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November/December 2025

Editorial Comments...

Holy cow what

a fall it has been in the Hereford busi-



Vol. 29, No. 4

Jill Hotchkiss

better.

ness! Fantastic female sales, great prices at the sale barns, Hereford tours and more. It couldn't get much

I had the opportunity to attend the first day of the Big Sky Hereford Tour which is part of the World Hereford Conference. We went to NJW Polled Herefords near Sheridan, WY which was the first tour stop, then went back to Billings, MT to attend the Montana Hereford Association's banquet and award presentations along with the NILE Hereford show the next day. I wasn't able to go to the rest of the tour due to time constraints trying to get this issue out but it would have been a

There were people from all over the world in this tour group of about 115. They were greeted at their hotel in Billings the night before. It was so interesting to talk to folks from other countries and a few from the U.S and learn about their cattle, crops, where they live and what they do. There were truly some very, very nice people on this tour. They seemed to enjoy the tour stop at Wards and it was a great way to kick off the Big Sky Tour.

The Ward family — Ned, Jan and Bell — had a wonderful tour stop, first going to their north ranch by Decker, MT and finishing up at their south place close to Sheridan, WY. The group was impressed with their different groups of cattle as well as wonderful hospitality and the beautiful fall scenery. It's been years

(continued on page 12)

Granzow Herefords: Capturing the full value of raising quality cattle

by Candace Krebs

Capturing the full value of raising quality cattle — that's why the Granzow family started a registered herd on the western edge of the Kansas Flint Hills back in 1975. It also explains why today Tom Granzow and his family feed out everything they don't sell as bulls or replacement females, why they invested in a custom meat locker in their local community, and why they plan to host their first production sale next March. When Granzow hosted a stop on the 2025 Kansas Hereford tour in August, it was the second time in more than two decades he wasn't in charge of organizing the event or keeping it on schedule. He managed the association for 24 years, before handing the reins in 2024 to young Hereford producer Oliver Beall. Since experiencing health-related issues about five years ago, he's also been shifting more of the ownership and responsibilities for the cattle operation



Nice group of young cows at Granzows reflect years of good breeding selections.

to the next generation.

In addition to working on the ranch, son Tobyn co-owns and helps operate the locker plant in nearby Herington, First Choice Meats, which Tom origi-

nally purchased with two other partners in 1991. Daughter Toniann Richard, who works in healthcare management in the Kansas City area, contributes marketing

(continued on page 6)

Persistence Pays Off for Hoffman Herefords

By B. Lynn Gordon

Three years shy of celebrating their 100th anniversary, Hoffman Herefords of Leola, SD, continues to honor its history, adapts to the transitions in the beef industry, and is embracing the involvement of the next generation. Today, Colin and Mary Beth Hoffman proudly carry on the family's livestock legacy, which was pioneered by Colin's grandfather.

At 20 years old, Emil K. Hoffman, who came from a large family of five brothers and five sisters, and newly married to his 16-year-old bride, decided to venture out on his own. In 1928, he purchased land on the wide-open prairies in McPherson County, a county bordering North Dakota. Tirelessly devoted to



Keeping the bulk of bred heifers has shifted the makeup of the Hoffman herd.

planting trees on land known as difficult to establish trees, the elder Hoffman knew wind protection was important for his cattle during the long, harsh winters in north central South Dakota.

To raise livestock, he also needed a reliable source of water. The ranch, located in Spring Township, had natu-

(continued on page 14)



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CALENDAR OF Sales & Events

November

- Hoffman Ranch Fall Bull Sale with Stellpflug Cattle Co. Thedford, NE
- SDHA Annual Meeting & BanquetBrookings, SD
- 15 SD Excellence Sale Brookings, SD
- 18 B&D The Fall Classic Odin, KS
- Deadline for Northern SelectOnline Auction
- 20 Largent & Sons Bull Sale Kaycee, WY
- 24 The Berry's Bull Sale Chevenne, WY

December

- 5 Knoll Crest Farm Total Performance Bull Sale Red House, VA
- Frederickson Ranch Bull Sale Spearfish, SD
- 9 ND Hereford Association Northern Select Online Sale smartauctions.co
- 11 Hereford Influence Feeder Calf Sale Pipestone, MN
- Minnesota Hereford Breeders Annual Meeting and Banquet Hutchinson, MN
- 13 GoPher the Purple Sale Hutchinson, MN
- 19 Three Hills Ranch Bull & Female Sale Baldwin, IA
- 19 Hilltop Hereford RanchBaldy Heifer SaleBurwell Livestock Market, NE

January

- 19 Van Newkirk Herefords Bull Sale Oshkosh, NE
- 20 Mrnak Herefords Production Sale Bowman, ND
- 22 Hilltop Hereford Ranch
 Online Bull Sale
 www.TheLivestockLink.com
- 24 Melcher Herefords Bull Sale www.TheLivestockLink.com and Page, NE
- 25 Knippling Hereford Online Bull Sale www.TheLivestockLink.com
- 27 The Final World Class Bull Sale Manhattan, MT
- 29 Ridder Herefords Sale Callaway, NE

February

- 2 Pelton Polled Herefords Cattlemen's Classic Sale Halliday, ND
- 4 Durbin Creek Ranch Sale Worland, WY
- 5 Stroh Hereford Ranch Bull Sale Killdeer, ND
- Baumgarten Cattle Co.
 Production Sale
 Belfield, ND
- 6 Dvorak Herefords Sale Lake Andes, SD
- 6 Elkington Polled Herefords Bull Sale Idaho Falls, ID
- 7 Upstream Ranch Bull Sale

- Taylor, NE
- Walker Polled Herefords Foundation for the Future Bull Sale
- Hill 70 Quantock Ranch "Barn Burnin' Bull Sale"

Morrison, TN

Fawcett's Elm Creek Ranch Bull and Female Sale Ree Heights, SD

Lloydminster, Alberta

(continued on page 5)



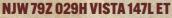
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CALENDAR OF Sales & Events

(continued from page 3)

- 11 Friedt Herefords Sale Dickinson, ND
- 13 Topp Herefords Production Sale Grace City, ND
- 13 CX Ranch Bull Sale Lewiston, ID
- 14 White Hawk RanchBull SaleBuchanan, GA
- 16 Rausch Herefords Bull & Female Sale Hoven, SD
- 17 Bar JZ Ranch Production Sale Holabird, SD
- 17 McClun's Lazy JM Ranch Bull and Female Sale Torrington, WY
- 18 Shaw Cattle Co. Bull Sale Caldwell, ID
- 19 Mitchell Livestock Hereford-Influence Feeder Calf Sale Mitchell, SD
- 20 Hoffman Ranch Spring Bull Sale Thedford, NE
- 21 Delaney/Atkins Bull Sale Lake Benton, MN

- 21 Carmichael Herefords Bull Sale Meadow, SD
- 23 Colyer Herefords Bull Sale Bruneau, ID
- 24 Perez Spring Bull SaleNara Visa, NM
- 25 EF1 Cattle Co. Production Sale Carpio, ND
- 26 L Bar W Sale Absarokee, MT
- 27 Gant Polled Herefords Sale Geddes, SD
- 28 Tegtmeier Polled Herefords Production Sale, Burchard, NE
- 27 Jamison Ranch Bull Sale Quinter, KS
- 28 Kreth Herefords Production Sale Mt. Vernon, SD
- 28 Wagner Herefords Sale Redfield, SD
- 28 Chapman Land & Cattle & Woolfolk Farms Genetic Source Bull & Female Sale Nunnelly, TN

March

- 2 Kester Herefords Atkinson, NE
- 2 Harrell Hereford Ranch Bull and Female Sale Baker City, OR
- 3 S&S Polled Herefords Production Sale Guide Rock, NE
- Jensen Ranch Annual Bull Sale Courtland, KS
- 7 Doyle Hereford Ranch Bull Sale Wolfe City, TX
- 7 Section 16 Bull Sale Worthing, SD
- 9 Holden Herefords Sale Valier, MT
- 10 Cooper Hereford Ranch Sale Willow Creek, MT
- 11 Ravine Creek Ranch Production Sale Huron, SD
- 13 Sleepy Hollow Farm The Strategy Bull Sale Centerville, SD
- 14 Tricky's Herefords Bull Sale Winfred. SD
- 14 Gustafson Herefords
 & Granzow Herefords
 Inaugural Bull Sale
 www.TheLivestock Link.com
 16 B&D Spring Opener Bull Sale

- Odin, KS
- 19 Bar Star Cattle Co. Bull Sale Musselshell, MT
- 25 NJW Polled Herefords Bull & Female Sale Sheridan, WY
- 27 Hennebold Herefords Bull Sale Winner, SD
- 28 Sandhill Farms Production Sale Haviland, KS
- 30 Snowshoe Cattle Co. Bull Sale Arthur, NE
- 30 Sidwell Ranch and Frank Herefords Production Sale Columbus, MT

April

- 6 Stuber Ranch
 Production Sale
 Bowman, ND
- 11 Knoll Crest Farm Bull and Heifer Sale Red House, VA
- 12 Sandrock Ranch Production Sale Benton, WI
- 19 Lindskov's LT Ranch Bull Sale Isabel, SD



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Granzow...

(continued from page 1)

expertise and merchandizes their directmarketed beef to customers in her area.

Seeing their children so interested and capable in continuing as the fifth generation on the family's land has been rewarding for Tom and his wife Mary, who recently retired from owning and managing a beauty salon to focus on doing bookwork and accounting for the ranch. Tom credits his son with helping ease the transition process. Tobyn grew up working on the ranch, and later became involved in the processing business as well. "He's always had the knack for this, he's always had the want-to, and he's always

understood what we are and who we are," Tom said. "And he's very humble about it. He's been a great right-hand man to me, and I hope I can be as good a righthand man to him as we move forward."

Feeding expertise

One of Tom's most significant contributions to the breed was to apply experience he gained early in life working as a cattle manager at a local custom feedyard to managing the Hereford feed-out program and advocating for feedlot performance testing and retained ownership. His interest in documenting how cattle perform in the real world started while he was at Kansas State University earning an animal science degree and taking



Tobyn, Toniann Richards, Tom and Mary Granzow.



One of Granzow's main herd sires, CL 1 Domino 3248L 1 ET, is owned with Gustafson Herefords. They purchased him from Coopers.

advantage of various work opportunities. are not reflective of the actual cattle. "I just always felt like cattle have got to work, they can't just be pretty," he said. "I've always believed in having actual data. EPDs were just starting to be formulated back when I was in college. But I still believed in having as much actual data as I could, because that's how you make your selections more accurate." He recalled his genetics professor Walt Smith, who worked on feed efficiency research and further strengthened that viewpoint. "If Dr. Smith was still around today, I could just see him sitting at his desk, looking at the numbers, comparing them to our EPDs, shaking his head, and saying, 'This just isn't working,'" Granzow said. "Sometimes the EPDs

They are a useful tool, but they are not the end-all-be-all for genetic selection." As Kansas Hereford Association secretary, in around 2005, Granzow took over managing the American Hereford Association's genetic outreach program, which later became the National Hereford Feed-out.

"A bunch of us breeders in Kansas had participated starting in the 1990s," he recounted. "Craig Huffhines (then AHA executive vice president) didn't want to see it shut down, so our association agreed to take it over. We thought it was really worthwhile to continue it." During the years Granzow managed the program, the breed made huge strides on



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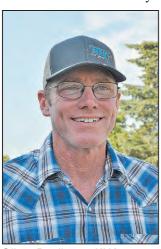
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carcass merit, including marbling and quality grade, without compromising yield grade. The test also cemented the breed's reputation for feed efficiency, proving that Hereford cattle consistently deliver feed-cost savings of 15 to 20 percent, while maintaining growth and cost-of-gain that tops the industry. "The unique thing we did is that the cattle, whether horned or polled, weren't neccessarily hand-selected. Some producers would feed out their whole calf crop, others would do sire groups. But it was always a true cross-section of the whole breed. I always felt like that made it a pretty honest thing," he said. Beall, who is now the association executive in Kansas, talked about the contribution Granzow made by orga-



Oliver Beall, new KHA exec.

nizing the feed-out and finding a feedlot willing to take on the extra work. "A lot of Hereford ranchers got involved through that and started feeding out their cattle because of what Tom did, because they were tired of being docked at the sale barn," he said. Beall counts himself among those producers.

"Starting out I would background our steers and sell them. We've got a good sale barn out where I live, and they've always done a good job of selling our steers," he said. "But when the market got tough, our cattle got picked on. If the market was fair or decent, our calves would sell with the rest of them.



Tobyn Granzow filling orders at First Choice Meats where he is the manager.



First Choice Meats, a local locker plant Granzows have owned with various partners over the years.

If the markets were poor, they were looking to find money anywhere, and we would get hammered. But I knew what my cattle were. Why should I give my profit away to somebody else?"

Retaining ownership carries upfront risk and takes some adjustment, so it has been helpful having the support and education of a cooperatively run feeding program, Beall said. "When you're feeding cattle there's risk in it. The flip side is the rewards a lot of years totally outweigh that. A couple of years ago the cattle made a lot of money by feeding them out," he said. "Even

(continued on page 8)

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Granzow...

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this year they did, although it's hard to believe that at today's feeder prices." The program, now under the direction of Trey Befort, AHA's director of commercial programs, and currently managed by HRC Feeders of Scott City, KS, continues to evolve, expand and generate industry-wide respect.

"It's been working really good for us," Beall said. "What they are doing with that program is a great thing."

Marketing beef

The Granzows feed out everything that doesn't go into the breeding herd or sell as seedstock, which amounts to around 50 to 75 head a year. By feeding out the cattle at nearby L-4 Feeders and sending them to Greater Omaha Packing for processing, Tom estimates they consistently capture \$100 a head in added value and sometimes significantly more than that. Having Greater Omaha in the market provides enormous benefit, he said. "National Beef (headquartered in Kansas City) also sells Hereford beef, but they have a different premium grid," he observed. "The one at Greater Omaha has served us well. I like their grid and how they administer it. Our cattle grade well in their system. They are very good to work with. And the fact that their program is designed specifically for Herefords is pretty important." The Granzow family also sells several head a year as wholes or halves of freezer beef. Slaughter and fabrication is done at First Choice Meats, the local locker they've owned with various partners over the years. Tobyn grew up working in the locker plant and later took over management, having gained additional experience working in the meat lab at K-State while earning his degree. He said demand for processing has been so strong since the pandemic they quit processing wild game to focus exclusively on cattle and hogs. The plant

currently does around 12 head of beef a week, along with a few hogs. Processing dates are booked out at least 8 months in advance. If anyone cancels, there's always someone else in line to take their place, he said. Finding and keeping good help has been their biggest challenge. Tobyn is grateful to have two younger employees, Tanner Becker and Matt Ryff, who have stepped up and shown a willingness to take on bility and a larg-

er ownership stake in the business. Each day 6 or 7 people work in the plant. They slaughter twice a week and break down carcasses the rest of the time. The meat is flash-frozen, with some of it sold through a retail freezer case next to the front office and reception area. Tobyn, Becker and Ryff, along with Jason Becker, are all experienced meat cutters who grew up working in the plant. They are optimistic about the future of the meat industry, pointing out that people will always need to eat. They also take satisfaction in supplying a critical need for others in the agricultural community.

Bull sale plans

The Granzow family has set a date of March 14 for their first production sale, to be held in conjunction with Gus Gustafson and his family at their ranch near Junction City.

"We had been talking about having a production sale for several years," Tobyn explained. "One night we were discussing it and decided we should do it." They knew Gustafson had interest in conducting a sale as well, so they arranged a meeting with livestock marketers Marc Hotchkiss and Art Handel over breakfast at a Cracker Barrel restaurant. They all came to the same conclusion: if they wanted to do it, now was the time. Not unlike feeding out their cattle, having a sale will give them a better barometer of what the animals are really worth, Tobyn said.

"We've probably left some money on the table at times by selling private treaty," he noted.

They plan to conduct the auction online and in person using a timed format, with computer screens to view and bid on lots, but no live auctioneer.

"I think the online auction is something we'll see more of, especially among the smaller breeders," said Hotchkiss, co-owner of Livestock Link, the video management company that will handle the sale. "Covid is what re-

more responsi- Matt Ryff is one of the valued employees at First Choice Meats.

5 or 10 years."

ally got the internet sales going, in my

estimation. Basically this type of sale

was coming, but Covid advanced it by

The Granzow offering will reflect

Tom estimated they leave intact less

"We're not trying to sell every bull

common sense, no-nonsense traits

than half of the bull calves born to their

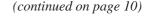
we raise. I don't want customers to be

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disappointed," he said. He added, "We have some awfully good bull calves that become darngood steers, because they weigh too much at birth to meet our parameters. We don't have many calves over 90 pounds anymore, but when we do, they become steers. Our selection process has resulted in most of our calves being born in the 76- to 85-pound range." CL 1 Domino 789T 1ET is an example of the kind of bull they strive for. A low birthweight sire often used on first-calf heifers, he still delivers exceptional growth and performance, making his semen popular throughout the breed. "That bull has stayed at zero EPD on birth, and just short of a hundred pounds on yearling weight, for ten years," Granzow emphasized. "We're looking for another one like him. He's had a big influence in this herd."

He described their breeding program as mostly Line One, with a shot of Canadian influence. Their main horned sires are CL 1 Domino 3248L 1 ET, owned with Gustafson, and CL 1 Domino 9164G 1 ET, owned with Meitler Cattle Company of Lucas, KS. In the last few years, they've also introduced a couple of polled sires, Wrangler 3137 from Ollerich Brothers, Clearfield, SD, and SH Masterplan K605, bred by Springhill Herefords at Blue Rapids, Kansas. In addition, they raised a polled son of Hills Galore 44Z Rewind 147E, owned by Bookcliff Herefords, of Russell, KS,





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Granzow...

(continued from page 8)

and Frank Hug and Sons, of Scranton, KS, to add to their bull line-up.

Their goal is to maintain the herd's proven genetic pool, while bringing in the polled trait, since increasing numbers of customers are requesting it, Tom said. "We make our selections based on birth weight, weaning weight, yearling

weight, and, of course, eye appeal," he said. "But then we also have the actual carcass data on all those steers and heifers we are slaughtering. We don't need to have an EPD for that, since we know what their full and half-brothers will do." "If you look at ultrasound data, then look at the EPDs, and try to make them correlate, it doesn't happen very often," he added. "But if I have a bloodline here

on the ranch that is consistently producing adequate size ribeyes — not the biggest, because we want to stay away from the discounts — but consistently giving us choice marbling, a good ribeye and a yield grade that's not going to be deducted, that's where we want to be. And that's what we're hitting right now." "With the type of cattle we produce, we can make a steer weigh 1,500 pounds and not get a yield grade 4 or 5," he continued. "You take shorter framed cattle, like the direction some of the industry has gone, and they start running into that. We're not trying to hit the extremes of anything. The grid will move around, but your best deal is still going to be choice grade and yield grade twos and threes. Along with carcass merit, we still really look at gain and feed cost, in other words efficiency. The total package" Granzow is a long-time member of Progress Through Performance Alliance, a

> Improvements have always been made with the basics in mind. "The cattle have to be fertile, and still have the ability to grow and be efficient, and that has never changed in the entire time I've been raising them," Tom said.

> cooperative effort that was started with

nine other breeders in Kansas and sur-

rounding states to privately compare

data within the group and look for ways

to collectively improve their herds. Over

the years, they've traded semen from each other's herd sires to enhance what

they can offer their customers.

Industry trends

Looking to the future, Granzow takes a measured view of new trends on the horizon, finding some to be beneficial, while others are more problematic.

How to approach the topic of sustainability has created some controversy within the industry. AHA's joint research project with Colorado State University, first launched in 2022 to study metrics like methane emissions, seems reasonable to him.

"It makes sense with Herefords, because they're so efficient," he said.

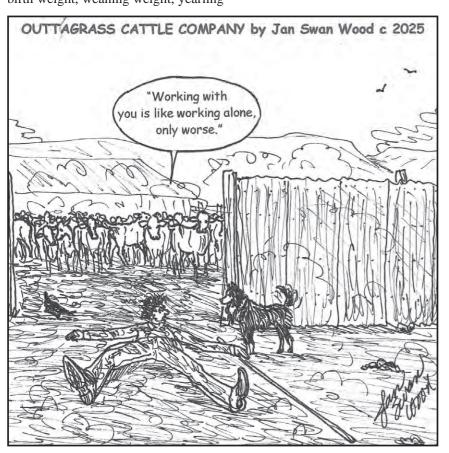
As to whether public interest in the concept of sustainability will wane under the current presidential administration, he doesn't give it much thought.

"Politicians will come and go," he said. "But raising cattle in the Flint Hills will be here for one reason: we harvest the grass with the creatures that God created for us. That's what it comes down to, and we want to do the best job of that we can."

He's less enthusiastic about geneediting and what it could mean for the integrity of individual breeds in the

"I think there are people out there who will try to make that happen, because that's just what they do and how they make money on research and sales," he said. "It seems like that stuff moves faster sometimes than you think it should."

(continued on page 12)





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Granzow...

(continued from page 10)

"Our customers are mostly people with 50 to 100 cows," he added. "Is gene-editing that important to them, or is it going to be pushed on them? They still just want to buy a bull to put out with their cows, and they want to buy the best bull they can and a bull they can afford. That's what we're in business for."

What is important to many of his potential customers is not getting discounted at the sale barn for selling calves without a black hide.

An idea that's been floated among various non-black breeds to get around that problem is having a way to sell

Editorial...

(continued from page 1)

since I was in the Decker area but with the fall colors and rolling hills it certainly added to the experience.

I even met up with Tom and John Kemp from northern England. Marc and I visited their farm several years ago and really enjoyed the visit and viewing their cattle.

After the visit at Wards the group headed back to Billings and attended the MHA events, then the NILE Hereford show the next day. The tour continued that afternoon and evening, going to L Bar W in Absarokee, MT, touring and enjoying a pitchfork fondue.

On Sunday, the group toured the following ranches: Feddes Ranch, Manhattan; Churchill Cattle Co., Manhattan; Storey Hereford Ranch, Bozeman with Ehlkes Herefords as guests. And the final tour and event was at Cooper Hereford Ranch, Willow Creek with Holden Herefords as guests.

The next day was left fairly open to tour the area or the option of driving north to Holden Herefords at Valier.

The group returned to Kansas City the next day, to attend the World Hereford Conference in Kansas City which overlapped with the American Hereford Association's annual meeting.

Lots of events for a great group!

— *ЈВН*



Brothers John (left) and Tom (right) Kemp of Auckvale Herefords, County Durham, with UK friend at NJW Polled Herefords, Sheridan, WY.



Mark and Maddie Roberts from the UK.

feeder calves at auction on the basis of genetic merit. But that involves determining a method to convey the performance in the pedigrees to the buyers sitting ring-side.

Granzow's concern is that approach could end up prioritizing a piece of paper like an affidavit, or a set of EPDs, instead of actual performance.

"Our EPDs don't always reflect what our cattle do," he said. "The cattle outperform our EPDs by quite a bit. EPDs are a selection tool, but they aren't all of it. And how is a genomic EPD any better, if the basis of the EPD wasn't accurate to start with?"

He also has reservations about adding unnecessary costs to the system through requirements like electronic ID tags and third-party verification.

"The people raising F1 baldies know exactly what they've got, and they don't need an outside person to tell anybody what it is," he said.

"I don't have a problem with genetic merit programs at all," he added. "But what it really comes down to is we have to raise the kind of cattle that make money. We live or die by what goes to Greater Omaha Packing and what goes through our little locker plant. If our customers are satisfied and coming back every time, and we're improving our cattle like we should, that's genetic merit to me."

Opportunities ahead

Where Granzow believes Hereford breeders could see benefit is from advances in grading technology. Meat scientist Dale Woerner is currently leading an industry-wide research project at Texas Tech University looking at how to use low-density 3-d imaging and virtual cut-outs to improve accuracy of red meat yield. Woerner has estimated packing plants could begin adopting it in as little as three to four years. "The industry will get this standardized, and then it's not going to be all about fat thickness at that point," Granzow said. "When these cattle have to grade and hang on the rail and have a good red meat yield, I think that will change a lot of things, including preference for a particular hide color."

His single biggest concern for the future is ongoing consolidation and vertical integration. "Getting to where the cattle are in too few of hands, to where we get this block-chain mentality, where everything is marketed right when it's born, that would take all the flexibility out of it," he said. "We don't need somebody in a position of power telling

us what they think we need, instead of letting us as ranchers make that decision."

As evidence of where market concentration can lead, he pointed to seed corn going from \$50 a bag to \$300 or more.

"How many crops now, you plant the seed and you can't keep it back yourself," he said. "At least in the cattle industry, when we go out and buy some

germplasm, we get to use it again. We don't have to keep paying rights to use that bull or heifer."

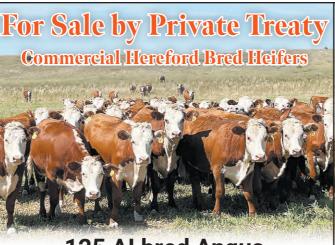
Any erosion of profitability will drive more ranchers out of business and make it harder for the next generation to stay in, he said.

For the Granzow family, the key to longevity has been capturing added value, managing expenses — including being realistic about how much they spend on the equipment they need and the bulls they buy — and focusing on a way of life, not a lifestyle.

"What a privilege it is to be a steward of God's creation," Tom summed it up. "That's really where we base everything. We feel like we're stewards of the land first. As a rancher, if you're still in business, you're sustainable. That's how we look at it."



430 is one of Granzow's foundation females. "She is angular, feminine, long sided, long hipped, near perfect uddered and produced until she was 16 years old. This is the model and the type we strive to produce," says Tom. Pictured at 12 years old.



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Hoffman...

(continued from page 1)

ral flowing springs, earning the name Spring Hereford Farm. The access to water became popular for many outside cattle during the drought of the 1930s. The SH prefix was used for cattle registrations, and the hot iron brand "SH" is still applied today.

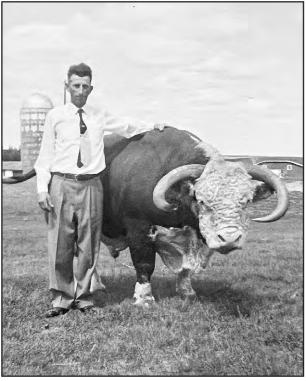
The establishing herd began with six registered Hereford females purchased by Emil. The first sale of Hereford bulls dates back to 1933, with two bulls consigned to a local community auction; one bull sold for \$18 and the other for \$12.

While in high school, Emil's son Gerald developed an interest in learning more about raising and breeding registered cattle. Gaining acquaintance with Walton Thorpe of Thorpe Ranch from nearby Britton, SD, Gerald gained insight from the respected cattle breeder. Thorpe also guided Gerald's expansion of his herd, owning cattle together

> on shares. This laid the groundwork for the next step in the Hoffman legacy. The ranch's name was changed from Spring Hereford Farm to Emil K. Hoffman and Son, with Gerald joining the operation in the 1960s. In 1980, the "SH" prefix was changed to "HH". **Industry Changes** The 1960s ushered in

the type change in cattle. The industry was seeking larger, maturing cattle weighing upwards of 2,500 pounds or more. "There were no more belt buckle cattle," Colin recalls reflecting on his father Gerald's words.

Some of the main



Emil Hoffman with 13-year-old foundation sire Pioneer 22



Lodge Advance, Pioneer 22nd, and SH Beau Modest 45, a bull who put the ranch

herd sires used at Hoffman Herefords from the 1950s through the 1970s were Beau Modest 10, Lodge Advance, Pioneer 22nd, and SH Beau Modest 45, a bull who put the ranch on the map. Cattle were sold privately and at special consignment sales like the "Key" sale in Pierre, the "Big One" in Miller, and the Watertown Winter Show. The ranch's first annual production sale was in 1959.

The Hereford breed was rolling as the next decade arrived. Demand was high for the whitefaced British breed, and Gerald and Emil were selling as many as 120 two-year-old bulls annually in the 1970s and early 1980s. Then came 1981. Things changed dramatically. "In 1981, they sold 12 bulls," says Colin, "that's how fast things changed when the economic crisis hit."

In addition to the economic stress felt across the nation and especially in agriculture, the cattle industry was also witnessing another shift – the influx of the exotic breeds such as Simmental, Charolais, Limousin, and Chianina. "The boat had landed, and cattlemen were purchasing these breeds for their herds," says Colin. "Looking back, this dramatic change was probably comparable to what my grandpa experienced in the 1930s. It was quite a hit; it made for tough times." Agri-

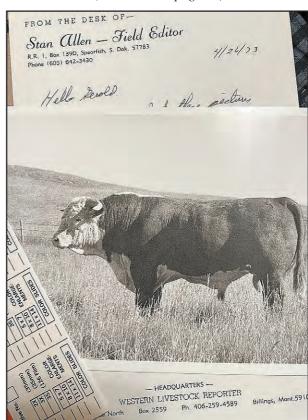


Foundation sire SH Beau Modest 45.

cultural bankers were telling cattlemen they needed to have cattle with pounds to compensate for the economic downturn, forcing cattlemen to move away from the moderate-framed British cattle to the large-framed,

Out of necessity, cattlemen had to change, including the Hoffman family. "To get through these times, we had to make the cattle bigger and better." The Hoffmans maintained their Hereford-based cowherd but also purchased Red Saler cattle to diversify their operation.

(continued on page 16)



Herd bull Western Domino 167, early 1970s.

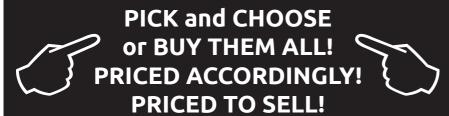
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Hoffman...

(continued from page 14)

"We would get 10 calls for our Salers bulls and none for a Hereford bull." To keep the cash flowing they also initiated



Mohican Hunter 57H



SH Robinhood 249



MH Patriot 3159

crossbreeding. "The Hereford-Saler cross worked very well. Red Angus and Shorthorns were also used," says Colin.

Hereford Base

On the Hereford breeding front, Hoff-

man Herefords found true value and consistency in cattle with Line One or Mark Donald bloodlines. "These were carcass cattle, and when crossed, these lines also created the hybrid vigor that produced pounds. If you take outside, unrelated animals and breed them, the result is hybrid vigor, and we continue to do that today." Genetic lines from Canadian-influenced cattle and Britisher Mark Donald cross bulls from Bennetts in Washington are additional ways to provide some outcross into the predominantly closed herd. "It helps to expand the gene pool. I don't want to use the same bull everybody else is using."

Focusing on the basics has been the backbone of how Colin rebuilt the Hereford base on the ranch. "I cull ruthlessly. I don't have a favorite cow or a cow I'm flushing; they all must pull their own weight." With a program based on half-sisters, culling hard helps to make them all better he has witnessed.

Calving is another critical evaluation time. "Culling decisions are also made based on how



Focusing on the basics including a rigid culling system based on performance has resulted in a consistent, highly functional cowherd base for Hoffman Herefords.

the cow performs during calving. Does she take her calf? How did calving go? What is her udder like?"

If Colin had to rank his culling protocol, he would start with udders, followed by disposition, and any cows that showed up on a watch list due to some factor at calving time. He solely manages the calving season, and thus needs problem-free cattle due to his labor restrictions. Additional herd management decisions focus on structure and body condition.

Continually making shifts to advance the outcomes of the herd, Hoffman Herefords has recently focused on maintaining all their bred heifers. Those open and under a certain weight will go to grass and then are sold as opens. Keeping the bulk of the bred heifers has shifted the makeup of the herd. "I think the last couple of years, over 50% of the herd has been first and second calvers."

Retaining the bred heifers demonstrates to Hoffman what he has produced and what is available. Rather than passing on the added value from his genetic improvements and management, he now

can reap those benefits when the bred heifers become producers in the herd.

The older cows are then moved out of the program allowing for the ability to keep the fresh, younger genetics. Hoffman is contemplating following this metric with his steer calves as well. Rather than selling calves at weaning, he has decided to background them through the spring to retain more value. Eventually, he would like to own his cattle all the way through the production cycle. "I chose not to sell on a certain date but rather to sell when the cattle are ready."

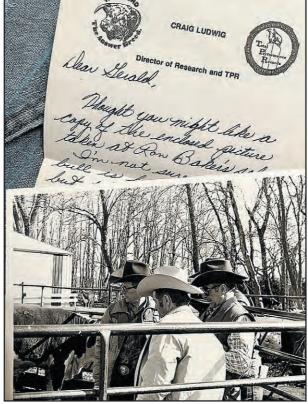
He has also learned that consistency in marketing and supporting local markets yields the best outcomes. "We have sold at the same barn for 30 years." As a result, we have built trust with the barn operators and the buyers. They know us and trust us, and we feel the same way about them." Although he would like to support special Hereford-influenced sales held at other locations, he is satisfied with his commitment to his local market

Trust and balance are also evident in the bull program. Hoffman has retained

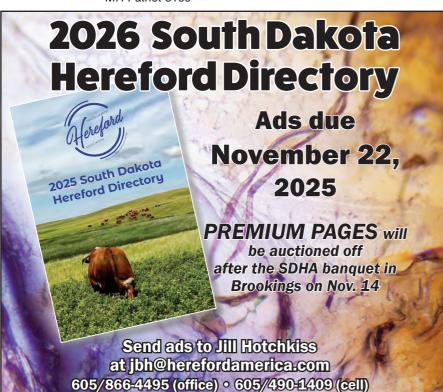
a few two-year-old bulls to sell; however, the focus is more on selling yearlings. "The twos have one more whole year of input costs to try and reap a return on."

Currently, Hoffmans market around 70 bulls annually by private treaty, a mix of horned and

ty, a mix of horned and polled genetics, shifting away from a live auction about 12 years ago. Repeat customers drive sales, and Colin is pleased to see that many of his customers are young producers with small herds. "Bulls sell to 99% commercial cattle herds of primarily black cows stretching across South Dakota and into North Dakota." Customer satisfaction



Gerald Hoffman at the Ron Baker sale, letter from AHA's Craig Ludwig.



(continued on page 18)



THE FALL CLASSIC

– 2025 – NOV. 18

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B&D MISS ADVANCE 0303 ET

CE 5.1 BW 2.4 WW 51 YW 81 MM 29

REA 0.50 MARB 0.14 CHB \$122

DAUGHTER OF CL 1 DOMINETTE 1169Y, GRANDDAUGHTER OF IMMORTAL 440P

DUE THIS FALL TO B&D L1 DOMINO 332 ET

39 COMING TWO-YEAR-OLD HEREFORD BULLS 30 COMING TWO-YEAR-OLD ANGUS BULLS 24 REGISTERED HEREFORD FALL PAIRS





B&D MISS ADVANCE 0531

CE 2.3 BW 2.1 WW 60 YW 96 MM 38 REA 0.39 MARB 0.03 CHB \$95 WW RATIO: 3@111 YW RATIO: 2@101 SEPT. 26 BULL CALF AT SIDE BY B&D L1 DOMINO 332 ET



B&D L1 DOMINET 0323

CE 9.2 BW 1.7 WW 56 YW 86 MM 35 REA 0.08 MARB 0.28 CHB \$128 WW RATIO: 3@110 YW RATIO: 1@105 SEPT. 17 HEIFER CALF AT SIDE BY B&D L1 DOMINO 332 ET



B&D L1 DOMINET 0592

CE 9.9 BW 1.5 WW 59 YW 89 MM 29 REA 0.46 MARB 0.20 CHB \$113 WW RATIO: 3@103 YW RATIO: 2@97 SEPT. 12 HEIFER CALF AT SIDE BY B&D LL DOMINO 332 FT



B&D L1 DOMINETTE 0481

CE 7.3 BW 0.6 WW 51 YW 77 MM 29 REA 0.28 MARB 0.10 CHB \$111 WW RATIO: 3@94 YW RATIO: 1@94 SEPT. 12 HEIFER CALF AT SIDE BY B&D L1 DOMINO 332 ET

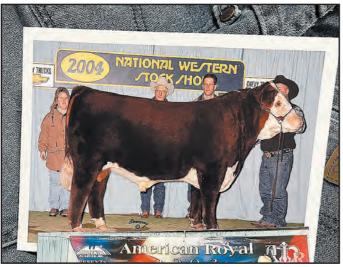
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(continued from page 16)

keeps buyers returning, as he notes some don't see the bulls beforehand, and some haven't been to the ranch. Sales are sparked by referrals and by social media efforts. While Gerald focused heavily on horned genetics, the purchase of a polled bull at the 1999 National Western Stock Show created much buzz. At that time, Hoffman Herefords did not have any cows with a polled base. "Dad and I had a list of charac-

a list of characteristics we were looking for in our next herd sirebone, great leg set, muscle and length, and the bull that just happened to fit that mold was polled. They purchased Mohican Hunter 57H, lead bull in Mohican's Reserve Champion Pen of Three to impact the direction of their breeding program, a bull who



Gerald and Colin Hoffman with Terry and Dawn Powlesland, National Western Stock Show, Denver 2004.



Hoffmans sell about 70 bulls privately, using both horned and polled genetics.

was especially successful on MH Patriot 3159 daughters. Three years later, 70 polled females were purchased from Ray Johnson of Minnesota. "These were great maternal females, nearly every cow had a Dam of Distinction in the pedigree and really changed things for us."

Adaptability Advantage

Dealing with challenging economic conditions in the 1980s, changes in demand for Herefords, and the passing of Gerald in 2004, Hoffman Herefords under Colin's leadership made adjustments and pivoted out of necessity and a passion for the cattle business.

Today, the Hoffman family runs nearly 300 registered Herefords along with a small herd of black and black-Baldy cows stemming from 30 foundation females Colin purchased in 1996. To support their operation, they also grow

crops for winter feed, including oats, peas, alfalfa, and corn for corn silage.

"Over all these years, I'm proud that Herefords took care of our family, supported our three children through college, and have consistently provided for our livelihood." The family is also active in their local community, with Mary Beth an avid volunteer with local community charities.

Their son Willem, his wife Hannah, and children Ruth and James, live in Leola, where Willem works remotely as an electrical engineer for John Deere. Daughter, Francine, is a registered dietitian for the athletics department at the University of Idaho.

Son Miles, a recent graduate of South Dakota State University with a degree in Animal Science returned to the farm in 2025. "I'm excited to have Miles join the business and bring with him the next generation of ideas for marketing and

leadership."

"I had to dig my heels in after Dad passed away to find ways to keep the ranch going," says Colin. His mother Dorothy supported the farming efforts until her passing in 2021.

Colin has worked meticulously, yet in a low-key, and succinct manner worked at maintaining the operation while gradually building cownumbers, selecting reliable real-world genetics and reaffirming customer trust.

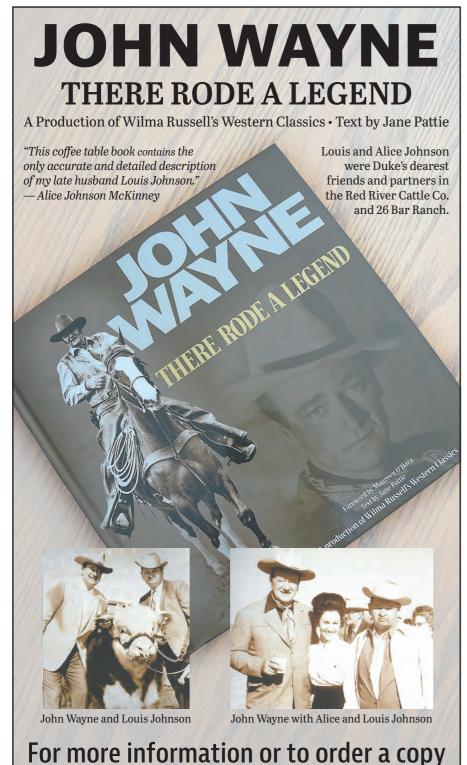
Over the past 20 years, Colin, Mary Beth, and the family have extended the sustainability of what his grandfather chartered, what his parents guided and developed, and now the family looks forward to celebrating the 100th anniversary of Hoffman Herefords in 2028.



Miles Hoffman's graduation from South Dakota State University with sister Francine, girlfriend and parents Colin and Mary Beth.



Willem Hoffman, his wife Hannah and children, Ruth and



of this book, call: 520-560-3800

Sale Results



Cody and Scott Wessel, Lavina, MT with Mark Ehlke, Paul Hinderager, Vaughn, MT at the Ehlke Sale. Cody Wessel purchased the top selling female, Lot 10.

Ehlke Herefords Montana Made Production Sale September 20, 2025 Townsend, MT

> 22 Females — \$5,745 2 Bull Calves — \$3,500

Top Bred Heifers:

Lot 10, E 1015 Belle L41, 8/13/23 by C GKB Guardian 1015, bred to Churchill Jack Frost 458M ET sold to Cody Wessel, Lavina, MT, \$10,000.

Lot 13, E65J Mattie L30, 8/11/23 by Mohican Dow Jones 65J, bred to Churchill Jack Frost 458M ET sold to Craig Pelton, Halliday, ND, \$8,600.

> **Delaney / Atkins Herefords Genetic Opportunity Sale September 27, 2025** Lake Benton, MN

> **Auctioneer: Dustin Layton**

1 Herd Bull — \$73,000 52 Female Lots — \$10,226 53 Live Lots — \$11,410 20 Embryos — \$1,420

Top Lots:

Lot 15, RST Final Print 0016, 2/4/20 by Boyd 31Z Blueprint 6153 to GKB Cattle, Desdemona, TX, \$73,000, full



Jerry Delaney welcomed the sale crowd.

possession and in herd semen use.

JDH AH 19Z Ms Rumbler 34J ET, 1/27/21 by JDH Victor 719T 33Z ET to Kuil Ranch, Winner SD and a February bull calf by RST Final Print 0016 sold to Lawrence Herefords, Princeton MN, \$46,000

AH Lady Vaca 910G, 3/5/19 by NJW 135U 10Y Hometown 73C ET and her August heifer calf by RST Final Print 0016 sold to Joe Starr, Manawa, WI,

JDH AH 45C Rita 1J ET, 1/18/21 by NJW Long Haul 36E ET sold to Kuil Ranch, Winner SD and February bull calf by RST Final Print 0016 sold to Colbaugh Cattle Co, Canton GA, \$21,250

AH MMC Ritas Print 5827 ET, 2/22/25 by RST Final Print 0016 sold to GKB Cattle, Desdemona TX, \$20,000

Bar 9 11B Rita 837F, 3/15/18 by LCX Perfecto 11B ET sold to Reed Genetics, Unionville MO and January bull calf by JDH AH Standout 16G ET to Cody Jensen, Platte City MO, \$19,750

JDH ND 601D Lady Zena 131K, 4/10/22 by UPS Entice 9365 ET sold to Darrell Busselman, Lake Benton MN and February heifer

(continued on page 20)

The Berry's Production Sale! Monday,

November 24, 2025

1:00 at the ranch • Cheyenne, WY

SELLING 75 BULLS Horned and Polled

Our first Sherman sons sell!

Offering several Sherman bred heifers!

Reference Sires: Churchill High Noon 8339F ET • Churchill Kingdom 128J ET Churchill W4 Sherman 2157K ET • CL 1 Domino 1235J • NJW 76S 27A Long Range 203D ET



B SHERMAN 2M • 44565505 • Polled CED 5.5 BW 0.5 WW 59 YW 90 MM 32 MG 62 REA 0.77 MRB 0.25 CHB 139 Sire: Churchill W4 Sherman 2157K ET Sire of Dam: NJW Long Haul 36E



B HIGH NOON 5M • 44565509 • Horned CED 2.8 BW 1.8 WW 60 YW 94 MM 33 MG 63 REA 0.70 MRB 0.16 CHB 129 Sire: Churchill High Noon 8339F ET Sire of Dam: NJW Long Haul 36E



B GENERATOR 10M • 44565514 • Horned CED 3.5 BW 2.7 WW 64 YW 102 MM 34 MG 66 REA 0.34 MRB 0.27 CHB 146 Sire: EXR Generator 0333 ET Sire of Dam: NJW Long Haul 36E



B SHERMAN 28M • 44565534 • Polled CED 6.0 BW 0.7 WW 60 YW 94 MM 33 MG 63 REA 0.79 MRB 0.30 CHB 144 Sire: Churchill W4 Sherman 2157K ET Sire of Dam: NJW Long Haul 36E



B GENERAL 43M • 44565549 • Polled CED 0.7 BW 3.6 WW 75 YW 116 MM 30 MG 68 REA 0.66 MRB 0.27 CHB 131 Sire: Churchill W4 Sherman 2157K ET Sire of Dam: Anchor 11X



B HIGH NOON 53N • 44565562 • Horned CED 2.2 BW 2.7 WW 58 YW 95 MM 32 MG 60 REA 0.77 MRB 0.19 CHB 140 Sire: Churchill High Noon 8339F ET Sire of Dam: HH Advance 8392F ET



B RANGE MASTER 55M · 44565573 · Horned CED 1.9 BW 3.2 WW 65 YW 109 MM 29 MG 61 REA 0.47 MRB 0.01 CHB 119 Sire: NJW 76S 27A Long Range 203D Sire of Dam: Anchor 11X



B KING 59M • 44565579 • Polled CED 9.1 BW 1.4 WW 65 YW 99 MM 40 MG 72 REA 0.76 MRB 0.33 CHB 144 Sire: Churchill Kingdom 128J Sire of Dam: NJW Long Haul 36E



For more information contact:

Jay and Janice Berry (307) 634-5178 (home) (307) 630-7944 (cell) jaberryherefords@msn.com 3049 County Rd 225 Cheyenne, WY 82009

See **VIDEOS** and Catalog mid-November at: www.WhereCowmenBuyBulls.com (continued from page 19)



Final Print topped the Delaney/Atkins sale at \$73,000 going to GKB Cattle, Desdemona.TX.

calf by RST Final Print 0016 sold to Thousand Hills Herefords, Blairstown MO, \$19,500

JDH 11E H086 Mercedes 24N ET, 1/22/25 by SHF Houston D287 H086 sold to Burns Farms, Pikeville TN and P&J Farms Monroe NC, \$16,000 JDH AH 125L Ms Sherman 220N ET, 1/30/25 sired by Churchill W4 Sherman 2157K ET sold to Stellpflug Cattle, Guernsey WY, \$14,000

Colyer Hereford and Angus 24th Annual Fall Female Sale October 4, 2025 Bruneau, Idaho

Auctioneers: Butch Booker, Dustin Layton, Kyle Colyer

Cattle sold into 28 states Canada and Mexico 24 Open Hereford Heifer Calves — \$18,104 8 Hereford Cows — \$24,063 20 Hereford Bred Heifers — \$15,000 9 Open Angus Heifers — \$13,000

6 Angus cows — \$10,750

8 Angus Bred Heifers — \$8,281 81 Embryos — \$1,506 53 Semen Lots — \$1,054

Top Hereford Lots:

C Sull Mercy Me 5217 ET, 1/6/25 by ECR Who Maker 210 ET to GKB Cattle Co., Desdemona, TX, \$90,000.

C 1086 Leanne 3063, 1/5/23 by C 4038 G16 Genesis 1086 ET to Lindskov's LT Ranch, Isabel, SD, ½ embryo interest, \$70,000.

C 64740 7057 Lass 2176 ET, 1/31/22 by C 4212 Black Hawk 7057 ET to GKB, \$50,000.

C 215K Sylvia 4205 ET, 1/8/24 by Churchill W4 Sherman 2157 ET to Bar One Ranch, Eugene, OR \$50,000.

C 88X Gemini 4123, 2/1/24 by NJW 98S R117 88X ET to Potter Ranch Herefords, Wintun, CA, \$40,000.

C 215K Ava 5110, 1/14/25 by Churchill W4 Sherman 2157 to GKB, \$39,000. C D87 Diana 5211 ET, 1/13/25 by KLO RW Marksman 087 ET to GKB, \$30,000.

C 2135 Gemini 5106 ET, 1/11/25 by C Arlo 2135 ET to Potter Hereford Ranch, \$26,000. C Lady Bella 1269, 8/23/21 by BR Belle Air 6011 to GKB \$24,000.



Colyer sale topper was C Sull Mercy Me 5217 ET by ECR Who Maker 210 ET. She sold to GKB Cattle Co., Desdemona, TX for \$90,000.

C 2157K Amber 4185 ET, 1/1/24 by Churchill W4 Sherman 2157K ET to Bowling Ranch, Blackwell, OK, \$22,500.

Top Angus Lots:

CCC 1564 Tess 5002 ET, 12/29/24 by Raven Republic 1564 to Parker Cattle Co., Hyde Park, UT \$30,000.

CCC Jackie 5044 ET 1/9/25 by Connealy Craftsman to Parker Cattle Co. \$22,000.

CCC Winnie 5039 ET 1/31/25 by Raven Republic 1564 to Wakely Ranch, Star Valley, NV, \$15,000.

C Ermine 4028 2/5/2024 by LAR Man in Black to Vision Angus, Amherst, CO \$15,000.

Top Females:

IMR 8099F Ms Advance 2092K ET to Hoffman Ranch, Thedford, NE, \$12,500.

IMR 0022H Miss Advance 2016K to Dixon Ranches, Dodge, TX, \$11,250.

GKB Cattle Fall Bull Sale October 9, 2025 Desdemona, TX

Auctioneer: Dustin Layton

73 Bulls — \$10,007

Top Bulls:

Lot 24, GKB K014 Trending 4492, 4/27/24 by BR Trending K014 ET to



Top selling bull at Indian Mound Ranch was IMR 0117H Domino 4092M going to Huff Ranch, Allison, TX for \$14,000.

Indian Mound Ranch Production Sale October 13, 2025

Auctioneer: Dustin Layton

57 Coming Two-Year-Old Bulls
— \$8,700
10 Fall Calving Pairs — \$7,825
8 Spring Calving Bred
Heifers — \$4,600

Top Bulls:

IMR 0117H Domino 4092M to Huff Ranch, Allison, TX, \$14,000.

IMR 1134J Advance 4026M to Hurricane Land & Cattle, Crawford, OK, \$13,500.

IMR K5 8099F Advance 4143M to The Merchant Livestock Company, Eunice, NM, \$13,000.

IMR M8086 Shooting Star 4003M to Lindsey Ranch, Jacksboro, TX, \$12,500.

IMR M8086 Shooting Star 4008M to Hurricane Land & Cattle, \$12,500. IMR 66589 Mandate 4058M to P&R Herefords, Okeene, OK, \$12,500. IMR 0270H Advance 4021M to Powell Herefords, Fort McKavett, TX, \$12,000.

IMR 2010K Advance 4066M to The Merchant Livestock Company, \$12,000.

Perks Ranch, Rockford, IL, \$35,000. Lot 1, GKB Guardian 4192, 2/24/24 by C GKB Guardian 1015 to WMC Cattle Co., Wasola, MO, \$22,000.

Lot 23, GKB Resolute 4253, 3/12/24 by EFBEEF C609 Resolute E158 ET to Burns Farms, Pikeville, TN, \$17,500. Lot 2, GKB Guardian 4292, 3/13/24 by C GKB Guardian 1015 to Rancho De Suenos, Rosanky TX, \$15,000.

Lot 11, GKB GCC Impact 3721, 12/18/23 by KJ GKB 364C Impact 249J ET to Royal K Ranch, Caldwell, TX, \$15,000.

Lot 46, GKB 8123 Belle Air 4091, 2/16/24 by BR Belle Air 8123 to Fambro Ranch, Mangus, TX, \$14,500.

Lot 20, GKB Grady 4246, 3/6/24 by Loewen Grady B42 G15 ET to Mort Mertz Ranch, San Angelo, TX, \$14,000.

Lot 3, GKB Guardian 4290, 3/11/24 by C GKB Guardian 1015 to 5D Farm, Arp, TX, \$13,500.

Lot 6, GKB Guardian 4285, 3/16/24 by C GKB Guardian 1015 to Davidson Ranch, Cisco, TX, \$13,500.

(continued on next page)



GKB Cattle's top seller was Lot 24, GKB K014 Trending 4492, 4/27/24 by BR Trending K014 ET. He sold to Perks Ranch, Rockford, IL for \$35,000.

Jamison Ranch Quarter Horse Sale October 9, 2025 Quinter, KS

Auctioneers: Lynn Weishaar & Seth Weishaar

22 Stud Colts — \$5,340 32 Fillies — \$4,520 7 Brood Mares — \$7,035 2 Stallions — \$10,000 36 Ranch Geldings — \$11,916 14 Saddle Mares — \$7,303 3 Ponies — \$7,666

Top Stud Colts:

Lot 59, Call Me Mitch x Miss Tuff Gun 5/16/25 to Mitch Holt, Firth, NE, \$14,500.

Lot 3, Sixes Frosted Suede X JA Lady, 4/11/25 to Rocking LD Angus Ranch Plevna, KS, \$9,000.

Lot 60, Jesses Topaz X Pappas Sugar, 4/30/25 to Jon Cartwright, Marshfield, MO \$7,500.

Top Fillies:

Lot 61, Metallic Malice X Ali Messina, 4/19/25 to Vicki Kinser, Morristown, TN \$10,000.

Lot 28, The Rockin Cowboy X JA Lady Drifter 05E, 5/6/25 to Vicki Kinser, \$9,000.

Lot 12, PC Cajunistic X JA Lady Baretta, 5/18/25 to Vermillion Ranch Rock Springs, WY, \$8,000.

Top Brood Mares:

Lot 133, JA Frosty Senorita, 5/21/11 by PC Stan Wood to Luke Pearce, Wells, NV \$8,250.

Lot 134, JA Senorita Stanwood, 5/14/10 by PC Stan Wood to Hutton Ranch Ainsworth, NE \$8,250.

Lot 132, JA Dandy Lasswood, 6/5/07 by TR Special Drift to Hutton Ranch, \$8,000.

Top Stallions:

Lot 63, Gunwood Frost, 5/24/24 by PC Redwood Manny to Larry Turner, Valentine, NE, \$10,000.

Lot 64, Driftin In Payments, 5/28/24 by Irish Pay to JMS Equine, Afton, IA, \$10,000.

Top Ranch Geldings:

Lot 97, Flingin Cielo, 04/05/21 by Flingin Wood to Jason McGee, Cherry Valley, AR, \$25,500.

Lot 102, TFR Sir Sunetta, 5/06/20 by Gritty Little Badger to Richard Ames, Malott, WA, \$24,000.

Lot 109, Starlite High Brow, 5/9/15 by Smart Like High Brow to Linda Muegge, Carthage, IN, \$22,500.

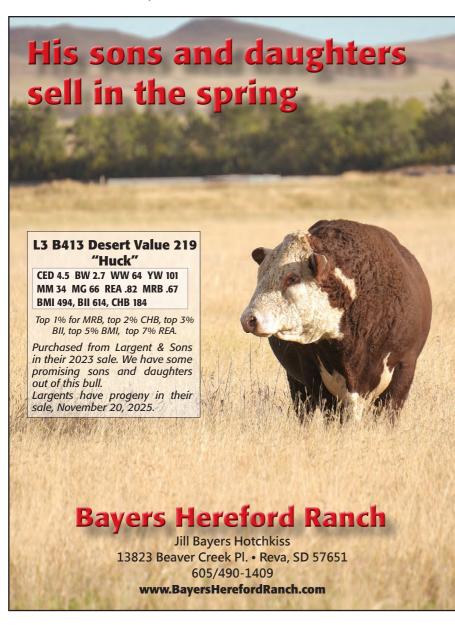
Top Saddle Mares:

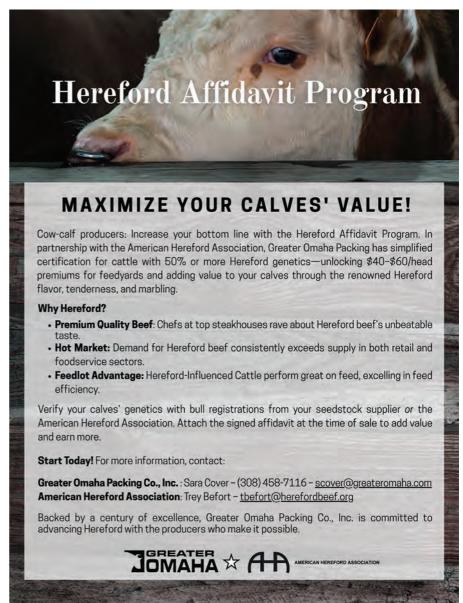
Lot 123, Bay Water Dally, 8/1/22 by Dallypost Parrdunme to Boyer, Jason Rush, CO, \$13,500.

Lot 116, JA Gingerwood Dandy, 5/12/22 by JD Dandy Streaker to Taylor Ranch, La Jara, NM \$13,000.



Flingin Cielo, 4/5/21 by Flingin Wood was the top selling ranch gelding in the Jamison Ranch sale. He sold to Jason McGee of Cherry Valley, AR for \$25.500.





Montana Hereford Association Hosts Fall Tour Across Eastern Montana and Western North Dakota

By Lauren Weishaar

The Montana Hereford Association (MHA) hosted its fall tour from September 14-17, drawing people from across the U.S. and Canada. Over the course of three full days, attendees traveled across Eastern Montana and Western North Dakota, viewing Hereford cattle, sharing in conversation, and enjoying good beef.

The tour kicked off in Miles City, MT at the Fort Keogh Livestock and Range Research Laboratory. Attendees heard from Research Leader and Research Management Specialist, Jay Angerer, and Research Animal Scientist, Richard Waterman. Originally established as a U.S. Army Cavalry post, Fort Keogh began research work in the 1930s under the U.S. Forest Service. Today, it is home to the oldest and purest herd of Line 1 Herefords.

That evening, a welcome dinner was held at the Range Riders Museum, followed by a presentation from Dr. Michael MacNeil on the early research efforts of line breeding. (For book information e-mail him at: mdmacneil47@gmail.com)

The first stop on Monday was at Sparks Herefords located south of Plevna, MT. George W. and Bernetta Sparks homesteaded in 1909 on part of this ranch. Frank and Goldie Sparks brought the registered Herefords, starting with Line 1 out of Fort Keogh, Tarrington bloodline, including imported English cattle in the 1960s. Tom and Carol Sparks currently operate the ranch along with their son Will and his wife Jimmie. Son George and his wife Jess manage their own nearby operation, 7C Herefords and displayed cattle at this stop. Sparks Herefords has used the Prospector bloodline along with AI to a more recent English Sire, Sebastian, whose offspring were on display on the tour. All herd sires on display were home raised. Complete individual performance records are kept since 1956. Coming two-year-old bulls are offered for sale February 21, 2026 at the ranch.

From there, the tour continued to the Stuber Ranch just north of Bowman, ND. In 1908 John C. Stuber made a trip to North Dakota and ended up buying the land on which the ranch homestead sits today. They introduced commercial Herefords in 1918 and the first registered females were added in 1929 from W.B. Taylor, a local breeder. In 1962 40 bred females were added from Drybread Herefords in Nebras-ka. In 1964 40 yearling Hereford heifers were bought from Hall-Nance in Texas. In

1935 J.C bought the International Harvesert dealership which the family owned for the next 65 years. In 1935 Orville Stuber took over the ranch. In 1962, sons Dick and Roger bought the ranch and Orville moved to town to run the International Harvester dealership. In 1969, they held their first production sale. Today, the ranch is owned by Roger Stuber, sister-in-law Laureen, and her son Duane. With Duane and Dana's children — Mac, Mitch, Mace, and Mika — they are the fifth generation of ownership. They run about 1,000 cows, both commercial and registered Herefords, farm 7,000 acres of crop and hay land and graze about 19,000 acres of leased and owned land. For 48 years Stubers have been in a retained ownership program feeding three to four pens of cattle per year. Their 58th Annual Production Sale will be held on the third Sunday in April, featuring horned and polled yearling bulls, fall bulls, and both registered and commercial yearling heifers.

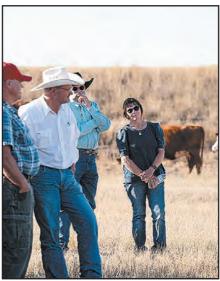
The next stop was at the Mrnak Hereford Ranch, located five miles south of Bowman. The first Herefords were purchased in 1944 by Jim Mrnak's father, Wencil, who laid the foundation for the ranch. In 1968, they held their first production sale, offering 50 Hereford bulls. Brent and Jenna Mrnak, along with their four boys and Brent's dad, Terry, own and operate the ranch, with Grandma Marlene, age 92, still keeping up with daily operations. Andy Mrnak helps with marketing and John Andras spearheads the catalog, sale and pasture pictures, and pitches in during calving season. Daily, the Mrnak Hereford Ranch also receives help from Christian (VA) Deavers, Justin Anderson, Nelly Anderson, and Kevin Fischer. Their 59th Annual Production Sale will be held on January 20, 2026, offering horned and polled yearling bulls, two-year-old bulls, registered and commercial bred heifers, and F1 baldy replacement females. Also on display were cattle from EF1 Cattle Company of Carpio, ND. Travis and Summer Engelhard, along with their family, raise Line 1 horned Herefords. They market two-year-old bulls through an online sale each February, backed by a two-year breeding guarantee, ensuring customer satisfaction and confidence in their program.

The final stop of the day was Baumgarten Cattle Company in Belfield, ND — a family-run operation raising registered Hereford cattle for 111 years. The Baumgar-

(Continued on page 26)



Tour attendees listen as Jay Angerer explains the program at Fort Keogh.



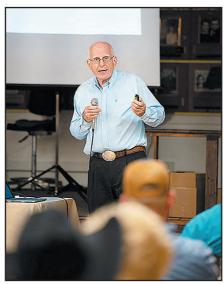
Tim and LaMecia Stidham of Bowling Ranch, Newkirk, Okla.



Ross Carlson of Carlson Herefords, Murdock, Minn.



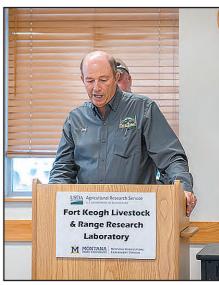
Richard Waterman, Research Animal Scientist at Fort Keogh.



Dr. Michael MacNeil shares the early research behind breeding Line 1 Herefords



Ethan Beery and fiancé Ashton Handy.



Jay Angerer, Research Leader and Research Management Specialist at Fort Keogh



The Sparks' best ranch hand — Millie.



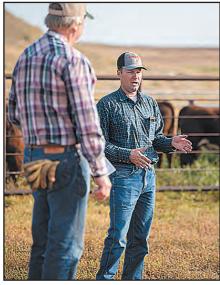
Tour attendees in conversation during the stop at the Sparks Ranch.



L to R: Cotton Thomas (CT), Jimmie and William Sparks



Kix Sparks



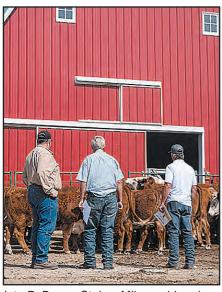
George Sparks explaining their operation, 7C Herefords.



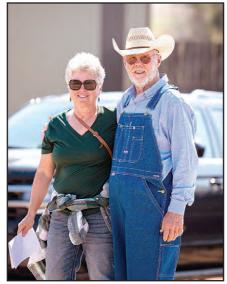
Tom Sparks telling about the Sparks Herefords program.



Ivan Blume and Nyle Stromsmoe.



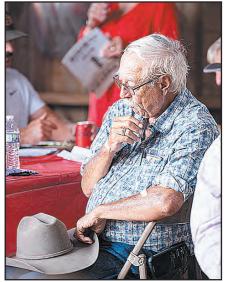
L to R: Duane Stuber, Mike and Landon Doyle (Doyle Hereford Ranch).



Judy and Doug Finseth of Finseth Herefords, Bardo, Alberta.



L to R: Mac Stuber, Lynda Bird (Bird Herefords, Halfway, OR), and Tom Duprel (Sturgis, SD.)



Russ Houck of Houck Ranch, Inc., Wibaux, Mont.



Eric Lawver, Chaney Bowen and Lane Nickles.



A group of tour attendees view the cow-calf pairs on display at Stuber Ranch.



Nice pair at Sparks Herefords, Plevna, MT.



Ethan Beery



Tour attendees view the bull calf pairs on display at the Mrnak Hereford Ranch.



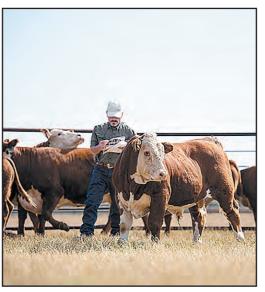
Dan Bixler and Barry McConnell of Illinois.



Travis Engelhard explains their operation, EF1 Cattle Company, to tour attendees.



Brent Mrnak speaking at their tour stop at the ranch near Bowman, ND.



Bruce Thomas of Thomas Herefords, Gold Creek, MT.



Terry Mrnak, Mrnak Herefords.



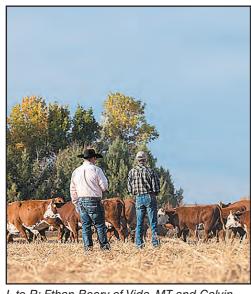
Wes and Vanessa Van Sickle of Rafter Double U Ranch, Red Deer County, Alberta.



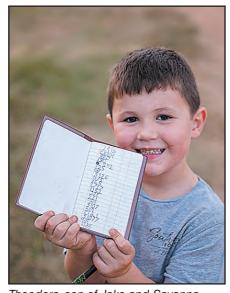
Shawn Weishaar of Lemmon, SD.



Rollie Baumgarten introduces his family and shares the history of Baumgarten Cattle Company.



L to R: Ethan Beery of Vida, MT and Calvin Johnson of Sidney, MT.



Theodore, son of Jake and Savanna Baumgarten.



Jake Baumgarten



L to R: Margaret, Andy and Daniel Schuepbach of Lilybrook Herefords, Clarescholm, Alberta.



A steady crowd forms at Friedt Herefords.



The Duprel family of Sturgis, SD — Lane, Colt, Berniece and Marge.



Gary and Kirsten Friedt talk with the Duprel family of Sturgis, SD.



Hunter Dukart sticks to the smaller stock – his cat, TJ.



Holden Dukart and show heifer, Darla.



Gary Friedt introduces his family and gives a brief history of Friedt Herefords.



Scott Dirk, Scott Weishaar, Kevin Murnin, Aaron Friedt, Eric Lawver, and Ivan Blume.



Craig Pelton welcomes everyone to Pelton Herefords.



Kayla Pelton Durrell



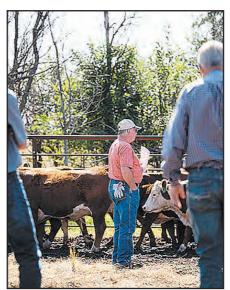
Lynda Bird of Bird Herefords, Halfway, OR and Ivan Blume of 4/0 Blume Ranch, Zell, S.D.



Kevin Murnin of Worden, MT (Field Representative for the Western Livestock Journal) and Dave Hanson of Willow Creek, Mont., viewing cattle at Pelton Polled Herefords.



Eric Lawver (MHA President) of Valier, MT speaking with Tim Stidham of Bowling Ranch, Newkirk, OK.



Dan Bixler of Newton, IL.



Earl Pelton

(continued from page 22)

ten family began farming near Casselton in 1885, and their Hereford herd traces back to 1914, when local farmer Ben Hans purchased his first registered cattle. In 1921, his daughter and Richard Baumgarten received 10 bred heifers as a wedding gift. The operation has since expanded and even earned recognition in the show ring, including awards at the National Western Stock Show (NWSS) in Denver, CO. Today, the operation includes Rollie and Wendy Baumgarten, their children, Isaiah and Benjamin, and their son Jake, along with his wife, Savanna, and their children, Theodore, Colt, and Lainey. The annual production sale is held the first-Friday in February, and features yearling bulls, two-year-old bulls, registered bred heifers, and commercial yearling heifers.

Tuesday started with a visit to Friedt Herefords in Mott, ND. Gary Friedt began the herd as a junior in high school when he bought yearling heifers. It is a family-run operation, with Gary and his wife, Kirsten, joined by daughter Megan and her husband Dusty Dukart, along with their sons Hudson, Hoyt, Hayes, Holden, Heston, and Hunter. Also part of the operation are son Aaron and his wife Tatian, and their son Cannon. Daughter Lindsey, her husband Drew, and their children Graham, Avery, Ella, and Claire live near Oakes, ND, and help out when their farming schedules allow. The ranch continues to focus on raising functional and efficient cattle designed to do well in a commercial setting. Their annual production sale will be held on February 11, 2026, and will feature yearling bulls, coming two-year-old bulls, registered and commercial yearling heifers, and F1 baldy replacement females

Next was Pelton Polled Herefords near Halliday, ND, where attendees enjoyed traditional fleshkiekla and knoephla soup. The ranch started in 1972 as a 4-H project by Craig Pelton and has grown into a strong family operation. They focus on raising reliable, easy-calving cattle, without sacrificing hardiness or weight gain – important traits for commercial ranchers. Today, Craig's daughter Kayla and her husband Tyrun, along with their kids Kaisley and Conner, and his son Kain with his wife Abbey and their son Rowan, all work together to keep the family legacy alive. Their annual Cattlemen's Choice Sale takes place on the first Monday in February and features Hereford and Angus bulls, registered Hereford heifers, and F1 baldy replacement females.

The last stop on Tuesday was at the Stroh Hereford Ranch near Killdeer, ND. Founded in 1950 by Tony and Leona Stroh, the operation began with influential bloodlines like Mischief, Diamond, and Bonanza. Today, Mike and Dawn Stroh, along with their son Matt, carry on the family tradition of raising high-performing, functional cattle that meet the needs of the modern cattleman. Their 36th Annual Ranch-Ready Production Sale will be held on February 6, 2026, featuring two-year-old bulls and a select group of females from the heart of their program.

Wednesday began at the J Bar E Ranch in Plentywood, MT, where Arvid and

Linda Eggen's family welcomed everyone with a steak and egg breakfast. Founded in 1898 by Arvid's great-grandfather, John Eggen, and great-uncle, Andrew Fadness, J Bar E has a rich history of over 125 years. The ranch is currently owned by Lorrie Eggen, with help from her son, Jarrett, his wife, Livy, and their three children, Logan, Haddie, and Rowley, as well as Arvid and Linda, who continue to lend a hand when needed. Today, with the involvement of the fourth, fifth, and sixth generations, they continue their dedication to raising thick, fault-free Herefords in Northeast Montana. Each year, the J Bar E Ranch offers yearling and two-year-old bulls by private treaty.

The tour concluded at Beery Land and Livestock in Vida, MT, a ranch with deep roots dating back to 1912 when Lawrence Beery first entered the cattle business. In 1940, his nephew, Newell Beery, purchased his first set of registered Hereford cows, quickly earning a reputation for high-quality feeder cattle. Over the decades, the Beery family expanded their registered herd, sourcing genetics from across Montana and North Dakota. Despite challenges like drought and economic downturns, the Beerys have remained committed to breeding honest, sound, and adaptable cattle, well-suited to the harsh conditions of Eastern Montana. Today, the operation is run by Joanne Beery, Matt and his wife Krista, their children Leah and Ethan, Ethan's fiancée Ashton Handy, and herdswoman Madri Blom. Their intensive AI program was built by Madri, who has been with Beery Land and Livestock since 2006. Each year, Hereford and Red Angus bulls are available by private treaty.

There was a strong sense of excitement on the tour about the future of the breed. As the cattle industry faces new challenges and opportunities, many see even greater potential in the Hereford breed, especially in crossbreeding programs. Producers are recognizing the added value Hereford genetics bring to their herds, especially through improved fertility, docility, longevity, and added pounds at weaning and finishing.

"We're living in exciting times in the cattle industry, and it's even more exciting within the Hereford breed," said Ethan Beery of Beery Land and Livestock. "Producers are ready to add value to their heifers and increase pounds on their steers come payday, and quality Hereford bulls are a great way to do that."

Beery added, "This was the first time in 52 years we had hosted a tour at our ranch. We partnered with breeders from a wider region to make it successful. Most of the bulls offered will cover black cows, which shows how much Hereford genetics are gaining acceptance. It's encouraging to see the growing demand, and I'm excited about where this momentum will take us."

The upcoming MHA Fall Tour is scheduled to be in Billings, MT in 2027.

Editor's Note: On October 20th I received the news that Carol Sparks had passed away after a very brief illness. Our deepest condolences to the Sparks family.

– Jill Hotchkiss



Matt Stroh welcomes everyone to the Stroh Hereford Ranch.



Dave Hanson



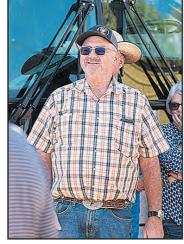
The coming 2-year-old bulls at the Stroh Ranch drew plenty of attention from tour attendees.



Dawn Stroh and Cathy Largent.



Mark Largent



Mike Stroh



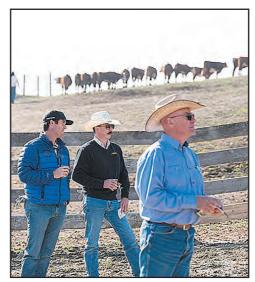
Denise Loyning



The daughters of Livy and Jarrett Eggen, Haddie (left) and Logan (right).



Arvid and Linda Eggen welcome everyone to the J Bar E Ranch.



Chaney Bowen and Lane Nickles, Torgersons.



Lynda Bird and Shari Leachman.



A steak and eggs breakfast at J Bar E Ranch, thanks to support from sponsors like Stockman Bank.



Lorrie Eggen and daughter Kacie Lynn.



J Bar E Ranch, since 1898.



Ethan Beery and Madri Blom welcome everyone and share a bit about their family, friends, and the program's history.



Classic Hereford sign that has hung on Beery's barn for many years. Still a valid message.



Joanne Beery still going strong and visiting with the tour crowd. Joanne and Arvid Eggen are siblings.



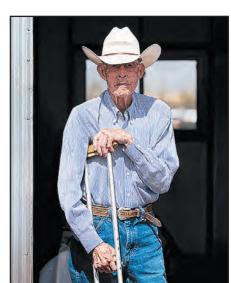
Great-grandchildren of Joanne Beery — Swayze and Landry Switzer, and Nolan Fleming.



Madri Blom and Mike and Landon Doyle of Doyle Hereford Ranch, Wolfe City, Texas.



Matt Beery, Tom and Berniece Duprel of Sturgis, SD and Calvin Johnson of Sidney, MT.



Earl Jensen from Roundup, MT has seen a lot in his 100+ years. He was a special guest at the Beery stop.

International Hereford Breeders Head to Montana — Big Sky tour sets the stage for the World Hereford Conference

AHA Press Release

Hereford breeders from around the world were in Montana Oct.16-21, touring prominent Hereford operations ahead of the World Hereford Conference (WHC) in Kansas City, MO, the following week.

"We are incredibly excited to welcome international and domestic Hereford seedstock producers to Montana and the World Hereford Conference," says Jack Ward, executive vice president of the American Hereford Association (AHA). "This tour is designed to showcase some of the leading Hereford genetics and operations in the nation, provide insights to leading-edge production practices and highlight Montana's historic role in U.S. beef cattle production."

Montana is home to plenty of Hereford history and current-day breed leaders. The state is also commonly regarded as the fountainhead of Line 1 Hereford cattle, founded in 1934 at USDA's Fort Keogh Livestock and Range Research Laboratory in Miles City.

The tour and World Hereford Conference come at a historic point in the breed's U.S. history.

"More commercial cow-calf producers in the United States are embracing Hereford's inherent genetic advantages of fertility, docility, longevity and documented feed efficiency on the range and in the feedlot," Ward explains. "Many of these producers are also using Hereford genetics as an essential component in strategic crossbreeding, magnifying the breed's genetic advantages through direct and maternal heterosis."

Montana herd tour stops and hosts include (in schedule order):



- NJW Polled Herefords, Decker
- L Bar W Cattle Co., Absarokee
- Feddes Herefords, Manhattan
- Churchill Cattle Co., Manhattan
- Storey Hereford Ranch, BozemanEhlke Herefords, Townsend
- Cooper Hereford Ranch, Willow Creek
- Holden Herefords, Valier

Participants also visited the Northern International Livestock Exposition

(NILE) in Billings, where they saw local Hereford cattle on display and took part in a fun evening with the Montana Hereford Association.

The AHA expected 115 breeders to attend the weeklong tour. For broader perspective, the WHC includes registrations from 209 international Hereford breeders and 467 U.S. breeders, representing 19 countries and 37 states.

"I think the opportunity for all Hereford enthusiasts to make connections and interact with one another during this tour is going to be priceless," says Shane Bedwell, AHA chief operations officer and director of breed improvement. "I know of nowhere else you're going to be able to spend time with a really great nucleus of Hereford breeders, while getting to see some great Hereford cattle in the process."

Ward notes successful preparation and execution of the Montana Hereford Tour were due to the tireless efforts of the tour hosts. He also extends thanks to Montana Department of Agriculture, Merck Animal Health, Montana Hereford Association, NILE, Western Ag Network and Trans Ova Genetics for their efforts and support in hosting this historic event.



Advertising Deadline for the January 2026 issue of Hereford America is December 5.

Contact Jill Hotchkiss at jbh@herefordamerica.com 605/866-4495

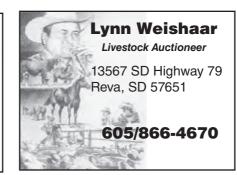
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'arol Sparks

Carol Anne (Pehl) Sparks passed away Oct 19, 2025 from complications of cancer. The first of John and Anne (Lane) Pehl's children. Carol was born Oct. 9, 1954 in Terry, MT.

She attended 12 years of school at Terry, graduating as Valedictorian in 1972, and excelling in music and academics. She was active for 9 years in 4-H, attending several State 4-H congress events, and the National Citizenship short course in Washington DC.

Attending Montana State University on an academic scholarship, Carol Anne graduated with a Bachelor of Science Degree in Ag Production, Range Science with highest honors. Awarded the outstanding student in Agriculture in 1976, she served in many organizations while at the University including: MSU Range club officer and judging team delegate to International SRM meetings twice, President of Association of Women Students, member of and crew leader for MSU Range research projects for summers throughout the state, International Farm Youth Exchange to Australia and Tasmania for 7 months, and life member of Society for Range Management. She was also a TA mostly to Dr. Don Ryerson and was remembered by many for teaching his Range 203 class and labs spring quarter for three years.

After graduation, Carol remained close with Drs. Ryerson, Taylor, and Payne as well as their families. She even started a scholarship in their names. She organized three "Range Reunions" for students and staff to keep in touch. She also helped with Montana Range Days as an instructor and trainer a few times, and she took children to participate, including her own. If you attended a 4H or FFA range contest in southeastern Montana it was a safe bet that she had helped set it up or had students there competing.

Carol met Tom at a SRM national meeting in Nebraska in February 1976, and would marry him September 23, 1978 in Terry. They lived at Miles City, Melstone, Hyattville, Wyo, Colstrip, and Rosebud before coming back to the Sparks family ranch near Plevna Montana. To this union four children were born: Frank Andrew, Katherine Anne, George Thomas, and William Lee. Through the years on the ranch Carol Anne was a member of WIFE, Ag in Montana schools as an instructor until it closed, Willard Homakers for 40 years, Red Butte Ramblers 4-H leader for 30 Years, Member of the Baker Community Church for 40 years serving in all capacities at various times, and served 12 Years on Fallon County Library Board. She also was a member of MSU College of AG Advisory Council serving as Chair for many years, worked with Sustainable Ag Grant to monitor Rangeland throughout Eastern Montana, served on the Montana Noxious Weed Trust Fund committee, and was a recipient of Honorary Chapter and State Farmer Degrees from FFA, as well as had four children that received American Farmer FFA degrees.

Carol was also an entrepreneur, starting a business called Montana Prairie Products with her friend Jan Pratt in 1984, and becoming sole proprietor 3 years later. During blooming months, she rarely went anywhere without a shovel and plant press. This business provided range plant mounts and agronomy seed identification for high school and collegiate students in nearly every Montana school ag program and many in North and South Dakota, Nebraska and Wyoming to this day. Over 15,000 plants have been

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sent out. She also developed a plant identification program called virtual herbarium.

Carol Anne was a very thorough, gracious and accomplished leader, devoted to her family, church and an inspiration to all. Raised as a farmer's daughter near Terry she quickly adapted to ranching and became an integral part of Sparks Herefords. She loved morning chores and checking water as well as running equipment including swather and raking hay. She also enjoyed hosting several IFYE students through the years as well as kept in touch with the families that had hosted

Survivors include husband Tom, son Frank, daughter Katy, son George and wife Jessica, Son Will and wife Jimmie; grandchildren, Paige, Kix, Coy, Charlee, Cotton, Guthrie; brothers Andrew, (Nancy) Pehl, Terry, MT; Wade (Velda)Pehl, Bozeman; sister, Mary, (John) LeMeiux, Manning ND; brothers-law, James Sparks, Stanford MT, Donald (Judy) Sparks, Bowman, ND.

Funeral Service will be held at 10:30 am Monday, October 27th at the Baker Community Church. Visitation will be held from 3:00-4:00 pm Sunday, October 26th followed by Prayer Service at Stevenson Funeral Home in Baker.

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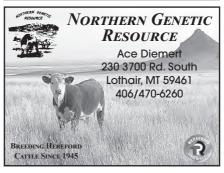
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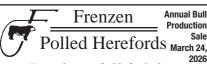
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