

MARCH 2019

MHN

Missouri Hereford News

Official Publication of the Missouri Hereford Association

a Hereford Journey *of Progress and Rewards*

Inside this issue

Marty Lueck Becomes a Hall of Fame Inductee
Missouri Director Update from AHA
National Western and Fort Worth Stock Show Honors
Meat Belongs in the Diet, a Science Prospective
Missouri Breeders Recognized by their Peers

Personnel
SharePoint
US Funding
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StateGroup

Missouri Hereford News
30487 Hwy J
Wentworth, Missouri 64873

"Predictable Herd Bull Power"



C&L RR KJ 364C Jalapeno 937E P43844129
Sired by: R Leader 6964

Dam and Jalapeno were Reserve Champion Cow-Calf in Louisville. Mother is a fantastic two year old. Unbelievable EPDs. Grand Champion Bull Arkansas State Fair Also SE Mo Regional Fair Supreme Champion over all breeds.
EPD's: CED 7.4 BW 1.6 WW 73 YW 115 SCF 18.1 M 25 M&G 61 CEM 6.3 MARB 20 BMI 405 BII 502 CHB 132 SEMEN \$25 -5 St. minimum CERTIFICATES \$75



MPH Z3 Box Top C16 P43630197

Sired by: MPH 10H Juice Box Z3 ABS sire
Dam: MPH 1030 Brandi W19 (DOD)
Proven Heifer Bull with growth, outcross pedigree, Conservatively marked. Trait Leader in Nine Traits
EPD's: CED +6.7 BW +0.7 WW 55 YW 99 SCF 19.1 M 34 M&G 61 CEM 4.1 MARB +0.27 BMI 383 BII 467 SEMEN \$30 CERTIFICATES \$65



LJR MSU X51 Bosch 371B P43537292
Sired by: KCF Bennett Revolution X51

Dam: LJR Morgann 385X by Glengrove LJR Monty Great Phenotype and performance. He will play a major role at LJR/MSU. His calves are outstanding.
EPD's: CED 4.9 BW 2.4 WW 55 YW 100 SCF 21.9 M 17 M&G 44 CEM 4.4 MARB 29 BMI 463 BII 548 CHB 131



Glengrove Frazer F7 P43957866
Sired by: R Leader 6964

Dam: 2 year old with a great udder
Style, performance, fantastic EPDs all in one package.
EPD's: CED 6.7 BW 2.1 WW 66 YW 104 SCF 18.6 M 21 M&G 54 CEM 7.6 MARB 0.17 BMI 392 BII 481 CHB 113 SEMEN \$20 CERTIFICATES \$65

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Marty Lueck, manager

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Editors

We are well into the year 2019, and what a year it is going to be! While temperatures have been cold for the most part across the Midwest, the state of Missouri has had an abundant amount of moisture, preparing us for what we hope will be a beautiful spring.

Missouri is enriched with bountiful leaders who have been influential on a state and national level. As we mourn the loss of Ken Staten, a long-time Hereford supporter and enthusiast, we also celebrate his life and contributions to bettering the state.

We celebrate the Hereford journey of Marty Lueck, honoring him as the most recent Missouri Hereford Hall of Fame Inductee. His leadership has been endless, and he continues to serve as an example to all ages.

Hereford breeders in Missouri have been honored with national successes in the last few months. We are proud of their representation of our state, and congratulate them on their success!

We appreciate all the contributors of this publication. Special shout out to Jim Bellis, American Hereford Association (AHA) board of director from the state of Missouri and his special note to our membership from his prospective as a national board member. Jade V. Cooper, Graduate Research Assistant, University of Missouri & Carol L. Lorenzen, Professor of Meat Science, University of Missouri, have been so generous to provide prospective from the university as it pertains to the beef industry. We appreciate all the extra thought that these and everyone who assists in the editorial. It is appreciated by all.

Cut out the events and deadlines page towards the back of this book and place it on your fridge. The spring gets busy. Don't forget about the important dates included! Juniors, the advisors have included a special section of numerous opportunities you have in the coming months. These associations can only be as beneficial as you make them!

We are humbled by the support of our long-time contracted advertisers and are thankful for them and our newest advertisers to the Missouri Hereford News. We welcome your news and content for others to enjoy. Your kind notes and words of affirmation are what keep us going, as we very much enjoy hearing what this magazine does for your household.

- 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.ruralroutecreations.com

2019 Publication Dates

Issue	Ad Space & Material Deadline	Camera Ready-Ad Submission
March 1	Jan 23	Jan 29
July 15	June 3	June 7
September 1	Aug 5	Aug 9
November 1	Sept 23	Sept 27

“These associations can only be as beneficial as you make them.”



Advertisement & News Submissions:

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



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
Double Page Spread	\$475	\$1750
Half page color ad	\$150	\$525
Quarter page color ad	\$75	\$250
Business card color ad (contracted only)		\$150

All ads must be received by deadline!

View the Media Guide online at moherfords.org for ad sizes, file requirements and material submission.



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The annual meeting and banquet awards deserving members

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Hereford Member Marty Lueck accepts Hall of Fame Induction



24-25



30-31

Missouri Hereford Association

Officers and Directors

www.moherfords.org

<i>President</i>	Amy Phillips	Richmond	District 1
<i>Vice President</i>	Travis McConaughy	Wasola	District 8
<i>Secretary/Treasurer</i>	Matt Reynolds	Huntsville	
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	Eddie Roth	Windsor	District 4
	Mark Abramovitz	Columbia	District 5
	Rick Steinbeck	Hermann	District 6
	Justin Sissel	Elkland	District 7
	Darrell Aufdenberg	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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Cover photo © Samantha Blackwell, Missouri State University at Journagan Ranch, Mo.

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Reg: 43767040
 DOB: 01/25/2017
 Sire: EFBEEF RESOLUTE CEO

- Owned with Knoll Crest Farm
- 2018 NRSP Sire
- Semen Available \$30/straw
- Paternal brothers sell at Green Springs Bull Test March 18 - data and video coming soon



"CEO and Tested" are back in pasture at the ranch in Lebanon



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Falling Timber Farm Bull & Female Sale

10th Annual Saturday, March 16th, 2019
Live Auction 5:30 pm at the Farm

Selling 40 Bulls and 40 Females

20 Top Cut Yearling Hereford Bulls with Genomic-Enhanced EPD's

18 Month Old Hereford Bulls Fall Bred Hereford & Baldy Heifers Yearling Hereford Heifers

18 Month Old Angus Bulls Fall Bred Cows w/ Heifer Calves 5 Year Old Cows w/ Heifer Calves

FTF Whats Cookin? 4306B



Selling 5 Year Old Cows
with Heifer Calves!

FTF Testimony 828F



Tested X651 x FTF Prime Product 226Z

CED	BW	WW	YW	Milk	M&G	BMI
8.2	1.3	72	119	27	63	431

FTF Relevant 831F



Tested X651 x MSU TCF Revolution 4R

CED	BW	WW	YW	Milk	M&G	BMI
14.4	-1.8	61	93	25	56	385

FTF Ms Prospector 413B



FTF Rib Eye 153Y x FTF M326 Fabricator 838U

CED	BW	WW	YW	Milk	M&G	BMI
5.7	1.8	61	101	28	58	345

FTF Torque 875F



HUTH FTF Torque C002 x FTF Prospector 145Y

CED	BW	WW	YW	Milk	M&G	BMI
11.7	1.0	68	106	27	61	324

FTF Prime Product 832F



FTF Prime Product 226Z x MSU TCF Revolution 4R

CED	BW	WW	YW	Milk	M&G	BMI
6.6	0.8	65	93	33	65	462

FTF Hometown Honey 427B



Hometown 10Y x FTF Bombardier 309N

CED	BW	WW	YW	Milk	M&G	BMI
8.1	1.0	47	79	26	49	349

FTF Excitement 801F



FTF Porterhouse 455B x FTF Class Act 629S

CED	BW	WW	YW	Milk	M&G	BMI
0.4	2.6	80	121	29	69	405

FTF Powerhouse 8420F



FTF Porterhouse 455B x MSU TCF Revolution 4R

CED	BW	WW	YW	Milk	M&G	BMI
10.4	0.6	62	101	27	58	376

FTF Porterhouse 812F



FTF Prospector 145Y x MSU TCF Revolution 4R

CED	BW	WW	YW	Milk	M&G	BMI
6.6	0.8	58	92	26	55	345



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Marthasville, MO

Update

Firstly, I want to say thank you to your Missouri Hereford Association Board of Directors. We only meet two times per year, but we cover a lot of information when we get together. I am going to walk you through a meeting from the Pledge of Allegiance to the Flag to the motion to adjourn.



Matt Reynolds
Missouri Hereford Association
Secretary/Treasurer

As always, we first adopt the agenda that has 25-30 items each time. We always approve minutes from the previous meeting and get the treasurer's report. We have a good balance because of strong membership support, and we thank each of you. The scholarship investments are in good shape. The new 2019-2020 membership directory will be sent to all dues paid members in a few days. Thanks to all who purchased ads and memberships.

We always get outstanding website and newsletter reports from Rural Route Creations. We feel we have the best state newsletter and website in the Hereford business. Thank you for supporting these opportunities.

We just had another great annual meeting, awards banquet and Opportunity Sale. Another full house at the banquet had us serving 168 meals and presenting many awards you can read about in this issue.

The Missouri State Fair (MSF) trophy sponsorship auction was as strong as ever, and the semen auction raised funds for the 2019 MSF steer show. The added premiums were great. A big thank you goes out to the

breeders who donated semen and also made purchases. It is great for both sides and the juniors showing Hereford steers.

We had another great Opportunity Sale the next day. Thank you to 32 consignors bringing 70 lots to Sedalia.

The cattle sold at a strong average in somewhat of a softer cattle market. There were nearly 200 people at the sale and another 154 watched us online. Thank you to Joe Rickabaugh, Jim Reed, Don Birk and auctioneer Cody Lowderman for all their hard work each year. We sold cattle for the consignors at a 12 percent sales expense! We will be back in Sedalia again on December 7-8. If you want to consign, you must send a \$100 nomination fee by May 1, 2019 to get your name on Joe Rickabaugh's travel list.

Our juniors are doing great. You can find their complete report to the board on the website. We voted to donate \$550 to their Cattleman's show in June. We will also sponsor one of the silver belt buckles for the showmanship contest!

The board approved to spend \$700 on promotional items for the booth that will be set up at the Missouri State Fair, Ozark Farm Fest, the MHA Field Day and the Missouri Cattleman's Convention.

Mark Abramovitz gave us an update on the Field Day plans which will be in District 5 this year on September 7-8. Please take time

now to get your motel rooms in Columbia. There is a University of Missouri football game in town that weekend. Those games fill motels in a 50 mile radius of Columbia.

We reviewed and revised the Show Bull, Heifer and Cow/Calf awards criteria page, and you can find that information in this issue and on the website.

A couple big decisions were made on the State Fair. Firstly, the board approved to support the Missouri Bred, Born and Raised Hereford steer show for 2019 and 2020 just as we have done for nearly 20 years! The biggest decision was to discontinue the steak fry after the open show at this time due to health department regulations and \$200 per hour tent rental. As one thing ends something new is beginning in this changing world.

The board approved for Rural Route Creations to set up a Facebook page for the Missouri Hereford Association from now until September 6, 2019 when at that point it would be reviewed and tied in with the website contract which is reviewed every three years. Please use the Facebook page to post show steer prospects for sale to juniors later in the summer.

We only have two long meetings each year but cover a lot of information for you the members. I want to thank the board for their time and hard work that makes our association as good as it is. I hope your spring calving and breeding seasons are exciting, and hope to see you this summer!!

Matt Reynolds, MHA Secretary/Treasurer

Missouri Hereford Association Show Bull, Show Heifer and Cow Calf of the Year

This award is determined by points received at the following Missouri Hereford Shows. These awards will be presented at the Annual Awards Banquet the first full weekend in December each year.

- 1) *Ozark Empire Fair - Springfield, Mo*
- 2) *Southeast Missouri Fair - Cape Girardeau, Mo*
- 3) *Missouri State Fair - Sedalia, Mo*
- 4) *American Royal - Kansas City, Mo*

Points are awarded based on the following

- Each animal receives points according to placing in class (see table to the right).
- Animal also receives 1 point for each animal beat at the show.
- Animals also receives 2 points for Division and 2 points for Champion

To receive one of these awards your dues must be paid by April 1st. For a Junior

Placing in Class	American Royal	State Fair	Two Regional Shows
1	30	20	18
2	26	18	16
3	22	16	14
4	18	14	12
5	14	12	10
6	12	10	8
7	10	8	6
8	8	6	4
9	6	4	2
10	4	2	2

member to receive one of these awards their parents or grandparents must be a dues paid member.

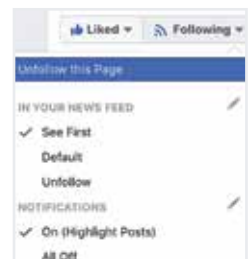
Revised by the Missouri Hereford Association Board
January 26, 2019

New MHA Board of Directors
Congratulations to the new Missouri Hereford Association board of directors elected at the annual banquet, Dec. 1, 2018. View page five for a complete list of directors or go to mohereford.org.

Missouri Hereford Facebook Page
The Missouri Hereford Association is now on Facebook! Like the page at

www.facebook.com/moherefordassociation

Watch for upcoming deadlines and events by selecting See First on the page under Following.



In attendance at the Missouri Hereford Association annual banquet were 168 Hereford enthusiasts from across the state, joining in Sedalia for an evening of fellowship and awards presentations.



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 CATTLE: Over 2 years 1 mL/per 200 lbs. bodyweight

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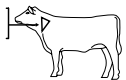
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SUPPLEMENTATION PROGRAM	
BULLS	3 times per year
BEEF COWS	4 weeks before breeding 4 weeks before calving
DAIRY COWS	4 weeks before calving 4 weeks before insemination at dry-off
CALVES	at birth at 3 months and/or weaning
HEIFERS	every 3 months - especially 4 weeks before breeding

(program gives planned dates that can be varied to suit management programs)

DOSAGE TABLE			
ANIMAL WEIGHT (lbs)	CALVES UP TO 1 YEAR 1 ml/100 lb BW	CATTLE 1 - 2 YEARS 1 ml/150 lb BW	CATTLE > 2 YEARS 1 ml/200 lb BW
50	0.5 ml	-	-
100	1 ml	-	-
150	1.5 ml	-	-
200	2 ml	-	-
300	3 ml	-	-
400	4 ml	-	-
500	5 ml	-	-
600	6 ml	-	-
700	7 ml	-	-
800	-	5.3 ml	-
900	-	6 ml	-
1000	-	6.6 ml	5 ml
1100	-	-	5.5 ml
1200	-	-	6 ml
1300	-	-	6.5 ml
1400	-	-	7 ml

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AHA Board of Directors

Hello AHA Members,
I am glad to provide a few updates concerning our American Hereford Association (AHA). It continues to be a good time for our breed association. Cow inventories are up over 8000 head, partially due to the cowherd DNA project, but this positions us very well as far as breed growth. We are almost even on transfers. Bottom line, AHA business is solid.

MyHerd Update

I'm excited to get to share with you some updates concerning MyHerd, our breed's online registry/performance data platform. For the past year, the AHA has been working to revamp the MyHerd registry in an effort to improve the membership experience with MyHerd.org. Two main goals the redevelopment of MyHerd has are to provide a better user experience with regards to how quick the system performs and to have the system be more mobile browser friendly.

We are confident that the new platform will deliver on the mobile friendly goal but keep in mind that it is near impossible to deliver a system that will be fun to use when trying to register an entire calf-crop on a mobile phone. Our primary focus on the mobile friendly experience has been easier use of the system on tablets, etc. But, it is possible to use a mobile phone to navigate the



Jim Bellis
American Hereford Association
Director

performance of the system and can verify that it is considerably improved. We started testing with an initial round of test herds in early September and expanded to a final round of testing in December. Stacy Sanders has led the project and has identified several things that needed tweaking over the past several months, and we now feel the system is ready to release to the membership. The conversion over to the new system was January 29.

One of the most noticeable differences in the new platform to the old MyHerd system is the routine used for logging on. The reason for the change is to keep the process more secure by allowing users to not only change their password but also change the user name as well. The new MyHerd platform will use the email address as member usernames. All members should have received an

system and make quick entries.

I was one of about 30 herds that have tested the

invitation by email to finalize setting up access to the new Myherd.org. The invitation email contains a link to click on to record a few additional details including a password.

If you should have any questions or problems getting your MyHerd.org account access going, don't hesitate to call at 816-842-3757 or email myherd@hereford.org.

Breed Improvement

Shane Bedwell leads our associations Breed Improvement efforts and the results of his and CEO Jack Ward's work is pretty phenomenal. As of the end of 2018, a total of 8,274 samples have or will be collected as an effort through Cow Herd DNA project. Add in the 1,100 cows from Olsen's test herd in Nebraska which we will soon have genotyped, and we will be very close to the board's goal of 10,000 females being DNA tested. Shane is confident once the females get in the system, we will be able to get the DNA marker effects component calculated for the maternal traits. This is truly exciting!

Contact Me

It is my privilege to serve on our Association's board. I welcome calls or emails from AHA members. Don't hesitate to call me at 417-466-8679, or email at jimbellis@missouristate.edu.

Jim Bellis, AHA Director

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43A

Reg: 43436682 • Sire: Vision Y509
Nursing a 63A bull calf • Bred to /S Mandate



75C

Reg: 43625926 • Sire: Hometown 63A
Nursing a 17Z heifer calf • Bred to /S Mandate



73D

Reg: 43739203 • Sire: Hometown 63A
Nursing a Provident heifer calf • Bred to /S Mandate



MAY 18, 2019

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70A

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Bred to /S Mandate



44A

Reg: 43436730 • Sire: Vision Y509
Nursing a 63A heifer calf
Bred to /S Mandate



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Update

Find us on 

The Hereford Women of Missouri provided the snacks and drinks for social hour before the Missouri Hereford Association that was held on December 1, 2018. We would like to thank Jocelyn Washam and Andrea Butler for donating the table decorations for the tables at the banquet. Also, we would like to thank everyone who donated drinks and snacks. We would also, like to thank everyone who donated items for the live and silent auctions with the proceeds going to the Hereford Women.

During the banquet, we presented the Hereford Women of Missouri Scholarship to

Haleigh Ferguson of Smithton, Missouri. Haleigh was also crowned the 2019 Missouri Hereford Queen. We would like to thank Anna Roth and Shelby Bagnell for all their hard work being our queen chairmans this year.

Please look at the Hereford Women of Missouri Facebook page for updates regarding our organization for the upcoming year!

We are always accepting new members to our organization. Our dues are \$15 a year. Please mail your dues to Marijane Miller.

Tonya Bagnell, Hereford Women of Missouri Secretary



2019 Missouri Hereford Queen
Haleigh Ferguson

2019 Missouri Hereford Queen Crowned
Haleigh Ferguson is the daughter of Marty and Kim Ferguson

from Smithton, Missouri. She is involved with many activities within school including the National Honor Society where she serves as treasurer, the treasurer of FFA, FBLA, varsity basketball, band, SMASH, speech, drama, and softball. She has shown Hereford cattle since she was 10 years old and this past summer attended her first Junior National Hereford Expo. After high school, she plans to attend Central Methodist University in Fayette, Missouri and major in nursing.

While nursing isn't directly related to the agriculture field, she still will continue to raise Hereford cattle, even after college graduation.



Hereford Women of Missouri Officers

President – Katherine Fuller
816-547-1545
Katfuller1@aol.com

Vice President – April Miller
816-305-7490
Aprilmiller1732@gmail.com

Secretary – Tonya Bagnell
660-631-2109
Tbagnell6452@gmail.com

Treasurer – Marijane Miller
317-341-3846
millerherefords@yahoo.com

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

Queen Co-chairs –
Shelby Bagnell
660-630-3361
Shelby.bagnell@hughes.net

Anna Roth
573-579-7424
anna.roth15@gmail.com

Pictured (l to r) Missouri Queen Runner-Up Morgan Crutsinger, 2019 Missouri Hereford Queen Haleigh Ferguson, and Hereford Women of Missouri Queen Chairmans Shelby Bagnell and Anna Roth.



Zuppa Toscana Soup

Ingredients

- 1 large lb. Italian Beef Sausage, casings removed
- 2 tablespoons of Ghee (substitute for butter)
- 1 large onion
- 2 tablespoons chopped garlic, or about 3 cloves
- 7 cups of water or low sodium chicken broth or homemade is fine
- 7 potatoes (red or Yukon Golden) - chopped in fourths, unpeeled
- 1 tablespoon Italian Seasoning
- 1 teaspoon red pepper flakes
- 1 can of Coconut Milk, 13.5 ounces (this makes this soup Whole30)
- 6 cups fresh Kale
- 1 teaspoon salt
- 1/2 black pepper

Instructions

1. Remove the casings from the Italian Sausage and brown in the ghee in a non-stick pot until browned.
2. Add large onion with garlic and continue to saute on medium-high heat.
3. Add chicken broth, water and all seasoning (Italian seasoning & red pepper flakes) and stir.
4. Add potatoes and cook on medium-high heat to a low boil and simmer for ten to fifteen minutes uncovered.
5. Add Coconut milk after it simmers after ten minutes, bring to a low boil and then add Kale cooking for another 5 minutes only. ****Do not overcook the Kale as it will lose its color and become tough.
6. Add salt and pepper at the end.

This soup smells so good cooking and is perfect to make as a meal prep for your week's lunch or evening meals. You can also freeze Zuppa Toscana in red solo cups to enjoy at a later date. Just place in freezer bags for these individual sized portions. - Bethany Nolan, 2019

BB A152 Diamond Time 1754



Reg: 43860186 | DOB: 09/05/2017 | Sire: GV CMR X161 TIMES UP A152

LOOK FOR US AT THESE 2019 SALES

March 23, 2019 – Arkansas Bull Sale, Heber Springs, AR
September 28, 2019 – Ladies in Red Sale, Heber Springs, AR
October 12, 2019 – Bonebrake & Guests Female Production Sale
October 26, 2019 – Cattlemen's Preferred Sale, Ratcliff, AR
December 8, 2019 – Missouri Opportunity Sale, Sedalia, MO

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Dr. Al Bonebrake 417-849-1324

James Henderson, Herdsman
417-588-4572 cell
jameswhend@gmail.com

Update



I hope everyone had a wonderful Christmas and a Happy New Year. Missouri was represented in Denver, Co., at the National Western Stock Show, and we would like to congratulate all the winners. The junior dues are due April 1st to Taylor Miller and they are \$15. Dues must be paid to be eligible for our junior association awards.

At the 36th Annual MCA All-Breeds Junior Show in Sedalia, Mo., in June, we will have contests and showmanship on Friday for Junior National Hereford Expo qualifications and practice. If any juniors are interested in the contests, please let advisor Susan Rhode know. I hope to see everyone at Steers and Stripes in March.

Find us on

Phillip Mueller, Missouri Junior Hereford Association Reporter

VITAFERM
Junior National Hereford Expo
 Denver, Colorado | July 6 - 13, 2019

Saturday, July 6
 6 p.m. Stalls open for setting up stalls - cattle may arrive into the expo
 6:30 p.m. National Hereford Women (NHW) board meeting

Sunday, July 7
 Cattle allowed in barns
 8 a.m. Scholarship judges breakfast
 8:30 a.m. Scholarship interviews begin
 9 a.m. People & Contest registration - pick up people bags and exhibitor packets, confirm contest participation, Show Office
 Noon Historical speech
 Noon-2 Cattle Check-In, Stadium Area
 *All cattle in barns by Noon and checked in by 2 p.m.
 2 p.m. Hereford Pen to Pen program
 4 p.m. Queen's orientation
 6 p.m. State contest and state group class sign ups done electronically
 6 p.m. Director candidate panel & dinner

Monday, July 8
 7 a.m. JNHE SR Race
 8 a.m. Hereford bowl written test
 9 a.m. Individual and team talks
 11 a.m. Great American CHB Grill-off presentation
 2 p.m. NHW open's top and ribbon
 Opening ceremonies and judging of group classes (broads of dam and state groups), Stadium Area
 7 p.m. JNHE tailgate party
 *Schedule subject to change

Tuesday, July 9 - Vitaferm T-shirt day
 8 a.m. Judging contest, Stadium Area
 11 a.m. Sullivan Supply/Stock Show University fitting demonstration, Stadium Area
 11 a.m. Extemporaneous speech contest (oral preparation starts at 10:40 a.m.)
 Noon Hereford bowl final "Jazzin'" round (top teams compete)
 2 p.m. NHW some annual meeting
 3 p.m. Sullivan Supply/Stock Show University team fitting contest, Stadium Area
 4 p.m. Sullivan Supply/Stock Show University Best Camp, Stadium Area
 6 p.m. NHA membership meeting - election of board members

Wednesday, July 10
 8 a.m. Sullivan Supply/Stock Show University national showmanship contest, Stadium Area
 8 a.m. Ring 1 contest: intermediate and senior finals
 Ring 2: junior, penner and pro-penner
 Prior to senior finals - Sam Champ Olympic Games, Stadium Area

Thursday, July 11
 8 a.m. Cow call pairs, herd and ewed heifers, Ring 1 Stadium Area
 10 a.m. Herd and ewed heifers, stags, Ring 2 Stadium Area
 5-7 p.m. Awards night dinner
 7 p.m. Awards night presentation

Friday, July 12
 8 p.m. Regie award heifer show, Stadium Area
 Noon Steer auction choice, both dam and sire
 Noon Presentation of Scholarship Winners

Saturday, July 13
 8 p.m. Reserve ewed heifer show, Stadium Area

HEREFORDS ON THE HILL DENVER 2019

Deadlines, deadlines, deadlines

Happy 2019 to all of our Missouri Junior Hereford Association members and families. We hope the year is off to a great start, and that you and your family have set some goals for the new year—including goals for your involvement in junior Hereford activities.

Achieving those goals starts with a plan and being prepared for the shows, events and activities in which you want to participate. Before we get too far into 2019, grab a calendar and write down some interim goals that will be important to achieving your overall goals this year. Some of these will be deadlines you must meet to participate in junior Hereford activities. Here's a few to add to the list:

- April 1** • MJHA dues deadline (\$15/member, send to Taylor Miller)
- NJHA Spring scholarship application deadline

- May 1** • JNHE early bird cattle entry deadline

Missouri Junior Hereford Association Officers

President – Rachael Bagnell
Vice President – Jacob Toombs
Secretary – Dalton Reynolds
Treasurer – Taylor Miller
 Mail \$15 Missouri Junior Hereford Association dues to
 20500 Sioux Drive, Lebanon, MO 65536

Reporter – Phillip Mueller
Fundraising Chair – Haleigh Ferguson
Directors – Isaac Rhode, Conner Bolch, Aidan Kleinman
Advisors –

Jeff & Susan Rhode
 7765 NW Hwy NN, Stewartsville, MO 64490
 816-261-4819 Jeff Cell or 816-261-4821 Susan Cell
 Susan.rhode@yahoo.com

Brad & Shannon Mueller
 2045 PCR 520, Perryville, MO 63775
 573-517-2999 • Muellers29@yahoo.com

Eddie & Mary Roth
 1178 NE Hwy J, Windsor, MO 65360
 660-351-4126 • rothconcrete3@gmail.com

- June 1** • MJHA state-qualifying contest sign up for illustrated speech, Hereford bowl, team fitting
- JNHE ownership deadline (animals must be registered in junior's name)
- JNHE FINAL cattle entry deadline
- JNHE showmanship and pre-pee wee entry deadline
- JNHE photo contest entry deadline (online)
- NJHA board candidate application deadline
- June 7** • MJHA state-qualifying contests: illustrated speech, Hereford bowl, team fitting, Sedalia, MO
- MJHA showmanship contest, Sedalia, MO
- June 8** • MCA All-Breeds Junior Show, Sedalia, MO
- MJHA membership meeting (30 minutes after show ends)
- June 15** • Faces of Leadership early bird registration deadline
- JNHE extemporaneous speaking entry deadline
- JNHE CHB Grill-off recipe and entry deadline
- JNHE judging contest entry deadline (online only)
- JNHE illustrated speech contest applications due (must be state winner)
- JNHE pee wee speech applications due
- July 15** • Faces of Leadership final registration deadline

Keep checking websites this spring for entry deadlines for county and district fairs, as well as the Ozark Empire Fair and Missouri State Fair. We want each and every Missouri Junior Hereford Association member to take advantage of opportunities to get involved this summer, as well as reach their personal goals. We also want to challenge every junior to try a new contest, a new event or activity this year. Getting out of your comfort zone not only provides the opportunity to learn and grow, but also helps you uncover new skills and strengths and make new friends.

If you have questions about any of these deadlines or how you can participate in Hereford shows or events this year, please contact any MJHA advisor. We are here to HELP!!!

Jeff and Susan Rhode, Missouri Junior Hereford Association Advisors

Hereford Youth Awarded in NJHA Fed Steer Shootout

In its second year, the National Junior Hereford Association (NJHA) Fed Steer Shootout presented 19 awards to 15 Hereford youth.

“We are excited to award these Hereford youth who participated in the 2018 NJHA Fed Steer Shootout,” says Trey Befort, AHA director of commercial programs. “The program doubled in size in its second year, and we expect the program to continue to grow and give junior members an opportunity to gain valuable industry experience. Growing involvement in programs such as the Fed Steer Shootout is a great testament to the energy around the Hereford breed in the com-

mercial industry, as well as the investment being made to advance youth programs.”

This year, 37 youth from 13 states entered 149 steers in the Fed Steer Shootout program.

Contestants have the opportunity to collect actual feed yard performance and carcass merit data during the contest, ultimately learning about the importance of ultrasound technology, genetics and health. All steers were fed at Gregory Feedlots in Tabor, Iowa in partnership with David Trowbridge and the Gregory Feedlots.

BioZyme Inc. and the Hereford Research Foundation sponsored \$10,000 in cash

awards and Anderson Bean Boot Company provided handcrafted boots for the winners. Endovac Animal Health, UltraInsights Processing Lab, Inc., Geneseek, Allflex USA and Zoetis Animal Health also sponsored the program.

This year’s award winners are:

- Champion Purebred Individual, Group One — Macy Reed, Mo.
- Reserve Champion Purebred Individual, Group One — Macy Reed, Mo.
- Reserve Champion Commercial Pen of Three, Group Two — Ben Ridder, Mo.



Left: Ben Ridder, Mo., consigned the reserve champion commercial pen of three Hereford steers, group two, in the 2018 NJHA Fed Steer Shootout. Pictured (l to r) are: Austin Matheny, 2018 NJHA Chairman; Ashley Fitzsimmons, BioZyme Inc.; Ben Ridder; Jessie Judge, BioZyme Inc.; Abbygail Pitstick, 2018 National Hereford Queen; and Trey Befort, AHA director of commercial programs.

Right: Macy Reed, Mo., consigned the champion purebred individual steer, group one; and the reserve champion purebred individual steer, group one, in the 2018 NJHA Fed Steer Shootout. Pictured (l to r) are: Austin Matheny, 2018 NJHA Chairman; Ashley Fitzsimmons, BioZyme Inc.; Macy Reed; Jessie Judge, BioZyme Inc.; Abbygail Pitstick, 2018 National Hereford Queen; and Trey Befort, AHA director of commercial programs.

Show-Me Classic Bull Sale

Saturday, April 6th, 2019
Noon

Held at Roth Hereford Farm
Windsor, MO



PRF 6B HOME RUN 810F
REG# P43925033

January Yearling sired by Homestretch and
out of a 8051 daughter



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Herdsmen: Angela Phillips

Cow checkers: Amanda, Tatum, & Taylor

NATIONAL WESTERN STOCK SHOW

Hereford Pen Show

Jan. 18, 2019 | Denver, CO
Judges: John McCurry - Burrton, Kan.
Cody Sankey - Economy, Ind.



Champion Pen - Senior Heifer Calves

Missouri State University/Journagan Ranch - Springfield, MO

Junior Hereford Show

Jan. 16, 2019 | Denver, CO
Judge: Todd Herman - Lima, OH



Reserve Champion Polled Female

T/R Elsie E118 ET : 3/5/2017 : Sire - CRR 719 Catapult 109
Beau Ann Graves - Chillicothe, Mo.



Reserve Champion Pen - Winter Bull Calves

Abrakadabra Cattle Co. - Columbia, MO



Reserve Champion Pen - Junior Yearling Heifers

Missouri State University/Journagan Ranch - Springfield, MO

Congrats to all winners!

FORT WORTH STOCK SHOW

Open Hereford Show

Feb. 4, 2019 | Fort Worth, TX
Judge: Lydell Meier - Clinton, TN



Polled Champion Cow-Calf Pair

THA 190Z Trinity J614 : 9/4/2016
Sire - NJW 78P Twentytwelve 190Z ET
Triple H Acres - Miller, MO

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CMF 202C EVIDENT 335E

43876011

Sire: R LEADER 6964 • Dam: CMF 12Z ROSE 202C

CED	BW	WW	YW	DMI	SC	SCF	MILK	M&G	CEM	MCW
+10.9	+2.0	+69	+110	+0.6	+1.4	+16.8	+24	+58	+9.4	+67
UDDER	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB		
+1.10	+1.20	+90	+0.047	+0.65	+0.21	+\$ 379	+\$ 471	+\$ 130		

★ The **ONLY** animal in the **ENTIRE** AHA Database with his **UNIQUE** combination of CED, BW, WW, YW, and moderate Mature Cow Weight.



CMF 3005 EPIC 384E ET

43876003

Sire: R LEADER 6964 • Dam: GRASSY RUN RACHEL 3005ET

CED	BW	WW	YW	DMI	SC	SCF	MILK	M&G	CEM	MCW
+4.6	+3.2	+66	+99	+0.1	+1.4	+21.0	+26	+59	+8.2	+100
UDDER	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB		
+1.40	+1.50	+91	+0.047	+0.80	+0.13	+\$ 455	+\$ 540	+\$ 136		

★ Epic is linebred to **MSU TCF Rachael ET 54N**, the dam of **MSU TCF Revolution 4R**.

Think...



CMF 187C EARLY RISER 336E

43875247

Sire: GERBER ANODYNE 001A • Dam: CMF 6U DOMINETTE 187C

CED	BW	WW	YW	DMI	SC	SCF	MILK	M&G	CEM	MCW
+3.2	+1.7	+69	+117	+0.6	+0.8	+16.3	+25	+60	+4.5	+104
UDDER	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB		
+1.40	+1.30	+92	-0.003	+0.61	+0.38	+\$ 393	+\$ 495	+\$ 141		

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EPDs as of 1/26/19

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Does Meat Belong in the Diet Different Perspectives Same Answer

Jade V. Cooper, Graduate Research Assistant, University of Missouri & Carol L. Lorenzen, Professor of Meat Science, University of Missouri

Whether it's in the media, at the grocery store, or at your own dinner table, it's very easy to find yourself involved in a "Why should I eat meat?" conversation. Here are different perspectives on the benefits and usefulness of meat in the diet!

Nutrition: Meat products are full of great nutritional benefits at an affordable price. Meat is a nutrient dense food packed full of protein and micro-nutrients such as zinc, selenium, B vitamins, iron, and other essential nutrients. Diets high in meat proteins can help maintain muscle mass and the benefits are increased further when resistance exercise is combined with the consumption of meat proteins. Another benefit of meat consumption is the increased feeling of fullness and reduced hunger after consumption (Leidy, 2012). The National Cattlemen's Beef Association states that in a 3 oz serving of lean beef, you would be ingesting 25 g of protein and 173 calories. To get the same amount of protein, you would have to eat 6.5 tablespoons of peanut butter, equaling 613 total calories! Overall, this means that meat has an important role in a healthy diet for people of all ages and aspects of life. For individuals monitoring calorie intake, meat is a great choice because it is packed with essential nutrients with a low number of calories.

Meat Science: Consumers have become increasingly concerned about health benefits and risks associated with the foods they eat and with that meat scientists have been working to evaluate and enhance the health benefits of beef. Meat scientists have developed a number of beef products that are lower in fat and calories; one example is lower fat hot dogs that are popular today. Beef consumption along with exercise has actually been proven to provide beneficial changes in blood lipid levels related to coronary heart disease (Crouse et al., 2016).

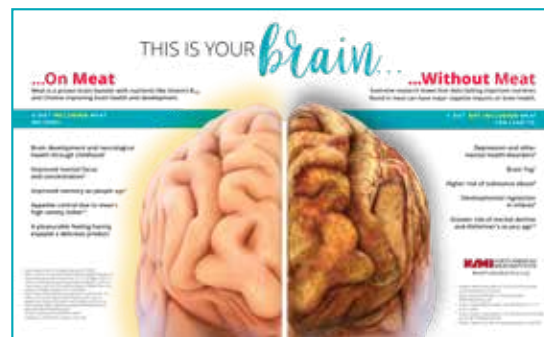
Additionally, beef is a natural source of conjugated linoleic acid (CLA) which is known to have numerous health benefits. Meat scientists have been working to enhance and include greater levels of "good fats" such as Omega-3 fatty acids in beef products through beef nutrition. The idea that beef doesn't belong in the diet couldn't be more untrue!

Animal Science: Ruminant animals, such as cattle, have ability to digest cellulose from forage (something people can't do) and turn it

into a product that people can digest in the form of meat products. This is especially important as our population is continuing to grow and increased food production is a must (FAO, 2009). Beef cattle have continued to become more efficient since the 1970's with decreases in production of manure, nitrogen and phosphorous excretion as well as methane gas and overall carbon footprint. Conversely, we have seen an increase in the pounds of beef produced per head – meaning we are producing more beef with less cattle (Capper, 2011). Livestock have the ability to take something we, as humans, cannot use and convert it to something we can use to nourish our bodies. Incredibly, stewards of these animals are continuing to find and implement ways of doing this at increasingly efficient rates!

Capper, J. L. 2011. The environmental impact of beef production in the United States: 1977 compared with 2007. *J. Anim. Sci.* 89:4249-4261
Crouse, S. F., Green, J. S., Meade, T. H., Smith, D. R., and S. B. Smith. 2016. Exercise raises high-density lipoprotein cholesterol in men after consumption of ground beef with a high but not low monounsaturated fatty acid-saturated fatty acid ratio. *Nutrition Research.* 36(9):974-981

Food and Agriculture Organization (FAO). 2009. Global agriculture towards 2050. http://www.fao.org/fileadmin/templates/wfs/docs/issues_papers/HLEF2050_Global_Agriculture.pdf
Leidy, H. J. 2012. Evidence supporting a diet rich in protein to improve appetite control, satiety, and weight management across lifespan. *Rec. Meat Conf Proc.*



Obituary

Major General Kenneth E. Staten passed away suddenly on his Fayette farm on November 7, 2018 at 79 years old. Growing up in the wheat fields of Kansas, Ken discovered his two passions: farming and flight.

Ken was in the U.S. Air Force as a command pilot with over 4,500 flying hours in more than 45 different types of aircraft. Ken's military decorations and awards include the Distinguished Service Medal with oak leaf cluster, Defense Superior Service Medal, Legion of Merit with oak leaf cluster, Distinguished Flying Cross, Meritorious Service Medal, Air Medal with 14 oak leaf clusters.

Ken met the love of his life, Carol Nicholl, and they married on April 1, 1963 and together enjoyed 55 years of marriage.

Ken was the owner, manager, and principle labor force for Lilac Hill Polled Herefords for 26 years. His focus was to become a nationally recognized source of quality, predictable Polled Hereford genetics. To achieve that, Ken applied the decision-making practices he learned in the Air Force to his herd. While his management style was quantitative and data driven, over time he learned to respect that Mother Nature always had the last word.

In addition to his dedication to his own farm, Ken was dedicated to the advancement of the Hereford breed. He served on the Missouri Hereford Association board for five years, including a stint as president. He was instrumental in merging the state Polled and Horned associations to better serve all Hereford breeders across the state. In 2012 Ken was inducted into the Missouri Hereford Association Hall of Fame. For nearly 20 years Ken's presentation at the MHA annual awards banquet was the highlight of the evening evoking laughter and tears with his stories and jokes.



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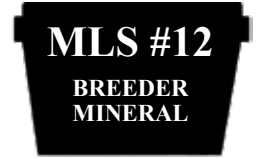
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The Excitement Continues



R EXCITEMENT 4356 (DLF,HYF,IEF) P43711600 • Calved: March 19, 2016 • Tattoo: RE 4356

SFH YORK 19H Y02 (OH)(DLF,HYF,IEF) MSU MF HUDSON 19H (OH)(DLF,HYF,IEF)
 R NEW YORK 5053 (OH)(DLF,HYF,IEF) LCGER MISS P20 10W (OH)(DLF,HYF,IEF)
 P43399385 R MISS PUCKSTER 871 (OH)(DLF,HYF,IEF) R PUCKSTER 2586 (OH)(DLF,HYF,IEF)
 R MISS REVOLUTION 159 (OH)(DLF,HYF,IEF)
 HYALITE ON TARGET 936 (OH)(DLF,HYF,IEF) SCHU-LAR ON TARGET 225 (OH)(DLF,HYF,IEF)
 R MISS ON TARGET 384 (DLF,HYF,IEF) HYALITE TS LASS 310 (DLF,HYF,IEF)
 P43499703 R MISS FELT 1479 CT BENNETT 7R (OH)(DLF,HYF,IEF)
 R MISS PATHFINDER 1216 (OH)

CE	BW	WW	YW	DMI	SC	SF	MM	MA6	NCE
6.4	0.2	77	108	0.9	1.3	17.3	25	64	6.9
MCW	UDGR	TEAT	DW	FAT	REA	MARB	BMS	BIS	CHS
130	1.20	1.20	87	-0.015	0.48	0.19	381	480	115



Semen:
\$25/straw;
 Non-certificate

Jan. 9, 2018 daughter of
 R Excitement 4356.
 Sold for \$7,500 in the
 Ladies of the Royal Sale.
 Thanks to Walker
 Hereford Farm, Tenn.



FTF APH Doss Ms Excitement 807F



DOSS 4356 Put Me N Coach DHP2

Jan. 14, 2018 son of
 R Excitement 4356
 featured bull in the
 Iowa Beef Expo sale
 Feb. 14, 2019 in
 Des Moines, IA.

Thank you to the following breeders for purchasing semen on this "EXCITING BULL" in 2018.

Micheal Arnett, Mo.
 Paul Bramschreiber,
 Mich.
 Thomas Cooper, Tenn.

Larry Day, Mo.
 Joe Dier, Iowa
 Bill Goehring, Iowa
 Doug Hall, Colo.

Cody Helms, Neb.
 Erica Hottis, Mich.
 Scott Leimer, Mo.
 Marilyn Lenth, Iowa

Sue McKinney, Kan.
 Wayne Mitchem, N.C.
 Craig Pelton, N.D.
 Jim Reed, Mo.

Amy Phillips, Mo.
 Doug Rosencutter, Kan.
 Ed Roth, Mo.
 Sam Shaw, Idaho

Brent Stuckey, Ind.
 Allen Yankee, Mo.
 Eric Walker, Tenn.
 Doug Washburn, Iowa

Mike Welker, Mo.
 Steve Wright, Wis.

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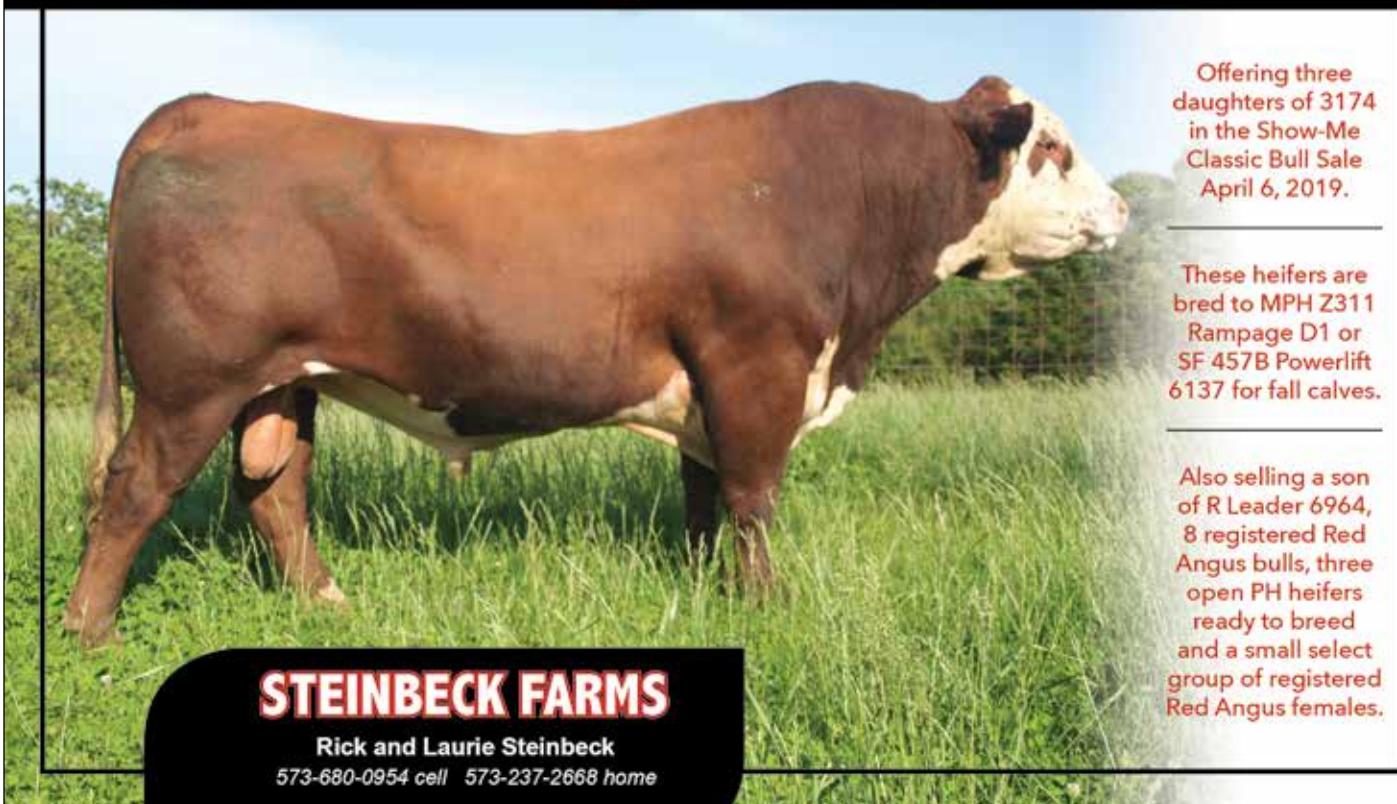
Gary and Debbie Doss
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APH

Darrell Aufdenberg
 13023 Hwy. 61, Jackson, MO 63755
 573-270-6755
 aufdenbergd@yahoo.com

SF 100W New Image 3174

Reg: P43505275 | DOB: 12/21/2013
 Sire: NJW 73S M326 TRUST 100W ET



Offering three
 daughters of 3174
 in the Show-Me
 Classic Bull Sale
 April 6, 2019.

These heifers are
 bred to MPH Z311
 Rampage D1 or
 SF 457B Powerlift
 6137 for fall calves.

Also selling a son
 of R Leader 6964,
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 open PH heifers
 ready to breed
 and a small select
 group of registered
 Red Angus females.

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CRR Catapult 109 x CRR Colorado 433
 BW WW YW MM M&G FAT REA MARB
 2.1 58 89 23 52 0.045 0.51 -0.03

Churchill Red Bull 200Z



Churchill Sensation 028X x Golden Oak Outcross 18U
 BW WW YW MM M&G FAT REA MARB
 0.3 59 98 34 64 -0.005 0.68 0.15

NJW 735 M326 Trust 100W ET



KCF Bennett 3006 M326 x PW Victor Boomer P606
 BW WW YW MM M&G FAT REA MARB
 3.6 67 117 37 71 -0.035 0.86 0.28

SULL Mr Harley 5423C ET



JCS Showtime x Remitall Online 122L
 BW WW YW MM M&G FAT REA MARB
 4.2 54 93 13 40 -0.035 0.50 -0.01

CRR 719 Catapult 109



TH 122 711 Victor 719T x THM Durango 4037
 BW WW YW MM M&G FAT REA MARB
 3.3 65 98 32 64 -0.005 0.57 -0.14

Sexed Semen Available

H WCC/WB 668 Wyarno 9500 ET



TH JWR SOP 166 576 Tundra 63N x C-S Pure Gold 98170
 BW WW YW MM M&G FAT REA MARB
 2.8 41 73 30 51 -0.045 0.31 0.13

R Leader 6964



Hyalite On Target 936 x MSU TCF Revolution 4R
 BW WW YW MM M&G FAT REA MARB
 1.6 71 113 22 58 0.085 0.50 0.17

CHEZ Dante 652D ET



R Leader 6964 x MSU TCF Revolution 4R
 BW WW YW MM M&G FAT REA MARB
 0.4 65 98 20 52 0.055 0.46 0.1

WLB Winchester Powerball 27A



WLB Lego 83T 90X x Remitall Alliance 503W
 BW WW YW MM M&G FAT REA MARB
 2.3 59 81 29 58 0.025 0.61 0.08

SULL TCC Mr Custom Made 340 ET



CRR About Time 743 x Ankonian Midas 72
 BW WW YW MM M&G FAT REA MARB
 2.8 46 74 23 46 -0.035 0.55 -0.05

Showtime Fireball 734 ET



CHAC Mason 2214 x Remitall Online 122L
 BW WW YW MM M&G FAT REA MARB
 6.6 60 99 23 53 -0.045 0.74 0.02

UPS Sensation 2296 ET



Churchill Sensation 028X x GH Neon 17N
 BW WW YW MM M&G FAT REA MARB
 1.7 61 94 29 59 0.035 0.73 0.22

Purple Cobain 30D ET



CRR 719 Catapult 109 x Lagrand Reload 80P ET
 BW WW YW MM M&G FAT REA MARB
 2.5 65 102 27 59 -0.045 0.85 -0.09

WLB Lego 83T 90X



WLB Eli 10H 83T x WLB Global 72M 50S
 BW WW YW MM M&G FAT REA MARB
 1.2 59 80 19 48 0.045 0.57 0.05

CRR 109 Upslope 611 ET



CRR 719 Catapult 109 x DM BR Sooner
 BW WW YW MM M&G FAT REA MARB
 3.2 50 78 28 53 -0.005 0.28 -0.16

NJW 735 W18 Hometown 10Y ET



SHF Wonder M326 W18 ET x NJW P606 72N Daydream 73S
 BW WW YW MM M&G FAT REA MARB
 2.2 59 100 36 65 0.055 0.48 0.50

CRR 028X Screenshot 511



Churchill Sensation 028X x NJW 98S 100W Handshake 83Y
 BW WW YW MM M&G FAT REA MARB
 2.1 62 101 43 74 0.065 0.46 0.19

CHAC Mason 2214



CRR About Time 743 x GKB 31 Grace 7100
 BW WW YW MM M&G FAT REA MARB
 5.6 56 93 022 50 -0.055 0.82 -0.07

WORR OWEN Tankeray Y79D ET



NJW FHF 9710 Tank 45P x BR KLD Rose Marie D79 ET
 BW WW YW MM M&G FAT REA MARB
 3.3 54 97 27 55 -0.015 0.38 0.17

DeLHawk WRB Truth 713 ET



DeLHawk Kahuna 1009 ET x Purple Tonic 10M
 BW WW YW MM M&G FAT REA MARB
 4.8 50 80 28 54 -0.005 0.58 -0.03

CRR 109 On Point 559 ET



CRR 719 Catapult 109 x DM BR Sooner
 BW WW YW MM M&G FAT REA MARB
 1.8 55 101 31 58 0.005 0.34 0.03

JDH Victor 719T 33Z ET



TH 122 711 Victor 719T x AH Yankee 10S
 BW WW YW MM M&G FAT REA MARB
 1.0 63 106 35 66 0.015 0.66 0.20



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H H Fast Forward 2268Z ET



KJ HVH 33N Redeem 485T x HH Advance 3196N
 BW WW YW MM M&G FAT REA MARB
 -1.2 54 92 19 46 0.105 0.38 0.15

TH 400U 32X Trump 206Z



Haroldsons Trump 16R ET x TH 605F 45P Primrose 400U ET
 BW WW YW MM M&G FAT REA MARB
 4.3 69 112 31 66 0.045 0.55 0.01

CENTRAL MISSOURI POLLED HEREFORD BREEDERS ASSOCIATION

MARCH 9, 2019 • NOON

South Central Regional Stockyards, Inc. • Vienna, MO

Sixty-eight years ago, the Central Missouri Polled Hereford Breeders Association was created with the mission to exchange ideas, educate breeders and promote the Hereford breed. One hundred twelve sales later, we are excited to announce that we have partnered with the College of the Ozarks to continue that tradition. Our One Hundred Thirteenth Sale (March 2019) will be held at the South Central Regional Stockyards in Vienna, Missouri, followed by our One Hundred Fourteenth Sale (November 29, 2019) at the College of the Ozarks in Point Lookout, Missouri.

- OVER 60 LOTS -

Cow-calf pairs, open and bred heifers, bred cows & herd bull prospects

Consignments offered by:

Bade's Polled Herefords, Augusta, MO

Cavanaugh Farms, Cuba, MO

College of the Ozarks, Point Lookout, MO

Crider Polled Herefords, Bland, MO

Day's Family Farm, Pilot Grove, MO

Gregory Polled Herefords, Houstonia, MO

Hagerman Farms, Syracuse, MO

Hatchee Creek Farm, Belle, MO

Dennis Kauffman, Jefferson City, MO

Kauffman Hereford Farm, Jefferson City, MO

Mueller's Polled Herefords, Perryville, MO

R & L Polled Herefords, Halfway, MO

Rocking F Polled Herefords, Fayette, MO

Alex Roth Polled Herefords, Altenburg, MO

Schrader's Polled Herefords, Wooldridge, MO

Steinbeck Farms, Hermann, MO

Valley View Farms, Morrison, MO

Weinkein Herefords, Linn, MO

Dirk Wirth, Willow Springs, MO

Catalog will be available at www.missourihereford.com

For more information contact:
Frank Flaspohler, Secretary/Sale Manager
222 Co. Rd. 402 • Fayette, MO
660-537-4809 • fwf@rockingf.com

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



Mark your Calendars!

**Annual Production Sale
November 30, 2019**

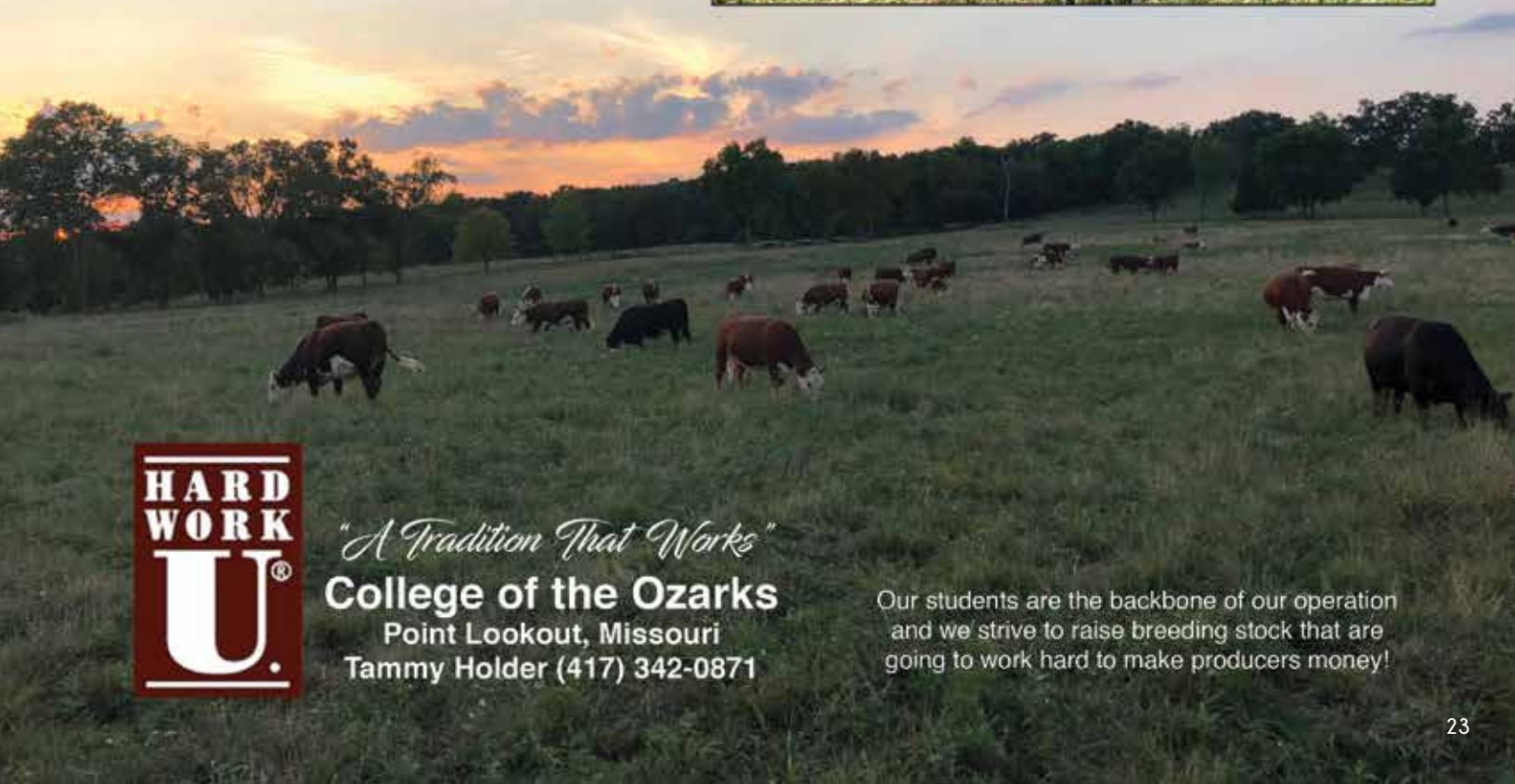
*held in Conjunction with the
Central Missouri Polled Hereford Breeders Sale*

AI SIRES

KT Small Town Kid (43621413)
Mohican THM Excede Z426 (43292949)
UPS Sensation 2504 ET (43347360)
MH 122L Prophet 5108T (43619163)

HERD SIRES

RF 60T Stay With Me 57E (43832566)
KACZ 108C Tradition 501C E214 (43778289)



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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!

State Recognizes *Award* Winners

December 1, 2018 | Sedalia, MO *Missouri Hereford Association Annual Banquet*



2018 MHA Hall of Fame Inductee:
Marty Lueck
Mountain Grove, MO



2018 MJHA Scholarship
& MHA Scholarship
Recipient: **Conner Bolch**
Platte City, MO



2018 MHA Purebred Breeder of the Year:
Missouri State University/Journagan Ranch
Springfield, MO



2018 MHA Commercial Breeder of the Year
Mershon Cattle
Lee's Summit, MO



2017 Missouri Opportunity Sale
Consignor of the Year:
Ockerhausen Farms
Warrenton, MO



2018 Missouri Opportunity Sale
Consignor of the Year:
Glengrove Farms
Rolla, MO



2018 MHA Friend of the Association:
Gordon Sparks
La Monte, MO



2018 MJHA Outstanding Members:
Peewee: Kristin Waters - Norbourne, MO
Junior: Tory Miller - Lebanon, MO
Intermediate: Taylor Miller - Lebanon, MO
Senior: Brooklyn Adam - Lathrop, MO



2018 MHA Retiring President and
Board Member: **Justin Sissel**
Elkland, MO



2018 MHA Show Bull of the Year:
BPH ORCC 88X El Chappo 4029E
 Butler Polled Herefords - Republic, MO
 Open Range Cattle Co. - Rogers, AR



2018 MHA Show Heifer of the Year:
THA 190Z Trinity J614
 Triple H Acres - Miller, MO



2018 MHA Cow-Calf of the Year:
SULL Harley 6361D ET
 Cassie and Krista Allscheid
 Waterloo, IL

Around the Barn

Membership Update

Missouri Cattlemen's Association Awards and Scholarships
 Congratulations to the Missouri Hereford juniors who were recognized and awarded 2019 Missouri Cattlemen's Association (MCA) awards and scholarships.

The Missouri Junior Cattlemen's Association (MJCA) high point Hereford heifer award went to Beau Ann Graves, Chillicothe. Also, Beau Ann received the fourth place overall heifer with her Hereford.

The market award for the Hereford breed went to Tory Miller, Lebanon.

Scholarship awards were presented to several Hereford juniors including Rachael Bagnell, Slater, receiving the Tom Broderick Memorial. Conner Bolch, Platte City, was awarded the Joe Lyle Memorial. One of the Bob Vandiver Memorials was awarded to Hanna Gregory, Houstonia. Hanna also received an additional \$2,000 provided by the Vernon County Cattlemen's in memory of Roy Akers and Donna Long.



From (l to r): Missouri Junior Cattlemen's Association winners Conner Bolch, Hanna Gregory, Beau Ann Graves, Rachael Bagnell and Tory Miller showcase their awards.

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PYRAMID 3027 **DOMINO 1109** AHA 43185506
UPS DOMINO 3027 x CJH HARLAND 408

- Calving ease and maternal genetics from his legendary sire, DOMINO 3027 with added growth and performance
- His dam has established herself as one of the most impressive and productive donors in the Hereford breed today
- Progeny are incredibly consistent - good patterned, deep bodied, and the daughters are exactly what you expect
- An opportunity to take a progressive next step with this Horned Hereford sire



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All-Breeds Bull Test Sale

Monday, March 25th at 1:00 PM

All bulls performance tested, efficiency tested using Growsafe technology, P13 tested, trich and fertility tested. Only the top 65% sell.



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Bull Test**

KENT ABELE

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417.448.7416 cell

gscbulltest@gmail.com

www.greenspringsbulltest.com

Large group of Hereford Bulls Sell!

Announcing the Complete Dispersion of

Lilac Hill Polled Herefords

Sunday, March 10, 2019 • 1 p.m.

**Missouri Valley Commission Company
14747 Old Hwy. 40 Boonville, MO**

Directions: I-70 Exit mile marker 101, go North on Hwy. 5 to Chrysler Dealership (old Hwy. 40), 1 mile West



**Major General
Ken Staten
1939 -2018**

72 Lots – 26 years of breeding Polled Herefords sell!

2 Outstanding Herd Bulls

SHF Deweeze A191 D216 by SHF All Star 42X A191

Lilac On Target 225 36C (homozygous polled) by Sch-Lar On Target 225

**9 Bulls ready for service – very outstanding,
including 5 sons of KCF Bennett Encore Z311**

7 Open heifers • 12 Bred heifers • 42 Cows, 34 of them with calves



**Schu-Lar On Target 225 –
9 daughters sell!**



**SHF Ribeye M326 R117 –
6 daughters sell!**

**Selling
6 daughters
of Loewen
Foundation
34X**

**AI Sires:
Mohican THM
Excede Z426
KCF Bennett
Encore Z311
MSU TCF
Revolution 4R
Schu-Lar
On Target 225**



**KCF Bennett Encore Z311 –
5 sons and 5 daughters sell!**



**MSU TCF Revolution 4R –
10 daughters sell!**



**Lilac Hill Polled Herefords
Carol Staten, owner
Courtney Staten Bramon, contact
163 Hwy 5 • Fayette, MO 65248
660-728-1006**

View/Bid Live on the Internet
LiveAuctions TV
Contact Hannah Copenhaver
660-909-7472

Auctioneer: Eddie Burks

SALE MANAGED BY

Midwest Cattle Service, Inc.

Jim & Linda Reed Ph. 660-527-3507
PO Box 126 Fax 660-527-3379
Green Ridge, Mo 65332 Email: reedent@band.net
Web Site: www.reedent.com view this catalog online
Jim cell 417-860-3102

Sale Results

Sale Index

- College of the Ozarks Hereford Production Sale
- Missouri Opportunity Sale
- Reynolds Herefords
- Show-Me Polled Hereford Classic

Bonebrake Hereford & Guest Female Production Sale

Fair Grove, MO. | Oct 13
Auctioneer: Sonny Booth

Lots	Gross	Average
6 bulls	\$14,000	\$2,333
46 females	\$142,650	\$3,101
1 embryo	\$1,600	\$1,600
52 total	\$156,650	\$3,013

TOP BULL LOTS

\$1,800—BB 422 NOLANS CATAPULT 1737
DOB 3/04/17, by CRR 109 CATAPULT 422, sold to Emma Hancock, Bolivar, MO.

TOP FEMALE LOTS

\$5,500—HPF 529 REDGIRL 824
DOB 2/02/18, by K&B REDBRAND 417B, consigned by High Prairie Farms, sold to Alan Mead, Barnett, MO.

\$5,500—HPF 528 MISS REDBRAND 841 ET
DOB 3/06/18, by K&B REDBRAND 417B, consigned by High Prairie Farms, sold to Joe Patrick, Sarcoxie, MO.

\$4,100—HPF LF MISS VIC 424 526 ET
DOB 1/14/15, by Grandview Vic H132 23G 4003 ET, consigned by High Prairie Farms, sold to Myers Herefords, Siloam Springs, AR, and bull calf HPF PERFECT TIMING 820, DOB 1/01/18, by HPF Perfect Timing 404, sold to J&J Farms, Sarcoxie, MO.

Missouri Opportunity Sale

Sedalia, MO. | Dec 2
Auctioneer: Cody Lowderman
Reported by: Joe Rickabaugh, American Hereford Association

Lots	Gross	Average
5 bulls	\$14,250	\$2,850
61 females	\$148,450	\$2,434
66 total	\$162,700	\$2,465

TOP BULL LOTS

\$4,000—HCF GM 10Y FLINT E10
DOB 4/10/17, by NJW 135U 10Y Hometown 63A ET, consigned by Garry Mistler, sold to Dick Graham, Benton, IA.

TOP FEMALE LOTS

\$7,000—AC HOLLY 807F ET
DOB 2/8/18, by UPS Sensation 2296 ET, consigned by Asher Creek Cattle, sold to Cade, Camryn and Hilly Shepherd, Mt. Vernon, MO.

\$5,000—LJR MSU MAGGIE 105D
DOB 2/14/16, by LJR MSU GF Cold Fusion 52Z ET, consigned by WMC Cattle Co., sold to Isaac Day, Blackwater, MO, and heifer calf WMC X651 MAGGIE 17F, DOB 1/26/18, by EFBeef TFL U208 Tested X651 ET, sold to Greyson Grooms, Springfield, MO.

\$4,300—SCHU-LAR KS9C VIVIAN 203 11051
DOB 2/07/16, by Genoas Bonanza 11051, consigned by Schu-Lar Polled Herefords, sold to Gary Johnson, Hendrickson, and heifer calf SCHU-LAR 29F VIVIAN 9C C609, DOB 2/14/18, by EFBeef Resolute CEO, sold to WMC Cattle Co., Wasola, MO.

Reynolds Hereford Production Sale

Huntsville, MO. | Oct 21
Auctioneer: Cody Lowderman

Lots	Average
9 bulls	\$2,916
27 females	\$2,567

TOP BULL LOTS

\$4,150—RH IRON MAN R716
DOB 9/16/17, by ABRA 65Z Iron Man 19B ET, sold to Clint Galbach and Pat Kussman, Marceline, MO.

\$3,300—RH 363A ON THE TARGET 778E
DOB 9/22/17, by BF Mr On Target Revolution, sold to 3K Farms, Huntsville, MO.

TOP FEMALE LOTS

\$5,250—LPH 028X PRINCESS 4D
DOB 1/17/16, by Churchhill Sensation 028X, sold to Chris Heck, Lee Summit, MO and heifer calf RH BUFFY 1840 DOB 2/20/18, by FTF Porterhouse 455B, sold to Bonebrake Herefords, Springfield, MO.

\$4,800—RH MONDAY 1606
DOB 1/03/16, by NJW 73S W18 Hometwon 10Y ET, sold to Hatchee Creek Farm, Belle, MO and heifer calf RH APH KAREN 1861 DOB 4/16/18, by R Excitment 4356, sold to Aufdenburg Polled Herefords, Jackson, MO.

Show Me Polled Hereford Classic

Windsor, MO. | Nov 17
Auctioneer: Dale Stith
Reported by: Jim Reed, Midwest Cattle Service

Lots	Gross	Average
5 bulls	\$14,550	\$2,900
78 females	\$236,975	\$3,038
83 total	\$251,525	\$3,030

TOP FEMALE LOTS

\$9,000—GLENGROVE 936 DESIREE D36
DOB 9/06/16, by Hyalite On Target 936, consigned by Glengrove Farm, sold to Pierce's Hereford Haven, Baraboo, WI.

\$8,200—GLENGROVE PARTY TIME B23
DOB 9/07/14, by H H Perfect Timing 0150 ET, and heifer calf GLENGROVE FESTIVE TIME F22 DOB 9/01/18, by KT Small Town Kid, consigned by Glengrove Farm, sold to Bacon Herefords, Siloam Springs, AR.

\$7,400—RHF 4R RUFFIAN X395 6011D ET
DOB 1/08/16, by MSU TCF Revolution 4R, consigned by Roth Hereford Farm, sold to Mettler Polled Herefords, Menno, SD.

\$6,200—RHF 58X QUEEN 4048B
DOB 9/23/14, by RVP 45S Prime Axis 58X, consigned by Roth Hereford Farm, sold to Skrivanek Ranch, Caldwell, TX.

GREGORY HEREFORD RANCH

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Emily & Sutton Gregory
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she'd freeze to death.*



*I was
up all night using my hair dryer to
warm her up. I guess we both fell asleep,
because the next morning my alarm was
a bellowing calf in the bathtub.
- Nicole S., Manawa WI*

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A Lifetime Hereford Journey

Growing up in the suburbs of Minneapolis, a young boy with a competitive spirit only knew what it was like to live on a 100x101 square foot lot. He was the oldest of seven children.

Exposure to a farm would be when his family made the drive to his grandfather's, or later, his aunt and uncle's. The boy would visit the farm as summer labor often found walking the bean fields or sorting eggs. The diversified farm also had bees and a few cattle.

His competitive nature and love for animals inspired him to create a project of his own – raising show rabbits. In the 60's, he was selling rabbits for twenty five dollars a piece, a feat at that time. The boy was excelling at rabbit production, showcasing them at fairs and constantly raising better stock that was demanded by the public.

Fast forward nearly 50 years, and this young boy is now a world-recognized cattleman with permanent roots in the state of Missouri as the Chief Executive Officer (CEO) of Journagan Ranch of Missouri State University (MSU). When you look at the lifetime investment Marty Lueck has made, it becomes easy to understand how someone who did not come from a generation farm has had tremendous success by creating such a meticulous business model. Marty admits that a key contribution to his success as a Hereford influencer has been his ability to not have those preconceived thoughts that others might be told to have. He instead has created his own ideas over the years, most often through trial and error.

Formation of LJR

Nestled in the hills of Mountain Grove, Mo., sits a beautiful ranch boasting more than 3,000 acres and 1,000 head of cattle. Currently, Journagan Ranch ranks 15th largest purebred breeder in the United States, a dream that started years ago to be ranked No. 1 in Missouri. It's been a slow and steady goal at times, but the bar is always lifted, as once goals are met, new ones must be made that are larger and greater than what seemed possible before.



Left: Jim Reed of Midwest Cattle Service has been helping with the Journagan Ranch production sale since the inception. Marty and Jim have a brotherly friendship, having worked beside each other for decades.

In the mid 60s, Leo Journagan started the ranch. He had fibbed about his age, so he could go to World War II, determined to fight for our country. He sent all of his earned money home and bought his first set of commercial Hereford heifers. His love for Hereford cattle had started in the early years when he was hunting on another man's property. The owner approached him and asked if he wanted to buy, and this 880 acres would be Leo's first land purchase. Hereford cattle were the cattle of choice.

The ranch is often recognized for the LJR prefix, representing the founders initials, Leo and Jean Journagan.

In 1973 Marty made the trek to Springfield, Mo., where he would attend Baptist Bible College and later transfer to Southwest Missouri State University to be in the pre-veterinary program. It was this huge leap of faith that would eventually set him up with both his career and lifelong partner.

Throughout college, Marty worked and studied with Dr. Joe Viebrock at his veterinarian business and small Hereford operation west of Springfield. It was here that Marty first met Jim Reed, owner of Midwest Cattle Service, starting a 35 year friendship that would include a successful business relationship as well.

From 1979-1981, Marty worked for Eagle Claw Ranch, a 100 head herd south of Springfield. In his short time there, the ranch had two national successes with both a bull and female.

Marty admits, "I walked through that door, and there was an opportunity. That's what I've been presented. I've grasped every opportunity I've had and done it."

In 1980 Marty met the Journagans, thus beginning a 37 year journey to the present time. The day Leo met Marty, he actually tried to hire him on the spot. It was another year before the two would partner, but Marty remembers how much he liked him at that initial meeting. He didn't know him from Adam, but he was very charismatic.

The Cow Herd
When Marty first came to the ranch, admittedly, he didn't like any of the cows. Breeding decisions were quickly changed, swapping out bulls and starting the commercial herd that the ranch still has today.

The commercial herd has now been closed for 36 years, using their own genetics, tightening groups of calves with similar females backing the program.

The largest acquisition would be from Klondike Farms Ltd, Brandon, Manitoba. The investment into their new cowherd took place over a five to six year period with many trips to Canada, learning from owners Don and Sylvia Mitchell. It was the spring forward that Journagan needed for their purebred program to be successful.

"Sylvia was a meticulous record keeper," says Marty. "I would spend the first day upon my arrival in the office going through records of the cattle before I actually went out to look at them. She was a great host, and I always cherished our time together."

Just as special as the woman behind the operation, Don knew how to breed cattle, and he generously shared this with Marty. With 50 years in the business, Marty found it easy to ask him anything about raising and breeding Hereford cattle.

The cow base Journagan was able to create from the 165 head of Klondike purchases still serves today as the foundation for their cow families. The cattle fit the environment, as Missouri shares the high humidity of Manitoba, an easy adjustable move.



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Left, From left to right, back to front: Jim Reed, Marty Lueck, Ryan Lueck with daughter Briar, Heather Lueck, Vickie Lueck, Eric Lueck, Rick Stumpf, Harper Lueck and Tanner Lueck.

Jim Reed awards the Missouri Hereford Association Hall of Fame honor at the 2018 annual banquet to Marty Lueck with family present.

Right, From left to right: Kenadee Barnitz, Ella Snelson, Marty Lueck, Kara Powelson and Stacy Billings.

Marty supports students at MSU as they exhibit the Journagan Ranch/MSU cattle in the yards at the National Western Stock Show in Denver, Co. He enjoys learning about social media from the students and also teaches them about one-on-one marketing with prospective buyers viewing their pen.

Over the years, the influence of the Victor pedigree integrated with the Klondike cows has allowed Journagans to focus on fertility, productivity and milk. Other interests in their program include EPDs, genomics and performance, with their No. 1 goal in mind of making their customers profitable.

“That’s why we exist as seedstock producers,” said Marty.

Longevity has always been a key element to the program, as the ranch is highly accredited for their maternal strength. Marty recognizes the older cows in his herd, as there is little from a production standpoint that you have to worry about these females. For a cow to stay in the herd for 10 plus years, the udder quality and feet must be impeccable because if they weren’t, the cow would not still be on the place.

The ranch has had productive cows at 21 years old, usually unheard of. Marty strongly believes in looking at a bull’s dam before purchasing him as an influencer in the herd, with udder and teat quality at the forefront.

“If you see a bull in our sale out of an old cow, there’s a lot of things you just don’t have to worry about,” said Marty. “If she’s still producing a quality bull calf, for example, you know she checks all the boxes.”

Journagan is one of the few places you go and see the dam and the grandam before you make a sire purchase. They have been a national leader in dams of distinction, recognized by AHA.

Influence Across the World
Journagan Ranch has the longest running Hereford sale in the state of Missouri celebrating their 27th anniversary last fall. In the early years, Marty never dreamed the ranch would be able to accomplish such

a feat, but he does not see anything slowing down now.

The sales began in 1985 and started as bi-annual events. In 1995 they made it annual to generate cash and had developed the cow herd where we wanted it. It took awhile.

“I look back at that first sale, and it was actually the easiest,” laughed Marty. “I was naive and didn’t know what to expect.”

Every year now, the dates come faster, and Marty thrives off of being prepared for the big event. The ranch typically sells cattle into 10-15 states and sometimes Canada annually. The cattle seem to work in any environment they are relocated to.

The ranch sells 100 bulls per year with about 30 selling in the annual production sale and the remaining 70 percent selling private treaty off the farm.

While Marty very much enjoys their production sale, he says the day is hard for him also.

“It’s hard to get to everyone with almost 300 people there,” said Marty. “I want to shake hands and answer all of their questions.”

Marty enjoys the one-on-one marketing the best.

“It’s a lot easier to get a bull a customer will be happy with when we discuss this one-on-one,” said Marty. “I want someone to walk away happy with their purchase. I don’t take the educational piece lightly as a better informed customer is by far the best customer.”

For Marty, it’s education on the Journagan Ranch program and telling their story that he enjoys. He wants to learn about the customer and what their program entails, so he can match the right product to create the optimal end product. This is why for more than 30 years Marty has been getting customers’ feet on the ranch, creating camaraderie and better educating himself on what his customers are needing and wanting.

The closed commercial herd is admired for the cow families. The ranch boasts 250 steers and replacement commercial heifers annually, allowing the ranch to have record availability in several aspects of the industry as well as another marketing avenue.

Today, Journagan Ranch is an influencer in the Hereford breed with reputable production sales year after year. For Marty, one of the greatest rewards is going through catalogs and show barns and seeing the LJR prefix.

Such a humble man, Marty still sees room for improvement and strives to meet goals daily.

Learning by Doing
Marty laughs, recalling his mentors over the years such as the Mitchells.

“I feel sorry for them [mentors],” said Marty.

He admits that he must have asked a lot of questions over his lifetime.

Because Marty didn’t grow up in the industry, he had to fully emerge himself in it. In his words, “I had to get out and learn it!” With that learning came trial by errors, and so he kept an open mind, learning along the entire journey. If you asked him today, he’s still learning.

The only elected breeder to ever serve on both the American Polled Hereford Association (APHA) board of directors as well as the American Hereford Association (AHA) board of directors, Marty very much enjoyed his time serving breeders from across the United States.

At 32 years old, Marty was the youngest on the APHA board. At the time when he ran, Marty could not believe he was selected by his peers against running mates who were much older with more experience than he had. His first term was from 1987-1991 and included some very painful decisions including the Perfection lawsuit and trouble with insurance companies. It was imperative to Marty that he make decisions based on what the membership wanted, as he represented their needs and interests.

Marty looks back at his 30s and realizes he was not afraid to make statements in the board meetings as a freshman. He did listen to the others who had experience, but because he was selected to be at the table, he felt everyone should be involved and vocal about the decisions being made. Anyone who knows Marty, knows that he would have done this in a very tactful and respectful way.

He served on the show and sale committee and learned a lot of things. He was also on the Total Performance Reporting committee when the changes for total herd performance took place. The AHA is now the largest maternal performance base in the world, something Marty is very proud of. The board looked at both EPDs and their perimeters and there were special shows where judges would weight for traits they were wanting in their own herds. High points would go to the pressure you were putting on your own herd, with judges from three sectors of the industry – registered breeder, commercial breeder and educator. The results would be different and fed into a computer, and the winner of the class would be chosen.

At the time, these Genetic Focus Shows provided different opinions and promoted performance driven cattle. All females had to be confirmed bred and bulls had to pass a breeding soundness evaluation to compete in the special shows.

During the horned and polled association mergers, Marty was selected by the board at that time to serve as one of the two non-board members to help make difficult emotional and economical decisions.

“I looked at everything as a business model,” said Marty. “I wasn’t from a generation farm, so I was looking at the association with no parameters and found it to be a huge advantage for the two to merge. Without those preconceived thoughts, I knew it would be hard, but the decisions would be the best in the end for the breed to be united as one.”

Marty feels very fortunate to be involved in the associations over the years.

Personal Life

Much of Marty’s life is very open, serving in the public eye nearly all of his career.

Marty loves challenges and credits this to what keeps him going and driven to do better.

“I enjoy problem solving,” said Marty. “It’s what gears me. Every day in life, I love learning how to handle situations and keep calm while doing it. When I figure it out, my mind is enthused to keep going.”

Marty’s early years of problem solving included a story still creating laughs years later. His wife Vickie had a nice new car for the time, and



The original Mountain Grove ranch is the headquarters for Journagan Ranch, where Marty and Vickie raised their family.

© Rural Route Creations

Marty decided in order to purchase a parcel of land and three heifers from Calvin Watson, he would sell Vickie’s car and downgrade her to a used manual one, so they would have the money to do so. Marty recognizes the events as an “ordeal” but it did allow the young couple to begin their personal farm.

“Thank goodness the relationship we had even back then allowed us to laugh about it,” said Marty. “Those cows were very successful for us.”

Having only paid \$400 a piece for the cows, Marty artificially inseminated them. One had a heifer that they sold for \$3,000 and another had a heifer who stood fourth at Louisville next to the Champion and Reserve Champions. Eventually, Marty and Vickie would sell their cow herd to Leo to solely focus on the success of Journagan Ranch.

Vickie’s support over the years can be credited for a lot of the ranch’s and Marty’s successes, as she has been a super support person. Not from an agricultural background either, she grew up in Cincinnati, never dreaming she would end up on a farm. The two met in Springfield and their first date would be at the Ozark Empire Fair.

“When you love another person, you do what you have to do,” said Marty. “We’ve been met with challenges being away from family. My mom made me too independent.”

Vickie and Marty enjoy time with their grandkids, something very important to the two of them. Marty laughs saying grandkids are like do-overs. He enjoys being called Papa and checking cows with his oldest grandson right beside him.

Marty feels extremely fortunate to have had such a great relationship with Leo over the years. He credits him for his knowledge about business, as Leo had a construction business. While he didn’t understand the cattle as much, the two of them became such a great team, each contributing with their own strengths.

Several years ago a piece of land came up that bordered the current ranch on three sides. The price tag seemed steep to Marty, however, Leo wanted to purchase the land. When Marty questions his decision, Leo said, “This land will only come up for sale once in a lifetime.”

There were many life lessons Marty recalls over the years as well.

The Ranch Today Leo had decided several years ago that due to his

family not having any interest in the cattle, they would be involved in a very generous donation involving Journagan Ranch.

Marty felt like a glass of water had been thrown in his face, having built the ranch for a lifetime and always having Leo by his side for support.

Leo saw things differently and hoped Marty would too. He wanted to see their hard work continue on by helping students have the same experience Marty had, assisting them in hands-on learning during their education.

Now, Marty sees how selfless this was of the Journagan family. What a gift to everyone it was. Marty understands now that Leo was also protecting him and his family and the workers at the ranch.

Leo Journagan wanted to leave a legacy for generations to come.

In 2014, Leo passed away, leaving one of the largest gifts the state has ever seen, an entire working cattle ranch valued at more than \$7 million, to MSU. The entire ranch was gifted including the land, cattle, equipment, facilities, and even the award winning farm manager, Marty, along with four other ranch employees.

Marty is now the CEO of the ranch, growing his position to entail a bit more than before.

“I’ve always ran this ranch as if I owned it,” said Marty. “I try to take care of it better than my own which is probably why we are still here.”

In fact, over the more than three decades of working with Leo, he gave Marty free range on making the genetic and financial decisions of the ranch. Many times, Leo admitted that Marty took care of his money better than he did himself.

Ten years ago, Marty’s son Eric started working for the ranch. He had worked construction and asked Vickie one day if she thought his Dad would hire him. Leo was the one who pushed Marty to make the hire.

“I never dreamed I would get to work with my son,” said Marty. “He’s a



© Samantha Blackwell, Missouri State University

perfectionist and very detailed, keeping immaculate records for the ranch. He's a good guy to have on the team, plus he's mechanically inclined!"

Full time at the ranch is also 32 year veteran Russell Driskell. The other guys on staff tease Marty and Russell that they are like an old married couple. The two have worked alongside each other for so many years, they barely have to communicate because they know what the other one is thinking and the projects at hand.

Also with the ranch for three years is Eddie Massey. Eddie oversees the bull development and heifer calving.

Chantz Reese has been with the ranch a year, coming from the MSU program himself. His articulate at his job and enjoys learning from Marty, much more than the books ever allow you to learn.

"Very intelligent, kind, personal and really easy to talk to were my first impressions of Marty when I was on the show team at MSU," said Chance. "There was an opening at the ranch, and so I decided to throw my



© Kara Powelson

Journagan Ranch/MSU has successfully exhibited cattle at the National Western Stock Show for several years. Marty enjoys the one-on-one time with the students, teaching them how to engage with prospective customers as they enter their pen in the yards. A binder is put together by Marty that allows the students to share more information with those interested in the program including sire and dam information, pedigrees and performance data.

hat in. Marty is a great person to work for and just to be around."

Marty says there are not enough accolades for the Journagan Ranch employees. He very much gives credit to these men for the day-to-day responsibilities of tending to the ranch.

Today, Marty very much enjoys his time with the MSU students. He tells the students, "Ask me anything."



There are students that grew up in the city, and Marty enjoys watching them learn the basics of tagging, tattooing and weighing. They learn so much from the hands-on activities that they just cannot learn in the classroom, allowing them to think of more questions. One of the true testaments

A cattleman at heart, Marty enjoys time looking at the herd he has developed.

was at the MSU banquet a few years ago when a past student gave a presentation and said, "I've learned more at Journagan Ranch in three months than I did at all four years of my MSU classroom work."

This makes Marty feel good. The relationships he's building with the students keeps him driven and young at heart.

"Life to me is being able to teach what you know, and others to benefit from your experiences," said Marty. "Hopefully they won't make the same mistakes either."

Prospective students come to the ranch often to see what the school is all about. As a student at MSU, you are not just a number but an individual. The Journagan Ranch student show team with the help of Justin, exhibits some of their best cattle at state and national shows to help promote not only the cattle but the student program as well.

Passion, knowledge and business sense are three things that Marty remembers from his time with Leo. Marty recalls the last time Leo visited the ranch, the two drove around all day visiting.

Leo had said, "Did you ever figure we would do what we've done?"

Marty remembers replying, "Not in my wildest dreams, Leo."

Hall of Fame Inductee

Marty is the Missouri Hereford Association's (MHA) most recent Hall of Fame inductee, awarding more than 35 years of complete dedication to the Hereford breed through advancements in his own herd, commitments to both his purebred and commercial customers and service on the state and national level to better the breed.

Vickie was aware that Marty was receiving the award but managed to keep everything a secret until Marty's name was announced the night of the Missouri Hereford annual meeting banquet. She even managed to get all the family and ranch hands in attendance.

Feeling played by everyone, Marty was puzzled why the association had not included him in the selection process this year for the award. Marty has always been a huge part in gathering the nominations and organizing information to present the award.



Marty visits with the students from the Ningxia University about Journagan Ranch and the beef industry in Missouri. Groups and breeders are constantly stopping by to see the Journagan Ranch program, and Marty loves telling the story of the Hereford herd the ranch has built. Students have also come from Taiwan and China.

Marty recalls calling Justin Sissel, MHA president and MSU livestock property manager and instructor, after the sale in the fall to see how he could help with the awards this year, and Justin responded, "I've got it done." Matt Reynolds, MHA secretary, had said the same thing to Marty when he inquired with how he could help.

It didn't take long for Marty to realize as Jim introduced the hall of fame inductee, with only two sentences in, that he was describing him. He looked to the back of the room, and saw his family and ranch hands, hidden away in the sale arena, walking down the back wall. Marty knew in that moment Vickie was behind it all, making sure everyone was there to recognize her husband for a job very well done.

"Having Vickie as my lifelong help mate has been such a pleasure," said Marty.

Jim describes Marty as tremendously patient, extremely intelligent and a very good leader. His honesty and integrity has been the cornerstone of their relationship together over the past 35 years. As their sales management firm for this time, Jim has very much valued their friendship almost as a brotherhood.

Also at the banquet, Journagan Ranch/ Missouri State University was presented the 2018 Missouri Hereford Association Purebred Breeder of the Year. Built on a breeding program Marty had fostered for three and a half decades, the award very much represented Marty's dedication to continually improving the ranch's breeding program.

Having received the Hall of Fame honor, Marty thinks of himself as younger than he is and respects his elders who have received the award before him.

"Receiving the award really caught me off guard," said Marty. "All the emotions really set in as Jim introduced me. I wasn't prepared, but my word, it was very humbling. Everything I've done in the Hereford breed is because I wanted to. It's been a labor of love."

Events & Deadlines

MARCH

- March 1** Mead Farms Performance-Tested Bull Sale
Versailles, Missouri

- March 9** Central MO Polled Hereford Breeders Assoc. Spring Sale
Vienna, Missouri

- March 10** Lilac Hill Polled Herefords Complete Dispersion
Booneville, MO

- March 16** Falling Timber Farm Bull & Female Sale
Marthasville, Missouri

- March 23** Candy Meadow Farms Bull and Female Sale
Lexington, Tennessee

- March 25** Green Springs Bull Test Sale
Nevada, MO

APRIL

- April 1** Spring HYFA Scholarships & Awards Deadline

- April 1** Missouri Hereford Association dues deadline (to be eligible to receive any award at the membership banquet)

- April 1** Missouri Hereford Association dues deadline (to be listed on the Association website)

- April 1** Missouri Junior Hereford Association dues deadline (see eligibility on page 14)

- April 6** Show-Me Classic Bull Sale
Windsor, Missouri

MAY

- May 1** Nomination Fee Deadline for Missouri Opportunity Sale

- May 1** JNHE Early Bird Entry Deadline

- May 18** WMC Cattle Co. Ladies of the Ozarks Sale
Wasola, MO

JUNE

- June 1** JNHE Final Entry and Ownership Deadline; Showmanship and Judging Contest Sign-Up Deadline

- June 7** Missouri Junior Hereford Association JNHE qualifying contests
Sedalia, Missouri

- June 8** 37th Annual MCA All-Breeds Junior Show; MJHA Meeting to follow 30 minutes after Hereford Show
Sedalia, Missouri


- June 15** Ozark Empire Fair Entry Deadline

JULY

- July 1** Missouri State Fair Entry Deadline


- July 6-13** Junior National Hereford Expo
Grand Island, Nebraska

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- Co-host MHA Field Day - September 7
- CMPHBA Sale with C of O - November 30
- Missouri Opportunity Sale - December 8



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Day's Family Farm	34	Reynolds Herefords	38
Dogwood Farm	41	Rocking F Polled Herefords	39
Dorran Marketing Inc.	39	Roth Hereford Farm	36
Doss Hereford Farms	20	Souders Farm	39
Duvall Polled Herefords	40	Steinbeck Farms	20
Evans Hereford Ranch	41	Thompson Herefords	38
Falling Timber Farm	7	Toombs Farms	40
Glengrove Farm	35	Tri-L Polled Herefords	42
Green Springs Bull Test	26	Triple H Acres	10
Gregory Hereford Ranch	28	Towner Farm	41
Gregory Polled Herefords	25	Valley Oaks Steak Company	18
H&H Herefords	38	Waters Farm	38
H&H Show Supply	38	WMC Cattle Co.	11
Hatchee Creek Farm	39	Zoetis, Inc.	29
Holmes Hereford Farm	40		

MCCORKILL FAMILY FARMS

Registered Herefords

Mike and Myra McCorkill

152 E Dade 92 • Greenfield, MO 65661

417-637-5228 417-838-2073

Andy, Jenn & Molly McCorkill

417-838-0583

Brant, Erin and Knox Harvey

417-214-0313



JDB 719T K077 Bruno A008 ET

another Bellis example of

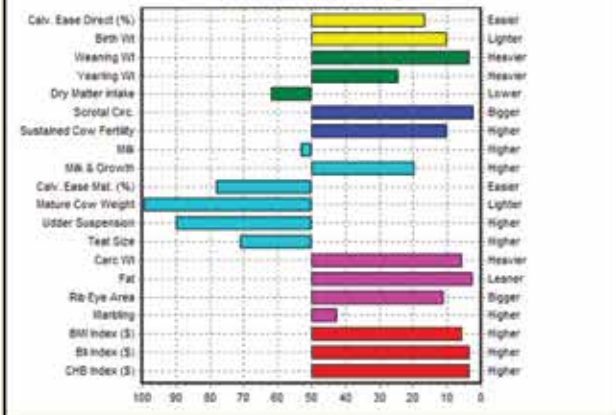
“No Excuse Herefords”



JDB 719T K077 BRUNO A008 ET (P43423316)

DRF JWR PRINCE VICTOR 711 {CHB,SOD}
 TH 122 711 VICTOR 719T {CHB,DLF,HYF,IEF}
 KBCR 19D DOMINETTE 122 {DLF,IEF}
 RRRH MR FELT 3008 {CHB,SOD,DLF,HYF,IEF}
 HUTH 2D PROSPECTA K077 {DLF,HYF,IEF}
 HUTH ENHANTRESS 51F

EPD Percentiles for JDB 719T K077 BRUNO A008 ET (DLF,HYF,IEF) (P43423316)
 EPDS AS OF 08/20/18



Progeny of A008



Sons are the first chosen by commercial cattlemen because of their eye appeal, moderate birth weights, and calving ease. Growth is in the top 5% of the breed with no apologies made when needing ease at calving AND superior performance.

His **CHB Index** will move most matings for that trait up to the top 20% of the breed making his sons eligible for Hereford Advantage Program. If all Hereford sires did that, the reputation of the breed would improve overnight.

His **Progeny** are short on white and dark chocolate in color. They are good dispositioned, sound on their feet, have extra depth of body, and are attractive made.

We are **Proud** of the acceptance of our first Bruno A008 progeny. One private treaty customer bought four sons at one time. **No Excuse Herefords!**



Jim D. Bellis Family

Jim D. & Carla Bellis
 19264 Lawrence 2170 • Aurora, MO 65605
 Jim cell: 417-466-8679
 JimBellis@missouristate.edu
 Jonathan Bellis 417-440-1300
 Kevin, Jamie & Harper Johansen
 Kevin cell: 573-289-1061
 Joanna & Neal Wilkinson



ABRA 16A JUSTICE 6C ET (DLF,HYF,IEF)

P43567822 Calved: Jan. 03, 2015

TH 71U 719T MR HEREFORD 11X (DLF,HYF,IEF) TH 122 71I VICTOR 719T (SOD)(CHB)(DLF,HYF,IEF)
 TH9011X AMERICAN HEREFORD 16A (DLF,HYF,IEF) TH 7N 45P RITA 71U (DLF,HYF,IEF)
 43346709 GO MS 3196 ADVANCE 190 (DLF,HYF,IEF) HH ADVANCE 3196N (SOD)(DLF,IEC)
 GO MS L18 EXCEL P8 (DLF,HYF,IEF)
 CJH HARLAND 408 (SOD)(DLF,HYF,IEF) HH ADVANCE 9005J (DLF,IEF)
 NJW 78P 408 LADYSPORT 67W (DLF,HYF,IEF) CJH L1 DOMINETTE 0064 (DLF,HYF,IEF)
 P43002076 NJW BW LADYSPORT DEW 78P ET (DLF,HYF,IEF) RU 20X BOULDER 57G (SOD)
 SADDLE VLY LADYSPORT 120

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	MCW	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
12.4	1.3	52	87	0.2	0.6	16.2	28	54	6.9	92	1.30	1.30	65	0.007	0.53	-0.10	337	391	103



- Justice has proven himself as a calving ease sire, currently in the top 1%. Consistently puts pigment on his progeny. Daughters are making excellent replacement females with nice udders. His sons are working in purebred and commercial herds. Heifer safe. Semen \$35 per unit. \$50 certificates.



AH JDH MUNSON 15E ET (DLF,HYF,IEF)

P43803648 Calved: Jan. 11, 2017

TH 122 71I VICTOR 719T (SOD)(CHB)(DLF,HYF,IEF) DRF JWR PRINCE VICTOR 71I (SOD)
 JDH VICTOR 719T 33Z ET (CHB)(DLF,HYF,IEF) KBCR 19D DOMINETTE 122 (DLF,IEF)
 P43294080 JDH MS YANKEE 11U ET (DLF,HYF,IEF) AH YANKEE 10S (SOD)(CHB)
 JDH 15 WRANGLER 25L (SOD)(DLF,HYF,IEF) JDF MS ISAACS 075 60N (DOD)
 JDF 16D WRANGLER 15 (SOD)
 AH JDH MS 25L WRANGLER 34X ET (DOD)(DLF,HYF,IEF) JDH MS LUTE 18J (DOD)(DLF,IEF)
 P43105631 AH QUEEN BELLE 14R (DLF,HYF,IEF) REMITALL EMBRACER 8E (SOD)(CHB)(HYF)
 AH MS BANNER QUEEN 19H

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	MCW	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
4.2	1.9	53	90	0.2	1.1	17.1	30	56	3.7	79	1.40	1.50	81	0.007	0.51	0.26	387	466	129



- Munson was our pick of the Denver bulls in 2018. Homozygous polled with exceptional EPDs. First calves arriving January 2019. Owned with Atkins Herefords, Delaney Herefords and Perks Ranch.
- Semen \$30 per unit. \$75 certificates.

AbraRadabra Cattle Company

Mark, Terry and Sabrina Abramovitz
 Logan and Brianne Bishop

6969 E. Bass Ln. • Columbia, MO 65201
 Mark 573-864-6475 • Terry 573-864-7449
 telwing@gmail.com • www.abracattleco.com

Visitors always welcome!