

HEREFORD

America

The Largest Privately Owned Hereford Newspaper in North America

Serving Commercial Cattlemen & Registered Hereford Breeders

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April/May 2025

Editorial Comments...



Jill Hotchkiss

As we near the end of our season which runs from August to April I can't help but reflect on the year's events in the Hereford business.

What a year it has been. With record cattle prices, increased demand for Hereford and Hereford-influence cattle, very cold winter weather and extreme storms, it's been quite a run.

You may have heard the latest news on the Hereford affidavit. If not, we have a feature story (to the right) in this month's issue. This is something breeders have wanted for a number of years and it was tried before but evidently, not implemented. When the Hereford branded beef programs were started, Certified Hereford Beef and Greater Omaha's 1881 program, their specifications with the USDA stated the cattle going through the program had to have at least a 51% white face. Over the past twenty-some years many breeders have been selecting and breeding for more pigment on the face, teats and testicles which has knocked a lot of Herefords and F-1s out of these two branded programs because of face pigment. The latest affidavit program seeks to remedy this issue. We'll see how it plays out and if there is support for the program both on the breeder side and the feeder side.

Tariffs... paper and cattle. While I think tariffs could be effective in some cases, my first thought was "what will this do to cattle coming into the United States from Canada or for that matter Mexico?" Regis-

(continued on page 4)

Hereford Affidavit Program Increases Access to Branded Program Premiums

by Ruth Weichmann

In February, Greater Omaha Packing announced the launch of a new affidavit program designed to increase the number of Hereford-influence cattle qualifying for program premiums.

USDA live animal specifications for the Certified Hereford Beef program include a phenotype requirement that animals must have a "predominantly (51%) white face." Many cattle that meet the genetic requirement of provable Hereford parentage and at least 50 percent Hereford breeding do not qualify under this rule due to markings on their faces.

"This is a win-win for producers and feedlots," said Dustin Schaaf, head cattle buyer at Greater Omaha Packing, in a February 28 press release. "By verifying genetic merit rather than relying solely on visual phenotype, producers can unlock additional value for their calves, while feedlots can more easily qualify for program premiums."

"While the USDA G-Schedule originally allowed for parentage certification

via affidavit, the process was never implemented," explained Sara Cover, Supplier Development Program Manager at Greater Omaha Packing Co., Inc.

"Now that process is in place," Cover said. "The USDA standards are not

changing, but the American Hereford Association has now structured the affidavit, and we are extremely excited about it."

Many breeders within the Hereford

(continued on page 3)



An affidavit process is now in place to accept steers with more than 51% facial pigment, through parentage verification.

NJHA Youth Programs Grow Hereford Network

by Terra Ochsner

Editor, Western Ag Reporter

Originally published in the

February 20, 2025 edition of the WAR

Junior breed associations play an integral role in the development of the next generation of agriculturalists. Encouraging and fostering passion in the youth of agriculture is important now more than ever, as the 2022 U.S. Census of Agriculture showed a 7 percent decrease in family farms with the average age of the farming/ranching population increasing to 58-years-old. Through its various leadership programs and youth-focused activities, the National Junior



The National Junior Hereford Association (NJHA) Board of Directors is just one of many leadership development programs offered by the NJHA. Pictured is the current NJHA Board, comprised of (left to right) Kaylee McInvale, Sarah Beth Callcott, Salem Sifford, Isaac Rhode, Haley Mouser, Logan McFatrige, Emma Ballinger, Sam Birdsall, Harlee Watson, Matt Bruns, Lauren Gatz, and Rylie Meinhardt.

(continued on page 4)

CALENDAR OF Sales & Events

April

- 3 BOLD Leadership Conference
Desdemona, TX
- 10 McClun's Lazy JM Ranch
Bull Sale
Torrington, WY
- 11-12 NJHA Fed Steer Shootout
Field Day
HRC Feedyards
Scott City, KS
- 11 Thorstenson Bull Sale
Selby, SD
- 12 Knoll Crest Farms Spring
Bull Sale
Red House, VA
- 19 Stuber Ranch Production Sale
Bowman, ND

May

- 9-11 Northwest Regional
Hereford Show
Madras, OR
- 11 Z Arrow T Ranch
Bull Sale
Bowman, ND
- 23-25 California Beef Expo
Red Bluff, CA
- 24-25 Kansas Jr. Hereford Show
Cico Park/Riley Co.
Fairgrounds
Manhattan, KS
- 31-1 Colorado Breed Bash
Brush, CO

June

- 1 Colorado Breed Bash
Brush, CO
- 6-8 Iowa Junior Hereford Assn.
Summer Preview Show

AUGUST 5

Is the ad deadline for the September issue of Hereford America

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

Signature _____ April/May 2025

(Required for Post Office Regulations)

- Webster County Fairgrounds
Ft. Dodge, IA
- 6-9 Nebraska Junior Hereford
Field Day
Dawson County Fairgrounds
Lexington, NE
- 7-8 South Dakota Junior
Hereford Field Day
Sioux Empire Fairgrounds,
Sioux Falls, SD
- 12-14 Idaho Junior Hereford
Field Day
Filer, ID
- 13 Wyoming Junior Hereford
Field Day
Cheyenne, WY
- 13-15 Midwest Classic Show
Pipestone, MN
- 13-15 Idaho Junior Beef Expo
Burley, ID
- 14-15 Showdown in Cheyenne
Cheyenne, WY

July

- 12-18 Junior National Hereford Expo
Louisville, KY
- 21-25 Canadian Junior Hereford
Association Bonanza Show
Olds, Alberta
- 24-27 SD Summer Spotlight Show

August

- 5 Ad deadline for the
September issue of
Hereford America
- 23 ND Hereford Association
Annual Meeting & Banquet
Morton County Fairgrounds
New Salem, ND
- 23 NDJHA Hereford Field Day
Morton County Fairgrounds
New Salem, ND
- 24 Iowa Hereford Tour
North Central Iowa
- 31 Perez Cattle Co.
Spring Calving
Cowherd Dispersal
Nara Visa, NM

World Hereford Conference
October 22-24, 2025
AHA Annual Meeting, Oct. 25
& American Royal, Oct. 25; Sale Oct. 25
Kansas City, MO



Oct. 16-21: Pre-tour Herefords in Big Sky Country
Oct. 19-24: Young Breeders Competition
Oct. 27-29: Post-tour, Sandhills Sights and
Mountain Views plus Post-tour | Southbound to Cowtown
www.worldherefordconference.com

Have a great summer!
The next issue prints in August.

The official Hereford publication for the states of
South Dakota, North Dakota and Wyoming

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— In memory of Byron Bayers —

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Hereford Affidavit Program Increases Access to Program Premiums

(continued from page 1)

seedstock industry have been selecting for increased pigmentation for decades. This, combined with the facial markings that commonly appear when crossbreeding Herefords with solid-colored breeds, has resulted in a significant number of black baldie calves not meeting the 51 percent white-face requirement.

“Many times when we crossbreed for black baldies we lose 10-20 percent of the calves because of the 51 percent rule,” Cover said.

Her family, Van Newkirk Herefords, has been selecting for higher pigmentation for decades. It is now common for Hereford bulls on the market to have red pigment around one or both of their eyes.

“Commercial producers love the pigmentation and pay attention to that when they are purchasing Hereford breeding bulls,” Cover said.

Within the Greater Omaha Hereford program, Cover said year-to-year trends are showing an increase in fallout due to phenotype.

“It’s hurting feedlots and the packer. The feeder needs to qualify to receive a premium, and we have to downgrade the beef if it can’t be sold in a Hereford box,” she said.

Compounding the issue, current low U.S. cattle inventory levels are making it difficult for Greater Omaha to fill orders.

“Our goal is to harvest 3,000 head of Hereford-influenced cattle every week,” Cover said. “This includes Herefords, black baldies, and red baldies. We are consistently short—by nearly 1,000 head per week in the summer months. Fall is better, and in spring, we’re usually 300-400 head below where we need to be.”

To address the issue, Cover is working to spread awareness about the affidavit program across the cattle industry, from seedstock producers to sale barns.

“It’s important for livestock markets to know there’s another way for their customers to market their white-faced calves,” she said. “Building this flow and strengthening our inventory with the affidavit program will benefit everyone, from seedstock producers and cow/calf operators to feeders and the packer.”

“Maintaining quality remains a top priority as Greater Omaha works to grow demand for Hereford beef,” Cover emphasized. “Cattle sold or finished under the Hereford Affidavit will meet the genotype criteria for the Greater Omaha Hereford program.”

The process begins when producers purchase a registered Hereford bull and transfer ownership through the American Hereford Association. They then complete the affidavit, which requires positive identification (ear tags, tattoos,



Cattle sold or finished through the affidavit process will meet the genotype criteria for the Greater Omaha program, says Sara Cover.

or brands) and proof of Hereford parentage via sire registration numbers.

Once submitted, the association verifies bull ownership, semen purchases for AI sires, or lease agreements for leased bulls. It also ensures that a sufficient number of Hereford bulls sired the cattle listed on the affidavit (maximum: 45 head per bull).

Upon approval, the Hereford Association issues a Genotype Requirement Affidavit Approval Document to the producer, feeder, and packer. An association

representative will then visit the ranch to verify identification, breed type, and parentage. The association also reserves the right to conduct DNA testing.

“When calves go to the sale barn or are marketed private treaty, the affidavit follows them to the feedlot,” Cover explained. “Every animal on the affidavit will meet the phenotype requirement because they are genotype verified. Then, they only need to fulfill the carcass portion.”

(continued on page 4)

Z Arrow T Ranch Production Sale



RM 0052 QUINTER 323
44482129 • 6/6/23

CED	BW	WW	YW	SC	Milk	M&G	MCE	Fat	REA	Marb	BMI\$	CHB\$
-2.7	4.8	69	119	1.1	30	64	1.7	-.007	0.93	0.13	342	142



RM KINGPIN 405
44566688 • 4/1/24

CED	BW	WW	YW	SC	Milk	M&G	MCE	Fat	REA	Marb	BMI\$	CHB\$
6.4	2.3	56	97	0.8	44	72	5.0	.033	0.60	0.09	334	112

May 11, 2025
@ 3:00pm MT
8904 146th Ave SW
Bowman, ND 58623



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Wayne Mrnak
(701) 523-6368

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VIDEOS
will be available
to view
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for more information
or to request
a catalog.



RM PIONEER 412
44569875 • 4/10/24

CED	BW	WW	YW	SC	Milk	M&G	MCE	Fat	REA	Marb	BMI\$	CHB\$
1.6	4.2	60	107	1.4	38	68	0.6	.013	0.52	0.27	346	127



RM DYNAMO 413
44569876 • 4/12/24

CED	BW	WW	YW	SC	Milk	M&G	MCE	Fat	REA	Marb	BMI\$	CHB\$
-0.6	4.3	68	116	0.7	44	78	3.2	-.037	0.62	0.14	275	124

Affidavit...

(continued from page 3)

Feeders must complete a portion of the affidavit and submit it to the packer when delivering cattle. Original ear tags must remain in place until harvest. Commingling of affidavit-verified groups is permitted, provided documentation is maintained and submitted to the packer. Cattle under the genotype affidavit must be harvested separately from phenotype cattle or non-qualifying animals. Packers will provide carcass data on affidavit-approved cattle to the Hereford Association.

Cover expects affidavit verification to increase the number of qualifying baldies by 10-15 percent from the feedlot to the packing plant.

"The demand for Hereford beef is strong and will only grow with a more consistent inventory," she said. "If we can build the supply, we can strengthen demand. When customers get it and love it, that keeps the momentum going. Consumers appreciate the flavor and tenderness—selling it isn't the challenge, sourcing it is what we're working hard on."

Editorial...

(continued from page 1)

tered cattle coming across the borders is a different situation than feeder cattle coming across the border, at least if you are in the U.S. and in the registered business. I don't have any answers at this point and I think it remains to be seen what will happen and the situation seems to change. My second thought, when as a newspaper publisher hears tariffs will be imposed on Canadian products coming into the United States, I wonder how much our printing costs will go up. Most newsprint is made and manufactured in Canada. When we printed in Bismarck and went to every press check, it was always interesting to see the pressmen moving the huge rolls of newsprint into the press room. They always said "Product of Canada." Guess I'd better get in touch with our printer!

Many of you have enjoyed the record-setting cattle market this past year. The big question is "how long will it last?" If we just had a crystal ball, right? Today, the U.S. cowherd numbers are not increasing and are the lowest they've been in 64 years. High prices and continued drought are factors effecting beef herd rebuilding. So where do dairy herds come into the mix? "As a result, the beef industry has increasingly turned to dairy farmers to help meet growing demand," says Taylor Leach of Dairy Herd Management.

"Ultimately, these crossbred animals have improved the conventional straight Holstein steer so much, and they've offered more volume and a really high-quality product into the beef industry," he said. "With low native cattle numbers, the industry has to have

these cattle. Not only do they have to have them, but they have to have them grade prime or choice," Dale Woerner of Texas Tech University said during the 2024 MILK Business Conference. "Feedlots have become especially reliant on these crossbreds. Feedlots need these animals – they're a top commodity," Woerner noted. "Over the years, many feedlots have gained experience in feeding beef-on-dairy cattle, optimizing their efficiency and performance. From a feedlot perspective, these cattle are in higher demand than ever before."

It's one big piece of the puzzle keeping feeder cattle prices up there.

Number 1 American fast-food chain McDonald's uses approximately 1.8 billion pounds of beef per year globally. Divided over 365 days per year, that comes to around 5 million pounds of beef per day worldwide. With 38,000 stores globally, each location goes through an estimated 130 pounds of beef daily, on average.

In order to supply their U.S. locations, naturally some beef is imported which is nothing new. The point here is that there is an increase in the U.S. of beef bred to dairy in order to supply in-country demand for fast-food restaurants and retail stores, etc. — more so than normal — and it is helping bolster prices at the rancher level.

As we put a close to our spring sale season, I'd like to mention I've seen some of the best Hereford cattle this sale season than in many years. Quality of the sale offerings has been incredible. It is heartening to realize the increased demand for Hereford cattle and where our industry is headed.

Have a great spring and summer! See you down the road.

— JBH

AJHA...

(continued from page 1)

Hereford Association (NJHA) and the Hereford Youth Foundation of America (HYFA) are not only looking to preserve the legacy of the Hereford breed, but on a larger scale, the organizations are looking to develop the next generation of leaders in the diverse landscape of the agriculture industry.

Amy Cowan, Director of Youth Activities, explained that the HYFA is focused on four pillars: scholarship, leadership, education, and research. Through the HYFA and the NJHA, there are scholarship opportunities as well as enriching experiences through summer internships and ambassador programs.

The leadership pillar, which is spearheaded by the NJHA Board of Directors (Board), features the annual Faces of Leadership and BOLD Leadership conferences, and a highly impactful industry networking program — essentially a college and career fair — called "Bridging the Gap." Through these different programs, NJHA members are able to grow and develop at a personal level, while also branching out and expanding their contacts throughout the ag industry.

Bridging the Gap is offered at different NJHA events throughout the year, including at the Faces of Leadership Conference.

"It's a great opportunity to come interact and shake hands with all kinds of people," Cowan said. "The purpose is to ultimately try and keep them in the Hereford breed, but most importantly to keep them in agriculture."

Cowan, who has been with the American Hereford Association since 1988, said that the youth programs are "all about raising that next generation of leaders."

"In whatever they decide to do, we want them to be successful and show that they are a product of agriculture, the Hereford family, and the Hereford breed," she said.

Cowan emphasized that the family aspect of the Hereford organization — like it is with other breed associations — is one of the most impactful parts.

"We really want to help these kids develop a network," she said, adding that the "Hereford network," particularly, is an extensive one.

At the core of these many youth development opportunities is the NJHA Board of Directors, a 12-member group of passionate young leaders who serve through a rigorous, yet rewarding, three-year term. She said that the intent behind the length of the term, which is a "huge commitment at their age," is that "it takes a year for them to get their feet wet."

"We expect a lot out of them. They don't just get to wear that maroon jacket — they are given a lot of responsibility," Cowan noted. "I really see them take off in their second year, and

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Earning a maroon jacket was a goal of Lauren Gatz's from a young age, which culminated in this emotional moment. Courtesy photo.

by their third year, they are ready to step up and lead.”

Cowan believes that this length of service develops consistency and “contributes to the success of the Board.”

The current NJHA Board of Directors, including first years and those whose service will conclude this summer, includes: Logan McFatrige (Otterbein, IN); Haley Mouser (Tenstrike, MN); Salem Sifford (Goldvein, VA); Lauren Gatz (Fairview, KS); Sam Birdsall (Torrington, WY); Harlee Watson (Flemingsburg, KY); Isaac Rhode (Stewartsville, MO); Kaylee McInvale (Cumby, TX); Emma Ballinger (McKee, KY); Matt Bruns (North Platte, NE); Sarah Beth Callicott (Only, TN); and Rylie Meinhardt (Onaga, KA).

“I really appreciate this team,” Cowan commended. “As a group, they are really committed to making our programs better, and they do a great job thinking about the whole NJHA.”

Lauren Gatz...

Lauren Gatz, a Kansas native who will be graduating from Kansas State University (K-State) with a degree in agricultural communications in May, is rounding out her second year on the

NJHA Board of Directors. Gatz's roots in the Hereford breed can be traced back through her mother, who grew up raising Herefords herself.

“She wanted to raise her family in the breed, too,” Gatz said. “I’ve been involved since I was born.”

From a young age, Gatz really bought into the NJHA programs, and a great deal of her passion for the Association can be traced back to interactions with NJHA Board when she was young.

“They had a big impact on my life,” Gatz said, recalling her first time showing at Junior Nationals. “I was seven – little, tiny – and my heifer did not want to be in the ring that day.”

Gatz ended up letting go of her heifer in the ring too many times, and she was excused from the class.

“The Junior Board Members were the ones who caught my heifer each time,” Gatz said. “And one of them walked with me out of the ring.”

The words of reassurance and encouragement from that Board Member “was a very defining moment,” she explained. Gatz posited that that experience very well could have been her last; however, the presence and support from the Board

(continued on page 6)



Matt Bruns is pictured here with his fellow first-year NJHA Board Members. Pictured left to right is Sarah Beth Callicott, Emma Ballinger, Matt Bruns, and Rylie Meinhardt. Courtesy photo.

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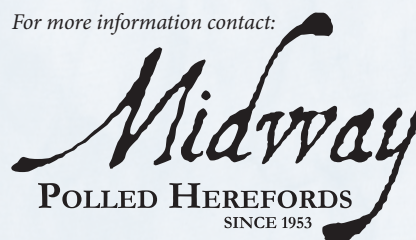
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(continued from page 5)

members encouraged her to come back and sparked a dream to earn her own maroon jacket someday.

“I thought, ‘these Junior Board Members are pretty cool,’” she recalled.

She explained that her decision to run for the Board was very prayer driven, and at the center of it was her desire to step into a service position herself.

“I saw it as an opportunity for me to give back {to NJHA members},” she said, reiterating that, “without the Board Members who interacted with me when I was young, I wouldn’t be where I am today.”

In her two years on the Board, Gatz said a highlight was planning and facilitating the NJHA Meet-Up that took place in Kansas City at the American Royal.

“There’s not always an opportunity for the kids to get together at these shows,” she said. “It was great to have time dedicated to foster those relationships. Those relationships are my favorite part of the Hereford breed.”

Matt Bruns...

Matt Bruns, of North Platte, Nebraska, is a junior at K-State studying animal science. This summer will mark the culmination of his first year on the NJHA Board of Directors, and he said he has appreciated using this first year to get acclimated to the responsibilities and functions of the Board.

A third-generation Hereford breeder, Bruns explained that the “huge jump in responsibility” that comes with being on a national board can be intimidating at first, especially with the realization that “you have so many eyes on you all the time.”

However, he feels as though he is starting to hit his stride and has noticed a difference in his confidence and leadership abilities this year.

“I’m not the most outspoken person, and my leadership style is more of leading through my actions,” he said. “But it’s important to step out of your comfort zone – you won’t make any improvements if you don’t.”

Bruns explained that he has participated in various associations in his life, but he is particularly connected with the NJHA because “there is such a family atmosphere with lots of tradition.”

A highlight for Bruns in his first year came during the Faces of Leadership Conference in the summer of 2024, which was his inaugural event as a Board Member.

“It was so eye-opening to see everything that happens backstage, and to get to work with 100+ juniors,” he said.

Bruns also said it was “super special” to be in the ring during the Hereford shows on “The Hill” at the National Western Stock Show, since 2025 was the last year any shows would be held there.

“Overall, just the ability to travel with the Board is amazing,” Bruns concluded.

2025 Board Openings...

The 2025 NJHA Board of Directors application will open on April 16 and is due no later than June 1. Positions

needing filled this year include:

- Northwest Region (Washington, Oregon, Idaho, Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, and Iowa): 2

- Southwest Region (California, Nevada, Utah, Arizona, Colorado, New Mexico, Kansas, Oklahoma, and Texas): 2

- Northeast Region (Wisconsin, Illinois, Indiana, Kentucky, Michigan, Ohio, West Virginia, Virginia, Pennsylvania, Maryland, Delaware, New Jersey, New York, Connecticut, Vermont, Maine, New Hampshire, Rhode Island, and Massachusetts): 1

- Southeast Region (Missouri, Arkansas, Louisiana, Tennessee, Mississippi, Alabama, Georgia, Florida, North Carolina, and South Carolina): 3

Visit www.hereford.org/youth/ to learn more about this year’s scheduled leadership conferences, scholarship applications, and more.



Nebraska Cattlemen’s Classic

FEB. 15-23, 2025
KEARNEY, NE

(continued from the March issue)



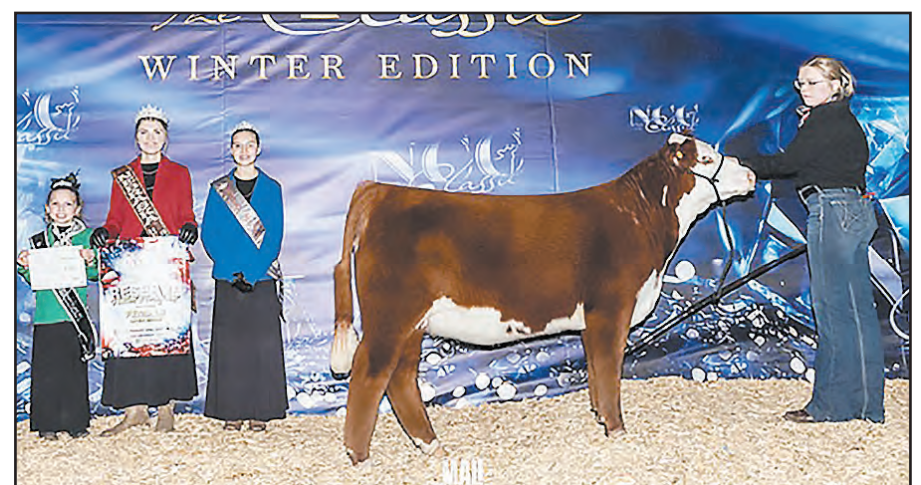
Champion Horned Hereford Female — Lot 24, KLM Margo 407M by SC Justified 6908 ET owned by KM Cattle, Ravenna, NE.



Reserve Champion Horned Hereford Female — Lot 23, SHMT Faline 971M by SHMT Jimmy Buffett 234J owned by Keller Cattle Company, St. Paul, NE.



Champion Polled Hereford Female — Lot 34, LVL Marlie 49M ET by T/R BPF American Classic 561 CET owned by Riddle & Co. Cattle, Hildreth, NE.



Reserve Champion Polled Hereford Female — Lot 33, LIN Ladysport 4900 by KLD RW Marksman D87 ET owned by Prospect Hill Farms, Elm Creek, NE.

SDHA Scholarships Now Open for Applications

John Leibel Memorial Scholarship

INFORMATION ABOUT THE SCHOLARSHIP

In 1952, John L. Leibel became the executive director of the South Dakota Hereford Association, a position he held for 33 years. In that capacity, John was a true industry leader, devoting himself to the South Dakota Hereford Association membership, and to the improvement of the Hereford breed. Better than most, John understood the importance of providing support and educational opportunities for the next generation of leaders. Through his efforts, the South Dakota Junior Hereford Association became the strong association which exists today.

John Leibel passed away in 2003, but with the help of the Leibel family, John's legacy lives on in the South Dakota Junior Hereford Achievement Program, which was established to provide scholarship and educational support for young people interested in a career in agriculture and Hereford cattle. The John Leibel Memorial Scholarship is specifically intended to provide financial assistance to those South Dakota students who have long-term career interests in agriculture.

Eligibility: The John Leibel Memorial Scholarship is limited to post-secondary students who are (or have been) members of the South Dakota Junior Hereford Association. The student must attend, a South Dakota college/university/vocational school. The Scholarship recipient will receive a one-time \$1,500.00 scholarship, to be used at the South Dakota post-secondary educational institution of his/her choice.

Deadline: The deadline for all applications and supporting materials is April 30, 2025. Entries received after the deadline, but having a postmark of April 30, 2025, will be accepted. No extensions or exceptions will be made to this rule.

Application:

1. Each applicant shall complete and return the Student Application form (available on from the South Dakota Hereford Association or check their website www.southdakotaherefords.org/juniors or the Hereford America Facebook page.

2. Applicants shall also include two letters of recommendation, one from a close adult associate (other than family) such as an 4-H or FFA leader, minister, employer etc; and the other from a school faculty member such as a teacher, coach, guidance counselor, etc. When asking for a recommendation, please have it returned to you in a

sealed envelope, to be submitted with your Student Application. The letters of recommendation should include:

- a. Identification of the writer, along with a mailing address and telephone number;
- b. Relationship with the student;
- c. The student's qualities or circumstances that make him/her a good candidate.

3. The applicant shall provide a current color photograph of him/herself, and write an essay, no longer than 300 words in length, setting forth his/her career goals, and explaining why he/she is a good candidate for the John Leibel Scholarship.

Other: The Leibel Scholarship selection committee will consider, among

other things: 1) Involvement in Hereford activities; 2) Academic achievement; 3) The quality and content of the student's letters of recommendation and essay; and 4) Financial Need. The

Scholarship recipient will be provided with a certificate at a South Dakota Junior Hereford event. (Funds will be paid directly to the South Dakota educational institution.)

2025 Scholarship Applications are now OPEN

Deadline April 30, 2025

Forms including

- John Leibel Memorial Scholarship
- Schlosser Scholarship available online at <https://southdakotaherefords.org/juniors/>

Deadline April 30, 2025

<https://southdakotaherefords.org/juniors/>

WHITE-FACED

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CATTLE PROGRAM

Greater Omaha buys the best corn-finished Hereford and Baldies in the Midwest. If you would like to sell or feed your calves in our white-face program, we can introduce you to our partner feedyards!

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- ★ We now have a Hereford Affidavit to ensure Hereford influenced genetics receive the premium they deserve.
- ★ Check with our buyers on our current premium offerings.

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Dustin Schaaf
Head Cattle Buyer
402-616-4646

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GREATEROMAHA.COM | 402-731-1700

Sara Cover
Cattle Supplier Relations
308-458-7116

Sale Roundup

**Shaw Cattle Co.
Bull Sale
Feb. 19, 2025
Caldwell, ID**

**Auctioneers: Rick Machado and
Trent Stewart**

**174 Hereford Bulls — \$8,235
273 Angus Bulls — \$9,717
31 Red Angus Bulls — \$8,887
Commercial Pairs: \$3600-\$4350
Open Replacement Females:
\$2,400-\$2,600**

Top Hereford Bulls:

Lot 142, /S Distinct 44041 ET, 1/14/24 by H B Distinct to ST Genetics, TX, Frederickson Ranch, SD, Topp Herefords, ND, \$50,000.

Lot 1, /S Canyon 33275 ET, 8/24/23 by Canyon Gem 33Z C211 to Stellpflug Cattle Co., WY, \$39,000.

Lot 144, /S Distinct 44036 ET, 1/13/24 by H B Distinct to Rausch Herefords, SD and Topp Herefords, ND, \$34,000.

Lot 146, /S Distinct 44090 ET, 1/23/24 by H B Distinct to Maizy Folkman, WI, \$24,000.

Top Angus Bull:

Lot 181, Shaw Right Kind 33331, 8/28/23 by MMP Right Kind J08 to Thomas Cattle Company, ID, \$29,000.



Shaw Sale Topper was Lot 142, /S Distinct 44041 ET by H B Distinct. He sold to ST Genetics, TX; Frederickson Ranch, SD; and Topp Herefords, ND for \$50,000.



Second high seller in the Shaw Sale was Lot 1, /S Canyon 33275 ET, 8/24/23 by Canyon Gem 33Z C211. He sold to Stellpflug Cattle Co., WY for \$39,000.

**Olson's Red Power Performance
Bull & Female Sale
Argusville, ND
Feb. 20, 2025
Auctioneer: Kyle Gilchrist**

**13 Hereford Bulls — \$4,946
15 Red Angus Bulls — \$4,233
9 Red Angus Open Heifers — \$2,783
4 Hereford Open Heifers — \$3,200
9 Red Angus Bred Females — \$2,911
3 Hereford Bred Females — \$3,000**

4 Commercial RWF Open Heifers — \$2,450

Top Hereford Bulls:

Lot 40, OHR Holland 91F 123L, 11/15/23 by CMF OHR 250D Holland 625H to Clayton Moore, Roy, NM, \$8,250.

Lot 45, OHR Holland 64G 16M, 2/9/24 by CMF OHR 250D Holland 625H, Chet Steier, Dickinson, ND, \$8,000.

Top Red Angus Bulls:

Lot 3, OHRR Maverick 15J 19M, 2/15/24, RLC Ambition 174J by to Ressler Land & Cattle, Cooperstown, ND, \$7,000.

Lot 14, OHRR Lover Boy 40Z 126L, 11/29/23 by Hereford x OHRR 513 Dakota Trust 72X, August Laeger, Kulm, ND, \$7,000.



Olson's Red Power Sale Topper was Lot 40, OHR Holland 91F 123L, 11/15/23 by CMF OHR 250D Holland 625H. He sold to Clayton Moore, Roy, NM, for \$8,250.



Lot 14 in the Olson sale is a red baldy sired by Holland.

**Hoffman Ranch & Stellpflug
Cattle Company Sale
Thedford, NE
Feb. 21, 2025**

**Auctioneers:
Rick Machado and Joe Goggins**

**160 Spring Yearling Herefords
Bulls — \$7,930
49 Fall Yearling Hereford Bulls — \$8,628
10 Coming Two-Year-Old
Hereford Bulls — \$6,825
123 Angus Spring Yearling Bulls — \$12,133
24 Fall Yearling Angus Bulls — \$10,042
366 Total Bulls — \$9,544
70 Commercial Open Heifers — \$2,350
1 Gelding — \$30,000**

Top Hereford Bulls:

Lot 88, Stellpflug Monument 4014, 1/10/24 by KCF Bennett Monument J338 to Genex Cooperative Inc, Shawano, WI & NJW Polled Herefords, Sheridan, WY, \$64,000.

Lot 29, Hoffman On Demand M4003, 1/27/24 by Bar JZ On Demand to Elwood Ranches, Montague, CA, \$60,000.

Lot 53, Hoffman New Standard 4451, 2/10/24 by Birdwell New Standard 2912 to Lucas Stumpf, Columbia, IL, \$50,000.

Lot 148, Hoffman 0158H Advance M137 ET, 1/14/24 by HH Advance 0159H to Powell Herefords, San Angelo, TX, \$35,000.

Lot 1, Hoffman Thomas County M123 ET, 2/12/24 by H WMS Thomas County 1443 ET to Vanderwork Herefords, Taloga, OK, \$32,000.

Lot 80, Hoffman Arlo 4471, 2/12/24 by C Arlo 2135 ET to Hill 70 Quantock Ranch Ltd, Lloydminster, AB, \$26,000.

Lot 126, Stellpflug Stimulus 4091, 1/25/24 by HL Stimulus 2108 ET to Buck Cattle Co., Madill, OK, \$25,000.

Lot 146, Hoffman Dominate 4041 ET, 1/29/24 by SR Dominate 308F ET to Vanderwork Herefords, Taloga, OK, \$25,000.

Lot 150, Hoffman Domino M115 ET, 1/20/24 by CL 1 Domino 0186 ET to Upstream Ranch, Taylor, NE, \$24,000.

Lot 42, Hoffman On Demand 4200, 1/24/24 by Bar JZ On Demand to NJW Polled Herefords, Sheridan, WY, \$22,000.

Lot 117, Hoffman Sherman M103 ET, 10/10/24 by Churchill W4 Sherman 2157K ET to Ravine Creek Ranch, Huron, SD, \$20,000.

Top Angus Bulls:

Lot 342 at was Hoffman Bold Ruler 4008, DOB: 12/16/2023; SIRE: BA7 Oaks Bold Ruler; MGS: Sitz RLS Substantial 10186. He sold to Elwood Ranches, Montague, CA, \$150,000.
Lot 374, Stellpflug Republic 4500,



Patriotic greeting at Hoffman Ranch... every time! Beautiful!!!

1/28/24 by Raven Republic I564 to GENEX Beef, Shawano, WI & Lazy JB Angus, Montrose, CO, \$60,000.

Lot 301, Hoffman North Star 4412, 1/26/24 by Bear Mtn North Star to Thiel Ranch, Isabel, SD & Frederickson Ranch, Spearfish, SD, \$47,500.

Lot 286, Hoffman Thedford 4440, 2/4/24 by Hoffman Thedford to David Craig, Calhoun, GA, \$40,000.

Top Gelding:

Lot H1, SJQC Amicus Blanton, a 2021 Dun Gelding sired by SHS Hesa Wily 401. He sold to Perez Cattle Company, Nara Visa, NM, \$30,000.

Top Dog:

Lot 402, Charlie, the Border Collie Pup, 11/16/24 by Buck Boone to Lurkins Stock Dogs, Elsmere, NE, \$2,100.



Hoffman and Stellpflug Sale Topper was Lot 88, Stellpflug Monument 4014, 1/10/24 by KCF Bennett Monument J338 to Genex Cooperative Inc, Shawano, WI & NJW Polled Herefords, Sheridan, WY for \$64,000.



Haxtun Hoffman getting ready to play his bagpipes before their sale.

Friedt Herefords Sale Report Correction:

Lot 4119 sold to Garin Haak, Knippling Herefords, Gann Valley, SD, \$10,750.

Lot 3144 sold to Trent Martin for 14,500.

**Kreth Hereford and Angus
Feb. 22, 2025
Mt. Vernon, SD**

Auctioneer: Joe Giggins

**22 Hereford Bulls — \$7,580
37 Angus Bulls — \$7,480
10 Reg. Hereford Heifers — \$2,885**

Top Hereford Bulls:

Lot 47, K Houston 425M, 1/10/24 by SHF Houston D287 H086 to Stahly Ranch, Cavour, SD, \$16,500.
Lot 55, K Steadfast 434M, 1/13/24 by NJW 202C173D Steadfast 156J ET to Ben Matzner, Stickney, SD, \$14,000.
Lot 57, K Steadfast 4127M, 1/23/24 by NJW 202C173D Steadfast 156J ET to Jack Johnson, Milford, IA, \$11,000.
Lot 48, K Houston 471M by SHF Houston D287 H086 to Eric Nowotny, White Lake, SD, \$10,000.
Lot 49, K Houston 484M by SHF Houston D287 H086 to Jeff Gerlach, Stickney, SD, \$10,000.
Lot 61, K Hoss 452M by NJW 95G 41E Hoss 187K to James Honing, Huron, SD, \$10,000.

Top Female:

Lot 77, K Lady Hoss 4201M, 2/13/24 by NJW 95G 41E Hoss 187K to Bayers Hereford Ranch, \$4,500.

Top Angus Bull:

Lot 2, K Commerce 4151M, 1/29/24

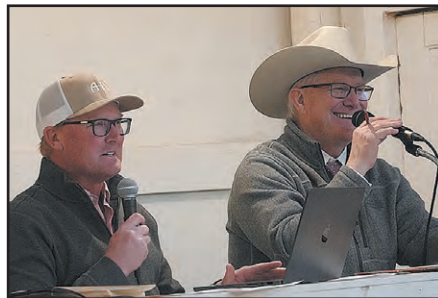
by Connealy Commerce to ST Genetics, \$20,000.
Lot 20, K Commerce Upstart 4157M, 1/31/24 by Connealy Commerce, \$11,000.



Pat and Darwin Kreth.



It was a nice, warm day to look at Kreth bulls.



Barclay Kreth (left) and auctioneer Joe Giggins welcoming the crowd.

**Tegtmeier Polled Herefords
Feb. 22, 2025
Burchard, NE**

Auctioneer: Joel Birdwell

33 Hereford Bulls — \$5,797

Top Hereford Bulls:

Lot 27, CT Garfield 11L, 3/31/23 by Loewen 4B Garfield B42 G24 ET to Rob Spence, Crab Orchard NE, \$10,000.
Lot 28, CT Garfield 28L, 4/1/23 by Loewen 4B Garfield B42 G24 ET to Dana Polled Herefords, Clay Center, NE, \$8,250.
Lot 32, CT Mendel 58L, 3/18/23 by Loewen CMF Mendel 7G to Nick Zito, Wymore, NE, \$8,000.
Lot 31, CT Mendel 8L, 3/17/23 by Loewen CMF Mendel 7G to Clint Mahoney, Tecumseh, NE, \$7,750.
Lot 16, CT Mendel 110L, 9/17/23 by Loewen CMF Mendel 7G to Steve Barrett, Sabetha KS, \$7,750.

Top Spring Open Heifer:

Lot 66, CT Miss Mendel 46M 3/4/24 by Loewen CMF Mendel 7G to Beau Beavers, Beatrice, NE, \$6,000.

Top Spring Pair:

Lot 39, CT Miss Garfield 139K, 10/12/22 by Loewen 4B Garfield B42 G24 ET with calf by SHF Dylan A191 A191 D35 to Poll Terra Pastures, Plymouth, NE, \$5,000.



Tegtmeier top seller was Lot 27, CT Garfield 11L by Loewen 4B Garfield B42 G24 ET. He sold to Rob Spence of Crab Orchard, NE for \$10,000.

**Wagner Herefords
Production Sale**

**Feb. 22, 2025
Redfield, SD
and Online at**

TheLivestockLink.com

**14 Yearling Bulls — \$4,625
14 Two Year Old Bulls — \$4,625
69 Bred Heifers — \$3,623**

Top Bulls:

Lot 1, WH Houston 29M, 2/26/24 by SHF Houston D287 H086 to Brian Blume, Redfield, SD \$10,000.
Lot 36, WH Conquest 61L, 3/17/23 by Snowshoe 33Z Conquest F07 to Don Langer, Kulm, ND, \$6,250.
Lot 21, WH 973E Jalapeno 24M, 2/24/24 by C&L RR KJ 364C Jalapeno 973E to Bottum Brothers, Tulare, SD, \$6,000.

(continued on page 10)

FOR SALE PRIVATE TREATY



B JBH 251 PERFECT STORM 404M

Sire: F PERFECT STORM 277 Dam: F MS ENDURE 251
P44549455 DOB: 4/5/24 BW: 79 Act. WW 620

CE	BW	WW	YW	SC	MM	MG	MCE	UDDR	TEAT
8.2	1.8	67	103	1.0	39	73	4.1	1.30	1.30
FAT	REA	MARB	BMI	BII	CHB				
0.072	0.90	0.21	530	625	157				

The Perfecto-Endure genetic combination makes for one stylish calf who is really coming on quickly. Nice set of numbers.



B JBH 808 259 DISTINCT 401M

Sire: F DISTINCT 259 Dam: F MS ANODYNE 808
P44544900 DOB: 2/13/24 BW: 89 Act. WW 618

CE	BW	WW	YW	SC	MM	MG	MCE	UDDR	TEAT
9.3	1.8	75	119	1.6	42	80	4.6	1.30	1.50
FAT	REA	MARB	BMI	BII	CHB				
-0.018	0.75	0.12	251	335	136				

This bull has been a standout since birth. A grandson of H B Distinct and a super Anodyne cow, he has a tremendous combination of growth and thickness with solid EPDs.

For more information contact: **Bayers Hereford Ranch**

Jill Hotchkiss • 605/490-1409 (cell) • jbh@herefordamerica.com • Reva, SD

RED & WHITE
Since 1918

(continued from page 9)



Colyer top seller was Lot 74, C 79H Sherman 4202 ET by Churchill W4 Sherman 2157K. He sold to Bowling Ranch, Newkirk, OK, for ¾ interest at \$70,000.

**Colyer Hereford & Angus
Annual Bull Sale
Bruneau, ID
Feb. 24, 2025**

Auctioneers: C.D. "Butch" Booker and Kyle Colyer

**115 Hereford Bulls — \$10,330
84 Angus Bulls — \$10,208
19 Hereford Females — \$4,271
13 Angus Females — \$3,161
231 Lives Lots — \$9,384**

**2 Flushes — \$21,500
2 Pregnancies — \$10,250
Cattle sold to 19 states**

Top Hereford Bulls:

Lot 74, C 79H Sherman 4202 ET 1/4/24 by Churchill W4 Sherman 2157K to Bowling Ranch, Newkirk, OK, ¾ interest \$70,000.

Lot 71, C 8019 Sherman 4196 ET 1/02/2024 by Churchill W4 Sherman 2157K to Bowling Ranch, ¾ interest \$57,500.

Lot 83, C D83 Arlo 4230 ET, 1/10/2024 by Carlo 2135 ET to Hurricane Hefty Ranch, Oklahoma City, OK, ¾ interest \$40,000.

Lot 69, C Sherman 4189, 1/02/2024 by Churchill W4 Sherman 2157K to GKB Cattle Co., Desdemona, TX, ¾ interest \$37,500.

Lot 13, C 79H Sherman 4025 ET, 1/5/2024 by Churchill W4 Sherman 2157K to Mike Rogan, Rogersville, TN, \$30,000.

Lot 9, C Bar 11008 4017 ET, 2/27/2024 by C Barracuda 0114 ET to T Bone Ranch, Antonito, CO, \$27,500.

Lot 99, C 8140 Barracuda 3352 ET, 8/27/2023 by C Barracuda 0114 ET to Stangle Ranch, Marsland, NE, \$25,000

Top Hereford Females:

Lot 229, C 0114 Barbie 4097, 1/14/2024 by C Barracuda 0114 ET to T Bone Ranch, \$9,500.

Lot 236, C Lady Arlo 4206, 1/10/2024 by Carlo 2135 ET to T Bone Ranch, \$8,250.

Top Pregnant Recip:

Lot 251, heifer pregnancy by C Denali HD 2105 ET and C Black Hawk Lass 8019 to GKB, \$10,500.



Second high selling Hereford bull in the Colyer sale was Lot 83, C D83 Arlo 4230 ET, 1/10/2024 by Carlo 2135 ET, sold to Hurricane Hefty Ranch, Oklahoma City, OK, ¾ interest for \$40,000.

Top Flush To GKB, \$25,000

Top Angus Bulls:

Lot 192, CCC 0166 Craftsman 3223 ET, 8/17/2023 by Connealy Craftsman to GKB Cattle, \$21,000.

Lot 177, C Republic Lad 4150, 1/22/2024 by Raven Republic 1564 To GKB Cattle, \$20,000.

Lot 183, C Republic Lad 4065, 1/17/2024 by Raven Republic 1564 To GKB Cattle, \$18,000.

Lot 133, C Whitewater 4023 ET, 2/20/2024 by HCC Whitewater 9010 to Wakely Ranch, Deeth, NV \$17,500.

Top Angus Female:

C 1564 Alice 4106, 2/02/2024 by Raven Republic 1564 to Tudahl Angus and Herefords, Bigfork, MT, \$4,000.

**Perez Cattle Co.
Nara Visa, NM
Feb. 25, 2025**

Auctioneer: Dustin Layton

**63 Hereford Bulls — \$8,817
59 Angus Bulls — \$7,830
1 Horse — \$6,000
16 Open Females — \$4,150**

Top Hereford Bulls:

Lot 8, PCC 8127 0183 Maverick 3434 ET, 11/7/23 by PCC 7009 173D Maverick 0183 ET to Gallincantu Ranch, CO, \$24,000.

Lot 16, PCC 8127 Steadfast 3403 ET, 9/29/23 by NJW 202C173DSteadfast 156J ET to D&D Farms, CO, \$12,000.

Lot 13, PCC 9118 0183 Maverick 3365, 9/23/23 by PCC 7009 173D Maverick 0183 ET to Roy Lee Criswell NM, \$12,000.

Lot 4, PCC 6002 Steadfast 3334 ET, 9/16/23 by NJW 202C173DSteadfast 156J ET to D&D Farms, \$10,500.

Lot 9, PCC 7035 0183 Maverick 3428 ET, 9/15/23 by PCC 7009 173D Maverick 0183 ET to Leslie Ploeger, TX, \$10,250.

Lot 14, PCC 7035 0183 Maverick 3373 ET, 9/24/23 by PCC 7009 173D Maverick 0183 ET, to Alan Shields OK, \$10,000.

Lot 17, PCC 8127 Steadfast 3351 ET, 9/26/23 by NJW 202C173DSteadfast 156J ET to Bar G Ranch CO, \$10,000.

Lot 10, PCC 7035 0183 Maverick



Perez top seller was Lot 8, PCC 8127 0183 Maverick 3434 ET, 11/7/23 by PCC 7009 173D Maverick 0183 ET to Gallincantu Ranch, CO, \$24,000.

3373 ET, 9/24/23 by PCC 7009 173D Maverick 0183 ET to Rallin Nightingale, NM, \$10,000.

**Gant Herefords
Production Sale
Geddes, SD
Feb. 28, 2025**

Auctioneer: Chisum Peterson

**30 Hereford Bulls — \$5,100
14 Bred Hereford Heifers — \$4,450**

Top Hereford Bulls:

Lot 6, Gant Decorby 365 562 by NJW Decorby to Robert Kehn, Herrick, SD, \$8,750.

Lot 19, Gant Decorby 369 568 by NJW Decorby to Larry Schweigert, Gregory, SD, \$7,250.

Lot 4, Gant Homestead 396 by Gant Homestead to Summers Bounty, LLC, Bridger, MT, \$6,750.

Lot 8, Gant Decorby 367 564 by NJW Decorby to Millar Farm, Geddes, SD, \$5,750.

Top Hereford Bred Heifers:

Lot 40 and 46 each at \$4,650 to Summers Bounty, Bridger, MT.

10 Head \$4,500 each to Cattle Co. LLC, Gregory Supan, St Stephens, MN.



Three Generations — Mark Gant (right), his son Jason and Jason's daughter Mallory at the Gant sale.



Mallory Gant on the auction block with auctioneer Chisum Peterson, talking about the offering.

**Jamison & Friends Bull Sale
(Jamisons, Ken Coleman, Lee and
Braxton Butler)
Quinter, KS
Feb. 28, 2025**

Auctioneer: Lynn Weishaar

107 Two Year Old Bulls — \$6,834

Top Bulls:

Lot 89, JA L1 Domino 3601L, 2/8/23 by CL 1 Domino 6163D to David Koetter, McCook, NE, \$17,500.



Top selling Jamison bull was Lot 89, JA L1 Domino 3601L by CL 1 Domino 6163D. He sold to David Koetter of McCook, NE for \$17,500.

Lot 86, JA L1 Domino 3600L, 1/31/23 by CL 1 Domino 6163D to David Koetter, \$15,000.

Lot 18, CO L1 Domino 352L, 3/24/23 by CL 1 Domino 1176J 1ET to Lazy K Bar Land & Cattle Co., Montrose, CO, \$12,000.

Lot 94, JA L1 Domino 3603L, 2/26/23 by JA L1 Domino 8628F to Melvin Schultz, Lucas, KS, \$12,000.

Lot 6, CO L1 Domino 314L, 3/7/23 by FS Advance 0079H to Paxton Ranch, Tryon, NE, \$11,000.

Lot 88, JA L1 Domino 302L, 2/8/23 by CL 1 Domino 6187D to Phillip Paulich, Trinchera, CO, \$11,000.

Lot 97, JA L1 Domino 3202L, 3/1/23 by JA L1 Domino 6212D to Phillip Paulich, \$10,500.

Lot 101, JA L1 Domino 3709L, 3/6/23 by JA L1 Domino 8700F to Taylor Farms, Morganville, KS, \$10,500.

Lot 7, CO L1 Domino 315L, 3/7/23 by HH Advance 6006D ET to Paxton Ranch, \$10,000.

Lot 107, JA L1 DOMINO 3209L, 4/8/23 by JA L1 Domino 6212D Zero Hereford Ranch, Inc., Miller, NE, \$10,000.

**Cane Creek Cattle Co.
Bull Sale
Mobridge SD
March 1, 2025**

Auctioneer: Seth Weishaar

**41 Hereford Bulls — \$5,866
6 Angus Bulls — \$5,125
7 Simmental Bulls — \$3,429**

Top Hereford Bulls:

Lot 7, CCCC Maverick 11E 308L ET, 2/11/23 by PCC 7009 173D Maverick 0183 ET to Schuette Land & Cattle, Highmore, SD, \$12,000.

Lot 2, CCCC Endure 45C 313L ET, 2/16/23 by NJW 79Z Z311 Endure

173D ET to Shay Latendresse, Towner, ND, \$11,000
 Lot 1, CCCC Endure 45C 311L ET, 2/13/23 by NJW 79Z Z311 Endure 173D ET to Jason Hasper, Herreid, SD, \$10,500.
 Lot 5, CCCC Blueprint 11E 307L ET, 2/10/23 by Boyd 31Z Blueprint 6153 to Scotty Henderson, Bossier City, LA, \$10,500.



Doyle Musick was one of the volume buyers at the Cane Creek sale.

**Harrell Hereford Ranch
 Annual Bull Roundup
 Baker City, OR
 March 3, 2025**

Auctioneer: Rick Machado

**123 Bulls — \$7,488
 30 Reg. Females — \$3,743
 40 Commercial Females — \$2,728**



Top selling bull in the Harrell sale was Lot 34, H5 1115J Domino 4106 by CL 1 Domino 1115J 1ET going to a South Dakota buyer, \$26,000.



Jason Anderberg (left), Casey Perman and auctioneer Seth Weishaar at the Cane Creek Cattle Co. Bull Sale in Moberg, SD.



One of nine pups, available from Spencer Hovde. Pretty darned cute!

Top Hereford Bulls:

Lot 34, H5 1115J Domino 4106, 2/7/24 by CL 1 Domino 1115J 1ET to a SD buyer, \$26,000.
 Lot 72, H5 2912 New Standard 4213 ET, 2/18/24 by Birdwell New Standard 2912 ET, \$20,000.
 Lot 115, H5 9241 Advance 4362 4/3/24 by H5 5019 Advance 9241 to a Missouri buyer, \$20,000.
 Lot 63, H5 2912 New Standard 4198 ET 2/17/24 by Birdwell New Standard 2912 ET to Sandrock Ranch, Benton, WI, \$19,000.
 Lot 99, H5 1115J Domino 4273, 2/24/24 by CL 1 Domino 1115J 1ET, \$18,000.
 Lot 39, H5 175J Domino 4125, 2/9/24 by CL 1 DOMINO 175J 1ET to Dudley Bros., Comanche, TX, \$17,500.
 Lot 65, H5 1115J Domino 4200 2/17/24 by CL 1 Domino 1115J 1ET to Salmon Falls Land & Livestock, Hagerman, ID, \$12,000.
 Lot 54, H5 2912 New Standard 4174, 2/14/24 by Birdwell New Standard 2912 ET, \$12,000.
 Lot 88, H5 2267 Harvest 4238, 2/21/24



Lot 72 in the Harrell sale was the second high seller. H5 2912 New Standard 4213 ET sold for \$20,000.



Spencer Hovde, ranch manager for Cane Creek.



Matt and Alecia Tishmack of Coffin Butte Ranch, New Leipzig, ND, bought one of the Sherman bulls from Cane Creek.

by H5 H033 Harvest 2267 to Salmon Falls Land & Livestock, \$11,500.
 Lot 30, H5 2267 Harvest 495, 2/5/24 by H5 H033 Harvest 2267 to Triangle Ranch Hepner, OR, \$10,500.
 Lot 26, H5 011 Domino 487, 2/5/24 by H5 215Z Domino 011, \$10,000.

Top Spring Open Female:
 Lot 216, H5 MS 1174 Historic 498,

(continued on page 12)

McCLUN'S LAZY JM RANCH

**ANGUS AND POLLED HEREFORDS | APRIL 10, 2025
 SELLING AT TORRINGTON LIVESTOCK - TORRINGTON, WY - SALE: 1 P.M.**



SELLING:

100+ ANGUS & POLLED HEREFORD BULLS
 (TWO-YEAR-OLDS, YEARLINGS AND PAP TESTED 18-MONTH-Olds)

25 Elite Registered Angus & Polled Hereford Replacement Heifers

ANGUS A.I. SIRES:

K C F BENNETT SUMMATION • S ARCHITECT 9501
 B A R DYNAMIC • BJ SURPASS
 VIRGINIA TECH STATESMAN • KCF BENNETT EXPONENTIAL

HEREFORD A.I. SIRES:

GO KING E33 • INNISFAIL TRADEMARK 1939 ET
 EXR GENERATOR 0333 ET • BG LCC 11B PERFECTO 84F
 KBCR 49B FEDERAL 634D • CHURCHILL KINGDOM 1287

FIRST YEAR BREEDING GUARANTEE
 FREE DELIVERY
 SIGHT UNSEEN PURCHASE GUARANTEE



67M HOMOZYGOUS POLLED
 MC TRADEMARK 67M
 DOB: 02/04/24
 CE -1.4 BW 3.5 WW 78 YW 123 CHB 168



216L HOMOZYGOUS POLLED
 MC RED BARON 216L
 DOB: 09/01/23
 CE -1.9 BW 3.6 WW 74 YW 117 CHB 115



14M
 MC ROSE 14M
 DOB: 01/07/24
 Sire: KCF BENNETT BEDROCK H642
 CE 8.2 BW 0.1 WW 68 YW 102 CHB 131



222L HOMOZYGOUS POLLED
 MC RESOLVE 222L
 DOB: 09/06/23
 CE 2.5 BW 0.8 WW 55 YW 91 CHB 137



209L HOMOZYGOUS POLLED
 MC PERFECTO 209L
 DOB: 08/30/23
 CE 9.0 BW 0.4 WW 67 YW 100 CHB 118



60M
 MC JOSEPHINE 60M
 DOB: 01/30/24 • Sire: TH MASTERPLAN 183F
 CE 1.9 BW 2.8 WW 57 YW 97 CHB 130

FOR MORE INFORMATION CONTACT:
 Kody: 307-575-3519 • Jeff: 307-575-2113 • Jim: 307-534-5141
 www.McClunRanch.com • mccluncattle@gmail.com

(continued from page 11)

2/6/24 by H5 9241 Advance 1174 to Steve Landt, Union, IA, \$5,500.
 Lot 236, H5 MS 011 Advance 4326, 3/12/24 by H5 215Z Domino 011, \$5,500.

**S&S Cattle Co.
 Genetic Tradition Sale
 Guide Rock NE
 March 4, 2025**

Auctioneer: Joel Birdwell

**39 Two Year Old Bulls — \$6,429
 34 Females — \$3,844
 5 Comm'l Females — \$2,650**

Top Bulls:

Lot 5, S&S 39H Warrior 14L, 3/14/23 by S&S Warrior 39H to Bill Stevens Polk, NE, \$9,250.
 Lot 8, S&S 39H Warrior 7L, 3/10/23 by S&S Warrior 39H to USA Ranch, Albuquerque, NM, \$9,000.
 Lot 32, S&S Broadway 55L ET, 3/28/23 by Churchill Broadway 858F to Cooper Polled Herefords, Mondamin IA, \$8,750.
 Lot 34, S&S Broadway 64L ET, 4/1/23 by Churchill Broadway 858F to Kuhlmann Farms, Byron, NE, \$8,750.
 Lot 1, S&S 29J Endure 25L, 3/17/23 by S&S Endure 29J to Nathan Cole Curtis, NE, \$8,500.
 Lot 33, S&S 29J Endure 65L, 4/1/23 by S&S Endure 29J to Kevin Baetz, Smith Center, KS, \$8,500.



Lot 8, S&S 39H Warrior 7L by S&S Warrior 39H sold to USA Ranch, Albuquerque, NM for \$9,000 in the S&S sale.

**Jensen Bros. Herefords
 March 6, 2025
 Courtland, KS**

Auctioneer: Dustin Layton

**65 Bulls — \$9,024
 50 Commercial Females — \$2,350**

Top Yearling Bulls:

Lot 1, KJ 488G Justice 606M, 3/25/24 by KJ TWJ 907E Liberty 159H ET to ST Genetics, \$40,000.
 Lot 15, KJ 855H Harvester 540M, 3/2/24 by UPS Harvester 9985 to Royal K Ranch, Caldwell, TX, \$27,000.
 Lot 20, KJ J20 Harvester M55 ET, 1/26/24 by UPS Harvester 9985 to Littau Polled Herefords, Balko, OK, \$25,000.
 Lot 43, KJ 662K Confidence 414M,



Jensen Bros' top was Lot 1, KJ 488G Justice 606M. He sold to ST Genetics for \$40,000.



Kevin and Sheila Jensen



Crowd at the Jensen Bros. sale, Courtland, KS.

1/24/24 by KJ IF 45C Confidence 609K ET to Robby Gray, Hutchinson, KS, \$20,000.
 Lot 44, KJ E59J Confidence 425M, 1/25/24 by KJ IF 45C Confidence 609K ET to Smith Cattle Co., Batesland, SD, \$20,000.
 Lot 6, KJ 7603 Impact 552M ET, 3/8/24 by KJ GKB 364C Impact 249J ET to Robby Gray \$19,000.
 Lot 26, KJ 328F Intent 450M ET, 2/5/24 by KJ GKB 364C Impact 249J ET to Josh Spaeth, Cadott, WI, \$15,000.

Top Selling 18 Month Old Bull:

Lot 65, KJ 304F Harvester 371L, 10/17/23 by UPS Harvester 9985 to Jeff and Meita Lyne, Lincoln, KS, \$15,000.

**Doyle Hereford Ranch
 Wolfe City, TX
 March 8, 2025**

Auctioneer: Dustin Layton

**54 Bulls — \$5,667
 22 Females — \$4,432
 12 Embryos — \$305**

Top Bulls:

Lot 2, DHR Stardance 672 Domino 381, 9/19/23 by Stardance M8086 ET to OH Triangle Ranch, San Angelo, TX, \$20,000 for 3/4 interest, full possession.
 Lot 1, DHR 1103 7131 215Z Domino 372, 9/28/23 by LW 7131 Domino

1103J ET to David Doyle, Strawberry, AR, \$10,000 for 3/4 interest, full possession.

Lot 35, DHR Guardian Molasses 417ET, 1/3/24 by C GKB Guardian 1015 ET to Bear Creek Farms, Leonard, TX, \$10,000 for 3/4 interest, full possession.

Lot 30, DHR 1103 7131 Domino 377, 9/10/23 by LW 7131 Domino 1103J ET to Munn Cattle, Tyler, TX, \$8,500.

Top Selling Heifer:

Lot 60, DHR Guardian 1015 Lady 464ET, 1/2/24 by C GKB Guardian 1015 ET to Morris Hereford Farm, Carthage, TX, \$9,250.



Sale top at Doyle Ranch was Lot 2, DHR Stardance 672 Domino 381 by Stardance M8086 ET. He sold to OH Triangle Ranch, San Angelo, TX for \$20,000 for 3/4 interest, full possession.

**Northwest Hereford Breeders
 Stanfield, OR
 March 8, 2025**

Auctioneer: Butch Booker

**29 Bulls — \$4,407
 24 heifers — \$2,925**

Top Bulls:

Lot 27, Bird 8082 Kobe 417, 11/17/23 by UU Belmar 8082 F to WA, \$8,000.
 Lot 23, CT 8086 Napoleon 45, 11/21/23 by Stardance M8086 ET to ID, \$6500.
 Lot 9, WF G-84 Dynamo 012 366, 9/19/23 by KJTJ745D Agent 684 ET to WA, \$6,500.
 Lot 26, Bird 8086 Mud Flat 418, 11/18/23 by Stardance M8086 ET to OR, \$6500.

Top Heifers:

Lot H8, Bird Herefords, Dec 2023/Jan 2024, pen of 3 to OR \$3,600 each.



Northwest Hereford Breeders' bulls.



HH Advance 4137M topped the Holden sale at \$110,000 for half interest, selling to Van Newkirk Herefords, Oshkosh, NE and JLB Ranch, Douglas, KS.

**Holden Herefords
 59th Bull Sale
 March 10, 2025**

Auctioneer: Joe Goggins

**151 Bulls — \$14,728
 29 Females — \$7,543**

Top Bulls:

Lot 4137, HH Advance 4137M, 1/15/24 by HH Advance 0159H to Van Newkirk Herefords, Oshkosh, NE and JLB Ranch, Douglas, KS, \$110,000 for half interest.
 Lot 4056, HH Advance 4056M ET, 1/6/24 by HH Advance 1128J ET to Barber Ranch, Channing, TX; GKB Cattle, Desdemona, TX; and Colyer Herefords, Bruneau, ID, \$70,000 for 3/4 interest.
 Lot 4005, HH Advance 4005M ET, 12/30/23 by CL 1 Domino 1115J 1ET to Flying S Herefords, Paluxy, TX and Coates Ranch, Mertzon, TX, \$65,000 for 3/4 interest.
 Lot 4166, HH Advance 4166M, 1/20/24 by HH Advance 2216K to Baumgarten Cattle Co., Belfield, ND; and Hermann Ranch, Lemmon, SD, \$60,000.
 Lot 4177, HH Advance 4177M ET, 1/21/24 by HH Advance 1045L to Ridder Hereford Ranch, Callaway, NE, \$55,000 for three quarter interest.
 Lot 4027, HH Advance 4027M ET, 1/3/24 by HH Advance 0159H to B&D Herefords, Claflin KS and EF1 Cattle, Carpio ND, \$50,000 for three quarter interest.
 Lot 4172, HH Advance 4172M ET, 1/20/24 by CL 1 Domino 744E to Van Newkirk Herefords, Oshkosh, NE, \$45,000.
 Lot 4094, HH Advance 4094M ET, 1/10/24 by HH Advance 1128J ET to Debter Herefords, Horton, AL, \$37,500.
 Lot 4265, HH Advance 4265M, 3/20/24 by CL 1 Domino 8146F 1ET to Tanner Herefords and Angus, Nalor,



The crowd at Holden's sale packed the barn.

GA, \$35,000 for half interest.

Top Selling Female:

Lot 4245, HH MISS Advance 4245M, 2/8/24 by HH Advance 1128J ET to Steve Bodner, Raynesford, MT, \$24,000.

**Cooper Herefords
Production Sale
Willow Creek, MT
March 11, 2025**

Auctioneer: Joe Goggins

**91 Yearling Bulls — \$15,731
25 Females — \$7,360**

Top Yearling Bulls:

Lot 454, CL 1 Domino 456M 1ET, 1/11/24 by CL 1 Domino 267K 1ET to Churchill Cattle Company, Manhattan, MT and Buford Ranches, Hominey, OK, \$120,000 for three quarter interest.

Lot 4154, CL 1 Domino 4154M, 1/18/24 by CL 1 Domino 2230K to Holden Herefords, Valier, MT and EF1 Cattle, Carpio, ND, \$100,000 for three quarter interest.

Lot 451, CL 1 Domino 451M, 1/10/24 by CL 1 Domino 0186H to Hoffman Ranch, Thedford, NE and Ward Livestock, Laramie, WY, \$42,000.

Lot 444, CL 1 Domino 444M, 1/10/24 by CL 1 Domino 2230K to L Bar W Cattle Co., Absarokee, MT, \$40,000 for three quarter interest.

Lot 4189, CL 1 Domino 4189M, 1/22/24 by CL 1 Domino 121J 1ET to Stroh Herefords, Killdeer, ND, \$40,000.

Lot 412, CL 1 Domino 412M, 1/5/24 by CL 1 Domino 175J 1ET to B&D Herefords, Claflin, KS, \$30,000 for three quarter interest.

Lot 454, CL 1 Domino 454M 1ET, 1/10/24 by CL 1 Domino 2126K 1ET to BB Cattle Co., Connell WA and Adam Clark, Livingston, MT, \$30,000. Lot 4193, CL 1 Domino 4193M 1ET, 1/22/24 by CL 1 Domino 267K 1ET to Van Newkirk Herefords, Oshkosh NE



Cooper top, CL 1 Domino 456M 1ET, by CL 1 Domino 267K 1ET sold to Churchill Cattle Company, Manhattan, MT and Buford Ranches, Hominey, OK for \$120,000 for three quarter interest.



and Carmichael Herefords, Meadow, SD, \$32,500.

**L Bar W Ranch
Annual Bull Sale
Absarokee, MT
March 12, 2025**

Auctioneer: Justin Stout

**65 Bulls — \$6,412
13 Females — \$3,904**

Top Bulls:

Lot 4027, LW 0022 Advance 4027M ET, 1/7/24 by HH Advance 0022H ET to Knippling Herefords, Gann Valley, SD, \$30,000.

Lot 4037, LW 075 Domino 4037M ET, 1/9/24 by LW 7131 Domino 075H ET to Behm Herefords, Burlington, ND, \$19,500.

Lot 4049, LW 0022 Advance 4049M ET, 1/12/24 by HH Advance 0022H ET to 3210 Angus, Columbus, MT, \$14,000.

Lot 2306, LW 1190 Domino L2306 ET, 9/13/23, CL 1 Domino 1190J 1ET, to 3210 Angus, \$14,000.



L Bar W auction block with auctioneer Justin Stout and Carl Loyning.



Denise Loyning, one of the L Bar W owners.



L Bar W crowd.

Ad deadline for the September issue of Hereford America is August 5th.

**Ravine Creek Ranch
20th Anniversary Sale
Huron, SD
March 12, 2025**

Auctioneer: Chisum Peterson

**40 Bulls — \$4,719
21 Females — \$3,167**

Top Bulls:

Lot 6, RV Valor Lad 925M, 2/26/24 by RV Valor 9444G ET to Peskey Farms, Iroquois, SD, \$10,000.

Lot 33, RV Genesis Lad 425M ET, 3/29/24 by Loewen Genesis G16 ET to Stahly Ranch, Cavour, SD, \$8,250.

Top Registered Heifers:

Lot 53, RV WF Valor Lass W67M, 3/13/24 by RV Valor 9444G ET, \$5,250.

Lot 57, RV Lady Bandit 420M, 3/24/24 by RV Bandit 911K to Craig Pelton, Halliday, ND, \$4,750.



AHA's Aaron Friedt (right), Mott, ND having a good visit with Frank Redlin (left), Summit, SD and Art Handel, Rapid City, SD.



Buyer of one of the top Ravine Creek lots.



Matt and Garret Bischoff man the Ravine Creek sale block with auctioneer Chisum Peterson.



Pete Atkins (left), Tea, SD; Jerome Ollerich, Clearfield, SD; Jerry Delaney, Lake Benton, MN; Ben Roudabush, Mitchell, SD; and Vern Rausch, Hoven, SD getting in a good visit prior to the Tricky's Herefords sale in Winfred, SD.



High seller in the Tricky's Herefords sale was Lot 2, Trickys New Stan E54 2912 M69 by Birdwell New Standard 2912 ET. He sold to Atkins Herefords, Delaney Herefords, Ollerich Bros., Dvorak Herefords and Roudabush Herefords for \$13,000.

OUTTAGRASS CATTLE COMPANY by Jan Swan wood c 2014



STUBER RANCH'S 57TH ANNUAL SALE

SAT., APRIL 19, 2025 • AT THE RANCH • 1:00 PM MDT

**Selling: 70 Horned and 12 Polled Yearling Bulls PLUS 9 Fall Bulls
45 Top-End Registered Heifers • 80 Home-Raised Commercial Females**

FEATURING SONS AND DAUGHTERS OF ...

UU BAKKEN 8027, SR DOMINATE 308F, CL 1 DOMINO 993, HH ADVANCE 0159H,
CHURCHILL MARK DOM 697D, CL 1 DOMINO 942G, PDHR 15E STANDARD LAD 24H,
WHR BEEFMAKER 250G, UU GREAT PLAINS 2008K, CHURCHILL TRANSLATOR 273 ET,
SR DOMINATION 1172K, SR STELLAR 201J,
BIRDWELL VANGUARD 5022 9337 (AI) and STARDANCE M8086 (AI)

SEMEN AVAILABLE ON MOST SIRES



LOT 77 — SON OF CHURCHILL MARK DOM 679D
44567790
CE 4.5 BW 1.3 WW 62 YW 102 M 45
REA 0.65 MRB 0.30 BMI\$ 386 CHB\$ 138



LOT 75 — SON OF SR DOMINATION 1172K ET
44567793
CE 0.3 BW 4.5 WW 67 YW 118 M 36
REA 0.53 MRB 0.34 BMI\$ 422 CHB\$ 155



LOT 45 — SON OF PDHR 15E STANDARD LAD 24H
44567624
CE 3.8 BW 4.4 WW 55 YW 95 M 32
REA 0.46 MRB 0.13 BMI\$ 337 CHB\$ 134



LOT 85 — SON OF L1 DOMINO 21473
44567788
CE 2.1 BW 2.2 WW 54 YW 93 M 26
REA 0.33 MRB 0.13 BMI\$ 355 CHB\$ 113



LOT 2 — SON OF CHURCHILL TRANSLATOR 273K
44567772
CE 3.2 BW 2.7 WW 67 YW 110 M 35
REA 0.65 MRB 0.24 BMI\$ 462 CHB\$ 142



LOT 44 — SON OF SR DOMINATE 308F
44567830
CE 1.8 BW 2.6 WW 65 YW 112 M 37
REA 0.63 MRB 0.15 BMI\$ 402 CHB\$ 135



LOT 26 — SON OF BEEF MAKER 250
44567530
CE 1.4 BW 3.7 WW 76 YW 121 M 35
REA 0.62 MRB 0.19 BMI\$ 438 CHB\$ 149



LOT 66 — SON OF CL 1 DOMINO 993G 1ET
44567751
CE 3.0 BW 2.3 WW 63 YW 99 M 39
REA 0.44 MRB 0.20 BMI\$ 424 CHB\$ 127



LOT 55 — SON OF BIRDWELL VANGUARD 5022 9337
44570563
CE 2.3 BW 2.0 WW 62 YW 99 M 36
REA 0.84 MRB 0.48 BMI\$ 482 CHB\$ 150



LOT 9 — SON OF UU BAKKEN 8027F
44567609
CE 10.4 BW 0.1 WW 57 YW 101 M 46
REA 0.56 MRB 0.43 BMI\$ 384 CHB\$ 152

• CHECK OUT WEBSITE FOR VIDEO OR THE LIVESTOCK LINK •

The Livestock Link
WWW.THELIVESTOCKLINK.COM

JOE GOGGINS-
AUCTIONEER

ONLINE BIDDING AT:
DVAuction
Broadcasting Real-Time Auctions
WWW.DVAUCTION.COM



LOT 104 — SON OF SR STELLER 201J
44567770
CE 8.2 BW 1.2 WW 71 YW 115 M 38
REA 0.80 MRB 0.33 BMI\$ 372 CHB\$ 149



LOT 91 — SON OF HH ADVANCE 0159H
44567867
CE 7.3 BW 1.8 WW 62 YW 87 M 40
REA 0.83 MRB 0.41 BMI\$ 415 CHB\$ 157



LOT 3 — SON OF CL 1 DOMINO 942G
44567781
CE 6.2 BW 1.2 WW 59 YW 95 M 22
REA 0.48 MRB 0.30 BMI\$ 393 CHB\$ 151



LOT 79 — SON OF STARDANCE M8086
44570568
CE 2.5 BW 3.0 WW 65 YW 113 M 38
REA 0.71 MRB 0.54 BMI\$ 414 CHB\$ 179



LOT 24 — SON OF UU BAKKEN 8027F
44567592
CE 3.8 BW 2.6 WW 60 YW 101 M 39
REA 0.63 MRB 0.15 BMI\$ 360 CHB\$ 135



LOT 21 — SON OF UU GREAT PLAINS 2008K
44567848
CE 2.4 BW 1.2 WW 57 YW 98 M 33
REA 0.37 MRB 0.19 BMI\$ 367 CHB\$ 125



LOT 32 — SON OF CL 1 DOMINO 8117F
44567605
CE 0.6 BW 1.9 WW 62 YW 100 M 38
REA 0.45 MRB 0.36 BMI\$ 369 CHB\$ 143



LOT 4 — SON OF CHURCHILL TRANSLATOR 273K
44568449
CE 1.9 BW 3.2 WW 68 YW 112 M 33
REA 0.77 MRB 0.18 BMI\$ 378 CHB\$ 141



LOT 163 — FALL SON OF HH ADVANCE 0159
44523497
CE 2.1 BW 2.7 WW 64 YW 102 M 36
REA 0.68 MRB 0.35 BMI\$ 423 CHB\$ 153



LOT 4077 — DAUGHTER OF STARDANCE M8086
44570572
CE -0.4 BW 4.8 WW 70 YW 124 M 42
REA 0.66 MRB 0.50 BMI\$ 404 CHB\$ 170



LOT 4088 — DAUGHTER OF SR STELLER 201J
44567761
CE -2.9 BW 4.8 WW 75 YW 122 M 40
REA 0.69 MRB 0.32 BMI\$ 381 CHB\$ 143



LOT 4038 — DAUGHTER OF SR DOMINATION 1172K
44567858
CE 8.1 BW -0.2 WW 54 YW 90 M 35
REA 0.54 MRB 0.24 BMI\$ 435 CHB\$ 139

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Let us put you on
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website: stuberranch.com

STUBER RANCH

7606 149th AVE SW BOX 56 BOWMAN, ND 58623

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10 miles north of Bowman or 16 miles south of Amidon on Hwy 85, then 5 miles west, 1/2 mile south.

Bryan Carmichael Receives Larry Luitjens Coach of Influence Award in South Dakota



The 2025 Girls Basketball recipient of the Larry Luitjens Coach of Influence award goes to Bryan Carmichael of Faith, SD.

Coach Carmichael began his coaching career in Faith in 1992 and has dedicated the past 30 years as the head coach of the girls' basketball program. With over 400 career wins, he has earned recognition as a two-time Region Coach of the Year and has led his team to five state tournament appearances. Beyond the court, Coach Carmichael has positively influenced the lives of hundreds of students, athletes, and families, instilling a passion for teamwork, discipline, and excellence. His legacy is defined not only by his success in the game but also by his unwavering commitment to shaping young lives.

This award is in honor of the late Larry Luitjens of DeSmet and Custer for his legendary impact and influence on athletes and fans of the state of South Dakota. Last year's recipients were Coach Terry Nelson of Britton-Hecla and Coach Eldon Marshall of White River.

American Hereford Assn. Hall of Fame/Hall of Merit Nominations Due May 5

Nominations for the AHA's prestigious Hall of Fame and Hall of Merit are now open and due May 5. Deserving recipients for the 2025 induction will be honored at the AHA Annual Meeting and Conference in Kansas City in October.

The Hall of Fame honor recognizes Hereford breeders who have dynamically influenced the direction and advancement of the breed. The Hall of Merit commends individuals who have greatly influenced the cattle industry.

For more information call the American Hereford Association at (816) 842-3757.

Important DNA Update from AHA

It's spring, which means the lab is experiencing a significant increase in hair samples being submitted. Due to the abnormally high volume of hair samples being submitted, the lab is now expecting an increase in the turnaround time of hair samples being processed as well. If you are submitting a hair sample, please expect a turnaround time of 6-8 weeks instead of the normal 3-4 weeks.

Tissue, blood and semen samples are not being affected by this and are still on the normal 3-4 weeks turnaround time (unless the additional MD/DB testing is being done, then please add another week to this time).

With the busy spring sale season as well as all steers needing to be fully parent verified to be entered in the JNHE, please plan accordingly and give yourself plenty of time to get your DNA samples processed.

DNA requests can be made through MyHerd, by emailing aha@hereford.org, or by calling into customer service at (816) 842-3757.



HEREFORD ASSOCIATION
MONTANA
STATE TOUR

Starting in Miles City, MT

Overnights in

Dickinson, ND & Sidney, MT

room block information on our website, room
blocks expire August 8th

Sept 14-17, 2025

Ranch Stops Include: Fort Keogh | Stroh Hereford Ranch

Pelton Polled Herefords

Baumgarten Cattle Co | Sparks Herefords

Friedt Herefords

Mrnak Hereford Ranch | Stuber Ranch

Beery's Land & Livestock

EF1 Cattle Co | J Bar E Ranch

Registration form will be
available on our website May 15

website: www.montanahereford.org



MontanaHerefordAssociation



Byron's Classics

Reprinted from the April/May 2015 issue of Hereford America



Byron Bayers

Most all of us have been at auctions sales during our life time and we talk about the auctioneer, and they are either hard to understand, loud, funny, powerful and some-

times so fast they are hard to keep up with. I would like to go back and write about some the auctioneers that I have known through my life, either using them at one of our sales or just having personally known them.

I can remember as young boy my dad was excited to have his first auction sale in the open stockyards in Butte, MT. We were to sell approximately 40 bulls and my dad wanted to use greatest auctioneer in United States to do the auction, as he thought it would be fitting for our first sale to have the best auctioneer in America. The greatest auctioneer in America at that time it was Fred Reppert from Indiana and my Dad contacted him and made arrangements for Fred Reppert to do our first bull sale in Butte, Montana. Fred was to arrive on the passenger train and my dad and I met him at the train station. He was a fairly short man, quite husky, and he had a cigar in his mouth when he got off of the train. He made a great impression on me as young boy because he had a great confidence about himself and I could not wait to hear him auction the bulls.

In those days the auctioneers were all called "Colonel," so he was not just Fred, but Colonel. I was not disappointed, Col. Fred was as good as we had heard. In the auction, our bulls sold in short order, and he got a good price for them, in that day a good price was \$99. Yes, that is what they averaged!

For an auction to be good the auctioneer has to have the attention of the crowd at all times and when Fred didn't

LAST CALL FOR BIG HEREFORD AUCTION SALE FARMINGTON, MO., SAT., NOV. 10, 1917

AT THIS SALE BY THE ST. FRANCOIS CO. HEREFORD BREEDERS' ASSOCIATION

120 HEAD OF REGISTERED CATTLE WILL BE SOLD

Forty Head Cows, Twenty-Header Calves and High-Class Yearling Bulls and 50 Good Bull Calves at Private Treaty. These cattle are all young of choice blood lines and in good condition.

We cordially invite breeders and farmers to be with us on sale day, Saturday, November 10th.

THE ST. FRANCOIS COUNTY HEREFORD BREEDERS' ASSOCIATION

W. D. ASHBURN, Sale Manager, Farmington, Mo. COL. FRED REPERT, Auctioneer F. A. SCOTT, Registrar Representative

have that attention, he had a sharp whistle that he made by putting two of his fingers in his mouth and he would make a shrill whistle that would get the crowd's attention. He was as good as he was advertised and all of us were very pleased to have had the great Col. Fred Reppert be our auctioneer at our first bull sale.

Fred Reppert started as an auctioneer as a young boy and quickly rose to the top of his profession, selling auctions in every state of United States and in every part of Canada and Mexico. He was widely recognized as the greatest auctioneer in the world. He started the Reppert School of Auctioneering in 1921 and may have produced more auctioneers in the new school as did any auction school in the world.

A.W. (Art) Thompson — Col. Art Thompson was next to reach the supreme demand as one of the great auctioneers in America. Art was a big man probably 6'3" tall and had the demeanor of a king and when he walked



Art Thompson

into the room you knew he was really somebody. He was a great dresser, always in a nice suit and on cooler days always wore a tan overcoat with a scarf whereas, Reppert before him, always wore a black overcoat. If you thought you were big-time in the Hereford business you hired Art in those days. He was a powerful, demanding auctioneer and nobody questioned him. I would consider him one of the more powerful auctioneers I have heard in my lifetime in the Hereford business.

Bascom Sager – In Montana in the '40s and '50s if you had a purebred sale you probably would have hired Sager. He knew every pedigree of every animal to perfection, and that was part of his selling strategy. He would "fibby" all afternoon to get them sold but always got them sold. Those were tough selling days in Montana and Sager didn't charge much. On a tough sale he

would say "just fill up my gas tank, we will do better next time". Some sales (wrecks) he would not charge, at all.

A very personable, likeable man who had a loyal following, Bascom always drove an older big car, what we call a

luxury car today, but it was usually 10 years old, however that car was washed and polished to perfection. Bascom was the Montana stalwart for 20 years, unless Fred or Art got the call.

In my lifetime in the Hereford business, Bascom Sager, was the only auctioneer that I knew of, who would just take a tank of gas, or not charge for a sale gone badly, until I saw Bob Balog do that 50 years later for a young man in the U.S. I'm sure that other auctioneers have done it but I have seen very few in my lifetime that were so generous. Bascom was probably one of the last slower paced auctioneers that I have seen. The auctioneers that followed Sager all seem to be faster paced sales people, and a new era was upon



Bascom Sager pictured in about 1989 at a Hereford sale in Montana.

(continued on page 19)

Pairs for Sale!

Offering all of our April calving registered Polled Hereford pairs.

These cows have been heavily culled for maternal and carcass traits. Excellent opportunity to add to your herd



Service sires include:

AF B G16 Genesis 244 ET P44395909
CED 6.2 BW 2.8 WW 65 YW 115 MM 30 MG 62 REA .71 MRB .43 CHB 188

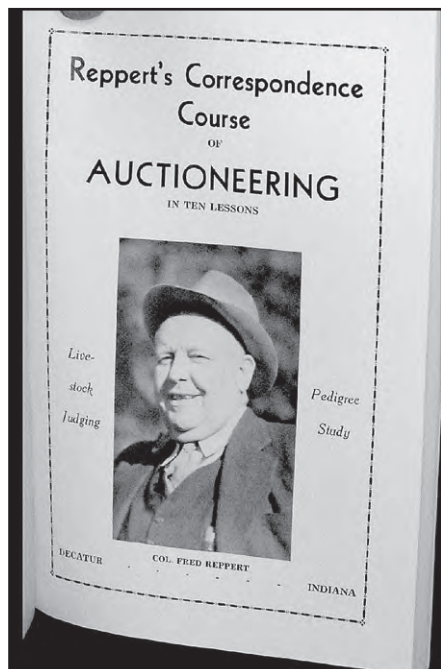
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us by auctioneers.

Norman Warsinske "Norm" was the original owner and publisher of the *Western Livestock Reporter* and when he started the paper his motto was "The *Western Livestock Reporter* is the only paper in the livestock industry the producer has time to read and still know what is going on in the industry."

Norm was also a great auctioneer and was one of the first auctioneers in this country that went to faster paced selling and to the best of my knowledge he may have gone to the Reppert School of Auctioneering. Norm was also Secretary Manager of the Tri State Futurity which was at that time was one of the most outstanding Hereford events in Montana, Wyoming and North Dakota. Warsinske auctioned our sales for about 20 years and we were having some of the best production sales in the area and were also in the top 10 the nation for many years.



Norm Warsinske and Byron Bayers, 1950s.

Norm developed a cancer on his lip which was probably caused by his long term smoking of a cigar. It effected Norm in his last sale at our ranch and it got so bad that he had to start using a handkerchief on his lips to help him get through the sale. About three-fourths of the way through the sale, Norm asked my dad if a young fellow by the name of Pat Goggins, who was at the sale with Norm, could do the last quarter of the bulls because Norm said Pat was going to be a really good auctioneer. My Dad said that would be OK and Pat took over and sold about 30 head of our bulls. I believe that was probably Pat's first exposure in a major Hereford sale. (I'll write more about Pat a little later in my story.) Sadly, the cancer that Norm was fighting that day would make it impossible for him to do anymore auctioneering. Norm was a great man and a very good auctioneer and his establishment of the *Western Livestock Reporter* was a historic event that is still being carried on in the livestock industry, by the same Pat Goggins that carried on for Norm that day at our sale.

Freddie Chandler, Freddie became very popular in the Midwest and being an Iowa resident most of his career was spent in the states surrounding Iowa. We hired Fred to do one of our sales and he was a very good auctioneer and knew the values of cattle. There was never any problem with Fred as an auctioneer, but I had several women

tell me that his chewing and spitting of tobacco was not very acceptable and as good as Fred was, I think the chewing and auctioneering finally got to be unacceptable to the people that were hiring, but Fred had a long successful career in the livestock industry.

Howard Schnell, one of the great young, more successful auctioneers to appear, came from the Schnell family that had auctions barns throughout the Dakotas and into Montana. Howard's dad was an auctioneer, and his brother was also a great auctioneer. (I will talk about the brother a little later.) Howard probably became the rising light among the younger auctioneers in the United States in the late 1950s and he could have well been at the time of his death, one of the best auctioneers in the US, in the livestock industry. Sadly, one winter night after having a sale in Nebraska, Howard charted a flight home to North Dakota and the plane went down in inclement weather killing everyone aboard the aircraft.

Bobby Schnell, the brother to Willard and Howard, also from North Dakota, and was one of our great Hereford auctioneers throughout the '60s, '70s and 80's. With all of his livestock market auctioneering, he grew up early knowing about auctions and cattle. Bob went on to become one of the most prominent auctioneers in the western United States. As was the case with many of our prominent auctioneers, Bob considered a run for the Governor of North Dakota. But his auctioneering business

was so good that he felt it was not in his best interest to leave his known profession. Bob was a fine man and a much respected auctioneer.

Dave Stenberg — Busy Hereford auctioneer for over 30 years in the North Dakota, South Dakota and Nebraska areas. Dave is a Hereford breeder and still raises Herefords, however his auctioneering career is probably retired. Dave has probably auctioned as many Dakota Hereford auctions as any other South Dakota auctioneer, other than possibly John Leibel.

Rob Fraser — Rob is currently (2015) the owner of Livestock Market in Miles City Montana. Rob grew up in the Hereford industry as his family owned Fraser Herefords, an operation in Montana for over 50 years. Rob did some of his first Hereford auctioneering at one of our sales, later expanded to Miles City, where he bought and developed the very successful stock yards which he still runs and operates. Rob is the long time auctioneer for Fort Keogh Line One sales. Rob is a cousin to me. Rob's great grandfather and my dad were brothers!

C.D. "Butch" Booker — One of the most prominent auctioneers in the Northwest who hails from Colfax, Washington. Any Hereford sale in the western United States could well have Butch on the block. Butch started his career as a livestock field man for a major paper and worked his way

(continued on page 21)



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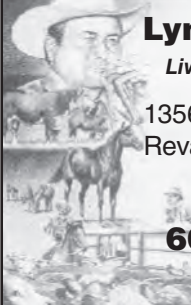
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(continued from page 19)

up to prominence as an auctioneer. A man who knows cattle well, knows the value of the animal and can move the sale a long at a reasonable pace and get top dollar. Butch has sold some the top selling cattle in the Hereford breed in the last few years in the United States.

Eddie Sims — After a long a fruitful career throughout the United States, Eddie Sims is now semi-retired. In our area of the Northwest Eddie was pretty much involved with the Polled Hereford Sales. He has had a great career in much of the United States in Polled Hereford circles. His son, Matt, is now involved in both auctioneering and sales management, as was his dad. Eddie also had a good herd of his own and his children were very involved in Junior Hereford activities.

Bob Balog — One of the more prominent registered Hereford auctioneers in Alberta. Bob also runs a livestock auction barn in Lethbridge. Bob has been a major sales factor throughout Canada but has also done some sales work in Montana and Colorado. Bob has Hungarian

roots and because I did some major work with the Hungarian government categorizing the Herefords in Hungary, Bob and I have had some good conversations about that and the Hungarian people and his Hungarian background. Bob is a major player in Western Canadian Hereford Sales.

Gordon "Cobbie" Magnus, Sr. — Cobbie was one of the major principals in one of the great livestock sales barns in central South Dakota. Cobbie was one of the most colorful and effective, and yet one of the poorest mechanical auctioneers I have heard. I will never forget that at one of the Sutton Brothers sales in Agar, SD, as where my association began with Cobbie. I heard him at a couple of the Sutton sales and how he performed as an auctioneer was unbelievable to me at the time. He knew almost everybody at the sale and probably had sold cattle for most of them and I think he knew about how much each person would spend on a bull, and he worked that very effectively. Cobbie would start a bull in a very unusual manner without

the normal auction chant that is so popular with auctioneers of today, Cobbie would slowly work the bull up to where the bull's value should be and then stop the sale and talk to somebody, usually about the health problems of the man's wife, they would visit back and forth for a few minutes and then while everybody was thinking about something other than the bull, Cobbie would then again move the bull up and when he got done he had the bull well sold. In those days the Sutton sales were one of the good sales and because of Cobbie's unusual manner and good sales, he was my star among the auctioneers. I am told that his son Brad, Cobbie, Jr. is still active in the cattle business as an auctioneer, it would be interesting for me to hear Cobbie, Jr. and see how much he operates like his Dad. In all of my years in the cattle business, I would have to say that Cobbie, Sr. was the most unusual purebred auctioneer I have ever heard.

Dale Stith — A southern auctioneer that had sales in all of the United States and Canada. He works closely with

Sales Manager Jim Reed on many sales, including some major Montana sales. Dale is a good, powerful auctioneer. He has never sold at one of our sales, but he has had sales for many of my friends and does an excellent job.

Pat Goggins — Probably one of the most notable auctioneers of modern times. I believe he got his first auctioneering chance at one of our sales when Norm Warsinske was at the helm. Pat sold about 30 of the bulls that day and the crowd knew that he was a comer. Pat was not only a powerful auctioneer but carried some humor in the sales with him, always seemed to have an Irish joke to tell. Pat and son Joe sold the last auction sale that we held. Even though Pat was a big Angus breeder, owned three auction markets, a real estate firm and a livestock paper, still through the years Pat was one of the busy auctioneers in purebred circles. He was really a great, powerful auctioneer.

Joe Goggins — The son of Pat Goggins, Joe was brought up under the tutelage of Pat Goggins. I can remember (continued on page 23)

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sale after sale where Pat would sit right beside Joe and lecture him, and give him advice on what he was doing right or wrong. Because of this Joe has become one of America's great auctioneers, he is not only powerful and forceful, but he can also carry some humor into his sales as he goes along. If you ask about any purebred breeder in the industry who are the best four auctioneers in the US, probably 75% would have Joe listed among those top four. Still in the age peak of his career Joe could easily have 20 more years of auctions ahead of him.

Roger Jacobs — Son in law of Pat Goggins and a very capable and likeable auctioneer is his own right. He has a nice smooth rhythm and treats his crowd in a very respectful manner. Must be considered one of the good auctioneers in the West.

Stanley Stout — Stanley is not with us anymore but his legacy will remain forever, as memorial buildings have been named for him at Kansas State University. One of the powerful auctioneers in the US in the 1980s. Unlike Art Thompson who demanded the king figure when he was auctioneering, Stanley gave you a kind of country boy image when he was conducting a sale, but it was just an image, as he was one of the sharpest auctioneers that I have heard and he probably could extract more from a sale than nearly anyone in his era. A great, power-

ful auctioneer.

Ken Trout — Ken was a great auctioneer that worked the country basically in the Northwest and was the auctioneer at a good number of the powerful Hereford sales in the western US in his hay day. Though Ken is gone now, he has been honored by many groups for his acumen in the sales and the Hereford industry. A fine man, a great auctioneer.

Jim Baldrige — Nebraska auctioneer who was probably more famous for his Angus sales than his Hereford sales, but he did have many of the prominent Hereford sales in Nebraska and surrounding areas in the '70s and '80s. Jim did one of our sales and we found him to be a very dedicated and confident auctioneer and was well liked by the buyers at our sale. Sadly, Jim is not with us anymore.

George Morse — George was a member of the American Hereford Association staff for many years and then went into the auctioneering field. He was a powerful, confident auctioneer and was used by many of the upper tier Hereford herds throughout the Kansas, Arizona, Texas and Missouri areas. A good powerful, super confident auctioneer.

Bill Rehm — Bill came from a family of brothers that worked in the Hereford industry in Montana for a period of over 50 years. Gibb was originally a Hereford herdsman and later became the Hereford Manager at many major operations in

Montana and Idaho. Don was a herdsman at several major herds and later became the field man for the *Western Livestock Journal*. Brother, Bill started as a herdsman and later became an auctioneer and worked a lot of farm and ranch sales before becoming a Hereford auctioneer. For many years he worked as auctioneer at many of the local Hereford and Angus consignment sales in Montana. He twice worked our auctions.

Tommy Barnes — Tommy and I became friends while he was working for the American Hereford Association. Tommy started his career in the Southwest and slowly moved his operation to the Southeast, but he has covered many of the good sales from the southwest to the southeast in the past 20 years. Tommy has been one of the more successful auctioneers in the south during that time.

Lynn Weishaar — Lynn has been the auctioneer at many purebred sales in the Midwest for over the 50 years that I have known him. He has been a commercial sales auctioneer as well as a purebred sales auctioneer and through this period of years he has successfully had as many auctions as any other person in my memory. Lynn is also very involved with Quarter Horse Sales. He must be considered one of the dominate auctioneers in the Midwest during my time in the Hereford business. Son, Seth now very active in the Dakota area and cattle people say

is one of the good auctioneers in the area.

Jim Birdwell — an Oklahoma auctioneer that has been very dominate in the purebred Hereford industry for many years now. Jim is a powerful, dominate auctioneer who sells fast. He is probably one of the fastest auctioneers in the business today and he has been very successful in the purebred industry with his excellent selling techniques.

I realize that many of the auctioneers of the past 50 years I have not had the opportunity to know, or work with. I also realize that they have done a great job in the industry of selling cattle. Many of the names of younger auctioneers that are now starting to come to the forefront of the auction business, names like, Matt Simms, Joel Birdwell, Dustin Layton, Cody and Monty Lowderman, Justin Stout, Robbie Schacher, Kevin Wendt, Chisum Peterson, Garth Isbell, Chris Poley, Ryan Dorren, Kyle Colyer, Scott Weishaar, and a few of the veteran auctioneers now gone or retired, Bo Swilley, Bill Lefty, John Hull, Dick Cane, Eddy Burks and John Leibel. I know that we have missed some of you and I apologize for that, but I realize that you auctioneers are, and have been an intricate part of the success of the livestock industry for many years and you younger auctioneers will be a great part of that success for many more years to come.

— BB

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BW 3.5 WW 78 YW 123 M 33 MG 71 UDDR 1.20
TEAT 1.20 REA 0.62 MRB 0.24 CHB\$ 137



POLLED

THR THOR 4260M • Reg. # 44582366
4/09/2024 • BW: 84 lbs. • 205: 688 lbs. • Ratio: 111
Sire: KCF BENNETT EAGLE H550
BW 2.8 WW 76 YW 126 M 31 MG 69 UDDR 1.20
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ANGUS

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ANGUS

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