



The Largest Privately Owned Hereford Newspaper in North America

Serving Commercial Cattlemen & Registered Hereford Breeders

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January 2025

## Editorial Comments...

Jill Bayers Hotchkiss



Jill Hotchkiss

It's been an interesting late fall season for Hereford breeders across the nation. The female and bull sales continue strong and which has shown continued, renewed interest in the breed. Strong demand even at bull sales in drought-stricken areas of Wyoming shows the interest and dedication of large commercial operations plus registered breeders to good, proven Hereford genetics.

In October, the American Hereford Association held its annual meeting and awards in Kansas City. I'm always interested to see who their Hall of Fame and Hall of Merit recipients will be and it's always a highlight of the event. Their life stories are so interesting; full of hard work, triumph over adversity, individual pathways to success and dedication to the breed. These presentations are often deeply emotional and touching, meaning a great deal to the families.

This year the Hall of Fame inductees were Dale and Nancy Venhuizen, Churchill Cattle Co., Manhattan, MT; Doug and Maxine Gerber, Richmond, IN; and Keith Fawcett, Fawcett's Elm Creek Ranch of Ree Heights, SD. Sadly, Keith Fawcett passed away earlier this year but his family was there enforce. The Hall of Merit inductee was Jack Hedrick. The Commercial Producer of the Year was Ellsbury Ranch, Sundance, WY. Congratulations to all of

(continued on page 22)

## AHA Honors Hereford Breeders with Hall of Fame, Hall of Merit Inductions



**Hall of Fame**, Keith Fawcett, Ree Heights, SD was inducted posthumously. The award was accepted by his family, wife Cheryl and son Danny holding portrait along with their family. Pictured are Jerome Ollerich, Clearfield, SD (left) AHA Director; Adam, Kaladin and Erin Kaufmann, Arlington, SD; Kyla, Ivy, Danny, Cheryl and Hollis Fawcett, Ree Heights, SD; Matt Fawcett, Miller, SD; Kristin, Weston and Marty Kusser, Ree Heights, SD; Carrie and Joe Novotny, Omaha, NE; and Wyatt Agar, AHA president, Thermopolis, WY. Pictured in the front row (left to right) are Jensen and Falon Kusser, Ree Heights, SD.



**Hall of Fame**, Dale and Nancy Venhuizen, Manhattan, MT. Pictured are Jerome Ollerich, AHA Director; the Keith family, Omaha, NE; Megan, Jordan, Willa, Henry and Winston Keith, Omaha, NE; the King family, New York, NY; Robin, Anne, Laith and Nadia; Dale and Nancy Venhuizen, Manhattan, MT (center); the San Souci family, Manhattan, MT, Nick, Camille, Aracaeli, Lilia, Edessa, Evangeline, Ignatius and Raphael; and Katie Venhuizen, Los Angeles, CA; and Wyatt Agar, AHA president, Thermopolis, WY.

(continued on page 8)



Elkington Polled Herefords and South Devon's Presents

45th Annual Efficiency Experts Ranged Raised Cattle Sale

Friday February 7, 2025 - 12:30 pm MST

at the ranch, 7 miles east of Idaho Falls on Sunnyside Rd.

Selling: 60 Coming Two-Year-Old Hereford Bulls

25 Coming Two-Year-Old Red and Black South Devon Bulls

25 Bred Heifers

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Lot 500L - EPHR ELKER 500L  
P44477917 • BD 2/27/2023. DNA tested Homozygous polled. Long and thick. Will work on heifers. BW 60 lbs., SC 35.5 cm. PAP 31. Ratios WW 111 YW 110. CE 8.8 BW -0.5 WW 62 YW 95 M 31 MG 62 MCE 0.8 CW 82 REA 0.45 MARB -0.01 BMI\$ 430 BIIS 505 CHBS 102



Lot 504L - EPHR ELKER PATHFINDER 504L  
P44477987 • BD 3/5/2023. DNA tested Homozygous polled. Smooth bull with tons of performance. Will work on anything. Should produce great daughters. BW 75 lbs., SC 40cm. PAP 41. Ratios WR 118 YR 112 REA 115 IMF 100. CE 2.7 BW 1.4 WW 51 YW 88 M 28 MG 54 MCE 1.9 CW 87 REA 0.62 MARB 0.04 BMI\$ 348 BIIS 410 CHBS 130



Lot 544L - LE ELKER PATHFINDER 544L  
P44478097 • BD 3/14/2023. Herd sire prospect. Big and massive a lot of bull. Will work on anything. BW 75 lb., SC 41.5cm. PAP 43. Ratios WR 110 YR 118 REA 116 IMF na 57. CE 5.4 BW 1.4 WW 63 YW 113 M 36 MG 67 MCE 1.6 CW 97 REA 0.70 MARB 0.05 BMI\$ 368 BIIS 443 CHBS 136



Lot 570L - EPHR ELKER 570L  
P44477491 • BD 3/18/2023. DNA tested Homozygous polled. Herd sire prospect. Fancy and thick a great bull. Will work on heifers. BW 70 lbs., SC 35.5cm. PAP 39. Ratios WR 112 YR 108 REA 109 IMF na. CE 5.0 BW 2.3 WW 66 YW 94 M 26 MG 59 MCE -0.7 CW 74 REA 0.28 MARB 0.02 BMI\$ 268 BIIS 343 CHBS 95



Lot 575L - EBE ELKER PATHFINDER 575L  
P44477955 • BD 4/1/2023. Herd bull prospect. Smooth and long. Will work on anything. BW 70 lbs., SC 38 cm. PAP 43. Ratios WR 113 YR 110 REA 103 IMF 101. CE 8.7 BW 0.1 WW 65 YW 107 M 32 MG 64 MCE 2.8 CW 91 REA 0.60 MARB 0.11 BMI\$ 356 BIIS 436 CHBS 132



Lot 604L - EPHR ELKER PATHFINDER 604L  
P44478066 • BD 3/25/2023. DNA tested Homozygous polled. Herd bull Prospect. Big long and deep. Super fancy. BW 75 lbs., SC 35.5. Pap 39. Ratios WR 114 YR 118 REA 113 IMF na. CE 1.2 BW 1.8 WW 61 YW 111 M 37 MG 67 MCE -0.2 CW 85 REA 0.32 MARB 0.15 BMI\$ 414 BIIS 498 CHBS 135



Lot 609L - EPHR ELKER PATHFINDER 609L  
P44477427 • BD 4/1/2023. Herd bull prospect. Lots of pigment with length and depth. Will work on anything. BW 78 lbs., SC 41 cm. PAP 35. Ratios WR 106 YR 105 REA 86 IMF 121. CE 5.1 BW 1.6 WW 57 YW 96 M 24 MG 53 MCE 0.0 CW 75 REA 0.39 MARB 0.20 BMI\$ 322 BIIS 401 CHBS 128



Lot 636L - EPHR ELKER PATHFINDER 636L  
P44477386 • BD 4/30/2023. Herd bull prospect. Moderate framed and thick. BW 76 lbs., SC 40 cm. Pap 38. Ratios WR 111 YR 105 REA 103 IMF 104. CE 2.7 BW 2.6 WW 62 YW 109 M 24 MG 55 MCE 0.1 CW 90 REA 0.65 MARB 0.07 BMI\$ 304 BIIS 377 CHBS 137



Lot 637L - EPHR ELKER BROKER 637L  
P44477926 • BD 3/17/2023. DNA tested Homozygous polled. Great young bull. Lots of thickness. BW 86 lbs., SC 40.5. Pap 37. Ratios WR 107 YR 115 REA 109 IMF 109. CE 2.9 BW 1.8 WW 60 YW 105 M 23 MG 53 MCE -0.1 CW 88 REA 0.61 MARB 0.10 BMI\$ 329 BIIS 403 CHBS 138



Lot 666L - EPHR ELKER 666L  
P44477843 • BD 4/15/2023. DNA tested Homozygous polled. Herd bull prospect. Long and thick. BW 88 lbs., SC 37. Pap 44. Ratios WR 119 YR 121 REA 98 IMF na. CE 2.6 BW 2.6 WW 60 YW 105 M 33 MG 63 MCE -3.0 CW 83 REA 0.38 MARB -0.03 BMI\$ 359 BIIS 428 CHBS 112



Lot 678L - EPHR ELKER BROKER 678L  
P44478135 • BD 4/15/2023. Herd bull prospect. Moderate and thick. Will work on heifers. BW 70 lbs., SC 35cm. Pap 34. Ratios WR 109 YR 110 REA 105 IMF na. CE 7.1 BW 0.6 WW 66 YW 107 M 27 MG 60 MCE 0.8 CW 87 REA 0.57 MARB 0.04 BMI\$ 358 BIIS 436 CHBS 121



Lot 693L - EPHR ELKER 693L  
P44477370 • BD 4/01/2023. Tons of pigment. Will work on heifers. BW 75 lbs., SC 41cm. Pap 38. Ratios WR 108 YR 106 REA 107 IMF 91. CE 4.3 BW 0.7 WW 63 YW 111 M 31 MG 63 MCE 0.8 CW 93 REA 0.67 MARB 0.12 BMI\$ 379 BIIS 459 CHBS 141



Lot 720L - PRE ELKER BROKER POP 720L  
P44477487 • BD 5/22/2023. DNA tested Homozygous polled. Herd bull prospect. Moderate and thick. This bull is out of a Dam of Distinction that never misses. Will work on anything. BW 72 lbs., SC 35.5 cm. PAP 41. Ratios WR 123 YR 109 REA 114 IMF na. CE 8.5 BW 0.8 WW 50 YW 70 M 37 MG 62 MCE 1.6 CW 63 REA 0.30 MARB 0.11 BMI\$ 447 BIIS 519 CHBS 91



25 FANCY BRED HEIFERS  
LIKE THIS SELL

THINGS YOU CAN COUNT ON FROM AN ELKINGTON BULL

- **Depth and length.** The cattle have depth bred into them. They have natural thickness that can't be imitated with fat.
- **Longevity.** Bulls are developed in large lots with an oat ration and long stemmed grass hay, brought along slow to ensure the ability to be sound for many years.
- **Fertility.** The cow herd is very fertile calving 87% in the first 30 days of calving. If a cow is open, she is sold. There is no free lunch.
- **Pigment.** We started breeding for pigment from the start of our herd. These cattle have more pigment than most cattle you will find.
- **Bulls are raised as a commercial cattle operation.** Cow pastures are BLM with rocky ground, no irrigated pastures, they know how to get out and find food.



RAUSCH  
HEREFORDS

EST. 1946

PRESIDENT'S DAY

MONDAY, FEBRUARY 17, 2025

67<sup>th</sup> Annual Bull & Female Sale

180 BULLS & 300 HEIFERS SELL

AT THE RANCH NEAR HOVEN, SD

PERFORMANCE CATTLE *from a* MATERNAL COWHERD



**75 | DAYBREAK 9165 x SPARTAN 1560 | 44511515**  
CED 5.8 | BW 1.4 | WW 67 | YW 110 | MM 39 | REA .55 | IMF .36 | BMI 401 | CHB 136



**77 | TRUST 8132 x CENTENNIAL 1450 | 44511478**  
CED 1.5 | BW 3.3 | WW 69 | YW 134 | MM 27 | REA .42 | IMF .36 | BMI 361 | CHB 156



**113 | BEEFMAKER 637F x LEADER 1610 | 44478407**  
CED 5.3 | BW 3.2 | WW 75 | YW 127 | MM 42 | REA .76 | IMF .11 | BMI 510 | CHB 151



**129 | ECR ENDURE 8125 x VICTOR 2239 | 44478581**  
CED 9.5 | BW 0.8 | WW 57 | YW 95 | MM 29 | REA .55 | IMF .21 | BMI 466 | CHB 163



**158 | UPS EXCEL 8768F x 4EVER 579 | 44478825**  
CED 8.0 | BW 3.2 | WW 73 | YW 123 | MM 41 | REA .8 | IMF .34 | BMI 548 | CHB 177



**176 | EXCEL 8768F x ON TARGET 396 | 44478961**  
CED 9.1 | BW 2.8 | WW 70 | YW 110 | MM 36 | REA .69 | IMF .45 | BMI 462 | CHB 169



**204 | SHERMAN x VICTOR 2339 | 44572681**  
CED 9.8 | BW -0.3 | WW 65 | YW 97 | MM 26 | REA .71 | IMF .41 | BMI 477 | CHB 160



**209 | H TIMELESS x ANODIZE 1299 | 44572753**  
CED 0 | BW 4.2 | WW 77 | YW 122 | MM 33 | REA .52 | IMF .43 | BMI 361 | CHB 151



**213 | SHERMAN x LANDMARK 329 | 44573058**  
CED -0.4 | BW 3 | WW 75 | YW 118 | MM 29 | REA .84 | IMF .27 | BMI 406 | CHB 143

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CALENDAR OF Sales & Events

January

2	Ogallala Livestock Auction Hereford Influence Feeder Calf Sale Ogallala, NE	16-18	NWSS Hereford Shows Junior Show: Jan. 16 Yard Show: Jan. 17 Open Show: Jan. 18
6	<b>Hereford America Ad Deadline for February issue</b>	17	Herefords in the Yards Sale NWSS • Denver, CO
9	Minnesota Hereford Influence Sale Bagley, MN	20	Van Newkirk Herefords Bull Sale Oshkosh, NE
8-11	Cattlemen's Congress Oklahoma City, OK Junior Female Show: Jan. 8 – 8 a.m. National Pen Show: Jan. 9 – 11 a.m. National Bull Show: Jan. 10 – 8 a.m. National Female Show: Jan. 11 – 8 a.m.	21	Mrnak Herefords Annual Production Sale Bowman, ND
9	Hereford Eve in OKC	25	Melcher Herefords Bull Sale and Open House Page, NE and www.TheLivestockLink.com
10	Hereford Night in OKC	26	Knippling Hereford Online Bull Sale
		28	Churchill Cattle Company's World Class Bull Sale Manhattan, MT
		30	Ridder Herefords Bull and Female Sale Callaway, NE

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Commercial Breeder Registered Hereford Breeder Polled  
Registered Breeder, Other Breed Other Horned  
Both

Signature \_\_\_\_\_ Nov/Dec. 2024

(Required for Post Office Regulations)

ONLINE BULL SALE  
Saturday, Feb. 22, 2025  
Offering 2-Year-Old Polled Hereford Bulls  
Videos available on www.HillsviewHerefords.com and www.TheLivestockLink.com



AF B G16 Genesis 244 ET

BW 2.8, WW 65, YW 115, SC 1.2, Milk 29, M&G 62, MCE 3.4,  
Udder 1.40, Teat 1.30, REA .72, Marb .41, CHB \$186  
Semen interests owned with Jill Hotchkiss, Bayers Hereford Ranch; and Aaron Friedt.

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Hereford Yearling Heifers  
for sale this year

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SHF Independence G003 J034 ET P44228209  
SHF Jalapeno G003 J044 ET P44228219  
SHF Fuse Box C36 F078 ET P43894891  
SHF Juicer F158 J107 P44228278

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— In memory of Byron Bayers —

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February

- 1
- Hill 70 Quantock Bull Sale
- Lloydminster, Alberta
- 1
- Upstream Ranch Bull Sale
- Taylor, NE
- 3
- Pelton Polled Herefords
- Bull and Female Sale
- Halliday, ND
- 5
- Hereford America Ad
- Deadline for March issue
- 5
- Durbin Creek Ranch Annual
- Bull Sale
- Worland, WY
- 5
- Lemmon Livestock Hereford
- Influence Replacement
- Heifer Sale
- Lemmon, SD
- 5
- Black Hills Stock Show
- Hereford Show and Sale
- Rapid City, SD
- 6
- Stroh Herefords Bull Sale
- Killdeer, ND
- 7
- Dvorak Herefords Annual Sale
- Lake Andes, SD
- 7
- Elkington Polled Herefords
- Bull Sale
- Idaho Falls, ID
- 7
- Baumgarten Cattle Co. Sale
- Belfield, ND
- 10
- Fawcett's Elm Creek Ranch
- Annual Bull Sale
- Ree Heights, SD
- 10
- Logterman Hereford and
- Angus Bull Sale
- Valentine, NE
- 12
- Stockmen's Livestock
- Hereford Influence Feeder/
- Replacement Sale
- Yankton, SD

- 12
- Friedt Herefords Bull Sale
- Dickinson, ND
- 12
- Watertown Winter Farm Show
- Hereford Show and Sale
- Watertown, SD
- 14
- CX Ranch Bull Sale
- Pomeroy, WA
- 14
- Topp Herefords Bull Sale
- Grace City, ND
- 15
- Carmichael Herefords Bull Sale
- Meadow, SD
- 15
- Delaney and Atkins
- Bulls and Breds Sale
- Lake Benton, MN
- 17
- Rausch Herefords Sale
- Hoven, SD
- 18
- Bar JZ Polled Herefords Sale
- Holabird, SD
- 19
- Shaw Cattle Co. Bull Sale
- Caldwell, ID
- 19-21
- Nebraska Cattlemen's Classic
- Shows, Sales, Pen Shows
- Kearney, NE
- 20
- Mitchell Livestock Hereford
- Influence Feeder Calf Sale
- Mitchell, SD
- 20
- Olson's Red Power Sale
- Argusville, ND
- 22
- Hillsvievw Farms Online
- Bull Sale
- www.TheLivestockLink.com
- 22
- Kreth Hereford and Angus
- Bull and Female Sale
- Mt. Vernon, SD
- 22
- Tegtmeier Polled Herefords
- Bull and Female Sale
- Burchard, NE
- 22
- Wagner Herefords Open
- House and Online Bull Sale
- Redfield, SD/TheLivestockLink

- 24
- Colyer Herefords Bull Sale
- Bruneau, ID
- 28
- Jamison and Friends Bull Sale
- Quinter, KS
- 28
- Gant Polled Herefords Sale
- Geddes, SD

March

- 3
- Harrell Herefords Spring
- Roundup Sale
- Baker City, OR
- 4
- S&S Herefords Sale
- Guide Rock, NE
- 6
- Jensen Bros. Production Sale
- Courtland, KS
- 8
- I-29 Bull Run
- Sioux Falls, SD
- 8
- Doyle Hereford Ranch
- Bull Sale
- Wolfe City, TX
- 10
- Holden Herefords Annual
- Production Sale
- Valier, MT
- 11
- Harvie Ranching Bull Sale
- Olds, AB
- 11
- Cooper Hereford Ranch
- Bull Sale
- Willow Creek, MT
- 12
- L Bar W Cattle Co. Bull Sale
- Absarokee, MT
- 12
- Bischoff's Ravine Creek Ranch
- Bull and Female Sale
- Huron, SD
- 14
- Sleepy Hollow Farms Annual
- Bull Sale
- Centerville, SD
- 15
- K7 Herefords Production Sale
- Lockridge, IA
- 17
- B&D Spring Opener Sale

- 20
- Odin, KS
- GKB and Barber Spring
- Bull Sale
- Desdemona, TX
- 21
- Hennebold Herefords
- Bull Sale
- Winner, SD
- 22
- Sandhill Farms Bull Sale
- Haviland, KS
- 22
- DaKitch Farms Bull Sale
- Ada, MN
- 24
- Oleen Bros. Production Sale
- Dwight, KS
- 24
- Sidwell/Frank Bull Sale
- Columbus, MT
- 25
- Frenzen Polled Herefords and
- Angus Production Sale
- Fullerton, NE
- 26
- NJW Polled Herefords Sale
- Sheridan, WY
- 31
- Snowshoe Cattle Co. Bull Sale
- Arthur, NE

April

- 10
- McClun's Lazy JM Ranch
- Bull Sale
- Torrington, WY
- 11
- Thorstenson Herefords Bull
- and Female Sale
- Selby, SD
- 12
- Ellis Farms Bull and
- Female Sale
- Chrisman, IL
- 12
- Knoll Crest Farms Spring
- Bull Sale
- Red House, VA
- 13
- Sand Rock Ranch Bull Sale
- Benton, WI
- 19
- Stuber Ranch Production Sale
- Bowman, ND

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22ND ANNUAL PRODUCTION SALE

BAUMGARTEN CATTLE CO.

FRIDAY, FEBRUARY 7, 2025 • 1:00 P.M. MST

AT THE RANCH SOUTH OF BELFIELD, ND

— Straight Horned —




415

AHA  
GE-EPD

REG: 44585359

CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
3.2	2.2	68	107	35	69	.41	.33	149




452

AHA  
GE-EPD

REG: 44585460

CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
2.8	2.5	57	97	45	73	.24	.13	113




425

AHA  
GE-EPD

REG: 44585443

CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
2.9	1.8	64	104	35	67	.69	.33	168

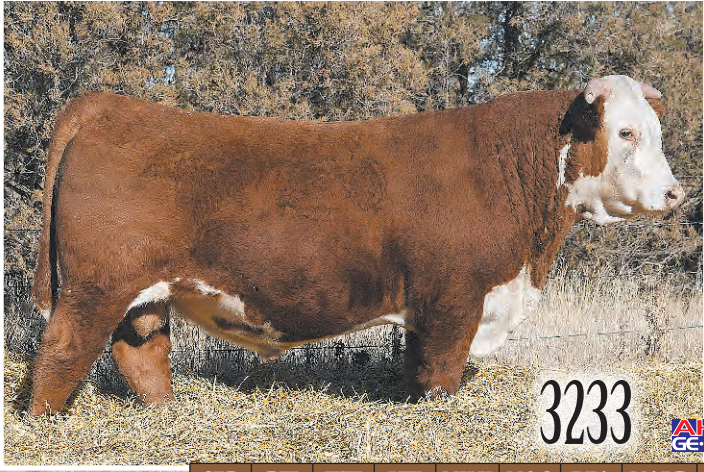


3402

AHA  
GE-EPD

REG: 44507256

CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
4.8	4.0	61	95	23	53	.52	.06	119




3233

AHA  
GE-EPD

REG: 44482055

CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
6.6	1.9	59	93	38	68	.31	.11	117



3164

AHA  
GE-EPD

REG: 44498219

CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
3.0	3.9	63	98	30	62	.39	.14	118

SELLING 80 PERFORMANCE-ORIENTED HEREFORD BULLS

8 REGISTERED BRED HEREFORD HEIFERS

15 COMMERCIAL HEREFORD HEIFERS

17 COMMERCIAL ANGUS HEIFERS





# WWW.BAUMGARTENCATTLE.COM



4181

REG: 44595579



CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
-4.2	4.6	68	108	39	73	.57	.07	111



482

REG: 44594817



CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
1.7	3.2	60	101	28	58	.59	.20	134



4134

REG: 44594925



CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
3.8	3.2	70	105	30	65	.75	.08	131

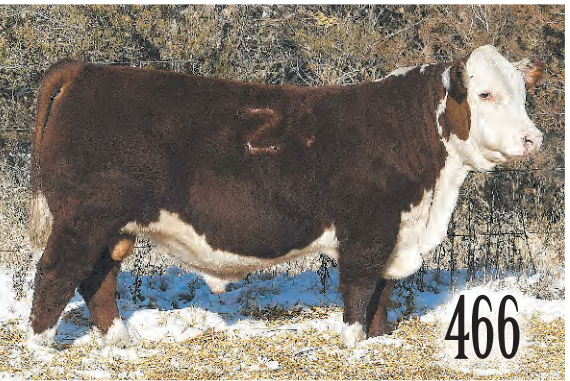


422

REG: 44585440 • Homo Polled



CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
6.6	1.8	66	106	35	68	.55	.12	127



466

REG: 44594782 • Homo Polled



CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
6.4	3.1	68	117	24	59	.74	.07	113



4125

REG: 44594916 • Homo Polled



CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
3.9	3.2	77	117	28	67	1.07	.29	158



4140

REG: 44594931



CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
-1.7	4.4	61	105	19	49	.58	.12	122



453

REG: 44539310



CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
0.2	3.3	72	115	42	78	.38	.12	116



3163

REG: 44498214 • Homo Polled



CED	BW	WW	YW	MILK	M&G	REA	MARB	CHB\$
3.7	2.3	70	109	34	69	.60	.36	168

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CL 1 DOMINO 2126K 1ET  
H5 988 ADVANCE 277





# AHA Hall of Fame, Hall of Merit Inductees (continued from page 1)

KANSAS CITY, MO—Keith Fawcett, Ree Heights, SD; Doug and Maxine Gerber, Richmond, IN; and Dale and Nancy Venhuizen, Manhattan, MT, were inducted in the Hereford Hall of Fame on Oct. 26 in Kansas City, MO, during the American Hereford As-

sociation (AHA) Annual Meeting and Conference.

## Keith Fawcett

Keith Fawcett was a fourth-generation rancher from Ree Heights, SD. In 1906, his great-grandfather journeyed

from Arkansas to South Dakota and purchased the initial land to start what is now known as Fawcett's Elm Creek Ranch (FECR). A large majority of the original land is still part of the operation. When Keith graduated high school in 1977, he became an integral part of the operation. Three years later, Keith married Cheryl, and together they grew the operation. In 1985, Keith and Cheryl formed a partnership with his parents, Robert and Marjean, that has spanned generations to establish today's ranch.

As Keith and Cheryl grew the ranch, they also grew their family. They have four children and six grandchildren. Their son, Danny, and his wife, Kyla, re-

side on the ranch with children, Hollis and Ivy. Keith and Cheryl's daughter, Kristin, and her husband, Weston, live on the ranch with their children, Falon, Jensen and Marty. Matt, Keith and Cheryl's other son, lives in Miller, SD, and helps at the ranch on weekends. Their daughter, Erin, resides near Arlington, SD, with her husband, Adam, and their son, Kaladin.

Keith's vision and hard work, with the help of his family, has grown FECR to its current scale and scope. Currently, the family maintains around 1,000 cows; 80% of those are Herefords and the other 20% are Angus and commercial cows. They market their genetics through an annual sale in February. Outside of the sale, the Fawcetts have a commercial bred heifer development program. On top of that, they typically background 1,200 head of feeder cattle during the winter.

Keith's contributions to the beef business and the Hereford breed go beyond the ranch in Ree Heights. For many years, he was involved with the South Dakota Hereford Association (SDHA), American Hereford Association (AHA) and Hand County Crop and Livestock Improvement Association. He spent time as a board member with the SDHA; Keith and Cheryl served 10 years as

*(continued on page 10)*



**Hall of Fame** — Doug and Maxine Gerber, Richmond, IN, were inducted into the Hereford Hall of Fame. Pictured (left to right) are Jerome Ollerich, AHA Director, Clearfield, SD; Lee and Cindy Elzemeyer, Richmond, IN; Doug Gerber, Richmond, IN; Carrie Burrows, Palm Bay, FL; Matthew Elzemeyer, Richmond, IN; and Wyatt Agar, AHA president, Thermopolis, WY.

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- 🐄 345 Mrnak Influenced Baldy Replacement Heifers

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LOT 4

#44487700

MH 073 RED TIME 320L

BW: 3.1 • WW: 72 • YW: 111 MM: 42 • M&G: 78  
REA: 0.65 • MARB: .23 • BMI: 422 • CHB: 129



LOT 5

#44487410

MH FORWARD 3513L 1 ET

BW: 4.6 • WW: 62 • YW: 97 MM: 29 • M&G: 60  
REA: 0.33 • MARB: -0.03 • BMI: 410 • CHB: 102



LOT 97

#44585856

MH FORWARD 3515L ET

BW: 4.8 • WW: 68 • YW: 113 MM: 29 • M&G: 63  
REA: 0.60 • MARB: -0.07 • BMI: 330 • CHB: 116

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(continued from page 8)

junior advisors for the state's junior Hereford association. From 2011-2015, he served on the AHA Board. He was honored by the SDHA in 2023 for his years of dedication to Hereford cattle and the association.

With decades of genetic progress and an endless pursuit of making Hereford cattle better, FECR has become a destination for commercial and purebred cattlemen to source their genetics. Keith's emphasis on breeding Hereford cattle offering a balance of maternal traits and carcass merit has created a demand for

the ranch's bulls and calves and made those investing in FECR genetics more profitable.

Like so many in his generation, Keith knew how to work hard; he lived the ups and downs of ranching and farming and reaped the rewards of his livelihood. Keith's knowledge, kind spirit, and honesty earned him respect as one of the breed's great stockmen.

"We could go on and on about Keith's contributions to the Hereford breed," writes Matt Zens, SDHA president, in his letter to the selection committee. "However, the kind of

person that Keith was would have much more substance even in comparison to his love for Hereford cattle. He was thoughtful and genuine. He was caring and has an eye toward the success of future generations."

Keith passed away in June of 2024 and is being inducted posthumously into the Hall of Fame. His loyalty and service to the breed and its youth, and his passion to improve and promote Hereford cattle has only ever been replicated by a select few.

## Doug and Maxine Gerber

Doug and Maxine Gerber, Richmond, IN, own and operate Gerber Land & Cattle. A fourth-generation farmer from western Ohio, Doug got his start in 4-H, showing cattle. He purchased his first Polled Hereford in 1960. After three years of working and learning, Doug showed the County Champion and Reserve Champion at the junior show at the Ohio State Fair. He attended Miami University (Ohio), studying zoology. His love of cattle and agriculture eventually called Doug back to the farm.

In 1967, Doug married Maxine and they became true partners in every sense of the word. Maxine was a nurse, working in the operating room and later at a local nursing home, while Doug worked on the farm. Maxine and Doug both loved cattle.

Doug was elected to the American Polled Hereford Association (APHA) Board, and at the time, he was the youngest board member in the association's history. He later became the youngest board president, serving from 1980-1981. During his tenure, Doug helped lead the association through several challenges, seeking the best for the Hereford breed.

The Gerbers were early adopters of Whole Herd Total Performance Records (TPR™) and the use of genomics, carcass and ultrasound data collection. Doug always has been one to continue to learn, whether it was attending Beef Improvement Federation meetings or visiting with other breeders. When these activities pulled Doug away from the farm, Maxine, a very capable herdsman, was more than ready to handle the day-to-day operation. From doctoring cattle to pulling calves, Maxine was up to the task. In 2007, Maxine passed away after a battle with cancer. While Doug and Maxine didn't have children, the thousands of cattle they raised were part of the family in many ways.

Over the years, the couple worked to perfect the Gerber cow herd and tirelessly chased genetic improvement. Many herds all over the country have

(continued on page 12)



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# ANNUAL PRODUCTION SALE

## WEDNESDAY, FEBRUARY 12, 2025

1 p.m. (MT), Stockmen's West,  
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**Selling:** 35 Yearling Bulls • 12 Coming Two-Year-Old Bulls  
8 Registered Yearling Heifers • 35 Commercial Yearling Heifers  
35 F1 BWF Yearling Heifers *from Duane, Garret & Justin Zent*  
18 Bred Hereford Heifers & 45 F1 BWF Bred Heifers *from Warren Woroniecki*

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### FH 1072J Belgrade 400

Reg. # 44617243

BW 2.1 WW 51 YW 82 MM 25 MG 51 Fat .058 REA .31 Marb .12

This thick made UU Belgrade 1072J calf has it all. He's low birthweight, short marked, and has an expressive muscle pattern.



### FH 2072K Advance 421

Reg. #44617274

BW 3.4 WW 59 YW 98 MM 27 MG 57 Fat .033 REA .31 Marb .25

Our first son of HH Advance 2072K ET and he is a good one! He is straight Line 1 and carries himself like a herd bull.



### FH 1060H Inspire 424 AF

Reg. # 44617289

BW 2.3 WW 63 YW 100 MM 30 MG 61 Fat .038 REA .55 Marb .35

Polled/scurred. 424 is out of a first calf heifer and what a job she has done. He is short marked and thick made. 424 should work has a heifer bull.



### FH 942G Domino 457 MD ET

Reg. # 44617391

BW 3.9 WW 57 YW 96 MM 22 MG 50 Fat .013 REA .42 Marb .25

This ET son of C L1 Domino 942G is a tank. He has as much dimension and thickness of any calf we have raised. Dam has raised several sale toppers.



### FH 1060H Inspire 461 LC

Reg. # 44617394

BW 1.9 WW 50 YW 85 MM 33 MG 58 Fat .063 REA .39 Marb .24

461 has been a favorite since he was born. He combines low birthweight with eye popping thickness. He will be a sale favorite. His dam is one of our best.



### FH 765 Navarro 3121

Reg. # 44522767

BW 2.2 WW 51 YW 90 MM 33 MG 59 Fat .063 REA .57 Marb .13

3121 is dark red with plenty of growth. He is an outstanding young calf from an outstanding young cow. He is thick from every angle.



### FH 1245 Domino 3144 LC

Reg. # 44522804

BW 3.0 WW 53 YW 91 MM 34 MG 60 Fat .043 REA .56 Marb .30

This eye appealing bull is the complete package. He is stout and smooth made through his neck and shoulders and travels like a cat. Mother is one of our good young cows.



### FH 799 Domino 3186 LC

Reg. # 44522846

BW 3.8 WW 63 YW 103 MM 33 MG 65 Fat .043 REA .39 Marb .22

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(continued from page 10)

been influenced by the Gerber herd, whether it was through cow families, like Dixie or Rosie Lane or bulls, such as Gerber High Time H65. The Gerbers continued to look to improve, as there is no such thing as the perfect cow, just a better one using a generation at a time.

With the help of his farm employee, Steven Thomas, Doug calves out about 100 cows each year. Doug spends a great deal of time studying potential herd sires, and continually reads literature and speaks with other producers to better his herd. Doug enjoys the science behind raising high-quality cattle, whether it be genetics, nutrition or agronomy.

Doug was awarded the Outstanding Cattleman Award in 2018 by the Indiana Beef Cattle Association. He was also awarded the Distinguished Hoosier Award by the State of Indiana during the Indiana State Fair Hereford Open Show in August of 2018. Doug remains very active in many organizations in the community, including serving as the pianist at the Boston Methodist Church and being a member of the Indiana Beef Association, National Cattlemen's Beef Association and the Wayne County Cattlemen's Association.

"It would indeed be a well-deserved recognition to place Doug and Maxine Gerber in the American Hereford Association Hall of Fame," writes Bryce Schumann, Schu-Lar Herefords, in his letter to the selection committee. "They have been a shining example of faith in God, hard work and trust in the greatness that Hereford cattle and their breeders possess."

The couple's passion and dedication are best represented in the herd they worked so hard to put together over the years, culminated with some of the best genetics in the Hereford breed. The Gerber family will have a lasting impact on the Hereford breed for years to come.

### Dale and Nancy Venhuizen

Located 90 miles north of Yellowstone National Park in Manhattan, MT, Dale and Nancy Venhuizen founded Churchill Cattle Co. shortly after they married in 1980.

Dale was raised on a Hereford ranch and seed potato farm in southwest Montana. He attended Calvin College in Grand Rapids, MI, and it was there that he met his wife, Nancy. They both transferred to Montana State University, graduating in 1979. Dale graduated with a bachelor's degree in agricultural business and Nancy with a bachelor's degree in finance.

Since then, the couple has called Montana home, raising their four daughters — Katie, Anne, Megan and Camille — about five miles from the Hereford operation Dale grew up on. They now have 11 grandchildren they often welcome to the ranch.

The ranch's name — 'Churchill' — stems from a bull named DV Lord Churchill out of a female gifted to Dale by his father, John. The proceeds from the bull's sale at the Western Nugget in Reno, NV, served as the foundation for Dale and Nancy's Hereford herd.

The couple started with about 60 head of registered Hereford females, and now they calve about 350 Hereford pairs and a handful of commercial females. Annually, the Venhuizen family hosts a fall female sale and spring bull sale, selling about 100 head in each. Their sale tag line, 'world class,' is synonymous with

the herd the Venhuizens have built. Their customer base consists of both commercial and seedstock producers, and they sell females and bulls whose progeny can perform in the feedyard, on the range or in the donor pen.

The Venhuizens are constantly improving their herd, carefully planning mating decisions and herd additions. They are early adopters of technology, utilizing embryo transfer and AI since 1980 and using ultrasound technology to collect carcass data since 1992. In a partnership with Trans Ova Genetics,

Churchill Cattle Co. serves as a satellite location and regularly IVF (in vitro fertilization) flushes donors. Students as well as teachers, they're always learning, growing and sharing their expertise.

Dale is a lifelong advocate of the Hereford breed. Whether it was providing a steady hand following the merger of the APHA and the AHA or being a vocal leader for Certified Hereford Beef™ (CHB) — he led with integrity, positivity and progressive thinking. He was a member of the AHA Board of Di-

(continued on page 16)

# CATTLEMEN'S CHOICE SALE MONDAY, FEB. 3, 2025

1 p.m. MST

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**15 ANGUS BULLS**

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*Featuring progeny of these herd sires:*



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Sire: TH Frontier 174E • Dam: TH 427Y 9050 Loretta 195A



**HH ILR Forward 1056 ET** Reg # P44264663

Sire: NJW 79Z 33B Forward 252F • Dam: HH Miss Advance 5031C ET



**CSC 004 Hootenanny 206** Reg # P44364991

Sire: NJW 79Z 6589 Revolve 165G ET • Dam: CSC 701 Lady Dew 004



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M&G 78 REA .75 MARB .39 CHB 173



Lot 151 CED 5.5 BW 2.6 WW 63 YW 104  
M&G 65 REA .50 MARB .30 CHB 139



Lot 157 CED 2.1 BW 2.9 WW 66 YW 98  
M&G 62 REA .55 MARB .43 CHB 157



Lot 172 CED .2 BW 3.0 WW 72 YW 113  
M&G 77 REA .68 MARB .35 CHB 154



Lot 85 CED .5 BW 3.6 WW 66 YW 108  
M&G 69 REA .63 MARB .32 CHB 145



Lot 243 CED .9 BW 4.0 WW 69 YW 103  
M&G 69 REA .79 MARB .25 CHB 161



Lot 188 CED 7.1 BW 1.7 WW 61 YW 100  
M&G 58 REA .27 MARB .36 CHB 136



Lot 214 CED 4.3 BW 2.6 WW 71 YW 104  
M&G 72 REA .43 MARB .36 CHB 141



Lot 230 CED 6.0 BW 1.6 WW 74 YW 109  
M&G 74 REA .23 MARB .54 CHB 159

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**368L** CE 9.6 BW -0.8 WW 55 YW 85 M 27 MG 55  
UDDR 1.50 TEAT 1.60 REA .54 MRB .09 CHB\$ 111



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## AHA Hall of Merit *(cont. from page 12)*



Jack Hedrick, Signal Mountain, TN, was inducted into the Hereford Hall of Merit. Pictured (left to right) are Jerome Ollerich, AHA Director; Mary Helen, Jack and Dustin Hedrick, Signal Mountain, TN; Marcia Kendrick, Houston, TX; and Wyatt Agar, AHA president, Thermopolis, WY.

rectors from 2000-2004 and again from 2010-2014, serving as president of the AHA Board in 2004 and CHB president. He's participated in the World Hereford Conference, enrolled Churchill cattle in the Hereford Feedout Program, and is actively involved in his community, having served on the Calvin College board of trustees, Manhattan Christian School board and as elder and deacon on his local church council.

"Their commitment to the Hereford

breed is unmatched. Whether serving on boards, hosting tours or events or mentoring young breeders, Dale and Nancy have provided an atmosphere in which people feel comfortable, and their thoughts are valued," writes Mark Cooper, Cooper Hereford Ranch, in his letter to the selection committee. "Their eagerness to implement new technologies is to be commended. Dale has served our Board in many ways but was very

*(continued on page 18)*

## NORTH DAKOTA Hereford Association

**2025/2026 Directory Ads due  
JANUARY 1, 2025.**



### DIRECTORY ADS:

The next NDHA Directory for 2025/2026 will be published January 2025.

The information and ads will be due January 1, 2025.

Send to Jill Hotchkiss at Hereford America:

jbh@herefordamerica.com.

Dues need to be paid by

January 1, 2025 to be included in the 2025/2026 directory.

### NORTH DAKOTA HEREFORD WEBSITE BANNER ADS:

Banner ads to advertise your sales, ranch, private treaty, etc. is available on the website www.NorthDakotaHerefords.com. The ads are annual and can be updated up to 4 times per year. The ad cost is \$240 per year if you are a member of the NDHA. If not a member, it is \$300 per year. The advertiser is responsible to get the ad info and updates to Jill at jbh@herefordamerica.com. This is very reasonable advertising. We would like the ad to be sent to Jill by January 1st so that the new ads and updates of current banner ads can be done at once.

See [www.northdakotaherefords.com](http://www.northdakotaherefords.com)  
for more information and membership form.

**Payments go to**

**Joana Friesz, NDHA Sec./Treas.**  
**PO Box 67, New Salem, ND 58563.**

**SEND AD INFORMATION TO**

**Jill Hotchkiss at [jbh@herefordamerica.com](mailto:jbh@herefordamerica.com)**  
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(continued from page 16)

instrumental in establishing the Certified Hereford Beef program and ensuring its success. Their ranch remains committed to implementing technologies that monitor feed efficiency and carcass evaluation to this day.”

A household name in the Hereford breed, Churchill cattle have influenced herds across the U.S. and around the world. Dale and Nancy themselves have undoubtedly made Herefords better and have touched countless lives in the process.

## Hall of Merit

Jack Hedrick, Signal Mountain, TN, was inducted into the Hereford Hall of Merit at the AHA Annual Meeting and Conference in Kansas City, MO.

## Jack Hedrick

Jack Hedrick, cattle sales manager and owner of JDH Marketing Services LLC, Signal Mountain, TN, has deep roots in the Hereford breed. His grandfather, Perry Hedrick, was a Polled Hereford Pioneer Breeder, and his father, Roscoe “Rusty” Hedrick, managed many no-

table Hereford herds. Jack was young when his dad joined legendary Polled Hereford breeder M.P. “Hot” Moore at Circle M Ranch in Senatobia, MS., as a herdsman.

Even at an early age, Jack was always drawn to sale day. As a ranch manager’s kid, Jack witnessed firsthand the hard work, creative marketing and professionalism poured into each successful sale. Circle M Ranch sales often averaged more than \$6,000 per head — a sizable investment in those times — and Jack vividly recalls the excitement generated by those high-selling lots.

In 1966, the Hedrick family left Circle M and moved to Damascus, MD, to join Col. E. Brooke Lee’s Silver Springs Farms. When Washington D.C. began to encroach upon the farm, the Hedrick family moved a portion of Lee’s cow-herd to a farm in Columbus, MS, where Jack met his wife, Mary Helen.

While in Columbus, the Hedricks started their own Hereford operation called Yikes Farms. Struck with the economic inflation of the ’70s, Rusty started working cattle sales. In 1975, just a couple of years out of high school, Jack hit the road doing the same, working with Bill Maerli from Missouri.

While working sales, Jack met Eddie Sims of National Cattle Services Inc., from Elgin, OK. Jack went to work for Sims in 1978, hauling chutes and equipment between sales to prepare cattle with Eddie’s brother, Dale “Slim” Sims. Under the tutelage of the Sims brothers, Jack learned about sale management and made many industry connections. Those connections would become even more important when Jack started providing sale management, consulting and ring service through his own sales marketing company, JDH Marketing Services LLC, in 1988, after a decade with National Cattle Services.

Jack views sales management as a team sport where managers call upon the best in the industry in their trades — photographers, catalog designers, videographers, auctioneers, clippers, fitters, ring help and auctioneers — to help prepare for a successful event.

“I think Jack’s greatest attributes are his personality and dedication to do the best job possible for all his employers,” writes Walt McKellar, CMR Herefords, in his letter to the selection committee. “This dedication and integrity has earned him a special place in all aspects of our industry. He has been the ultimate mentor and friend throughout my life, and I know he has done the same for so many others.”

More than four decades later, Jack has worked his entire life in the cattle sales industry and has never received a salaried, bi-weekly paycheck. Instead, like the farms and ranches he serves, Jack depended on robust markets and successful sales. He currently resides in Signal Mountain with his wife of 43 years, Mary Helen. Their son, Dustin, and his wife, Carleigh, also live in Signal Mountain with their two sons, Thom and Monte.

Jack says the farmers and ranchers he served have always been the most rewarding part of his job. There are several sales he has worked for more than 35 straight years. The sort of tenacity and grit it takes to ride the ups and downs of the livestock industry is something Jack not only learned from his clients but admires about them.

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FEBRUARY 15-23, 2025 | BUFFALO CO. FAIRGROUNDS | KEARNEY, NE

**SALES FEATURE: BULLS | BRED & FANCY OPEN HEIFERS | PEN BULL SALE**

Other Breeds: Angus, Charolais, Simmental, Gelbvieh, Limousin, Red Angus, Maine Anjou, Chianina, Shorthorn, AOB, AYC Bred Heifers

**WEDNESDAY FEB 19 Shows | Sales FEB 20 THURSDAY**



### MOE COUNTRY ROAD 2310ET

This HWMS Thomas County 1443 ET sired bull gets better every day! Tremendous disposition, sound as a cat and impressive performance.



### MOE CONQUER 1L ET

A true herd bull prospect sired by 308F ET out of a NJW Hometown 10Y donor daughter.



### HH E42 0104 TRADESMAN 42ET

A Polled Hereford bull sired by BR GKB Trending 0104. Stout, big boned bull that will produce a tremendous set of steers. Plus, you will want to keep all his heifers.



### MOE HIGH ROLLER 5L

A High Roller son packed with style and performance.



### S&S 39H WARRIOR 31L

Coming two-year-old Polled bull that will add pounds to your calf crop at weaning.

*The Event for Cattlemen of All Ages.*

**Starts Saturday, February 15 - Judging Contest | Don't miss our tremendous trade show.**

**FRIDAY FEB 21 | 2 PM - Commercial Heifer Pen Sale (Bred & Open Heifers)  
6:30 PM - Fancy Heifer & Prospect Steer Sale**

**Ronette Bush-Heinrich, NCC Mgr. | O: 308-627-7309 | C: 308-627-6385**

**COMPLETE DETAILS** *NebraskaClassic.org*



## Proven Herd Sires



Top 25% of the breed in 15 traits! #44261265

1176



Trait leader in 13 categories! #44139007

0186

## Exciting Young Sires



Top 5% in WW, YW, MCE, CW, CHB\$! #44347274

267



Top 5% of the breed in 10 traits! #44347128

2126

## Selling

85 YEARLING BULLS  
25 YEARLING HEIFERS

# COOPER HEREFORD RANCH

59<sup>TH</sup> Annual Production Sale  
Tuesday, March 11, 2025  
at the ranch, 1/2 mile south of Willow Creek, MT

the **CL1** advantage

Started in 1947, our program was built upon the belief that by maintaining a strong line breeding program, focused on performance, we could improve the gaining ability and feeding efficiency of our cattle. 75 years later, the end result is a selection of 85 yearling bulls that vary little in structure & type from top to bottom.

follow us on 

visit us on the web to view photos & videos

[www.cooperherefords.com](http://www.cooperherefords.com)

Mark Cooper (406) 539 - 6885 • Dave Hanson (406) 570 - 5519



LiveAuctions.TV



# AHA Recognizes Commercial Producer of Year

KANSAS CITY, MO – Ellsbury Ranch, Sundance, WY, took home Commercial Producer of the Year honors at the American Hereford Association (AHA) Annual Membership Meeting in Kansas City, MO.

Ellsbury Ranch LLC is a fifth-generation cow-calf and yearling operation in northeastern Wyoming, owned and operated by Colter and Sarah Ellsbury, and Jeff and Whitney Stull. The couples purchased the cattle and equipment in 2017 and enjoy raising their families on the ranch and teaching their children about the ins-and-outs of the operation. Together the Ellsbury and Stull families are raising six kids from ages of 2 to 14 alongside the cattle operation — Lyman, Ridley and Mattie Ellsbury, and Ruby, Sutton and Weston Stull.

Ellsbury Ranch roots reach back to 1885, when their great-great-grandfa-

ther moved his family West from Minnesota to land in Beulah, WY, where they successfully set up a general store, feed stable and hotel. The family pulled up stakes in Beulah in 1891 and settled along the creek in Farrall, WY, the modern-day headquarters of the ranch.

Initially, Ellsbury Ranch was home to Hereford cattle, but in the '90s the herd transitioned to black baldies before becoming home to solely black-hided cattle in the 2000s. But, after Ellsbury and Stull acquired the herd, they felt like they needed a change to bolster performance, despite their strong commercial Angus cow herd. So, Ellsbury Ranch welcomed back Hereford sires in 2018, when they purchased three bulls from Frederickson Ranch, Spearfish, SD. The



Ellsbury Ranch, Sundance, WY was named the Commercial Producer of the Year at the 2024 AHA Annual Meeting. Pictured (left to right) are Austin Snedden, AHA director, Maricopa, CA; Sarah and Colter Ellsbury, Sundance, WY; Jeff and Whitney Stull, Sundance, WY; and Wyatt Agar, AHA president, Thermopolis, WY.



## JAMISON & FRIENDS

### LI HEREFORD BULL SALE

## FRIDAY, FEB. 28, 2025

**12 NOON (CST) • At the Ranch**  
**2271 County Rd. 74 • Quinter, KS 67752**

**110 BULLS SELL • 18-MONTH-OLD AND TWO-YEAR-OLD BULLS**



**JA LI Domino 3600L**  
BD: 1/31/23 • Reg. # 44471887  
Sire: CL 1 Domino 6163D  
BW 1.6 WW 60 YW 82 MM 38 MG 68 REA .38 MRB .18



**CO LI Domino 314L**  
BD: 3/7/23 • Reg. # 44461076  
Sire: FS ADVANCE 0079H  
BW 2.7 WW 64 YW 108 MM 31 MG 63 REA .64 MRB .08



**B&B LI Domino 374**  
BD: 3/10/23 • Reg. # 44483922  
Sire: B&B LI Domino 770  
BW 3.9 WW 53 YW 94 MM 36 MG 62 REA .22 MRB .00



**B&B LI Domino 3130**  
BD: 6/10/23 • Reg. # 44483884  
Sire: B&B LI Domino 770  
BW 2.8 WW 55 YW 92 MM 31 MG 59 REA .28 MRB .02



**JA LI Domino 3601L**  
BD: 2/8/23 • Reg. # 44471891  
Sire: CL 1 Domino 6163D  
BW 1.5 WW 57 YW 81 MM 31 MG 59 REA .37 MRB .18



**B&B LI Domino 397**  
BD: 3/22/23 • Reg. # 44483899  
Sire: EHF LI Advance 622ET  
BW 4.4 WW 55 YW 90 MM 25 MG 52 REA .48 MRB .02

**FOR MORE INFORMATION, CONTACT:**

**B&B CATTLE CO.**  
Lee Butler  
620/437-6637 • Braxton Butler

**COLEMAN HEREFORDS**  
Ken & Suzanne Coleman  
719/783-9324 (h) • 719/276-4471 (c)

**JAMISON HEREFORDS**  
Aden Glaze: 785/475-4125 • Cody Jamison: 785/299-0020  
Gerald High: 717/821-0324 • Gordon Jamison: 785/299-0441

**JAMISONRANCH.COM**

resulting black baldy calves showed the textbook example of heterosis firsthand, with the bald-faced calves consistently weaning at heavier weights than their black-hided peers. With this added boost in pounds and performance, Ellsbury Ranch sold its last black bull in 2023 and now has an entirely Hereford bull battery to make black-white-faced, Hereford-sired calves.

Today, Ellsbury Ranch runs 550-head of black-hided cows, a Hereford bull battery and about 300 yearlings on 19,000 acres of privately leased and Forest Service ground deep in the Black Hills. Their black baldy calves are consistently at the top-of-the-market, whether they are sold through Superior Livestock, the local sale barn or privately, off the ranch. Ellsbury Ranch has traditionally sold its steer calves through Superior Livestock and marketed their heifer peers privately or through the local auction barn. But, as demand has increased in their area for black-white-faced, F1 replacements, Ellsbury and Stull have more opportunities to market their heifer calves as replacements. Local ranchers have been demanding Hereford-sired, black baldy replacements because their maternal heterosis coupled with their docility, efficiency and longevity that are second to none. Last year, the operation's heifer calves were sold after the steers on Superior Livestock's Bighorn Classic.

With the added pounds, demand and docility the bald faces brought to Ellsbury Ranch, the families have no plans to change their business model. Ellsbury and Stull plan to continue to market all of their in-demand black baldy cattle — selling steers through Superior and finding value-added outlets for their replacement-quality heifer peers. By bringing in black-hided replacements to pair with their Frederickson Ranch Hereford bull battery, Ellsbury Ranch will consistently have a calf crop of entirely black baldy F1s — just the way they like it.



77 years of raising cattle with today's cattleman in mind

STROH HEREFORD RANCH 2025

35th Annual Ranch-Ready Production Sale

THURSDAY, FEBURARY 6, 2025 • 1:00 p.m. (MT) • At the Ranch

**SELLING:** 46 Registered Coming Two-Year-Old Bulls • 2 Commercial Hereford Bulls  
*(A two-year-old bull has more longevity and can cover more cows than a yearling bull. These bulls are cake broke, pail gentle and ready to go to work for you.)*  
30 Commercial Hereford Heifers *(Bred to Black Angus Bulls)* • 20 F1 Baldy Yearling Heifers

**SIRES REPRESENTED:**  
CL1 DOMINO 878F • H510Y HOMETOWN 6194  
CL1 DOMINO 9201G • BR 69D GRANDSLAM 118G • JH ADVANCE 0227  
CL1 DOMINO 079H • XTC 83G SUPER RIB 1J • JH ADVANCE 1283J

ONLINE BIDDING **thelivestocklink** Video of sale bulls available online at  
THROUGH **Link** [www.thelivestocklink.com](http://www.thelivestocklink.com) in January



SHR HOME TOWN BOY 311K						
CED	BW	WW	YW	Milk	M&G	CHB\$
2.3	3.9	64	99	25	58	109

Rugged made, big boned 6194 son out of a good 3146A daughter. 311 should add additional durability and ruggedness to a calf crop.



SHR XTC 317L						
CED	BW	WW	YW	Milk	M&G	CHB\$
1.5	3.5	56	81	23	52	106

Wow! A super balanced, extra rugged 1J son with great pigment! Outcross pedigree here that needs to be appreciated!



MLS-NORTHERN PLAINS 326						
CED	BW	WW	YW	Milk	M&G	CHB\$
5.4	2.1	52	74	32	58	108

Herd Bull Prospect! Extra length, good body and tremendous muscle along with two goggle eyes! 326 is hard to poke a hole in phenotypically. He offers a unique pedigree with multiple shots of Diamond and 9126J. Keep your eye peeled for this rascal.



SHR KING L1 DOMINO 333K						
CED	BW	WW	YW	Milk	M&G	CHB\$
8.6	0.4	53	89	29	56	119

333 is a meat wagon of a bull that will sire excellent feeder cattle! Dam 7182 is a standout 432B daughter that is right for the times.



SHR 079H MAGNUM 3104L						
CED	BW	WW	YW	Milk	M&G	CHB\$
1.3	3.5	60	98	32	61	113

Herd Bull Prospect! Long spined, excellent muscle, extra rugged and balanced! 3104 has been a continuous standout earning praises from those who visited the sale bull pasture this summer.



SHR PRINCE L1 DOMINO 3156K						
CED	BW	WW	YW	Milk	M&G	CHB\$
-0.5	4.1	59	92	37	67	120

Here is an extra rugged athletic 878 son that has the look of a breeding bull!



STROH HEREFORD RANCH

Like us on: Follow us on:

Mike, Dawn, Lucas & Matthew Stroh • 1010 Hwy 22 S, Killdeer, ND 58640 • 701-573-4373  
Mike's Cell: 701-290-1191 • Matt's Cell: 701-690-4860 • [acmecatl@ndsupernet.com](mailto:acmecatl@ndsupernet.com) • [strohherefords.com](http://strohherefords.com)  
Stroh Hereford Ranch is located 1.5 miles east of the Killdeer roundabout on Highway 200 or 5 miles west of Dunn Center, ND. Look for our new sign on Highway 200!



(continued from page 1)

these well deserving inductees.

A couple of weeks later we attended the South Dakota Hereford Association (SDHA) annual meeting, banquet and Excellence sale. It's such a nice get-together of the South Dakota Hereford family. Shortly before these events, however, tragedy struck the Schuette family of Highmore, SD, when Jerry Schuette was killed in an ATV accident while moving cattle. Our deepest condolences go out to the Schuettes.

In a generous gesture, the SDHA decided to auction prints of a painting by

Michelle Weber with proceeds going to the Schuette family. Over \$22,000 was raised through this auction the night of the banquet. Additional prints were sold the next two days online.

The original painting was done for outgoing SDHA president Matt Zens and presented to him at the banquet. The photo from which the painting was created is one shot by Colin Hoffman of Leola, SD. It is also the cover of this year's SD Hereford Directory which will be in the mail in early January.

This is such a brief explanation of the night's events. The outpouring of love



Left: Original Oil Painting, "Walking Rights," commissioned, 30x40. Large pieces: 30"x40" gallery/canvas wraps, authentic barn-wood frames. Small piece: 16"x20" matte prints with glass & matted, authentic barn-wood frames. A portion of every piece was gifted to a ranching family after the loss of their husband & father.

and support from the crowd at the banquet was incredible.

Michelle Weber's participation was above and beyond and we joked that the paint probably wasn't dry on the painting yet. Thanks to Allie Jensen for creating and implementing the plan and to new SDHA manager Taryn Reed.

I'll leave you with this from a Facebook post by Michelle Weber. Her generosity is overwhelming. She is a special, talented, incredibly generous person.

Through teary eyes and a warm heart I am writing you tonight.

Right here is one of the most "light that fire deep in your soul" kind of things.

Right here is an overflowing cup of support, love and kindness.

Right here are friends, family and strangers coming together to help a neighbor.

Right here are nearly 40 framed prints headed out to hang in homes across

(continued on page 26)

## Introducing

# K Houston 3157K • P44512477

Sire: SHF HOUSTON D287 H086 • Dam: K LADY WHITMORE 962G  
BW 3.0 • WW 70 • YW 112 • MM 29 • MG 64 • REA .74 • MARB .19 • CHB\$ 147

## Yearling and Two-Year-Old sons of Cuda (907G) and Historic for sale

The cow herd is Extra Deep and Wrangler bloodlines with about 25% of the herd being Dams of Distinction

Breeding Stock for Sale Private Treaty



BEHM 504C Global 907G "Golden Cuda"



## JOHNSON HEREFORD FARM

— Raising easy keeping cattle for over 100 years —

Jack and Lynne Johnson

2165 240th St., Milford, Iowa 51351 • 712-260-3650 or 712-330-7470

## LOGTERMAN FAMILY

# Hereford & Angus Production Sale

## Monday, February 10, 2025

1:00 CST • Valentine Livestock Auction • Valentine, NE

Selling: 75 Coming Two-Year-Old Hereford Bulls including 3 ET Bulls,  
15 Yearling, 80 Coming Two-Year-Old Angus Bulls including 2 ET Bulls



GO KING E33

CE 10.3 BW 0.8 WW 73 YW 118 M 51 RE .57 MB .33 \$CHB 169



CL 1 DOMINO 0186H

CE 6 BW .5 WW 64 YW 107 M 38 RE .62 MB .32 \$CHB 160



L 15E ET MUNSON 'MAUER' 9118

CE -2.3 BW 2.8 WW 68 YW 107 M 27 RE .79 MB .33 \$CHB 158

Northern High Plains Cattle raised the ranchers' way — no creep and no special treatment — just high expectations.



For more information, contact:

Dwight Logterman H: 605-429-3209/C: 402-389-1165

Rob Logterman C: 402-389-1328



# KNIPPLING HEREFORD

## Online Bull & Female Sale **SELLING 66 BULLS**

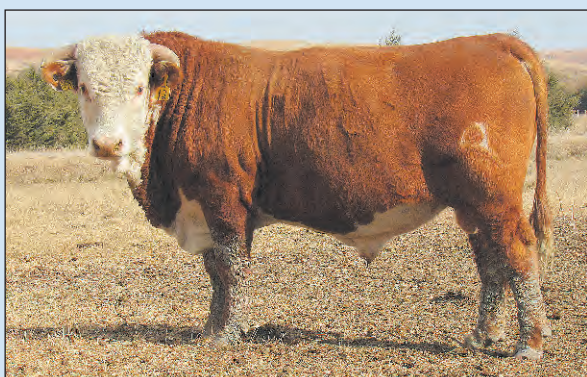
PLUS 210 F-1 Black Baldy Replacement Heifers

### ONLINE AUCTION BIDDING

Opens Jan. 24, 2025 & Closes Jan. 26, 2025 • 2 pm (CST)

Racehorse style on  
www.TheLivestockLink.com

**The Livestock Link**  
See websites for instructions.



**LOT 12 — KR 7100 HARLEY 339L**  
Reg. # 44445226 - DOB: 3/11/2023  
CED: 6.8 BW: 4.1 WW: 70 YW: 114 M: 34 MG: 69



**LOT 13 — KR 0244H KINGSTON 342L**  
Reg. # 44445231 - DOB: 3/11/2023  
CED: -2.1 BW: 4.1 WW: 63 YW: 99 M: 35 MG: 67



**LOT 29 — KR KR 50B SUPERSTAR 392L**  
Reg. # 44451504 - DOB: 3/16/2023  
CED: -2.5 BW: 4.4 WW: 68 YW: 116 M: 32 MG: 66



**LOT 40 — KR 50F SILVER STAR 3114L**  
Reg. # 44451540 - DOB: 3/18/2023  
CED: -3.7 BW: 5.8 WW: 71 YW: 109 M: 24 MG: 59



**LOT 54 — KR 0269 KINGSLEY 3142L**  
Reg. # 44453841 - DOB: 3/23/2023  
CED: -0.9 BW: 4.2 WW: 62 YW: 99 M: 34 MG: 65



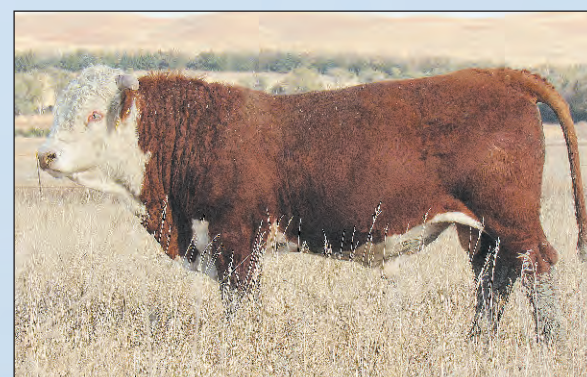
**LOT 56 — KR 9110 FREEDOM 3145L**  
Reg. # 44453844 - DOB: 3/23/2023  
CED: -0.1 BW: 4.9 WW: 65 YW: 106 M: 39 MG: 72



**LOT 65 — KR 9110 FREEDOM 3175L**  
Reg. # 44483629 - DOB: 4/3/2023  
CED: 3.0 BW: 2.3 WW: 57 YW: 104 M: 30 MG: 58



*Selling 210 F-1 Black Baldy Replacement Heifers in this sale!*



**LOT 78 — KR 50F SILVER STAR 3206L**  
Reg. # 44484056 - DOB: 4/9/2023  
CED: 4.6 BW: 3.3 WW: 63 YW: 101 M: 24 MG: 56



For more information contact: **KNIPPLING HEREFORD** 34957 225th St., Gann Valley, SD 57341

Randy Knippling: 605/293-3493 - 605/680-3185 (c) • Garin Haak: 605/293-3289 - 605/680-4637 (c)

*Catalogs upon request or on:* **WWW.KNIPPLINGHEREFORD.COM**



# POWERFUL, PROVEN & PREDICTABLE

## 59th ANNUAL PRODUCTION SALE

### MONDAY, MARCH 10, 2025

AT THE RANCH, VALIER, MONT. • 12:30 (MDT)

**155 POWERFUL, PERFORMANCE TESTED HEREFORD BULLS**

**120 BIG, STOUT YEARLINGS • 46 POWERHOUSE 18-MONTH-OLDS**

**40 FRONT PASTURE LINE-ONE FEMALES**

**80 COMMERCIAL YEARLING HEIFERS - F1 BALDY & HEREFORD**

- Bulls sell with complete performance and ultrasound data •
- 100% of sale offering is DNA parentage verified and have GE EPDs •
- Over 50% of the sale offering ranks in the top 15% of the breed or higher on CHB\$ •
- Free delivery on purchases totaling \$5000 or more •
- Buy from a program with 70 years of consistent balanced trait selection backed by a linebreeding program that guarantees uniformity and predictability and is built on a strong maternal foundation •



#### HH ADVANCE 1128J ET

- CE 1.8 BW 3.7 WW 62 YW 102 MM 22 REA 0.83 MARB 0.40 BMI\$ 406 CHB\$ 164
- Moderate framed, easy fleshing, well marked, and big time carcass sire with eye appeal.
- Ranks in the top 5% of breed on REA, MARB, and CHB\$ and top 15% on BMI\$.
- 20 Exceptional sons sell!



#### HH ADVANCE 4223M ET

- CE 9.2 BW 0.5 WW 56 YW 86 MM 37 REA 0.29 MARB 0.31 BMI\$ 421 CHB\$ 123
- Maternal brother to the 1128J sire and one of the first sons to sell out of HH Advance 2116K
- #1 bull in the group on adj. 205 weight at 873 lbs. He is thick, well marked, and fancy with extra calving ease.



#### HH ADVANCE 4056M ET

- CE 1.4 BW 4.1 WW 66 YW 101 MM 24 REA 0.60 MARB 0.40 BMI\$ 371 CHB\$ 158
- Big time carcass and maternal bull out of a top donor.
- Top 5% on UDDR, TEAT, MARB, and CHB\$.



#### HH ADVANCE 4094M ET

- CE 2.2 BW 4.2 WW 65 YW 103 MM 30 REA 0.58 MARB 0.27 BMI\$ 388 CHB\$ 143
- Well marked, stylish, and extra thick and out of a top Cooper donor.
- Top 15% on WW, YW, MARB, and CHB\$.

#### HH MISS ADVANCE 6169D



of 1128J and multiple other herd sires. 10 SONS SELL!

- Elite donor that is a cornerstone of our embryo program. Role model brood cow with pigment, fleshing ability, and udder quality. Dam



#### HH ADVANCE 4067M ET

- CE 2.7 BW 2.4 WW 63 YW 102 MM 27 REA 0.52 MARB 0.24 BMI\$ 421 CHB\$ 139
- Exceptional body, hip, and muscle expression and a maternal brother to our 2034K herd sire.
- Ranks in the top 20% or higher on 11 different traits.

# Holden Herefords



3139 Valier Dupuyer Rd. • Valier, MT 59486  
 www.holdenherefords.com • jtholden@3rivers.net  
 406-279-3301 home • 406-279-3300 Ranch  
 406-450-1029 Jack Holden cell  
 406-590-3307 Brad Holden cell  
 406-450-0129 Jay D. Evans cell  
 406-600-3118 Eric Lawver

Videos of the sale offering will be available in mid-February at [www.thelivestocklink.com](http://www.thelivestocklink.com). Check out [www.holdenherefords.com](http://www.holdenherefords.com) for more info and to request your sale catalog.

Broadcast Live on

**LiveAg** **LiveAuctions.TV**



FOCUSED ON SELECTION FOR THE TRAITS THAT PUT \$\$\$ IN OUR CUSTOMERS POCKETS

- \*Fertility
- \*Udder Quality
- \*Calving Ease
- \*Pigment
- \*Performance
- \*Longevity
- \*Structural Soundness
- \*Fleshing Ability
- \*Carcass Quality

Backed by one of the top cowherds in the world with a rigorous no excuses mindset on culling.  
Many 3/4 and full brothers selling with almost 50% of our sale offering coming from our extensive ET program.



H ADVANCE 0159H

- One of the top all around sires that we have ever raised. 0159H is a trait leader in 12 different traits. Top 5% on WW, Scrotal, Milk, M&G, REA, MARB, BMI\$ and CHB\$. SONS SELL!



HH DB ADVANCE 404M

- Maternal brother to Lot 4094M out of our Cooper 0132H donor. Deep ribbed, extra red, and super fancy.



HH ADVANCE 4027M ET

- Maternal brother to 2116K. Big time curve bender and carcass bull with a fantastic phenotype. Top 5% on CED, BW, Milk, MARB, and CHB\$.



HH ADVANCE 4233M ET

- CE 1.7 BW 3.6 WW 69 YW 109 MM 33 REA 0.45 MARB 0.31 BMI\$ 402 CHB\$ 132
- Sire: CL 1 Domino 8232F
- Maternal brother to 0159H. Powerhouse herd sire prospect with phenotype, EPD's, and cow power.



HH ADVANCE 4018M ET

- CE 2.2 BW 4.3 WW 68 YW 102 MM 35 REA 0.48 MARB 0.12 BMI\$ 351 CHB\$ 131
- Sire: HH Advance 0022H ET
- Extra length of body and muscle expression. Powerhouse that weaned at almost 900 lbs.



HH ADVANCE 4168M ET

- CE 4.3 BW 1.6 WW 67 YW 103 MM 33 REA 0.16 MARB 0.34 BMI\$ 293 CHB\$ 125
- Sire: HH Advance 0011H ET
- Curve bender with extra muscle expression and eye appeal. Out of a top donor cow.



HH DB ADVANCE 416M ET

- CE 8.5 BW 1.6 WW 67 YW 110 MM 26 REA 0.23 MARB 0.35 BMI\$ 263 CHB\$ 149
- Sire: HH Advance 0043H
- One of 3 powerful full brothers to sell out of the 0043H sire. Top 10% on CED, WW, YW, TEAT, MARB, and CHB\$.



HH ADVANCE 4022M

- CE 4.6 BW 2.7 WW 68 YW 108 MM 32 REA 0.51 MARB 0.20 BMI\$ 365 CHB\$ 142
- Sire: CL 1 Domino 1115J
- Top notch herd bull prospect with all the bells and whistles. Phenotype, EPD's, and cow power in a great package!

SCALE CRUSHING PERFORMANCE

Average Adj. 205 day wt.- 725 lbs.  
Average A.D.G. at 100 days on test- 3.75 lbs./day  
Average WW EPD: +62 Top 20% of breed  
Average YW EPD: +97 Top 25% of breed

CARCASS QUALITY

Average MARB EPD: +.28 Top 14% of breed  
Average CHB\$: 136 Top 14% of breed

MATERNAL EXCELLENCE

Average Milk EPD: +31 Top 12% of breed  
Average TEAT EPD: +1.4 Top 12% of breed

THE HOLDEN  
LINE-ONE ADVANTAGE

- MORE PERFORMANCE •
- MORE UNIFORMITY •
- MORE MATERNAL •
- MORE CARCASS •
- MORE HETEROSIS •

Call or text 406-450-1029 to request your catalog.



(continued from page 22)

the country, not just to grace a simple wall, but to hang proudly knowing a family who needed comfort was embraced by an industry we are all deeply passionate about.

*My heart is on fire!  
My soul is quenched!  
My passion is deeper today than it was yesterday!*

*Thank God for cattlemen & cattle-women for they are truly salt of the earth.*

— Michelle Weber

**Pictured:**

*Left: Original Oil Painting, "Walking Rights", commissioned, 30x40. Large pieces: 30"x40" gallery/canvas wraps, authentic barn-wood frames. Small piece: 16"x20" matte prints with glass & matted, authentic barn-wood frames.*

*A portion of every piece was gifted to a ranching family after the loss of their husband & father.*

*Thank you to the South Dakota Hereford Association for the opportunity to be part of one of the most powerful projects I've ever experienced.*

-----

*Merry Christmas everyone.  
— JBH*

## Taryn Reed Named SDHA Manager

Wessington Springs, SD (November 7, 2024) - The South Dakota Hereford Association Board of Directors is pleased to announce that Taryn Reed has been named the organization's new Manager.

Reed, of Wessington Springs, grew up raising cattle and hogs in Northern Iowa and graduated from Iowa State University with a Bachelor of Science degree in Agricultural Studies. After graduation, Taryn moved to Minnesota to work for Genex as a Breeder and

Consultant. Minnesota is where she met her husband, Justin, and was introduced to the Hereford family.

Reed brings experience in youth programs, event planning, and marketing, for a diverse group of



Taryn Reed  
SDHA Manager

stakeholders and board of directors from her time as the Outreach Coordinator for the County Farm Bureau in Iowa.

"We are very excited to add Taryn to our team! She has a strong background and her enthusiasm for the Hereford breed is something that will continue to propel our association forward for years to come. Our association is in a very good spot and with Taryn's skills, I'm excited to see the continued growth." Matt Zens, President of the South Dakota Hereford Association Board of Directors.

Reed, along with her husband and two young children, moved their small herd of Hereford and Angus cows (Reed Genetics) to South Dakota in May to work for Thompson Show Steers in Wessington Springs. In her spare time, Taryn enjoys working on show and sale cattle, currently working on the kids' minis and counting down the days until they can show "bigs".

Taryn enjoys attending Hereford events, meeting Hereford people, eating Hereford Beef, and is looking forward to her new role serving the South Dakota Hereford Association.

As the South Dakota Hereford Association continues to be committed to serving its' members and the next generation of breeders, Reed will coordinate event planning, marketing and membership relations.

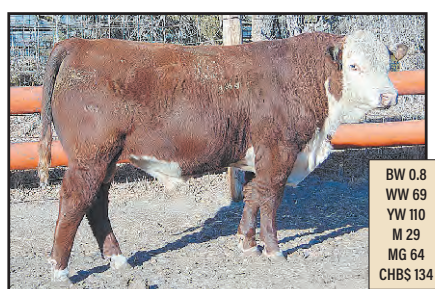
## South Dakota Hereford Board



South Dakota Hereford Association elected new board members and officers at its annual meeting in November. Pictured are (left to right) Allie Jensen, finance manager; Jeff Gerlach, president; Colin Hoffman; Michael Blume; Jacob Raush, vice president; Joe Brandt; Boyd Dvorak; Cody Williams-Ponto; and Taryn Reed, SDHA manager.

# ONLINE PRODUCTION SALE & OPEN HOUSE SATURDAY, JANUARY 25, 2025 - AT THE RANCH

Catalog and videos at  
[www.melcherherefords.com](http://www.melcherherefords.com)



**HM CUDA 762A**

Homo Polled • Reg# 44579249  
SIRE: BEHM 100W CUDA 504C

BW 0.8  
WW 69  
YW 110  
M 29  
MG 64  
CHBS 134

## SELLING: 30 Fall Yearling Horned & Polled Hereford Bulls

**Sires represented include:**

FH 417 Advance 033, CL 1 Domino 776E,  
CL 1 Domino 1190J, CL 1 Domino 9108G,  
CL 1 Domino 8138F, Gerber Anodyne 001A,  
RPM Endure S649ET, Behm Cuda 504C,  
BG LCC 11B Perfecto 84F, MJM Cuda 452A

**Commercial Hereford and Baldie Bred  
Heifers for sale by Private Treaty.**

**11:30 am (Central time) until 1:30 pm (Central time)**  
Lunch Provided

**Online Bidding opens Jan. 22.**

**Horserace style closing Jan. 25 @ 1:30 pm (Central time).**

**Three ways to participate:**

- **Online at:**  
[www.thelivestocklink.com](http://www.thelivestocklink.com).  
(2 options: click to bid, or place a Max bid)
- **By phone**
- **In person at the ranch on Jan. 25.**

**The Livestock Link**

*Cattle will be on display Jan. 25 or anytime prior to the sale (please call ahead).*



**HM ANODYNE 777A**

Homo Polled • Reg# 44576904  
SIRE: GERBER ANODYNE 001A

BW 1.9  
WW 69  
YW 115  
M 32  
MG 67  
CHBS 153



**HM 033 ADVANCE 797A**

Horned • Reg # 44575054  
SIRE: FH 417 ADVANCE 033 ET

BW 3.6  
WW 60  
YW 96  
M 31  
MG 61  
CHBS 134



**HM ANODYNE 793A**

Horned • Reg# 44577083  
SIRE: GERBER ANODYNE 001A

BW 2.7  
WW 72  
YW 123  
M 33  
MG 69  
CHBS 150



**HM 033 ADVANCE 848A**

Horned • Reg# 44575053  
SIRE: FH 417 ADVANCE 033 ET

BW 3.3  
WW 67  
YW 99  
M 46  
MG 79  
CHBS 126

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**MELCHER**  
**HEREFORDS, INC.**



# Ridder Hereford Ranch Annual Bull & Heifer Sale

**Jan. 30 @ 1 pm (cst) at the Ranch**  
**9 miles NW of Callaway, NE**

Nothing works like a Hereford ...  
 in the pasture, at the feedlot, on the table.



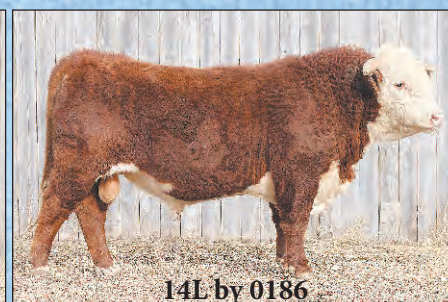
45L by 0140



40L by 87G



98L by 620



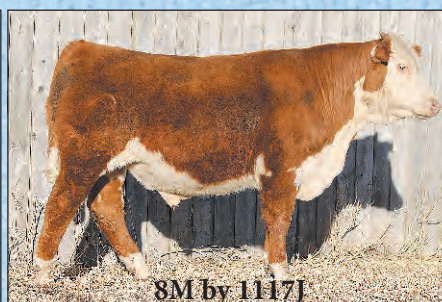
14L by 0186



78L by 9102



53L by 620



8M by 1117J



11M by 87G



23M by 0140



75M by 620



79M by 2126



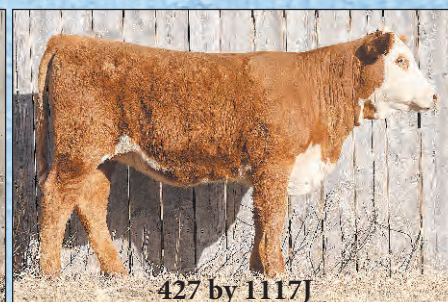
414 by 9102



473 by 0140



481 by 87G



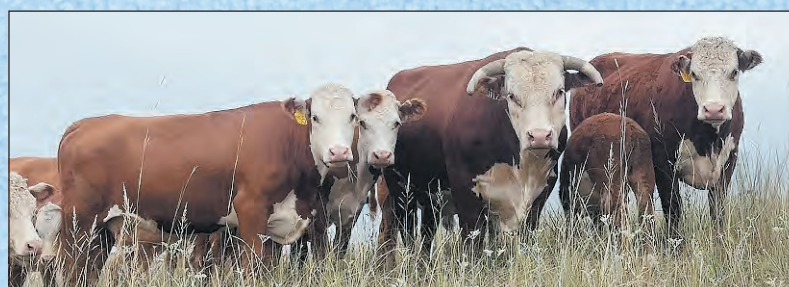
427 by 1117J

**Buy Bulls  
& Heifers  
you can  
count on ...**

for volume, thickness,  
 soundness, mothering  
 ability, correctness,  
 calving ease, and  
 disposition. We're  
 extremely particular  
 about our herd, so  
 that they will excel in  
 so many economic  
 ways for you.

## Our Jan. 30 Sale Offering:

- **100 Bulls** - outstanding 2-yr-olds and yearlings. All Bulls are noted for high Carcass Traits and high Calving Ease.
- **60 Heifers** - yearlings. All noted for high Carcass Traits.
- Delivery - bull insurance - volume discounts.
- **Sires of sale offering include:** Cooper 0140H, 0186H, 2126K, 1117J, and 138J; Rutledge 87G; Baumgarten 9102; Fenton 620H, Nixdorff 20J.



*Videos will be posted mid-January.*

Sale is live in our sale barn as well as online at  
 The Livestock Link. Register early to ensure  
 you are approved to bid when you want to.

**The Livestock Link**  
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 • Bid-by-Click Online Sales  
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# Obituaries

## Wayne Ernest Fields

We are sad to announce that on October 23, 2024 we had to say goodbye to Wayne Ernest Fields, 91, in Torrington, WY, born in Henry, NE.

In the echoes of fond remembrance, may a sense of peace be found, knowing that the memories held dear will continue to shape and inspire his loved ones, keeping Wayne Ernest's spirit alive in the hearts and actions of family and friends alike. While his presence may be gone, his impact lives on in the kindness shown to others and the joy found in the ordinary moments of life.

Wayne was 91. He leaves behind his wife Jan of 71 years. Son Jeff and daughter Jody.

He was loved and cherished by many people including: his parents, Johnie Fields and Chloedeane Fields (Klepper).

## David Donnell Olson

David Olson, age 91, of Hendricks, MN passed away on October 2, 2024 at Avera McKennan Hospital in Sioux Falls, SD.

David Donnell Olson was born on October 31, 1932 to Ambrose and Hazel (Dorn) Olson in Hansonville Township, MN. He attended District 28

Country School until the family moved to a farm near Astoria, SD. David graduated from Astoria High School in 1950.

He served in the United States Army where he fought for his country for two years during the Korean War. After his service, David continued his education at Texas Christian University, Gustavus Adolphus and South Dakota State University where he graduated with a degree in Microbiology.

David began his employment at Hormel in Austin, MN, as a bacteriologist, for several years. He also worked for South Dakota State University in the Dairy Unit, Sterling Technology and the Toronto Farmers Cooperative.

David's love of animals started at a young age. He was in 4-H where he showed cattle and also helped on the family farm with all of the animals. David's passion for raising Herefords started in his youth and continued throughout his lifetime. He remembered every bull he purchased and knew the qualities of every animal he



David Olson

raised including the ones that are on the pasture waiting for him yet today.

If you ever had a chance to sit down with David, you would immediately feel the warmth of his quick wit, wonderful smile and knowledge of history. He loved the chance to visit with people and share his views of the world. Whatever he said usually made you laugh, but always made you smile.

David is lovingly remembered by his sister, Beatta Sagmoe, Hendricks, MN; sister-in-law, Brenda Olson, Sioux Falls, SD; nephew, Kevin (Lori) Olson; nieces, Kimberly (Mark) Baker, Sherri (Gary) Johnson, Heidi (Darren) Swenson, Jodi Sagmoe, Dawn (Ryan) Ritter, Dana (Brad) Zimmerman, Holly (Rich) Brue and their families; along with numerous cousins and friends. He will also be remembered by the many friends over the years that he spent treasured time with while having coffee.

He was preceded in death by his parents, Ambrose and Hazel Olson; brothers, Daniel (Midge) Olson, Stephen Olson; infant sister, Yolanda Olson; brother-in-law, Deane Sagmoe; and niece Melissa Sagmoe.

David loved his family and friends and exemplified hard work and dedication. His nearly 92 years of caring for those around him and especially his animals is a testimony of a life well lived. His quiet faith and extensive

knowledge of God's Word were an integral part of his growth as a born-again believer in Jesus Christ.

He was a gentleman to his family in all ways and was especially tender hearted to his nieces and nephew.

Blessed be his memory.

## Jerry Schuette

Jerry Schuette, 52, of Highmore, passed away Saturday, November 2, 2024, near Highmore, as a result of an ATV accident.

Jerry Schuette was born July 4, 1972, to Jim and Judy (Wilcox) Schuette in Pierre, SD. He was raised on the family ranch near



Jerry Schuette

Highmore. He graduated from Highmore High School in May 1990. He attended Mitchell Tech and graduated in May 1992 with an associate's degree in Telecommunications. After graduation, he returned to Highmore where he worked for Westcott Construction for two years. He then went to work on the family ranch with his dad.

Jerry has two boys, Caleb and Brennan. On February 12, 2010, Jerry married the love of his life, Kathy Gimbel, and gained a stepdaughter Rebecca.

(continued on page 30)

## HORNED HEREFORDS *raised and developed for* LONGEVITY, FERTILITY and PREDICTABILITY

LW 3006 MISS ADVANCE 720E ET  
REG: 43826850



LW 7131 DOMINO 075H ET  
REG: 44147154



CL 1 DOMINETTE 7209E  
REG: 43864503



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9TH ANNUAL PRODUCTION SALE

**MARCH 12, 2025** | AT THE RANCH | **ABSAROCKE, MT**

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Hereford bulls, select females & commercial heifers.*

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# BULL & HEIFER SALE

February 7, 2025

DVOR 0016 7107 FINALPRINT 3119



REG: 44477002

CE 5.9 BW 1.0 WW 66 YW 102 MM 33  
REA 0.83 MARB 0.08 CHB\$ 139

DVOR 106H 0185 LINCOLN 3133L



REG: 44519477

CE 0.8 BW 4.3 WW 77 YW 120 MM 27  
REA 0.83 MARB .05 CHB\$ 138

DVOR 7850 159P MIGHTY 366L ET



REG: 44476870

CE 3.2 BW 0.8 WW 49 YW 74 MM 30  
REA 0.30 MARB 0.06 CHB\$ 92

DVOR 7850 159P MIGHTY 359L ET



REG: 44450896

CE 1.8 BW 2.6 WW 61 YW 93 MM 30  
REA 0.66 MARB 0.05 CHB\$ 137

SELLING 55 BULLS & 30 BRED HEIFERS

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VISIT US ON FACEBOOK OR AT DVORAKHEREFORDS.COM  
FOR MORE INFORMATION



Jerry Schuette

(continued from page 28)

Courtney was born into this union, completing the family. Jerry loved his family very much loved teaching the kids new things and loved that the girls were following in his footsteps of showing cattle. He enjoyed the many new friends he met at cattle shows. This past summer, Jerry, Kathy, and the girls went to the Junior National Hereford Show in Grand Island, Nebraska, and many new memories were made.

Jerry was always willing to help anyone who needed help. He enjoyed hanging out with his friends, whether it was working on cars, playing foosball, or throwing darts and watching the Minnesota Vikings. He also loved taking Kathy, Courtney, and Rebecca to arcades and playing games as a family.

Jerry and Kathy were inseparable. They were best friends and soulmates.

You hardly ever see them apart. They worked together on the family ranch.

Survivors include his wife, Kathy, and daughters, Rebecca and Courtney, all of Highmore; sons, Caleb and Brennan, both of Miller; parents, Jim and Judy Schuette of Highmore; sisters, Peggy and Sheryl; in-laws, Delton and Shirley Gimbel; sisters-in-law, Mandy (Andrew) Gimbel-Fink and Kristina (Manuel) Gonzalez; nephew, Isaac Fink; nieces: Isabel Fink, Joslyn, Lana, Naomi, Valerie, and Hope Gonzalez; and many aunts, uncles, cousins, and friends.

He was preceded in death by his grandparents, Clayton and Gladys Wilcox, and Bill and Adaline Schuette.



Wyoming's Ochsner Selected for 2025

Cowgirl Magazine's 30 Under 30 Feature



By Raelynn Baker, Wyo. News Now

WYOMING - The Wrangler Cowgirl 30 Under 30 recognizes the women that are leading future generations in the western industry.

Cowgirl Magazine's 30 Under 30

will feature four Wyoming women in their class of 2025. That's the most in one class together since the program began six years ago.

"You know a collective of women from all different areas of the ag industry, which is very diverse. And that's what makes this really special," said Terra Ochsner, Editor for the *Western Ag Reporter* and rancher who lives in Torrington, WY.

People in the western industry usually do things under the table, or out of the spotlight. But after speaking with 30 Under 30 alumni, Sami Jo Smith, she tells me that just getting recognition for the hard work the individuals in the industry do, is what makes the program a noteworthy event.

"Cowgirls aren't ones that usually enjoy the limelight and being honored like that. We are all heads down, hustling doing our work. I think that's probably the brightest thing that comes out of this," said Smith, the Director of Operations of Women's Rodeo Championships.

Smith, who is from Farson, WY and a part of the class of 2023, says the program not only grows networking but involving anyone who has been extremely successful in the western industry impacts everyone involved.

"The 30 under 30 program has absolutely given me friendships and connections with girls that play such a large role in this industry."

Ochsner is one of the four Wyoming cowgirls who will be inducted in 2025.

She says believing in yourself and staying humble but appreciative is one of the best things young women can do for themselves.

"If you take a chance and you bet on yourself, good things can come and also just to show the broad scope, if you go read those bios of those other women, they are incredible, they really are, and I haven't even met them yet and I am so stoked to do that," said Ochsner.

Those cowgirls being inducted will have a weekend of recognition in Texas in April. The induction will not only help raise connections with leaders in the agricultural industry, but it will also help careers grow and expand the western industry.

We decided to share the Sundance Offspring!

STARDANCE M8086 ET

Reg. #43989449

AHA GE-EPD

14-Trait EPD Leader!

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB
11.8	-0.6	57	97	0.4	1.7	21.2	45	74	10.0	67	1.00	1.20	90	0.113	0.64	0.96	489	622	218

Annual Sale

March 8, 2025 • at the ranch • Wolfe City, Texas

Selling: 60 Bulls — Over 20 Stardance sons, service age (Every bull will be DNA tested)

25 Females — Bred and Open, including some sired by Stardance

Heifers selling have 48-76 marbling!

Don't forget Stardance semen for your heifers!

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DOYLE

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# NOT EVERYTHING HAS TO BE BLACK.

## How much money can you afford to leave on the table?

Two loads of first cross Baldy steers that sold at Faith Livestock brought **\$60 more per head than the straight blacks** off the same ranch.

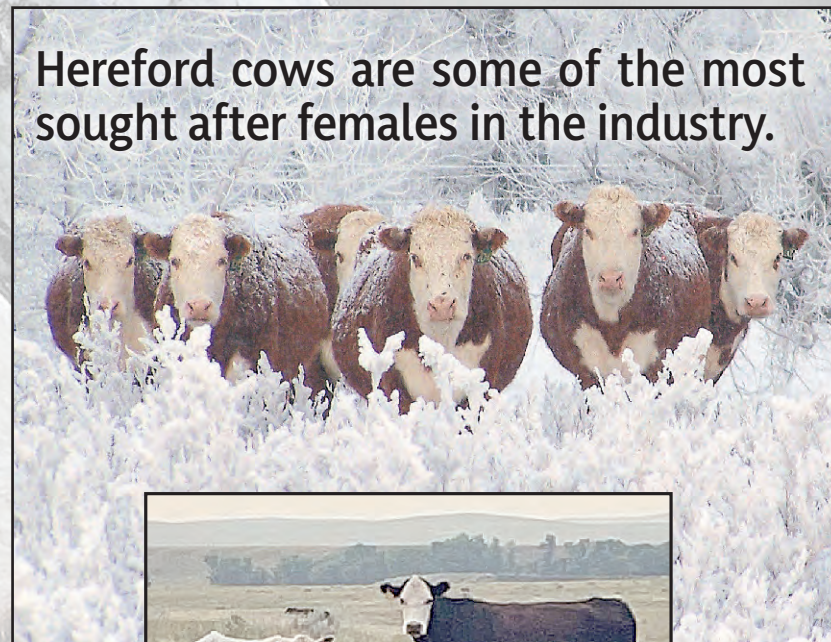
Two loads of Baldy heifers brought **\$180 per head more than the straight blacks** off the same ranch.

**SPEND LESS TO GET MORE!**

**IMPLEMENT HEREFORD GENETICS IN YOUR HERD.**

**IT WILL ADD DOLLARS AND MAKE SENSE TO YOUR BOTTOM LINE!**

Hereford cows are some of the most sought after females in the industry.



Baldy cows produce market-topping calves.

*13-trait EPD leader!*



**CL 1 DOMINO 0186H**

BW 0.5 WW 63 YW 107 M 38 M&G 70 MCE 5.7 UDDR 1.40  
TEAT 1.60 CW 93 REA .62 MARB .32 BMI 425 BII 520 CHB 161

*11-trait EPD leader!*



**H5 5019C Advance 988**

BW 6.3 WW 71 YW 126 SC 1.5 M 33 M&G 68 MCE 0.8 UDDR 1.30  
TEAT 1.40 CW 90.1 REA .73 MARB .47 BMI 420 BII 532 CHB 169

**95+ Bulls Sell February 15, 2025 at the ranch, Meadow, SD**

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E-mail: [carmichaelherefords@sdplains.com](mailto:carmichaelherefords@sdplains.com)

See videos online around Feb. 1 at  
[www.thelivestocklink.com](http://www.thelivestocklink.com)  
or our website  
[www.carmichaelherefords.com](http://www.carmichaelherefords.com)

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See sire listing on our  
website or catalog.



V O L U M E  
**XXV**

25<sup>TH</sup> ANNUAL

# TOPP HEREFORDS

## BULL SALE

At the Ranch, Grace City, ND  
1 PM (CST) February 14, 2025

*Topp  
Herefords*

### Selling 260 Hereford Bulls

Including 120  
20-Month Old Bulls,

### Sale Schedule

Thursday, February 13, 2025

Cattlemen's Banquet,  
Chieftain Hotel

Friday, February 14, 2025

Topp Herefords  
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Grace City, ND

*A Common Sense  
Approach to  
Genetic Excellence!*

260 Hereford Bulls Sell  
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» Topp Herefords makes crossbreeding easy—consistently improving net profits in commercial Angus herds.

On average, commercial Angus herds can expect a 5 percent increase in weaning weights from heterosis. If the average cow raises seven calves, in today's market that's an additional \$488 in gross revenue. Multiply that by a herd of 250 cows and you are adding \$122,000 to the bottom line without additional inputs. Can you afford not to crossbreed?

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**For a sale book, call 701.674.3152 or visit ToppHerefords.com**



# VOL XXV BULL SALE

At the Ranch, Grace City, ND | 1 PM (CST) February 14, 2025



**Lot 137 — TH 940J 195B SMOKE STACK 639L**  
Reg. # 44483000  
Sire: HARVIE SMOKE STACK ET 195B  
CED: 4.8 BW: 1.4 WW: 62 YW: 93 MM: 23  
REA: 0.61 MARB: 0.45  
>> Breed-leading carcass  
>> Massive design and low birth



**Lot 242 — TH 18G 196J TOP GUN 729L**  
Reg. # 44482855  
Sire: TH 224B 183F TOP GUN 196J  
CED: -0.1 BW: 2.8 WW: 62 YW: 106 MM: 26  
REA: 0.48 MARB: 0.19  
>> A balanced EPD spread bull  
>> Outcross pedigree

## Powerful—Scale Crushing Performance



**Lot 43 — TH 543K SMOKE STACK 526M**  
Reg. # 44557692  
Sire: HARVIE SMOKE STACK ET 195B  
CED: 10.3 BW: 1.4 WW: 62 YW: 92 MM: 20  
REA: 0.47 MARB: 0.25  
>> Low birth, high growth combination bull  
>> Out of a first-calf heifer



**Lot 44 — TH 262K 195B SMOKE STACK 18M**  
Reg. # 44557923  
Sire: HARVIE SMOKE STACK ET 195B  
CED: 7.5 BW: 2.6 WW: 66 YW: 92 MM: 24  
REA: 0.62 MARB: 0.08  
>> Calving ease with power  
>> Phenotype standout



**Lot 2 — TH 51E 2157K SHERMAN 512M ET**  
Reg. # 44557636  
Sire: CHURCHILL W4 SHERMAN 2157K ET  
CED: 5.5 BW: 0.7 WW: 57 YW: 89 MM: 28  
REA: 0.62 MARB: 0.24  
>> Dam's lifetime ratios: WW 112, YW 106  
>> One of the most influential females at TH



**Lot 1 — TH 51E 2157K SHERMAN 527M ET**  
Reg. # 44557639  
Sire: CHURCHILL W4 SHERMAN 2157K ET  
CED: 4.9 BW: 0.3 WW: 59 YW: 88 MM: 26  
REA: 0.74 MARB: 0.05  
>> Full brother to lot 2  
>> REA ranks in the top 5% of the breed



**Lot 109 — TH 5808 82K INNOVATION 201M**  
Reg. # 44558019  
Sire: TH 105H INNOVATION 82K  
CED: -0.5 BW: 3.3 WW: 69 YW: 102 MM: 26  
REA: 0.94 MARB: 0.25  
>> Curve-bending EPD profile  
>> Massive from every angle



**Lot 37 — TH 66G 2157K SHERMAN 528M ET**  
Reg. # 44557698  
Sire: CHURCHILL W4 SHERMAN 2157K ET  
CED: 1.2 BW: 2.8 WW: 63 YW: 95 MM: 31  
REA: 1.02 MARB: 0.36  
>> Breed-topping REA  
>> Blend of calving ease and growth

For a sale book, call 701.674.3152 or visit [ToppHerefords.com](http://ToppHerefords.com)



# Fink Polled Herefords — Honoring Tradition, Shaping the Future

By Kelly Brandlee

Cattle Business Weekly

Reprinted with permission of CBW

The story of Fink Polled Herefords is one deeply rooted in family and a passion for quality cattle. Established in 1976 by Mike Fink's father, Marvin, the operation began with a commitment to raising registered Hereford cattle. Marvin's purchase of the first purebred Polled Herefords from a ranch in North Dakota marked the start of a journey that Mike, then just eight years old, remembers vividly.

Growing up in the business, Mike witnessed firsthand the dedication and quality values that define Fink Polled

Herefords today. Even when life took him to law school in 1995, his commitment to the family farm never wavered. That same year, Marvin retired and sold his cows, but Mike chose to continue with 35 purebred Herefords. Mike takes great pride in that foundation herd. "Every Hereford on the farm today traces its lineage back to one of the original foundation cows, preserving bloodlines from those early years of the operation," he shares.

The next generation is already actively involved. Mike's two youngest children, who are still in high school and grade school, enjoy helping on the farm. The farm continues to evolve



Mike Fink with a favorite embryo donor cow.



Mike and his daughter Greta weigh bulls on the farm to monitor growth.

with the times, ensuring their bulls meet the highest standards in carcass quality and maternal traits. The family takes pride in running a closed herd, with all females in production born and raised on the farm or the result of artificial insemination (AI) or embryo transfer.

Mike personally handles all AI breeding and heat detection. Those that do not stick are bred to a purebred Hereford bull. Every animal on the farm is either a donor, recipient or AI-bred, ensuring a consistent focus on genetic quality and herd health.

Calving at Fink Polled Herefords begins in January, with a goal of completing the weaning process by September

1 every year. The family prioritizes optimal growth, aiming for sale bulls to gain about 2.5 lbs per a day from weaning until mid-February. During this period, bulls are weighed every 2-3 weeks to track their progress carefully.

After their first year, the growth pattern is intentionally slowed. This gives the bulls time to harden up, ensuring they are sound and ready to go to work when turned out with cow herds during the summer. This balanced approach helps maintain structural soundness, fertility, and durability.

Fink Polled Herefords specializes in producing herd bulls for commercial

(continued on page 36)








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PYRAMID CANDOR 9139



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2024 NWSS Grand Champion Pen of Bulls



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CRR PEN OF BULLS  
2020 NWSS Grand Champion Pen of Bulls



CRR PEN OF BULLS  
2016 NWSS Grand Champion Pen of Bulls

At *Coyote Ridge Ranch* we've built a cowherd that is a model for the Hereford breed. Cow families are stacked for generations to produce high quality, functional, maternal cattle that work for the entire beef industry. Behind every CRR bull is a cow family that will stand the test of time, because we strongly believe ...

*There's More to the Picture than Meets the Eye*

## PRIVATE TREATY BULL SALE – SPRING 2025

See catalog on website Spring 2025



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[www.coyoteridgeherefords.com](http://www.coyoteridgeherefords.com)





## Fink's Niche With Herefords

(continued from page 34)

producers, particularly those with predominantly Angus-based cow herds. The family also sells a few replacement heifers every year. Customers have remained loyal over the years, with some spanning generations. The selling points are clear: long-spined, structurally sound cattle with excellent carcass quality, a focus on Certified Hereford Beef EPDs, and a reputation for disposition and durability.

Bulls are sold privately, with yearlings weighing 1,100-1,150 pounds by their first year. Younger bull calves are kept as two-year-olds, offering producers animals that are ready to go to work. Mike emphasizes, "We want bulls to grow well while maintaining structural soundness and fertility."

Marion, South Dakota cow/calf producer, and Fink Polled Hereford customer Kevin Wieman values the durability Hereford genetics have brought to his Angus herd. "We deal with a lot of rough pasture ground in our area. It is important to have an animal with excellent conformation and solid legs that will hold up during the breeding season and throughout the year," says Wieman. By adding Hereford genetics, Wieman goes on to explain how that has added to their return on investment. "We have

improved the longevity in our herd with the Hereford's strong legs and stature. When we made the switch from purebred Angus to Hereford crosses we also saw our weaning weights increase, which has been another benefit of the Hereford breed for our operation," added Wieman.

Mike believes the Hereford breed will always have a vital role in the cattle industry, particularly in producing the highly sought-after black and red baldies. "People are always going to want the black and red baldy," Mike says. "They excel in the feedlot and as mama cows. As long as there is demand for black baldies, we will need Hereford bulls to breed those cows and Hereford cows to breed to Angus bulls."

With trends ever-changing, Mike remains confident in his niche. "I have learned to focus in. If you have a small herd, you need to avoid being the jack of all trades and the master of none. We focus on the commercial industry because that is where the demand is — with producers who need that Hereford cross for their baldies."

By staying focused on serving the commercial cattle industry, Fink Polled Herefords continues to thrive in its niche. For Mike, the goal is simple: preserving what works while maintaining the highest standards. "I do not see myself doing anything different. I enjoy my niche and the cattle industry."

## Sale Reports

### Indian Mound Ranch Production Sale Canadian, TX October 30, 2024

Auctioneer: Dustin Layton

**58 Coming Two-Year-Old Bulls**  
— \$7,397  
**17 Fall Calving Pairs** — \$3,965  
**13 Spring Calving Bred Heifers**  
— \$2,896

#### Top Selling Bulls:

Lot 3074L, IMR 710E Domino 3074L, 3/5/23 by CL 1 Domino 710E 1ET to Bird Ranch, Paducah, TX, \$11,500.

Lot 3016L, IMR K5 0117H Domino 3016L, 2/19/23 by IMR 710E Domino 0117H ET to Bruns Ranch, Burr, Oak, KS, \$10,500.

Lot 3042L, IMR 0117H Domino 3042L, 2/27/23 by IMR 710E Domino 0117H ET to Bird Ranch, Paducah, TX, \$10,500.

Lot 3145L, IMR 8099F Advance 3145L, 4/16/23 by IMR L1 5047C Advance 8099F ET to Bruns Ranch, Burr Oak, KS, \$10,500.

Lot 3034L, IMR 0117H Domino 3034L, 2/25/23 by IMR 710E Domino 0117H ET to Alan Shields, Boise City, OK, \$10,000.

Lot 3039L, IMR H086 Texan 3039L ET, 2/26/23 by SHF Houston D287 H086 to Zybach Ranch LLC, Briscoe, TX, \$10,000.

#### Top Selling Female:

Lot 0086H, IMR 8122F Miss Advance 0086H, 3/9/20 by IMR K5 5095C Advance 8122F to Coley Herefords, Lafayette, TN, \$7,500.

Lot 2131K, IMR 3297A Ms Advance 2131K ET, 3/26/22 by HH Advance 3297A ET to Lindsey Herefords.

Lot 1100J, IMR 8826 Harmony 1100J, 3/25/21 by BR Relevant D67 6201 8826 to Morgan Cox, Tarzan, TX,

\$6,000.

Lot 3127L, IMR 8099F Miss Advance 3127L, 4/4/23 by IMR L1 5047C Advance 8099F ET to Yarling Herefords, Schulenburg, TX, \$5,000.

### Jensen Ranch "The Chosen Sale" Louisburg, KS October 24, 2024

Auctioneer: Dustin Layton

**19 Spring Open Heifer Calves**  
— \$20,053

**10 Bred Heifers** — \$7,700

**2 Flush Lots** — \$35,000

**29 Embryo lots** — \$2,200

**265 Straws of Semen** — \$600



Lot 8, KJ TWJ 907E Pinot Noir 543M ET, topped Jensen's "The Chosen Sale" bringing \$75,000 to GKB and Colyer.

#### Top Spring Heifer Calves:

Lot 8, KJ TWJ 907E Pinot Noir 543M ET, 3/7/24 by KJ 753D Tomahawk 605K ET to GKB and Colyer Herefords, \$75,000.

Lot 26, Pick of the fall heifer crop, Eric Smith, Hubertus, WI, \$49,000.

Lot 1, KJ F31 Perfect Miss 567M ET, 3/10/24 by KJ TWJ 907E Liberty 159H ET to RDR Cattle, Seguin, TX, \$47,000.

Lot 3, KJ 746D Coco Candy 547M ET, 3/7/24 by KJ 753D Tomahawk 605K ET to Jordan Mullett, Stillwater, OK, \$44,000.

Lot 12, KJ DCC 181H Brittany 500M, 2/19/24 by KJ 753D Tomahawk 605K ET to Erick Smith, \$42,500.

Lot 28A, KJ TWJ K68 Cher 472M,

2/13/24 by BAR JZ On Demand to Maisey Folkman, Ixonia, WI, \$17,000.

#### Top Bred Heifer:

Lot 31, KJ 328F Misty L28 ET, 2/6/23 by KJ GKB 364C Impact 249J to Garman Cattle Company, Watts, OK, \$15,500.

(more sale reports throughout this issue)



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Indian Mound's top selling bull was IMR 710E Domino 3074L by CL 1 Domino 710E 1ET. He sold to Bird Ranch, Paducah, TX, for \$11,500.





100 Bulls  
Hereford Heifers  
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# F1 Cross Brings Marketing Flexibility to Western Oklahoma Ranch

By Candace Krebs

Canda Mueller's blog entries tell the story of Western Oklahoma ranch life and trips abroad, of prairie hardships and peaceful pastures dotted with Herefords. It's all part of documenting her personal journey after returning home in 2021 to run the family's 95-year-old ranch.

Tellingly, Osage Orange Farms is named after the resilient prairie tree that bends but doesn't break, and its logo prominently features a Hereford

cow and calf.

"I'm not getting away from those Herefords. I believe in them. It's what I know," she said. "I love going out and seeing a new white-faced calf. I think you fall in love with the breed, and that's it."

Canda took over the ranch from her dad, Don Mueller, who passed away in February of 2024. But even before that, she was making changes to the operation, by transitioning to intensively managed grazing and exploring alternative marketing opportunities.

Her dad was supportive but sometimes skeptical of her efforts.

"His attitude was, sure, you can try it, but I'm not sure that's what we need to do," she said with a laugh. "My grandpa, on the other hand, would have been totally on board with trying new things."

One of her first moves was to stop selling calves through auction barns or sending them to feedlots.

"We don't do any grain feeding of our beef," she said. "I do feed pellets, mostly as treats, so they'll follow me to new pastures. And that's what we're really focusing on, is regeneration and trying to get the rangeland into a more natural state. In that sense, it's back to what my grandpa was doing, and pushing the envelope a little further than my dad was comfortable with. But he was starting to see that it was paying off."

The generational shift underway at Osage Orange Farms is part of a larger cultural trend that emphasizes connection between farmers and consumers and healthier land and food.

"In my mind, it's all about simplifying and going back to the basics," she explained. "The whole 'food-is-medicine' concept is what we had, back before we started trying to feed the masses as cheaply as possible."

She admits it's a philosophical change that some in farm country have a hard time wrapping their heads around.

"Thankfully I grew up here, so the other farmers know me and know what I'm capable of," she said. "But I do happen to be female, and I'm doing something different,

with pasture rotation and the very strategic growth of certain grasses, not continuing to turn over the ground and tear it up, and those sorts of things."

She considers grain-finishing unnatural and unnecessary. Growing up, her family ate beef and lamb right off the pasture. On the other hand, she believes in following modern veterinary guidelines to maintain herd health.

"I get a lot of questions from customers about vaccinating, or about whether I'm putting chemicals in the animals. The thing is, and I said this to someone just the other day, I can keep my animals comfortable or I can let them have pink-eye and be miserable and blind, so I'm very much for giving the animals the very best care I can. And I think that requires some medicines," she said.

Late last spring, a tornado struck north of Clinton, OK, taking out her house and damaging a barn. It left the cows with itchy eyes that were vulnerable to flies and infections.

"The tornado really stirred up the dirt, so I had to do a mass pink-eye vaccination. It's a lot better than having blind cattle," she noted. "It wasn't something specific to any one breed. It's all eyes. Pink-eye doesn't discriminate."

## Retaining and crossing

Herefords have been the foundation of the Mueller ranch going back to its earliest days. Among Canda's treasured keepsakes are some of the original registration papers on Hereford sires dating back to the 1950s.

Her most recent bull purchase came from 3D Cattle Co. of nearby Elk City.

"He's been a great bull. He's



Mueller sells her own line of beef under the Osage Orange Farms brand.

horned. I've decided I'm going back to having some horns on my cattle," she said. "If I'm butchering them for myself, I don't care, and, if they are my mommas out on the range, they make great herd protectors. They are amazingly adept at keeping the coyotes away."

Processing her own cattle is potentially a way to counteract the market discrimination against non-black hided breeds.

"I think that's a reason to sell direct-to-consumer with Herefords," she said. "You can't compete against good Hereford beef. We just didn't do as good a job on the marketing as maybe as the Angus association did. But there's a lot to be said for our genetics."

As she builds the herd from 70 to 150 head, she's retaining her own heifers, but also continuing a family tradition of introducing desired traits through strategic crossbreeding.

"We've all learned there's a lot of good things we can do with those F1s," she said. "I realize I've got to be willing to diversify if I'm going to make a livelihood out of this."

In addition to running a Beefmaster bull, she's also experimenting with

(continued on page 40)



Canda Mueller holds up a Hereford mat she used as decor for her booth at the Cattlemen's Best Beef competition held last fall at the Oklahoma City Stockyards.

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20 Harrell-Mackenzie Quarter Horses Started Ranch/Arena Prospects



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# F1 Cross Brings Marketing Flexibility to Western Oklahoma Ranch

(continued from page 38)

Akaushi, the Japanese red breed, on her first-calf heifers.

"I can sell those calves back into the Akaushi Association's Wagyu beef program. Any kind of Wagyu you get at fast food places, it's not 100 percent Wagyu beef, it's a cross. So I'll be able to get into that market, and it will give me some flexibility while I'm building my own direct-to-consumer business," she explained.

HeartBrand Beef of Texas will handle the finishing and marketing on calves she sells back to them, as long as the cattle pass a DNA test.

"I also want to try some grass finishing with this cross, and we'll see how that goes," she said. "That's still two years out, because it takes a little longer when you're not pushing grain to them. You have to plan to butcher at 30 months instead of 24."

Finding custom butchering has not been an issue in her area, with USDA-inspected Route 66 Meat Processing an hour away in Sayre, and a state-inspected option, Scott Cattle, located an hour east near El Reno.

"Something I've found with grass-finished is you have to be kind of careful, because not everyone understands

how to cut it," she said. "I've had to be mindful of that. But I've had really good luck with both of these processors."

## Pricing is a bigger stumbling block

"How do you competitively price meat for direct-to-consumer when everyone's so used to going to the grocery store or the big box store and seeing ground beef for \$2.59 a pound?" she said. "It takes a lot of education. Consumers have so many other things they're worried about that it's tough to help them see the premium they are getting when they go with the direct-to-consumer model."

## Industry headwinds

She's also concerned that live cattle can come in from other countries, get processed in the U.S. and then appear to the consumer as U.S. beef.

"That's a big thing," she said, but added there's division within the industry over how to best respond to meatpacking consolidation and import policies.

"USDA did a bunch of anti-competitive rules that took them four years to write, but they wanted us to review them in two months," she said. "When

you put it all together, it's a challenging environment."

To diversify her income, Mueller signed up as a Harvest Host. Similar to a vacation rental site, the platform allows people with campers or RVs to stay at farms and ranches.

"We had someone just the other night, who came out and parked on our hill," she described. "They took a tour around the farm and looked at the cattle. They had never been close to calves before. They enjoyed scratching around on one of the tame cows, and looking at the sheep."

"It's important just to get people to understand what it's like to live this life," she continued. "We don't provide anything, but they usually end up buying beef from us."

As her business evolves, Mueller has drawn inspiration from renowned Colorado State University animal welfare specialist and author Temple Grandin, who gave a presentation in Dallas last summer.

"She emphasizes soundness, and she was talking about how you have to really think about things like the hooves, for example. On the Angus cattle now, they are starting to curve up, and you have to make sure to keep that out of your breeding stock," she noted.

Grandin has influenced her in broader ways as well. Her book, *Animals Make Us Human*, had a big impact on how Mueller manages livestock and works with people. Describing herself as "a high-strung over-achiever," she said Grandin's approach encouraged her to work at staying calm in stressful situations and "lead from the front" rather than push from the back.

For now, Mueller remains engaged in consulting work that helps absorb the financial risk in modern-day ranching.

"We're redoing fencing all over the farm, and insurance doesn't cover that," she said. "That's something I painfully discovered last May. Any fence that an animal touches is not insurable, and you also don't get a lot of help from USDA, which is why you almost have to have something off the farm, unless you're a lot bigger than we are."

Her professional field is psychometrics, which relates to testing, measurement and assessment of ability. "I look at the fairness in a standardized test or in statistics. I didn't know it was even a job until I had to get a PhD in something and that seemed to be the thing," she said.

"I'm just lucky I can do it from home," she added. "For years and years, I wasn't able to do that. I was traveling three or four weeks a month."

Now she's applying her analytical skills to new goals, including the restoration of soil health.

She eliminated tillage on the farm's wheat ground and is working to bring back native grasses through managed grazing. She prefers to plant a fall



Michael Kelsey, who comes from a Hereford background, is executive vice president of the Oklahoma Cattlemen's Association, which hosts the annual Cattlemen's Best Beef Competition.

cover crop, although drought curtailed those plans this year.

"Seed prices are astronomical, so we do a lot of spreading bales and letting cows eat the seed heads off the grass we have and spreading it that way. That's also why we're putting money into fencing, so we can leverage more of the land we have in different ways," she said.

## Past meets future

Regardless of the trials and tribulations along the way, Mueller is thrilled to be back on the ranch full-time.

Following the tornado last May, she wrote, "My doctorate diploma? Crumpled into a wet bit of detritus. My grandpa's 1919 diploma from automobile and tractor school? Almost totally intact. (I'm getting it framed.) This felt like a message that, while some consulting is okay, I'm supposed to be giving more energy to this place that Grandpa started."

"My dad's old blue dodge? Completely ruined," she continued. "My bigger Ram that I use to haul more cattle than we ever could before? Relatively minor damage that's pretty easy to fix. This felt like a message to let go of the past. Keep the memories, but don't let it be such an anchor that we don't grow."

Traditional multi-generational ranches are increasingly branching out into consumer-oriented products, according to Michael Kelsey, the executive vice president of the Oklahoma Cattlemen's Association, who comes from a Hereford family and grew up showing Hereford cattle.

The diversity in how they approach it was on display last fall when Osage Orange Farms was among nine ranches that sampled pieces of grilled steak to

(continued on page 41)

## Thorstenson HEREFORD RANCH

**NJW 21C 6589 IGNITE 97G ET**  
 {DLF,HYF,IEF,MSUDF,MDF,DBF} • P44057386  
 BW 0.8 WW 53 YW 82 M 27 M&G 54  
 UDDR 1.20 TEAT 1.30 REA .37 MARB .07 CHB\$ 104

**Production Sale**  
**FRI., APRIL 11, 2025**  
 1:00 (CDT) • At the Ranch  
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**Hereford Heifers**  
**& 30 Angus Heifers**  
**DVAuction**  
Broadcasting Real Time Auctions

**KCF BENNETT EAGLE H550**  
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 Homo Polled • P44249999 • 15 Trait Leader  
 BW 0.5 WW 81 YW 128 M 35 M&G 76  
 UDDR 1.30 TEAT 1.30 REA .53 MARB .61 CHB\$ 174

**BAR STAR EMBELLISH 020 ET**  
 {DLF,HYF,IEF,MSUDF,MDF,DBF} • P44163503  
 BW 4.2 WW 64 YW 106 M 35 M&G 67  
 UDDR 1.20 TEAT 1.20 REA .36 MARB .27 CHB\$ 148

## Thorstenson HEREFORD RANCH

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# Sale Reports

**Perez Cattle Company**  
(Nara Visa, NM)  
**Fall Bull Sale And Commercial**  
**Female Sale**  
**October 27, 2024**  
**Sale at Columbus, TX**

**Auctioneer: Dustin Layton**

**43 Registered Hereford Bulls**  
— **\$6,337**  
**9 Registered Open Females** —  
**\$2,633**  
**3 Registered Cow/Calf Pairs** —  
**\$3,433**  
**11 Commercial Females** —  
**\$2,355**

Lot 2, PCC 0238 1195J Domino 3043,  
2/14/23 by CL 1 Domino 1195J 1ET to  
Rick Terry, TN, \$9,500.

Lot 5, PCC 7131 0307 Freedom 3096,  
2/14/23 by PCC 5102 173D Freedom

0307 ET to Derek Treybig, TX, \$9,500.  
Lot 47, PCC 759 8143 Panhandle  
3160, 3/4/23 by PCC 2043 173D En-  
dure 9329 ET to Kelly Vesper, TX,  
\$9,250.

Lot 17, PCC 8174 1195J Domino 3149,  
2/15/23 by CL 1 Domino 1195J 1ET to  
William Nevill, TX, \$9,000.

Lot 3, PCC 9311 88157 Peerless 3105,  
4/7/23 by /S Peerless 88157 ET to  
Frank Reznicek, TX, \$8,500.

Lot 7, PCC 7059 0183 Maverick 3151,  
2/13/23 by PCC 7009 173D Maver-  
ick 0183 ET to Frank Reznicek, TX,  
\$8,500.

Lot 13, PCC E7330 0358 Mighty 3049,  
2/15/23 by PCC 3055 49C Mighty  
0358 to Jimmy & Lavonne Rathkamp,  
TX, \$8,500.

**Ads for the February**  
**issue of**  
**Hereford America**  
**are due January 6th.**

## F1 Cross Brings Marketing Flexibility to Western Oklahoma Ranch



(continued from page 40)

the public during the OCA Cattlemen's Best Beef competition in the Oklahoma City Stockyards. Participants included a caterer with a food truck, a ranch with an on-farm retail store, another ranch hosting a destination restaurant and a regional branded program collectively run by a group of producers.

"What they're doing is putting an ownership to it," Kelsey said. "It's about flavor, source, process, management, lifestyle, and the customer feeling like, 'I know these people, I've seen their operation, and I can follow them on social media.' To take advantage of that is just good, smart business."

Without efforts to build demand, the number of people involved in ranching will continue to decline, he said.

"When I was at OSU in Dr. Bob Kropp's animal science class, the going equation was one person could manage 250 cows. If you wanted to get bigger than that, then labor started to be an issue," he recalled. "Now, because of advancements in technology, that number is closer to 400. These are averages obviously, but it takes fewer of us, and then you add to the equation that we

are raising more beef from fewer head of cattle than we ever have in history."

"That's why demand-building strategies are so important," he added. "We need more people eating more beef at a consistent or higher price."

Generational transfer is another priority for the association, whether it involves family members or new people seeking to enter the business.

In particular, ranchers need a way to pass down inherited wealth, while bringing in new operators if the heirs choose not to farm.

"I believe we have the instruments and tools to make it happen, if we can just get all the right people together in the same room," he said. "We'll be working very aggressively on that in the months to come."

For Canda Mueller, it's important to honor the past, while forging her own destiny.

"I have to learn from what I'm doing and just keep going," she concluded. "You don't get into raising cattle without some optimism and the ability to find those silver linings. I'm confident we'll figure it out, just like our family has always done before."

**Huth Cattle Company**  
**The Complete Dispersal**  
**Oakfield, Wisconsin**  
**November 3, 2024**

**Auctioneer: Dustin Layton**

**5 Herd Bulls — \$19,950**  
**2-Year Olds with Split Calves:**  
**57 Lots — \$11,772, and**  
**115 Sales — \$5,835**  
**Spring Breds with Split Calves:**  
**37 Lots — \$7,395**  
**73 Sales — \$3,748**  
**6 Fall Pairs — \$5,416**  
**33 Spring Bred Heifer Lots —**  
**\$4,450**

**Top Selling Bull:**

Lot 1, H B Distinct, 02/08/2020 by  
NJW 160B 028X Historic 81E ET  
to GKB Cattle, Desdemona, TX,

\$75,500.

**Top Selling Pairs:**

Lot 89/89A, Cow, Huth E066 Thorena  
G080, 5/13/19 by Huth R007 Thor  
Z021 to GKB Cattle, Desdemona, TX,  
\$8,000; Calf, Huth G080 Distinctive  
M037, 05/03/2024 by H B Distinct to  
GKB Cattle, \$80,000.

Lot 2/2A, Cow, Huth F035 Mandy  
H029, 4/26/20 by /S Mandate 66589  
ET to Whispering Winds Farm, Inde-  
pendence, MO, \$25,000; Calf, Huth  
H029 Upmarket M085, 5/24/24 by H  
B Distinct to Nick Meagher, Antonito,  
CO, \$11,000.

Lot 4/4A, Cow, Huth D080 Mandy  
H001, 4/5/20 by /S Mandate 66589 ET  
to GKB Cattle, \$11,000; Calf, Huth  
H001 Monument M010, 4/21/24 by  
KCF Bennett Monument J338 to GKB  
Cattle, \$10,500.

Lot 19/19A, Cow, Huth C032 Destini  
K048, 05/03/2022 by H B Distinct

(continued on page 42)

Est. 1914

# GANT HEREFORDS

**Gant Homestead**  
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BMI \$376 CHB \$134

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(continued from page 41)

to GKB Cattle, \$17,000; Calf, Huth K048 King Distinct M004, 4/18/24 by Go King E33 to Jerrod Schleis, Two Rivers, WI, \$3,750.

Lot 6/6A, Cow, Huth E064 Colleen H017, 4/24/20 by Huth FTF Torque C002 to Nick Meagher, \$12,500; Calf, Huth H017 Ms Liberty M042, 5/4/24 by KCF Bennett Monument J338 to Jeremy Bremer, Zumbro Falls, \$7,000. Lot 12/12A, Cow, Huth Destini K102, 5/14/22 by H B Distinct to GKB Cattle, Desdemona, TX, \$15,000; Calf, Huth K102 Advance J006 M097, 6/7/24 by Huth C049 Advance F083 J006 to Casey Jensen, Courtland, KS, \$3,750. Lot 3/3A, Cow, Huth Z024 Ms Exede



Top selling bull in the Perez bull sale was Lot 2, PCC 0238 1195J Domino 3043, 2/14/23 by CL 1 Domino 1195J 1ET to Rick Terry, TN, \$9,500.

F035, 4/24/18 by Mohican THM Excede Z426 to Morris Hereford Farm, Mount Pleasant, TX, \$9,500; Calf, Huth F035 Ms Liberty M047, 5/5/24 by KCF Bennett Monument J338 to Ellis Farm Beef Genetics, Chrisman, IL, \$8,000.

Lot 82/82A, Cow, Huth MS G097 Advance F083 J22, 5/6/21 by HUTH 502 Advance D006 F083 to GKB Cattle, \$4,500; Calf, Huth J22 Badger



Top seller in the Huth dispersion was H B Distinct going to GKB Cattle, Desdemona, TX, for \$75,500.



Blacktop Farms, Mitchell, SD had the top selling heifer in the SD Excellence Sale. She sold for \$21,500 to Atkins Herefords, Tea, SD; Fawcett's Elm Creek Ranch, Ree Heights, SD; and Ivy Fawcett.

(More SDHA pictures on page 48)

Cattle, Twin Brooks, SD to Olson Hereford Ranch, Argusville, ND, \$3,400.

### Hoffman Ranch and Stellpflug Cattle Co. Fall Bull Sale Thedford, NE Nov. 14, 2024

Auctioneer: Rick Machado

96 Fall Yearling Angus Bulls —  
\$11,187

42 18-Month-Old Hereford  
Bulls — \$7,077

2 Ranch Horses — \$14,000  
320 Commercial Bred Heifers  
— \$3,210

#### Top Hereford Bulls:

Lot 131, XA 7068 Domino 346, 3/16/23, CL 1 Domino 942G to Tyler Lee, Thedford, NE, \$13,000.

Lot 139, XA 318 Sensation 360, 3/29/23, XA MR Sensation 5338 to McCracken Land & Cattle, Alva, OK, \$13,000.

Lot 137, XA Sensation Desparado 332, 3/16/23, Churchill Desparado 029H to Earl Perkins Family LLC, Wichita, KS, \$12,000.

Lot 146, XA 1218 Sensation 376, 1/6/23, Churchill Sensation 028X to Case Ranch, Mertzon, TX, \$11,500.

Lot 129, XA 806 Adv Domino 340, 3/30/23, CL 1 Domino 942G to Seth Miller, Merna, NE, \$11,000.

Lot 112, H High Time 3615 ET, 3/26/23, Gerber High Time H65 to Rob Holland, Bucyrus, KS, \$10,000.

Lot 119, Stellpflug Masterplan 3518 ET, 1/6/23, TH Masterplan 183F to Bill Kuehn, Heartwell, NE, \$10,000.

Lot 121, Stellpflug Masterplan 3505 ET, 1/12/23, TH Masterplan 183F to Lauer Farms, Gothenburg, NE, \$10,000.

#### Top Gelding:

Lot H1, JKR Jess For Cash, a 2015 Sorrel Gelding, Four Six Jess, \$18,000.

Gal M086, 5/24/24 by Huth LHF Badger K021 to GKB Cattle, \$12,000.

Lot 15/15A, Cow, Huth G028 Destini K004, 4/18/22 by H B Distinct to GKB Cattle, \$13,000; Calf, Huth K004 Monument M001, 4/14/24 by KCF Bennett Monument J338 to Martin Land & Cattle Trust, Richmond, MO, \$3,500.

### South Dakota Excellence Sale Brookings, SD November 9, 2024

Auctioneer: Chisum Peterson

19 Heifers — \$5,271

12 Steers — \$2,638

#### Top Selling Heifers:

Lot 2, Blacktop Vicky 416, 1/18/24 by RST Final Print 0016 consigned by Blacktop Farms, Mitchell, SD to Atkins and Delaney Herefords, Tea, SD; Fawcett's Elm Creek Ranch, Ree Heights, SD; and Ivy Fawcett, Ree Heights, SD, \$21,500.

Lot 1, TB Miss Jackie M386, 2/24/24 by Stellpflug Domino 9329 2106 consigned by Ty Bergh, Florence, SD to Ivy Fawcett, Ree Heights, SD, \$11,000. Lot 18, LP Mia M419 ET, 4/25/24 by CH High Roller 756 ET consigned by Ty Bergh to Schuette Land and Cattle, Highmore, SD, \$6,300.

Lot 19, LP Melanie M421 ET, 4/28/24 by CH High Roller 756 ET consigned by Peterson Cattle, Highmore, SD to 4K Cattle Co, Reliance, SD, \$6,250.

Lot 6, Brnt Velvet Lead 404M, 01/17/24 by C 8086 Sancho 1084 ET consigned by Brandt Herefords, Emery, SD to Logan Schroeder, Pella, IA, \$6,000.

#### Top Selling Steers:

Lot 28, ECR Reliance 4583, 5/5/24 by NJW 79Z Z311 Endure 173D ET consigned by Fawcett's Elm Creek Ranch, Ree Heights, SD to Makayla Simmermon, Colton, SD, \$5,000.

Lot 35, Muller Steer 622, 5/16/24 by CH High Roller 756 ET consigned by Muller Cattle, Davis, SD to Shalee Jensen, Ree Heights, SD, \$3,750.

Lot 33, JDSC Icon M41 ET, 2/1/24 by JCS Icon 4641 consigned by JD Show

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— Bulls for Sale Private Treaty in the Spring —  
Sired by F DISTINCT 259, F PERFECT STORM 277 AND GUARDIAN

Looking forward to the 2025 calf crop sired by Huck and F Endure 180 (pictured below).



**L3 B413 Desert Value 219 "Huck"**  
BW 3.1 WW 64 YW 100 MM 34 M&G 66  
REA .96 Marb .56 CHBS 170  
In the top 2% for REA, Marbling and BIL.  
In the top 3% for BMI and CHB.  
Top selling bull in Largent's 2024 sale.  
First calves arrive in 2025.



**F Endure 180**  
BW 3.6 WW 74 YW 127 MM 31 M&G 68  
REA 1.00 Marb .51 CHBS 218  
In the top 1% for YW, CW, REA, BMI, BIL and CHB.  
In the top 2% for WW and Marbling.

### • Horned and Polled •

For more information contact:

*Bayers Hereford Ranch*

Jill Bayers Hotchkiss

jbh@herefordamerica.com

605/490-1409 • 13823 Beaver Creek Pl. •

Reva, SD 57651

www.BayersHerefordRanch.com





**Top Angus Bulls:**  
Lot 1, Stellpflug Bar None 3912, 8/16/23, Hoffman Bar None to Elwood Ranches, Montague, CA, \$44,000.  
Lot 58, Stellpflug Gulfstream 3852, 8/28/23, Connealy Gulfstream, to Potts Bros Farm, Jefferson, GA, \$35,000.  
Lot 24, Hoffman Republic 3817, 8/11/23, Raven Republic I564 to Kroupa Pukwana Cattle Co. LLC, Pukwana, SD, \$28,000.  
Lot 78, Hoffman Wildcat 3027, 8/18/23, E & B Wildcat 9402 to Milldale Ranch, North Platte, NE, \$21,000.  
Lot 56, Stellpflug Gulfstream 3846, 6/04/23, Connealy Gulfstream to Lawson Family Farm, Ewing, VA, \$20,000.  
Lot 3, Hoffman Bar None 3881, 8/26/23, Hoffman Bar None to MM Cattle, Mt Vernon, MO, \$20,000.

**B & D Herefords and Angus  
The Fall Classic  
Odin, KS  
November 19, 2024**  
**Auctioneer: Justin B. Stout**  
**30 Hereford Bulls — \$5,750  
29 Angus Bulls — \$4,896  
22 Females — \$4,064**

Virgil, KS, \$9,250.  
Lot 7, B&D L1 Domino 339, 2/21/23, VSD L1 Domino 001ET to Andy Kochner, Onaga, KS, \$9,000.  
Lot 3, B&D L1 Domino 334 ET, 2/16/23, CL 1 Domino 9108G 1ET to Delbert McCloy, Sunray, TX, \$8,750.  
Lot 29, B&D L1 Domino 384, 3/4/23, CL 1 Domino 8146F 1ET to David Burdette, Cambridge, KS, \$8,000.

**The Berrys  
Cheyenne, WY  
Nov. 25, 2024**

**Auctioneer: Joe Goggins**

**68 Hereford Bulls — \$7,735  
18 Black & Red Baldy Bred  
Heifers — \$3,000**

**Top Hereford Bulls:**  
Lot 1, B&D L1 Domino 353 ET, 2/18/23, CL 1 Domino 9108G 1ET to Delbert McCloy, Sunray, TX, \$10,000.  
Lot 4, B&D L1 Domino 311, 2/04/23, CL 1 Domino 0186H to Lee Butler,

**Top Angus Bulls:**  
Lot 48, B&D Magnitude 3422, Mead Magnitude to Schreiber Angus, Claf- lin, KS, \$9,250.  
Lot 44, B&D John Wayne 3437 ET, 2/10/23, SAV John Wayne 0862 to Kelvin May, Hunter, KS, \$9,000.

**Top Selling Bulls:**  
Lot 28, B Big Valley 28L, 03/27/2023, YV 8Y Valleygrowth ET 62G to Griz- zly Ranch, Walden, CO, \$17,500.  
Lot 85, B Kingdom 85L, 04/06/2023, Churchill Kingdom 128F to Carl Schaffer, Rock River, WY, \$16,000.  
Lot 123, B Big Valley 123L, 04/23/2023, YV 8Y Valleygrowth ET 62G to Lerwick Bros, Albin, WY, \$13,000.  
Lot 1, B 1L, 03/16/2023, L B Slammer 50H to Meyring Livestock Company, Walden, CO, \$12,000.  
Lot 72, B Big Valley 72L, 04/02/2023, YV 8Y Valleygrowth ET 62G to Bob Swift, Walden, CO, \$11,500.

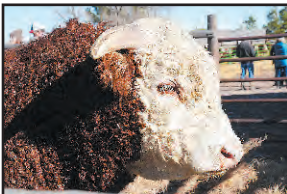
(continued on page 44)



Auctioneer Rick Machado introducing Haxtun Hoffman who played his bagpipes to open the Hoffman sale.



Patriotic welcome to Hoffman Ranch, Thedford, NE.



Limited Sons of

**LINCOLN & GATSBY Available — Rare Opportunity!**

We are offering three sons of **JDH AH LINCOLN 106H ET** in Denver.

These Lincoln sons are in short supply.

We will also have three sons of **K GATSBY 922 ET** available.

**JDH AH LINCOLN 106H ET**

• • • P44148953

We will have three sons by him in Denver. • • •

**K GATSBY 922 ET**

• • • P44079533

We will have three sons by him in Denver. • • •

Full brothers to these Lincoln and Gatsby sons sell in Denver!



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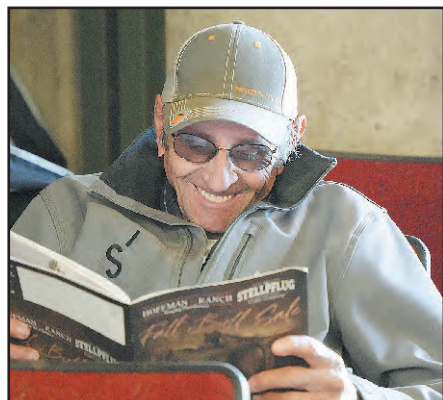
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HPI



(continued from page 43)



Hereford man Ron Struempfer from Nebraska.

**Largent & Sons  
Prime Fuel Sale  
Kaycee, WY  
November 21, 2024**

**Auctioneer: Joe Goggins**

**18 Fall Yearlings — \$5,625  
77 Coming 2-Year-Old Bulls — \$7,403**

**Top Fall Yearlings:**

Lot 93, NL Desert Toro 414, 8/7/23, OR TP Desert Prime to Indian Meadows Ranches, Cheyenne, WY, \$10,000. Lot 106, KL Desert Bond 402, 7/12/23, 4T Desert Bond 0007 to Empire Ranches Inc, Moorcroft, WY, \$10,000. Lot 111, NL Desert Toro 422, 8/18/23, OR TP Desert Prime to Greaves Land & Livestock, Preston, ID, \$9,000. Lot 112, L3 Desert Toro 423, 8/24/23, OR TP Desert Prime to Seebaum Land & Livestock, Douglas, WY, \$9,000. Lot 105, JL Desert Bond 401, 7/11/23, 4T Desert Bond 0007 to Brent Salmond, Forsyth, MT, \$8,000.

**Top Coming Two-Year-Olds:**

Lot 8, KL 728 Desert Explosion 355, 4/1/23, Desert Explosion 728 to Mike Stroh, Killdeer, ND, \$22,500. Lot 1, L3 9027 Desert Test 322, 3/18/23, UPS Final Test 9027 to Lawrence Ranch, Buffalo, WY, \$15,000. Lot 16, JL Desert Toro 323, 3/18/23, OR TP Desert Prime to Keenan Ranch, Ismay, MT, \$14,000. Lot 9, TP Desert Prime 340, 4/3/23, OR TP Desert Prime to Dunmire Ranch, McFadden, WY, \$13,500. Lot 26, KL 728 Desert Explosion 370, 4/8/23, Desert Explosion 728 to Pearson Ranch, LLC, Aladdin, WY, \$13,500.



Jay Berry



Jim Lerwick bought one of the top sellers in the Berry sale.

**Frederickson Ranch  
Spearfish, SD  
December 7, 2024**

**Auctioneer: Rodger Jacobs**

**160 Hereford Bulls — \$9,823  
20 Bred Hereford Heifers — \$6,075**

**Top Selling Hereford Bulls:**

Lot 134, FR Pilgrim 3628, 4/16/23, Pyramid Pilgrim 8137 to Chapman Land and Cattle, Nunnely, TN, \$16,000. Lot 122, FR Appomattox 3517 ET, 2/11/23, KCF Bennett Appomattox G442 to Topp Herefords, Grace City, ND, \$15,000. Lot 130, FR Candor 3608, 3/22/23, Pyramid Candor 9139 to Darrin Uttecht, Woonsocket, SD, \$13,000. Lot 116, FR Great Plains 4509 ET, 2/18/24, TH 507G Great Plains 313J to Commercial Breeder, WY, \$11,000. Lot 118, FR Kingsley 4518 ET, 2/23/24, UU Kingsley 7241E to Aiden



Dixie Hoffman at the Hoffman sale.

Kleinman, Duncan, Wentworth, MO, \$10,000.

**Top Selling Angus Bulls:**

Lot 45, FR Chiefton 4009, 1/30/24, LT Chiefton 1440 to Kraye Angus; Native Prairie Beef Genetics, \$33,000. Lot 1, FR Coal Train 3114, 3/23/23, Pyramid Coal Train 0005 to Hoffman Ranch, Thedford, NE, \$33,000. Lot 87, FR Chiefton 4043, 2/7/24, LT Chiefton 1440 to Little Goose Ranch, Big Horn, WY, \$33,000.

**Top Selling Hereford Bred Heifers:**

Lot 183, FR 903G Rita 62L, 3/26/23, Churchill Majestic 903 to Jay Kloos, Chaska, MN, \$10,000. Lot 187, BAR 9 10H RUBY 49L, 3/7/23, NJW 281F 168C Tuff 168C to Toby Pierson, Kaycee, WY, \$7,750. Lot 181, FR 029H Rita 20L ET, 2/9/23, Churchill Desperado 029H to Gary Romey, Hot Springs, SD, \$7,500. Lot 192, FR 903G Kate 19L ET, 2/9/23, Churchill Majestic 903 to Innisfail Farm Madison, GA \$7,500. Lot 188, ILR FHF 1015 Rita 29L ET,



Ron McDonald at the Berry sale.

2/20/23, C GKB Guardian 1015 ET to KMK Herefords, Grey Eagle, MN, \$7,000.

**GoPher the Purple Sale  
Hutchinson, MN  
Dec. 13, 2024**

**Auctioneer: Matt Printz**

**17 Open Hereford Heifers — \$3,300**

**11 Bred Heifers — \$4,600**

**1 Hereford Bull — \$7,000**

**1 Steer — \$2,500**

**14 Embryos — \$565**

**Top Sellers:**

Lot 25, DAE 16B Benton 39L ET, \$9,500. Lot 10, JDH ND 610D Lady Zena 17M ET, \$8,250. Lot 5, NEIL 1443 Dakota County 407M, \$7,000. Lot 23 RBC 0183 Eve 333, \$5,250. (More details next month.)



Cathy Largent on the block with Auctioneer Joe Goggins, introduces the younger generations before the sale. Pictured are (left to right) Toby and Laura Pierson, Kelly and Christian Spencer and kids, Heather Largent, Olivia and Mark G., Nathan, Jordan and Tori and kids.



Bryce Russell (left), Clandy Russell, Clinton Russell and Danny and Lucy Meyring at the Berry sale.



Stacia Berry Koch and her son Jacob.



UP<sup>2</sup>

Upstream Ranch

ANNUAL PRODUCTION SALE

FEBRUARY 1ST, 2025

SELLING 300 BULLS & 45 BRED HEIFERS

UPS RED CLOUD 3882 ET



CE	BW	WW	YW	MM	UDDER	TEAT	REA	MARB	CHB\$
6.1	1.1	76	117	35	1.50	1.70	0.98	0.56	190

UPS INSIGHT 3578



CE	BW	WW	YW	MM	UDDER	TEAT	REA	MARB	CHB\$
8.7	1.1	57	92	26	1.50	1.50	0.65	0.48	147

UPS KINGDOM 3620



CE	BW	WW	YW	MM	UDDER	TEAT	REA	MARB	CHB\$
4.5	3.2	66	99	37	1.40	1.40	0.64	0.32	147

UPS RED CLOUD 3888 ET



CE	BW	WW	YW	MM	UDDER	TEAT	REA	MARB	CHB\$
2.7	3.3	75	103	40	1.50	1.50	0.66	0.51	172

UPS RED CLOUD 3892 ET



CE	BW	WW	YW	MM	UDDER	TEAT	REA	MARB	CHB\$
-2.2	4.3	70	106	36	1.30	1.30	0.66	0.20	145

UPS HOUSTON 3896 ET



CE	BW	WW	YW	MM	UDDER	TEAT	REA	MARB	CHB\$
-1.3	3.6	72	108	39	1.50	1.40	0.79	0.08	144

UPS HOUSTON 3911 ET



CE	BW	WW	YW	MM	UDDER	TEAT	REA	MARB	CHB\$
0.6	3.9	70	110	39	1.40	1.40	0.78	0.19	143

UPS HOUSTON 3914 ET



CE	BW	WW	YW	MM	UDDER	TEAT	REA	MARB	CHB\$
1.2	3.3	64	100	37	1.50	1.50	0.75	0.21	153

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# More Sale Scenes....



Studying bulls at Largents, Kaycee, WY.



Cathy Largent did the family introductions at the sale.



Mark Largent with the pre-sale information.



Jayna Frederickson and her mom Marlene Bachand on Frederickson's sale day. PC: Halle Walsh



The famous pie line-up at Largents.

# JOHN WAYNE

## THERE RODE A LEGEND

A Production of Wilma Russell's Western Classics • Text by Jane Pattie

*"This coffee table book contains the only accurate and detailed description of my late husband Louis Johnson."*  
— Alice Johnson McKinney

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Foreword by Maureen O'Hara  
Text by Jane Pattie  
Production of Wilma Russell's Western Classics

John Wayne and Louis Johnson

John Wayne with Alice and Louis Johnson

### For more information or to order a copy of this book, call: 520-560-3800



Frederickson Ranch, Spearfish, SD.



Nate Frederickson on the block with auctioneer Roger Jacobsen.



Duane McClure and his grandson Perry McClure of Echo Canyon Polled Herefords, Hot Springs, SD, looking at Frederickson bulls. They purchased one of the top lots.



*It's the depth and uniformity in the cowherd that will give you the consistency in your bull's progeny!*

## Offering Long Yearling Bulls

**68** by Private Treaty, **12** at Calgary Bull Sale March 6th,

**12** at Medicine Hat Bull Sale March 19th

*Offering a Big Group of Coming Yearling Bulls*

**Performance from  
Conception to  
Consumption**

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Efficiency Testing**

*Offering one of the Largest RFI Tested groups of Herefords in North America*

*Raising and breeding the right kind that pay the bills.*



**Females  
for sale  
anytime!**



**LBH 52E SENSATION 518L**  
CE 10.5; BW 1.3; WW 54.2; YW 93.7;  
M 35.5; TM 62.6; REA 0.31; MARB 0.25



**LBH 112H VICTOR 353L P**  
CE 0.9; BW 6.3; WW 71.7; YW 108.5;  
M 26.8; TM 62.7; REA 0.40; MARB 0.03



**LBH 112H VICTOR 488L P**  
CE 2.5; BW 3.9; WW 66.4; YW 98.5;  
M 28.6; TM 61.8; REA 0.44; MARB 0.07



**LBH 147E REWIND 16L P**  
CE 1.7; BW 3.6; WW 64.7; YW 104.3;  
M 26.9; TM 59.3; REA 0.45; MARB 0.13



**LBH 147E REWIND 214L P**  
CE 3.0; BW 1.9; WW 63.3; YW 104.3;  
M 29.7; TM 61.4; REA 0.43; MARB 0.17



**LBH 191E MARK DOMINO 395L**  
CE 1.3; BW 5.5; WW 57.8; YW 95.7;  
M 36.3; TM 65.2; REA 0.51; MARB 0.14



**LBH 211A EXTRA GENETIC 52L**  
CE 3.4; BW 5.1; WW 71.2; YW 104.0;  
M 35.5; TM 71.1; REA 0.55; MARB 0.21



**LBH 237B BILLY LAD 236L**  
CE 1.2; BW 4.8; WW 64.3; YW 94.5;  
M 26.3; TM 58.5; REA 0.38; MARB 0.05



**LBH 250C GUINNESS 325L**  
CE -0.5; BW 5.3; WW 56.2; YW 89.7;  
M 31.0; TM 59.1; REA 0.47; MARB 0.22



**LBH 254F ANCHOR 446L P**  
CE -2.2; BW 5.9; WW 70.0; YW 104.0;  
M 18.7; TM 53.7; REA 0.43; MARB 0.06



**LBH 273H STANDARD 511L**  
CE -0.2; BW 5.2; WW 51.2; YW 80.1;  
M 30.1; TM 55.7; REA 0.59; MARB 0.19



**LBH 290E NATURAL 250L P**  
CE -5.4; BW 7.5; WW 77.4; YW 133.5;  
M 19.6; TM 58.3; REA 0.35; MARB 0.29



**LBH 463F STANDARD 297L**  
CE 2.9; BW 5.1; WW 61.7; YW 104.3;  
M 24.0; TM 54.9; REA 0.57; MARB 0.08



**LBH 463F STANDARD 443L**  
CE 4.6; BW 5.4; WW 60.7; YW 100.8;  
M 26.4; TM 56.8; REA 0.44; MARB 0.13



**LBH 463F STANDARD 526L**  
CE 1.1; BW 6.3; WW 61.3; YW 102.9;  
M 23.2; TM 53.9; REA 0.18; MARB 0.04



**LBH 397W STANDARD 336L**  
CE 1.4; BW 5.4; WW 56.9; YW 84.1;  
M 34.0; TM 62.5; REA 1.15; MARB 0.10

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**Ruth, Michelle and Daniel**

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**andy@lilybrookherefords.com**



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(10 miles (16 km)  
East of Claresholm to  
sign, then 4 1/2 miles  
(7.2 km) North)





# South Dakota Hereford Association Holds Fantastic Membership Weekend in Brookings

*South Dakota Hereford Association Meeting and Banquet, November 8, 2024 • Swiftel Center, Brookings, SD  
South Dakota Excellence Sale, November 9, 2024*

*See SDHA board picture and SDHA new manager announcement on page 26.*



**Seedstock Producer of the Year** — Kreth Herefords, Mt. Vernon, SD. Pictured are (left to right) Outgoing SDHA president Matt Zens; Kate and Barclay Kreth; Pat and Darwin Kreth.

Kreth Herefords was established in 1947 by Bernard Kreth. Following the completion of his discharge from the Army, he started a registered program. AI soon became a key component of the operation, enabling the ranch to incorporate bloodlines from all over the country.

The first annual bull sale was held in Corsica, SD. In 1976, the first sale was held on the farm at the new sale facility and is still in use today.

Thirty years ago, the first registered Angus cows were purchased from the Vermilion Ranch and incorporated into the herd as demand for the baldy cross grew. Subsequently, this helped meet the needs of not only registered customers, but commercial as well. Today, the operation consists of registered cattle and a crop rotation of corn, soybeans and wheat.

Herefords have been the heart and soul of the herd for over 75 years. Their goal has always been to provide the best genetics to customers through the use of AI & embryo transfer. In the early 1980s, the Kreth operation was named Seedstock Producer of the Year. More recently, Barclay was named Hereford Enthusiast of the Year. Further, the Kreth

family was a key part of establishing the SDHA fundraiser at Dakotafest which is a major funding source for SDHA youth activities today.

Three generations of Kreths have continued the quest for excellence in the cattle community and have shown Hereford cattle at the local, state and national level. Involvement in the Junior Hereford Association, South Dakota Hereford Association and American Hereford Association has been consistent. It has always been the practice of this family to advocate and promote the Hereford Breed.

This third-generation farm is truly is a "team effort" spending most days outside working to bring forth excellence in cattle. This has been and always will be a family operation.

This year will mark the 60th annual Kreth Hereford and Angus Bull Sale. For over 75 years, Herefords have been an integral part of this operation and will continue as such.

It goes without saying that friendships made through the cattle business are lifelong and cherished. It is truly humbling to receive this award and we hope to continue to provide quality cattle and genetics for years to come.



**Commercial Producer of the Year** — Tanner Miller from Epiphany, SD. Pictured are (left to right) Matt Zens and Tanner Miller.

Around 1950, Tanner Miller's grandpa "Stub" started farming with his Great-grandpa "Spike." Tanner's dad, Derrin joined that operation in 1981 and fully took over in 1984. From 1984 until 2011, Derrin who was better known as "Tub" around the area, milked cows and used Hereford genetics on his Holstein cows.

In the fall of 2011, Tanner's brother Austin, joined the farm and bought 27 three year old bred cows. That same fall, Derrin also bought 30 bred first and second calvers. That following spring of 2012, the Millers calved out the first sets of stock cows.

Austin's had been bred Charolais and Derrin's were bred black. After discussing how they wanted to breed those cows back, the decision was easy to stick with Hereford genetics like they had used in the past. At that point, Tanner began becoming a bigger part of the operation as he helped with calving as well as feeding before and after school and in between extracurricular activities. In the fall of 2014, their world was rocked as Tanner's brother, Austin, tragically lost his life in a car accident. In 2015, while he was a junior in high school, Tanner became

even more involved with the farm and with a loan from his dad, purchased 10 solid mouth bred cows, making him the fifth generation of Millers to farm near Epiphany, SD.

The following year, in 2016, Derrin grew sick with cancer and as a senior in high school, Tanner took over the majority of the work on their cow-calf operation. He continued to grow his own herd as well as his dad's, hitting the 200 head mark by 2018. Also in 2018, Tanner graduated from MTI with a degree in diesel mechanics, but came back home to the farm as Derrin's illness was becoming worse. It was at that point, Tanner took over all the row crop farming as well as the cattle operation.

In late fall of 2019, Derrin lost his battle with cancer. Since that point, Tanner has expanded his herd to 275 head of good, young black cows and breeds them all to Hereford bulls. He calves these out in late February until early April, feeding the calves out until the 3rd Thursday in February with a goal of 9-10wt feeders when he sells (and generally tops the market!) at the Hereford Influenced Sale at Mitchell Livestock.

## Special Thanks!

*Thank you to Wyatt Agar, Thermopolis, WY; Jerome Ollerich, Clearfield, SD; and Bob Schaffer, Spotsylvania, PA for their service on the American Hereford Association board the last four years!*







**Enthusiast of the Year** — Ryan Hoffer of Ryan's Hangar in Huron, SD was selected as *Enthusiast of the Year*. He was unable to attend so the award was accepted by his parents Danny and Connie Hofer, presented by Matt Zens.

Although Ryan didn't grow up on a farm, he did spend some time in the summer at his uncle Harley's farm near Epiphany. It was there where he was introduced to Hereford cattle. Harley often told him just how superior in quality and taste Hereford Beef was over all other breeds. Ryan will always remember Harley telling him with much pride that Hereford Beef won the blind taste test for flavor among some of the finest restaurants in New York. Ryan's family was in the fast-food business at race tracks and fairs for many years and from working with them all of those years, he gained a passion for the food business. In 1997, Ryan realized his dream and opened The Hangar Restaurant at the Huron Regional Airport. Searching for the best quality beef and remembering what Harley engrained into his head about the top quality of Hereford Beef, he found a supplier to deliver Hereford Beef to his restaurant. Sadly, after a few years, he lost his supply chain for Hereford Beef and had to

settle for whatever else was available.

In 2016, Ryan moved his restaurant from the airport location to the current location at the Crossroads Hotel and Convention Center in downtown Huron. At the same time, he discovered a new supplier to deliver him Hereford Beef from the Greater Omaha plant.

Once he made his switch back to Hereford beef, his regular customers noticed that he had changed product and would ask if he had done something different with his beef. Over and over again from that time on, his customers would tell him how good his beef products are.

Ryan is delighted with the quality and consistency of the Hereford Beef products. This is a testament to what he was told many times by his uncle Harley Zens. Ryan is thankful for being recognized for his commitment to serving the very best beef products available. He is even more thankful that all of you are able to provide him with such a high quality product.



**Outgoing President** — Outgoing SDHA President Matt Zens, was presented with an original painting, "Walking Rights" by artist Michelle Weber and based on a photo by Colin Hoffman. Zens has been an incredible promoter of Herefords and Hereford beef throughout his years on the SDHA board and as president. Thank you Matt for your dedication to the breed and the association! Prints of this painting were auctioned at the SDHA banquet with proceeds going to the Schuette family.



**Dvoraks Purchase Tom Phillips Print** — An additional fund raiser for the Schuette family was the auction of this print donated by Jim Schuette, father of the late Jerry Schuette. It was purchased by the Dvorak family. Pictured are JaCee Dvorak, Maesa Dvorak Eschenbaum and their dad Boyd Dvorak.

## Heifer Grant Recipients



Recipients of the \$600 SDHA Heifer grants to be used at either the 2024 SD Excellence Sale or 2025 Watertown Winter Farm Show Hereford Sale are as follows (not in order in photo): Carli Cox, Charlotte Olawsky, Cooper Olawsky, Courtney Schuette, Ellie Olawsky, Hadley Flogstad, Hayden Thelen, Ivy Fawcett, James Jensen, Lyla Bothe, Nathan Bothe, Nicholas Gregg, Rebecca Milbrandt-Schuette, Rett Blume, Ryder Halverson, Shaelee Jo Jensen and Skylar Stiefvater.



# Breeding Named American Hereford Association President: Fawcett, McKay, Williams New Board Members

KANSAS CITY, MO — Chad Breeding, Miami, TX, was named the new president of the American Hereford Association (AHA) during the Annual Membership Meeting in Kansas City, MO.

Breeding was raised working on his family's registered Hereford operation, B&C Cattle Co. When he was 4 years old, he was already riding horseback with his granddad, Earl, checking the herd. After graduating high school in 1988, he attended Texas A&M University. Breeding returned home to the family operation, which markets about 100 Hereford bulls and 50 replacement females annually. Breeding's love for the Hereford breed flourished when he returned home, as he started breeding cows and working in the show barn.

Breeding's knowledge, gleaned from his father, William, gave him the ability to compete with show cattle on a national level, while also producing beef cattle with the genetic merit the market demands. Through the continued use of AI and embryo transfer (ET), the B&C brand is trusted across the country for sound, functional cattle that work in the showring and excel in the pasture. While they sell a few show heifers, the majority of their cattle are sold to the commercial producer, mostly to Brahman cattlemen who produce the sought after F1 tiger stripes, known as the maternal queen of the South. Breeding and his wife, Erin, have five children — Austin, Blayke, Wyatt, Lillian and Blair.

Fatherhood emphasized the importance of family and the value of passing down honesty, an outstanding work ethic and a better life. After returning to Miami, a small town in the Texas Panhandle, Breeding became active in the community. He was elected to the city council in November of 2005. He has been the Miami mayor since 2009. He also serves on the board of trustees of the First Christian Church. Breeding is an active member of the Texas Hereford Association, serving on the board since 2011, including stints as president in 2016 and 2017.

## Snedden Elected Vice President

Austin Snedden, Maricopa, CA, was selected to serve as the 2024 AHA vice president.

Austin Snedden is a fifth-generation rancher, central California, where his family has been raising cattle in the same county for more than 150 years.

Snedden Ranch was founded in 1867 by Anna and Samuel Snedden and has been passed down through the generations. Austin grew up on the ranch in southwest Kern County and graduated from Azusa Pacific University in 2005 with a degree in business administration. Ranching is Austin's full-time job; Austin and his wife, Sarah, partner

with his parents, Richard and Susie, to operate Snedden Ranch.

Austin and Sarah met in college and married in 2004. They have four children: Ryah, Rainey, Sonora and Ezra. Snedden Ranch is a family business with family members of all ages working in every aspect of the operation.

Snedden Ranch consists of 350 to 400 commercial cows, 120 Hereford cows, and 40 Red Angus cows. The Snedden family raises bulls for their commercial herd and their annual production sale, held on the second Saturday of October every year. In addition to the cow herd and hosting a production sale, Snedden Ranch markets a select group of commercial replacement females every year. Their steer calves are merchandised at weaning or yearling age and sold off the ranch through auction and video markets.

Snedden Ranch has raised primarily Hereford cattle for more than 100 years and registered its first cattle with the AHA 50 years ago in 1972. The ranch was recognized as a Gold TPR Breeder by the AHA in 2022. Austin and Sarah served as advisors for the California/Nevada Junior Hereford Association in 2017 and 2018.

Austin has been involved with the Kern County Cattlemen's Association for many years and served as president from 2014 to 2015. He was appointed to serve on the Trump Administration's Rural and Agriculture Advisory Committee. Austin served as a delegate for the California Republican Party from 2021 to 2022 and is a contributing columnist to the Valley Ag Voice, a regional agricultural publication.

Additionally, Austin was recognized as the Kern County Cattleman of the Year in 2020, and Snedden Ranch was recognized in 2013 as California's 18th Senatorial District's Small Business of the Year.

## New directors elected

During the AHA membership meeting, delegates elected three new directors, Jim Williams, Kearney, NE, Danny Fawcett, Ree Heights, SD, and Grant



**2024-25 AHA Board of Directors** — Front row (left to right): Jerry Delaney, Lake Benton, MN; Scott Sullivan, Grannis, AR; Cindy Pribil, Hennessey, OK; Danny Fawcett, Ree Heights, SD; Grant McKay, Marysville, KS; and Jim Williams, Kearney, NE. Back row (left to right): Chad Breeding, president, Miami, TX; Hampton Cornelius, LaSalle, CO; Austin Snedden, vice president, Maricopa, CA; Jim Coley, Lafayette, TN; Lou Ellen Harr, Jeromesville, OH; and Jack Ward, AHA executive vice president.

McKay, Marysville, KS, to serve four-year terms on the 12-member Board. Completing their terms on the AHA Board were outgoing president Wyatt Agar, Thermopolis, WY, and directors, Jerome Ollerich, Clearfield, SD, and Bob Schaffer, Spotsylvania, VA.

## Danny Fawcett

Fawcett's Elm Creek Ranch (FECR), Ree Heights, SD, is owned and operated by Danny Fawcett and his family. Danny's wife, Kyla, owns Focus Marketing Group that specializes in livestock marketing. She helps FECR market their seedstock and brand the ranch. The Fawcetts have two children, Hollis and Ivy, who are both involved in the family ranch. Danny's mom, Cheryl, is a partner on the ranch and handles the accounting side of the operation. Kristin and Weston Kusser also partner with the Fawcett family and call FECR home.

FECR calves around 1,000 cows each year, most of them registered Herefords. Most of the cropland is utilized for feed, but they also grow cash crops, such as corn, wheat and soybeans. Every October, FECR hosts a female sale where they offer 15 to 30 head, with the bulk of them being sold to South Dakota Junior Hereford Association members and to others across the country. The Fawcett family also sells around 100 bulls and a potload of elite baldy heifers each February in their annual production sale. FECR is currently working to develop yearling heifers to be sold as bred heifers using Hereford and Angus genetics in this process.

Danny says the goal of FECR is to continue to stay relevant in the Hereford breed by producing genetics that can

be used by seedstock and commercial producers. Danny hopes to continue making decisions that will keep FECR headed in the right direction.

Danny attended South Dakota State University, where he studied animal science and agricultural journalism and marketing. Recently, he held a position on the South Dakota Hereford Association (SDHA) board of directors for six years. During his time on the board, SDHA reached another level, as the directors connected seedstock and commercial cow-calf producers with feedlot and packer representatives.

Danny grew up in the Hereford breed, exhibiting at the JNHE himself. His kids currently show at the JNHE and other national shows. Aside from his kids' involvement, Danny has judged national shows across the country.

Currently, Danny sits on the South Dakota Beef Breeds Council where he helps to promote beef in South Dakota. He is a past board member for the Hand County Livestock and Crop Improvement Association.

Danny is a past Hereford Herdsman of the Year, as well as SDHA Hereford Enthusiast of the Year. Aside from his awards and recognitions, Danny says his biggest achievement has been positively impacting the juniors involved in the Hereford breed.

## Grant McKay

Grant McKay, Marysville, KS, owns and operates GLM Herefords with his wife, Linda; daughter, Bailey; and late son, Seth. GLM's day-to-day operations are handled by Grant and Linda. Bailey

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# Byron's Classics

Reprinted from the January 2011 issue of *Hereford America*



Byron Bayers

The Montana Hereford Association held their annual Hereford – Hereford Influence sale in Three Forks, MT, November 17th, 2011 at the Headwaters Livestock Sales Auction Yards. Most of the calves sold were straight Herefords, although there were several nice groups of Hereford-cross cattle sold.

The day preceding the sale a cold blizzard entered Montana and in some areas the roads were impassable, and this prevented several consignors from getting their calves shipped to Three Forks for the sale. However nearly 1200 head did come to the auction.

The Montana Hereford Association held their annual meeting the night before the sale so the storm also prevented many of the breeders, who wished to attend, from getting to the meeting.

The sale was headed up by the Montana Feeder Calf Marketing Committee consisting of Jerry Gereghy, Della Ehlke, Bill Garrison, Justin Wichman, Dale Venhuizen and MHA President Tom Sparks. Even though the weather was brisk a nice crowd showed up for the sale.

More than a quarter of a million dollars in Hereford and Hereford Influence cattle sold that day. I think everyone agreed that the cattle sold that day brought full market price and in some cases exceeded the market in the local area, that week.

For many years producers of smaller groups of Hereford calves have found

it impossible to get market equity in local markets because the buyers wished to have truck loads available, so they would not have to mix cattle of different breeds, consequently people were taking, at times, a twenty cent or more discount for smaller groups of Hereford calves.

At this event the cattle buyer could not only get the number of calves they wished to purchase but they could also get the weights that they wanted. In several cases, bigger herds brought Hereford cross calves that had the appearance of Hereford calves, because buyers didn't want to mix them with the other breeds under contract. These same cattle topped or were at the top of the market in Three Forks the day of the sale.

Della Ehlke, who has been one of the leaders of the marketing group since its inception, announced each producer's cattle as they came into the ring. She also announced the status of the cattle as to procedures that had been taken with the cattle, electronic ID tags, vaccinations the calves had, age and source verification, and weaning information.

Della reported the calves that did have each of these verifications sold for more than the calves that did not have such verification. In a few cases, the buyers did not get all of the cattle that they needed to fill the truck loads because the buyer didn't want to pay as much as the cattle were bringing.

After the sale people were looking for cattle to fill the loads from remaining cattle in the country. I was not informed if the additional Herefords were found that day! The feeder calf sales throughout the country in the last few years have been very successful. It seems like

more states need to promote this idea, however, it takes a tremendous amount of work, and people who are willing to put forth the time and effort.

Transportation has gotten so high that the distance the producer is from the sale has a big effect. Montana being so large, 800 miles in width, producers are concerned with the cost of trucking to the sale site.

The Montana committee is entertaining the idea of a second feeder calf sale site but it is my understanding this is still under consideration and exploration. I would like to give the Montana sale committee big kudos for a job very well done.

It has been reported to me, by a good source, close to the occurrence, that a prominent Hereford breeder and his wife, from Nebraska, who were touring through Montana and Alberta, were stopped at the Canadian border for the usual checking procedure. This breeder, whom I shall call Jocko, and his wife, whom I shall call Bibi, for security reasons, were asked for their passports, then if they had made any purchases, where they were going and where they live, and then the Officer asked Bibi to take off her western hat, so they could see her face and compare it to the passport picture. Bibi took off her western hat and the agent compared the picture to the face and said fine.

He then walked around the car, while all the time another Agent and his dog were checking the trunk, and asked Jocko if he would please remove his hat. Jocko complied, the Officer looked at Jocko for a few seconds and exclaimed, "O my God, a face only a mother could love!" Well, the officer and everyone else in the car broke out laughing, but as my source exclaimed, it took a few seconds longer for Jocko to laugh. By this time all the customs officers were laughing and everyone in the car was laughing. The agent said "Have a good day" and sped Jocko and Bibi on their way. It isn't always serious in this business is it! Just thought you would like to know.

I live within 25 miles of one of Ted Turner's expansive ranch operations, and within 100 miles of two of his other operations. (As you probably know Teddy is America's largest land owner.)

At one time we marketed a lot of bulls into the ranches that Turner acquired. These ranches also employed many, many families and were really good for the local economy. When Turner came all of the cattle were sold off of the ranches, and about 75% of the work force was terminated.

The buffalo herds started to appear and so did many of the changes in the cattle business. Billionaire, Ted Turner went on to start a series of buffalo, or as Ted likes to call them, bison, steak houses throughout the United States. His sales pitch was that it was different, more natural, healthier and something new, in most cases the prices were something new, too, as they would be what

some of us would call on the "pricey side." I read in a news release not long ago, that one of Ted's major restaurants in Kansas City was closing, supposedly because of the economy and many of his other restaurants in the U.S. were closing also, because of the economy. I have to admit that I am not too saddened by this news because he has been real negative in the cattle business. Because of his billions of dollars I am sure these closures will not affect him as much as it will the people who worked in them.

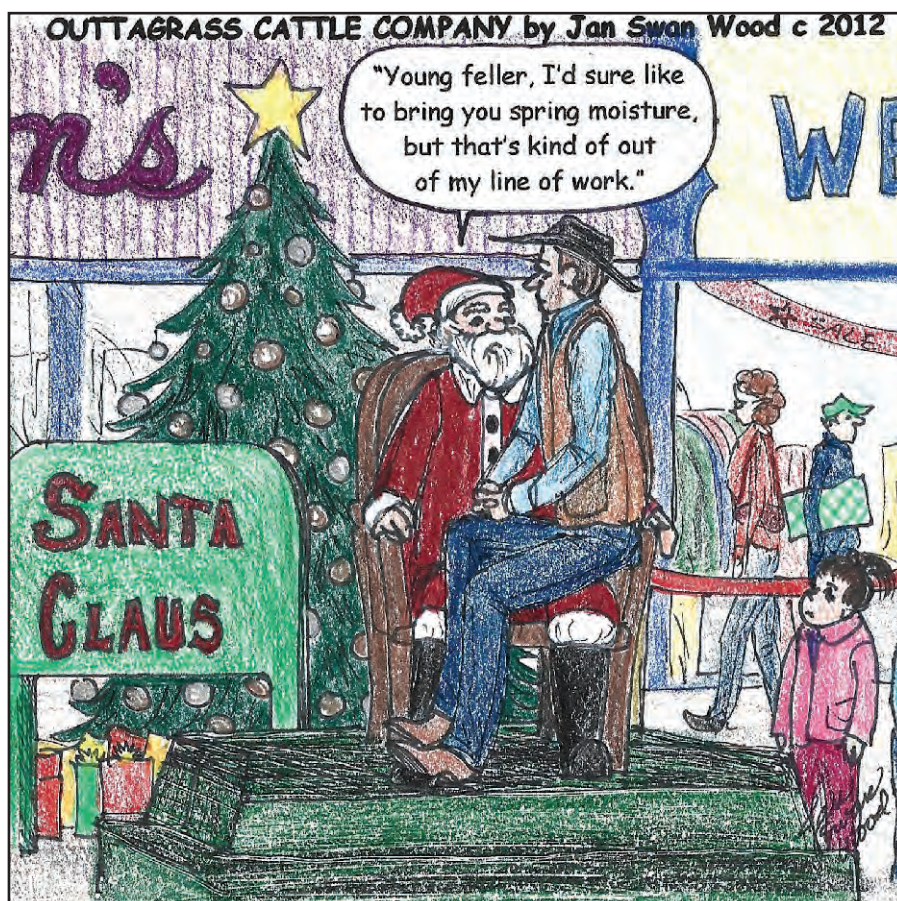
Another bit of news on Ted Turner is he has talked the federal government and the state of Montana into taking the excess buffalo from Yellowstone Park and putting them on his place in the Gallatin Valley, near Bozeman, MT, and then he will keep the offspring born on his ranch.

As many of you have read the elk and buffalo have produced a brucellosis crisis in the area around Yellowstone Park, in the states of Montana, Wyoming and Idaho. I will admit that Turner has been pretty good at managing his operation in the counties that they are located in, however, brucellosis was found in his herd in the Gallatin, near Bozeman, and the 4,600 head of buffalo are quarantined. But this puts more pressure on the cattle producers in the three states surrounding Yellowstone Park. Because of the problem of handling wildlife and the private handling of buffalo, other than the National Park Service, it is not a simple problem and will take several years to resolve. Montana, at this time, is still not affected as a brucellosis-free state, (we are being watched) but the people who run cattle in the counties around Yellowstone Park, in MT, have to comply with regulations that are very costly and time consuming. We will report more on the problem in future issues of *Hereford America*.

I have just had a nice conversation with a prominent Montana Hereford breeder who reports to me the concern of many purebred Hereford producers that he is dealing with; they are irritated about the demand and price structure of the AHA to register cattle through the latest program. The latest assessment is for the testing of all the so called "walking" herd bulls to be DNA'd for their parentage. This was also related to me by a Hereford breeder who quoted a judge at a recent, major Canadian show, who in his remarks at the show, made the same statement about the CHA. I think that sometimes the people in power at the association forget about the average breeder and the fact that he is barely making the purebred business work financially. Each additional cost just takes more of the potential profit away from the bull. We don't need to be Obama-ized in the Hereford business. I can see the need in certain areas but all potential herd bulls?

More and more reports come in that indicate the commercial breeder is more concerned about what the bull

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looks like, and his actual birth weight, and of course, the price. Only a small percentage want the registration paper, practically none of them want it transferred to AHA, and only a small percent care about EPDs, and that spans a large number of commercial herds.

I find the same pattern from our customers. If you take the away the ability to sell range bulls, because of continued higher production costs, many of the breeders in this country will not continue. I realize the heifer market is a currently a big market, especially from the junior segment but for most breeders making a living just from their cattle alone, there has to be positive income from both the bull and the heifer crop.

Some breeders in this country are doing a great job of merchandising both bulls and heifers on a high level and I congratulate them but the average

breeder who pays the same cost to the breed, is not as fortunate. This is an issue that I bring forward because I have heard from many breeders and it must be given some thought by the people that are directing our breed. I don't think that the breed association should be promoting AI as it has done in two issues of the breed magazine as it tends to hurt the breeders basically selling range bulls, but I agree the AI studs love your articles, its bucks in their pocket. Don't forget that the AI bulls being used in the breed all came from good breeders that need to sell many other bulls. Even the very good breeders may only sell a few bulls in their lifetime that go to AI studs and even though AI use among purebred herds is considerable, we must not demean the people working to merchandise the commercial bulls.

It is always hard to have either relatives or friends pass away. Many of you folks in the Hereford industry have

experienced this in the last year. I recently lost one of my good friends of over 50 years. Remi Monforton was raised in one of Montana's premier Hereford families. In the 1940s and '50s, Monforton Herefords were one of the "big players" in the breed. They consistently were the one to beat at then powerful Tri-State Futurity which included the states of Montana, Wyoming and North Dakota. Probably, no three state event, except Denver, with a show and auction, was more powerful at that time. We sold the first \$10,000 bull there and that was a lot of money at the time. Interesting enough our bull was Reserve Champion, only beaten by, you guessed it, a Monforton bull.

I always told Remi, you got a gift that day and you can guess his reaction! Because of a death in the family the herd was dispersed in the '50s. Remi went on to Washington State to earn a Masters Degree in Agriculture, then in

to banking and on to real estate. Remi and his wife Betty Jo went to South America with Pauline and I, in 1980, to the World Hereford Conference, which was held in Uruguay. We also visited Argentina and Brazil on the trip. There were nine Montanans on the trip and sadly to say, six of them are now gone. Remi traveled with me to many Hereford sales through the years, the NCAA final four in basketball and many years to our Montana Grizzly football games, and flew together to many events, he was a pilot, too. He proudly wore our Hereford America cap to each sale we attended. As a winner of a national judging contest as a young man and a former Hereford breeder, Remi could always spot the good ones. Remi leaves behind wife Betty Jo, six children, and thirty six grand and great grandchildren. So long old friend!

— BB

# Byron's Classics

Reprinted from the February 2009 issue of Hereford America



Byron Bayers

Do you belong to your state Hereford association? Shame on you if you don't belong.

Does your state sponsor Hereford feeder calf sales, do they have a

member consignment sale, a member convention, Junior Hereford events, tours, field days, or any or all of the above?

The sad part is that most states have little of the above mentioned. A few state groups are really leaders and the sales in the areas indicate that interest and involvement. South Dakota is one of the leaders, Texas is strong, as our leading numbers state should be, Kansas, with its good leadership and many ongoing programs is among the leaders (their GOP program is unmatched).

Nebraska is active and is moving the breeders along but possibly the state unnoticed by much of the US, is Tennessee. Led by tireless worker, President Billy Ashe, the Tennessee Polled Hereford Association has a consignment sale, a Hereford feeder calf sale, Jr. and Sr. field days, conventions, and has worked with other states to include them in their activities. The state is still split horned-polled, but I know that ongoing discussions are under way to consolidate that problem. Tennessee is a good example for many of the state organizations to follow. Tennessee has a good leader in Ashe and any group needs a good leader. Probably the biggest problem we face with the Hereford breed is marketing of the feeder cattle.

People with the smaller Hereford groups need sales to consign to where

larger numbers of calves will attract outside buying power.

Even the CHB crew is at the Tennessee sale which is a big deal, and they facilitated some purchases at that sale. With all the promises and "will do's" I have yet to see the CHB group do very much about helping get the Herefords sold. Of all the people I have talked to about Herfnet, most have had no response.

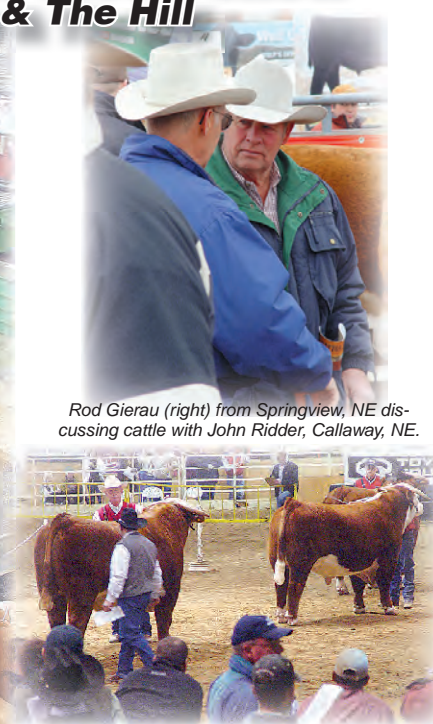
Some early group connections with CHB still exist, but most of those are bigger "lots" operations. I am certain that the key to our breed's future is our ability to sell the Hereford feeder on a par with any other breed! Until we do that we are going to be like the guys in the Hertz ad.

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## 2009 National Western Stock Show Scenes from The Yards & The Hill



Douthitt Herefords, St. Francis, KS, have shown in Denver for 66 years in a row!



Rod Gierau (right) from Springview, NE discussing cattle with John Ridder, Callaway, NE.



Rollie Baumgarten, Belfield, ND, still happy after winning Grand Champion Heifer Pen.



Mrnak Herefords from Bowman, ND getting their two-year-olds ready for the Carload Show.

Do you recognize anyone from the 2009 front page of Hereford America?



Merry Christmas  
and Happy New Year

HEREFORD  
America™

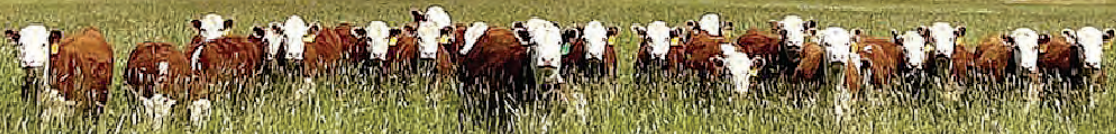


Photo by Colin Hoffman

Ad Deadline for the  
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1/2 Page (horizontal)	\$575	\$650	\$750
1/3 Page	\$450	\$500	\$600
1/4 Page	\$275	\$350	\$400
Photos	\$5 each		\$10 each



# Byron's Classics

(continued from page 52)

Your state association President is invited to Kansas City to the AHA annual meeting, where a meeting of the state presidents is held and all breeders are invited. At this meeting you can "air" your problems, and they will be heard by the AHA directors and staff. (Keep in mind this was 2009.)

Whether this group will act on your message to them is always uncertain, but the breeders need to follow up for answers. President Philip Moon did a great job of organizing the President's Council meeting this past year.

If you as a breeder do not join your state association you cannot really be a part a group that works for the breeders in the state or later at the national level. It has been said to me, "What good can I do anyway?" With that attitude you can't do any good, but if you and people like you got on the problems, in numbers, you can do a lot of good for the breed and yourself!

Look what happened in our national election when a bunch of people voted that had not voted before?

The big Denver show is now history.

The effects of my stroke made it unable for me to attend but Marc and Jill were there and reported to me that it was a great event and that they visited with a great number of Hereford people. I was thankful that several of my Hereford friends called me during the show and gave me some updates on the events taking place.

It seems like the "Denver Crud" was around again and I feel sorry for those of you that were affected. If we could develop a vaccine for this "Denver Crud"

it would be a great seller to all cattle and horse people!

It was reported to *Hereford America* that the *Canadian Hereford Digest* was being sold to the Canadian Hereford Association.

For many years this was the lone Hereford publication in Canada. Rival publication, *Herefords Today* made its appearance a few years ago. When I was pretty young I can remember Keith Gilmore leaving the *American Hereford Journal* and venturing north to start the *Canadian Hereford Digest*. I can remember Ross Miller and Keith sitting in our living room talking to my Dad, and Keith telling Dad about his plan.

It was a risk, but he saw the need, and felt certain he could make it succeed. Later Kurt took over the publication and continued it for many years. It has been a fine publication and we wish Kurt the best in the future.

I can well remember when the Walkers sold the *Hereford Journal* to the American Hereford Association. Much like today, a breed association buying out an individually owned, independent publication. What happened to the *Hereford Journal*, is that it became an organ of the Association, and lost the independence of a separately owned publication.

No longer were any questions asked, no independent articles, no issues that possibly the breed "hierarchy" may not want addressed publicly. The independence was gone. For about 50 years the American Hereford breeder has lived with this non-independence, with both the *Journal* and now the *World*. Is this good? Think about it Canadians.

I have great confidence in Gordon Stephenson and the Board of Directors of the Canadian Hereford Association and I feel that they will never let the objectivity of the *Canadian Hereford Digest* publication be ignored.

— BB

# Fawcett, McKay, Williams New AHA Board Members

(continued from page 50)

works to keep the business in the public eye by managing GLM's marketing efforts and social media platforms. Two years after moving to the U.S., Grant started GLM with the purchase of one Hereford heifer from G&R Polled Herefords in 1993. Today, GLM partners with Sue Rowland of G&R Polled Herefords.

GLM Herefords currently runs approximately 100 head of registered cows alongside diversified crops and forage acres. Since its start, GLM has relied on the collection and use of performance data tools. GLM uses an extensive AI and ET program to help maintain their focus of raising high-quality seedstock cattle. GLM's goal since the beginning has been to produce high-performing cattle with moderate birth weight and convenience traits that fit the needs of many different producers.

GLM sells their bulls through private-treaty sales. The operation's females and steers are all sold privately. GLM has consigned to the Ladies of the Royal sale and currently consigns cattle to the Nebraska Cornhusker Classic, National Western Stock Show Herefords in the Yards Sale and the Generations in the Making online sale. GLM was named the Kansas Polled Hereford Association New Breeder of the Year in 2000.

Grant earned his associate's degree in applied science from Cloud County Community College in Concordia, Kan. He is an active and past member in multiple Hereford associations, both in America and Canada. In the past, Grant served as a board director for the Nebraska Hereford Association, and he and Linda were advisors for the Nebraska Junior Hereford Association. Grant served as a chairman for the 2012 JNHE, held in Grand Island, Neb. Aside from Hereford associations, Grant has been active in multiple livestock and cattlemen's associations.

While growing up in Canada, Grant gained extensive industry experience working for several prominent Canadian Hereford breeders. His work at WTK Polled Herefords, Circle D Polled Herefords and Haroldson's Polled Herefords helped him build a solid foundation of knowledge. Currently, Grant works for Ag Sale Day. He credits his management skills and industry knowledge to the many different operations where he has worked along the way.

## Jim Williams

Jim Williams and his wife, Sheila, raise registered Hereford cattle at their operation, Valley View Cattle Co., in Kearney, Neb. Jim's history in the Hereford breed goes back to 1960, when his grandfather, Harry, purchased his first registered Hereford bull.

Jim's career path has led him down many roads in the Hereford breed. Majoring in animal science, he attended The Ohio State University and jumped headfirst into the cattle business. After graduation, he spent eight years between Lone Star Hereford Ranch in Texas and EE Ranches in Mississippi.

In 1992, before the AHA merger, Jim began working as a field representative, covering Oklahoma, Kansas, Missouri and Arkansas. Three years later, post-merger, he assumed the role of vice president of supply with Certified Hereford Beef® (CHB). During that time, Jim helped develop relationships with cattle feeders, working hard to ensure Herefords found a seat at the table in the commercial marketplace.

Through the '90s, Jim worked closely with Olsen Ranches in Harrisburg, Neb., to develop a process to quickly recognize Hereford sires with genetic merit. That initial data collection laid the groundwork for the National Reference Sire Program.

After a stint of working in feedyard-packer relations, he returned to Hereford. In 2001, Jim resumed his role as the vice president of supply for CHB and worked to promote Hereford beef. Jim, along with many others at CHB, helped the brand make significant strides. The network of feeders pursuing Hereford genetics broadened, and the Hereford Verified® program was developed.

In 2009, Jim returned to the fed cattle sector, working in third-party research for animal health companies. In 2013, he accepted a new challenge and began working as a cattle buyer for Greater Omaha Packing (GOP).

Jim was a useful asset to GOP, helping grow two USDA recognized branded beef programs that both highlight Hereford genetics, 1881 Omaha Hereford™ and Omaha Classic Hereford Beef™. Successfully creating programs like this was not easy, but Jim has always believed in connecting people within the industry. Leveraging his relationships, Jim aided in placing Hereford and Hereford-influenced calves for cattle feeders looking to take part in GOP's value-added programs.

Jim is the current head of cattle procurement and a member of the senior management team at WR Reserve in Hastings, Neb. He plays a major role in upholding WR's goals of providing consumers with the best product, while working to double harvest capacity by 2026. His passion has been, and always will be, promoting the Hereford breed and the cattle industry. Jim is active in his community and volunteers at many local 4-H and youth livestock events and is a member at the Kearney eFree Christian Church.



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# Using sexed semen to navigate the genetic fork in the road

University of Tennessee  
By Garrett Ulmer

Some cattle are excelling at rapidly producing a high-quality end product; however, they are usually not the low maintenance females that producers want to have in their cow herd. Similarly, the ideal bull for producing replacement females may not produce high-value feeder or carcass cattle. Rather than focusing our breeding goals on being heavily terminal or primarily maternal, sexed semen allows commercial herds of all sizes to “take both roads.” Intentionally making quality replacement females while maximizing terminal value from non-replacement animals. Kenny Wells from ABS Global detailed innovations in this space during the Advancements in Producer Education breakout session. The session

part of the Beef Improvement Federation (BIF) in Knoxville, Tennessee.

Wells emphasized that competing industries have already capitalized on creating breeding programs which allow them to achieve maximum profitability. Pork producers leverage optimized genetic lines along with maternal and terminal heterosis to increase in product value of offspring. Dairy farmers have refined their maternal unit for milk production with female sexed semen while also making use their former byproduct, dairy steers, by utilizing terminal beef genetics.

Sexed semen is not just a tool for dairy producers, beef operations can use it to meet maternal and terminal goals within the same calf crop. During his presentation, Wells discussed ways that ABS has deployed sexed semen in beef settings. One example is the 60/40 Sync Program, which builds on the idea of segmenting your cow herd so that your most fertile cows are bred to produce your replacement heifers, while the rest

(continued on page 59)



Kenny Wells from ABS Global discusses innovations in sexed semen technology at the Beef Improvement Federation Symposium.

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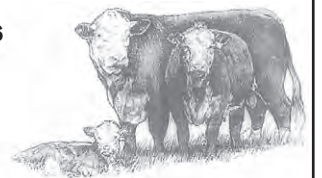
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(continued from page 57)

will produce a more terminal animal.

The 60/40 Sync Program works by synchronizing and fitting all females with an estrus detection aid, just as recommended for fixed-time AI protocols. Females that display estrus with fully activated patches, usually around 60%, are then time AI bred with female sexed semen from maternally designed bulls. The remaining females that have not displayed estrus, around 40%, are time AI bred with conventional semen from terminally focused bulls and all cows are exposed to a terminally oriented sire for clean-up. This program aims for the resulting calf crop to be made up of 35% maternally designed heifer calves to retain in the herd and 65% terminally focused animals, the majority of which are steers, to market.

Wells discussed how the strategic use of sexed semen could allow even very small producers to implement a structured crossbreeding program by using different breeds of bull as maternal and terminal sires. Programs like the 60/40 also have long-term reproduction benefits within herds. It allows the most fertile cows to have heifer calves born early in a calving season. This “head

start” results in older replacement females that conceive earlier and have heavier calves throughout their productive lives. Wells was clear that even though this program may not maximize pregnancy rate to AI, it does create the opportunity to generate the “right” calf from every mating.

Wells’ presentation discussed a multi-year demonstration of the 60/40 program between ABS and the Bair Ranch in central Montana. The study assigned 250 cows to either a control group, which followed a fixed-time AI protocol using conventional semen, or a test group, which implemented the 60/40 Program. Over four years of data collection, the Bair Ranch averaged 25-30% of the calf crop being maternally designed heifers resulting from sexed semen — exceeding the ranch’s target of 23-24% to keep as replacements every year. Key takeaways included that female sexed semen resulted in an average of 91% heifer calves and that female sexed and overall pregnancy rates in the 60/40 test group were lower than those of conventional semen. Their work also indicated that the 60/40 program reduced the relative proportion of calves being born in the first interval

when compared to the control. However, more 60/40 calves were born in the second calving interval, suggesting that 60/40 sync likely doesn’t significantly impact the length of the calving season.

Wells was clear: For the 60/40 program to work, producers must choose the right genetic inputs for their respective programs. With sexed semen, producers can adjust areas of their herd that previously they could not: more selection pressure can be applied to terminal traits without throwing maternal quality out of balance, and maternal traits can be selected for without reducing terminal profitability. The implementation of crossbreeding also allows for significant increases in efficiency through heterosis, particularly for lowly heritable maternal traits such as fertility and health.

Taken together, 60/40 Sync Program provides a framework for a more efficient, sustainable, and resilient breeding system. The concept laid out by Wells represents a flexible and adaptable strategy for producers to focus on making fertile, feed efficient, and moderate replacement females while enhancing growth and carcass quality

on their terminal calves.

To watch the Well’s presentation, visit <https://youtu.be/mfLZqMThS4s>. For more information about this year’s Symposium and the Beef Improvement Federation, including additional presentations and award winners, visit [BIFSymposium.com](http://BIFSymposium.com).

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