed EPDs, and the article goes on the tell the reader how they can make adjustments between breeds. For many of you people in the Hereford breed who think you know EPDs well, I would like to have you look this article up and try to analyze it in your minds how this can be sold to the commercial industry. To

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Byron's Editorial...

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quote the article, "The breed differences used to calculate the factors are based on comparisons of progeny of sires from each of these breeds in the Germplasm Evaluation program at MARC." This is a very interesting statement and I would like to know where MARC obtained the sires in each bred and how this evaluation of obtaining the sires was accomplished. The fact that I was told, probably 10 years ago, that this particular adjustment was nearly impossible to make has made me want to learn more about how MARC and their geneticists have put their program together. Because crossbreeding has become such an important tool to so many commercial breeders in the U.S. and many other parts of the world it would be very interesting to me to hear from our own geneticists at the AHA, about the interpretation that they have with this article and its effects on the commercial industry.

The fall sale season is on its way and a huge number of fine females will have either been sold by the time you read this or will be sold soon. The Hereford female market seems to be hot at this time and I will look forward to seeing how the market proves out during the current stock market erratic fluctuations. Buying a cow for your herd is a an important long term investment, so I can't believe that if you are looking at a 5-10 year result, your current investment in a cow should not change too much just because of the stock market being erratic.

So long for now. — BB

Jenkins and Martin...

(continued from page 1)

through the cattle about once a month. "Jeremy made the comment," Jenkins said, that "people should come out and drive through this herd to understand the benefit of heterosis. We're buying large numbers. When we had our western ranches we were running over 3,000 head. Last year we had 1,500 head." And what Jenkins is seeing is an obviously superior black baldy animal.

"We would buy more black baldy cattle, but there's not as many out there as you would think," he said. Or, he added, it may be that they're in a higher price range due to their higher quality. "We've bought higher quality cattle the last couple years that can really make our customers happy."

What the Harris Ranch **Project Told Us**

The Harris Ranch project in California was conceived to compare and contrast Hereford and Angus/black bulls in a commercial ranch setting, paying particular attention to the outcomes at every critical juncture: ranch, The project collected data of heterosis and lower inputs from baldies. on weaning and feedlot

performance, on carcass value and on profitability as a whole.

In year one, 400 Angus/black cows were randomly bred to 10 Angus/black bulls and 10 Hereford bulls. Years two and three saw 600 cows bred to 15 black



feedlot and packing plant. Jeremy Martin (left) and Jim Jenkins realize the importance

bulls and 15 Hereford bulls, again with random matings. The results?

In at least 2 of the 3 years, consistent advantages, from slight to large, were found in favor of the Hereford-sired

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Jenkins and Martin...

(continued from page 4

calves for pre-weaning performance, backgrounding performance, average daily gain (ADG), feed conversion, cost of gain, death loss, economic performance, overall net return and pregnancy rates. Only in carcass performance did the Angus/black-sired calves outperform the Herefords.

Feed Efficiency – **Generate More with Less**

These findings tie in well with the direction Jenkins sees the beef industry heading. "Utilizing feed more efficiently is where it's at," he stated. "Sooner or later this industry is going to have to be tracking more closely all the way through. People up and down the value chain, while they're starting to work together, are pretty disconnected. That ultimately hurts

the restaurant and the retailer." Jenkins should know. He's started and operated restaurants including the Whiskey Creek restaurants, and is currently an owner of the Skeeter Barnes restaurants.

"Those cattle as compared with straight blacks, those cattle with a shot of Hereford, obviously crossbred, they're a better deal for the yearling man, for the feedlot."

The nutritionist Martin also said that, anecdotally, black baldies excel. "Every time we look through those cattle, maybe not in November or December, but you get into late winter and spring, those baldy cattle...they just excel. You can pick them out. Those cattle as compared with straight blacks, those cattle with a

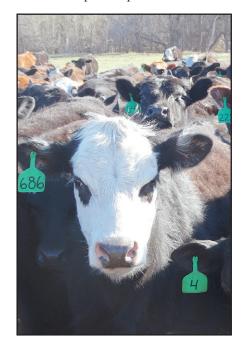


shot of Hereford, obviously crossbred, they're a better deal for the yearling man, for the feedlot. They generate more with the same input."

Jenkins points to economic areas of

feed conversion and growth as key. "We've got a new feedlot software that we're going to use for tracking, trying to get more and better data all the time. Feed," he stated, "is such a huge deal. If you think about the amount of feed going into cattle, it's easily 50 to 60% of your costs. That feed conversion is the most important piece."





South Dakota **Hereford Association Heifer Grant Program**

The South Dakota Hereford Association is offering grants to youth who apply and are chosen to receive them, for use at the SD Excellence Sale on November 14. The sale is held in conjunction with the SDHA Annual Meeting and Banquet (Nov. 13) in Brookings, SD. It's a great Hereford weekend and everyone is welcome!

> Applications available at: www.southdakotaherefords.org

> Mail to SDHA by November 1, 2015: SD Hereford Association Phil Eggers 25748 476th Ave. Sioux Falls, SD 57104 Cell: 605-351-5438 ESFherefords@aol.com

Jill's Editorial...

(continued from page 1)

ford breeders with 25 who worked at the booth this year. What's amazing is there are helpers all the way from about 7 years old to well, let's just say at least 10 times 7! This is an event that brings the state's Hereford breeders together to work for a common goal. While the immediate goal is to raise money for Hereford events throughout the year, it ends up being a tremendous promotional tool for Hereford beef. Way to go South Dakota!



What a great picture of little Dave enjoying his ribeye steak sandwich at DakotaFest. Photo by Mary Janet Barz.

Speaking of associations, I want to express my support of Jack Ward being selected as the new Executive Vice President of the American Hereford Association (AHA). Like my dad, Byron, I feel like this was a good selection. I too, had several calls from friends asking what I thought of Jack as the potential heir apparent to the top job. While several of them expressed concern over Jack's Angus background, I had to remind them of his dedication and time he has put into the AHA. Being the Director of Breed Improvement for 12 years was an excellent proving ground for Jack. He has the practical experience of raising livestock along with the practical experience of being Chief Operation Officer and dealing with breeders for 12 years. To me it didn't make much sense to select someone who was not familiar with the organization and besides that, Jack is highly qualified for the job.

I realize several of you have probably bumped heads with him at times. Anyone in the association who deals with EPDs seems to get a target on their back in regard to breeders who have had issues. I think that just comes with the territory.

About 10 years ago when Marc and I were still managing the South Dakota Hereford Association, we invited Jack to be a speaker at the SDHA's annual meeting held in the afternoon. Back then there were a few genetic abnormality

(continued on page §





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Jill's Editorial...

(continued from page 7

issues going on and needless to say, it was a hot topic of conversation. When Jack arrived in the barn at Brookings, he had sort of a deer-in-the-headlights look, when several breeders greeted him. He soon found out that he really was welcomed by our group and they just wanted to visit with him and find solutions. While I felt for him being thrown into this position at our meeting, I was impressed with the way he handled himself and spoke to people, giving them practical information

I have high hopes as he leads our breed into the future. If he has stayed with the AHA for 12 years, he certainly has a great deal of allegiance to the association as well as being talented, intelligent and

Since Jack served as both Director of Breed Improvement and Chief Operating Officer, he was immersed in several important aspects of the association and was obviously well-educated on EPDs. The note he left on his desk as he transitioned to his new job sums up the EPD quest well. It read, "EPDs are like a Skill Saw - used properly they vastly improve your ability to build the end product BUT if used improperly can cause a real wreck."

Certainly words of wisdom, for his successor but also insight into his work of the past several years. Good luck in your new position, Jack.

I'd like to make just a few comments about the across-breed EPDs that dad references in his editorial.

For years the Beef Improvement Federation as well as several other entities have promoted across-breed EPDs developed primarily by the Meat Animal

Research Center (MARC) in Clay Center, NE. I remember attending a BIF meeting in the early '90s where the subject was discussed, and probably cussed a little bit too, in which researches presented their information to a large crowd. At that time there were several groups, including breed associations, who had come up with formulas which were quite different from each other. A lot has changed since then.

According to MARC researchers doctors Larry Kuehn and Richard Thallman, "Across-breed adjustment factors have been calculated for growth traits and maternal milk since 1993. Adjustment factors for carcass traits have been calculated since 2009; to be included, breeds must have carcass data in the U.S. Meat Animal Research Center (USMARC) database and report their carcass EPDs on an actual carcass basis using an age-adjusted endpoint. Bulls of different breeds can be compared on the same EPD scale by adding the appropriate adjustment factor to the EPDs produced in the most recent genetic evaluations for each of the 18 breeds. The AB-EPDs are most useful to commercial producers purchasing bulls of more than one breed to use in crossbreeding programs. For ex mple, in terminal crossbreeding systems, AB-EPDs can be used to identify bulls in different breeds with high growth potential or favorable carcass characteristics."

I have no doubt that Kuehn and Thallman are brilliant researchers. I know Kuehn's parents and they are both very intelligent people so I'm guessing his genetic probability for intelligence is fairly high. Seriously, these two researchers have been working on this study for years so it is fascinating to me to see how it has been refined in just the last several years.

In the 1990s one of the big arguments

from breeders was which breed to make as the baseline. As it turns out, Angus is now the baseline, being 0, which is a fairly obvious choice since they have the largest breed base in the United States. The across-breed EPDs were developed to assist commercial breeders understand what a bull of another breed would do on their straight-bred commercial herd of another breed. However, I question "hit" on the Hereford breed's YW amd MM numbers in their research. It seems like a hard hit especially when in the practical world many of us know what a great cross Hereford and Angus are. We'll try to bring you answers in an upcoming issue.

I used to get quizzed thoroughly by a local commercial breeder (who will remain nameless) every year about how to figure out what a Hereford bull is going to do on his commercial Angus herd. We had indepth discussions about this several years in a row and it was always on sale day at a particular sale. The tools he was armed with on sale day were Hereford EPDs and acutal birth and weaning weights. At that point, it was like comparing apples to oranges and was a best-guess scenario, depending a lot on actual weights and performance information on the parents.

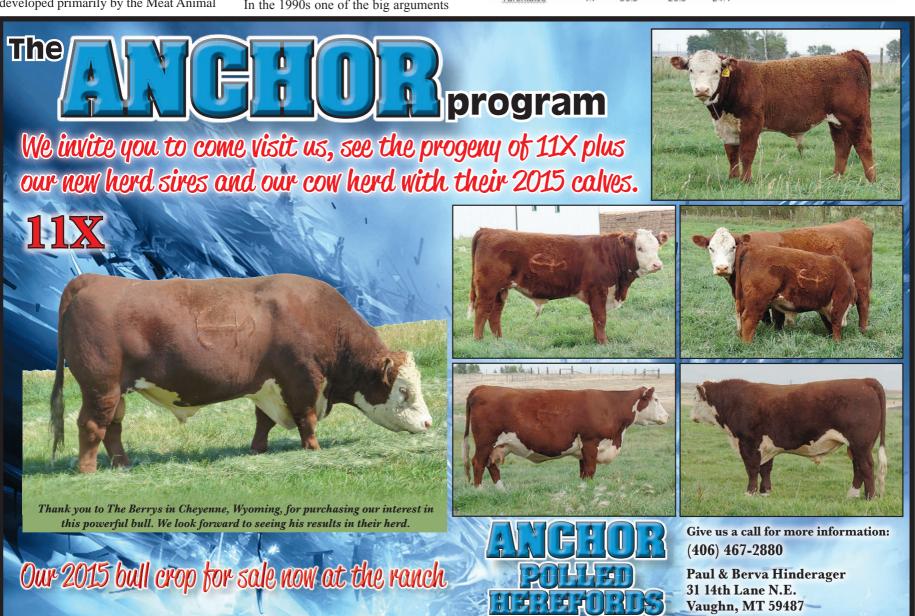
I don't know how practical these acrossbreed EPD charts are but at least it is one more tool for commercial breeders who want to use them. As with EPDs themselves, these are all formulas based on scientific research combined with actual data of particular animal groups. Practical application is another matter in itself and stands to be proven.

I applaud Kuehn and Thallman for their dedication to the research which will be an ongoing study for years to come.

-JBH

TABLE 1: ADJUSTMENT FACTORS TO ADD TO EPDs OF EIGHTEEN DIFFERENT BREEDS TO ESTIMATE ACROSS BREED EPDS

Breed	Birth Wt.	Weaning Wt.	Yearling Wt.	Maternal Milk	Marbling Score	Ribeye Area	Fat Thickness
Angus	0.0	0.0	0.0	0.0	0.00	0.00	0.000
Hereford	2.7	-3.5	-23.6	-17.1	-0.32	-0.09	-0.050
Red Angus	3.4	-23.2	-27.9	-3.9	-0.30	-0.08	-0.029
Shorthorn	5.8	11.3	38.8	20.2	-0.16	0.21	-0.142
South Devon	3.2	-4.8	-6.6	-0.3	0.08	0.16	-0.111
Beefmaster	6.3	35.7	29.5	9.9			
Brahman	11.0	42.8	5.9	23.2			
Brangus	4.5	14.6	6.0	5.8			
Santa Gertrudis	6.6	36.2	48.3	12.4	-0.66	-0.05	-0.116
Braunvieh	1.9	-21.6	-42.3	0.1	-0.67	0.22	-0.102
Charolais	8.6	38.1	45.3	6.9	-0.44	1.02	-0.220
Chiangus	2.2	-20.5	-40.2	4.7	-0.45	0.45	-0.157
Gelbyieh	2.7	-18.2	-25.6	3.6	-0.41	0.78	-0.136
Limousin	3.8	-1.8	-35.9	-8.7	-0.71	1.09	
Maine-Anjou	4.2	-15.3	-36.7	-6.8	-0.84	0.95	-0.229
Salers	1.8	-4.8	-19.5	2.2	-0.10	0.79	-0.207
Simmental	3.7	-5.9	-10.9	-0.8	-0.42	0.53	-0.141
Tarentaise	1.7	30.3	20.3	24.1			



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SINCE 1944 ...71 Years of Breed Leadership and Proven Performance!

12th BREEDERS & RANCHERS PRODUCTION SALE

Friday NOVEMBER 6 2015
AT THE RANCH • QUINTER, KANSAS

90 Registered Hereford Females 55 Bred JA Replacement Heifers • 20 Spring-Bred Cows • 15 Fall '14 Open Heifers

200 Comm'l Hereford, Blk & Red Baldie Bred Heifers

JA Genetics • Spring 2015 Calving • Bred Hereford & Angus **125 Quarter Horses**

Ranch Geldings • 2015 Foals • Select Broodmares

A PREMIER FALL SALE EVENT!



CL1 DOMINO 9125W Cowman's herdsire ...Hi-Maternal Trait Leader
Outstanding daughters sell!



CL1 DOMINO 216Z Total Performance and Calving Ease Leader!

A Feature Service Sire!



DVAuction

HH ADVANCE 3040A Complete, Moderate, Balanced, Fault-Free!

A Feature Service Sire!



Selling 60 seasoned ranchers & started ranch & arena prospects!

Sun Frost, Driftwood and Hancock Bred ormance Horses from Western Kansas' big ranch country!



Powerful, 6-Trait, Performance Leader! Elite Daughters Sell!

One of Hereford's Most Respected Line 1 Cowherds ... Selling Herd Builder Bred Heifers!



BW 4.3 WW 56 YW 93 MILK 29 M&G 57

4136

Sire: CL1 Domino 9125W

BW 3.8 WW 56 YW 93 MILK 31 M&G 59





BW 2.0 WW 53 YW 88 MILK 26 M&G 53







A Feature ... 1st Class Fall '14 Heifers! Sire: CL1 Domino 9125W





GORDON JAMISON 785/754-3639 2271 County Rd. 74 • QUINTER, KS 67752 • www.jamisonranch.com



Sale Roundup...

Holden Herefords Miss Advance Female Pageant 2015 Sept. 17, 2015 Valier, MT **Auctioneer: Joe Goggins**

58 Cows — \$8,768 5 Fall Pairs — \$18,400 12 Bred Heifers — \$8,875 23 Fall Yearling Heifer — \$6,435 98 Total Lots — \$8,722

Top Sellers:

HH Miss Advance 2041Z and bull calf by HH Advance 3297A to Edgar Herefords and S & S Herefords, Stephensville, TX, \$40,000.

HH Miss Advance 9228W to Hayden Marie Hoffman, Thedford, NE, \$31,000.

HH Miss Advance 4349B ET to Flying S Herefords, Paluxy, TX, \$31,000. HH Miss Advance 1180Y ET to Circle G Cattle, Canton, TX, \$28,000.



The Holden Female Sale was conducted as a video sale by The Livestock Linkwhich set up three 80 inch TV screens and ran the videos during the sale.

HH Miss Advance 1175Y ET to Harrison cattle Co., Arapaho, OK, \$25,000. HH Miss Advance 2220Z and bull calf by CL 1 Domino 269Z to Sierra Ranches, Modesto, CA, \$22,000.

HH Miss Advance 0215X to Blaine Weiterman, Tyler, TX, \$19,000.

HH Miss Advance 1005Y ET to L-W Cattle Co., Absarokee, MT, \$17,500.

HH Miss Advance 4128B to Harrison Cattle Co., \$17,500.

CL 1 Domino 7136T to Baker and Amdahl Herefords, Piedmont, SD and Meitler Herefords, Lucas, KS, \$17,500. HH Miss Advance 0178X ET to Morrell Herefords, Willows, CA and Al Calise, Powell Butte, OR, \$16,000. HH Miss Advance 4019B to Jim Carr,

Springview, NE, \$15,000. HH Miss Advance 3075A to Erik

Lawver Belgrade, MT, \$14,000. HH Miss Advance 4262B to Roger

Jennings Palmyra, IL, \$12,000.

Churchill Cattle Co. World Class Female Sale September 18, 2015 Manhattan, MT **Auctioneer: Joe Goggins**

92 Lots — \$10,639 5 Donors — \$20,150 24 Heifer Calves — \$16,656 60 Bred Heifers — \$7,692 3 Flushes — \$5,583 50 Commercial Bred Heifers — \$2,750

High Sellers:

Lot 12, Churchill Lady 5137C ET, 1/19/15 by KCF Bennett Revolution X51 to Iron Lake Ranch, Athens, TX,

Lot 25, Churchill Lady 037X, 1/16/10 by Golden Oak Outcross 18U to Sierra Ranches, Modesto, CA, \$75,000.

Lot 14, Churchill Lady 579C ET, 1/19/15 by Full Throttle and out of the Lot 25 cow to James Rosenberg and Devon Lockhart, TX, \$60,000.

The Berry's annual buill sale

Halter broke 8 pasture raised!

Mon., October 19, 2015

1:00 at the ranch • Cheyenne, WY

60 plus Two Year Old Bulls

9 Sensation Sons

4 Feature Bull Calves by

PI, CL1 Domino 314A

2 Heifer Calves

5 Bred Heifers



B DESERT GOLD 14B

DOB: 3/6/14 • Reg. #43619336 Sire: UPS DESERT GOLD 4007 Dam: B 5110 DOMINETTE 241Z BW 0.2 WW 45 YW 69 Milk 29 M&G 52



B SENSATION 25B

DOB: 3/16/14 • Reg. #43619487 Sire: CHURCHILL SENSATION 028X Dam: B LADY RIBSTONE 120Y BW 1.1 WW 56 YW 81 Milk 34 M&G 62

Bid online:

DVAuction

Broadcasting Real-Time Auctions

www.DVAuction.com

Call or e-mail for more information or a catalog:



B SIR YANKEE 52B

DOB: 3/29/14 • Reg. #43620127 Sire: GH ADAMS NORTHERN YANK ET 230U Dam: B MISS NEON MOON 818 BW 3.0 WW 46 YW 86 Milk 24 M&G 47

Jay and Janice Berry
Home: (307) 634-5178 • Cell: (307) 630-7944

jaberryherefords@msn.com

3049 CR 225 Cheyenne, WY 82009 **VIDEOS** online at

WhereCowmenBuyBulls.com

(continued on page 12)

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170 BUS top 20% by

-3.1 +1.5 +68 +110 +28 +1.6 +0.65 +0.38 +\$29 +\$40 -20% best 16% top 1% top 1% top 10% top 1% top 5% top 2% top 1% top 1%

KCF Bennett Influence Z80
KCF Bennett Encore Z311

CED BW WW YW MILK SC REA MARB BMI CHB +5.3 +0.5 +67 +111 +26 +1.6 +0.52 +0.53 +\$31 +43

Homozygous Polled. Z311 covers all the bases! His first sons sell,

RST 0124
Times A
Wastin 2107

CED +4.8 +0.5 +66 +113 +26 +1.0 +0.54 +0.34 +81 EMI CHB +4.8 +0.5 +4.8 +1.0 +0.54 +0.34 +8.3 EMI CHB +4.8 EM

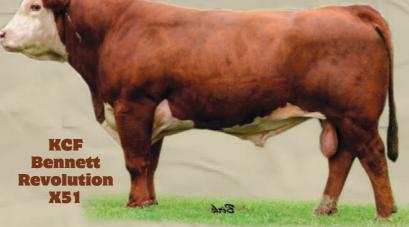


Homozygous polled. The most powerful and complete Proficient son we have identified. A260 ultrasounded the largest ribeye ever, of any breed, in our history. His M326/P606 dam is stellar and currently records 6@99 BWR, 6@102 WWR, 4@106 YWR, 16@111 IMF, 16@103 REA. Bloodline may have the greatest "cow making" potential of any bull we've raised. A maternal brother by X51 sells Dec. 4! Semen available.

Live Auctions.



Brad Fahrmeier 816.392.9241 Influence Z80



CED BW WW YW MILK SC REA MARB BMI CHB +4.7 +3.2 +80 +126 +26 +1.6 +1.51 +0.36 +\$32 +\$49

Homozygous Polled. X51 has set a new breed standard for performance... growth, carcass, maternal. Selling powerful sons and maternal brothers by 88X and Sensation. Semen available.

A select group of fall-born open heifers and spring-bred females available immediately at private treaty. Sires include X51, Catapult, 2107, Z80, Bonanza and others.

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Sale Roundup...

(continued from page 10)

Mohican West & Guests Female Sale September 24, 2015 Laurel, MT

3 Bulls — \$16,283 54 Females — \$5983 57 Lots — \$6525

Top Sellers:

Lot 1, Mohican Top Shelf Z1, 1/2/12 by NJW 73S; Mohican West to Meadow Ridge Farm, Broadway, VA, \$15,100, 1/2 interest and full possession. Lot 2, TDP Crossover Z400, 1/12/12 by

can West to River Valley Polled Herefords, Newburch, Ontario, \$12,250, 1/2 interest and full possession.

Lot 37, LJE Z712 Grace 004B, 2/7/14 by E 4L Schatzee ET Z712; Ehlke to Bar Star Cattle, Loma, MT, \$10,000.

Lot 16, Mohican Miss 26Y, 2/4/11 by MSU TCF Revolution 4R; Mohican West to River Bank Ranch, Taylor, ND,

TH 133U 719T Upgrade 69X; Mohi-

Lot 11, Mohican Top Shelf 407C ET, 3/19/15 by Mohican Top Shelf Z1; Mohican West to Scott and Andy Pennell, Navarre, OH, \$8,000.



Part of the Holden sale crowd.



\$9,100.

Mohican Top Shelf Z1 topped the Mohican sale at \$15,100 to Meadow Ridge Farm, Broadway, VA.



Lee Venhuizen, Dale's mother, was in attendance at the Churchill sale. She is 90 years young!



Terri Barber did some bidding at the Churchill sale.

Lot 51, E 832 Miss Boulder X9, 1/28/10 by MC 243R Boulder U832; Ehlke to Dale Stith, Mayslick, KY, \$8,000.

Lot 5, Mohican Nita 407B ET, 2/15/14 by NJW 73S M326 Trust 100W ET; Mohican West to Pelton Polled Herefords, Haliday, ND, \$7,000.



David Kelly and his wife Maggie came all the way from England to take in the Churchill sale.



Dimitri Matarags, Iron Lake Ranch, Athens, TX, bought the high seller in the Churchill World Class Female Sale.

Hoffman Ranch Thedford, NE September 28, 2015

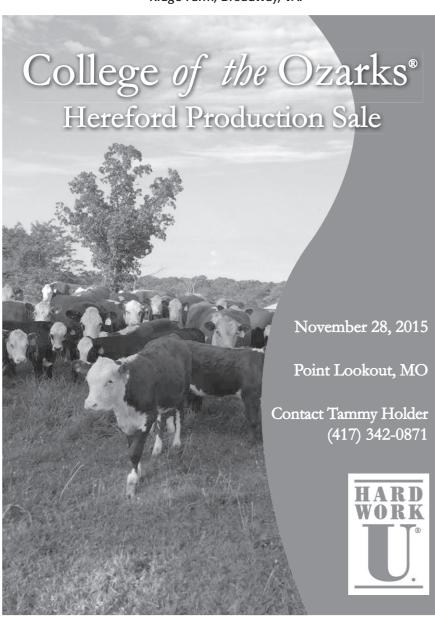
105 Lots — \$15,090

High Selling Lots:

Lot 1, H Kimberly 5031 ET, 1/24/15 by H/TSR/CHEZ/Full Throttle, \$110,000 to Swanson Ranch, IA.
Lot 13, H BL MOCHA 502 ET, 1/24/15 by AH JDH Cracker Jack 26U ET, \$100,000 to Skiles Ranch, TX.



Top seller in the Hoffman sale was Lot 1, a January Full Throttle daughter purchased for \$110,000.



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"FHR" FITTON

HEREFORD RANCH INC.

51st Annual Fall Sale

SATURDAY, NOV. 21, 2015 1:00 PM at the ranch 7 mi. East of Irma on Hwy 14 or 11 mi. West of Wainwright

Sale can be viewed online with DLMS

Videos of all lots available by Oct. 25

SALE OFFERING: 60 Long Yearling Bulls • 100 Registered Bred Heifers

30 to sell as single lots • 70 to sell in groups of 5

50 Commercial Bred Heifers

5 Broke Ranch Geldings • 15 Fancy Foals (Blue Roans, Red Roans, Buckskins)

SIRES OF THE 2015 offering:

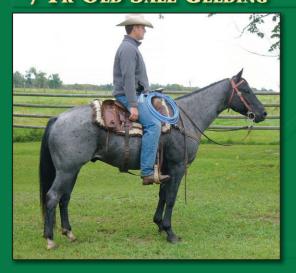


FE 8T RED RIBSTONE 18Y



SGC 30U RIB STANDARD 83Y

7 YR OLD SALE GELDING





FE 96U ROYAL RIBSTONE 28Z



FE 43T EMPEROR LAD 232Z



SNS 5S STANMORE LAD 60X



FE 44S RED SKYLINE 24U



BANNERLANE 108U STD 74Z



FE 152S FRONTLINE 199Y

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Email: fentonherefordranch@gmail.com www.fentonherefordranch.com Box 479, Irma, AB, TOB 2H0

7 mi. E. of Irma on Hwy. #14 or 11 mi. W. of Wainwright - Look for Hereford Sign

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Judge: Lydell Meier, Clinton, TN



Grand Champion Female - ECR Miss Sensation 44, 4/6/14, CK Cattle Company, Highmore, SD.



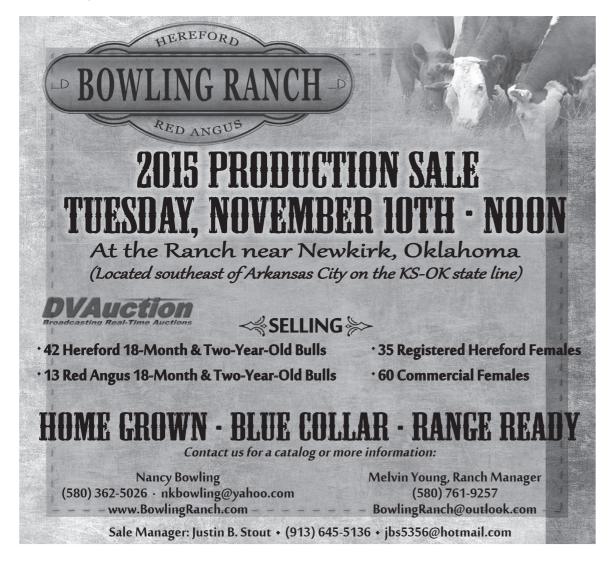
Reserve Champion Female — ECR AJ Miss Sensation, 3/31/14, Fawcett's Elm Creek Ranch, Ree Heights, SD.



Grand Champion Futurity Heifer — Kelsey Repenning, Mitchell, SD with JWG Meg 1444B, 3/26/14 purchased from Jeff Gerlach, Stickney, SD.

Grand Champion Bull - Blacktop Rolex 4912 ET, 2/8/14, Blacktop Farms, Mitchell, SD.

Reserve Champion Bull - HPH 10Y Bodacious 10, 3/8/14, Hanson's Polled Herefords, Conde, SD.





Reserve Champion Futurity Heifer - Mackenzie Halverson, Canton, SD with MPH 158W Enchantment B41, 1/3/14, purchased from Mettler Polled Herefords, SD.

SDHA 2015 Heifer Special Judge: Jeff Jackson, Texas



Grand Champion Heifer, Heifer Special — ECR Miss Sensation 44, 4/6/14, exhibited by Kenidy Effling, Highmore, SD.

MOHICAN WEST BULL SALE

Monday, November 9, 2015

Sale at 1:00 p.m. (MST) at the ranch, Laurel, MT

104B

28B



MOHICAN CROSSOVER 28B

BD: 1/31/2014 • Act. BW 80 • Adi. 205 800 BW 3.0 WW 62 YW 105 Milk 25 M&G 57 REA .79 Sire: TDP CROSSOVER Z400 Sire of Dam: NJW 73S M326 TRUST 100W ET



TDP TOP SHELF 108B

BD: 3/08/2014 • Act. BW 77 • Adj. 205 637 BW 2.9 WW 65 YW 104 Milk 28 M&G 60 REA 1.07 Sire: MOHICAN TOP SHELF Z1 Sire of Dam: MSU TCF REVOLUTION 4R



TDP UPGRADE 427B

BD: 3/14/2014 • Act. BW 79 • Adj. 205 848 BW 1.9 WW 59 YW 99 Milk 21 M&G 51 REA .46 Sire: TH 133U 719T UPGRADE 69X Sire of Dam: MOHICAN MINT 19M

225B



TDP GRASSMASTER 225B

BD: 9/23/2014 • Act. BW 83 • Adj. 205 670 BW 3.7 WW 61 YW 90 Milk 24 M&G 55 REA .62 Sire: DR MW TRASK GRASSMASTER W02 Sire of Dam: TDP VINTAGE 402U FT

SELLING 56 BUILLS



MOHICAN TOP SHELF 90B

BD: 2/21/2014 • Act. BW 76 • Adj. 205 659 BW 2.3 WW 59 YW 93 Milk 24 M&G 53 REA .83 Sire: MOHICAN TOP SHELF Z1 Sire of Dam: TDP VINTAGE 402U ET

MOHICAN POWERHOUSE 103B

BD: 3/03/2014 • Act. BW 73 • Adj. 205 697 BW 3.1 WW 55 YW 84 Milk 24 M&G 52 REA .43 Sire: BOYD POWERHOUSE 2028 Sire of Dam: STAR MARKET INDEX 70X ET



MOHICAN UPGRADE 104B

BD: 3/04/2014 • Act. BW 78 • Adj. 205 643 BW 1.0 WW 48 YW 86 Milk 26 M&G 50 REA .14 Sire: TH 133U 719T UPGRADE 69X Sire of Dam: NJW 98S DURANGO 44U



TDP GRASSMASTER 123B

BD: 4/02/2014 • Act. BW 79 • Adj. 205 703 BW 2.1 WW 55 YW 82 Milk 24 M&G 52 REA .38 Sire: DR MW TRASK GRASSMASTER W02 Sire of Dam: BKR SANDERSON 73C 60S



TDP TOP SHELF 131B

BD: 4/20/2014 • Act. BW 83 • Adj. 205 765 BW 1.9 WW 65 YW 96 Milk 27 M&G 59 REA .71 Sire: MOHICAN TOP SHELF 71 Sire of Dam: SHF RIB EYE M326 R117



MOHICAN VICTOR 422B

BD: 3/13/2014 • Act. BW 85 • Adj. 205 815 BW 2.2 WW 47 YW 67 Milk 30 M&G 53 REA .32 Sire: TH 122 711 VICTOR 719T Sire of Dam: PW VICTOR BOOMER P606



MOHICAN TOP 205B

BD: 8/24/2014 • Act. BW 75 • Adj. 205 650 BW 3.0 WW 60 YW 94 Milk 27 M&G 58 REA .77 Sire: MOHICAN TOP SHELF Z1 Sire of Dam: STAR STROKE OGENIUS 91X ET



MOHICAN GRASSMASTER 208B

BD: 8/28/2014 • Act. BW 83 • Adj. 205 745 BW 3.4 WW 57 YW 82 Milk 24 M&G 53 REA .64 Sire: DR MW TRASK GRASSMASTER W02 Sire of Dam: TDP VINTAGE 402U ET



MOHICAN GRASSMASTER 211B

BD: 9/04/2014 • Act. BW 85 • Adj. 205 565 BW 3.4 WW 51 YW 77 Milk 18 M&G 43 REA .45 Sire: DR MW TRASK GRASSMASTER W02 Sire of Dam: ASH TEAMWORK 11T ET



For more information contact:

Conard & Nancy Stitzlein, Owners Terry Powlesland, Mgr. Office phone and fax (406) 633-2600 (406) 633-2810 • Cell: (406) 670-8529 E-mail: mohicanw@yahoo.com

3100 Sportsman Park Rd Laurel, MT 59044

Catalog may be viewed online at www.herefordamerica.com or www.mohicanpolledherefords.com

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South Dakota State Fair 2015 - Hereford Show Results

(continued from page 14)

SDHA 2015 Steer Futurity - from SD Excellence Sale Judge: Ethan Johnson, Baltic, SD



Reserve Champion Heifer, Heifer Special — MS Mary H 413 ET, 4/6/14, exhibited by Travis Hofer, Bridgewater, SD.



Grand Champion Futurity Steer - Kenidy Effling, Highmore, SD, purchased from Schuette Land and Cattle Co., Highmore, SD. 1360 lbs.



Reserve Champion Futurity Steer - Kayle Lauck, Salem, SD purchased from Stenberg Herefords, Colman, SD. 1385 lbs.

SDHA 2015 Steer Special



Reserve Champion Steer - Kenidy Effling, Highmore, SD. 1360 Lbs. Breeder: Schuette Land and Cattle Co., Highmore, SD.



Leibel Scholarship Winner - Eric Tesch, Goodwin, SD was selected as the recipient of the John Leibel Memorial Scholarship. SDHA Manager Phil Eggers presented the award at the SD State Fair.



Grand Champion Steer - Karly Schaunaman, Aberdeen, SD, 1330 lbs. Breeder: Hansmeier & Son, Bristol, SD

<u>NOVEMBER 15, 2015</u>

Offering top show heifer and select steer prospects

Sires represented: NJW 73S W18 Hometown 10Y ET, WORR OWEN Tankeray Y79D ET, H WCC/WB 668 Wyarno 9500 ET, Churchill Sensation 028X, H Excel 8051 ET





MCM 8051 Star 510C ET

Champion Horned Div. I

Sire: H Excel 8051 ET • Dam: KN Starburst 701

Brian, Jill, Dan, Grady, Mattie and Harrison McMahon



Brian 402-462-0606 mcm_polled_herefords@yahoo.com Grady 402-984-7620

www.mcmpolledherefords.com

Stats: 1275 lb. Est. Carcass Wt. 803 lbs. Fat 0.2 **REA 14.68** Marb 4.2 Choice minus Yield Grade 1.85 Percent retail product 52.42 Retail Carcass \$482.00 Retail Value per cwt.

\$248.67



Grand Champion Carcass Steer - Exhibited by Ella Steifvater, Salem, SD. Steer breed by Jeff Gerlach, Stickney, SD.

Stats: 1350 lb. Est. Carcass Wt.: 850 lbs. Fat 0.4 **RFA 165** Marb 6.3 Choice Yield Grade 1.88 Percent retail product 52.35 Retail Carcass \$482.00 Retail Value per cwt. \$248.31



Reserve Champion Carcass Steer - Exhibited by Delaney Scott. Canton, SD. Steer bred by Section 16 Cattle Co., Canton, SD.

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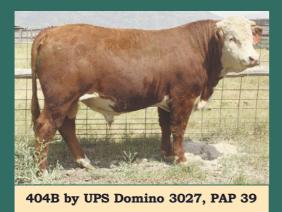


36th Annual Sale

High Altitude - PAP Tested Cattle Tuesday, October 20, 2015

Broadcast on Live Auctions TV







418B ET by CL 1 Domino 501R, PAP 35

422B by CL 1 Domino 105Y, PAP 36

A Proven Program for 53 Years..... Selling muscular, calving ease and growth bulls who'll add pounds/milk to your herd & sire productive replacements. They'd be ideal for making baldies too.



433B by SH 501R Domino 816U, PAP 40



450B by F 157K Ribstone 715, PAP 39



452B by CL 1 Domino 739T, PAP 39

Sale bulls by

- CL 1 Domino 739T
- F 157 K Ribstone 715
- SH 501R Domino 816U
- CL 1 Domino 501R
- CL 1 Domino 105Y
- SH Diamond 881
- UPS Domino 3027

• SH 3027 Domino 105Y

Bred Heifers

In 36th Annual Sale

• Baldy Heifers bred to SBA 803U Travelodge 313A

By Private Treaty

- Hereford Heifers AI to UPS Domino 3027
- Angus Heifers bred AI to Cole Creek Cedar Ridge 1V



These bulls sell!

Catalogs & videos available

Mary Strang 800.351.5362 970.270.4445 cell 2969 County Road 8, Meeker, CO 81641 Tom & Lisa Walsh 970.878.5879 970.270.9599 cell strangherefords@gmail.com . strangherefords.com

Nebraska Junior Hereford Show Champions



Grand Champion Steer - Owned by Wesley Denton, Blue



Reserve Champion Steer - Owned by Rianna Chaney, Elwood,



Champion Bred & Owned Heifer and Champion Horned **Bred & Owned Heifer** - Carlee Meeks, Taylor, NE. JNHE Reserve Champion Division, both shows.



Grand Champion Polled Heifer — Owned by Sage Krebs, Gordon, NE.



Reserve Champion Polled Heifer – Owned by Hannah Williams,



Reserve Champion Horned Heifer Owned - Blake Bruns, North Platte, NE

20 BRED HEIFERS FOR SALE

Bred Hereford

Purebred and registered • Papers Available

Carrying a registered calf

Synchronized and A.I.'d to low birth weight Hereford bull.

Cleaned up with a Lambeau son. Start calving in early February.

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Ph. 307-837-2524

1930 Road 60 Veteran, WY 82243 Ph. 307-837-2554 jkmcclun@wyomail.com



Reserve Champion Bred & Owned Heifer - Bred & Owned by: Harrison McMahon, Ayr, NE. JNHE Class Winner

(continued on page 20)

SELLING:

1200 1st Cross Baldy Replacement Heifers with Steer Mates (600 each) — Carmichael genetics —

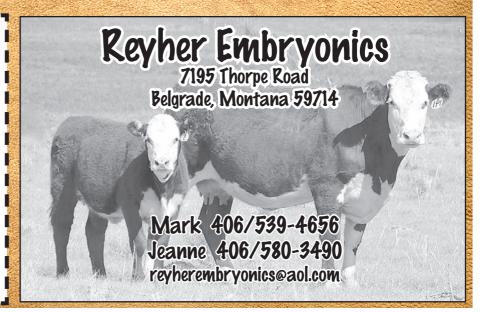
Mon., October 19th

at Faith Livestock, Faith, SD

Annual Bull Sale is 3rd Saturday in February. For more information contact:

CARMICHAEL Herefords

14111 SD Hwy 73 Meadow, SD 57644 Keith Carmichael 605/490-7659



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CARCASS EXCELLENCE! An ever-growing number of customers are reporting phenomenal Choice and Prime grades on cattle sired by Desert Mart Bulls!

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"TOMORROW NOW" SALE

SELLING: 100 Bulls • 35 Females

Thurs., November 19, 2015

At the Ranch • Auctioneer: Joe Goggins

Lunch: Noon • Sale 1 p.m.



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Mark's cell: 307-267-3229

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e-mail: largentandsons@yahoo.com • website: www.largentandsons.com

(continued from page 18)



Senior Showmanship Champion: Cody Jensen (right) Reserve: Bailey McKay (left)



Intermediate Showmanship Champion: Hannah Williams (right) Reserve: Emily Frenzen (left)



Junior Showmanship Champion: Blake Bruns (right) Reserve: Wesley Denton (left)



Grand Champion Pair - Katie Nolles, Bassett, NE



Reserve Champion Pair - Ralston Ripp, Kearney, NE



Grand Champion Futurity Heifer - Purchased by Malina Lindstrom, Minden, NE, sold by Tracey Cattle Co., Wellfleet, NE.

WELCOME TO HEREFORD CROSSROADS! **Art & Historical Show dedicated to Herefords Thedford Art Gallery**

hosting October through November, 2015 with Thomas Co. Fairgrounds second site from Oct. 16 to 18 in conjunction with Follow the Rails Art Trail on the Sandhills Journey Scenic Byway, Grand Island to Alliance, NE Hwy 2

Receptions - October 17th, 5 to 8 p.m. at the Thomas Co. Fairgrounds and November 7th, 5 to 8 p.m. at the Thedford Art Gallery

For more information contact these committee members:

Linda Teahon • superioraster16@hotmail.com Terri Licking • twlicking@ymail.com Richard Brown • Brown.dick@gmail.com

SUNDAY, NOVEMBER 1, 2015
AT THE RANCH • ROCKLAKE, ND • 2 P.M. CST

Offering Choice of: 34 ANGUS BRED HEIFERS 60 ANGUS OPEN HEIFERS

5 POLLED HEREFORD BRED HEIFERS 5 POLLED HEREFORD OPEN HEIFERS

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2015 Montana Hereford Association Tour - Sept. 12, 2015

By Kayla Sargent

"Herefords Under the Big Sky" could not of been a more appropriate name for Saturday, September 12th. With nothing but big blue skies above, Hereford breeders and ranchers from across the state of Montana gathered in Billings for a day full of good cattle and passionate agriculturists.

The day started off at ORIgen, just South of Billings, with breakfast, an InVitro ORIgen presentation and a look at the Herefords currently at stud. Jared Murnin, ORIgen's general manager, welcomed everyone to the facility and summed up the operation, while encouraging more breeders to consider using the service.

"We are always looking for good Hereford genetics, that's a side that's quickly growing here at ORIgen," Murnin said.

Another division that is expanding for the company is InVitro ORIgen (IVO). This program began in January of 2014 with the help of InVitro Brazil. Jenna Barkhurst, IVO's customer specialist, gave an overview of the InVitro fertilization process and explained some of the advantages of using this technique. Some of these included the convenience of a team traveling to your ranch, no super ovulations, which means one simple trip through the chute for the cow, and the ability to make the most

out of one straw of semen.

"If you have that one perfect straw in your tank, IVF can maximize that for you. One straw can cover 8-10 cows with IVF," Barkhurst said.

After a quick look at the five Hereford sires at ORIgen, the tour headed just down the road to the McMurry Ranch. Fred, along with his wife Doreen and daughter Becky had a variety of cattle on display including herd bulls, bred heifers, cow calf pairs and a donor cow. Their ranch has been in Montana for about 40 years and they have focused on building a herd that's easy

fleshing and can prosper on their dryland environment.

Looking at their cattle, it's obvious that's just what they did. Most comments heard around the pens pertained to the excellent condition that the cattle were in for just coming off of summer pasture.

"Our goal is to raise cattle that are gonna work for the commercial guys. We pay a lot of attention to birth weight and overall performance," McMurry said. The family consigned several females in the Mohican West sale on September 24th.

From there, a much longer drive lead us to the perfect location for lunch. The Banjo Ranch, provided sandwiches, a great view, and, as fitting with their name, a band to entertain the crowd.

Kelle Jo Ellis had several bred heifers and cow calf pairs to look through after lunch. She wrapped up her introduction of the cattle by saying, "I just love my cows." This was quite apparent as she could tell the bloodlines of each cow and calf out there as far back as you would care to hear.

The Sidwell Ranch was next on the agenda. Raising Herefords has been a long running tradition in their family. Richard's grandfather started a Hereford business in 1908. Along with his wife Becky, Sidwell's have carried on the family name and built up a great herd of cattle. Since Becky spends so much time working the cattle on her own, they need to be as low maintenance as possible. This has dictated the traits that they are trying to breed for today.

To attest to their low maintenance cattle, Barker Herefords had a display alongside the Sidwell cattle. Barker's have bought many cows from Sidwell's and rely on their genetics to make a cow that can hold up on their place near Shelby, MT.

"They gotta work for themselves, it's hard out there," said Dennis Barker.

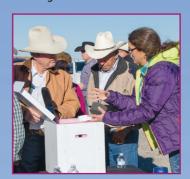
Sidwell said that his cattle as well as Barkers and many others we viewed on the tour are a great tribute to the Hereford breed as a whole, producing without too much input.

"Right now is a great time to be in the cattle business and if we continue to hold our ground, we'll start seeing more of a demand for our bulls and females. We got a lot more quality than a lot of other breeds and a lot of good things going for us," Sidwell said of the Hereford breed.

After some very optimistic words, the final stop was



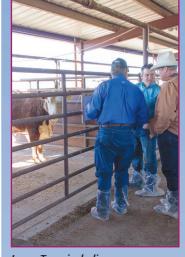
Tour participants enjoyed breakfast burritos during an IVF presentation at ORIgen, Saturday morning.



Jeanne Reyher helps explain how a MicroQ incubator works to ship supplies back and forth to ranch aspirations.



Jared Murnin gives an overview of ORIgen as Jenna Barkhurst waits to present on InVitro ORIgen. Ricardo Tiveron, of InVitro Brazil, was present to answer questions on the process as well.



Larry Travnicek discusses Churchill Manhattan 428B ET's data with Rick Coyle and Tom Sparks.



Schu-Lar Red Bull 18X was one of the five Hereford bulls at ORIgen.



Fred McMurry introduces his family, daughter Becky and wife Doreen, and welcomes the tour to their ranch.



John Jackson and Fred McMurry out looking through McMurry's bred heifers.



Austin Frank and Larry Travnicek, of Frank Herefords, compare thoughts on Mc-Murry's pairs.



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just up the road at Loyning & Walen Cattle Company. Carl Loyning gave an overview of their operation, their cows and the extensive embryo work they have been doing. Many of the cattle in their display were a result of embryo transfer. Being new to the breed, the Loyning's shared their excitement for the future and appreciation for the help they had so far.

"Our operation is a joint effort from all and we are very fortunate to start this adventure," Denise Loyning said.

This stop not only included their cattle, but also displays by Frank Herefords, Bowen Ranch, Churchill Cattle Company, and Feddes Herefords. Their displays included everything from herd bulls to heifer calves. Each producer got a chance to introduce their operation and give some background on their cattle.

Frank Herefords are somewhat new to the business but are focused on growing a high quality herd. The Bowen Ranch near Joliet, MT use a lot of Holden and Cooper genetics and strive to build a herd that will pay their own way. Dale Venhuizen, of Churchill Cattle, brought several heifer calves to display that later sold in their female sale on September 18th. Dan Feddes and his son, Taylor, brought a display of bull calves and further emphasized that they are always breeding for great maternal traits. This stop left plenty of time to sort through the displays and talk one on one with each producer there.

To wrap up the night, none other than Certified Hereford Beef, was served at the L Bar W. The tour was a great opportunity for all participants to see great cattle, meet other ranchers and catch up with old friends.

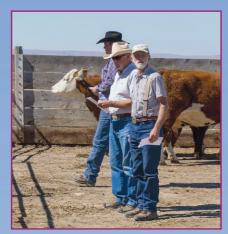
"It was a beautiful day and we got to look at some beautiful cattle," Denise Loyning said.



This herd bull was content to stay in the shade on a very hot afternoon.



CHB's Trey Befort and Tom Sparks visiting and checking out McMurry's herd bulls.



Looking at Banjo Ranch pairs.



Helping the little one across the ditch.



Dale Venhuizen brought several heifer calves to display before they sold in the Churchill female sale.



Kelle Jo Ellis, welcomes the tour to her ranch and introduces our lunch time entertainment.



Richard and Becky Sidwell welcome everyone to their ranch and share some perspective on the future for Hereford cattle



Plenty of cattle to look through on a beautiful stop at the Sidwell Ranch.



Larry Travnicek visits with Chad and Devon Murnin during the last stop at the



Not only was lunch accompanied by and view and great cattle, but also some music at the Banjo Ranch.



Enjoying the view from the Banjo Ranch and checking out the bred heifers.



Devon Murnin and Stephanie Murnin look through the bulls at Sidwell's Ranch.



Barker's pairs were also on display with the many cattle at Sidwell's stop.



The stop at Loyning & Walen's had plenty of cattle to look through and breeders to talk to before the day ended.



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Eggers Southview Farms near Sioux Falls, SD (Phil and Tim Eggers) had a very nice display of pairs with heifer calves that sold in an online sale a few days later.

By Jill Hotchkiss

Once again the South Dakota Hereford breeders pulled out all the stops and hosted a fantastic Hereford tour. One full bus with cars following to each of the 12 locations made for a great crowd at each tour stop. People from Iowa, Nebraska, Wisconsin and Colorado joined the South Dakota Hereford enthusiasts for a great tour.

This year's two-day tour was held September 11 and 12 in eastern South Dakota and western Minnesota with headquarters in Brookings, SD.

Following was the tour schedule and here are some photo highlights. The next SDHA tour will be in 2017.

Day 1 — Friday, September 11:

Stenberg Show Barn, Colman, SD (Tricky's Herefords Guest) Eggers Southview Farms, Sioux Falls (Renner), SD Section 16 Cattle Company, Canton, SD (Sleepy Hollow Farms Guest)

Atkins Herefords, Tea, SD Lunch Stop (Starmak Cattle Co. Guest) Springwater Polled Herefords, Garretson, SD/Pipestone, MN Schmidt Herefords, Pipestone, MN Delaney Herefords, Lake Benton, MN Supper Stop(Held in conjunction with their open house)

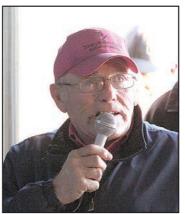
Day 2 — Saturday, September 12:

TSR Cattle Company, Elkton, SD Phil Tesch, Goodwin, SD Raap Hereford Ranch, Pierpont, SD Leddy Herefords, Twin Brooks, SD Ryan Ollerich, Clear Lake, SD

(continued on page ∅)



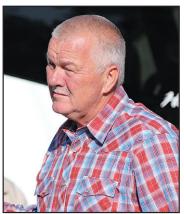
Dave Stenberg and Cody Williams, Dave's grandson, welcomed the crowd to their tour stop which was at Mark Stenberg's farm. Dave's father Ove came to America, from Denmark, in 1912. The first registered Herefords were added to the farming operation in 1937.



Dick Wettlaufer, Tricky's Herefords of Winfred, SD displayed cattle at Stenbergs. He has shown and raised Herefords since the 1960s but the first registered Herefords he and wife Betty purchased were in 2004.



Phil Eggers welcomed the crowd to Eggers Southview Farms. Phil is also the manager of the South Dakota Hereford Association and was the tour organizer. He has raised registered Herefords since 1994.



Tim Eggers of Eggers Southview Farms looks on as Phil speaks about the cattle and history of the farm which was established in 1907 by C.F. Eggers. Tim and Phil have raised registered Herefords together since 1996.



Steven Muller and his dad, Glenn, had cattle on display at Stenbergs.



of cattle along with Sleepy Hollow Farms as a guest.



Erik Scott, Section 16 Cattle Co. Mark Johnson, Sleepy Hollow of Canton, SD had a nice display Farm, talked about his family's stop.



display at the Section 16 tour Heifer calf (515) at Stenbergs sired by Purple Chachi 652 ET.

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- EMERALD EARTH CATTLE CO. (REGISTERED)
- 30 A.I. BRED TO LSF SAGA 1080Y CALVE 3-1-16
- **BULL BREDS TO PIE WAGONMASTER**

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- 64 A.I. BRED TO KRAMER'S APOLLO
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- 7 A.I.BRED TO SITZ DASH CALVE 3-1-16
- BULL BREDS TO FINAL ANSWER SONS
- FORTUNE TRIANGLE S
- 32 A.I. BRED TO THUNDER CALVE 3-1-16
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- BULL BREDS TO FINAL ANSWER SONS



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StarMak cattle on display at Atkins Herefords. Many of the StarMak cattle have a heavy influence of Atkins and Delaney bloodlines.



Pete Atkins, Tea, SD, welcomed a large crowd to their farm. He and wife Laura with sons, Craig, Paul and Scott own and operate Atkins Herefords.



Marguerite Atkins, Pete's mother, took in the festivities. She and her husband Alvin along with Pete, purchased their first registered Herefords in 1971.



Matt Knock of StarMak Cattle Co., had cattle displayed at the Atkins tour stop. Matt and wife Erin purchased their first Herefords in 2005 from the Atkins family.



Jerry and Shelly Delaney had a large crowd at their place which also included an Open House and steak supper.



John E. Schmidt and Jeff Gerlach



Troy Williams and his mom Dorothy, Springwater Polled Herefords



There will be more South Dakota tour coverage in next month's issue.!



Impressive lineup at Schmidt Herefords near Pipestone, MN.

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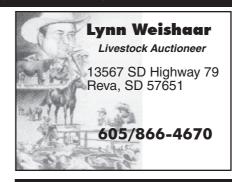
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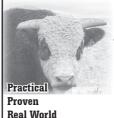
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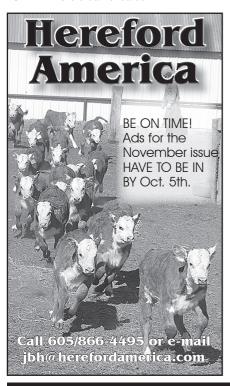
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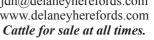
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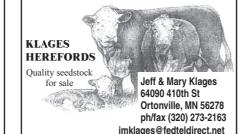


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Certified Hereford Beef Volume Surpasses 51 million pounds

Certified Hereford Beef (CHB®) LLC experienced a record year of growth during fiscal year 2015 with 51.2 million lb. of product sold — a 2% increase compared to the previous year's total. Since 2008, CHB LLC has increased beef sales by 46%

Celebrating its 20th year as a brand, the CHB program continues to expand its market share and meet the needs of its customers.

CHB LLC staff, along with the program's marketing partners, tout the advantages of CHB product in marketing differentiation when compared to other brands, along with the fact that it is a consistently tender, juicy and flavorful beef product. These advantages are fueling the brand's advance in both food service and retail markets.

Foodservice continues to provide the most growth opportunity for CHB LLC. As consumers continue to prepare fewer meals at home, CHB LLC staff has worked hard to supply a high-quality source of beef to restaurateurs and chefs through distributors around the country.

CHB LLC's foodservice division

experienced a 2 million lb. growth during FY 2015. The following new distributors contributed to this increase: Cash Wa Distribution, Kearney, NE; Sysco Virginia, Harrisonburg, VA; Crystal Creek Cattle Co., Ft Worth, TX; Golden Gate Meats, Sacramento, CA; and Sysco North Dakota, Fargo, ND.

The program also experienced growth in its export sales to the Caribbean, Central and South America markets. A new opportunity explored, implemented and becoming an asset to the program this fiscal year was CHB value-added products

"Adding value to CHB primal cuts is proving to be a great asset to CHB's bottom line for retail and foodservice," explains Mick Welch, CHB LLC vice president of sales. "As our distributors explore what their customer base is seeking for home or dinning out, CHB LLC staff is paying attention. Our customer base knows their businesses, and as their partner we want to respond to their needs and offer CHB value-added products that meets those needs."

The retail and foodservice divisions continue to build brand recognition

through programs like the National Grocery Association (NGA) tradeshow and radio marketing opportunities.

As the demand for CHB continues to grow, the supply of high-quality cattle must also continue to increase. CHB LLC staff, along with CHB packing partners, are continually working to not only increase the supply, but also increase carcass utilization.

In a cattle market that is offering record low cattle numbers, CHB LLC continues to find ways to utilize as much of each carcass as possible to meet the demand for CHB. This past year was a great example of doing just that. A total of 336,147 cattle were identified through CHB-licensed packing facilities during FY 2015 as eligible from a live specification standpoint, while more than 235,650 carcasses were certified for the program — a certification rate of 70% for FY 2015.

"Although CHB cattle numbers were down, by increasing carcass utilization, the tonnage sold ended up higher than ever before," explains Trey Befort, CHB LLC director of commercial programs.

"Supply for Certified Hereford Beef moving forward looks very positive. As the Hereford breed continues to gain market share and more commercial cattlemen are using Hereford genetics, the supply for CHB will continue to grow."

Since the beginning of CHB LLC 20 years ago, more than 5.3 million cattle have been identified, and more than 3.4 million carcasses certified to carry the CHB name at licensed packing partners. Continued growth of cattle numbers and CHB tonnage sold is expected moving forward as well as growth in the value of Hereford-influenced cattle

'Our consumers have found the CHBbrand product meets their demand for a consistent, quality dining experience with a great value," says David Trowbridge, CHB LLC board president. "Our producers, staff and packer partners work as a team to provide the highest quality product and continue to build the CHB brand. Our legendary story and high-quality product value will continue to provide our CHB team with unlimited potential to provide the pull-thru demand for Hereford genetics."

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... more South Dakota on next page



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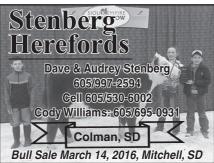
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HEREFORD AMERICA • October 2015

Nicodemus Joins AHA As Mountain Region Field Rep

The American Hereford Association (AHA) and Hereford World (HW) are excited to announce Lander Nicodemus, Chevenne, WY has joined the Hereford team. Nicodemus started Sept. 17 as the Mountain Region field representative.

In this position, Nicodemus will attend Hereford sales and events as well as assist breeders with marketing and genetic selection. He will also assist in educating members and commercial producers about AHA programs and other beef industry op-

He will serve as the communication link between the AHA and breeders in Montana, Colorado, Wyoming and western Canada.

"We are extremely pleased to be able to hire an experienced and talented individual like Lander as the Mountain Region field representative," says Joe Rickabaugh, AHA director of field management and seedstock marketing. "Lander brings to our team knowledge and experience in the marketing and feeding business. He will be an excellent addition to our field staff.'

Nicodemus graduated from the University of Wyoming with a bachelor's degree in animal and veterinary sciences in 2008. Since then, he has been pursuing a master's degree and working in the livestock indus-

Most recently he worked as a field rep for Torrington Livestock Markets in Torrington, WY. He's also worked in the feedyard industry as the sales coordinator for Adams Land and Cattle Co. He's a talented meat evaluator; winning accolades in college before serving as the University of Wyoming meat judging team coach

for nearly three years.

"There's no doubt the past few years have been an exciting time to be involved in the cattle business," Lander says. "I've seen firsthand the benefits of Hereford-influenced cattle. I'm proud to get to represent an iconic breed of America. Hereford cattle have so many advantages to offer the commercial cattleman as he meets the challenge of feeding the world beef.

"I look forward to serving the Hereford breeders in the Mountain Region. Ben Brillhart did a great job representing the association in this area for many years. I have big boots to fill."

Lander will continue to reside in Chevenne and can be reached at lnicodemus@hereford.org.



Lander Nicodemus, Cheyenne, WY, pictured at one of the Montana sales in September. He was recently hired as the Mountain Region Field Rep for the American Hereford Association and Hereford World, replacing Ben Brillhart.



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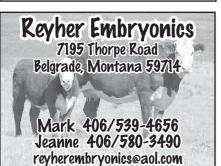
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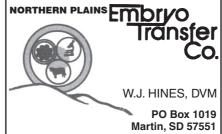




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