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Serving Commercial Cattlemen & Registered Hereford Breeders

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November/December 2015

Editorial Comments...

Jill Bayers Hotchkiss



Jill Hotchkiss

This past July my sister Kathy and I went on a trip to Ireland. We had been there in 2013 and absolutely loved it. Having quite a bit of Irish ancestry spurred our interest in the country but after we'd been there once we had a great desire to return. In our planning, we of course looked at all the touristy things which are vastly different than here in the U.S. Suffice to say there is a lot to do and see with much of it related to either incredible scenery or historic sites and many outdoor activities.

On our first trip, once we arrived

(continued at right)

Byron Bayers



Byron Bayers

It was very interesting to me to read the announcement from the American Hereford Association that the Mountain Region has a new Field Representative. I had the pleasure at the Mohican/Ehlke/McMurry sale to meet Lander Nicodemus. What an interesting, energetic and personable young man he is. In the communication from the AHA, Lander is to be the representative in Montana, Wyoming, Colorado and Western Canada. Lander has had a fine education, graduating from the University of Wyoming, he has worked for the Livestock Market in Torrington,

(continued on page 3)

Herefords on the Emerald Isle



Heifers at Allowdale Herefords near Kanturk, County Cork, Ireland.

Photo by Kathy Bayers

(continued from left) and were driving the countryside, we always found ourselves looking for Herefords. Most of Ireland is rural and you see cattle and sheep all over, mostly sheep. (We were primarily in the western and southwestern part of the country on both trips.) Many of their pastures are tiny with the quintessential rock wall dividing them forming an incredible patchwork across much of the country. It really is like the pictures you see. In other areas there are larger acreages.

After posting a few photos of our 2013 trip I received a message from a registered Hereford breeder from Ireland who said,

(continued on page 12)

Western Nugget National Turns 50 Only Sale in the U.S. to Display Cattle on Casino Stage

By Jill Hotchkiss

Time really flies! Can you believe the Western Nugget National Show and Sale is turning 50?

Held in Reno, NV, the show is held at the Reno Livestock Event Center. You normally see many cattle show here that go to Denver but crowds aren't as big so it is easier to watch the show. Since it is at a western location many northwestern cattle show at this event. The event has come a long way from its first years, growing from about 10 head to 50 and offering females, bulls and frozen genetics rather than just bulls.

The sale, now held in John Ascuaga's Nugget Casino in Sparks, NV, is known



The Nugget's famous gold curtain reveals a lineup of Herefords on stage.

world-wide because of its unique showcase venue and the former owner of the casino, John Ascuaga.

A Hereford man for many years, Ascuaga has been supportive of the event continuing its run at the casino. Even after the family sold the casino to a private investment firm two years ago, the Nugget continues to hold the Hereford

(continued on page 6)

Sales & Events

CALENDAR

November

- 1 Pick of the Crop Special Female Sale, TNT Angus and Carter's Polled Herefords Rocklake, ND
- 6 Jamison Ranch Sale Quinter, KS
- 9 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
- 14 SD Excellence Sale Brookings, SD
- 14 ABHA National Heifer Sale Emporia, KS
- 15 MCM "No Holds" Online Sale

- 17 Starmak Cattle Co. Maternal Power Online Open Heifer Sale
- 18 Montana Hereford Assn. Feeder Calf Sale Three Forks, MT
- 18 The Amigos Production Sale Medicine Hat, Alberta
- 19 Largent & Sons Bull Sale Kaycee, WY
- 19 2015 Mrnak Advantage Female Sale Bowman, ND
- 21 Fenton Hereford Ranch Sale Irma, AB
- 22 Cornhusker Classic Show Steer and Heifer Sale Grand Island, NE
- 22 Blacktop Farms & Gerlach Herefords Online Heifer Sale
- 28 College of the Ozarks Production Sale Point Lookout, MO
- 28 Dietterle Bred Heifer Sale Lemmon Livestock, Lemmon, SD

December

- 3-5 Western Nugget Show/Sale Reno, NV
- 4 Knoll Crest Bull Sale Red House, VA
- 5 Pyramid Beef Sale St. Onge, SD
- 5 North Star Classic Hereford Sale Valley City, ND
- 7-10 Big Gully Farm Online Sale Minnesota Hereford Breeders Annual Meeting Hutchinson, MN
- 12 Go-Pher the Purple Sale Hutchinson, MN
- 12 Mike Fuchs Herefords Production Sale Monte Vista, CO
- 29 Starmak Cattle Co. Maternal Power Online Bred Female Sale

January

- 12-16 NWSS
- 18 Van Newkirk Herefords Production Sale Oshkosh, NE
- 16-24 Knippling Cattle Internet Sale KnipplingCattle.com
- 22 Middleswarth Hereford Sale Torrington, WY
- 25 Delaney Herefords & Atkins Herefords Production Sale Lake Benton, MN

February

- 3 Black Hills Stock Show Hereford Show & Sale Rapid City, SD
- 1 Topp Herefords Volume XVI Bull Sale Grace City, ND
- 4 Stroh Hereford Ranch Production Sale Killdeer, ND

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Byron's Editorial...

(continued from page 1)

WY and has also had experience in the Feedlot Industry. His experience on the Meat Judging team in college will certainly enhance his capabilities of evaluating cattle. I am very certain that Lander will be a very successful and popular addition to the Hereford Industry and that Lander will be most successful in this new venture.

It was also very interesting to me to read in the magazine, *Best of the West*, that Colonel Lander Nicodemus of Cheyenne, WY is a 2016 World Livestock Auctioneer Championship Qualifier for the event to be held in St. Onge, SD. It is amazing to me how many field representatives in the AHA have gone to be very successful Livestock Auctioneers. Best wishes in this endeavor to Lander.

I recently read an article in the *Bloomberg Business Week* magazine entitled "Fast Food Chains are Pigging Out." I have a friend in our local bank that I have lunch with periodically, and we visit about the livestock industry and the financing aspects of it as it relates to cattle. He has had very vast experience for a young man in that, after college graduation he worked in the commodities industry for a period of time. He is a Montana boy who wanted to return to Montana for his livelihood, so when he got the chance to be a bank executive in our local bank, he quickly accepted the challenge. The banker told me that he has a close friend who is still in commodities and my friend noted that there was a wide change in the buying habits in the meat industry, with beef purchases lowering and pork purchasing rising among the top restaurant chains in the US.

About a month later, the world economy took a vicious slide and the US economy and beef prices dropped at the same time. It seemed quite unusual to me that some of the so called experts were saying that the beef prices should hold through 2015 and into 2016. It seems like a lot of our so called experts missed this shot, too. In the October 12, edition of *Bloomberg Business Week* the article on restaurants states that McDonald's, Applebee's, Wendy's and Burger King are among the restaurants that are drawing in new customers because of a new demand for pork, with the higher beef price being a factor, on the menu promotion. The article goes on to state that even the chicken chain, Buffalo Wild Wings, has put a pulled pork sandwich in its menu. It's very interesting that the fast food business is constantly looking for something new to draw customers in, but I sometimes wonder if the fast food chains in their effort to sell a cheap meal sometimes go too far in how they cheapen the meal.

I eat quite often at fast food restaurants and my usual order is a burger sandwich, but I am very surprised at

the poor quality of the burger sandwich that some of the restaurants are providing. Though pork is now cheaper than beef, it has been my experience in life that supply and demand will adjust that figure somewhat as time goes on. But would not the consumer's experience be much better if they were to buy a very good tasty burger at a little more money, than the cheap burgers that are being offered to us that obviously have cheap fillers in them? I know that now 60% of beef is sold in the form of burger and some of that is due to cost. Another reason is that people simply love beef burgers when it is pure beef.

I do have to admire the fast food industry however for giving the American consumer in most restaurants a good satisfying meal for under \$5.00. Those beef burgers, at most American chains, are still what must be considered a best buy in our American economy today.

The Hereford female demand this past month at the sales in Montana, Holden, Churchill, Mohican-Ehlke-McMurry sales, were extremely incredible, as these sales were held when the international economy was in turmoil. As I stated in my last article, because a breeder has about 5 years invested when he buys a bull, a cow or a heifer, the breeder is making a long term commitment and so the purchasers of these purebred cattle want to buy the best that they can buy within their means, to have a high percentage chance that their new investment will be ultimately successful. These 3 sales indicated that future confidence is in a high degree. It was a case of, when people found what they wanted, they were willing to pay a higher price for that commodity. We will look forward to the coming bull sale season to be as successful as the female market has been throughout the US this fall.

— BB

Looking for Entries! to the Watertown Farm Show Hereford Show & Sale

Feb. 9, 2016
Watertown, SD

Entry Deadline
Nov. 25

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Frank Redlin
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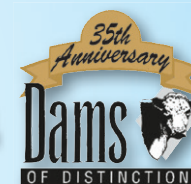
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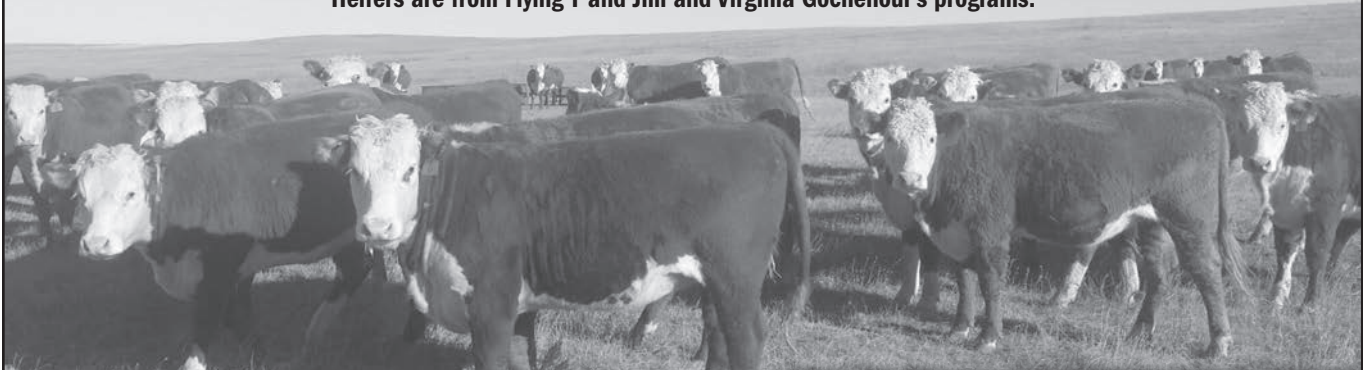
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Final Farewell...

Charles Eugene Boyd

Charles Eugene Boyd, 73, passed away on Sept. 30, 2015, at the University of Kentucky Medical Center in Lexington.

Mr. Boyd was born on Aug. 16, 1942, in Maysville, to the late Ward and Violet Boyd. His grandparents Eugene Asbury Boyd and Mae Wallingford Boyd served as influential people in laying the foundation for the cattle business as well as other aspects of the agriculture industry.

He graduated from Maysville High School in 1960, and attended the University of Kentucky. He was a member of the Alpha Gamma Rho Fraternity, UK Livestock Judging Team and the Block and Bridle Organization. He returned home after college to farm and raise registered livestock. He was a third generation Hereford breeder.

Mr. Boyd was a member of Shannon United Methodist Church and attended May's Lick Christian Church and Highland Christian Church.

Throughout his life he had many accomplishments on local, state and national levels. He was inducted into the Mason County Alumni Hall of Fame in 2012; a founder of the Mason County Cattlemen's Association and its first president; recognized as the Kentucky Outstanding Young Farmer; Kentucky Cattleman's Association Seedstock

Producer of the Year; Founding Member Beef Advisory Committee for the North American Livestock Exposition; member of State Board of Agriculture under two administrations serving on his second term; Kentucky Hereford Association Past Director and President; Board of Directors American Hereford Association; and the American Hereford Association Hall of Fame. He was a prominent beef cattle judge at all major livestock shows, exhibited several International and National Champion Hereford cattle, and bred and raised over 20 bulls in major artificial insemination studs which is one of the most significant achievements of any Hereford breeder.

Family, loving others, and mentoring young people in the agriculture and Hereford industries were the way he lived his life.

Mr. Boyd is survived by his wife of 52 years, Martha Donovan Boyd of May's Lick; his children, Charlie II (Paula) of May's Lick, Suzanne (Andrew) Matheny of May's Lick; four grandchildren, Blake Boyd, Logan Boyd, Austin Matheny and Taylor Belle Matheny; one sister, Susan Hoag of Greenville, SC; one sister-in-law, Helen Donovan Thomas of Flemingsburg; and two nephews, Johnny and Jason Hoag both of Greenville, SC.

He was preceded in death by his

mother-in-law and father-in-law, Forrest and Lucy Donovan.

Memorials may be given to the Charles Boyd Scholarship for the Hereford Youth Foundation of America, P.O. Box 014059, Kansas City, MO. 64101 and condolences can be sent to mooreandparkerfh.com.

Douglas "Buddy" Leachman

"Buddy" Leachman passed away at the Riverside Health Complex, Turtleford, Saskatchewan age of 60 years.

Buddy was born May 25th, 1955 in Maidstone, Saskatchewan. He attended school in Maidstone, from 1961 to 1970, completing grades 1-9. He married Frances Oddan on November 5th, 1977. Frances attended school through grade 12 in both Marshall and Maidstone. Buddy and Frances had two boys, Lance and Tyler.

In 1962, Buddy's parents, Lloyd and Pam, moved to the ranch's current location in northwest Saskatchewan, about half an hour east of Lloydminster and 12 miles north of Maidstone, on Highway 21. Initially, the operation was comprised of 100 head of commercial cattle and involved grain farming. Purebred Herefords were added in 1967 and the "Big Gully Farm" was registered under the Home Act Department in 1968.

Mentors in Buddy's Hereford life were firstly his parents. He also recognizes George Ellis (Beartooth Ranch), Jonathon Fox (Justamere) and Herb

Strandquist, herdsman for Justamere. Buddy worked as a fitter for Beartooth Ranch, Justamere, and Ponderosa. He also fitted for Don Johnson at the Toronto Royal, CWA, Cow-Palace in San Francisco and Denver's National Western Stock Show (NWSS), on the Hill and in the Yards.

He was one of the few to get off the train from Toronto's Royal Winter Fair to attend the very first CWA. Buddy travelled extensively across Canada and the United States to attend cattle shows and visit breeders in their yards, viewing their herds. He was also one of the first pioneers in Canada to implement an Internet Sale to sell Hereford seedstock.

Buddy imported bulls and females from the U.S. as well as sold live cattle to approximately nine U.S. states, Argentina and Inner Mongolia. He sold semen to approximately seven U.S. states, South Africa, Australia and Uruguay.

He enjoyed team roping in Saskatchewan and Alberta, ski-dooing locally, fishing the northern lakes and BC's Queen Charlotte Islands and the mountains.

Buddy leaves to mourn his passing: his wife, Frances; sons Lance (Shari) and Tyler (Amanda Renaud); his mother Pam; his brother Charlie (Sally) and their children Daegan (Joseph) Coyne, Ryan, and Allie; and his mother-in-law, Agnes Oddan as well as numerous

(continued on page 6)

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BW	3.3
WW	61
YW	101
M	35
M+G	65
REA	.30
Marb	.33

F York 553 York x Payback BW 88 205 day wt. 775

BW	WW	YW	M	M+G	REA	Marb
3.1	70	101	29	64	.50	.12

Tremendous sire prospect, loaded with power. Pictured October 1, two weeks after weaning, before ever eating a bite of grain. 553 got to be this stout on just mother's milk and grass. Mother's three calves average nursing ratio 113.

F Hometown 577 10Y x 480P BW 84
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Foundations for the Future Sale

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Stenberg Herefords



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MULLER CATTLE

(continued from page 5)

brothers and sisters-in-law, nieces and nephews, aunts, uncles and cousins.

He was predeceased by his father Lloyd in 1992 and his father-in-law Vick in 1997.

Donations may be made to Big Gully Farm Beef Cattle Learning Award, set up in memory of Buddy, to help young cattle enthusiasts.

Steve Douthit

Stephen Vincent "Steve" Douthit, 63, died Wednesday, Oct. 7, 2015. He was born June 1, 1952, in St. Francis, KS.

Survivors include his wife, Melva (O'Dell); son, Thomas Douthit, of St. Francis; daughters, Ana Enfield, Margo Douthit and Courtney Douthit, all of St. Francis, and Erica Gotchall, of Goodland; brothers, Walter Douthit, of St. Francis, and Rudy Douthit, of Loveland, Colo.; sister, Emily Peter, of Denver; and five grandchildren.

Memorials: Cheyenne County EMS, Cheyenne County 4-H and FFA or Knights of Columbus.

Sale Roundup...

**Western Traditions
Internet Production Sale
Pompeys Pillar, MT
September 24, 2015**

Hosted by
Lowderman Auction Options
Reported by: **Stacie Buzanowski**

**16 Female Lots — \$4,544
12 embryos — \$742**

Top Females:

Snowshoe 719T Katie Y27, 3/3/11 by TH 122 711 Victor 719T, Half Embryo Interest from Snowshoe Cattle Co. to Gary Wall, Billings, MT and Sioux Pass Grain & Livestock, Lodge Grass, MT, \$10,000.

Pick of the Fall Calving Cows, from Snowshoe Cattle Co to Crum Cattle Co, Rushville, IL and DaKitch Hereford Farm, Ada MN, \$6,500.

Snowshoe 90X Selenia U06 B05, 1/29/14, WLB Lego 83T 90X, from

Snowshoe Cattle Co. to Jarod Gearhart, Hope, IN, \$6250.

Snowshoe 42Z Sapphire Y49 B44, 3/10/14, by Snowshoe 31U Tuff 31S 42Z, from Snowshoe Cattle Co. to Trent & Tyler

Bjerke, Lake Park, MN, \$5,250. CKP Mirada 5070, 3/12/15 by Whitehawk Paramount 372Z from Pelton Polled Herefords to Kent Heins, Orono, MN, \$4,750.



Western Traditions Topper — Snowshoe 719T Katie Y27, 3/3/11 by TH 122 711 Victor 719T, consigned by Snowshoe Cattle Co. sold to Gary Wall, Billings, MT and Sioux Pass Grain & Livestock, Lodge Grass, MT for \$10,000 for a half embryo interest.

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(continued on page 7)



MIKE FUCHS HEREFORDS

HIGH COUNTRY - PAP TESTED - PRODUCTION SALE

Selling 24 Coming 2 Year Old Bulls - 10 Replacement Heifer Calves

Saturday, December 12, 2015 at 12 Noon (Mtn. Standard)

Southern CO Livestock Auction - Monte Vista, CO

- SIRES -



SH 3027 Domino 101Y ET - PAP 35

BW	0.8
WW	40
YW	72
Milk	28
REA	.22
MARB	.23



TPV 8633 Domino 037X - PAP 35

BW	2.5
WW	44
YW	91
Milk	22
REA	.54
MARB	.05

- SALE -



Lot 405 by 101Y

BW	1.3
WW	43
YW	79
Milk	25
REA	.26



Lot 424 by 037X

BW	4.0
WW	52
YW	89
Milk	21
REA	.50

**MIKE FUCHS
HEREFORDS**

3673 County Road 14 - Del Norte, CO 81132 - 719-657-2519 - mikefuchsherefords@gmail.com

(continued from page 6)

**Colyer Herefords 14th Annual
Fall Female Sale
Bruneau, ID
October 3, 2015**

**Auctioneer: C.D. "Butch" Booker,
Kyle Colyer and Dustin Layton**

22 Open

**Hereford Heifer Calves — \$13,386
27 Bred Heifers — \$10,250
1 Bred Hfd. Donor Cow — \$45,000
5 Pregnant Recips — \$5,980
85 Frozen Embryos — \$1,304**

Top Lots:

Lot 1D, C Miss Miles 4161, 1/16/14
by C Miles McKee 2103 ET to Stuber
Ranch, Loehr Herefords and Churchill



Colyer Topper — Lot 1D, C Miss Miles 4161 by C Miles McKee 2103 ET sold to Stuber Ranch, Bowman, ND; Loehr Herefords, Peoria, IL; and Churchill Cattle Co., Manhattan, MT, for \$60,000.

Cattle Co., \$60,000.

Lot 2A, C Lady Domino 0047, 1/12/10
by CL 1 Domino 590R to GKB Cattle
Co., Waxahachie, TX, \$45,000.

Lot 10, C Powercat Lady 5054 ET,
1/7/15 by WLB Winchester Powerball
27A to Bar One Ranch, Eugene, OR,
\$42,500.

Lot 13, C 1290 Sentinel Lady 5068 ET,
1/8/15 by C R111 Sentinel 2264 ET to
Poverty Canyon, TX, \$35,000.

Lot 11, C Powercat Lady 5124 ET,
1/11/2015 by WLB Winchester Pow-
erball 27A to Steve Gilman Boise, ID
\$27,500.

Lot 27, C Starburst 4029 ET, 1/4/15 by
NJW 98S R117 Ribeye 88X ET, Buck
Cattle Co., Madill, OK, \$23,000.

Lot 40, C 10Y Hometown Lady 4211,
1/30/2014 by NJW 73SW18 Home-



Iron Lake Topper — CRR 719 Catapult 109 by TH 122 711 Victor 719T sold to Streamline Genetics, J.C. Feagins, Carswell/Nichols, Ferguson Farms, and Reed Seedstock, \$74,000 for 1/2 interest.

town 10Y ET to Sellman Ranch, Chad-
ron, NE, \$20,000.

Lot 45, C 2264 Lady Sentinel 4158
1/16/2014 by C R111 Sentinel 2264 ET,
Owl Creek Ranch, TX \$19,000.

Lot 12, C 1066 Powerball Lady 5132
ET, 1/12/2015 by WLB Winchester
Powerball 27A, Sweet T Land and Cat-
tle, OR, \$16,000.

Lot 16, C Bar One 1262 Miles 4423 ET,
9/12/2014 by C Miles McKee 2103 ET,
Copper Creek Ranch, Princeton, BC
and Little Fort, BC \$16,000.

Lot 4, C 88X 1225 Ribeye Lady 5270
ET 2/9/2015 by NJW 98S R117 Rib-
eye 88X ET, Ground Zero Farms, OK
\$14,000.

Lot 7, C 092X Lady Miles 5138 ET,
1/12/2015 by C Miles McKee 2103 ET,
Kosinski Herefords, OR \$13,500.

Lot 44, C Lady Trust 4203, 1/28/2014
by NJW 73S M326 Trust 100W ET,
Owl Creek Ranch, TX \$13,500.

Lot 38, C 5027 Hometown Lady 3271
ET, 10/2/2013 by NJW 73S W18
Hometown 10Y ET, Sellman Ranch,
NE \$13,000.

Lot 1B, C Miles Lady Too 5111
1/10/2015 by C Miles McKee 2103
ET, GKB Ranch, TX, \$12,500.

Lot 41, C Bar 1 Lady Wrangler 4249
ET, 2/9/2014 by NJW 1Y Wrangler
19D, Robert Spaulding, IL \$12,000.

Lot 24, C KLC R98 Miss Miles 4028
ET, 1/4/2014 by C Miles McKee ET,
Elm Tree Farms, KY \$11,500.

Cattle sold to 11 States and Canada.

(continued on page 8)

Mrnak Hereford Ranch

Mrnak Advantage Female Sale

Thursday, November 19, 2015

1:00 p.m. (MST) - Bowman Auction Market - Bowman, ND

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real Time Auctions
Real time bidding & proxy bidding available.

LOT 2

MH Dakota Lady 9122



LOT 3

MH Miss Rambo 034



LOT 37

MH Miss Keynote 450 ET



LOT 69

MH Miss 1147 Advance 4199



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Mrnak Hereford Ranch: 14501 91st St. SW • Bowman, ND 58623

**View more information at
www.mrnakherefords.com**

(continued from page 7)

**Iron Lake Ranch
Iron Clad Genetics II Sale
October 10, 2015
Athens, TX**

Auctioneer: Robbie Schacher

49 Females — \$12,263
11.5 Bulls — \$17,109
1 Flush — \$10,500
16 embryos — \$1,169
6 straws semen — \$350
1 pregnancy — \$22,000

Top Sellers:

Lot 1, CRR 719 Catapult 109, 2/16/11 by TH 122 711 Victor 719T to Streamline Genetics, J.C. Feagins, Carswell/Nichols, Ferguson Farms, and Reed Seedstock, \$74,000 for 1/2 interest. Lot 2, ILR Lady Rachel 1409 ET, 9/16/14 by NJW 73S W18 Hometown 10Y ET and out of MSU TCF Rachel ET 54N making her a maternal sister to Revolution to Hoffman Ranch, Thedford, NE for \$45,000. A full brother to lot 2 (Lot 62), ILR Hometown 1408 ET, 9/15/14 by Hometown 10Y to 3H Ranch (also volume buyer), Waskom, TX for \$30,000.

Other volume buyers included Knox Brothers Ranch, San Angelo, TX and Ground Zero Ranch, Watts, OK. Lots 6A and 6B, featured fall full sisters sired by CMR GVP Mr Maternal 156T and out of the full sister to P606, DJB 46B Beth 1L were among high sellers with 6B selling to Ehlke Herefords, Townsend, MT for \$42,500 and 6A selling to Mead Enterprises, Midvale, GA and ProGen Herefords, Boca Raton, FL for \$40,000. Mead and ProGen also teamed up to buy Lot 18A, ILR Lady Smiles 5109 ET, a March 27, 2015 daughter of Miles McKee for \$40,500.

Lot 75, ILR Red Bull 456B, a 3/16/14 maternal brother to X51 and sired by Churchill Red Bull 200Z sold to Section 16 Cattle Co. Canton, SD for \$33,000, 1/2 interest.

Herefords Reign Supreme

Herefords continue to dominate state and regional fairs across the country. Congrats to these supreme winners:

C Bailees Miles 4312 ET was crowned Supreme Champion Bull at the 2015 Sonoma County Fair, Santa Rosa, CA. This 2014 son of C Miles McKee 2103 ET is owned by Potter Ranch Herefords, Winton, CA.

CC CX 56Y 23X Market Street 64A was crowned Supreme Champion Bull at the 2015 Wyoming State Fair, Douglas, WY. This 2014 son of SB 62R 7055 Hot Shot 56Y ET is owned by Cache Cattle Co., Wellsville, Utah, and Micheli Hereford Ranch, Ft. Bridger, Wyo., and CX River Ranch.

GKB 1206 Breeze B658 307A was crowned Supreme Champion Female at the 2015 Oregon State Fair, Salem, Ore. This 2013 daughter of C Notice Me Maxium is owned by Brumley Farms, Orovada, NV.

KJ BJ 319X Courtland 010A ET was crowned Reserve Supreme Overall Breeds at the Wisconsin State Fair, West Allis, WI. This October 2013 son of BR DM TNT 7010 is owned by Lamb Bros., Wilson, WI, and Kevin and Brooke Jensen, Courtland, KS.

FY 2015 Starts Off With a Bang for American Hereford Association

Sept. 1 began fiscal year 2015 for the American Hereford Association (AHA). As the new AHA year began, Hereford enthusiasts joined in Springfield, MO, Sept. 4-5 for the Hereford Genetic Summit.

Kicking off the event on Thursday, AHA President Steve Lambert announced the FY 2014 year-end figures. The Association was up across the board, including:

- 5.2% increase in registrations (71,444)
- 12.1% increase in transfers (40,295)
- 6.7% increase in cows on inventory (107,277)
- 4% increase in adult members and 7% increase in junior members



Blacktop Sweetheart 349
Champion Jr. Calf at the 2013 American Royal



JWG Miss Serendipity 1114
2012 Champion Horned Heifer at Jr. National.
2013 Jr. Champion at NWSS in Denver and Open Show Division Champion.
Owned by Sullivan Farms and Tucker Cattle



Grand Champion Futurity Heifer
2015 South Dakota State Fair • JWG Meg 1444B

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Angus Sires:

RB Riley, 10X, Tombstone, Cash and RCL Rocky

Hereford Sires:

CRR 109 Catapult 320, Truck, Hometown, 6X,
LCX P606 Keepsake 1206 ET and TH 89T 719T Taurus 502Z



Blacktop Missy 347
2014 Junior National Hereford Expo Division IV Res.



Blacktop Bandolier Lady 49

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HEREFORDS**

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in the
JANUARY
issue of
Hereford America!**

.....
Materials are due in the
office by
December 1.

.....
E-mail Jill Hotchkiss at
jpb@herefordamerica.com

— South Dakota State Fair Bull Champions —



Grand Champion Bull — Blacktop Rolex 4912 ET, 2/8/14 by CRR About Time 743 shown by Blacktop Farms, Mitchell, SD.



Reserve Champion Bull — HPH 10Y Bodacious 180B, 3/8/14 by NJW 73S W18 Hometown 10Y shown by Hanson's Polled Herefords, Conde, SD.

Herefords Reign Supreme at Keystone

ROF Time Is Money 311A ET was named Supreme Champion Bull for the second year at the Keystone International Livestock Exposition (KILE) in Harrisburg, Pa. The Champion Hereford female, LCC TG Be My Merry Time 7B, earned the Reserve Supreme honor.

Scott Bayer, Ringle, WI judged the 142-head National Hereford Show on Oct. 2.

The Champion Female, LCC TG Be My Merry Time, is owned by Melissa Grimm, Jarrettsville, MD. The May 2014 daughter of RST Times A Wastin 0124 was first named Champion Intermediate Female. Reserve Champion Female was SULL TCC Harley 4065B ET owned by Hanson's Polled Herefords, Conde, SD. She is a Jan. 2015 daughter of CRR About Time 743 and first won the junior yearling division.

ROF Time Is Money 311A ET is a March 2013 son of CRR About Time 743 and first won the senior bull division. Hereford junior member Lauren McMillan, Tiskilwa, IL, is the breeder and owner of this champion.

The judge followed with the champion yearling bull, BF Stake 88X 417 ET, a Feb. 2014 son of NJW 98S R117 Ribeye 88X ET. He is owned by Burns Farms, Pikeville, TN, and Morris Hereford Farms, Mount Pleasant, TX.

Burns Farms won Premier Breeder and Premier Exhibitor. Grass Pond Farm, Greendell, NJ, won Best Six Head.

To view complete results of the 2015 KILE National Hereford Show visit Hereford.org and click on "National Show Results" under the favorite menu.



bid online DECEMBER 7-10 sale closeout DECEMBER 10 5:30PM MST / 6:30PM CST

— On the farm, 12 miles north of Maidstone, SK —

on offer bull calves, 2-year-old bulls and bred heifers

sires represented
C Stockman 2059 ET •

Big-Gully 611 Bounty 517U •
PDHR 20J Stanmore 47R • C
Cruz 0248 ET • C Fantastic
2165 • SLDK Vendetta V-9 •
NJW 73S W18 Homegrown 8Y
ET • WLB Bull 90X 6Z • C 88X
Ribeye 2011 • WCC/CC 1009
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Minnesota State Fair Champions



Grand Champion Female and Grand Champion Aged Cow/Calf – Brent Wirth, New Richmond, WI with BW 973H Sugar & Spice 215Z ET and a March 4th heifer calf BW 215Z Sweet & Sassy 54C.



Reserve Champion Female – GHF 69A CRYSTAL 8C, 1/30/15 by TH 122U 17Y Lombardi 69A. She was also Minnesota Bred and Owned Champion.



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Thank you...

3H Ranch, the Gamboa family, and herdsman Matt Hughes for leasing our Northeast Texas Ranch and purchasing the cattle with it.

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VIDEOS online at: www.TripleLBlackHerefords.com

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Two-Year-Old Cow/Calf
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- Reserve Champion**
Two-Year-Old Cow/Calf
Dan Brown, Brown Polled Herefords, Grand Rapids, MN
- Grand Champion Aged Cow/Calf**
Lance Wirth, Wirth Polled Herefords, New Richmond, WI
- Reserve Champion Aged Cow/Calf**
Abby Penzenstadler, Lakes Area Herefords, Chisago City, MN
- Grand Champion Bull**
Lance Wirth, Lamb Bros., Wilson, WI
- Reserve Champion Bull**
Matthew Kitchell, DaKitch Farms Ada, MN
- Get of Sire**
Matthew Kitchell, DaKitch Farms
- Best Six Head**
Matthew Kitchell DaKitch Farms

★ For Sale

40 Registered HEREFORD Bred Heifers
with Hansmeier and Fawcett breeding. Ultrasounded. 22 head synchronized and AI'd to Red Bull calving date March 7th. 18 head bred to a Churchill Sensation son. 45 days, March 17th-April 30th. 1050 lbs. Will transfer pedigrees.

125 1st Cross BWF Bred Heifers
Ultrasounded. 70 head synchronized and AI'd to Conealy Shrek. Calving date March 7. 55 head bred Angus calving dates March 15-April 30th. Can be grouped for March or April calving. 1050-1100 lbs, great quality and disposition.

Redlin Herefords
Frank Redlin
605-881-2479
Summit, SD

Maternal. Efficient. Profitable. Proven.

In at least 2 of the 3 test years under “real world” ranch conditions, consistent advantages (from slight to large) were found in favor of the Hereford-sired 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.

– From the 3-year Harris Ranch Project where 400 and then 600 black cows were randomly mated to 15 black & 15 Hereford bulls.



Annual Bull & Heifer Sale

- **Thur., Feb. 4, 1 pm (CDT)**
- **at the Ranch Sale Barn**
- **150 Lots will sell - bid from the seats, online or on Dish Ch. 232.**

You are invited to visit our 2016 pen of Yearling Carload Bulls @ the Denver National Western Stock Show.

*In the pasture, at the feedlot and on the table...
nothing works like a Hereford.*



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Jill's Editorial...

(continued from page 1)

"you drove right by our place. Next time, stop in!"

Well, honestly I don't think we drove right by their place but possibly within 5 or 10 miles of it, but we had no idea. Being lost in Ireland is fairly common but you always come out somewhere! It's not like being lost in South Dakota or Alberta where you could drive for a hundred miles, seeing very few people, before you realize it.

The island country of Ireland is only 174 miles wide and 302 miles long from north to south with over 3,000 miles of coastline. So travelling from north to south is about like me driving from home to Huron, SD, on the other side of the state.



Anne Pounds and Liam Philpott
of Allowdale Herefords, Kanturk,
Ireland.

Anyway, we had a great vacation in 2013 which included a lot of different activities, site-seeing and we found quite a few commercial Herefords along the way. Fabulous scenery and wonderful, friendly people are what set Ireland apart.

We saw quite a few herds with Charolais and Simmental crosses in the Galway area, then as we went farther south we started to see more baldies and Herefords. We were surprised how large the cattle were compared to ours, at least the ones we saw from the road. Realizing we had just done our own cattle tour without planning it, we decided to tour a registered Hereford herd the next time we went.

In our plans to go back to Ireland this past summer, I thought I'd better contact this person who said we drove right by their place. So a couple days before we left I contacted Anne Pounds and Liam Philpott of Allowdale Herefords to see if we could stop by for a visit and tour the herd. We had quite a chat on Facebook and quickly found out we were compatible. They said they'd like us to come by for a visit so we put them on our travel agenda.

Most addresses in Ireland are much different than those in the U.S., particularly in rural areas. We were amused to find out when we were in the town of Dingle the country had just passed a new law where each town would be required to have a zip code for the first time in history. The locals were scoffing at this



One of the Allowdale sale bulls, likely a son or grandson of Rambo.

and of course the program was to cost \$27 million dollars over 10 years which they felt was a complete waste. We were amused because many of the non-city addresses don't even have numbers, just house name and a street. Well they know where it is, just find it! Until you realize this is their system, it is puzzling when making hotel reservations and trying to find a business or people out in the country. They probably laugh at us because those houses have been there for hundreds of years, many times the same family line has lived there for generations, compared to ours of only 200-300 years and people moving all the time. And I know the people who live there don't even think about this. Thank heaven for Google Maps!

We planned on visiting Allowdale after we'd been in the country for a few days, hoping jet lag might be on its way behind us, so we could carry on an intelligent conversation. We had stayed in the city of Limerick for the first few days, venturing out to several tourist areas and including a human pedigree search at one ancestral town. With the following address in hand, Knocknacolan, Kanturk, County Cork,

we headed in the direction of Kanturk, hoping we could find it. For you readers from the U.S. and other large countries, keep in mind the age and size of the roads in Ireland are quite different from most of ours. Many of the country roads are one lane and windy, with hedge rows or stone fences on each side of the road which prevents you from seeing very well. That's probably okay since you should be watching the road ahead of you anyway lest you run onto a biker, large truck or one of the locals driving faster than you. At this point I should say thank you to my sister, who was our driver during both of our trips. Since they drive on the left, this is not an easy task and I certainly wasn't up to it.

So we headed from Limerick to Kanturk, a journey of about 45 miles which takes a non-local over an hour. Roads on their maps look a lot different than when you are driving them due in large part to the aforementioned reasons. About half way through our drive we were convinced we were lost so I started looking on my phone. We were still going the right way, there were just several ways to get there. After going

(continued on page 14)



Patchwork quilt of Ireland with sheep grazing in the background and fuchsia growing in the foreground. Somewhere on the Dingle Peninsula.



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All start calving March 15th-May 15th.

All bred to low birth weight registered bulls.

Some groups are bred all Hereford and some bred all black Angus.

All cattle come from top registered breeders such as
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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 OFFERING:

60 Long Yearling Bulls • **100** Registered Bred Heifers
Including a strong selection of polled bulls 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)

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7 YR OLD SALE GELDING



FE 18Y RED RIBSTONE 162B



Bred Heifer Sample



FE 60X STANMORE LAD 120B



ZZB 18Y RED STRAND 32B



FE 60X STANMORE LAD 135B



ZZB 18Y SUPER RED 31B

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Sale can be viewed
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Catalogs and video available by Oct. 26.

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Box 479, Irma, AB, T0B 2H0

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

(continued from page 12)

through a handful of tiny, ancient towns we arrived in Kanturk. This town looks very old, with hardly a straight street and very quaint with narrow streets, old colorful buildings, row by row, small shops downtown including a meat market where we stopped for directions to Allowdale. The butcher didn't know Anne and Liam but said the vegetable man would know. So the three of us traipsed across the narrow main street to the booth where the vegetable man was selling produce. And yes, I felt like we were now in a James Herriot novel. He had to think about it for awhile but finally came up with some directions for us which we sort of understood.

This time only one wrong turn and some back-tracking and we were finally at Allowdale Herefords. I just love driving into a place and there are beautiful Hereford cattle by the sign. This was the place!

We were greeted by Anne, closely followed by two rambunctious Jack Russell terriers. Liam was on the phone but soon made himself available. The four of us visited for about an hour just like long-lost friends. We covered a lot of subjects, most of which were discussing U.S. and Canadian Hereford bloodlines and what the business was like in Ireland; Kathy and Anne had the finance industry in common and talked up a storm about that as well as the cattle. All the while we are watching



some beautiful Hereford pairs close to the house.

Fortunately in the summer, the days are long and we happened to be there on a sunny day so we ventured out to take a look at the herd.

Allowdale Herefords is a relatively new herd which has made a great deal of progress in a short period of time. Liam Philpott has farmed all his life and ran a herd of about 800 lowland sheep prior to getting into the Hereford business in 2006. The cow herd is currently about 85 cows. His family has been in Ireland since the reign of Queen Elizabeth I in the 1500s. The family originally came from England as British landlords.

A few years ago he met Anne Pounds, an international banker who lived in

London. They eventually married and settled on the family farm near Kanturk, County Cork. Anne's job has changed since then but it allows her to still be in the finance industry as a consultant and travel back and forth from London to Ireland and also participate in the farm. Quite an interesting couple, farmer and financier, working together to make a great Hereford herd. Liam is also the vice president of the Irish Hereford Breed Society.

The couple started their cattle herd primarily to take advantage of their native pasture and reduce the need to purchase feed. Herefords were their choice because of their ability to convert grass to beef, calving ease, docility

(continued on page 16)

North Star Classic Hereford Sale
Saturday, Dec. 5th, 2015 • 3 pm
ND Winter Show Complex, Valley City, ND

25 Head
Fancy Show Heifer prospects, Bred Females and Show Steer prospects
Donation Heifer sponsored by Stuber Ranch, Bowman, ND
Open Hereford Show
Friday, Dec. 4th
Annual meeting 3 pm
NDWS meeting room
Social 5:30 pm • Banquet 6:30 pm
Semen auction during banquet
VFW, Valley City
Junior Hereford Show
Sunday, Dec. 6th

March heifer sold in 2014 sale was March class winner in the Junior Show

Steer sold in 2014 NSC sale 2015 Champion 4-H MN State Fair

DVAuction
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For more information or a catalog please contact:
 Joana Friesz, Sale Manager, 701-400-8744
 joana@northlandinsuranceagency.com

Check out website northdakotaherefords.com for updated info.

Don't Miss It!

35th Annual

Go-Pher the Purple SELECT SALE

SAT., DECEMBER 12, 2015
Sale at Noon • Hutchinson, MN

This sale will be broadcast live on the internet.
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Real time bidding & proxy bidding available.

Auctioneer:
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Sales Staff:
 Levi Landers - AHA
 308-730-1396
 Bill Schermer
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Annual Meeting:
 McLeod County Fairgrounds
 Friday, Dec. 11, 2015 • 1 p.m.

Social Hour & Banquet:
 Best Western Victorian Inn
 Social 6 p.m. • Banquet 7 p.m.

NEW THIS YEAR
the Elite 8 Sale - Friday, Dec. 11.
During the MN Hereford breeders Banquet
 Featuring semen and embryo packages as well as "Pick of the calf crop" opportunities

Selling over 45 lots
 including herd bull prospects, heifer calves, bred heifers and bred cows.

Catalog available on the DV Auction website or go to mnherefordbreeders.org

TH 618 45P MS
 DOM 90W her E.T. daughter sired by About Time sells, also selling a pregnant recip. with a heifer calf sired by CRACKERJACK

FHF 343
 NATE'S LADY 94T
 Selling an embryo package sired by TH 113w 11x HI-TECH 17a in the Elite 8 Sale Dec. 11th.

ANL 35U
 VICTORIA 59X
 Selling a package of embryos sired by R LEADER in the Elite 8 Sale Dec. 11th.






Sale Headquarters:
 Best Western Victorian Inn, Hutchinson, Minn.
 Hwy. 7 W. — 320-587-6030 or 800-369-0145.
 Ask for Hereford block of rooms for reduced rate by Nov. 13, 2015.

Contact the sale manager for more info:
 STEVE WOLFF 701-710-1574
 email- swolff318@yahoo.com

South Dakota Excellence SALE

Saturday, November 14, 2015

South Dakota State University Animal Science Arena
11:30 a.m. (cst) • Brookings, SD

29 Fancy Heifer Prospects • 29 Show Steer Prospects • 2 Powerful Bred Heifers

Auctioneer: Chisum Peterson



Lot 39



Lot 56



Lot 20



Zilverberg

Lot 2

— Fri., November 13th —
SDHA Annual Meeting
SDHA Meeting: 1:00 – 2:45 p.m. SDSU
Banquet: Days Inn Brookings, SD
Social: 6:00 p.m. • Banquet: 7:00
Silent auction throughout the evening to raise money for youth heifer grants.

— Sat., November 14th —
SDJHA Meeting: 10:00 a.m.

SALE: 11:30 a.m. @ SDSU
Animal Science Arena

• \$600 grants will be given to selected youth to purchase heifers in this sale.
Applications online at
www.southdakotaherefords.org
• \$10,000 in prize money for youth exhibitors in the Futurities, Specials and Carcass Contest at the 2016 South Dakota State Fair.



Lot 31

Sale Time:
11:30 (CST)

Attention Juniors

For more information or catalog contact
SD Hereford Association manager
Phil Eggers at 605/351-5438 or esfherefords@aol.com

Headquarters Hotel:
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Make reservation by
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South Dakota Excellence Sale Committee

Don & Peg Silverberg 605/852-2966
Jeff Lounsbery 605/351-4419
Jerry Rausch 605/948-2146

Representatives & Sale Day Phones

Art Handel, Handel Marketing
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Call for catalog or go online: www.southdakotaherefords.org

(continued from page 14)



Driving through Kanturk.

and acceptance by the local dairy producers who are their main commercial customer. That area of county Cork is a large dairy area.

Liam said calving ease and calving weight is important to the dairymen using Hereford bulls.

Kathy and I didn't know what to expect when we got there but we soon found that the quality of the cattle was very good and we were impressed.

With a large amount of rain in Ireland it doesn't take many acres to run cattle and it is normally wet, so we donned muck boots and walked to the nearby pastures for the tour. Such a nice walk out in the pairs with two little Jack Russells following along, all the while getting the breeding details and history from Liam. He moves fast and talks fast but I was able to get a few photos as we went through the pastures. I didn't recognize the British and Irish bloodlines he spoke of but several U.S. and Canadian breeders and bloodlines were recognizable including XTC, Lilybrook, Hirshe and Star Lake.

We finally drove to a farther pasture where the sale bulls were. Doesn't take long with either of them driving. I'm sure they were wondering what took us such a long time to get there! The area started to look very familiar and Kathy and I realized it had been the same area in which we thought we were lost. Turns out we weren't lost after all. This part of the farm had been Liam's grandmother's. She was one of the first

medical doctors in that area in the 1930s and also had this beautiful farm.

When we pulled up to the bull pasture I was surprised that the bulls looked like those raised on our family ranch in Montana 5-10 years ago. It turns out that the breeding was the same as what we had a few years ago and that was Rambo.

Overall, the Allowdale cattle were really good looking, usable cattle with excellent conformation and good feet. They weren't huge cattle like other breeds we had seen around the country earlier in our travels.

(continued on page 18)



Cornhusker Classic

Show Steer & Heifer Sale

Producing Champions....
yet another Cornhusker Tradition!



Champion Hereford Steer
2014 Kansas Beef Expo, Ring A
Purchased by Cody Brown



Champion Futurity Steer & Class Winner, 2015 Junior National Expo
Purchased by Carlee Meeks



Many Time Jackpot Champion & Class Winner, 2015 Junior National Expo
Purchased by Jarrett Orman



Selling bred heifers like this Lot 1 heifer in the 2014 sale
Purchased by Kelsie Musil



Reserve Champion Futurity Steer, Reserve Hereford Steer, 2015 Nebraska State Fair & Class Winner, 2015 Junior National Expo
Purchased by Kendi Miigerl



Selling a full sister to this Lot 8 Right Track heifer in the 2014 Sale
Purchased by the Botsch Family

Sunday, November 22, 2015 - 12:30 PM
Fonner Park - Sheep Barn - Grand Island, NE

Each animal sold in this sale will be eligible for the Nebraska Futurity Junior Show on June 4, 2016 in Broken Bow, NE.

Champion Futurity Heifer & Steer win \$1,000 in cash prizes

Reserve Champions win \$600 each

For sale catalog, calf videos and consignor information visit: www.nebraskaherefords.com

DVAuction
Broadcasting Real-Time Auctions

Sale Sponsored by: **The Nebraska Hereford Association**



Hereford beef at Sheen Falls Lodge, Kenmare.



Starmak Cattle Co.

NOVEMBER 17, 2015

Maternal Power Open Heifer Sale

Hosted by Breeders World Online Sales
*Featuring Hereford, Angus
& crossbred heifer calves*

DECEMBER 29, 2015

Maternal Power Bred Heifer & Cow Sale

Hosted by Breeders World Online Sales
*Featuring Hereford, Angus
& crossbred heifers & cows*

MATERNAL & FULL SIBS TO THESE FORMER SALE FEATURES AVAILABLE.



Sires Represented: About Time, Catapult, Sensation, Cash Flow, Captain Jack and more.



STARMAK HEREFORDS

Matt & Erin Knock

46548 271st St.

Tea, SD 57064

605-360-5456

starmak@svtv.com / See us on Facebook



(continued from page 16)

Likewise the females we saw were of excellent quality with especially good udders.

The big difference I noticed was the amount of white acceptable in Ireland. But with little or no snow in the country it stands to reason they wouldn't need the pigment needed in parts of the U.S., Canada, Australia and New Zealand.

Liam and Anne are enthusiastic about their future in the Hereford breed and study pedigrees and EPDs worldwide.

For these Americans it was a wonderful visit all the way around. We learned a lot and met some incredibly nice people. Thanks Liam and Anne for a great visit and tour.

As Americans visiting a foreign country and looking at Herefords, we quickly realized there are a lot of differences. Their markets are much different and they have a lot more history than we do but their show circuit is much different. They still like moderate to large sized cattle in their show ring. And as far as markings are concerned, excess white doesn't bother them at all. It is their traditional look and the main customers are commercial dairymen and small registered breeders from Ireland and the UK.

To round off our wonderful trip, we ate Certified Irish Hereford Beef and Irish Hereford Prime on at least three occasions. It is quickly becoming a popular product and is just as good in Ireland as it is here. The best steak we had was at Sheen Falls Lodge in Kenmare. It was excellent.

Until next time, Slainte!

— JBH



Kathy Bayers, my sister, driver and travel partner!



Stone walls and sheep on the Dingle Peninsula – a common site in southwestern Ireland.



Store front with Prime Hereford Beef sign. Probably not associated with the official brand but many butcher shops and restaurants have Hereford beef.



DON'T WAIT! ATTEND THE DESERT ★ MART "TOMORROW NOW" SALE



THE FUTURE IS AVAILABLE NOW!

The most profitable cattlemen in the future will have:

- ★ **COWHERD TOTAL POWER!** Cows that breed every year, have excellent udders and produce big, strapping calves that never disappoint their owners are our kind now!
- ★ **CARCASS EXCELLENCE!** An ever-growing number of customers are reporting phenomenal Choice and Prime grades on cattle sired by Desert ★ Mart Bulls!
- ★ **COMPLETE PROGRAM TRUST!** One-stop shopping for cattle that are geared to fit your climate, your cattle and your profit-driven needs are why we plan on another 113 years!



LOT 1



LOT 29



LOT 67

Inquire today for catalog, videos and in-depth analysis on all sale cattle.

"TOMORROW NOW" SALE

SELLING: 100 Bulls • 35 Females

Thursday, November 19, 2015

At the Ranch • Auctioneer: Joe Goggins • Lunch: Noon • Sale: 1 p.m.

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Hereford cattle since 1902
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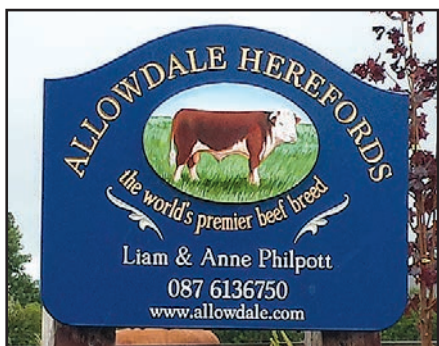
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Mark's cell: 307-267-3229

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Dave's cell: 307-267-4491
Toby's cell: 307-267-1997
Laura's cell: 307-267-6786

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



Certified Hereford Beef Hires General Manager and Chief Operating Officer

Amari Manning, St. Louis, MO, has been named Certified Hereford Beef (CHB) LLC chief operating officer and general manager. Manning joins the CHB LLC team with 10 years of experience in the meat industry.

As general manager, she will lead the day-to-day operations of CHB LLC. "We are excited to have Amari join our staff and lead the CHB team," says Jack Ward, American Hereford Association executive vice president. "Her meat industry experience along with her ability to develop strategic business and marketing plans that increase market share will be a valuable asset to the program."

Recently, Manning has served as the Premium Protein Specialist/Brand Manager for Sysco St. Louis. In this role she managed all center-of-the-plate business activities in her Missouri and Illinois territory. Prior to moving to Missouri she served as the premium protein brand manager at Sysco Philadelphia.

She has also worked for Buckhead Beef and Catelli Bros. as a regional sales manager. During her career she has

worked in both business development and sales. She has also worked with branded beef programs and understands the strategy necessary to build and market a successful brand.

"Our goal for Certified Hereford Beef is to continue to build and create awareness for the brand in both the foodservice and retail industry through education, innovation and sustainability," Manning says. "Having experience in various segments of the market and an understanding of the

dynamics of our industry allows a fresh perspective in creating a strategy to further develop the market. I am thrilled to have the opportunity to increase the demand for Certified Hereford Beef and take CHB to the next level."

Celebrating its 20th year as a brand, the CHB program experienced a record year of growth during fiscal year 2015 with 51.2 million lb. of product sold. Since 2008, CHB LLC has increased beef sales by 46%.

Manning joined the CHB team on

Oct. 19 and will relocate to the Kansas City area.

Certified Hereford Beef (CHB) LLC is a wholly owned subsidiary of the American Hereford Association, which is a not-for-profit, producer-owned organization dedicated to improving the Hereford breed in economic efficiency and the production of tender, flavorful beef to meet the growing consumer demand for a quality beef eating experience. For more on CHB LLC visit Herefordbeef.org.

AHA Board Candidates

The nominating committee selected six candidates who will run for election to the AHA Board of Directors during the 2015 AHA Annual Meeting in Kansas City, Mo., Oct. 31-Nov 1.

The candidates, listed by region, are:

Northwest Region

Pete Atkins
Tea, S.D.

605-351-9847

atkins15@sio.midco.net

Southeast Region

Craig Bacon
Siloam Springs, Ark.
479-601-4317

craig.bacon@tyson.com

Northeast Region

Jim Bellis
Aurora, Mo.
417-466-8679

jimbellis@missouristate.edu

Glen Klippenstein

Maysville, Mo.
816-449-2556
lindaklip2@aol.com

Southwest Region

Gary Buchholz
Waxahachie, Texas
214-537-1306
gary@gkbcattle.com

Kyle Perez

Nara Visa, N.M.
575-633-2038

kyleperez82@yahoo.com

Bischoff's Ravine Creek Ranch

Production Sale March 5, 2016

Huron, SD

RV 9021W Outlier 4921

High selling bull in our 2015 Production sale.
Owned with Fawcett's Elm Creek Ranch
and Beef Resources Partnership.



BW 1.8 WW 67 YW 108 M 30 M&G 64 SC 0.9 REA 1.03 MARB .37 CHB \$43



RV Thunderstruck 4239

Owned with Klages Polled Herefords.

BW 3.1 WW 61 YW 98 M 25 M&G 65 SC 0.5 REA 0.76 MARB 0.11 CHB \$32



RV The Consultant 2921

High seller in our 2013 production sale.

Co-owned with Rausch, CML, & Schlosser.

BW 0.6 WW 52 YW 93 M23 M&G 49 SC 1.4 REA .44 MARB .38 CHB \$36

2015 Feature Sires

GV CMR X161 Times Up A152

NJW 73S Wa8 Hometown 10Y T

KCF Bennett Revolution X51

C Bar1 9161 Untapped 2267ET

SHF Excellent R117 X181

C R111 Mr Hereford 2109 ET



Selling 35 yearling bulls,
15 two year old bulls
25 registered yearling heifers
& 40 F1 baldy heifers

The Bischoff Family

Home phone 605.352.5530

www.ravinecreekranch.com email: ravinecr@santel.net

Jerry cell: 605.350.0979 Garret cell: 605.461.1555 Matt cell: 605.350.0980



Peskey Farm

peskeyfarm@gmail.com

Mike cell: 605-350-5788

Lori cell: 605-350-1015

South Dakota Hereford Tour

September 11-12



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 2)



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.



Erik Scott, Section 16 Cattle Co. of Canton, SD had a nice display of cattle along with Sleepy Hollow Farms as a guest.



Mark Johnson, Sleepy Hollow Farm, talked about his family's display at the Section 16 tour stop.



Heifer calf (515) at Stenbergs sired by Purple Chachi 652 ET.



— Annual Bull Sale — DEC 5, 2015

St. Onge Livestock - St. Onge, SD 1 p.m.

120 Registered Hereford and Angus
Coming 2-Year-Old Bulls

See the catalog and videos online at www.pyramidbeef.com

Low-maintenance, problem-free
superior seedstock that create more
profit, sustainability and marketing
opportunities for our customers.



FHF 9279 Deadwood 38Y

BW 2.2 WW 49 YW 68 M 31 REA .95 MARB -.10 CHB 23
Use Deadwood to add muscle shape moderate and add pigment
First daughters are in production and they are beautiful.

OFFERING BULLS OUT OF THESE PROVEN SIRES:

FHF 4029 Hickok 15X

BW 3.8 WW 61 YW 89 M 25 REA .46 MARB .24 CHB 31

FHF 9279 Deadwood 38Y

BW 2.2 WW 49 YW 68 M 31 REA .95 MARB -.10 CHB 23

Pyramid 16W 110T 9116

BW 2.1 WW 54 YW 75 M 24 REA .56 MARB -.10 CHB 23

UPS Domino 3027

BW -1.2 WW 48 YW 78 M 37 REA .44 MARB .36 CHB 32

NJW 73S W18 Homegrown 8Y ET

BW 2.9 WW 59 YW 99 M 29 REA .48 MARB .11 CHB 28

NJW 73S W18 Hometown 10Y ET

BW 2.3 WW 61 YW 106 M 36 REA .45 MARB .62 CHB 39

Frederickson Ranch thanks
Ned and Jan Ward for their
recent purchase of
1/2 interest in Deadwood!

Frederickson
Where the philosophy is the program
Ranch

Mark: (605) 642-2139 ~ Nate: (605) 254-4872

Mark, Mary Kay & Sarah Frederickson
Nate, Jayna, Teegen & Tieman Frederickson
Spearfish, SD

South Dakota Hereford Tour

(continued from page 20)



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 Williamson and his mom Dorothy, Springwater Polled Herefords



Jenna, Joyce and John Schmidt.

(continued on page 24)



Impressive lineup at Schmidt Herefords near Pipestone, MN.

Western Nugget National

December 5, 2015

4:00 pm • Celebrity Showroom
Nugget Hotel and Casino, Reno, NV

Golden Anniversary

Reno,
Nevada

Hereford
Event

Show Heifer Prospects • Embryos
Herd Bulls • Bred Heifers

30 Premium Hereford lots



Sale Management:

SCHACHER AUCTION SERVICES

Robert Schacher 817-219-0102

PO Box 33804, Fort Worth, Texas 76162

rob@schacherauction.com • www.schacherauction.com

Held in conjunction with

Western National Hereford Show

DECEMBER 3-5


Contact Sue Hoffman to enter the show 775-747-8917

www.nuggethereford.com

South Dakota Hereford Tour

(continued from page 2)

Tricky's Herefords
Selling
Coming Two-Year-Old and Yearling Bulls



Sired by Trust, Revolution, Sensation and Cheyenne.
 Median EPDs for YW 88, REA, .70 and BW 2.4

Watch for our sale date or contact us for more information contact:

Tricky's Herefords
 Dick & Betty Wettlaufer
 44132 234th St.
 Winfred, SD 57076-7318
 (605)485-2648 • Cell: (605) 270-3465
 E-mail:rwettlaufer@trietel.net
www.TrickysHerefords.com



Troy and his wife Shannon Rasmussen, TSR Cattle Co. near Elkton, SD greeted the tour early on the second day of the tour with a delicious breakfast and display of show cattle and heifers (pictured below) purchased from Thorstenson Herefords, Selby, SD.



Phil Tesch his wife Lynne and family welcomed the crowd to the second stop.



MARKETING HEREFORD INFLUENCED FEEDER CATTLE?



GREATER OMAHA
 PROVIDING THE HIGHEST QUALITY BEEF

Harvesting Certified Hereford Beef since 1999.

Processing over 80,000 head of Hereford influenced cattle annually.

Contact: Jim Williams | Kearney, NE | 308-222-0170



The Tesch family — Eric, Lynne, Phil, Kara and Austin. They had several pairs, cows and baldies on display. They also purchased Hereford heifers from Thorstensons, several of which were in the pens on tour day. The Tesch family also runs a small feedlot. Their cows are pictured below.



(continued on page 2)

KNOLL CREST'S
TOTAL

Performance

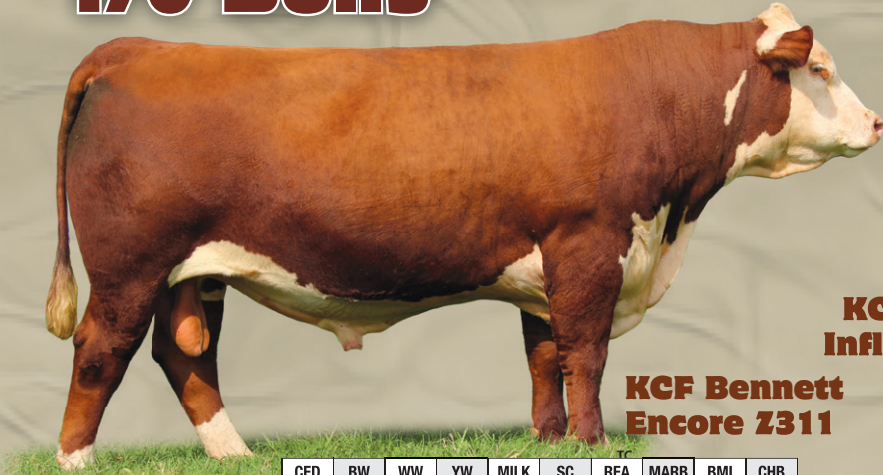
BULL SALE

Friday • **DECEMBER 4, 2015**

Featuring
170 BULLS

Hereford Sale Bulls **AVERAGE:**

CED	BW	WW	YW	Milk	SC	REA	MARB	BMI	CHB
+3.1	+1.5	+68	+110	+28	+1.6	+0.65	+0.38	+\$29	+\$40
top 20%	best 16%	top 1%	top 1%	top 10%	top 1%	top 5%	top 2%	top 1%	top 1%



**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, plus maternal brothers! Semen available.



**KCF Bennett
Influence Z80**

CED	BW	WW	YW	MILK	SC	REA	MARB	BMI	CHB
+2.4	+4.3	+74	+127	+26	+1.9	+0.72	+0.68	+\$34	+\$48

Homozygous Polled. Z80's rare combination of growth, muscle, marbling and maternal complements his progeny's extra volume, capacity and structural integrity. His first sons topped our spring sale and a powerful group sell on December 4!



**RST 0124
Times A
Wastin 2107**

CED	BW	WW	YW	MILK	SC	REA	MARB	BMI	CHB
+4.8	+0.5	+66	+113	+26	+1.0	+0.54	+0.33	+\$23	+\$41

2107 is a polled son of Times A Wastin and was the standout in his calf crop, ratioing 116 WWR, 114 YWR, 144 IMF, 105 REA. His first 66 progeny at KCF and the Olsen test herd averaged 99.6 BWR and 102.5 WWR. A powerful set of calving-ease sons sell! Semen available.

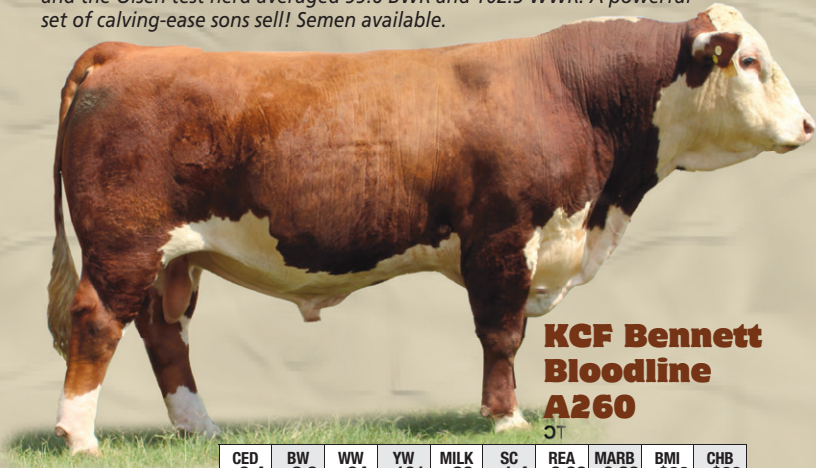


**KCF
Bennett
Revolution
X51**

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.



**KCF Bennett
Bloodline
A260**

CED	BW	WW	YW	MILK	SC	REA	MARB	BMI	CHB
+3.4	+2.8	+64	+101	+26	+1.4	+0.66	+0.28	+\$26	+\$33

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.

LiveAuctions.TV Brad Fahrmeier 816.392.9241

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Paul S. Bennett
(434) 941-8245

Dalton G Bennett
(434) 664-7946



Jim G. Bennett
(434) 664-7935

Brian R. Bennett
(434) 664-8309

Scott R Bennett
(434) 660-7268

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Martha Johnson, Office Manager (434) 376-3567 • Fax (434) 376-7008
knollcrest@hughes.net • www.knollcrestfarm.com

(continued from page 4)

South Dakota Hereford Tour



Part of Raap Hereford Ranch's bred heifer offering and tour display. Their ranch is near Pierpont, SD.



Doretta and Gene Raap.

Tour photos by Jill Hotchkiss



Gene Raap explaining the benefits of his Silencer Chute to Ronald Hanke from Marathon, WI. According to Gene the setup enables him to work cattle by himself and a dog or one other person.



Wade Leddy, Twin Brooks, SD welcomed the tour crowd to Leddy Herefords and Red Angus.



Lori Leddy, Wade's wife.



Gene Leddy owns and operates the ranch with son Wade and daughter-in-law, Lori and their daughters Rebecca and Allison. The ranch was started in 1917.

(continued on page 8)

Keyher Embryonics

7195 Thorpe Road
Belgrade, Montana 59714

Mark 406/539-4656
Jeanne 406/580-3490
reyherembryonics@aol.com

Knippling Internet Sale

See auction on
www.YourNextCalf.com

Bidding Starts Jan. 16 and runs through Jan. 24 — First bull will sell on Jan. 24.

Selling:

Bulls can be
viewed at any time
Catalogs and video
disks available

50
65

2-year-old Hereford Bulls

Black Baldy F-1 Bred Heifers — for sale any time
Will sell December 12. Call for details.



Jerry Knippling & Sons



For more information contact:

Jerry Knippling & Sons

Randy Knippling

H: 605/293-3493 - C: 605/680-3185

Garin Haak

H: 605/293-3289 - C: 605/680-4637

www.KnipplingCattle.com



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SEMEN & CERTIFICATES

● Your source for over 150+ Horned & Polled Hereford Bulls ●

South Dakota Hereford Tour

(continued from page 8)



Ronald and Elaine Hanke, Marathon, WI travelled a long way to attend the tour.

Leddy cowherd with new herd bull NJW 98S Durango 44U. He was purchased in Ned and Jan Ward's spring sale.



Duane McClure (left), Hot Springs, SD, with Doug Lenth, Postville, IA and Jim Hora from Parkston, SD.



Marilyn and Doug Lenth Hereford breeders from Postville, IA.

Doris and Marvin Fisher from Riceville, Iowa are avid tour-goers and were continuing on to Montana for the Angus tour.



New, young Hereford breeder Ryan Ollerich, Clear Lake, SD, talks to the crowd about his program. He and his family, wife Jill and son Devon, have had Herefords since 2009 but Ollerich Cattle Co. was started over 60 years ago.

(a few more pictures on page 30)

2016 South Dakota Hereford Directory

Ad Materials Due by Nov. 18

The 2015 South Dakota Hereford Directory will be printed in December, ahead of most of the production sales. Adherence to the ad deadline of November 18th is important in order to get the book published on time. Memberships have to be paid by Nov. 13th to SDHA mgr. Phil Eggers in order to be in the membership listing. Advertising is open to anyone. SDHA members get a reduced advertising rate in the directory.

Premium pages such as the back page, center spread, inside front, inside back, etc., will be auctioned at the SDHA Banquet in Brookings, SD on November 13. If you are unable to attend and would like to bid on a page please contact Jill Hotchkiss.

Premium Pages Auctioned at SDHA Banquet NOVEMBER 13

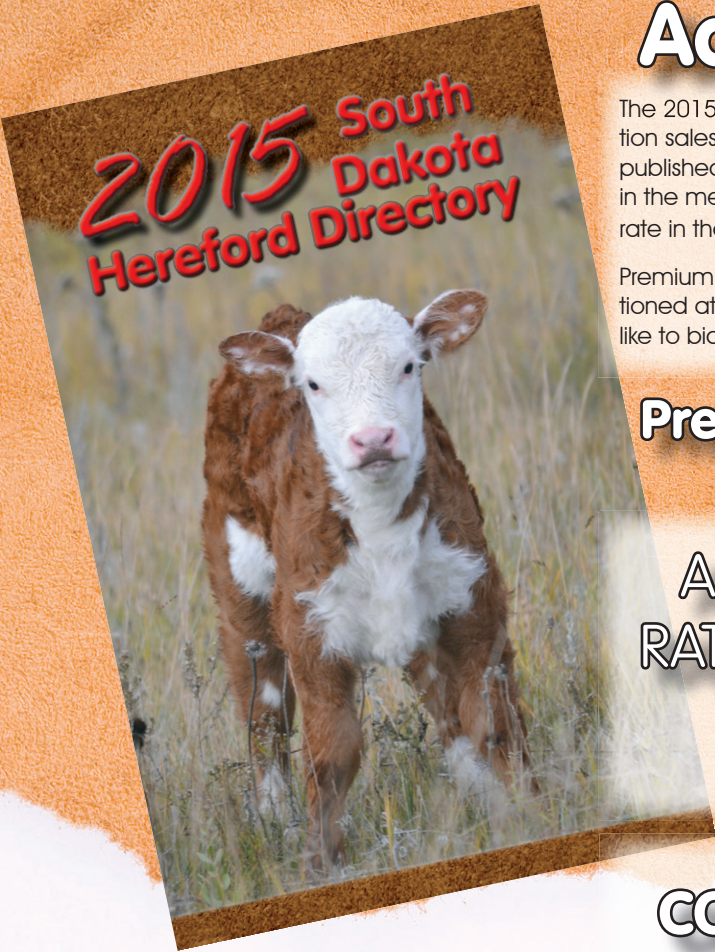
AD RATES:

	SDHA MEMBER	NON-MEMBER
Full page	\$275	\$325
2/3 page	\$190	\$225
1/2 page	\$150	\$175
1/4 page	\$90	\$100
1/8 page	\$45	\$50

Photos: \$5 each, black and white / \$10 each 4-color
COLOR RATES: 1 Standard color: \$35.00 plus \$5 per photo (B&W)
4-Color: \$100 plus \$10 per photo

CONTACT:

Jill Hotchkiss • 605/866-4495
jbh@herefordamerica.com
13823 Beaver Creek Place, Reva, SD 57651



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Ad Rates 2015-2016

(September 2015-April 2016)

Size	Black & White	1 Extra Color	4-Color
2-Page Spread	\$1600	\$1750	\$2050
Full Pg.	\$950	\$1025	\$1200
3/4 Pg.	\$750	\$ 825	\$1000
2/3	\$725	\$ 775	\$ 950
Jr. Page	\$700	\$ 750	\$ 850
1/2, Island	\$700	\$ 750	\$ 850
1/2 (vertical, 2 or 3 col.)	\$525	\$ 575	\$ 675
1/2 (horizontal, 4-col.)	\$500	\$ 550	\$ 650
1/3	\$400	\$ 425	\$ 525
1/4	\$250	\$ 300	\$ 350
1/8 Strip Ad (4-col.)	\$200	\$ 225	\$ 300
1/8	\$175	\$ 200	\$ 275
1/16 Strip Ad (4-col.)	\$150	\$ 175	\$ 225
1/16	\$125	\$ 150	\$ 200
Card Ad	\$150 per year (7 issues)		

Back Page Bidding: \$1,400 starting bid. Bids go in \$100 increments and goes to highest bidder on deadline day at 5:00 p.m.

Black & White Photos: \$5 each. **Color Photos:** \$10 each

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Ad Deadlines

ISSUE	DEADLINE
January	December 1
February	Jan. 5
March	Feb. 5
April/May	March 5
September	August 5
October	September 5
Nov/Dec	October 5

**Advertising
Cut Off
for
the January
issue is
Dec. 1**

**Thanks for
having your
ads in
on time!**

North America's Largest Privately Owned Hereford Newspaper

HEREFORD AMERICA

Jill & Marc Hotchkiss • Byron Bayers • Taylor Vroman

13823 Beaver Creek Place • Reva, SD 57651

605/866-4495

E-mail ads to: jbh@herefordamerica.com



Calves at Delaney Herefords, Lake Benton, MN. They also had an Open House along with the hosting the tour crowd for a fabulous steak dinner.



Banana?
Leave it to Jeff Gerlach....



Lori Peskey from Iriquois, SD with her mom Janelle Bischoff, Ravine Creek Herefords, Huron, SD and Levi Landers, AHA, Minden, NE.

MELCHER HEREFORDS, INC.

Bred Heifers For Sale by Private Treaty
at the ranch, 86288 Voyager Road, Page, NE



Melcher's Herefords 2015 Bred Heifers for Sale

- 49 Hereford heifers AI'd in 2 days to SAV Platinum 0010 to start calving 2/28/16
- 33 Hereford heifers AI'd in 2 days to SAV Platinum 0010 to start calving 3/1/16
- 43 Hereford Heifers AI'd in 2 days to Carter Wind Star 218 to start calving 3/3/16
- 33 Hereford Heifers AI'd in 2 days to Carter Wind Star 218 to start calving 3/10/16
- 24 Hereford Heifers AI'd in 8 days to SAV Platinum 0010 or Carter Wind Star 218 to start calving 3/13/16
- 45 Hereford heifers bred to LBW Angus bulls to start calving mid-March for 30 days. Can be sorted into short calving intervals
- 60 Red Angus/F1 RWF heifers AI'd in 1 day to HXC Conquest 4405P to start calving 2/26/16
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Kansas State Fair Results

Champion Cow Calf pair exhibited by the Bryce Shumann Family, Lecompton, KS with SCHU-LAR 010 VIVIAN 16R 4R ET BD: 3/25/10
By: MSU TCF Revolution 4R Calf Sired By: Schu-Lar 108 of 301 Revel

Reserve Cow Calf pair exhibited by Wildcat Herefords, Hillsboro, KS
G Dominet 420 BD: 3/24/04 By: L1 Genvir 850 Calf Sired By: CRS 3922A

Grand Champion Bull – Exhibited By Kati Fehlman, Junction City, KS (Also Ks. Bred & Owned Champion) KTS Big Jake 403 BD: 10/07/14
Sired By: LED GKB Legend 108 ET

Reserve Grand Champion Bull – Exhibited by JC Cattle Co. & JLB Cattle, Junction City, KS (Also Kansas Bred & Owned Reserve)
JLB Maverick 1474 BD: 10/10/14 Sired By: JLB W26 LEGACY 1101

Grand Champion Heifer – Exhibited by Shane Werk, Burrton, KS (Also Kansas Bred & Owned Champion)
Werk Forever Lady 423 BD: 3/24/14
Sired By: NJW 735 980 Hutton 109Z ET

Reserve Grand Champion Heifer – Exhibited by: Stacey Fischer & Trademark Genetics, Great Bend, KS
BF SHEZA Queen 88X 416 BD: 2/06/14
Sired By: NJW 98S R117 RIBEYE 88X

Reserve Kansas Bred & Owned Heifer – Exhibited By Kati Fehlman, Junction City, KS
KTS Teri 405 BD: 10/25/14 Sired By: BR DM TNT 7010 ET

Best Six Head – Carswell Nichols Herefords – Alton, KS

Get of Sire – Malone Herefords, Emporia, KS
Sired By: HW4 Pure Country 0109

(Photos next month.)

Fisher Open House Well Attended



The Lowell Fisher family held an Open House on September 19 at their ranch in Spencer, NE. About 150 people turned out for the event which included cattle displays, door prizes, a heifer drawing and delicious prime rib dinner.

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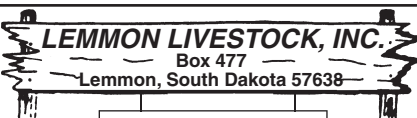
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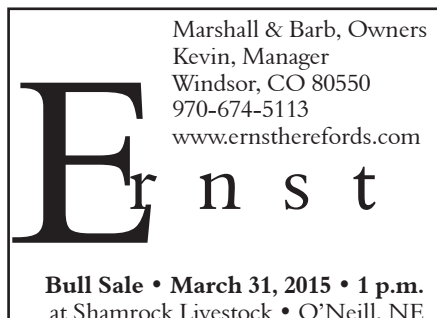
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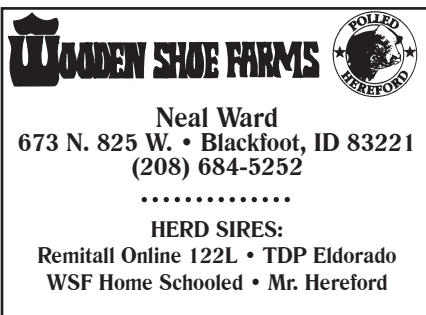
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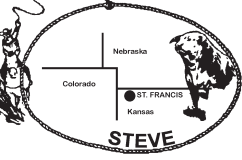


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(continued on next page)

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Nugget...

(continued from page 1)

event there. John Ascuaga, who is proud of his basque heritage, is one of the most friendly personable people and this demeanor has had positive affect on all of his businesses. His friendliness carries over to his Hereford friends at the show and sale each year.

At the sale, cattle are lined up on the stage in the Celebrity Showroom, inside the large casino. The gold curtain, which is down, slowly raises as the auctioneer's song plays. The opening curtain reveals a beautiful line-up of Hereford cattle, white faces out toward the crowd. Potential buyers are seated in comfort at tables with cushioned seats and benches. This is the same stage where musicians and comedians entertain guests at the Nugget.

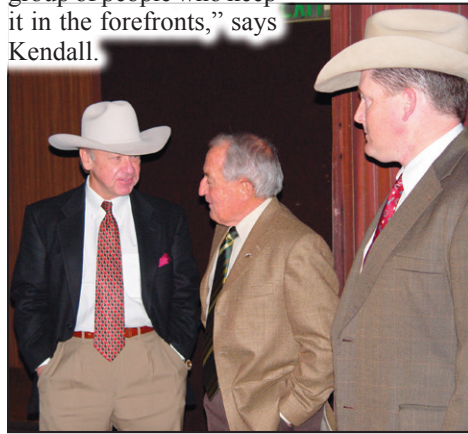
After this opening, which is an incredible experience for those involved and those watching it, each live lot is led out onto the stage individually as they are auctioned off. It is really something to see. Other breeds have tried it and not succeeded.

The success of the show and sale can be attributed, in large part, to the Hereford families and the Western States Hereford Association, who have worked tirelessly

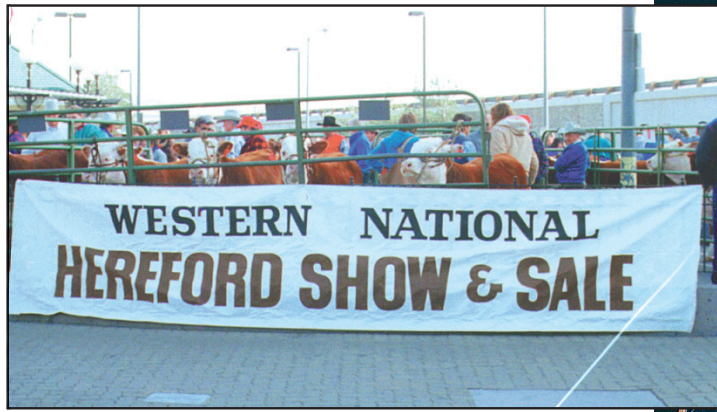
to support the events and keep them going.

The California/Nevada Hereford Association operated the show and sale until 1995 when they joined with several neighboring states and formed the Western States Hereford Association which operates the events now.

Gary Kendall managed the sale from 1987 to 2006. "They have a good group of people who keep it in the forefront," says Kendall.



Jerry York (left), Western Livestock Journal visiting with John Ascuaga. AHA's Mark Holt at right.



Celebrity Jimmy Dean, playing Black Jack with Sherry Colyer, Bruneau, ID and an unidentified friend, in 1980.



Host John Ascuaga in the 1970s.

For more information visit:
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... more South Dakota on next page

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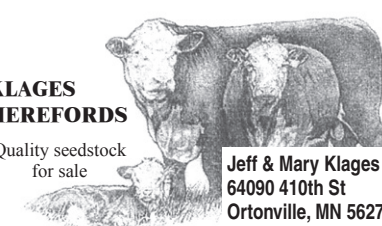
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World Hereford Conference #17 Set for Uruguay

The Hereford Breeders' Society of Uruguay and the World Hereford Council (WHC) together with the Rural Association of Uruguay (ARU) are pleased to announce the 17th World Hereford Conference to be held in our country from April 18-25, 2016. The local organizers in Uruguay will be the Hereford Breeders Society and the Rural Association of Uruguay. The venue will be the Rural Association showgrounds at the Prado, Montevideo.

The Conference's goal results of national and international research relevant for productive development and improvement of the competitiveness of the race areas. The Organizing Committee will be honored to receive in our country researchers, technicians and producers in an encounter that will enhance the scientific and personal ties of the great family Hereford globally.

Around 1000 participants attended

previous Conferences. These events are held every four years including the last three: Armidale, Australia in 2004, Copenhagen, Denmark in 2008 and Calgary, Canada in 2012. When this congress was held in 1980 in Punta del Este, Uruguay, we had 800 attendees of which 600 came from abroad. We expect participants from countries from the five continents, from the United States of America, Canada, Brazil, Argentina, Denmark, Finland, Holland, Ireland, New Zealand, amongst others.

The conference program is as follows:

- Monday 18: Visit to La Macarena Hereford Farm and Kiyú Test Station
- Tuesday 19: World Hereford Council Meeting, Country Reports, Opening Ceremony (Rural del Prado showgrounds)
- Wednesday 20: Conferences (Rural del Prado showgrounds)
- Thursday 21: Show and Jury - Gala

- Sales (Rural del Prado showgrounds)
- Friday 22: Show and Jury in other categories, Closure (Rural del Prado showgrounds)
- Saturday 23, Sunday 24 and Monday 25: Post Conference stud visits

Besides the conferences and official activities at the Rural Association showgrounds, we will have Hereford cattle show and jury as well as a commercial, institutional and industrial exhibition related to the breed, farming and meat production during the days throughout the event.

Ever since Uruguay was appointed as host country, we have begun with the promotion of the Conference in different events, during the International Congress Meat Science and Technology Conference (ICoMST) in August 2014 at the Conrad Hotel in Punta del Este, presentation of the Conference

organization at the World Hereford Council meeting in September in Switzerland, distribution of brochures at the rural shows in Palermo, Argentina, Esteio, Brazil, and at the Prado Show in Montevideo in 2014.

During 2015 we have continued promoting the Conference in Denver, USA, and events in Canada, New Zealand, Australia ("Beef Australia" in Rockhampton), as well as shows in Argentina and Brazil, amongst other countries, in order to promote this Conference and also get to show the importance of the Hereford breed.

We are inviting all of you to become actively involved in participating at this event of major importance not only for the Hereford breed but also for meat production in our country.

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www.hereforduruguay2016.com

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