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October 2020

Editorial Comments...

Jill Bayers Hotchkiss



Jill Hotchkiss

Fall is my favorite time of year. After a long, hot and often-times dry summer, our days quickly cool off here in north-west South Dakota and the trees and grass turn to beautiful hues of gold and orange. An occasional hot day reminds us to appreciate the cooler ones. My heart goes out to any of you who are in the drought areas, fire-ravaged areas and the wind-blown devastated areas. Such a difficult time for so many.

Fall also signifies the changing of seasons in the cattle cycle. After a year of planning breeding, attending to cattle, calving, grazing, haying and farming through the summer, the tally at weaning, if you're fortunate, can be gratifying. By fall you start to see what the new calves might grow into and that is exciting.

September is a big month for female sales and Marc and I will be headed to a series of them in Montana, then hopefully on to several in other states, then back to Montana.

More and more sales are going online which is a natural progression fueled by the necessity of events this past year.

Last spring was one for the record books and the vast majority of us are anxious to see the year 2020 in the rear-view mirror.

We were well into our bull sale run, both *Hereford America* and our video company The Livestock Link, when Coronavirus hit our country. While it didn't affect us personally, health-wise, it changed the way we

(continued on page 8)

Ulrich Herefords – A Mainstay Producing Horned Hereford Genetics



A Field of Faces — The Ulrich family attributes their success over the years to some incredibly good bulls that produced the Ulrich foundation cowherd. Good feet, nice udders, an abundance of milk and tremendous performance are hallmarks in the herd.

By B. Lynn Gordon

Ulrich Hereford Ranch Ltd., Claresholm, Alberta was established by the foresight of Hans Ulrich. Hans gained his experience while building a breeding program as ranch manager for the Amman Hereford Ranch which later paved the way for him and his family to own and operate their own well-known line of Horned Hereford genetics under the AGA prefix, beginning in 1958.

Swiss Roots

Hans Ulrich was born in Switzerland where his parents raised purebred Braunvieh cattle. After attending

(continued on page 4)

Lilybrook Herefords – A Leader in Ultrasound Data Collection

By B. Lynn Gordon

With a connection to the storied, Ulrich Hereford Ranch, Ltd., Claresholm, Alberta, Andy and Margaret Schuepbach of Lilybrook Herefords began charting their own course in 2004. Margaret's dad, Hans Ulrich started in the horned Hereford business more than 62 years ago building a herd based around the popular and historic bloodlines including Pine Coulee Britisher and Prince Domino. As Hans was building the herd, Andy, a young man from Switzerland travelled to Canada and went to work for Ulrich Herefords. Andy's grandmother and Hans' mother



Sale Bulls — Lilybrook Herefords focuses on many desirable traits including performance and feed efficiency.

were best friends. Andy and Margaret were married in 1988. With their interest in Hereford cattle and their growing family of three children they decided to pursue the development of their own herd, however, they carried with them the understanding and value of producing top-quality Hereford cattle for the commercial cattleman, they had learned from Hans.

(continued on page 10)

CALENDAR OF *Sales & Events*

September

- 16 Holden Herefords Female Sale
www.SmartAuctions.co and
Valier, MT
- 17 Cooper Herefords Female Sale
Willow Creek, MT
- 18 Churchill Cattle Co.
World Class Female Sale
Manhattan, MT
- 19 Ehlke Herefords
Montana Made Female
Internet Sale & Open House
Townsend, MT
smartauctions.co
- 19 Stephens and Loehr
Open House
Taylorville, IL
- 24 Mohican West and
Guests Female Sale
Laurel, MT
- 27-28 Hoffman Ranch Fall Frozen
Genetics Sale (27th) &

Fall Female Sale (28th)
Thedford, NE

October

- 3 Colyer Herefords Female Sale
Bruneau, ID
- 5 Hereford America
Advertising Deadline
- 8 Jamison Ranch
Quarter Horse Sale
Quinter, KS
- 10 Fawcett's Elm Creek Ranch
Annual Female Sale
Ree Heights, SD
smartauctions.co
- 10 Next Generation Genetic Sale
Endeavor, WI
- 10 Iron Lake Ranch Iron Clad VII
Online Sale
www.smartauctions.co
- 10 Crossroads #6
Crawford, NE

- 12 Ravine Creek Ranch
Online Sale
sconlinesales.com
- 16 Wooden Shoe Farms
Female Sale
Blackfoot, ID
- 19 Delaney/Atkins Online
Heifer Event
www.smartauctions.co
- 19 Carmichael Herefords/guests
Baldy Steer and Heifer Sale
Faith Livestock Auction
Faith, SD
- 20 Blair-Athol/Haroldson's
and Guests Sale
Arcola, SK
- 22 Jensen Bros. "The Chosen"
Female Sale at Sanders Ranch
Louisburg, KS
- 19-22 AHA Virtual Sessions
- 23-25 AHA Events and Annual Meeting
Kansas City, MO
(Subject to change)
23 - 5 p.m. Board of Directors
Homecoming Social
24 - 7:30 Breakfast; 9:00 Honorees,
Hall of Fame and Halle of Merit
10:00 Annual Meeting;
2 p.m. Ladies of the Royal Sale;
4 p.m. Jr. Show
25 - 8 a.m. American Royal
Jr. Show

November

- 2 P & R Herefords
Production Sale
Trail, OK
- 9 Mohican West Bull Sale
Laurel, MT
- 13 South Dakota Hereford Assn.
Annual Meeting & Banquet
Brookings, SD
- 14 South Dakota Excellence Sale
Brookings, SD
- 20-21 Nebraska Hereford
Association Annual Meeting,
Banquet & Cornhusker
Classic Sale
Broken Bow, NE
- 19 Largent & Sons Sale
Kaycee, WY
- 19 Fenton Hereford Ranch Sale
Irma, AB
- 21 Amdahl Angus and Hereford
Production Sale
Rapid City, SD
- 26 Nelson Hirsche Purebreds
Production Sale
Del Bonita, AB

December

- 1 Ingalls Centennial Angus
Cowherd Dispersion
Belle Fourche, SD
- 1 Stephens & Loehr Online
Bred Heifer Sale
LowdermanAuctionOptions.com

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Signature _____ *October 2020*

(Required for Post Office Regulations)

Advertising materials for the
Nov/Dec issue
are due **October 5th!**
Contact: jbh@herefordamerica.com

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— In memory of Byron Bayers —

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- 4 Knoll Crest Farms Total Performance Bull Sale
Red House, VA
- 4 Nelson-Hirsche Purebreds Bull Sale
Del Bonita, AB

American Hereford Assn. Announces 2020 Honorees

Hall of Fame

Billy Ashe
Warren and Isabel Brown
John and Ginger Dudley

Hall of Merit

Burke Healy

Congratulations!

- 5 Pyramid Beef Sale
Spearfish, SD
- 5 Kansas Hereford Assn. Annual Meeting
Russell, KS
- 9 Iron Lake Frozen Genetics Sale
smartauctions.co
- 11 Minnesota Hereford Assn. Annual Meeting
Hutchinson, MN
- 12 GoPher the Purple Sale
Hutchinson, MN
- 19 Cane Creek and Dakota Border Cattle Co. Sale
Mobridge, SD

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Final Farewell...

Wells Bekins

Wells Bekins, age 79, passed away on April 22, 2020. He went peacefully surrounded by his daughter and a dear friend. Wells Bekins was born in Seattle, Washington on October 29, 1940 to Margaret Elizabeth Wells Bekins and Claude Bekins. He attended Lakeside School, graduated from Queen Anne High School and then went on to Menlo Park Junior College and attended Oregon State University class of 1964. He went to work for the family business, Bekins Moving and Storage in Portland, OR. He married Marta Knifton in 1967. They had two children, Dirk and Brooke. In 1974, he moved to Seattle to be President of Bekins Moving and Storage. He remarried in 1982 to Jennifer Boone and began buying for his herd of Polled Hereford cattle. He became very involved in Polled Hereford Show cattle and specialized in breeding them for show purposes. His love and passion for animals continued throughout his life. His first cattle ranch was in Arlington, WA. He also had ranches in Idaho and Buffalo, WY. He also enjoyed his time in Cabo San Lucas, Mexico. He was actively involved in scholarship programs for Washington State University Veterinary school, Colorado State University Veterinary school and Colorado State University-VACA International outreach Program. He was on the Board of Directors for Bekins Storage NW and on the Board and President of Aurora Improvement Company.

He is preceded in death by his son Dirk, mother Margaret and father Claude. Wells is survived by daughter Brooke Schuldt, son-in-law Chris Schuldt, granddaughter Gabriella Schuldt, sisters Jana Anderson and Jill Anthony.

In lieu of flowers, contributions can be made to WSU - Large Animal Veterinary School - Wells Bekins Scholarship fund or CSU - Large Animal Veterinary School - Wells Bekins scholarship fund. Celebration of life will be held later this Summer.

Guest Book at www.Legacy.com

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Ulrich Herefords...

(continued from page 1)

agricultural college for a couple of years, Hans was ready for a new opportunity and looked to Canada for his next adventure. In 1954, through a Swiss exchange program, he worked in British Columbia, but later returned to Switzerland to recover from an injury. Interested to return to Canada, Hans was made aware of a Swiss doctor who had purchased a ranch in southwestern Alberta, about 85 miles south of Calgary, and was looking for a ranch manager. Hans moved to Canada and managed Dr. Amman's Hereford Ranch for 10 years. The ranch and cowherd were initially established from the purchase of Britisher genetics from the S.C. (Bud) Williams herd dispersal. Hans met Annette in Switzerland a couple years after starting the management



Hans and Annette Ulrich

role and brought her back to Canada. He and Annette went on to have four children, Elizabeth, Peter, Margaret, and Marianne. All their children were active in 4-H. Son, Peter, was active in the junior Hereford programs and added females to his herd by participating in the CJHA Semen Donation Program.

In 1968, Hans was able to rent the ranch from Dr. Amman and started to establish Ulrich Hereford Ranch, Ltd., and build a purebred Hereford herd of his own. In 1994 the family purchased the ranch. The Ulrich presence in the Hereford breed began when Hans used Britisher Wetmore Lad 18M, a Calgary Bull Sale high seller, on the cowherd which laid the foundation for the prominent Hereford herd and genetics. The program's genetic influence was recognized by ABS, when Britisher Wetmore AGA 50Y was purchased and his semen was sold extensively throughout the US and beyond.

Peter, and son-in-law Andy Schuepbach assisted Hans with the daily operations for many years. Together they built up the operation to span over 5,000 acres of dryland farming and ranching with more than 200 registered Horned Hereford cows. In 2002, Andy and daughter, Margaret, formed Lilybrook Herefords and Peter went on to develop Ulrich Hereford Ranch, Inc.

Referred to as "Where the Wheatlands meet the Range," in southwestern Alberta, occasional chinooks move through keeping snowfall from getting



too deep and clearing off the fields for the cows to graze. The semi-desert area averages 12 inches of rainfall on the sandy soils. The cattle run on mainly crested wheat grass, native grass, and some alfalfa-grass mixed pastures.

Building the Base

The foundation of the cowherd is mostly Real Prince Domino, Britisher, and Wetmore Halfflight bloodlines. Two outstanding herd bulls featured during the 1976 World Hereford Conference tour, Britisher Standard 33B and Britisher AGA 31D were heavily used in the program with great success. DP Britisher AGA 46E did the same. "46E left us with some of the best Hereford cows to ever walk our place, with good feet, nice udders, an abundance of milk, and tremendous performance," say Hans and Peter. 46E also produced two influential sons, 46E Britisher AGA 15H and GU 46E Britisher 51K.

Some of the best cows today, trace back to these two 46E sons. Over the years, the family has exported semen and embryos to the United States, Australia, New Zealand, Ireland, England, South Africa, and several South American countries.

Daughters of the prominent 46E bull were bred to Standard Lad 93J, who



Peter Ulrich

(continued on page 6)

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F Warrior 006 BW 78 lb. Polled
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F 6187D Domino 087 BW 86 lb.
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Ulrich Herefords...

(continued from page 4)

was purchased at the 1979 Calgary Bull Sale jointly owned with Stauffer Herefords and Doug Fraser of Alberta. "93J was known and used worldwide, a truly great sire," says Peter. Sons, grandsons, and great grandsons of 93J including 93J Standard AGA 1M, 93J Standard AGA 128M and 1M Standard AGA 13P were utilized in the program and by well-known Hereford herds. 13P was used in the LCI Herefords program of Alberta, siring many of their record high-selling bull calves. Ulrich Herefords was a regular consignor to the Calgary Bull Sale with many stout strings of bulls. In 1965 they had a high seller at \$5,000 and in 1974 their string

of 6 bulls averaged \$8,734, with a top seller at \$16,500.

128M Standard AGA 4S, a grandson of 93J was used by the Ulrich ranch and then sold in the Calgary Bull Sale to Cammack Herefords, NM. His full brother 128M Standard AGA 65T produced many productive cows. Both bulls were sons of one of Peter's top cows, Miss 51K Britisher AGA 61N who left many good daughters and eight sons who were used in the herd. One of 61N's best known sons is AGA K58 Stanmore 13X, a yellow, curly hair coated, thick, easy keeping bull sired by Court Stanmore K58. The Ulrich's purchased a semen share on K58 from the Courtney family in Montana. A full brother to 13X, AGA K58 Stanmore ET 110D was used with success and his best son, AGA 110D Stanmore

101J, and 124J that were used extensively at Ulrich's. 124J was used as a yearling then sold at Calgary Bull Sale, (second highest price), and used in multiple purebred herds.



2U - A son of 46E and 511E



ALNK 511E - Dam of 2U. "Good cows make good solid bulls," says Peter.

609F sold for \$14,500 at the 1998 Medicine Hat Sale to Lehr Herefords. Another daughter of 61N was 14X who raised many natural and ET calves like 17H (dam of 114L),

AGA 10S Standard 137Y was purchased by Keith Lapp, NE, and influenced the Lapp herd for 16 years. Prominent Hereford ranches, Courtney Herefords, MT, Ridder Herefords, NE, and Ace Diemert, MT, and others used 137Y semen to impact their breeding programs. Hans and Peter purchased Courtney's 137Y son, 705, to come back and influence their herd since 137Y died before his semen was eligible to come to Canada. 705 produced many top-quality daughters and one of his sons was a top bull in Canada's residual feed intake (RFI) test. This bull was sold in the Ulrich Hereford Ranch bull sale to Douglas Lake, Kamloops, B.C.

Each February the ranch sells 50 coming two-year-old bulls and long yearlings in their bull sale. Many bulls enter commercial herds across Western

Canada, but the family also takes great pride when fellow purebred herds purchase their genetics and the bulls go on to have great influence in those herds.

Many milestones

Hans, an avid agriculturalist served many years on the Record of Performance (ROP) provincial and national advisory board. He was a founding member of the Alberta Hereford Association Test Center and consigned bulls for test to support the center and its work for many years. He supported bull tests at Innisfail, AB; Midland, MT; and Shaw, ID, test centers. "By participating in the U.S. bull tests we drew much interest to our bulls and made many people aware of our Canadian bred cattle," says Hans. One example: In 1971 the Ulrich high seller

(continued on page 8)

ULRICH HEREFORDS

Specializing in LIGHT BIRTHWEIGHTS
with GREAT PERFORMANCE
plus REMARKABLE COWS



AGA 87W HAMMER DRAFTSMAN 16D

Watch for some good bulls coming into the Sale next spring from U 16D



Another #1 in the first two years of CHA Residual Feed Intake (RFI) testing, over 600 purebred Hereford bulls were monitored, with an Ulrich bull capturing the **top overall ranking** (the majority of the Ulrich's other entries also ranked in the top half of those results.)



AGA 18Z ZOOM STAN CREDITOR 77C

#1!! According to GrowSafe's 2020 Sire Summary, Creditor 77C is producing the **most feed efficient calves of all breeds in Canada** this summer... He's also the 3rd most efficient high accuracy Hereford sire in North America in the GrowSafe database of 250,000 animals. We used him as a yearling, then he sold through our 2017 sale as a 2-year-old to a purebred breeder (YV Ranch in Airdrie AB, Canada). One of his sons, U 23E, (now sold to purebred breeder, Michael Volk, on Vancouver Island, BC Canada) has excellent sons going into the February 23rd, 2021 Sale.

See more on the Ulrich history on page 1 of this magazine.

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peter@ulrichherefords.com

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Hans Ulrich
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Ulrich Herefords...

(continued from page 6)

at Midland sold for more than the high seller at the National Western Stock Show Hereford sale in Denver. Hans also served four years on the Canadian Hereford Association Board of Directors.

Hans, who celebrated his 90th birthday in July 2020, has very fond memories of his involvement in national and international events. In 1969, an Ulrich cow-calf pair was selected to represent Herefords in Canada at the Cattlemen's Expo in Las Vegas. In 1970, Hans was instrumental in obtaining government assistance to send four Hereford bulls to the Royal Show in England. In 1976, Ulrich Herefords was one of the stops on the World Hereford Conference tour and Hans later attended the World Hereford Conference in Uruguay (1980) and New Zealand (1984). Hans was invited to speak at a German Hereford meeting in 1995.

Hans enjoyed his travels and participation in these international events. The Ulrich's received great response worldwide when visitors toured their ranch during Canada's hosting of the World Hereford Conference, selling cattle as a result and gaining much interest in their program. "I always enjoyed seeing the good cattle, the amazing scenery, and meeting some of the best people during my travels around

the world," says Hans. Hans and Annette were inducted into the Canadian Hereford Association Honor Role in 2000, for their development of Hereford cattle, promotion of the breed and involvement in the industry.

Ulrich Hereford Ranch, Inc., has been consistently a 'Five-Star Breeder,' the highest possible rating of the All-Star program at CHA. One of only 52 operations across Canada have achieved this status in 2020 acknowledging their devotion to complete and accurate reporting of these important traits to the Hereford breed: calving ease, birth weights, weaning weights, yearling weights, and ultrasound.

Breed impacts

Peter has continued the ranch's commitment to performance. "We have always been recording weights and been one of those who consistently ultrasound and participate in the testing for feed efficiency." When the Canadian Hereford Association collaborated with other industry organizations and entities to conduct a trial designed to create Hereford residual feed intake (RFI) EPDs, Ulrich Herefords participated. In the first two years of the testing, over 600 purebred Hereford bulls were monitored, with an Ulrich bull capturing the top overall ranking (many of the ranch's other entries also ranked in the top half of those results.), drawing new-found attention and interest to their genetics.



Ulrich Herefords has consistently been a Five-Star breeder in the Canadian Hereford Association's All-Star program. The ranch is located northeast of Claresholm, Alberta.

The success in RFI testing demonstrated the genetics the family have worked to develop are proving to require less maintenance and feed to gain. AGA 18Z Zoom Stan Creditor 77C was used as a yearling then sold in their annual sale to YV Ranch, AB, a purebred breeder, where "he is producing the most feed efficient calves of all breeds in Canada, according to GrowSafe's 2020 Sire Summary and third most efficient in North America"

"Our goal is to produce thick, high-performing Horned Hereford cattle that are tough in the bush and easy keepers," says Peter. "We also believe good cows make good solid bulls." With this reputation, the program has witnessed the consistency in their quality means the cattle sell themselves, but the Ul-

riches don't overlook providing great customer service too.

Many of their customers have returned and several new customers have come to them through word of mouth. "Our slogan is 'specializing in light birthweights with great performance plus remarkable cows,' We have kept a little bit of old proven genetics in the herd, this, along with our current success in the RFI tests and our commercial customers is what keeps our ranch in business," he says. Demand remains strong, as the program sold two liner loads of bulls in early 2020 to the states, many going to purebred breeders and interest begins to build for the 15th Annual Bull Sale, Feb 23, 2021, Balog Auction, Lethbridge, Alberta.



Oldest Registered Angus Herd in South Dakota

Female Dispersion
December 1st, 2020
 Belle Fourche Livestock Auction
 Belle Fourche, SD

For catalog, call or e-mail,
 Marc Hotchkiss, sale manager:
 605/210-1956 • marc@TheLivestockLink.com

Jill's Editorial...

(continued from page 1)

do business, to some extent. Normally, Marc and I attend about 80-100 bull, female and production sales between August and April. This year ended up being a little different but we didn't miss very many.

The health situation seemed to push people into using online services more than they had before. The livestock industry has been trending toward online services but this made it happen faster. Online bidding was a fantastic option for those breeders concerned about having in-person sales. The Livestock Link was very busy last spring and continues to have more online sales as well as the other companies providing these services.

The American Hereford Association recently came out with a revised schedule for the annual meeting seminars and meetings. The AHA says this schedule is subject to change so it is wise to keep an eye on their website and e-mails. For further details, also refer to their website www.hereford.org.

As of press time the plan is to have educational sessions, held virtually October 19-21 in the evening followed "Homecoming Virtual Awards the evening of October 22. The board of di-

rectors "Homecoming Social" is scheduled for Friday evening, Oct. 23. Back to an in-person membership schedule on Saturday, October 24th, the day will start with a Breakfast at 7:30, followed by the Hereford Honorees, Hall of Fame and Hall of Merit Awards at 9 a.m. This is a vast departure from past years but I understand the Covid situation and regulations in Kansas City have forced a departure from normal convention schedules. The AHA annual membership meeting will follow the recognition of this year's honorees and will be at 10 a.m.

Congratulations to the honorees and award winners. It is special and humbling to be selected by AHA for these awards. I hope they are able to enjoy and celebrate the award presentations with family and friends.

The meetings are followed by Ladies of the Royal sale at 2 p.m. that day, then the American Royal Junior Show at 4 p.m. The American Royal National Hereford Show is at 8 a.m. on Sunday the 25th. Virtual highlights will be presented on the 26th at 6 p.m.

Just as we were going to press I received an announcement from the National Western Stock Show (Denver) that they are postponing the entire event until 2022 due to health and safety issues connected to the Covid-19 situation.

A different year indeed. Stay well!

— JBH



ILR 5139 Copper 928ET

44014415 • 2/26/19 • Horned
BR CSF Copper ET x HH Miss Advance 5139
Herd Bull Alert! Dam is the tremendous \$175,000 5139R.
Big time genetics with big time phenotype.
CED **0.7** BW **2.6** WW **63** YW **99** M **23** UDDR **1.2**
TEAT **1.2** REA **.63** MRB **.07** CHB\$ **108**



ILR U201 Advance 866 ET

P43979395 • 10/21/18 • Scurred
HH Advance 4075B ET x KCF Miss Proficient U201
A very appealing low birth bull that is structurally sound. He is deep ribbed and heavy muscled. He will sire great uddered females with carcass merit.
CED **4.6** BW **1.4** WW **55** YW **71** M **15** UDDR **1.4**
TEAT **1.5** REA **.63** MRB **.12** CHB\$ **105**



ILR 688 Lady 913

P43988314 • 1/27/19 • Polled
ILR U201 Catapult 688 ET x Grandview CMR Lady P606 U358
Here is a deep, long, attractive bred heifer. Her 12 year old dam, a P606 daughter, and her U201 grandam contribute to her great maternal traits.
CED **1.5** BW **1.6** WW **48** YW **76** M **31** UDDR **1.4**
TEAT **1.4** REA **.53** MRB **.05** CHB\$ **100**



6MC 88X Lady Mariah 709 ET

43812332 • 3/3/17 • Horned
NJW 98S R117 Ribeye 88X ET x H W4 Mariah 0103ET
Dam is the incredible Mariah. Elite EPD profile showing moderate birth, performance, maternal strength and value-added carcass merit. Sells safe in calf to the homozygous polled NJW 79Z 33B Forward 252F, due December 2020.
CED **3.3** BW **2.6** WW **59** YW **95** M **34** UDDR **1.5**
TEAT **1.6** REA **.44** MRB **.16** CHB\$ **107**

Iron Lake Ranch IRON CLAD Genetics

Online Sale

SATURDAY, OCTOBER 10, 2020

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SPRING COW/CALF SPLITS • FALL HEAVY BREDS • PROVEN DONORS • HERD SIRES**
All cattle available to view at Iron Lake Ranch, Athens, Texas



ILR 16W Lady Advance 5H ET

P44136304 • 3/4/20 • Polled
Pyramid 16W 110T 9116 x HH Miss Advance 5139R ET
Rare genetics, a polled 5139 daughter out of Authority's sire. Maternal strength with big time phenotype.
CED **5.2** BW **2.3** WW **53** YW **78** M **24** UDDR **1.4**
TEAT **1.4** REA **.54** MRB **-.01** CHB\$ **105**



ILR 6011 Lady Gabrielle 6H ET

P44135859 • 3/4/20 • Scurred
BR Belle Air 6011 x CSF BR Gabrielle 8129 ET
Great looking female, this 8129 daughter combines maternal strength, growth and excellent carcass traits. She could continue her dam's and sire's show success.
CED **2.3** BW **2.9** WW **63** YW **107** M **35** UDDR **1.2**
TEAT **1.2** REA **.51** MRB **.30** CHB\$ **117**



ILR 252F Lady Dora 29H ET

P44135863 • 3/22/20 • Polled
NJW 79Z 33B Forward 252F x HHQ 454B Dora 11E
Tons of power and growth. A perfect combination of our Forward and Bentley herd sires. This female combines maternal excellence and value added carcass merit all while being backed by the following elite donors, 79Z, U201 and 40X.
CED **2.0** BW **4.8** WW **66** YW **110** M **27** UDDR **1.5**
TEAT **1.5** REA **.82** MRB **.01** CHB\$ **124**



ILR 252F Lady Advance 65H ET

P44135885 • 4/22/20 • Polled
NJW 79Z 33B Forward 252F x H Ms 5139 Advance 4007 ET
Another young, pigmented Forward heifer with lots of substance and mass. She is big middled, stout with extra bone. Her dam, 4007 combines the 5139 and 88X bloodlines.
CED **5.8** BW **2.8** WW **58** YW **91** M **29** UDDR **1.5**
TEAT **1.5** REA **.57** MRB **.08** CHB\$ **106**

Visit [smartauctions.co](https://www.smartauctions.co) to register for Iron Clad Genetics auction alerts. For mobile bidding, text ILR to 76278 starting Friday, October 2nd.

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ILR FROZEN OPPORTUNITY SALE — Wednesday, Dec. 9 on Smartauctions.co

Lilybrook...

(continued from page 1)

Charting the course

Located on the original Ulrich Hereford Ranch headquarters, Andy and Margaret began to build their operation and Margaret's brother Peter operated his own herd, Ulrich Hereford Ranch, Ltd., nearby. Today, the ranch has grown to 3,650 acres of forage production, producing much of the feed for the cattle. In 2002 an extensive irrigation project on 450 acres was added to produce barley silage and alfalfa/brome grass mix to help provide feed resources year-round for the 500 purebred cows. Pastures consist of mostly crested wheat grass, alfalfa, and some native grasses. Most Alberta winters

allow for the cows to graze throughout the season due to chinooks, flowing through the area, bringing warm weather, and keeping snow depths down. "In good winters, cows can sometimes graze into late January before the ranch needs to provide supplemental feed," says Andy.

Springtime is calving with most of the calves born in February and March and the cycle begins again in late April with the early calved cows going through an AI regime. Only about 50% of the herd is AI'd. The March calving cows, and yearling heifers are bred by natural service. The ranch targets late September/early October for weaning.

Building bloodlines

The base of Britisher bloodlines has carried through with sires from the

early years of Ulrich breeding to influence the program including Britisher Standard 33B, Britisher AGA 31D, DP Britisher AGA 46E and Standard Lad 93J. Several sons and grandsons of these breed leading sires along with more recent popular sires, Standard Lad 656 4ET and CTY K Stanmore 4016D have had lasting impacts at Lilybrook Herefords.

With an eye on maternal traits, building a solid female base is important.



Andy, Ruth, Daniel, Margaret and Michelle Schuepbach.

Prominent sires displayed through the cow families include AGA 121G Stanmore 20J, K 64H Ribstone Lad 157K, XTC King's Diamond Lad 87M, LBH 38E Silver Pride 52N, LBH 73L Standard 268P, CC 77J Sterling 39T and their many sons and grandsons. Over the years, the ranch continued to add sires from prominent Hereford herds to build the genetic base and improve performance. Some recent sires in the program were UU Sensation 2042, Genetic 827 Lad 1123, XTC Guinness ET 38Z and LBH 157K Ribstone 40W.


In the beginning, the herd was formed from historical horned Hereford genetics, but Andy remained open to infusing other bloodlines into the program, such as Canadian, Line One, polled, or international genetics particularly from the U.S. Polled genetics were incorporated in 2013 and included sires such as McCoy 58G Jackpot ET 105X, Anchor 6Y, JDH TS 20W Cracker Jack 23A ET.

"We aim to use our own genetics but are always on the lookout for some new outcross bloodlines." However, when seeking out other genetics, Andy zeros in on programs that run cattle in a similar fashion to Lilybrook Herefords – a program where the cattle are run in a setting across many acres and where they focus on data collection. Data is a top priority for this Hereford herd.

"Soundness is where it all starts," says Andy. "The cattle have to be structurally correct to make it." After structure, the selection focus is placed on the overall package the animal offers, rather than a certain trait or bloodline. "Our philosophy is not trying to go to the extreme to improve the herd, but to eliminate the bottom end and take smaller steps to achieve the ultimate, optimum over maximum."

As their customer-base expresses different needs, the herd has focused on being able to meet the variety of these requests, such as lower birth weight heifer bulls, high performance bulls with not much concern for birth weight and some customers seeking polled bulls. Color is also a trait their customers have specific demands for. "Some want them yellow, others dark, some

(continued on page 12)



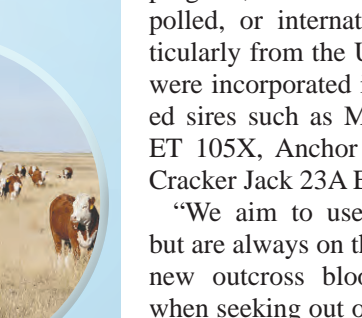





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for ENGLISH CATTLE ONLY**

Majority white faced requirement. Eligible cattle groups to be sold on this grid must appear phenotypically to be of Hereford and or Hereford Cross English breed type with over half of each lot displaying predominant white faces on the steers and heifers as are consistent with Hereford F1 English crossbred breeding.

Values are per Hundred Weight	1 YG	2 YG	3 YG	4 YG	5 YG
All Prime	23	18	15	10	5
   Choice or Higher	13	8	5	4	2
Fallout Choice	8	3	Par	-15	-20
 Upper Select	3	3	0	-4	-7
Fallout Select	-2	-5	-10	-25	-30

*Greater Omaha Classic Hereford Beef (USDA AMS Schedule G-103A Carcasses under 1050lbs) shall be awarded \$25/head. All other premiums paid per cwt.
*Only one per hundred weight premium or discount shall be applied to each carcass starting at the base bid.
*Carcasses 1051 lbs or Heavier will be discounted -10 and will not qualify for any premiums.
*Carcass Data can be requested at time of sale for an additional \$6 per head.
*Dark cutters/ Standard Grade/ No roll and +30 Month carcasses will be discounted -20 and will not qualify for any premiums.
*Large Supplier Premium: Suppliers of 1,000 hd or more of Hereford qualifiers in any calendar year (with a pre commitment- forward contract or an agreement to selling in the future) shall receive \$25/hd for the 1000 hd with an additional \$10,000 (\$10/hd) paid when the 1,000 hd of Hereford qualifiers is harvested. Thereafter these suppliers will receive a premium of \$35/hd for Hereford qualifiers harvested after 1000 hd within the same calendar year.

Please Contact:
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For All Other Inquiries Contact:

Head Finished Cattle Buyer Chris Peterson (402) 380-9616	Cattle Buyer David Grant (507) 220-0192	Cattle Buyer Jim Williams (303) 222-0170
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Lilybrook...

(continued from page 10)

want rednecks other feather necks, or nearly solid red and even some producers are not particular about extra white. We have demand for all these color options on top of all the economic traits.”

Record keeping is always important and Lilybrook concentrates on tracking calving ease, birth weights, weaning weights, yearling weights, and ultrasound records for carcass quality.

Ultrasound leaders

“We pride ourselves on two things. We are one of only a few breeders who are committed to focusing on these areas with our breeding program – ultrasound and feed efficiency testing,” says Andy. The ranch ultrasounds all



A nice display of Lilybrook bred heifers

their yearling bulls and heifers and have for 20 years. They also collect actual hanging carcass data on all their finished steers. “I suspect we have more ultrasound and carcass data than any other Hereford breeder in Canada,” says Andy. “That might be bragging, but I do believe it is so.”

As the measurement and focus on feed efficiency started to gain momentum in the purebred industry, Andy embraced it. “We believe measuring relative feed intake (RFI) is the vehicle to measure feed efficiency.” In 2002, 2003, and 2005 they tested small sire groups at Olds College north of Calgary. Then in 2012 to 2017, starting with 30 bulls and growing to 125 head, the ranch participated in a testing program organized by the Canadian Hereford Association (CHA) held at both

Olds College and Cattleland Feedyards, testing a total of 552 bulls.

In the fall of 2018, Lilybrook installed a GrowSafe Systems® on the ranch to measure millions of data points each day to be used in the calculation of feed efficiency metrics—testing every bull and most of their heifers. In just two years, since the system was installed, they have tracked RFI data on 275 bulls and 392 heifers.

The data collected from feed efficiency testing along with other performance data tell the story to the customers of Lilybrook cattle. The ranch sells about 100 bulls, mostly private treaty, to their ever-growing customer base. “We embraced this testing and believe in it,” says Andy. “It has proven to confirm the selection of our cattle for 60 years to be feed efficient.” Andy has calculated if he can lower his feed bill by \$10/hd/year it pays for the testing system and provides such valuable data for the breeding program.

“Feed efficiency is a highly heritable trait and we have been able to follow that through our bloodlines and can visually see the difference in the cattle that score well on the system.”

Always keeping an eye on the data, steers are backgrounded and then custom finished at Kasko Cattle Co., near Coaldale, AB. The ranch retains ownership on the steers to be able to collect actual carcass data and provide bull customers with more information on the performance and outcomes of sire-

lines. “They (Kasko Cattle Co.) have told us, our steers have had a 4 cents/lb., less average cost of gain, across 350,000 head harvested at the same time,” reports Andy.

To continue to build awareness of their breeding program Lilybrook Herefords have sold a select group of bulls at the Calgary Bull Sale and the Medicine Hat Bull Sale. These two large and well-followed sales feature Herefords from many of Western Canada’s leading programs and allows their bulls to be sized up against other breeding programs. Most recently they have exhibited at the Farmfair, Hereford Genes Event, and the Hardisty Field Day to continue to show customers their genetics. “We also offer 100 bred heifers for sale private treaty each year,” says Andy.

Family business

Margaret works part time at the Claresholm Willow Creek extended care hospital, normally two shifts a week and helps around the ranch whenever needed. She is always busy keeping the household going for their three children.

Ruth, their oldest daughter, works at a veterinary supply business (Sunny South Veterinary Services), and comes home nearly every weekend to help with the cattle work. Michelle, their middle child, works in northern Canada as a flight nurse. She tries to take time off to help especially during busy ranch days like working cattle, weaning, and processing. Daniel, the youngest, will be starting his first year at the University of Saskatchewan in the Fall of 2020 enrolled in the Bachelor of Science in Agriculture program. He enjoys the Hereford cattle and has a keen eye for them.

Not only busy with the ranch, the family is very active in industry associations and 4-H. Andy has served on the Alberta Hereford Association board for six years and is now starting his second term on the provincial association. He has served on the Canadian Hereford Association board for 8.5 years and is a member of the Breed Improvement



Grandparents – Daniel with grandparents Hans and Annette Ulrich.

FOR SALE

50 COMING 2 YEAR OLDS

AI’ed to C Harland 2 ET on 5/20/20

60 HEREFORDS

AI’ed to Churchill Sensation on 5/20/20

90 COMING 2 YEAR OLD HEREFORD HEIFERS

bull bred to LBW Angus bulls, start calving 3/7/21

50 FANCY BLACK BALDIES


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45 BLACK BALDIES

bull bred to LBW Angus bulls, start calving 3/7/21



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GrowSafe – Lilybrook installed a GrowSafe Systems® unit to track feed efficiency and calculate relative feed index (RFI) across all their bulls and heifers.



JDA TS 20W Cracker Jack 23A at nine years old.

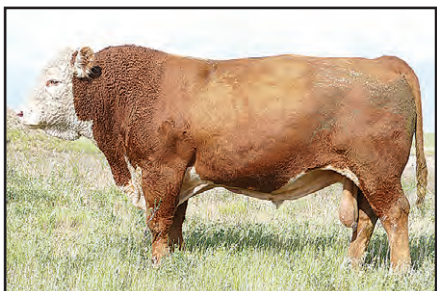
Committee. With their overall goal to raise Herefords that are efficient in any environment, cattle that will perform from conception to consumption, Lilybrook Herefords is modeling the way with their aggressive measurement of feed efficiency. "We want to raise a Hereford that will deliver on the packer demands and consumer wishes with all the other traits to make Herefords great." This is a family with a long history in Herefords and an exciting future ahead embracing new technologies and with the next generation interested in continuing to raise quality Herefords.



Fall cows at Lilybrook.



40W – LBH 157K Ribstone 40W



39T - CC 77J Sterling 39T, at 12.5 years of age

National Western Stock Show Cancelled for 2021

DENVER, CO – The Western Stock Show Association (WSSA) Board of Directors together with the National Western Stock Show (NWSS) management, has made the difficult decision to postpone the 115th National Western Stock Show by one year and to resume the event in January 2022.

The COVID-19 pandemic does not allow for the Stock Show to host the annual event and comply with the health and safety guidelines that are necessary to protect Coloradans and help stop the spread. More importantly, the projected environment through to the end of the year is too uncertain and therefore not reassuring enough to allow a traditional Stock Show to take place without potentially compromising the health and safety of exhibitors, visitors, and the public at large.

"The decision to postpone the 2021 Stock Show is incredibly difficult for our Board of Directors, staff, volunteers, business partners and the City and County of Denver," stated Doug Jones, Chairman of the WSSA, "but the iconic western events and traditions we all know and love will be back in 2022, stronger than ever," added Jones.

Stock Show management made the early decision due to the intense planning and expenses that go into the NWSS. "We needed to make sure we announced early enough so all the livestock producers, contestants, competitors, and exhibitors do not incur time and cost they can't recover," stated Andrews.

Amdahl

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15
PROGENY
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Reg: # 43636764

10
PROGENY
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UPS-SENSATION-2504-ET

Reg: # 43347360

10
PROGENY
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AMDAHL'S-ROCKETEER-636

Reg: # 18529618

40
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Videos & Video Sale By:
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South Dakota Field Day Results



Grand Champion Hereford Heifer—
Kai Thomsen, Lake County, SD.
JB MC LDSC Shelby's 1940 ET



Grand Champion Hereford Steer—
Chesney Effling, Highmore, SD.



Champion B&O Heifer & Reserve Champion Hereford Heifer—
Chesney Effling Highmore, SD.



Reserve Champion B&O Heifer—
Jayna Blume, SD.



Reserve Champion Hereford Steer—
Janae Olson, SD.

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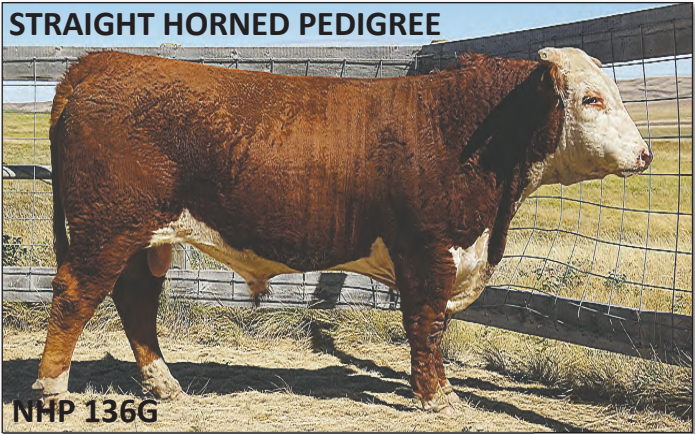
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- 75 Long Yearling Bulls

SELLING 100 FEMALES

- 10 Lots Embryos & Flushes
- 75 Bred Heifers, All guaranteed bred AI, due Jan 24-31
- 15 - 2020 Show Prospect Heifer Calves

STRAIGHT HORNED PEDIGREE



NHP 136G

BW	WW	YW	MM	TM	REA	IMF
+5.0	+40.7	+72.2	+19.8	+40.2	+0.14	+0.21

Sire: YV 915W DESIGNER ET 39D

POLLED



NHP 170H

BW	WW	YW	MM	TM	REA	IMF
+4.3	+58.7	+91.8	+28.5	+57.9	+0.75	+0.12

Sire: B&C STOCK OPTION 6026D ET

MATERNAL BROTHERS TO ECLIPSE

HORNED



NHP 99H

BW	WW	YW	MM	TM	REA	IMF
+3.7	+56.1	+95.9	+25.0	+53.1	+0.45	+0.12

Sire: GH 7101 ROCK SOLID 5Z

HOMOZYGOUS POLLED



NHP 271H

BW	WW	YW	MM	TM	REA	IMF
+3.3	+44.4	+77.9	+21.5	+43.7	+0.21	-0.07

Sire: REMITALL-W RAINMAKER ET 14E

BRED HEIFER POLLED



NHP 116G

BW	WW	YW	MM	TM	REA	IMF
+3.6	+55.1	+89.0	+23.9	+51.5	+0.35	+0.09

Sire: GH 377X ECLIPSE 27E

HORNED HEIFER CALF



NHR 416H

BW	WW	YW	MM	TM	REA	IMF
+5.4	+55.6	+94.1	+20.2	+48.0	+0.36	+0.02

Sire: ROCK 599E

POLLED HEIFER CALF



NHP 280H

BW	WW	YW	MM	TM	REA	IMF
+2.1	+48.0	+83.4	+23.1	+47.1	+0.47	+0.15

Sire: REMITALL-W RAINMAKER ET 14E

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Grant Hirsche (403)652-8254

Jimmy Nelson (403)635-7075

South Dakota State Fair Results



Open Show Grand Champion Bull —
TL Herefords, Canby, MN.
TL Big Bank 1906 ET



Open Show Reserve Champion Bull —
Calah Covey, Hamil, SD.
Delhawk On Point 26G ET



Open Show Grand Champion Female —
Kai Thomsen, Lake County, SD.
JB MC LDSC Shelby's 1940 ET



Open Show Reserve Champion Female —
Will Freking, Alpha, MN.
ECR MC LDSC FLO's 1928 ET



Futurity Show Grand Champion Female —
Hayden Thielen, SD.
HPH 511 Miss Glamour 713G bred by Hansons
Polled Herefords, Conde, SD.



Futurity Show Reserve Champion Female —
Chance Blum, SD.
ECR RO Reagan 9913 ET bred by Fawcett's Elm
Creek Ranch and Ollerich Cattle Co.



**Futurity Show Grand Champion Steer &
Jr. Special Reserve Champion Steer —**
Gabe Miller, SD with a steer bred by Muller Cattle.



Futurity Show Reserve Champion Steer —
Braden Moe, SD with a steer bred by Landon Laible.



Jr. Special Grand Champion Female —
Chesney Effling, Highmore, SD with CHEZ SF Stella
Rose 9936G ET.



Jr. Special Reserve Champion Female —
Hollis Fawcett, Ree Heights, SD with ECR Kyrstin
9981.



Jr. Special Grand Champion Steer —
Courtney Schuette, Highmore, SD with a steer bred
by Schuette Land and Cattle.



*Kids making their way
up to the show on an
unusually dreary day
at the state fair.
Photo by Sherry Hanson*

*Eric Tesch making
sure the juniors
make it to their
classes on time.
Photo by Phil Tesch*

(No Carcass Contest this Year)

AHA Announces 2020 Board Candidates

Wyatt Agar

Durbin Creek Ranch
Thermopolis, Wyo.
Wyatt.agar@gmail.com
307-867-2404



Raised on a multigenerational operation based in eastern Oregon, Wyatt Agar is a manager and partner in Durbin Creek Ranch, Thermopolis, WY, and Washakie Feeders, Worland, WY. The seedstock division runs 500 head of females, where artificial insemination (AI) and embryo transfer (ET) technologies are used to produce three-fourths and full siblings. At weaning, half of the heifers are retained for the cowherd while the other half are marketed as bred females. Bulls are sold as 2-year-olds in a February production sale, which also includes baldy replacement females and ranch geldings. Calves that do not make the bull pen are fed and used to collect data on the sire groups.

The commercial division runs approximately 1,200 Angus and Red An-

gus mother cows that are exposed to Hereford bulls to produce first generation (F1) calves. The program collects data from birth to harvest on sires used in the seedstock division. At weaning, females are sold in the February production sale. Light steers go to the operation's stocker program in Oregon and heavy steers are backgrounded at Washakie Feeders along with 5,000 to 6,000 of their bull customers' calves. These steers are fed to 900 pounds and are finished in Colorado.

Wyatt and his brother grew up on the family's cow-calf and stocker operation in Oregon, which they later expanded to include the Wyoming divisions. He and his wife, Joey, strive to raise their children, Rylee, Taylor and Cooper, in the same manner — working side-by-side with family to produce high-quality beef cattle off the land and backed by the cowboy ethic.

As a junior, Wyatt was the vice president of the Oregon Junior Hereford Association. Now, he is a senator in Wyoming's Senate District 20 and is the first freshman senator in the state's history to serve on the Appropriation Committee and the Select Capital Finance Committee. Prior to that, he served a term as the vice chairman and a term as secretary of the Hot Springs County Republican Party. Wyatt is a former vice chairman of the Transportation Committee, a board member of the Hot Springs County Weed and Pest and a deacon at the First Baptist Church of Thermopolis.

Jimmy Atlas

Grandview, Texas
Atlasfarms@sbcglobal.net
214-202-5178



Jimmy and his wife and teammate, Claudia, own and operate a 46-year-old operation in north central Texas and southwestern Oklahoma. Their diversified program includes over 100 head of registered horned and polled Hereford cow-calf pairs and a grain and cotton farm. The ground was historically used for cotton, and the Atlases have reduced production costs by running cattle on harvested crop residue and have doubled cropland through no-till drilling. The family strives to breed and market functional cattle that compete in the showing and fit the wants and needs of commercial breeders. To achieve this goal, they prioritize heat resistance while maintaining performance in their breeding and culling program.

Jimmy grew up on a sharecropper cotton, corn and small grain farm with

commercial Hereford and Angus cattle in Grandview, TX. He later added to the farm by purchasing property his grandfather lived on when he arrived in Texas from Ellis Island as an orphan immigrant. After graduating college, Jimmy was the herdsman for the registered Hereford operation Chisholm Trail Ranch in Rhome, TX, before he and Claudia started their own operation. Additionally, he spent 35 years in the steel production industry working in the melt shops and rolling mills.

A lifetime member of the American Hereford Association (AHA), Jimmy was involved in Hereford programs as a junior and showed horned and polled heifers and steers. His daughter, Precious, has exhibited in every junior national show from 1989-2004. During that time, the family was active in hosting the Junior Nationals in Abilene and Fort Worth and both Jimmy and Claudia have been advisors for the Texas Junior Polled Hereford Association. Precious, her husband and their two kids now live near the Atlas family farm to raise the fourth generation with Herefords.

Jimmy is a past president of the Texas Polled Hereford Association and is currently a director and the vice president of the Texas Hereford Association. He is also a past committee chairman of the Johnson County Farm Service Agency.

(continued on page 18)

Online Heifer Event

October 19



JDH 11B 35F QUEEN MILES 5H ET
January daughter of JDH AH Miles Ahead 35F ET x 11B



JDH 11B 35F QUEEN MILES 7H ET
January daughter of JDH AH Miles Ahead 35F ET x 11B



JDH AH QUEEN MONTGOMERY 18H ET
January daughter of H Montgomery 7437 ET x 19Z

JD Delaney
HEREFORDS

Jerry & Shelly Delaney Family
jdh@delaneyherefords.com | Jerry: 507/820-0661
delaneyherefords.com

ATKINS
HEREFORDS

Pete & Laura Atkins Family
atkins15@sio.midco.net | Pete: 605/351-9847
atkinsherefords.com



JDH AH 45C LADY DEB 87H ET
February daughter of H Deberard 7454 ET x 45C

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AHA Announces 2020 Board Candidates

(continued from page 17)

Barry Morrell

Morrell Ranches
Willows, Calif.
Morrellbarry@yahoo.com
530-682-5808



Barry Morrell is the co-owner of Morrell Ranches, a seedstock Hereford and commercial cattle operation based in

Willows, CA. Barry, his wife Carrie, and daughter Bailey, founded Morrell Ranches in 2004 to grow the family's operation into the third generation of Hereford cattle producers. The Morrell herd includes 120 head of Hereford cattle, 80 commercial recipients, approximately 40 bulls sold private treaty and in annual consignment sales, and 20 heifers sold private treaty each year. Barry supports the working cattleman and ensures Morrell Ranches offers bulls that exceed standards in terms of structure, carcass merit and phenotype. The operation utilizes artificial insemination, embryo transfer and in-vitro fertilization to ensure leading genetic influences throughout the breed.

After graduating from Chico State University with a degree in animal science, Barry realized his career interests were more suited as a pest control ad-

visor. He has worked for the Colusa County Farm Supply for 26 years and is now the vice president of the company, which is recognized as the largest fertilizer and chemical supplier in Northern California. In recent years, Barry brought his work home and the family now grows conventional oat hay for use on the ranch. They have also planted 60 acres of walnuts and 320 acres of almond trees.

Morrell Ranches was awarded the California-Nevada Hereford Association Breeder of the Year Award in 2011 and the California Beef Cattle Improvement Association Seedstock Producer of the Year Award in 2013. Barry has served on the California-Nevada Hereford Association board for two decades and the Western States Hereford board for 18 years. His commitment to serving Hereford breeders has been

passed down to Bailey, who is a director for the National Junior Hereford Association. Beyond the breed, Barry is an active member of the Glenn-Colusa Cattlemen Association, local FFA advisory committees and the Glenn-Colusa Farm Credit advisory board.

Richie Oakes

Vanderwork Herefords
Taloga, Okla.
Rgoakes@yahoo.com
580-572-8395



Richie Oakes of Taloga, OK, was raised on a 600-head registered and commercial cattle operation that included wheat and hay production. Now the fourth generation to work his family's land, he is the co-owner and manager of his family's same ranching operation, OK Angus Ranch, which is nationally recognized for raising and feeding high-grading cattle as proven through feedlot data.

In 2006, he and his wife, Marylu, achieved their lifelong dream of re-establishing the Vanderwork Herefords brand. With the help of Scotty and Cindy Vanderwork, the family returned to their roots of raising registered Herefords that are functional and eye appealing — a tradition established by Richie's father-in-law in the 1930s. With a focus on producing competitive show cattle which still meet the demands of beef consumers, the operation maintains a registered herd of 75 cows, six donor cows and approximately 30 recipients. Vanderwork Herefords has received an AHA Hereford Bull of the Year award and has twice been named Oklahoma Hereford Breeder of the Year.

An Oklahoma State University alumni, Richie was on the livestock judging team and received a degree in agriculture. Before returning home, he taught vocational agriculture for four years. Today, he enjoys judging cattle shows from the local to national level. The Oakes' raised their son, Matt, and daughter, Ashley, in the farming and ranching industry and are now the proud grandparents of six grandchildren to whom they share their Christian values and love for Hereford cattle.

A past president of the Oklahoma Hereford Association (OHA), Richie is serving a re-elected third term and is the first vice president of the OHA board. He has also been a voting delegate for Oklahoma to the AHA Annual Meeting. Beyond serving the red-and-white breed, Richie was the beef superintendent for the Oklahoma Youth Expo for 19 years and the general livestock superintendent of the Oklahoma State Fair for 17 years.

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AHA Announces 2020 Board Candidates

He is now the beef superintendent for the California Youth Ag Exposition. In addition to his agricultural pursuits, Richie has been the pastor of the Mega Church in Camargo, OK, for 18 years.

Jerome Ollerich

Ollerich Bros. Herefords
Winner SD
Jeromeo@goldenwest.net
605-557-3246



In Winner, SD, Jerome Ollerich operates Ollerich Bros. Herefords along with his brother, James. With their father's help, the brothers got their start in the Hereford business with a 4-H project, sparking a lifelong passion for the breed. More than 50 years later, the Olleriches have grown their project into an operation consisting of approximately 100 Hereford cows and 30 bulls which are marketed through annual private treaty sales. Ollerich cattle have been sold to producers in 13 states and in three foreign countries.

With an extensive background in the cattle industry, Jerome is knowledgeable on many aspects of the business. He grew up on a diversified farm in Sioux Falls, SD, — the operation relocated to Winner in 1978 — which included corn, soybeans, oats and a commercial cowherd. Additionally, his father owned a livestock auction barn and co-owned a grain elevator and a 10,000-head commercial feedlot. His brother is involved in the trucking business and primarily hauls cattle.

Jerome is very active with the South Dakota Hereford Association (SDHA). A past president, he has served two terms on its board of directors. In 2019, the SDHA recognized Ollerich Bros. Herefords with the Seedstock Producer of the Year award, the same year in which the brothers received the Golden Breeder award from the American Hereford Association. They have also hosted the South Dakota Junior Hereford Association Field Day back to back years and look forward to hosting the event in the future.

In his community, Jerome served two terms on the township board and was on the local church board. He was also a director of the South Dakota Rodeo Association for seven years.

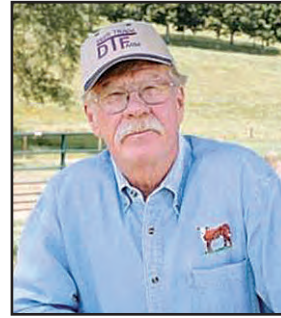
Bob Schaffer

Deer Track Farm
Spotsylvania, Va.
Bob@DeerTrackFarm.com

540-582-9234

Born in Washington, DC, and raised in Maryland, Bob Schaffer owns Deer Track Farm in Spotsylvania, VA. The farm produces high-quality female seedstock and performance-tested bulls.

After high school, Bob served in the Navy from 1968-72. Leveraging the



skills he learned from his naval train-

ing, Bob spent 38 years in the computer services industry, retiring in 2012 as a director for corporate program management. Although he had little exposure to agriculture growing up, Bob learned about his family's agricultural roots from his grandfather, who had moved to Washington, DC, during the Great Depression. Inspired by his grandfather's stories, Bob established Deer Track Farm in 1979 with his wife, Shirley, and their children.

(continued on page 20)

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Annual Bull Sale
3rd Sat. in Feb.

www.CarmichaelHerefords.com

(continued from page 19)

From the word go, the farm has incorporated leading industry tools and technology to assure superior standards. Registered Herefords were introduced in 1996 and to grow the herd, Bob flushed high-end cows and transferred the embryos into his commercial cowherd. Five Deer Track Farm bulls have been accepted into the AHA's National Reference Sire Program. Bob is one of the original 40 Gold Whole Herd Total Performance Record (TPRTM) breeders and has been recognized as a Gold TPR breeder every year since. Naturally, he achieved Platinum TPR breeder status in fall 2020.

Bob joined the Virginia Hereford Association (VHA) in 1997 and served on the board for 18 years, seven of which he held the role of president or vice president. He spearheaded and managed the VHA's Bull

Development program, which has tested over 800 bulls since 2001 and has increased the marketability of Hereford bulls in Virginia. He also produced a historical video featuring original charter members of the 1968 Virginia Polled Hereford Association.

In 2017, Deer Track Farm hosted both a VHA Field Day and a Certified Hereford Beef® Field Day, where the Sysco® sales team learned about beef production firsthand. With conservation a priority, the farm is part of the United States Department of Agriculture Conservation Easement program to ensure land will not be subdivided and developed. Deer Track Farm was recognized with the Clean Water Farm Award in both 1994 and 2013 by the Commonwealth of Virginia's Department of Conservation and Recreation and received the 1994 Conservation Farmer of the Year for Spotsylvania County.

Voting quadrants for AHA Board of Directors



The U.S. is divided into four regions of representation, and each region will have at least one director.

Source: American Hereford Assn. and Hereford World



SR Bakkette 553C #43613447

Sire: SR Bakken 62Z • Sire of Dam: SR Rapture 342
Mother to our high selling bull in our 2020 sale to Knippings.
BW 2.0 WW 48 YW 81 M 33 MG 57 REA .47 MRB .29 CHB\$ 111

2021 SALE PROSPECTS



FH L1 Domino 231 AF #43292448

Sire: FH L1 Domino 040 • Sire of Dam: KB L1 Domino 1135
BW 3.2 WW 42 YW 68 M 21 MG 42 REA .05 MRB .11 CHB\$ 87



020 #44176063

ET calf out of 553 x H5 1147 Advance 417
BW 2.9 WW 60 YW 96 M 34 MG 65 REA .34
MRB .33 CHB\$ 105



035 #44176066

ET calf out of 553 x H5 1147 Advance 417
BW 2.9 WW 60 YW 96 M 34 MG 65 REA .34
MRB .33 CHB\$ 105



082 #44176069

ET calf out of 553 x H5 5019 Advance 8217
BW 2.5 WW 59 YW 102 M 32 MG 62 REA .43
MRB .36 CHB\$ 116



042 #44175815

Natural calf out of 231 x H5 1147 Advance 417
BW 3.5 WW 57 YW 89 M 28 MG 57 REA .13
MRB .24 CHB\$ 93



B 6011 7100 Belle Air 40H

FH 242 Miss Ava 7100 x BR Belle Air 6011
A top prospect from Bayers Hereford Ranch
BW 1.8 WW 59 YW 97 M 38 MG 68 REA .53 MRB .38 CHB\$ 115

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Lindsey and Drew Courtney
www.friedtherefords.com

Junior National Hereford Expo Results



Horned Owned Female Show Grand Champion —
Lauren May, Mineral Point, Wisconsin.
Purple Iris 145G ET



Horned Owned Female Show Reserve Champion —
Vada and Hans Vickland, Longmont, Colorado.
H BL Miss Spice 923 ET



Polled Owned Female Show Grand Champion —
Vada and Hans Vickland, Longmont, Colorado.
H KFL Pixie 9372 ET.



Polled Owned Female Show Reserve Champion —
Jill Emerson, Prairie Grove, Arkansas.
BK Golden Hour 9057G.



Bred & Owned Champion Female —
Rylee Barber, Channing, Texas.
BR Halsey 9099.



Bred & Owned Reserve Champion Female —
Carley Kolterman, Garland, NE..
K Rustic 711 ET.



Bred & Owned Champion Bull —
Kendall Boatman, Rockford, Illinois.
2TK PERKS 5101 Chuma 8184 ET.



Bred & Owned Reserve Champion Bull —
Sage Krebs, Gordon, Nebraska.
K Gatsby 922 ET.



Grand Champion Steer —
Aidyn Barber, Channing, Texas.
RGR ML Mar2 40G.



**Reserve Grand Champion & Bred and Owned
Champion Steer** —
Chesney Effling, Highmore, South Dakota.
CHEZ Russel 9668G ET.



Reserve Champion Bred and Owned Steer —
Cally Miller, El Dorado, Kansas.
MG Hank 5115 13G.



Four New Junior Board Members Elected at JNHE
Lauren McMillan, Tiskilwa, Illinois; JW Cox, Flemings-
burg, Kentucky; Ralston Ripp, Kearney, Nebraska; and
Libby Ruston, Waverly, Tennessee.

July 10-15 • American Royal Complex, Kansas City, Missouri

(Continued on page 22)

JNHE Showmanship Results



Top 10 PeeWee Showman—

Champion — Jarrett Shane Worrell, Mason, TX, **Reserve Champion** — Blayklee Stelzer, Oologah, OK; **3rd Place** — Claire Collins, Chattanooga, OK, **4th Place** — Maddox McCollum, Bellevue, TX, **5th Place** — W. Zeb Murphree, Hamilton, TX, **6th Place** — Josie Beltz, Canton, KS, **7th Place** — Cora Belle Chapman, Seneca, IL, **8th Place** — Levi Womack, Pembroke, KY, **9th Place** — Gunner Gohr, **10th Place** — Landry Allan.



Top 10 Junior Showman—

Champion — Beau Ann Graves, Chillicothe, MO, **Reserve Champion** — Kendall Boatman, Rockford, IL; **3rd Place** — Fallon Gohr, Madras, OR, **4th Place** — Kade Boatman, Rockford, IL, **5th Place** — Jillian Emerson, Prairie Grove, AR, **6th Place** — Grady Carter, Stratford, OK, **7th Place** — Claiborne Perry, Madison, MS, **8th Place** — William Meinhardt, Marysville, KS, **9th Place** — Cashley Chambers, Pueblo, CO, **10th Place** — Lilly Edwards, Marion, IN.



Top 10 Intermediate Showman—

Champion — Evan Sims, Edmond, OK, **Reserve Champion** — Clayton Hayes; **3rd Place** — Chancee Clark, Muldrow, OK, **4th Place** — Carlee Clark, Muldrow, OK, **5th Place** — Piper Colyer, Bruneau, ID, **6th Place** — Blake Bruns, North Platte, NE, **7th Place** — Lauren Jones, Darlington, WI, **8th Place** — Mason Love, Baltimore, OH, **9th Place** — Rylee Stockdale, Dayton, PA, **10th Place** — Julia Barron, Lenapah, OK.



Top 10 Senior Showman—

Champion — Rylee Barber, Channing, TX, **Reserve Champion** — Mason Allan, Schulenburg, TX, **3rd Place** — Bryden Barber, Channing, TX, **4th Place** — Kassidy Bremer, Fullerton, NE, **5th Place** — Lauren McMillan, Tiskilwa, IL, **6th Place** — Lauren May, Mineral Point, WI, **7th Place** — Payton Farmer, Brownstown, IN, **8th Place** — Logan Stumpf, Columbia, IL, **9th Place** — Ben Jensen, Courtland, KS, **10th Place** — Blakelee Hayes, Ada, OK.

Letter to the Editor

Dear Hereford Breeders,

The results are back from the Hereford Feedout Program that was completed in July. I had steers in The Program and I would like to commend Lee Mayo and his crew at HRC Feedyards for a job well done. The COVID-19 pandemic produced many challenges, all of which were handled as best they could have been.

I have visited with Lee Mayo and he can be quoted as saying, “The Program was a great success. Cattle fed, gained and converted extremely well which made the cost of gain below the yard average. There is an opportunity for carcass quality improvement. This Program was developed to help gain information to help work toward carcass quality improvement.” Lee also explained to me that while the carcass traits were not what one would expect from a quality set of straight Angus steers, the performance and cost of gain made them competitive if not more profitable for the cattle owners.

We need more data like this to show the feeders in this country that they can pay as much or more for Hereford-influenced feeder cattle. We lost a major portion of the market to the Angus breed through the feedlot, the packing houses, the meat cases and the restaurant trade. We need to gain it back through the same places. Having the largest breed numbers at major cattle shows, the largest Junior National Show, and all our advertising the past 20 years has not returned market share. We need to prove the value of the Hereford influence where it will make the commercial cattleman some added profit.

If we can get the feeders to pay as much or more for baldy steers, then we can offer the commercial man more pounds on his calves, and a baldy cow that will last an extra one and a half or two years longer, be cheaper to keep, and raise a bigger calf on fewer inputs. To do this we need data like the data that came out of the Hereford Feedout Program. We need data from thousands of fat cattle, not just 300 head.

I am writing this to encourage Hereford breeders to enter cattle based on their genetics into this program. By doing so you will accomplish one of two things. If your genetics work, you will have an additional marketing tool and help promote the Hereford breed. If your genetics do not stack up, then you will know what you need to do to make them work.

The AHA website will give you the information about the program. Please consider joining us to further the Hereford breed.

Sincerely,

Ken Stephens

KEG Hereford Ranch

Valentine, NE

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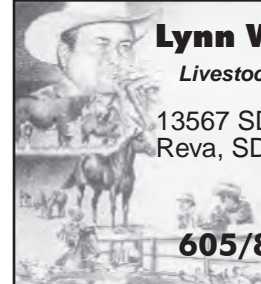
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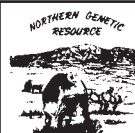
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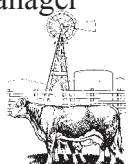
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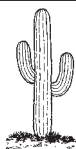
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Sired by: BOYD FT KNOX 17Y XZ5 4040
CE 10.2 BW 0.7 WW 61 YW 96 M 24 MG 55 REA .38 MRB .12



MOHICAN BB 12G // #44023639 // BW 80 // WW 717
Sired by: BOYD 31Z BLUEPRINT 6153
CE 8.4 BW 2.0 WW 58 YW 93 M 30 MG 59 REA .42 MRB .08



MOHICAN LAMBEAU 21G // #44023955 // BW 80 // WW 710
Sired by: TH 512X 17Y LAMBEAU 404D ET
CE 2.7 BW 3.3 WW 59 YW 97 M 26 MG 55 REA .14 MRB -.01



MOHICAN 4013 38G // #44024018 // BW 86 // WW 668
Sired by: INNISFAIL WHR X651/723 4013 ET
CE -0.2 BW 4.1 WW 66 YW 101 M 24 MG 57 REA .39 MRB .34



TDP ON DUTY 72G // #44023985 // BW 80 // WW 643
Sired by: NJW 1B 72C ON DUTY 150E
CE 2.4 BW 2.3 WW 51 YW 83 M 32 MG 58 REA .50 MRB .14



TDP SALUTE 74G // #44023962 // BW 76 // WW 687
Sired by: NJW 76S 27A SALUTE 201C
CE 6.5 BW 1.1 WW 47 YW 76 M 32 MG 55 REA .39 MRB .04



TDP RECHARGE 87G // #44039987 // BW 77 // WW 807
Sired by: BOYD 31Z BLUEPRINT 6153
CE 3.1 BW 2.3 WW 61 YW 99 M 27 MG 58 REA .65 MRB .21



TDP SALUTE 225G // #44117491 // BW 84 // WW 713
Sired by: NJW 76S 27A SALUTE 201C
CE 4.2 BW 2.3 WW 59 YW 90 M 26 MG 56 REA .46 MRB -.01

MW

MOHICAN WEST

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