

JULY 2017

MHN

Missouri Hereford News

Official Publication of the Missouri Hereford Association



Preparing for Fall

Marketing

Inside this issue

To Cull, or Not to Cull

EPD Selection Tool

Hall of Famer – Gary Duvall

Preparing for a Sale

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MH 122L



Prophet 5108 ET



Rusty & Marjane Miller & Family

Lebanon, Missouri

Rusty Cell 317-840-7811

millerherefords@yahoo.com

www.millerherefords.com

P43619163 • Polled

DOB: 3-20-15

Sire: Ribeye 88X

Dam: Online

2016 Missouri Hereford Assoc.

Show Bull of the Year



BPH

BUTLER POLLED HEREFORDS

Jimmie, Andrea & Joel Butler

Cody & Jocelyn Washam

Republic, Missouri

417-732-6069 H 417-838-4095 C

butterpolledherefords@hotmail.com

Jocelyn
RRC

SEMEN FOR SALE



Prophet pictured
as a two-year-old

Behind Every Good Cowman

are a Few Good Ladies...



WMC A152 9328 DaisyMae 2C ET
Reg: 43588435 Times Up x MGS Mr Maternal



WMC 63A X103 Yellow Rose 45C ET
Reg: 43572531 NJW 63A x MGS P606



WMC 17Z Fancy Victor 2B
Reg: 43468387 17Z x MGS P606



Grandview CMR Ms Material 9328
Reg: 43007666 Mr Maternal x MGS P606



WAT Trojan's Lady 8R
Reg: 42645043 Trojan 35H x MGS Decathlete



Grandview CMR Ms P606 X103
Reg: 43126073 P606 x MGS OXH 8020



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Premier **herd bull prospects** and several **commercial bulls** for sale! Also, for the first time, we will be offering some **top females** for sale at the farm. All available private treaty.

Editors

Summer time is always a fun time for farmers and ranchers! With kids out for summer break, evenings are later and include many fun activities. Spring calves are coming into their own and if you are planning on selling cattle this fall, the preparation has already begun.

In this issue, we have tried to give you the tools to making sale preparation easier, as well as some thoughtful articles on improvements we could all make to our herds and operations including a greater understanding of EPDs, marketing ideas for fall market heifers and steers, and the reason behind Herefords being born horned, polled or scurred. We hope everyone will find something that interests them and creates value for their operation.

Summer Hereford events are endless. Junior National Hereford Expo, state fairs, district shows and then the Missouri Hereford Field Day are all "don't miss" events that you should put on your calendar! Page 36 has a listing that you could even cut out and put on your fridge, or you can always check out the website at www.moherefords.org. Breeders in the southwest corner of the state are gearing up for what promises to be a great field day you want to attend, September 9-10.

The Missouri juniors have always had one of the largest and active state associations. It's something easily taken for granted, but be sure to give them your support this summer. Being present at their shows and activities goes a long way. Lets be proud of our future!

The fall sale season will be another big run of promising new genetics. We hope you will consider advertising in the next Missouri Hereford News. Extra copies of the September issue will be at the state field day and American Royal, plus the issue will be mailed to numerous agricultural classrooms in the state of Missouri. If you have an FFA chapter not receiving the publication, please let us know, so we can add them to our mailing list. Be sure to touch base with your local advisers to make sure the magazine is visible for their high school students to read. This will serve as great marketing for the state.

We have found it a challenge to get Around the Barn news to publish exciting, informative or accomplishment news of our membership. If you have a report for this section, please send it to us. We want to share the news of our membership. Have a great summer!

– The Editors, *Rural Route Creations*

Cassie Dorran, editor

Jocelyn Washam, editor



This newsletter is edited by
Rural Route Creations
30487 Hwy J • Wentworth, MO 64873
www.ruralroute creations.com

2017 Publication Dates

Issue	Ad Space & Material Deadline	Camera Ready-Ad Submission
March 1	Jan 24	Feb 1
July 15	June 10	June 15
September 15	Aug 11	Aug 17
November 1	Sept 27	Oct 3

“We hope everyone will find something that interests them and creates value for their operation !”



Extra *MHN* Copies

If you have an industry event this summer, we would be happy to send you some Missouri Hereford News copies to hand out to potential members, commercial breeders or juniors. Auction markets, veterinarian clinics and other well-traveled cattle venues might also benefit from the publication. Please let us know if you have an event or location!

Advertisement & News Submissions:

Cassie Dorran 403-507-5953 cassie@ruralroute creations.com
Jocelyn Washam 417-838-5546 jocelyn@ruralroute creations.com

Rural Route
CREATIONS

Advertising Rates:

Advertising rates include design at no extra cost! Two design proofs will be provided by email with each advertisement purchase. If additional changes or inclusions need to be made after the second proof, the advertiser will be billed at \$50 per hour.

All contracted ads are for the current calendar year.

Ad Type	Cost Per Issue	4X Contract Price
Full page color ad	\$275	\$1000*
Half page color ad	\$150	\$528
Full page b&w ad	\$222	\$792
Half page b&w ad	\$135	\$475
Quarter page color ad	\$70	\$255
Business card color ad	(contracted only)	\$150

* All ads must be received by deadline!



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22-23 Hall of Famer *Gary Duwall*

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Getting ready for a sale with a handy to-do list



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Missouri Hereford Association

Officers and Directors

www.moherfords.org

<i>President</i>	Justin Sissel	Elkland	District 7
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	Kenny Spooler	Jackson	District 9

To download a Missouri Hereford Association membership application and to view most current events, applications and announcements, visit the Missouri Hereford Association website at www.moherfords.org

Missouri Hereford Association
Matt Reynolds,
Secretary/Treasurer
1071 C.R. 1231
Huntsville, Missouri 65249
660-676-3788



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The Boys at Bonebrake



CRR Catapult 422

Reg # 43482389

422 has proven to be a calving ease sire. Heifers are feminine and stylish and bulls are rugged and sell themselves! Can't wait to see his first daughters in production!



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Reg # 43750256

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Reg # 43720818

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High Sellers



WF 2214 Donna 1204 1788

Mason daughter sold to
Colby Cagle, Lexington, TN



WF 0150 Perfect Lady 1512 1760

Perfect Timing daughter sold to
Boundary Stone Ranch, Raymondville, TX



WF 8Y Home Maid 1270 1778

Homegrown daughter sold to
Mead Cattle Enterprises, Midville, GA



WF 439Y Lady Redeem 924 1404

KJ 649U Redeem 439Y daughter sold to
Empty Pockets Farm, Lawrenceburg, TN

Stewart Polled Herefords • Campbell, TX
NJB Polled Herefords • Mays Lick, KY
Marty Murphy • Cedar Grove, TN
Anna Kate Davis • Lynnville, TN
Mark Rodriguez • Raymondville, TX
Jibben Polled Herefords • Ft. Worth, TX
Barnes Herefords • Marietta, GA
Steve Hubbard • Harrodsburg, KY
Mead Cattle Enterprises • Midville, GA
Empty Pockets Farm • Lawrenceburg, TN

Jonathan Hensley • Cypress Inn, TN
Todd Farms • Wildersville, TN
Bobby Singleton • Milan, TN
Henson Farms • Weir, MS
Creekstone Farm • Horse Cave, KY
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Brewer Farms • Jackson, TN
Evan Jackson • Holiday, TN

Austin Kinhead • Cottage Grove, TN
Colby Cagle • Lexington, TN
Paul Polled Herefords • Marseilles, IL
Adam Taylor • Springville, TN
Stan East • Carthage, TN
Sean Weick • Mt. Hermon, LA
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Robert Church • Hoosick Falls, NY
Ryan Grubbs • Lantana, TX
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Happening" at Woolfolk
Farms by going to our
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Update

Hereford enthusiast,

This time of year can be so overwhelming for me. The amount of work to be done when the sun shines is a daunting task. However, as each item on the to-do list is slowly marked off, my heart also starts to fill with pride. The feeling of seeing the soybeans poke out of the ground, looking at a field of round bales, or looking at a pasture full of Hereford cows and their calves makes every last bit of time completing that list of to-do's worthwhile.

This is a great time of year to think about taking a break from all that hard work and attend any of many Hereford events this summer. Head to Louisville and watch the NJHA Run for the Roses July 15-22. Join us August 5 in Springfield for the Hereford show. Come to the Missouri State Fair Sunday, August 13, have a steak with us and spend the afternoon watching one of the largest beef cattle shows at the fair. Plan for a fall trip to the SEMO district fair or back to southwest Missouri September 9-10 for the state association field day tour.

I know many of you know this, but I think it is good to see it in print every now and then. We have a great association that anyone should be proud to be a member of. Try to share that with your friends, customers, and neighbors and encourage them to become members of this organization. I would also like to thank the association's secretary/treasurer Matt Reynolds and Jocelyn and Cassie at Rural Route Creations for making us all look so good.

If you ever have any questions, concerns or just want to visit, do not hesitate to call me and we can discuss it.

Justin Sissel, MHA President • 417-818-8714



Justin Sissel
Missouri Hereford Association
President

CHB Feeder Calf Sale

Watch for information on
the fall
CHB Feeder Calf Sale
in Missouri to be in the
September issue and
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P43746473 — Calved: March 4, 2016 — Tattoo: RE 605

SCHU-LAR ON TARGET 22S (SOD)(CHB)(DLF,HYF,IEF) SCHU-LAR 5N OF 9L 3008 (SOD)(CHB)(DLF,HYF,IEF)
KCF BENNETT ENCORE Z311 ET (CHB)(DLF,HYF,IEF) SCHU-LAR 208 OF 1H 121 ET (DOD)
P43387256 KCF MISS REVOLUTION X338 ET (DLF,HYF,IEF) MSU TCF REVOLUTION 4R (SOD)(CHB)(DLF,HYF,IEF)
JW 718 VICTORIA 9106 (DOD)(DLF,HYF,IEF)

DR WORLD CLASS 517 10H (SOD)(DLF,HYF,IEF) FELTONS 517 (SOD)(HYF)
DPH 10H CLASS ACT P606 VIC 743 (DOD)(DLF,HYF,IEF) VPI MARATHON LADY 0081
P42864203 DPH P606 R139 VIC 501 (DLF,HYF,IEF) PW VICTOR BOOMER P606 (SOD)(DLF,HYF,IEF)
DPH 139 DURA VIC 898 (DLF,HYF,IEF)

CE	BW	WW	YW	MM	M&G	MCE	MCW	UDDR	TEAT	SC	CW	FAT	REA	MARB	BMI\$	CEZ\$	BII\$	CHBS
3.5	1.8	63	104	31	62	4.1	120	1.29	1.27	1.6	71	0.031	0.34	0.45	28	19	23	37

- Ranks in the top 5% for WW, YW, M&G, SC, MARB, BMI\$, BII\$ and CHBS
- Adj. WW 720 lb.
- Both eyes and scrotum pigmented
- Homozygous polled
- Dam is a Dam of Distinction
- Dam progeny ratios: WW 8@116, YW 7@105



BW	WW	YW	MM	M&G
1.8	46	74	38	61

DPH 10H CLASS ACT P606 VIC 743
Dam of 605

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Cattle sired by KJ HVH 33N Redeem 485T ET



Cattle sired by KJ C&L J119 Logic 023R

Catalog will be online
View more information on
www.missourihereford.com

For a catalog or more
information contact
Frank Flaspohler,
Secretary/Sale Manager
222 County Rd 402 • Fayette, MO
660-537-4809 cell fwf@rockingf.com



Sale Barn Staff:
Ross Patton 573-308-6657
Bill Patton 573-308-6658

American Hereford Association

Take Advantage

Now is a time when people are not only busy with many summer activities but also every now and then take some time to view their new calf crop. This is a great time to evaluate how the planned AI matings or the new bull has performed. Hopefully some Hereford breeders are also finding time to call or visit their bull customers to see how their calves are doing. It is also a time to think about marketing the calf crop this fall both for you and your customers.

While out looking for cattle for the Missouri Opportunity sale slated for December, 3, 2017 in Sedalia, a real life marketing story was related to me by Larry Day, Pilot Grove, Mo. This story really hit home and sends a wonderful message to many who produce and market Hereford-influenced calves.

Last September during the Missouri Hereford Field Day a presentation was given by Frank Barnitz, Networth Feeds & Feeding, Lake Spring, MO. (Frank can be reached at (573) 247-1022) Frank outlined a program where a producer can send calves for backgrounding prior to being marketed to a feedlot. There are several advantages for this type of program and it offers another marketing opportunity for Hereford breeders and their customers as they wean their calves.

Larry Day remembered the presentation and in mid-October he did not like the feeder calf market in his area, especially for red hided calves. He had six steer calves with an average weight of 579, and he calculated the average value by taking the market report from three local barns in his area. When arriving at the value he put in a 10 percent reduction due to the calves being red hided and being a small group of six calves. His valuation of the group of calves was \$3,755.16 for the group or \$628.86 per calf.

Larry decided to retain ownership in the calves through the backgrounding stage and hauled them 121 miles to Networth Feeds & Feeding. The calves went on feed in the backgrounding lot on October 24, 2016. Five steers were marketed on February 5, 2017 at 104 days and one steer on March 19, 2017 at 146 days. The group of five steers had an average daily gain of 2.32 pounds and the one steer gained at 1.74 pounds per day. The steers were co-mingled at the lot and were marketed in load lots. The backgrounder by co-mingling cattle had five load lots for marketing. He took bids from five different buyers for these loads of cattle.

The final value of the steers leaving the backgrounding lot was \$6,203.61. Subtracting the backgrounding feed and yardage cost of \$1,017.30 for the group of six steers yielded \$5,186.31. When compared to the value of the calves on October 24, it was a nice profit of \$1,431.15 or \$238.53 per head.

Larry realized several advantages—a small group of calves were co-mingled with a larger group to make a more uniform load size going to the feedlot—a huge marketing advantage. The red hided discount disappeared by utilizing this marketing approach. Information on feed cost, how the cattle gained and converted along with a superior vaccination program were all advantages realized by backgrounding the calves. This information is valuable for Larry as he can tell potential bull buyers what his Hereford genetics can do.

Taking it a step further Larry related that several of his Hereford bull customers complained of the few red hided calves they get using a Hereford bull. Larry informed them of the backgrounding program he sent his calves to. He also said if you don't like this approach then he will buy your red hided calves. He provided great customer service. Also, being armed with data on his genetics he is not afraid of taking on red hided calves from his bulls.

Presently, a meeting is being organized to plan for a Hereford influenced calf sale this fall in Missouri. Bringing together groups of Hereford influenced calves has proven to be a marketing advantage to many producers with small groups of calves. It is a pretty sure bet the calves will need to have two rounds of shots, weaned 30-45 days and be bunk broke. Once the meeting is planned more information will be distributed.

The AHA board of directors met in April for long range planning meetings. The message to find better marketing avenues for Hereford influenced calves was set as a challenge for staff and breeders alike. Mentioned above are a couple of opportunities in Missouri and the plan is to look for more.

Now is the time to start thinking about marketing both your seedstock cattle and offering assistance to your buyers who utilize your genetics. Many breeders and their clients have solid marketing relationships already established and this is great. There are some who utilize or want to utilize Herefords in their programs but are hindered or

allow perceived red hided discounts to sway them away. The genetics and advantages are present in the Hereford breed to compete favorably in many environments and for many commercial operations.

By the time you read this, selections of Missouri Opportunity sale cattle will be completed or in the very final stages. The opportunity to visit many operations and view the Hereford genetics they are utilizing is afforded by this. If you would like for me to come by your operation to view your cattle, it would be my privilege. Just give me a call—785-633-3188.

I look forward to seeing many of you this summer at the various Hereford activities and shows. The Junior Nationals will be as large as ever and the Missouri State Fair Hereford show is always strong. Hope to see and visit with many of you at these events.

Joe Rickabaugh, AHA Director of Field Services

6 Steers Net \$3,755.16 at weaning

6 Steers Net \$5,186.31 after backgrounding

Value of Steers after Backgrounding	Feed & Yardage Cost	Profit Yielded after Backgrounding
-------------------------------------	---------------------	------------------------------------

\$6203.61 – \$1,017.30 = \$5,186.31

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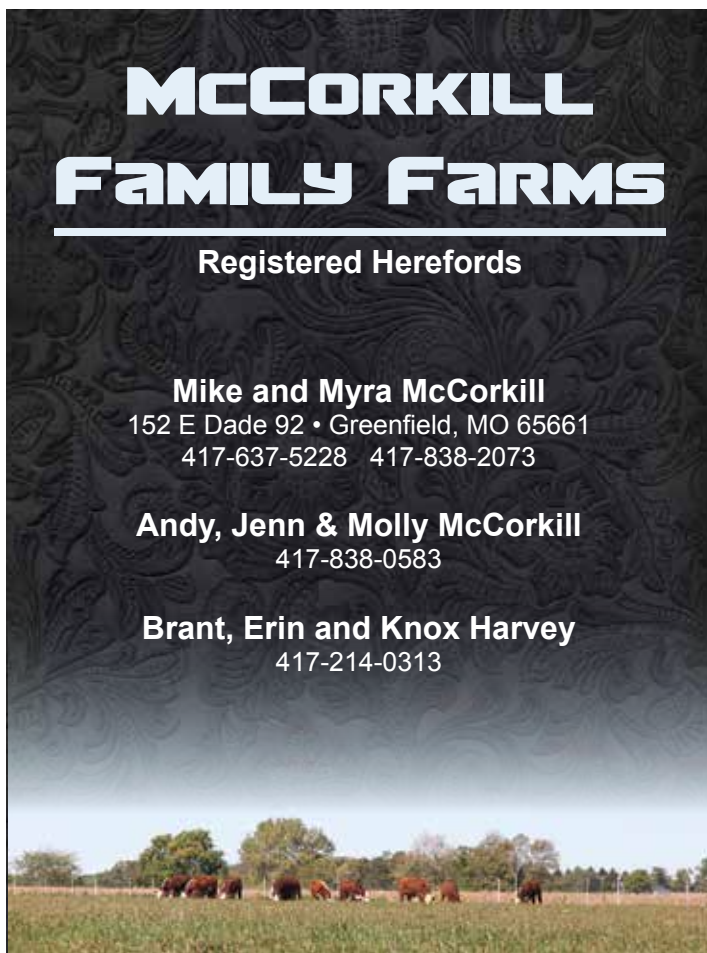
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Update

The Hereford Women of Missouri will have their Annual Meeting at the Missouri State Fair on Saturday, August 13, at 9:00 a.m. under the big tree east of the cattle barns. Please bring your lawn chair.

We will be supplying donuts for breakfast in the Hereford Barn on Sunday morning before the Open Show at the Missouri State Fair.

Our current queen is Rachael Bagnell, and she will be representing the Missouri Hereford Association at Junior Nationals in July at Louisville, Kentucky.

The Hereford Women of Missouri award a \$250 scholarship each year to a deserving high school and/or college student. Applications for the scholarship can be found on the website at www.moherfords.org. The application needs to be sent to Barb Steiner and the deadline is October 15, 2017.

The Hereford Women of Missouri also sponsor the Missouri Hereford Queen. Those applications are due to Katherine Fuller by November 1, 2017. The applications can be found on the Missouri Hereford Association website also.

If you would like to become a member or need to renew your membership our dues are \$15 and can be paid to Marijane Miller.

Tonya Bagnell, Hereford Women of Missouri Secretary

Hereford Women of Missouri Officers

President – Barbara Steiner, Union Star

Vice President – April Miller, Lee's Summit

Secretary – Tonya Bagnell, Slater

Treasurer – Marijane Miller, Lebanon
Mail \$15 Hereford Women of Missouri dues to
20500 Sioux Drive,
Lebanon, MO 65536

Queen Chairman – Katherine Fuller, Weston

By-Laws Chairwoman –
Gretchen Thompson, Rolla

Youth Foundation of America (HYFA) in a program called Feed the Future.

Now, we need your help to spread the word about this wonderful opportunity for HYFA. If all the states work together, this program has the potential to generate more than \$100,000 for Hereford youth. All it takes is just three easy steps.

VitaFerm mineral or tub to maximize the potential of your cow herd. See eligible products at <http://hereford.org/youth/feed-the-future/>

Take a picture or scan your invoice or receipt to show proof of purchase. Email each receipt to hereford@biozymeinc.com or text to 816-383-3109.

BioZyme Inc., will donate \$1 per bag or tub with proof of purchase to HYFA.

In an effort to raise the bar on this fundraising campaign, we are offering a special incentive at the Junior National Hereford Expo (JNHE). The state that brings the most receipts to Louisville will receive drum roll please FIVE complimentary registrations to Faces of Leadership in Kansas City. Don't miss out on the opportunity to make a positive impact on the future generations of our breed!

Find us on 

Feed the Future Fund Drive Planned for JNHE

Our friends at BioZyme Inc., have pledged to donate \$1 per bag or tub purchased from receipts turned in on eligible products to the Hereford





Nolana's Family Hot Sauce

Ingredients

- 2 cups blanched, skinned garden tomatoes
- 1 small sweet white onion quartered
- 1 half of a green bell pepper, seeds and pith removed
- 1 half of a sweet banana pepper
- 1 lime, juiced (watch for seeds falling in hot sauce & use a fork to juice the lime by twisting one half of it)
- 1 jalapeno, seeded
- 1 bunch cilantro, stems removed
- 1 tsp garlic salt
- 1/2 tsp cumin
- 1 tsp black pepper

Instructions

1. In a medium to large food processor place tomatoes, onions, jalapeno, additional peppers, and spices (garlic salt, pepper, cumin).
2. Pulse for ten seconds or to desired consistency. If you want your hot sauce or salsa chunkier, then only pulse a few times.
3. Add to hot sauce the cilantro mixture and pulse quickly for 2 seconds.
4. This hot sauce will keep for up to one week in the refrigerator. Otherwise, freeze in bags and enjoy all year long!

Cook's Note: This is our family recipe for our 'famous' hot sauce or as some call it salsa. It's famous because we all love it, you can't get enough, and stemmed out of a cute family story.

When the daughters were little and wanted to eat out one night, we told them we were going to Nolana's Family Restaurant.... Of course, that was our house and my kitchen! Although Ilissa and Bethany were 4 and 8 years old, it took them a while to catch on. I even have a cute bucket my sister-in-law Leslie made for my kitchen to remind us of our story. Good memories for sure! You'll love this hot sauce!



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Update

Hello everyone! The summer show season is in full swing and the Missouri State Fair is just a few weeks away!

Our meeting coming up during the State Fair will be an important one to attend. We will be discussing plans for the MJHA Field Day and state sale. Also, four members of the MJHA Board of Directors are retiring from their positions, therefore their positions must be filled for the upcoming year. Our current board includes five officers and four directors. This team of MJHA members are responsible for planning events throughout the year, ordering prizes for shows, social media and many other tasks. Each person in a board position is elected for a one-year term and can be re-elected until no longer a MJHA member. The meeting at the State Fair will take place following the conclusion of the 4-H/FFA Hereford show on Saturday, August 12.

We are looking for sponsors of the 4-H/FFA show awards during the State Fair. Those sponsorships are for the grand and reserve champion heifer, bull, cow/calf pair and steer. Anyone interested in sponsoring an award should contact a current MJHA board member.



Julie Choate
Missouri Junior
Hereford Association
President

Missouri Junior Hereford Association Officers

President – Julie Choate
Vice President – Anna Roth
Secretary – Makayla Reynolds
Treasurer – Brooklyn Adam
Mail \$10 Missouri Junior Hereford Association dues to 735 SE Wexford Rd, Lathrop, MO 64465
Reporter – Ellen Jackson
Directors – Shelby Bagnell, Britney Adam, Dalton Reynolds and Issac Rhode
Advisors – Eddie and Mary Roth, Jeff and Susan Rhode, Brad and Shannon Mueller

The National Junior Hereford Association Faces of Leadership conference is close to home this year in Kansas City! I'd encourage any MJHA member, ages 14-21, to consider attending this great conference. Attendees will visit Kansas State University, Jensen Bros, Biozyme, and will attend a Kansas City Royals game! This a great opportunity to become involved in our National Association.

As always, if you have any questions, comments or concerns, please reach out to me or another board member. I look forward to seeing everyone at the upcoming Hereford events in Missouri!

Julie Choate, Missouri Junior Hereford Association President

Find us on



2017 JNHE Expected to be the Largest To Date

The largest Junior National Hereford Expo (JNHE) to-date is set to take place July 15-21 at the Kentucky Exposition Center in Louisville, Ky.

More than 920 junior exhibitors and their families will bring 1,835 head of Hereford cattle from 35 states to compete at the 2017 JNHE, totaling 2,200 entries.

The JNHE summer showcase provides an opportunity for competition of National Junior Hereford Association members and their cattle projects, as well as educational contests including extemporaneous and prepared public speaking competitions, individual sales competitions, photo contests and a livestock-judging contest.

Faces of Leadership Registration Still Open

The Faces of Leadership Conference registration is now open. During the three-day event, more than 100 participants listen to nationally known speakers and participate in junior board workshops, which assist in the enhancement of the individual's leadership talents, communication skills and beef-industry knowledge.

The 2017 Faces of Leadership Conference will be held in Kansas City, Mo., Aug. 1-4. Itinerary highlights include a visit to Kansas State University in Manhattan, Kan., a tour of Jensen Bros., Courtland, Kan., and BioZyme, Inc., St. Joseph, Mo. The last night of the conference will conclude with a Royals game at Kauffman Stadium.

Registration will be available until July 15 for \$400.

To learn more about the conference, view <http://hereford.org/youth/faces-of-leadership/>. To register for the conference, visit <https://form.jotform.us/71086315318151>.

WIN
PLACE
SHOW
WIN
PLACE
SHOW

2017 Junior National Hereford Expo

Plan to attend "Showin' for the Roses" in Louisville, Ky., July 15-21.

<p>Friday, July 14</p> <p>6 p.m. Barns open for setting up stalls — cattle may arrive into the outs, West Wing and Pavilion</p> <p>Saturday, July 15</p> <p>6:30 a.m. National Hereford Women (NHW) board meeting, West Hall 6</p> <p>8 a.m. Cattle allowed in barns</p> <p>8 a.m. Scholarship judges' breakfast, West Hall 6</p> <p>8 a.m. NJHA director candidate interviews, West Hall 2</p> <p>8 a.m.-5 p.m. People registration — pick up goodie bags and exhibitor packets, Show Office</p> <p>8:30 a.m. Scholarship interviews begin, West Hall 13-16</p> <p>Noon Illustrated speech, West Hall 4-7</p> <p>Noon-6 p.m. Cattle check-in, Broadbent Arena — all cattle in barns by 5 p.m. and checked in by 6 p.m.</p> <p>1 p.m. Newcomer orientation, West Hall 3</p> <p>4 p.m. Queen's orientation, West Hall 7</p> <p>6 p.m. Contest sign ups due to show office</p> <p>7 p.m. Director candidate roundtable dinner, West Hall 3</p> <p>Sunday, July 16</p> <p>7 a.m. Win, Place, Show SK Race, Kentucky Expo Center</p> <p>8 a.m. Hereford bowl written test, West Hall 3</p> <p>9 a.m. Individual and team sales, West Hall 4-7</p> <p>11 a.m. Great American CHB® Grill-off, West Hall Courtyard and West Hall 7</p> <p>1 p.m. NHW queen's tea, state queens coordinator orientation, West Hall 3</p> <p>4 p.m. State group pictures, Broadbent Coliseum</p> <p>5 p.m. Opening ceremonies, Broadbent Coliseum</p> <p>6:30 p.m. Derby Tailgate Party and Nashville Crush Band, West Hall Courtyard</p> <p>Monday, July 17 VitaFerm T-shirt day</p> <p>8 a.m. Judging contest, Broadbent Coliseum</p> <p>10 a.m. Churchill Downs tour</p> <p>11 a.m. SureChamp nutritional clinic, Broadbent Coliseum</p> <p>11 a.m. Extemporaneous speech contest (first preparation starts at 10:40 a.m.), West Hall 5-6</p>	<p>Noon Hereford bowl final "buzzer" round (top teams compete), West Hall 3</p> <p>Noon Downtown Experience tour — buses will run continuously from noon to 5 p.m.</p> <p>1 p.m. Churchill Downs tour</p> <p>2 p.m. NHW annual meeting, West Hall 7</p> <p>2 p.m. Sullivan Supply/Stock Show University fitting demonstration, Broadbent Coliseum</p> <p>4 p.m. Sullivan Supply/Stock Show University team fitting contest, Broadbent Coliseum</p> <p>5 p.m. Judging of group classes (Female get-of-sire, adult breeder group of three, junior breeder group of three, state group of five), Broadbent Coliseum</p> <p>7 p.m. NJHA membership meeting — election of board members, West Hall 3</p> <p>Tuesday, July 18</p> <p>8 a.m. Sullivan Supply/Stock Show University national showmanship contest, Broadbent Coliseum Ring 1: senior, intermediate and senior finals Ring 2: junior, peewee and pre-peewee</p> <p>Wednesday, July 19</p> <p>8 a.m. Cow-calf pairs, bred-and-owned heifers, Ring 1: Broadbent Coliseum</p> <p>10 a.m. Bred-and-owned bulls, steers, Ring 2: Broadbent Coliseum</p> <p>5-7 p.m. Taste of Kentucky awards dinner</p> <p>7 p.m. Awards night</p> <p>Thursday, July 20</p> <p>8 a.m. Begin owned heifer show, Broadbent Coliseum</p> <p>Friday, July 21</p> <p>8 a.m. Resume owned heifer show, Broadbent Coliseum</p> <p>Noon Silent auction closes, Broadbent Foyer</p>
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Hereford.org

Advance Your Cowherd With

PROVEN GENETICS



CRR Maternal Force 567 ET

Reg: 43589431 DOB: 03-07-2015
Sire: CMR GVP Mr Maternal 156T

Owned with
Bacon Herefords

15-Month-Old Bulls

For Sale By:

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American Hereford
CMF On Target

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Polled Hereford Classic
CMPHBA Sale

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you can count on
YEAR AFTER YEAR



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Rolla, MO 65401
Home 573-341-3820
Cell 573-368-9557
www.glengrovetfarms.com



LJR MSU GF Cold Fusion 52Z

Reg: 43378565 DOB: 09/04/2012
Sire: SB 54E 75R FUSION 138X ET

More for Agriculture

In many ways, agriculture has been a front runner in technology to make our food safer, more affordable and plentiful. Crop farmers utilize farm equipment armed with GPS software to implement precision application techniques, leading to higher yields and fewer inputs. Livestock producers use research-based methods to raise animals in a comfortable and environmentally sustainable way, resulting in the highest quality meat products in the world.



Chris Chinn
Missouri Director of
Department of Agriculture

The relationship between a farmer and his community is symbiotic by nature. Rural communities depend on farmers just as much as farmers depend upon rural communities.

Unfortunately, rural communities have been left in the dark ages. Employers and businesses have left, hospitals have shut down, poverty has infiltrated and communities have struggled. Staggering statistics show that today nearly as many rural Americans die as are born each year.

As Director of Agriculture, I've set forth an agenda to bring attention back to rural Missouri. It's a vision to enhance the quality of life in the hundreds of towns that dot the Show Me State's landscape — a vision that won't allow Missouri to settle any longer.

That vision is MORE. MORE will carve out a pathway to bring vitality back to rural communities and make them a place that my children, and your children, want to live and raise their families in. I want to leave my hometown, and yours, in better shape for the next generation.

The MORE Pillars

To do that, we will meet challenges in the agriculture industry by focusing on four pillars: feed MORE, reach MORE, connect MORE and empower MORE.

feed MORE: What will it take to feed one more family?

If farming has one overarching purpose, it's to feed people. Food is one of the most basic human needs, but for some Missouri families it's not a given. We believe we can make affordable, nutritious and safe food more available to Missouri families.

reach MORE: What will it take to reach one more consumer?

From peaches to pork, Missouri farmers raise the highest quality food products in the world while being good stewards of our natural resources. Rebuilding the trust in food decisions is essential. We believe we can reach more consumers with the positive story of Missouri farm families.

connect MORE: What will it take to connect one more community?

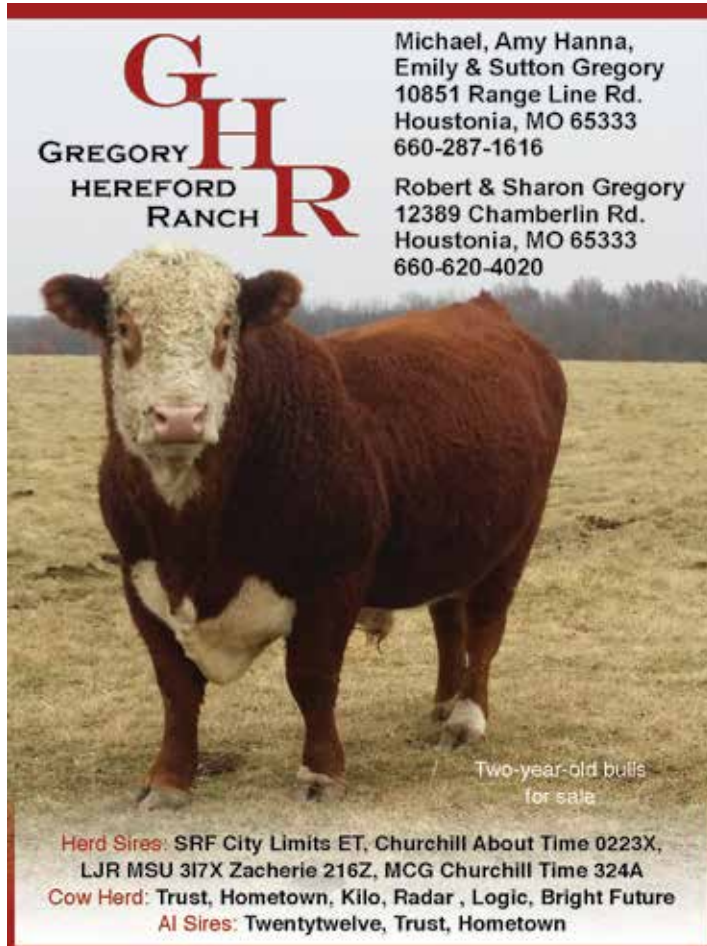
Rural communities are at a competitive disadvantage when it comes to business development, healthcare, education and farming technologies because of a lack of high-speed Internet. We believe we can connect every last mile in more Missouri communities.

empower MORE: What will it take to empower one more farmer?

One thing is clear: farmers just want to farm. They are the true experts in animal care and agriculture stewardship. We believe we can empower more Missouri farm families for generations to come.

From a thorough regulatory review to ensuring every last mile in Missouri has high speed Internet access, MORE will be the vehicle to improve the quality of life in rural and urban communities. We will continue to share our farm story through social media, traditional media and face-to-face interaction. The bottom line is a strong rural Missouri means a strong Missouri.





G H R
GREGORY
HEREFORD
RANCH

Michael, Amy Hanna,
Emily & Sutton Gregory
10851 Range Line Rd.
Houstonia, MO 65333
660-287-1616

Robert & Sharon Gregory
12389 Chamberlin Rd.
Houstonia, MO 65333
660-620-4020

Two-year-old bulls
for sale

Herd Sires: SRF City Limits ET, Churchill About Time 0223X,
LJR MSU 317X Zacherie 216Z, MCG Churchill Time 324A
Cow Herd: Trust, Hometown, Kilo, Radar, Logic, Bright Future
AI Sires: Twentytwelve, Trust, Hometown

Farmers and ranchers will continue to push for new and innovative ways to make their business more productive and profitable, and we at the department will do everything we can to ensure that the communities which support those farmers and ranchers thrive.

MORE and Cattle Producers

Missouri beef cattle producers are a key component in the state's industry. MORE is going to help our farmers and ranchers, from connecting them with high speed internet to empowering them to educate consumers in their community. The department offers an array of resources for consumers and producers alike, such as Missouri Grown, which helps farmers and ranchers get their products and produce in grocery stores and other retail locations; the Missouri Farm to School Program, which helps schools connect with local farmers to provide fresh, healthy food on their plates; and the Agricultural Stewardship Assurance Program, which champions and voluntarily certifies farmers in the state who are responsible stewards of the land. MDA is here to support Missouri farmers and ranchers, and MORE is the framework to continue that service.

Beef cattle farmers have a great reputation of caring for animals and the land. Similarly, we at the department strive to maintain our reputation for caring for the farmers and ranchers who provide Missouri's food, fuel and fiber. With four million head of cattle and calves in the state, producing more than \$3.3 billion in revenue, the beef cattle industry is more than a couple burgers and steaks. The cattle industry contributes a major chunk of change to the agriculture industry's economy in the state. With our nearly 100,000 producers' needs in mind, we will use MORE to help preserve the reputation of farmers, ranchers and the beef industry.

I challenge each of you to think about how you can feed MORE, reach MORE, connect MORE and empower MORE, and in turn how you can enhance your community, and agriculture as a whole. Follow along as this vision unfolds by visiting Agriculture.Mo.Gov/more or connecting with us on Facebook (facebook.com/MoAgriculture) and Twitter (@MoAgriculture).



ELITE 8 ONLINE SALE

Selling Hereford Show Heifers, Steers, Herd Bull Prospects, Breds, Pregnant Recips and More!



Sold or raised by us.

**Monday,
October 9,
2017**



showstockplanet.com



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GREEN STUFF
for daily hair care performance

Thompson Herefords

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& Brynlee Thompson
Amity, MO - Maryville, MO
Tom 816.284.3276
Rhoda 641.414.5754

Steiner Herefords

Ron, Steven & Barb Steiner
Union Star, MO
Steven 816.752.3500

34TH ANNUAL MCA ALL-BREEDS JUNIOR SHOW

June 10-11, 2017 | Sedalia, MO | Judge: Blake Bloomberg, Stillwater, OK



Reserve Overall Supreme Market Animal
& Champion Hereford Steer
Cole Murphy, Houstonia
1230 lbs



Reserve Champion Steer : 1330 lbs
Makayla Reynolds, Huntsville



Champion Heifer : BPH 2214 Miss Kitty 733D : 9/20/16
Claire Silvers, El Dorado



Reserve Heifer : MH 8367 Miss Time 6018 ET : 3/1/16
Taylor Miller, Lebanon



Champion Bull
Taylor Miller, Lebanon



Reserve Champion Bull
Taylor Miller, Lebanon



Champion Cow/Calf
Aiden Kleinman, Wentworth



Reserve Champion Cow/Calf
Ellen Jackson, Miller

Total Head: 520 • Total Exhibitors: 255 • Herefords: 82 Head • Total Market: 63

Showmanship winners included the Junior Champion (8-13) to Cole Murphy, Houstonia; and Senior Champion (14-21) to Julie Choate, Pleasant Hope.

HEIFER DIVISION WINNERS

- Senior Calf Champion: Claire Silvers, BPH 2214 Miss Kitty 733D, 9/20/2016
- Reserve: Payton Dunn, BPH 1092 Dixie 3932C, 10/8/2016
- Intermediate Champion: Kinleigh Bolin, BR Brienne 6633 ET, 5/4/2016
- Reserve: Inaya Christi, Big GF Miracle Girl, 8/16/2016
- Spring Yearling Champion: Taylor Miller, MH 8367 Miss Time 6018 ET, 3/1/2016
- Reserve: Hannah Nordmeyer, MH 743 Miss Online 6733 ET, 4/24/2016
- Junior Yearling Champion: Connor Dunn, BPH 743 Darla 932D, 1/23/2016
- Reserve: Payton Kanoy, MH 43Y Miss Time, 2/16/2016
- Senior Yearling Champion: Jorja Ebert, BF Believe In Me 5607 ET, 10/22/2015
- Reserve: Tucker Myers, TH TM Wonder Women, 11/9/2015



Champion Futurity Heifer : Dalton Reynolds



Reserve Champion Futurity Heifer : Shelby Bagnell

Membership Update

Iowa Hereford Breeders induct 2017 Hall of Famer Joe Rickabaugh, director of field management and seedstock marketing for the American Hereford Association, is the 2017 Iowa Hereford Hall of Fame inductee. The award, selected annually by the Iowa Hereford Breeders Association board of directors, honors people who have made a

significant contribution to the Hereford breed in Iowa.

Rickabaugh has worked closely with the IHBA for many years. Since 2007 he has been solely responsible for screening all nominations for the association's Iowa Select Hereford Sale at the Iowa Beef Expo. He has logged countless hours and put thousands of miles on his car visiting around 60 herds who nominate cattle for the sale. From those visits, he selects the 70- to 80-head offering that comprises one of the premier Hereford consignment sales in the country.

Since Rickabaugh began screening and selecting the consignments, averages for the Hereford sale at the Beef Expo have risen steadily, with the 2013 and 2014 events garnering the highest average of all breeds at the week-long event. In addition, Herefords had the top-selling heifer of all breeds in 2008 and 201, and the top overall bull and female averages in 2011 and 2014.

Dedicated to advancing the breed, Rickabaugh's involvement with Iowa Hereford breeders is far-reaching. As head of AHA's Creative Services, he has overseen production of the biannual IHBA Directory since 2007, ensuring a high-quality, attractive, yet economically produced, publication distributed to 7,000 cattle operations.

For many years, he has taken pictures of all the winners at the Iowa Junior Preview Show and the Iowa State Fair and works the show ring at the state fair, lining up cattle. He supplies the association with promotional materials for booth exhibits at the expo, state fair and the Cornbelt Cow-Calf Conference in Ottumwa, and works with individual breeders to help market their cattle, regardless of size of operation.

Rickabaugh has a bachelor's degree in agricultural education from Kansas State University, where he participated on the livestock judging team. After college, he worked as the western field representative for the Kansas Livestock Association, then served for 10 years as executive secretary for KLA's purebred division. From there, he managed Genetics Plus Inc., a company supplying heifers bred with well-known genetics to commercial and seedstock producers.

In 1999, he joined the American Hereford Association as director of communication and membership service. His position has evolved to include various responsibilities to promote the Hereford breed. He oversees both the field staff and Hereford World staff, and assists at Hereford sales and national shows. Joe and wife Tracey reside in Topeka, Kan.

Source: Iowa Hereford Association



Triple Threat — Structure, Performance, & Eye Appeal —



Reg: 43578642



Reg: 43057290

Revolution 4R X Full sister to Esmerelda
For sale private treaty (Retaining 1/4 semen interest)

Reserve Champion at MCA All-Breeds Show 2016,
Grand Bull OEF FFA Show & Grand Division at MO State Fair

THA Esmerelda J905

2011 Champion Sr Yearling Tulsa State Fair, 2012, 2013, & 2016 MJCA
All Breeds, Grand Champion Cow/Calf, 2013 JNHE Class Winner Bred &
Owned Cow/Calf & 2016 MHA Reserve Cow/Calf of the Year

Triple H Acres

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triplehacres@live.com



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FOUNDATIONS FOR THE FUTURE '17

Monday, September 4, 2017

Watch for videos of our sale offering
at CattleInMotion.com.

At Walker Polled Hereford Farm ■ Morrison, Tenn.
11 AM (Central Time)



427B



A42



412B



307



365



546C



Y10



Polled Hereford Farm

P.O. Box 146 ■ Morrison, TN 37357

Eric, Rhonda and Casey ■ Cody, Trisha and Hayden

Eric's Cell (931) 607-6356 ■ (931) 635-2181

wphf@blomand.net ■ WalkerPolledHerefordFarm.com

LiveAuctions.TV

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Air Force to Cattleman

Aim High – a philosophy of the U.S. Air Force where Gary Duvall completed his tour of duty with the rank of Captain.

Several of Gary's generation may have perhaps had the same opportunity to serve their country. Gary took this service to the extreme, as he has with all of his careers post military.

After graduating from the University of Missouri in 1962 with a degree in Animal Husbandry and Commissioned Second Lieutenant in the Air Force, Gary attended flight training at Vance Air Force base in Oklahoma and after graduation married the love of his life, Frances Johnson. Gary's first assignment was B52's with the Strategic Air Command (SAC) in California in the time of the Cold War and Cuba crisis, causing much intensity at the base where the couple was located.

Gary can vividly remember serving seven day alert duty living in an underground complex with the B52 on the launch pad loaded and ready to go on minutes notice. Airborne alerts also remained high, and Gary would fly a 24 hour mission with nuclear weapons and targets on board.

A few years after his career start, Gary was deployed to Guam in 1965 as the Vietnam war flared. It was a time of uncertainty and heroism. Gary was up for the tasks the Air Force had for him including flying 26 bombing missions to support the South Vietnamese government.

When Gary's service time was up, he was ready to take the tools he learned from the Air Force and apply them in the agricultural industry. In 1966, Gary and Frances made their way back to Missouri as Gary started his career with Ralston-Purina, now known as Purina Mills. He would work for the company for 26 years as a formulation manager for rations at six plants and finishing his career as an ingredient buyer in Springfield, Missouri. Still aiming high, Gary was proud to work for such an established company and took his job very serious.

Duvall Polled Herefords

It was when the family moved to Springfield that Gary's roots in Polled Hereford cattle really became a part of his life again at the family farm in Lockwood, Missouri. His father Vern

ed to pursue the cattle industry as he had when he was a little boy, he wanted to continue to aim high in choosing genetics and focusing on producing the best cows he could.

"I really credit the men who helped dad get started for where my cow herd is today," said Gary.

Robert Halbert is one of those gentleman who influenced those early breeding decisions. Halbert Hereford Ranch moved to southwest Missouri from Texas and Robert and Vern became good friends.

"Dad started line breeding Domestic Woodrow and Domestic Mischief from the Halbert program, and looking back those were bulls that were way ahead of their time," said Gary. "They are bulls I would still use today, in fact."

In 1960 Gary's father, Vern, worked with the American Polled Hereford Association's Guidelines Program, similar to today's Whole Herd Total Performance Records. Vern turned in weight records in those early years and it was a good thing the farm did. The sire Domestic Woodrow 317 they used so heavily turned out to excel through the Guidelines Program, as carcass data was created in the 60s through a private packing plant. At that time, the extension services also took a greater role in recording herd data. Gary felt that having this third-party take weights for records created a solid foundation for the early data to create EPDs.

"EPDs have become pretty important to commercial cattlemen, and over the years they are becoming more involved with them and understanding what the birth and weaning weights can do for their programs," said Gary.

Because of the hard work of his dad, Gary feels that Vern's record keeping and planning helped Gary pursue his dreams and continue the cow-herd as it is today.

Others who helped the family in the early years included Shelby Carr and Zack Dismukes. Both served as mentors to Duvall Polled Herefords. From EBG in East Prairie, Missouri, Duvalls purchased the bull EBG Victor 373 153G from Zack, a decision that would create many great daughters for the herd. These females would become key in the operation once Gary took over in the 90's.

In the last few decades, there were three men Gary has looked to for advice. He credits Jim



Top: Gary served in the U.S. Air Force as a young adult before pursuing his career in agriculture.

Bottom: Flying 26 bombing missions to support the South Vietnamese government while stationed in Guam was a significant role in Gary's service to the U.S. Air Force.



had bought 12 heifers from Harold and Hugh McDonald of Kansas back in 1946. They were blood lines that included Gold Mine, a big name back in that era. Those cows started Duvall Polled Herefords, and so, when Gary decid-





Duvall Polled Herefords has a succession plan in place for the next generation to take over the cowherd. Gary accepted the 2016 Missouri Hereford Association Hall of Fame award along with his family at the annual meeting and banquet.

Reed, Zack Dismukes, and retired APHA field man Shelby Kahrs for their help as advisers to the Duvall program.

It's always been about the females for Duvall Polled Herefords. It's no surprise that Gary would find PW Victor Boomer P606 and buy an interest in the great female producer well-known all over the country.

"Up until that point, the farm had not utilized A.I., but with P606 we started this program and were so pleased with his daughters because of this decision," said Gary.

For Gary, aiming high in his cow herd has always been an integral part of the operation. Duvall Polled Herefords was ranked 9th in the country for having 24 cows as part of the 2016 Dams of Distinction list. The cows in Duvall's herd were recognized by the American Hereford Association for meeting the highest standard of production and the award recognizes the cattlemen who produced them. Duvall has been in the top 10 ranking in the country for this honor for several years in a row.

Today, Duvalls use genetics including Worldclass, Revolution, Hometown, Trust and

Redeem in their cowherd of predominately P606 females.

"My deal is cows," said Gary, when asked what his operation's goal included.

For Gary, having good quality udders is very important. The family sells 15-20 commercial bulls per year. They market these bulls and some heifers by private treaty, and keep 20-25 replacement heifers per year. The farm calves 100 cows in both the spring and fall.

Importance of EPDs

Along with a quality cow in phenotype, EPDs are becoming a greater part of the the farm's decisions.

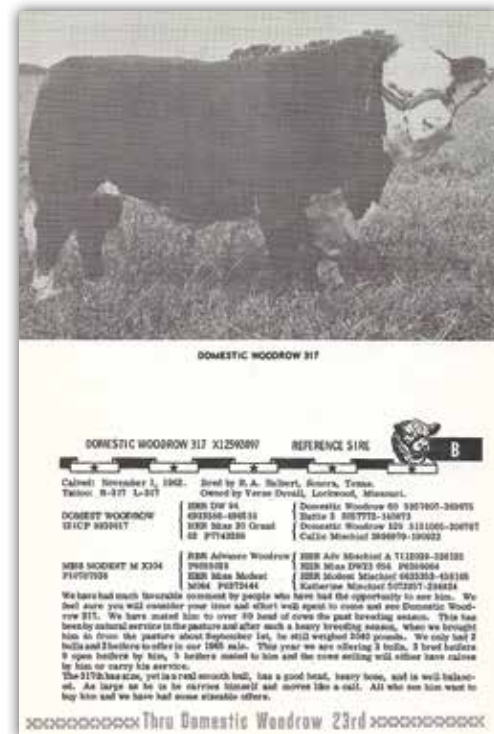
Today, Gary finds that MyHERD has been really helpful to his herd's success. Frances takes an active role in submitting the data through MyHERD.

"I'm looking to get more involved in a local extension research program and learn more about the guidelines for Genomic EPDs and how to analyze this data," said Gary. "I will have genomic EPDs on 140 of my younger cows soon, so I can be more confident on my heifer selections."

In the future, Gary hopes the price for genomic EPDs will become more attractive for everyone so more breeders will want to be involved with them.

Future of the Herd

For Gary, making the breeding decisions today is ultimately for one goal – he



Domestic Woodrow 317 played a key role in today's cowherd for Duvall Polled Herefords.

wants to pass along the cow herd to the next generation.

Duvall Polled Herefords has a succession plan in place so that the farm and cattle can be passed on. Gary and Frances's two daughters Jill Duvall and Kelly and husband Von Keith have around 30 head of cattle of their own and operate as J&K Polled Herefords. With their off-farm jobs, as Jill and Kelly approach retirement, they will become more involved in the operation.

Gary is very proud that his daughters share the same love of Hereford cattle that both his father and him have carried on for more than 70 years.

Gary and Frances attend church at the Mt. Vernon Church of Christ. Gary also serves on the board of directors at the Ozark Electric Co-Op in Mt. Vernon, Missouri.

Duvall Polled Herefords was awarded at the 2016 Missouri Hereford Association annual meeting as a Hall of Fame inductee. Their influence in raising quality females has been recognized by purebred and commercial cattlemen alike, and their genetics have found their way to herds all over the country.

A full list of past MHA Hall of Fame winners can be viewed at www.moherefords.org.



Left & Top: Today's cowherd utilizes several breed recognized maternal leading sires including Worldclass, Revolution, Hometown, Trust and Redeem.

McMillen's Toothacre Ranch

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Pure Country will be on display as well as progeny, maternal sisters



Fall calving cows like this **Trust Daughter** will be on display with Extra Deep 96C calves.

We Welcome You Sept. 10.....

MHA District 7 Field Day Sunday Morning Stop



BRF Miss Macy 1N



TAR 309N Ms Notable 33R

Cattle on display from these 2 cow families!

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Aaron & Kylie Noble • 417-207-5945 • nobleconstruction417@gmail.com



Jesse, Kara, Kinleigh
& Kanton Bolin
Walnut Grove, Missouri
(417) 830-2835



Star Ogin Holly 526P
Online X Braxton Giant 1



Grand Curiosity 30A
Perfect Timing X Sooner

Donor Dam's at Asher Creek

Inquire about progeny & embryos!

Plan on joining us during the 2017 MHA Field Day Sunday morning for breakfast at **McMillen's Toothacre Ranch in Walnut Grove!** We will have door prizes and drawings for the whole family as well as our best cattle on display for your evaluation.



Bred Heifer - Logic Daughter
Selling in the 2017 MO Opportunity Sale



**Maternal Sister to
Logic Daughter**

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Andy, Jenn & Molly McCorkill
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Brant, Erin and Knox Harvey
417-214-0313

College of the Ozarks

Hereford Production Sale

November 25, 2017

Noon • Point Lookout, Missouri

**Our students are the backbone of our operation and
we strive to raise breeding stock that are going to
work hard to make producers money!**

"A Tradition That Works"

Offering:

Service ready bulls
(2-year-olds and 18-month-old)

Yearling and Bred Heifers

Entire Spring Herd
(Spring Herd Dispersal)

Look for cattle sired by:

TH 49U 719T Sheyenne 3X

C&L Federal 6Y 3B

DRC 3238 King 4X

NJW 98S Durango 44U

KJ HVH 33N Redeem 485T ET

BOYD Worldwide 9050 ET

EFBEEF TFL U208 Tested X651 ET

COFO 719 Toby Z45

College of the Ozarks

Point Lookout, Missouri

Tammy Holder (417) 342-0871



Preparing for a Sale

Having your first sale by auction can be very overwhelming! We've put together a list of key elements that make for a successful female, bull or production sale. Use this list to check-off items to do before your biggest day of the year! These are important reminders for anyone having their first or 20th sale.

9 months – 2 years before

- Set your date - make sure it works for anyone that has to be involved (i.e. consignors, sale staff, and location) and avoids any date conflicts.
- Confirm all sale staff you want involved - auctioneer, ringmen, blockman, sale manager.

3-6 months before

- Make a list of all animals you would like in the sale. This list may change slightly, but it's important to get an idea.
- Book your sale facility. Make sure you understand fully what is included with the location rental fee (Things you might ask about: help in the back, lunch room, cleaning services, office help, clerking, bathrooms, etc.. so you know what to expect out of your facility!).
- Contact advertisement agencies and publications for advertisement deadlines, publication dates, ad sizes and pricing. Confirm which advertisements you would like to place.
- Choose a graphic designer - having all sale promotion looking the same is key to a successful advertising campaign. Keep a consistent look for your entire sale promotion by booking this through an advertising agency. Once you have your advertisement deadlines, be sure to share these with your designer as soon as possible, so that they can plan for these.
- Be sure to ask your graphic designer about the sale catalog deadline. Catalogs should hit mailboxes 2-3 weeks before a sale. Allow time for catalog designing, printing and mailing.
- Make feeding decisions to prepare cattle for sale-day. Be sure cattle are looking their best by your picture deadline too.
- Pregnancy check any bred females in the sale offering. You don't want to keep preparing these animals for sale if for some reason they did not get bred.



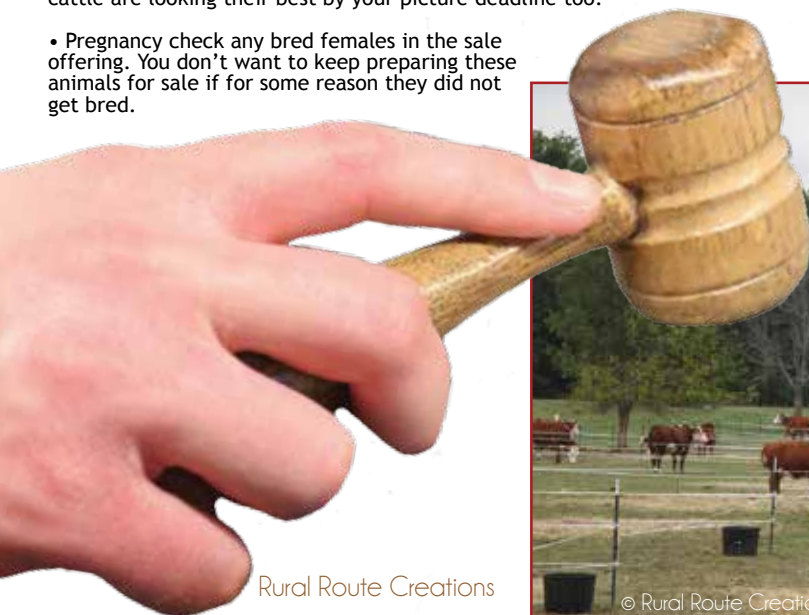
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2-3 months before

- If carcass data is being collected, book the ultrasound technician you will be using. Make sure they can have the data back to you in plenty of time for your catalog deadline.
- Get all samples collected and submitted for DNA results.
- Choose a livestock photographer/videographer or make plans to do this yourself. Photographers book up fast, so make sure you are on their calendar. If you are planning to photograph yourself, start preparing a photo location by preparing the grass, getting a proper pen ready and lining up picture day help.
- If you are using an online bidding provider, book them to secure your date and technician.
- Clip sale cattle. If hiring someone to do this, be sure to book them several weeks or sometimes months in advance.
- Customer follow-up and phone calls - touch base with people from shows, industry events, previously interested in your cattle and past customers to a.) let them know you are having a sale and b.) to make sure you have their correct address. Follow-up with past customers should happen all year long.
- Make sure all upcoming sale information can be easily accessed on your website and social media. It's never too early to start letting people know that you are having a sale. Keep sale information updated as details progress.

Right: Preparing in advance for a picture pen will create quality marketing photos.

Bottom: Having organized pens with water and feed make sale viewing ideal for animals to look their best.



Rural Route Creations



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1-2 months before

- Hire any other sale-day help including help in the back to bring cattle through the sale ring or someone to run the video sale, sale-day cattle preparation, preparing and serving lunch, clerking, insurance agent, cattle transporters for after the sale, cattle transporters to the sale (should you need) and any other help that may be needed for the few days leading up to and on sale day.
- If the sale is being hosted at home, prepare your location. Give everyone involved a job to get things in order including painting, cleaning, yard work, decor, fixing fence and more. Presentation is everything, so be sure to have your place in top order for your guests.
- Submit all information to the American Hereford Association needed to register and have EPDs on all of your sale animals prior to your catalog deadline.
- Prepare a marketing handout to have at local events. Talk to your graphic designer to prepare a postcard, flyer, marketing handouts, etc... to have at local shows, industry events and national Hereford activities the few months leading up to your sale.
- Submit all information and pictures to catalog designer by the deadline you have both agreed upon.
- Start preparing your mailing list. Your mailing house will need your addresses at the time your catalog is printed.



Organizing picture help will help ease the day's stress. Help can come at all ages! Having all sale preparation and sale day help in place with job descriptions properly communicated before they are needed will really help ease stress.

1 month before

- If you need health certificates for travel to a sale location, contact your veterinarian to have in the necessary time.

Finalize all meal and hospitality details.

Make sure seating, power, bathrooms and display pens are in order. Have access to anything needed for cattle at sale facility (i.e. Grooming, Grain, Watering, Hay, etc...).

2 weeks before

- Follow-up with phone calls to make sure everyone is receiving your sale catalog. This is a great opportunity to invite them to the upcoming sale and another opportunity to touch base with them.

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Watch for embryos and progeny in future sales.*



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Ed & Carol Roth, owners
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GRANDVIEW CMR MIS P606 X395 ET

Dam of 4067B and Granddam of D1

**Mark your calendars for the Show-Me Polled Hereford Classic on November 18th, 2017.
Join us for this Star Studded Event!**



MPH Z311 RAMPAGE D1

Service sire to many of the sale cattle

Expected Progeny Differences

What do they really mean?

Taking a look at EPDs provided at a show can serve as a great example of how EPDs could be utilized in any breeders' herd.

Have you ever wondered what judges are looking for when evaluating your animals in the show ring? Even though judges may vary on personal preference of a type and kind, I would say most are going to be looking to find a breeding animal that is functionally sound, show above average rib and muscle dimension, while having eye appeal. Along with this, when judges have access to expected progeny differences (EPDs) these will be used right along with phenotype comparisons to make a comprehensive evaluation. Although most animals in a show are young "non-parent" animals, these values are great estimates of how they will sire or raise future progeny. So, what values are important?

Really, they all are. It just depends on what production setting they are going to be utilized in. Most of the time judges are going to look for outliers either good or bad before the class walks in. To determine outliers, it is best to compare to the breed average, to see where they stack up. From there, once the outliers are identified, judges will identify those animals and sort them accordingly. What's left is the rest of the class that will mainly be judged on visual appraisal. So, within this group if there is a close placing the judge will likely look back at the numbers and determine which one has a more progressive or balanced set of EPDs.

The American Hereford Association (AHA) currently produces expected progeny differences (EPDs) for 15 traits and calculates four profit (\$) indexes. Research is ongoing to develop traits for fertility, feed intake and docility. Today, DNA-marker tests can be used to enhance the accuracy of Hereford EPDs. AHA blends marker information with phenotypic information and pedigree to produce a GE-EPD. Look for the GE-EPD logo denoting an animal has been tested. The current suite of Hereford EPDs and \$ indexes includes:

Calving Ease - Direct (CE)

CE EPD is based on calving ease scores and birth weights and is measured on a percentage. CE EPD indicates the influence of the sire on calving ease in females calving at 2 years of age. For example, if sire A has a CE EPD of 6 and sire B has a CE EPD of -2, then you would expect on average if comparably mated, sire A's calves would be born with an 8% more likely chance of being unassisted when compared to sire B's calves.

Birth Weight (BW)

BW EPD is an indicator trait for calving ease and is measured in pounds. For example, if sire A has a BW EPD of 3.6 and sire B has a BW EPD of 0.6, then you would expect on average if comparably mated, sire A's calves would come 3 lb. heavier at birth when compared to sire B's calves. Larger BW EPDs usually, but not always, indicate more calving difficulty. The figure in parentheses found after each EPD is an accuracy value or reliability of the EPD.

Weaning Weight (WW)

WW EPD is an estimate of pre-weaning growth that is measured in pounds. For example, if sire A has a WW EPD of 60 and sire B has a WW EPD of 40, then you would expect on average if comparably mated, sire A's calves would weigh 20 lb. heavier at weaning when compared to sire B's calves.

Yearling Weight (YW)

YW EPD is an estimate of post-weaning growth that is measured in pounds. For example, if sire A has a YW EPD of 100 and sire B has a YW EPD of 70, then you would expect on average if comparably mated, sire A's calves would weigh 30 lb. heavier at a year of age when compared to sire B's calves.

Maternal Milk (MM)

The milking ability of a sire's daughters is expressed in pounds of calf weaned. It predicts the difference in average weaning weights of sires' daughters' progeny due to milking ability. Daughters of the sire with a +14 MM EPD should produce progeny with 205-day weights averaging 24 lb. more (as a result of greater milk production) than daughters of a bull with a MM EPD of -10 lb. (14 minus -10.0 = 24 lb.). This difference in weaning weight is due to total milk production during the entire lactation.

Below you will find a mock judges sheet that is used at National Hereford Shows, like the 2017 Junior National Hereford Expo as well as open shows across the country. I would encourage you to become familiar with each of the traits and what they predict as well as understand the importance of selecting your future projects with these values in mind, as ultimately these animals are going to end up in your herds once done with their show career.

For more information on EPDs and utilizing \$ (Dollar) indices as well as getting your animals Genomic Enhanced visit <http://hereford.org/genetics/>.

Good luck with all your travels this summer as Hereford breeders unite for many activities.

Shane Bedwell, AHA Chief Operating Officer and Director of Breed Improvement

Class 203 — Horned Junior Bull Calves										Judge's Class Data Sheet							Class 203			
Entry	DoB	BW	WW	YW	MM	MG	FAT	REA	MARB	BMI	CEZ	BII	CHB	Age						
														Days	WT	WDA	Entry			
2/18/2016	4.5	54	88	26	53	0.02	0.65	0.02	13	7	12	24		329	1204	3.66				
2/10/2016	0.2	56	89	39	67	0.01	0.67	0.24	25	22	19	33	GE_EPDS	337	1113	3.30				
2/8/2016	3.3	51	85	31	57	0.01	0.41	0.10	20	16	17	26		339	1121	3.31				
2/6/2016	4.5	57	100	23	52	0.02	0.52	0.06	14	12	10	27	GE_EPDS	341	1118	3.28				
2/5/2016	3.2	52	77	24	50	0.02	0.48	0.07	22	16	20	26		342	1149	3.36				
2/3/2016	1.0	54	92	35	62	0.02	0.56	0.32	24	19	20	32		344	1211	3.52				
2/1/2016	3.0	55	84	25	52	0.01	0.49	0.05	18	15	14	26		346	1031	2.88				
Entries Avg:		2.8	54	88	29	56	0.01	0.54	0.10	19	15	16	28	339.7		1135	3.344			
Breed Avg:		3.2	49	79	21	46	.004	.33	.08	18	15	16	23	2015 Birth Year						

Left: Mock-up of EPD data received by judges at National Hereford Shows to assist in evaluating classes of breeding animals.

Brief Summary for use in Cattle:
See Package Insert for full Prescribing Information

Draxxin®
(tulathromycin)
Injectable Solution

Antibiotic

100 mg of tulathromycin/mL

For use in beef cattle (including suckling calves), non-lactating dairy cattle (including dairy calves), veal calves, and swine. Not for use in mature dairy cattle 20 months of age or older.

CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

DESCRIPTION

DRAXXIN Injectable Solution is a ready-to-use sterile parenteral preparation containing tulathromycin, a semi-synthetic macrolide antibiotic of the subclass trimethide. Each mL of DRAXXIN contains 100 mg of tulathromycin as the free base in a 50% propylene glycol vehicle, monothioglycerol (5 mg/mL), with citric and hydrochloric acids added to adjust pH.

DRAXXIN consists of an equilibrated mixture of two isomeric forms of tulathromycin in a 9:1 ratio.

The chemical names of the isomers are (2R,3S,4R,5R,8R,10R,11R,12S,13S,14R)-13-[(2,6-dideoxy-3-C-methyl-3-(3-methyl-4-C-[(propylamino)methyl]-N-ribo-hexopyranosyl)oxy)-2-ethyl-3,4,10-trihydroxy-5,8,10,12,14-hexamethyl-11-[(3,4,6-trideoxy-3-(dimethylamino)-D-xilo-hexopyranosyl)oxy]-1-oxa-6-azacyclodecane-15-one and (2R,3R,6R,8R,9R,10S,11S,12R)-11-[(2,6-dideoxy-3-C-methyl-3-(3-methyl-4-C-[(propylamino)methyl]-N-ribo-hexopyranosyl)oxy)-2-[(1R,2R)-1,2-dihydroxy-1-methylbutyl]-8-hydroxy-3,6,8,10,12-pentamethyl-9-[(3,4,6-trideoxy-3-(dimethylamino)-D-xilo-hexopyranosyl)oxy]-1-oxa-4-azacyclodecane-13-one, respectively.

INDICATIONS

Beef and Non-Lactating Dairy Cattle

BRD — DRAXXIN Injectable Solution is indicated for the treatment of bovine respiratory disease (BRD) associated with Mannheimia haemolytica, Pasteurella multocida, Histophilus somni, and Mycoplasma bovis and for the control of respiratory disease in cattle at high risk of developing BRD associated with Mannheimia haemolytica, Pasteurella multocida, Histophilus somni, and Mycoplasma bovis.

IBK — DRAXXIN Injectable Solution is indicated for the treatment of infectious bovine keratoconjunctivitis (IBK) associated with Moraxella bovis.

Foot Rot — DRAXXIN Injectable Solution is indicated for the treatment of bovine foot rot (interdigital necrobacillosis) associated with Fusobacterium necrophorum and Porphyromonas lesa.

Suckling Calves, Dairy Calves, and Veal Calves

BRD — DRAXXIN Injectable Solution is indicated for the treatment of BRD associated with M. haemolytica, P. multocida, H. somni, and M. bovis.

DOSE AND ADMINISTRATION

Cattle

Inject subcutaneously as a single dose in the neck at a dosage of 2.5 mg/kg (1.1 mL/100 lb) body weight (BW). Do not inject more than 10 mL per injection site.

Table 1. DRAXXIN Cattle Dosing Guide

Animal Weight (Pounds)	Dose Volume (mL)
100	1.1
200	2.2
300	3.4
400	4.5
500	5.7
600	6.8
700	8.0
800	9.1
900	10.2
1000	11.4

CONTRAINDICATIONS

The use of DRAXXIN Injectable Solution is contraindicated in animals previously found to be hypersensitive to the drug.

WARNINGS

FOR USE IN ANIMALS ONLY.

NOT FOR HUMAN USE.

KEEP OUT OF REACH OF CHILDREN.

NOT FOR USE IN CHICKENS OR TURKEYS.

RESIDUE WARNINGS

Cattle

Cattle intended for human consumption must not be slaughtered within 18 days from the last treatment. Do not use in female dairy cattle 20 months of age or older.

PRECAUTIONS

Cattle

The effects of DRAXXIN on bovine reproductive performance, pregnancy, and lactation have not been determined. Subcutaneous injection can cause a transient local tissue reaction that may result in trim loss of adipose tissue at slaughter.

ADVERSE REACTIONS

Cattle

In one BRD field study, two calves treated with DRAXXIN at 2.5 mg/kg BW exhibited transient hypoxia. One of these calves also exhibited transient dyspnea, which may have been related to pneumonia.

NADA 141-244, Approved by FDA

To report a suspected adverse reaction or to request a safety data sheet call 1-888-963-5476. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

zoetis

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For additional DRAXXIN product information call 1-888-DRAXXIN or go to www.DRAXXIN.com

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Revised February 2014

**OTHER BRD TREATMENTS WERE
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IN SEVERAL STUDIES.**



Treat bovine respiratory disease (BRD) the right way with DRAXXIN[®] (tulathromycin) Injectable Solution. DRAXXIN demonstrated 50% fewer re-treats and 50% fewer dead or chronic animals¹ versus competitive products in several large pen studies.² Which means your cattle stay healthier, and that helps keep your bottom line healthier, too.

Get the numbers on DRAXXIN at draxxin.com.

IMPORTANT SAFETY INFORMATION: DRAXXIN has a pre-slaughter withdrawal time of 18 days in cattle. Do not use in female dairy cattle 20 months of age or older. Do not use in animals known to be hypersensitive to the product. See Brief Summary of Prescribing Information on adjacent page and full Prescribing Information at draxxin.com/pi.

**BRD SOLUTIONS
FROM ZOETIS**

¹ Data on file, Study Report Nos. 1133R-60-05-491, A131R-US-12-028, 2132T-60-01-050, 1133R-60-02-376, 2132T-60-01-063, 1133R-60-03-388 and 11RGDRA01, Zoetis Services LLC.

² Data on file, Study Report Nos. 1133R-60-05-491, 1133R-60-05-492, 1133R-60-05-493, A131R-US-12-028, 2132T-60-01-050, 1133R-60-02-376, 2132T-60-01-063 and 1133R-60-03-388, Zoetis Services LLC.

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Lilac Hill Cowherd Average EPD's
(compared to average of all active Hereford dams)

Calving Ease Direct (CED) 1.5% -- top 35% percentile
Yearling Weight (YW) 91 lb -- top 15% percentile
Baldy Maternal Index (BMI) \$23 -- top 10% percentile
Certified Hereford Index (CHB) \$28 -- top 10% percentile



Lilac Hill
Polled Herefords



Ken and Carol Staten
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Innisfail Z311 13C

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MICK SHAEFER: 815-953-0157 • ADAM SWIGART: 309-826-3809 • CODY CRUM: 217-248-7282 • GRANT McKAY: 308-470-1190

Sale Results

Sale Index

- The Cowman's Kind XX Bull & Female Sale
- Falling Timber Farm 8th Annual Bull & Female Sale
- Woolfolk Farms "Southern Belles" Female Sale

The Cowman's Kind XX Bull & Female Sale

Lexington, Tenn. – March 25, 2017
Auctioneer: Eddie Burks

50 bulls – \$243,500; average – \$4,870
27 females – \$123,700; average – \$4,581
6 commercial heifers – \$12,150; average – \$2,025
77 Lots – \$367,200; average – \$4769

BULLS

CMF 63U Commander 190C, sired by Gerber Anodyne 001A, to Triple L Ranch, Franklin, Tenn., \$8,000

CMF 70Z Chamber 169C, sired by Gerber Anodyne 001A, to Russell Crouch, McMinnville, Tenn., \$8,000

CMF 156Y Candidate 210C, sired by KCF Bennett Encore Z311 ET, to Paul Seaton, Counce, Tenn., \$7,300

CMF 59Z Confidence 204C, sired by C&L Feral 485T 6Y, to Indian Mound Ranch, Canadian, Tx., \$7,000

CMF 24Z Contractor 205C, sired by C&L CT Federal 485T 6Y, to Lambert Ranches, Orville, Calif., \$5,700

Falling Timber Farm 8th Annual Bull & Female Sale

Marthasville, Mo. – March 18, 2017
Auctioneer: Jack Lowderman

31 bulls – \$117,304; average – \$3,784
31 females – \$103,199; average – \$3,329
1 flush – \$3500; average – \$3500
4 commercial heifers – \$8,600; average – \$2,150
62 live lots – \$220,503; average – \$3,557

BULLS

FTF Revolution 655D, sired by MSU TCF Revolution 4R, to Wild Horse Hill Ranch, Boynton, Okla., \$6,700

FTF Logic 627D, sired by KJ C&L J119 Logic 023R ET, to Dean McKibben, Liberal, Mo., \$5,750

FEMALES

FTF Classy Lady 0352X, sired by DR World Class 517 10H, to Dean McKibben, Liberal, Mo.; and 8/1/16 heifer calf at side to Schoenberger Polled Herefords, Aurora, Mo., \$8,300

FTF Ms Classic 241Z, sired by MSU TCF Revolution 4R, to Schoenberger Polled Herefords, Aurora, Mo., \$6,750

FTF Veronica 2427Z, sired by TH 122 711 Victor 719T, to Schoenberger Polled Herefords, Aurora, Mo., \$6,650

Woolfolk Farms "Southern Belles" Female Sale

Jackson, Tenn. – May 20, 2017
Auctioneer: Dale Stith

14 bred heifers – \$37,800; average – \$2,700
1 donor cow – \$10,000; average – \$10,000
2 flushes – \$7,700; average – \$3,850
5 open heifers – \$22,000; average – \$4,400
27 cow/calf pairs – \$34,950; average – \$3,556
1 bull – \$4,700; average – \$4,700

BULL

KJ 649U Redeem 439Y, sired by KJ HVH 33N Redeem 485T ET, sold 3/4 interest and full possession, \$4,700

FEMALES

TF Burks P49 Beth 122L 005 ET, sired by Remital Online 122L, \$10,000

WF She's On Time L1003 1658 ET, sired by H H Perfect Timing 0150 ET, \$9,000

WF Y117 Ruby T124 1774 ET, sired by GO 8019 Andy Y117, \$6,000





Thank you!

We would like to take this opportunity to thank our Troops, Veterans, & Servicemen for protecting us and this GREAT COUNTRY that we live in. Thank you for your time and sacrifice. God Bless

Watch for our consignments to the Show-Me Polled Hereford Classic on November 18th and in the Missouri Opportunity Sale on December 3rd.



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Chad Crane
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cherfs05@hotmail.com

Events & Deadlines

JULY

JULY 15-21 Junior National Hereford Expo
Louisville, Kentucky

AUGUST

AUG 4 Ozark Empire Fair Junior Hereford Show
Springfield, Missouri

AUG 5 Ozark Empire Fair Open Hereford Show
Springfield, Missouri

AUG 1-4 Faces of Leadership: PRIDE Convention
Kansas City, Missouri

AUG 8 SEMO District Fair Entry Deadline

AUG 11 Missouri Hereford News Ad Space and Material Deadline

AUG 12 Missouri State Fair Junior Hereford Show
Sedalia, Missouri

AUG 13 Missouri State Fair Open Hereford Show & MHA Steak Fry to follow
Sedalia, Missouri

AUG 17 Missouri Hereford News Camera-Ready Advertisement Deadline

SEPTEMBER

SEPT 4 Walker's Foundations for the Future Sale
Morrison, Tennessee

SEPT 9-10 Missouri Hereford Field Day
District 7 – Southwest Missouri

SEPT 9 Hereford Fall Classic Sale
Taylorville, Illinois

SEPT 11 Butler Polled Herefords-Open Range Cattle Co. Maternal Excellence Online Sale

SEPT 14 Southeast Missouri District Fair
Cape Girardeau, Missouri

SEPT 15 Hereford Youth Foundation of America Fall Scholarship Deadline

SEPT 15 Missouri Opportunity Sale Entry Packets Mailed

SEPT 16 Central Missouri Polled Hereford Breeders Association Sale
Vienna, Missouri

SEPT 17 Illini Top Cut Sale
Macomb, Illinois

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Cassie Dorran 403-507-5953
cassie@ruralroutecreations.com

OCTOBER

OCT 1 CMR Herefords Dispersal Sale
Senatobia, Mississippi

OCT 1 Missouri Opportunity Sale Entry Deadline

OCT 8 Thompson Herefords Elite Online Sale

OCT 14 Heartland Genetic Blend Sale
Perryville, Missouri

OCT 15 MHA, MJHA Investment, Hereford Women Scholarships Deadline

OCT 22 Reynolds Herefords Annual Production Sale
Huntsville, Missouri

OCT 29 American Royal Open Hereford Show
Kansas City, Missouri

OCT 28 American Royal Junior Hereford Show
Kansas City, Missouri

NOVEMBER

NOV 18 Show-Me Polled Hereford Classic Sale
Windsor, Missouri

NOV 25 College of the Ozarks Hereford Production Sale
Point Lookout, Missouri

DECEMBER

DEC 2 Missouri Hereford Association Annual Meeting and Banquet
Sedalia, Missouri

DEC 3 Missouri Opportunity Sale
Sedalia, Missouri

Missouri Hereford Association

Field Day

District 7

September 9-10, 2017



Friday, September 8

MHA Board of Directors meeting

Time and Location TBA

Saturday, September 9

Bonebrake Herefords • Springfield, MO

Farm Tour

College of the Ozarks • Point Lookout, MO

Cattle Tour, Campus Tour, Meal

Butler Polled Herefords • Republic, MO

Cattle Tour, Evening Meal and Entertainment

Sunday, September 10

McMillen's Toothacre Ranch • Walnut Grove, MO

Breakfast, Cattle Tour, Area Breeder Displays

Alsup Farms • Fair Grove, MO

Cattle Tour, Area Breeder Displays, Meal

*Plan to spend a fun
Hereford weekend
in the Ozarks!*

**For more information,
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District 7 • MHA President

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Life is Simple

Like anyone with a computer or smartphone, I occasionally enjoy watching humorous videos on the internet. Recently, one particular video caught my attention: "Girl trains cow to ride like a horse." I, and several hundred thousand others, had to watch it.

Sure enough, there before my very eyes, was a teenage girl in New Zealand who was riding, what appeared to be, a Brown Swiss dairy cow, through the fields as if it were a horse. Not only was she riding it, but she had trained it to jump over obstacles as she maneuvered the cow through her paces with nothing more than a couple of reins attached to a regular cow halter. I was impressed and had to know more, so I found an accompanying written story about the young lady and her cow.

Evidently, the girl had grown up on a dairy farm and had always wanted a horse to ride, but her father was adamant that a horse had no place on their farm. The loving father was sympathetic, but firm, in explaining that a horse was expensive to purchase, would eat a lot of the feed needed by the cows, and would, most likely, aggravate the animals that were the sole source of their livelihood. That reasoning and wording seemed all too familiar to what my Dad had told me many years ago.


Like most teenagers, the young lady was so headstrong in her desire to ride, a few days later she hopped up on one of the replacement heifers they were raising and, to her surprise, the heifer had no objections. The cow now allows the girl to ride her anytime she wishes, with only a makeshift bridle and no saddle. Over the years (the cow is now about five years old) the girl and the cow have created a bond that has surprised everyone. Together, they jump logs, streams, and any other barriers that would commonly be found in an Olympic equestrian event.

After watching the video a few times, I was so impressed with the skill exhibited by the duo that I called for my wife to come into the room to view the cowhorse (or is it horsecow?). After viewing the clip, in amazement, she said, "Wow, she has this cow so well trained, it makes you wonder what she could have accomplished with a horse."

While that wasn't my first thought, it's obvious to anyone that watches the video that the girl is talented and skilled in working with animals; I just wonder what we'd be watching if her father had been a hog farmer.



Jerry Crownover



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Understanding Polled, Scurred and Horned Genetics

I have been an observer and a participant in several recent discussions on the genetics of things that grow or don't grow on Hereford cattle heads. To provide clarity for my fellow breeders, the following is a summary of horn, scur, and poll genetics research.

My intent is to not advocate the merits or disadvantages of whichever decision breeders may make in regards to what head ornaments are included in their herd genetic pool. I do advocate that such decision should be strongly influenced by your customers' needs and wants.

If you are breeding registered Hereford cattle, you are a seedstock producer. At the most basic level, seedstock producers have a single role – genetic selection or perpetuation. This purpose has been pursued, for several centuries by qualitative judgment and a bit of objective trait measurement. These traditional approaches required many breeder generations and many disappointments to make genetic progress. Our purpose was summarized when the English Bard William Shakespeare said, "To cull, or not to cull: that is the question." (*Maybe, not quite an exact quote.*)

Fortunately for us, twenty-first century technology has given more tools to successfully and more quickly meet our culling responsibilities. The first is Expected Progeny Differences (EPDs). Major strides in understanding and using DNA (Deoxyribonucleic acid) analysis is the second. DNA is the chemical compound within each body cell that stores genetic information unique to an individual. I will now combine generations of observation with specific gene identification as they apply to horn, scur and poll genetics.

A simple heritability review is appropriate. Horn and poll are genetically dictated by a single gene pair. An individual bovine's DNA may have one of three possible combinations – two horn genes, two poll genes or one of each. The technical terms are homozygous if both genes are the same and heterozygous if the genes are different.

At conception, a new horn/poll combination is formed by one gene from each parent. The poll gene is dominant, which means in the case of an animal having one of each genes in their DNA, the poll gene will dominate and be physically expressed. Thus, we can understand how a horned calf may be born after generations of polled ancestors. Until recently we could only guess whether a given animal is homozygously or heterozygously polled. The American Hereford Association now provides a scientific test to measure that exact gene structure.

Scur growth is also genetically controlled and has two key factors. First, a horn gene

must be in the DNA. Second, the animal's sex influences expression. Currently there is not a DNA test for the scur gene, so we must deduce the presence or absence of the scur gene in an individual animal. I have full confidence that a Hereford scur DNA test will be available in the near future.

The following are the possible head ornament conditions and genetic combinations for each expression:

Bull or Cow with Horns

Both genes are horn. Only a horn gene will be passed to their offspring. Bull and cow may have any combination of scur genes. Note: the horned condition overrides scur expression.

Bull with Scurs

Has both a horn gene and a poll gene. Must have one or two scur genes.

Bull Polled

Case 1: Has one poll gene and one horn gene. Does not carry the scur gene. (If it had one or two scur genes, bull would be scurred)

Case 2: Both genes are poll. May carry any combination of scur gene. Note: since a horn gene is not present, scurs will not be expressed. If present, a scur gene may be passed to his offspring,

Cow with Scurs

Has one horn and one poll gene. Has two scur genes.

Cow Polled

May have one or two poll genes and may have no, one, or two scur genes.

Here is an example from my herd. I recently purchased a polled son of a bull. The bull is scurred. Because the purchase was in an auction and a DNA Horn/Poll test was not available prior to bidding, I elected to accept the genetic unknowns. I immediately had the Horn/Poll DNA test. My bull is heterozygously polled. Given the genetic science as explained above, I can conclude:

1. My new bull does not carry a scur gene and will not increase the scur gene population within my herd.

2. He will add a horn gene to about one half of his calves.
3. He will not sire a scurred heifer.
4. If he sires a scurred bull, the calf's mother is the scur gene carrier and bull calf will be heterozygously scurred. Since this calf's genetic profile will be known, a DNA Horn/Poll test is unnecessary.
5. My bull's DNA test proves he carries a single scur gene. If my bull were homozygously polled, his scur gene content could not be determined and no conclusion could have been made whether the new bull is homozygously or heterozygously scurred.

The new bull will improve my herd genetic population for many economically important traits, but will require management attention to selective mating and increased bull calf culling to meet my head ornament goals.

By using DNA knowledge, DNA tests, record keeping of your cattle's offspring, and selective mating; you can rapidly increase your target horn/scur/poll genetic populations--and meet your seed stock obligations.

Cull well, my friends.

Kenneth E. Staten,
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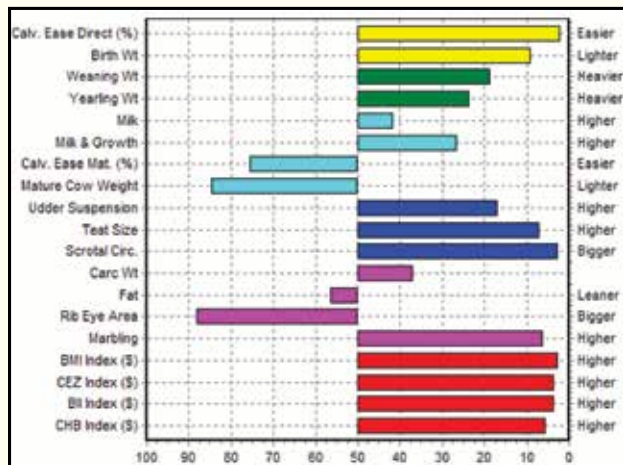
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Dam: SHF Interstate D03 J119

CED 5.0 BW 1.6 WW 65 YW 100 M 24 M&G 57 SC 0.3
REA 0.55 MARB 0.08 BMI \$15 CEZ \$17 BII \$8 CHB \$33



Trait Leader in 12 Traits • Homozygous polled

EFBeef U208 Sure Bet Z002

Sired by: EFBeef Foremost U208

Dam: Schu-Lar 13X of 809 N093

CED 6.7 BW -0.3 WW 56 YW 92 M 22 M&G 50 SC 1.7
REA 0.61 MARB 0.26 BMI \$31 CEZ \$24 BII \$27 CHB \$33



Trait Leader in 10 Traits • Homozygous polled

C&L CT Federal 485T 6Y

Sired by: KJ HVH 33N Redeem 485T

Dam: C&L Miss Junior 408 1T

CED 5.3 BW 1.7 WW 68 YW 105 M 16 M&G 49 SC 1.5
REA 0.32 MARB 0.14 BMI \$26 CEZ \$20 BII \$20 CHB \$28



MPH Z3 Box Top C16

Sired by: MPH 10H Juice Box Z3

Dam: MPH 1030 Brandi W19 (DOD)

CED 3.8 BW 0.9 WW 56 YW 88 M 35 M&G 63 SC 1.3
REA 0.21 MARB 0.24 BMI \$22 CEZ \$18 BII \$17 CHB \$29

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