

NOV 2017

MHN

Missouri Hereford News

Official Publication of the Missouri Hereford Association



Missouri Field Day

Report

Inside this issue

MO Meeting and Banquet Schedule
Cooking Affects Eating Satisfaction
SEMO Show Results
Fall Sale Reports
MO Advertising Opportunities

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Lebanon, Missouri
Rusty Cell 317-840-7811
millerherefords@yahoo.com
www.millerherefords.com

Thank you *to our family
and friends for your love
and support this year.*



Thank you *to all our
customers for your support
and faith in our programs.*

BPH
BUTLER POLLED HEREFORDS

Jimmie, Andrea & Joel Butler
Cody & Jocelyn Washam
Republic, Missouri
417-732-6069 H 417-838-4095 C
butlerpolledherefords@hotmail.com

Ladies of the Missouri Opportunity Sale



WMC 6Y MS PEARL 54C

Reg: 43635265

- Federal 6Y x Y509
- Deep and Soggy
- Sells with a Revolution 4R heifer calf

BW	WW	YW	MILK	REA	IMF	CHB
1.4	54	78	17	0.32	0.19	\$26

December 3, 2017 • Sedalia, MO



WMC A152 X103 PLAYMATE 98C ET

Reg: 43634902

- Times Up A152 x X103 donor
- Lots of style and very attractive
- Will have calf by WMC 17Z A154 King 4C

BW	WW	YW	MILK	REA	IMF	CHB
3.7	45	68	27	0.78	0.13	\$25

Call for more info!



Mr Maternal 156T

WMC 156T MILKMAID 106D

Reg: 43739242

- Direct daughter of female producer Mr Maternal 156T
- Dam is a DOD with WW ratio 102.4
- Will be AI bred to Tested X651 by sale day

BW	WW	YW	MILK	REA	IMF	CHB
3.7	45	68	27	0.49	0.03	\$24



Travis & Sarah McConaughy
Wasola, MO
Phone: 417.989.0486
Email: t-mc2009@live.com
www.wmccattleco.com

*Come see us for
your next herd sire!*

Editors

November marks the month of Thanksgiving and then a kick-off for the holiday with the most hype – Christmas. Within this issue, you will find many plans for the Missouri Hereford Association's biggest event of the year also – the annual meeting, banquet and Missouri Opportunity Sale.

The end of the year can seem so busy with all the many activities. Please make time for the Missouri Hereford weekend December 2–3 in Sedalia, Mo. Saturday includes great hospitality, important association business and a delicious meal with awards presented after to the most-deserving members throughout our state. Sunday includes the state sale as breeders present their very best animals for your appraisal and purchase.

From now until our next issue, there are lots of activities as the new year begins. Many of you will begin your spring calving, and we wish you the best of luck as you bring new calves into the world. The National Western Stock Show will kick off the first activity of the new year, such a great event to see genetics and breeders from across the country as they gather in Denver. Many bull sales will begin shortly after the new year with new genetic opportunities.

If you have a sale coming up in the new year, please contact us for advertisement ideas in the Missouri Hereford News. We would love to be a part of your marketing plan and think you will find for just a small investment, our publication can fit within your budget. If you have a sale the end of February or first of March, contact us soon, and we will make sure our first issue of 2018 accommodates your sale date.

As we wrap up 2017, it's hard to believe this is our eighth issue as editors of the publication. Thank you for making this experience enjoyable and rewarding. Working with breeders across the state and region is the best part. We welcome any of your ideas and feedback, as we are always looking to improve.

Within this issue, please take a look at the opportunities to advertise in a prime space within the publication as well as banner advertisements on the website – www.moherefords.org. Your support helps keep these new sources for the membership, commercial cattlemen and regional breeders!

– 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 would love to be a part of your marketing plan...”



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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16-18 Missouri Hereford *Field Day*
Hereford breeders gathered in District 7 for 2-day event

28 Cooking Degree of Doneness *Affects Eating Satisfaction*
Dr. Carol Lorenzen Explains Cooking Methods

50 *SEMO* Show Results
Hereford winners announced in southeast Missouri



16-18



28

Missouri Hereford Association

Officers and Directors

www.moherfords.org

<i>President</i>	Justin Sissel	Elkland	District 7
<i>Vice President</i>	Mark Abramovitz	Columbia	District 5
<i>Secretary/Treasurer</i>	Matt Reynolds	Huntsville	
<i>Directors</i>	Amy Phillips	Richmond	District 1
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	Bill Nation	Vandalia	District 3
	Tim Bernt	Leeton	District 4
	Rick Steinbeck	Hermann	District 6
	Travis McConaughy	Wasola	District 8
	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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- ▶ Contains *aspergillus oryzae* for more complete roughage breakdown

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- ▶ Nine B-vitamins, added vitamin C, in an all natural protein supplement

Joseph Woods
660-341-5413

Jeff Anslinger
816-244-7340

Gary West
731-335-3023

mlstubs.com



ACES LADY LAUREN 520A2
Reg: 43432330 Sire: MHF C.C. 864U
Sells with a Sept. Revolution Heifer Calf



ACES MISS REVOLUTION 901B
Reg: 43536424 Sire: MSU TCF REVOLUTION 4R
Sells with a Sept. H Dimaggio 2094 ET Bull Calf



ACES MS REBA 415X 604D
Reg: 43700803 Sire: CHAC MASON 2214
Bred to Revolution for a February Calf



ACES MS JANET 629 504C
Reg: 43561289 Sire: MSU TCF REVOLUTION 4R
Aired to Pure Country for a February Calf

Stack the Deck
with these Aces!

SELLING IN THE
MO OPPORTUNITY SALE
DECEMBER 3, 2017



ACES POLLED HEREFORDS

Danny & Lila Fanning • Joplin, MO
C 417-499-6694

Show-Me Polled Hereford Classic

PRF 106A ACTION ELLIE 707E ET



November 18th, 2017

Sale starts at Noon
Roth Hereford Farm
Windsor, MO

RHF 743 SHEBA 0146X ET



713E

Deep, broody January born heifer prospect sired by MHPH 521X Action 106A. Her dam, 9028W, sold last year. Her granddam, 312, still in production at 14 yrs old.

Also selling a February heifer prospect out of Catapult son and two Fall Yearling heifers by R Vision and Doss' Homer

Donor cow still in her prime. We are able to offer her due to her flushing well. We will have calves born this spring & more in the tank. Her February Revolution Heifer calf sells offside.

...and be sure to check out these jewels in the
December 3rd, 2017 **Missouri Opportunity Sale**

Sale starts at Noon
MO State Fairgrounds, Sedalia



PRF 106A KELSEY 701E

January born Action out of a female that combines several of our top cows: 9028W, 312, 27S, & 266N. Quite possibly the most powerful heifer we have raised and one of our best.



PRF 10Y MIRAGE 704E

January Hometown heifer out of a super uddered Victor based cow. She was my niece's show heifer this summer. A standout super gentle prospect.

Phillips-Renner Farms



Amy Phillips

(816) 878-7305 - Nothead1@aol.com

37144 Brady Creek Road, Richmond, MO 64085

Herdsmen: Angela & Amanda Phillips - www.prherefords.com

This is basically a "No Holds Barred" offering. The heifer calves offered in both sales have cut deep into the heart of our herd.

Update

Hereford Enthusiasts,

I want to start this article thanking everyone that was a part of the Missouri Hereford Association Field Day in District 7. I want to give a special thanks to all of our hosts – Bonebrake Farms, College of the Ozarks, Butler Polled Herefords, McMillen's Tooth Acre Ranch and High Prairie Farms. Many more people were involved in planning and executing this event, and I thank all of them



Justin Sissel
Missouri Hereford Association
President

from sale to sale. Make sure to get out and support your fellow breeders in all of the

as well. If you did not make it, let me tell you, you missed one heck of a weekend. Plan now to spend a fall weekend in 2018 in the East Central District.

Fall sale season is upon on us, and I wish safe travels to everyone as they go

many sales across the state.

I also want to remind you of some other very important events we have coming up. The American Hereford Association annual meeting and conference is October 27-29 in Kansas City, as this issue comes out.

“Make sure to get out and support your fellow breeders in all of the many sales across the state.”

The Missouri Hereford Association will be hosting the Missouri Opportunity Sale December 3, 2017, and the evening before we will have the annual meeting and awards banquet. I challenge each and every one of you to attend not only the dinner and awards but also the annual meeting that will start at 5 p.m. These associations are for you as Hereford breeders, and I encourage you to become actively involved.

—Justin Sissel, MHA President

A great turnout of Hereford enthusiasts attended the Missouri Hereford Field Day in District 7 September 9-10.



Missouri Hereford Association Weekend | Sedalia, Mo.

December 2

Sale Consignor Meeting • 2 p.m.

Missouri Hereford Association Annual Meeting • 5 p.m.

Banquet • 6 p.m.

December 3

Missouri Junior Hereford Association Meeting • 9 a.m.

MO Opportunity Sale • Noon

Inviting All Breeders to the Missouri Hereford Weekend

If you have attended the Missouri Hereford Weekend in December, you know it's a fun-filled time for all ages! The Missouri association has their biggest event of the year in Sedalia, Mo., hosting breeders from across the state and region.

If you know someone who has never attended this weekend, please take the time to invite them to this two-day event. A small phone call or text could be the boost they need to put this on their calendar.

Also, don't forget to invite your commercial customers. December 2-3 would be a great time for them to bring their family out and enjoy some hospitality.

Missouri

Opportunity Sale

Sunday, December 3, 2017
Noon • Missouri State Fairgrounds • Sedalia, MO

70 LOTS SELL

- - - *The Offering* - - -

18 Bred Heifers • 10 Show Heifers • 18 Fall Pairs • 8 Open Fall Yearlings • 11 Spring Pair Splits • 5 Herd Bulls



Show Heifer Prospect
February 2017 Spring heifer calf
sired by CRR 719 Catapult 109



Spring bred heifer sired by
FTF Porterhouse 4558
Bred AI to FTF Prime Product 226Z
Due mid January



Show Heifer Prospect
January 2017 Spring heifer calf
sired by MHPH 521X Action 106A



Spring bred heifer sired by
American Hereford
Bred AI to C&L Federal 485T 6Y
Due early January



Spring bred heifer sired by
FTF Prime Product 226Z
Bred AI to Huth FTF Torque C002
Due early February



Spring bred heifer sired by
ABRA 0109 Mr Red 3B ET
Bred AI to Churchill Red Bull 200Z
Due late January

Hosted by:
Missouri Hereford Association
For more information, please contact
Matt Reynolds, Secretary/Treasurer
Huntsville, MO
660-277-3679 660-676-3788 cell
reynoldscattle@cvalley.net

Consigned by:
35 Breeders from
Missouri
Kansas
Illinois
Oklahoma

LiveAuctions TV

Annual Meeting and Banquet
Saturday, December 2, 2017
Sedalia, MO

WWW.MOHEREFORDS.ORG

American Hereford Association

How are we doing?

As the fall sale season approached there were probably many who wondered how the Hereford seedstock sales would fare through the fall season, a question especially for those associated with a sale as a consignor or buyer. A solid trend started the sale season in late August and through the beginning of October—it is interesting to note how the sales have done this far.

Starting with the first sale on August 26 and through October 10, the overall sale averages are summarized by category in the following few lines.

Sale average	Number of sales
\$1,000-\$2,000	1 sale
\$2,000-\$3,000	4 sales
\$3,000-\$4,000	3 sales
\$4,000-\$5,000	15 sales
\$5,000-\$6,000	5 sales
\$6,000-\$7,000	1 sale
\$7,000-\$8,000	1 sale
\$8,000-\$9,000	3 sales
\$9,000-\$10,000	1 sale
\$12,000-\$13,000	2 sales
\$15,000-\$16,000	1 sale
\$16,000-\$17,000	1 sale

The lowest number of lots in one sale reflected in the ranges above was nine head to a high of 233 head in one sale. The sales in the data above were production sales, Online sales, bull sales and a couple of dispersions from all across the United States and includes a few Canadian sales. For those who want to really study the numbers and averages, go to www.hereford.org. Once there, click on marketing and scroll down to sale results. By clicking on a particular sale contained in the list you will be able to see a full breakdown of the sale you clicked on. A concerted effort is made to post these sale results as soon as possible after the sale is completed. It may happen the day of the sale or the following day. This is an excellent way to stay in touch with the Hereford seedstock market.

You are also invited to look at the postings on the BuyHereford Facebook page. Again, go to Marketing on the AHA website and click on BuyHereford. Once on this page, click on BuyHereford Facebook and scroll through the entries on the Facebook page. Again, sale results are posted on this page along with other information pertaining to Herefords.

I think as you analyze the breakdown above it feels like the markets have stayed solid to very good. The feeder calf market about this time last year was taking a nose dive and this far it looks as though it will stay solid for some time through the fall. By the time you read this hopefully it is still staying solid.

I just finished up going to a first-time sale and after I had a chance to talk with the owner. While the sale was not one for the record books it was okay. He made a statement that sticks with me. "I sure wish more breeders from our state would have attended our first sale," he said. This is a big sentence for many seedstock breeders to think about. It is always good to support fellow breeders within your state. I'm not saying go to every sale and buy something at each sale. Rather, take some time to attend the breed sales and events in your state. If the opportunity presents itself to buy at a sale that will improve your herd go ahead and raise your hand. Just by taking time to attend a sale or breed function makes those in charge of these events feel good about their dedication to this great breed. Always remember, this is a people business first. People do business more readily with people they like.

I hope many have the date of December 3 down on their calendar and plan to attend the Missouri Opportunity sale in Sedalia. It is also a big hope of mine that many Hereford breeders in Missouri will make a few calls and inform their bull customers of the Hereford-Influenced calf sale that will be held in Vienna, Mo., on November 29. We are striving to improve the market for Hereford and Hereford-influenced calves in Missouri. I can't think of many better ways for breeders to retain a loyal customer than to help them market their calves that are sired by your bulls. Make a few calls and if you need more information on this sale feel free to contact me at 785-633-3188.

If ever I can be of help with your Hereford program or you would like me to stop by for a visit it would be my privilege. Contact me at the number above or send me an email at jrick@hereford.org. I look forward to seeing many of you throughout the fall at the various sales and events. Travel safe, and I hope your genetic decisions exceed your expectations.

Joe Rickabaugh,
AHA Director of Field Services

Certified Hereford Beef News: Sysco Hampton Roads Reaches 5 Million Pounds Sold

Sysco Hampton Roads, a long-time partner with Certified Hereford Beef, reached the 5 million pounds sold milestone.

"Certified Hereford Beef is hands down the most consistent product on the market," said Steve Tracy, Sysco Hampton Roads buyer. "The taste, yield and consistency are second to none."

Sysco Hampton Roads sells, markets and distributes food and food service products to restaurants, healthcare and educational facilities and other customers in Virginia and North Carolina.

"CHB truly appreciates the partnership with Sysco Hampton Roads," said CHB regional brand manager Ron Santoro. "Sysco's commitment to our program is evident in them achieving 5 million pounds sold."

AHA Offers Lower DNA Pricing

The American Hereford Association is dedicated to continually building a powerful genetic evaluation and providing additional reliability to traits of interest for Hereford breeders and their customers.

Effective Monday, Oct. 2, 2017, the AHA offers a new, lower pricing structure for DNA testing. Any animal tested from Oct. 2, 2017, and on will have a genomic profile completed, in addition to the abnormalities and available parentage already included with the DNA testing.

"Currently, the AHA houses nearly 50,000 genotypes on Hereford cattle, which have been instrumental to build a much stronger genetic evaluation," says Jack Ward, AHA executive vice president. "As we move towards BOLT, this will become even more useful as we will be able to verify pedigrees as they enter the evaluation."

DNA TESTS AVAILABLE:

Genomic Profile (parentage profile, genetic abnormalities & GE-EPDs): \$38

Full Package (Genomic profile plus horned/poled test): \$58

Add on Horned/Polled Test (adding this test after the original profile has been done): \$30

GE-EPD Upgrade from basic profile (animals previously tested after 1/1/2015 for basic profile only can be upgraded to GE-EPD profile, upgrade request must be made by April 1, 2018): \$20

If the requesting breeder is a compliant Whole Herd Total Performance Record (TPR™) breeder, those animals will receive genomic-enhanced expected progeny differences (GE-EPDs).

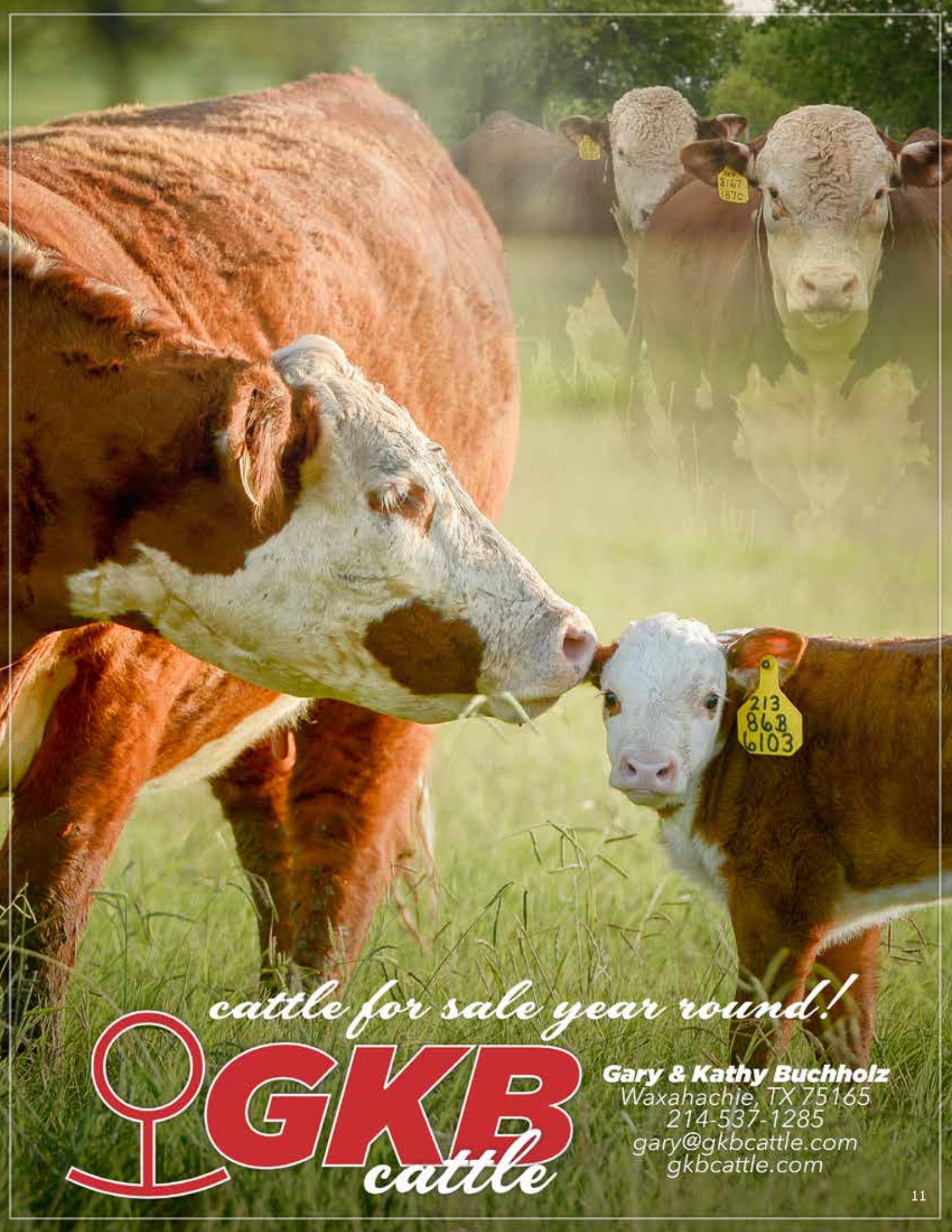
In addition to these new DNA prices, AHA will also be offering members a \$4 credit, per animal, on their AHA account when using the new Tissue Sample Unit (TSU) to submit a DNA sample, rather than using hair. The credit will occur when the animal's DNA results are received from the lab, verifying the DNA sample was submitted as a TSU. A TSU order form may be downloaded from the following link: hereford.org/genetics/dna-testing/.

If the tag options offered by the AHA, don't meet your needs, feel free to place your order directly with Allflex or order your TSU's from any other supplier, just make sure they are manufactured by Allflex.

Hereford-Influenced Feeder Calf Sale Marketing Contacts

Frank Barnitz—(573) 247-1022
Bill Goehring—(641) 919-9365
Ross Patton—(573) 308-6657
Bill Patton (573) 308-6658
David Patton (573) 308-6655

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South Central Regional Stockyard, Inc.
South Central Regional Stockyard, Inc.



cattle for sale year round!

 **GKBC**
cattle

Gary & Kathy Buchholz
Waxahachie, TX 75165
214-537-1285
gary@gkbcattle.com
gkbcattle.com

Update

The first time you hold your baby as a parent, you are so overwhelmed with feelings. You count to make sure they have all their fingers and toes and they are healthy. You spend countless hours just watching them and wondering what they will be when they grow up. You have all these hopes and dreams for them and for their future. I remember having all of these same thoughts and feelings when our kids were born. Knowing what I know now, my prayer for our children would be that they grow to be children of the Lord, have integrity, gratitude, hope and love.

I believe that the juniors involved in the Missouri Hereford Association have those qualities. I have witnessed many of these kids pray for each other and help each other. They are honest, hard-working kids who are grateful for what they have. They come together as a team to get things accomplished. Youth learn by example.

We, as Hereford Women of Missouri, have made it our mission to help educate and promote the Hereford youth of Missouri. We provide a scholarship opportunity every year to a high school and/or college student. We also sponsor the queen program every year. We provide refreshments for the Missouri Hereford Association Annual Banquet.

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



JANUARY 5-7, 2018
Holiday Inn Executive Center - Columbia, Missouri

Our membership has declined in the past couple years and this is where you come in. We need members in order to help us continue to help our children. Youth are our strongest asset. We need to continue to help them grow, but we need more members to help with this process. Dues are only \$15 per year. That is a pretty low price to put on something of such great value, don't you think? Won't you join us in this great endeavor?

Marijane Miller, Hereford Women of Missouri Treasurer

Find us on 



Holly Jolly Christmas Bark

Ingredients

- 1 pound(s) white chocolate almond bark
- 1 1/4 cup(s) stick pretzels
- 1 cup(s) Hershey's Christmas Chocolate M&M's
- 14 Oreo Christmas Cookies (red centered)
- 1 dash of red and green sprinkles

Instructions

1. Line baking sheet with waxed paper.
2. Mix on the sheet the Oreo's, pretzels, and 3/4 of M&M's.
3. Melt the chocolate bark in a microwave bowl for 1 1/2 minutes, stir then melt until smooth.
4. Drizzle over the candy mixture and top with extra M&M's and red/green sprinkles.
5. Let dry at room temperature or place in fridge to harden.
6. Break into bite size sections.
7. Place in a cookie tin and enjoy!

Note: You can change this up according to your holidays and available M&M Candies. For Valentines use the red and white M&M candies and rose colored cream filled Oreos. Enjoy!

From daughter of The Ranch Kitchen – Ilissa Nolan

The Ranch Kitchen Original Recipe - Alise Nolan | theranchkitchen.com

His Will, His Way, Our Faith



Redemption

Jan 88x Reg#: P43837540

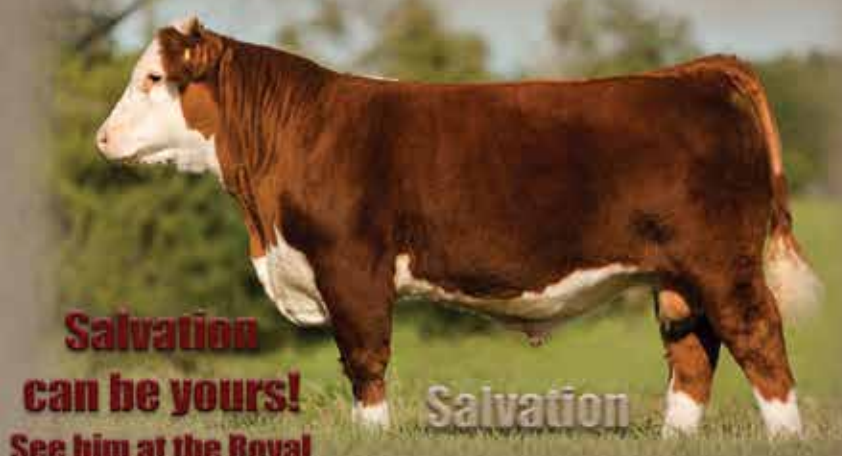
**Thank you,
Alex Roth
Polled Herefords**

**Thank you,
Dane, Stacy,
and Nola
Dickerson**



The Servant

Jan 88x Reg#: 43835899



**Salvation
can be yours!
See him at the Royal**

Salvation

Feb 88x Reg#: 43835909



**Rusty & Marijane Miller & Family
Lebanon, Missouri
Rusty Cell 317-840-7811
millerherefords@yahoo.com
www.millerherefords.com**

Faith, Family, Herefords

Well... November is already here. Fall calving season is almost over, and it is time to start breeding cows. It is also time to start thinking about the Missouri Opportunity Sale coming up on December 3 in Sedalia, Mo.

Please take note of these junior events during the sale this year:

MJHA Meeting

There will be an Missouri Junior Hereford Association (MJHA) meeting on Sunday, December 3, at 9 a.m. in the youth building cafeteria. At this meeting, we will discuss plans for the 2018 Junior National Hereford Expo in Grand Island. Juniors will start signing up for contests, so that if there needs to be a state level contest to determine who will compete in Grand Island. State competitions will be scheduled at the MO Cattlemen's show in June. If you are undecided about what contests you'd like to try, go to www.hereford.org and look under Youth/JNHE/Contests and Education.

State T-shirt Sponsors

MJHA will auction off sponsorships for the left and right sleeves of the state t-shirts all members wear at the JNHE. This will be a great advertising opportunity, as juniors will wear these shirts in Grand Island as well as to many other Hereford events throughout the year. Please spread the word to other breeders who might be interested in this opportunity and helping our association.

Concession Stand

The MJHA will host the concession stand at the Opportunity Sale again this year. Shannon Mueller and Mary Roth are co-chairing the project. Junior members are encouraged to help at the concession stand before and during the sale, which provides a great opportunity to meet other juniors and become more involved in the association. Donations of chili, hot dogs, canned pop and individually wrapped desserts will be needed for the event. If you can donate any of these items, please call Shannon Mueller at 573-768-4910.

2018 Junior Dues

MJHA dues will be \$15 per member in 2018. They can be paid at the Missouri Opportunity Sale, or by mailing them to Brooklyn Adam, MJHA Treasurer, 735 SE Wexford Rd, Lathrop, MO 64465. All dues must be paid by April 1, 2018, for members to serve as a state delegate at the JNHE, be a candidate for Outstanding MJHA Member, to vote in elections or receive other awards from the MJHA.

MJHA Facebook Page

Watch for reminders and updates on the MJHA's Facebook page for photo contests and the latest news regarding all MJHA events.

Enjoy the rest of your fall, and I will see you at the Missouri Opportunity Sale!

Jacob Toombs, Missouri Junior Hereford Association Reporter

Find us on 



Juniors were well represented at the Missouri Hereford Field Day on September 9-10 in the southwest district. There was hands-on learning for attendees of all ages.

Missouri Junior Hereford Association Officers

President – Anna Roth

Vice President – Shelby Bagnell

Secretary – Dalton Reynolds

Treasurer – Brooklyn Adam

Mail \$15 Missouri Junior Hereford Association dues to
735 SE Wexford Rd, Lathrop, MO 64465

Reporter – Jacob Toombs

Fundraising Chair – Rachael Bagnell

Directors – Conner Bolch, Phillip Mueller, Isaac Rhode

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

Successful People Set Goals

A former co-worker of mine made it a priority to sit down with his wife and three children at the end of each year to set 10 goals. Five were personal goals that each family member chose for themselves. The other five were goals they agreed to work toward as a family, often related to their farm. Some were short-term goals and some were milestones to help them stay on track to reach longer term goals. They wrote these goals down and posted them on the refrigerator where every family member could see them every day.

No matter what activities your goals are related to—school, sports, 4-H and FFA or whatever is important to you—setting goals is the first step to success. I challenge all of you to set three Hereford goals for 2018:

Goal #1—How do you want to improve your Hereford project or herd?

This goal can range from learning how to do artificial insemination to taking on the responsibility of more daily chores or winning a showmanship contest. Set a goal for how you are going to become better at breeding, feeding, showing or raising Hereford cattle.

Goal #2—How do you want to get more involved in the MJHA?

Whether it's running for the board of directors, running for state queen or winning a scholarship, set a goal for how you want to get more involved at the state level.

Goal #3—How do you want to get involved at the JNHE? Opportunities

to participate at the national level are endless, with contests and activities for every age and every area of interest. Poster contest, illustrated speech, team fitting or Hereford bowl—how do you plan to make your mark in Grand Island next summer?

Your work on these goals starts now. In just a few weeks all Missouri juniors will sign up for contests at the 2018 JNHE during the MJHA meeting before the Opportunity Sale in Sedalia. We've added this meeting to our schedule to give juniors more time to plan and prepare, and to provide an opportunity for in-state competitions for contests where Missouri is limited on participants.

For more information on the contests and activities offered at JNHE, go to www.hereford.org and search under Youth for contest descriptions, age divisions and rules. There are multiple deadlines to meet starting after the first of the year, so mark your calendars.

Everyone has the desire to win, but only champions have the desire to prepare. Missouri juniors...the time to prepare is NOW.

See you in Sedalia!

Jeff and Susan Rhode, Missouri Junior Hereford Association Advisors

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2017 Missouri Hereford Field Day

Hereford breeders gathered in southwest Missouri for the District 7 Missouri Field Day, September 9-10. Missouri Hereford President Justin Sissel along with the committee organized a great weekend!

The first stop Saturday was at Bonebrake Herefords hosted by Al and M.D. Bonebrake and Steve Greene, farm manager. A cattle tour was included along with a breakfast of biscuits, apple butter and coffee. A demonstration on ultrasound by David Aborn rounded out the tour.

Door prize drawings were made on each stop throughout the tour. Thank you to all the sponsors for making the field day such a success!

College of the Ozarks hosted the lunch stop at their campus in Point Lookout, Mo. Hosts included Tammy Holder and the College of the Ozarks beef students. A BBQ lunch was enjoyed and an overview of the college and beef programs was presented by Tammy. The students lead several educational demonstrations.

Saturday's last stop was in Republic, Mo., at Butler Polled Herefords. Jimmie, Andrea and Joel Butler, Cody and Jocelyn Washam along with guests Ace's Polled Herefords, Danny Fanning, and Trailwood Cattle Co., Don and Kathy Sissel, hosted cattle tours and a steak dinner with all the fixings. An enjoyable evening was had by all with live music entertainment by country music singer Quin Peterson.

Sunday morning included biscuits and gravy at the first stop in Walnut Grove, Mo., as McMillen's Toothache Ranch hosted the group. The McMillen, McCorkill, Rawie and Bolin Families had many cattle on display for everyone to look at.

Sunday afternoon rounded out the field day as High Prairie Farms, Buffalo, Mo., was the last stop. Owners Greg and Denver Alsup along with guests WMC Cattle Co., Triple H Acres and the Kleinman family presented cattle on display, and the tour enjoyed another BBQ lunch.

No one went home from the field day empty handed. Not only was a great deal of knowledge gained, the sponsors were abundant in donations. Door prize drawings were made on each stop throughout the tour. Thank you to all the sponsors for making the field day such a success!

If you attended each stop over the two-day event, you received a poker card. At the end of the field day, whoever had the best hand was the Poker Run Winner with the Grand Prize going to Sarah McConaughy. Don Sissel presented her with a Dart Riffle donated by Mac's Vet Supply, Springfield, Mo.



Below: Sarah McConaughy was the Grand Prize Poker Run Winner at the field day. A dart riffle was presented by Don Sissel of Mac's Vet Supply, Springfield, Mo.





Missouri Hereford Field Day District 7 | Sept. 9-10



2017 Field Day Sponsors

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Metropolitan Farmer
Orschelin Farm and Home
Republic Tire
Shrock's Market
SoMo Agri Supply
Vita Farm
WMC Cattle Co.



John and Heidi Ridder, Falling Timber Farms, Marthasville, Mo.

"The Hereford Field Day is a really neat opportunity to see other breeders' programs on their farms. This year's event was a really great one."

I personally enjoyed the two-day tour format. I think moving forward we should attempt to pursue the two-day event as it could be a destination event for people out-of-state as well."

Darrell Aufdenberg, Aufenberg Polled Herefords, Jackson, Mo.

"A great event that was well organized. We enjoyed the tour stops and the hospitality of the hosts on the tour. The College of the Ozarks is a beautiful place, and I was impressed how the students are involved in the running of the farm. Thanks to the Butlers for a great Saturday evening of food and socializing."

Jim Reed, Reed Enterprises, Green Ridge, Mo.

"The Missouri Hereford Tour was excellent. The tour stops were very informative. One special standout to me was the forage project at the College of the Ozarks. The students did an excellent job."

Joe and Elizabeth Grissom, Grissom Family Farm, Purdy, Mo.

"A few years ago my daughter decided she wanted to 'show cows'. As she is our only child, my wife and I were only too happy to support her decision."

This year we had the privilege of attending the field day hosted by the Missouri Hereford Association. What a wonderful opportunity! We learned more in two days than in the past few years. We learned about field nutrition, genetics, management, showing, fescue tolerance and maternal ability. More importantly we learned that ALL Hereford breeders were as kind and helpful as the ones we already knew. We had a wonderful time getting to know those that attended."

I'd like to take this opportunity to thank everyone associated with the Missouri Hereford Association for their kindness and generosity and for the all the hard work that went into making the field day a success. I'd also like to thank you for being such wonderful role models. Your enthusiasm and strong family values set the bar very high. As parents, we can only hope our children will choose good friends and spend their time wisely. I will be forever grateful to all of you."

Morgan Grissom, Missouri Junior, Grissom Family Farm, Purdy, Mo.

"I am new to the Hereford world, but I've been eager to learn all that I could in the short time I've been a part of it. The field day was a great experience that I believe all junior herdsmen should try to attend. There were many great opportunities to learn at each stop, as well as some great opportunities to view other great herdsmen's cattle and operations. Not only was this event educational, but it was also a beautiful occasion for many great people to come together and spend a little time talking about a passion that we all have in common – our Hereford cattle. When asked to recall my favorite part of this event, I would have say it was the people involved and the time we all got to spend together. It was a beautiful and amazing event and I cannot wait for next year's Hereford field day!"



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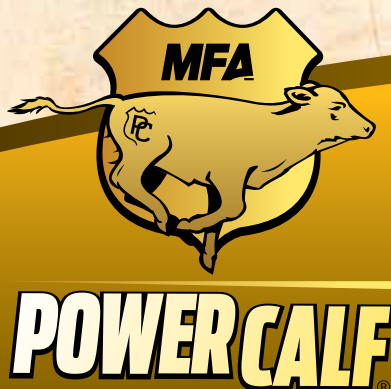
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
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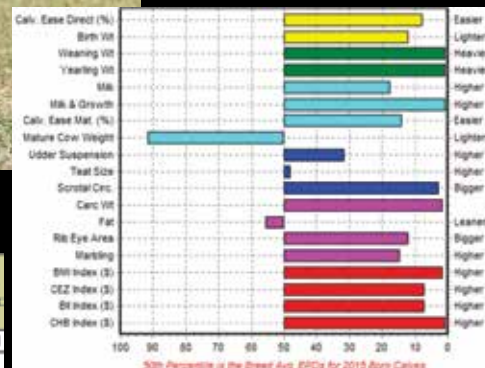
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Darrell & Karen Aufdenberg
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	Calv. Ease Direct (%)	Birth Wt	Weaning Wt	Yearling Wt	Milk & Growth	Calv. Ease Mat. (%)	Mature Cow Weight	Udder Suspension	Teat Size	Scrotal Circ.	Carc Wt	Fat	Rib Eye Area	Marbling	BMI Index (\$)	CEZ Index (\$)	BII Index (\$)	CHB Index (\$)		
	EPD	+5.0	+1.1	+78	+112	+28	+67	+3.4	+110	+1.23	+1.18	+1.5	+79	+0.005	+0.60	+0.21	+\$28	+\$20	+\$21	+\$41
Acc	.28	.44	.33	.35	.13	-	.23	.30	P	P	.19	.20	.22	.22	.19	-	-	-	-	-



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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 female 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 trimide. 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,6R,10R,11R,12S,13S,14R)-13-[[2,6-dideoxy-3-C-methyl-3-O-methyl-4-C-[[propylamino)methyl]-α-L-ribo-hexopyranosyl]oxy]-2-ethyl-3,4,10-trihydroxy-3,5,6,10,12,14-hexamethyl-11-[[3,4,6-trideoxy-3-(dimethylamino)-5-D-xylo-hexopyranosyl]oxy]-1-oxa-4-azacyclotridecan-15-one and (2R,3R,6R,6R,9R,10S,11S,12R)-11-[[2,6-dideoxy-3-C-methyl-3-O-methyl-4-C-[[propylamino)methyl]-α-L-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)-5-D-xylo-hexopyranosyl]oxy]-1-oxa-4-azacyclotridecan-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 lewii*.

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*.

DOSEAGE 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	2.3
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 firm loss of edible tissue at slaughter.

ADVERSE REACTIONS

Cattle

In one BRD field study, two calves treated with DRAXXIN at 2.5 mg/kg BW exhibited transient hypersalivation. 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 1-888-963-8471. 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>.

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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.

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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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Cooking Degree of Doneness Affects EATING SATISFACTION

When you order a steak at a restaurant your overall impression of the steak is influenced by having steak cooked to exact degree of doneness that you ordered it to. If it is more or less cooked than the way ordered it you aren't as happy with the entire dining out experience. Cooking degree of doneness can also impact the tenderness, flavor and juiciness of a steak or roast and while personal preference plays a big role so does matching the degree of doneness to the cut of meat.

Table 1. What Happens to Meat as It Cooks?

Attribute	As soon as cooking starts ¹	Degree of Doness – Very to Medium Rare	Medium and Higher
Texture	Muscle fibers start to shrink in size and collagen fibers “buckle.”	Muscle fiber shrinkage is rapid. Protein clump and change shape.	Proteins become hard and tough. Collagen shrinks.
Juiciness	Loses a slight amount of water.	Water content decreases.	More water is lost.
Flavor			Specific flavors associated with cooking beef form.
Color	Outside starts to change color. ¹	External browning with some loss of redness internally.	Loss of redness internally increases with increasing degree of doneness.

¹These changes are mostly happening on the outside of the meat that is in contact with the hot cooking surface.

Table 1 describes the science behind what is happening to meat when it cooks. In general, with each increasing degree of doneness meat becomes less tender, juicy and starts to develop specific flavors after medium degree of doneness. Because tenderness and flavor are the most important attributes in beef eating satisfaction there are some things that you can do to ensure a desirable eating experience when it comes to degree of

doneness. Muscle that are naturally tender, those in the loin and rib plus the flatiron, can be cooked to any degree of doneness and remain tender; conversely muscles that contain a lot of connective tissue, muscles in round and chuck, should be cooked at a low heat for a long time with liquid to become tender. Cuts where cooking degree of doneness can make them more tender are the cuts in between. These include the sirloin, top round and bottom round. Cooking them to less than a medium degree of doneness where the protein and connective tissues start to become more noticeable will make a

bottom line is know what you like and cook it to the degree of doneness you enjoy but now you will recognize the tradeoffs you may be making.

Carol L. Lorenzen,
Professor of Meat Science
Division of Animal Sciences
University of Missouri



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big difference in satisfaction. Some people like to beef cooked more well done because of the flavor. For these people choosing a cut of meat with higher amounts of marbling will insure that the end product is still juicy and flavorful and it may help with the perception of tenderness too. Finally, ensure that you have cooked the meat to the desired degree of doneness by using a meat thermometer: very rare = 130°F, rare = 140°F, medium rare = 150°F, medium = 160°F, well done = 170°F, and very well done = 180°F. Remember the meat will continue to cook after it is removed from the heat and will raise at least 5°F. The

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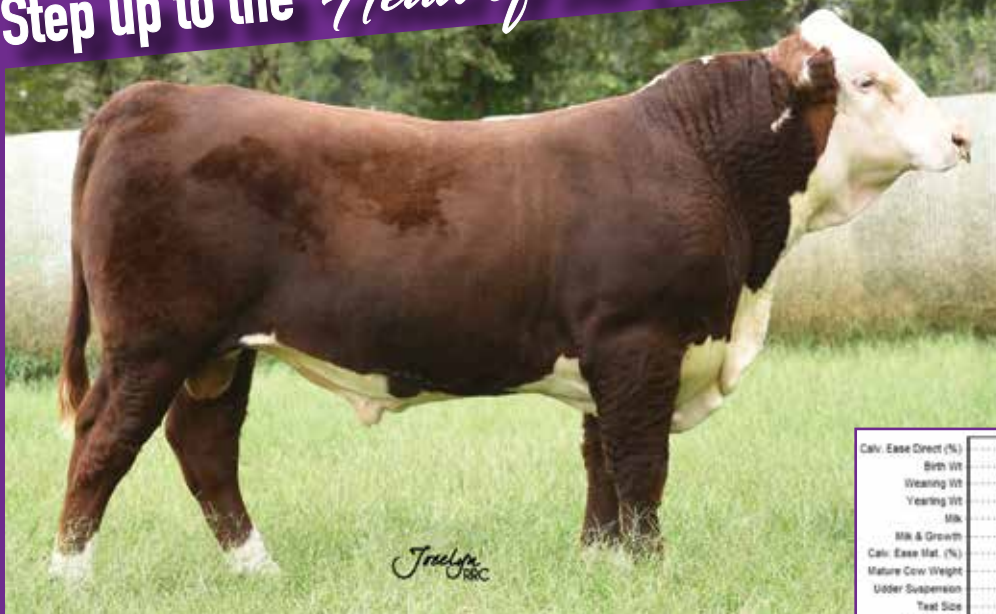
Animal must be registered with a registration paper from the American Hereford Association

Animal must be born, bred and raised in Missouri

For more information, please contact:
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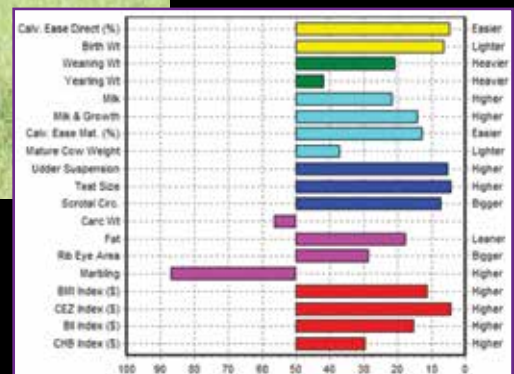
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Rockville, MO
660.679.1019 C
417.684.2424 R
rappreba@gmail.com

H&H Herefords
Brad, Sherry & Justin Hurst
Nevada, MO
417.321.2350 B
417.321.0423 S
h2herefords4@gmail.com

H2 719T *Head of the Class* **OOD**

Reg: 43807918 DOB: 03/07/2016 Sire: TH 122 71I VICTOR 719T

Sells December 3, 2017 • Missouri Opportunity Sale



Consignments to the Missouri Opportunity Sale - Dec. 3, 2017



DOB: 10/02/2013

PRF 92Y Allie 322A • Reg: P43444805

SIRE: PRF 485T R U READY 4 THIS 92Y

MGS: KCF BENNETT 3008 M326

BW WW YW MM M&G FAT REA MARB

2.7 50 81 17 42 0.033 0.17 0.20

This young female features a September 2017 heifer calf by R New York 50833. When you talk pedigree and epds this young heifer calf is on the cutting edge. Look up her chart—it flies. This is a really great young pair and this heifer calf turns on the bonus light for this pair.

Heifer Calf: **Doss 5083 Sable DHE30**

REG: P43840852 SIRE: R New York 50833



DOB: 02/11/2017

Doss 6B Pandora DHE 16 • Reg: P43775311

SIRE: APH DOSS 10Y HOME STRETCH 6B

MGS: FTF BOOMER 29F 551R

BW WW YW MM M&G FAT REA MARB

2.9 56 95 27 55 0.010 0.60 0.18

This February 11, 2017 show heifer prospect is by APH Doss 10Y Home Stretch 6B—"Homer" who is a Hometown 10Y x Revolution sire we used for two years. We are retaining a superior group of Homer heifers to start our next line of females. Pigment, rib, epds and a great look. We will not be selling many Homer heifers. This heifer's dam is the mother of our recent bred heifer that sold in the Ladies of the Royal sale in Kansas City. Have fun in the showing with this one and then put her in your front pasture.

DOSS

HEREFORD FARMS

Cattle with a look & numbers

6200 N.E. 142ND ST, SMITHVILLE, MO 64089

816-699-8831 • DHF6200@AOL.COM

WWW.DOSSHEREFORDFARMS.COM

BB 0245 *Cash Diamond* 1555

2017 I.J.B.B.A. High Point Hereford Female

Supreme Champion 2017
Iowa Hereford Preview Show

Congratulations to

Addison Wall - Pleasantville, IA

**WATCH FOR OUR CONSIGNMENTS
TO THE MO OPPORTUNITY SALE
DECEMBER 3, 2017**



AI and MD Bonebrake
Springfield, Missouri
Manager: Steve Greene
417.693.7881

Contact us
for more information!

Mark your calendars

Central Missouri Polled Hereford Breeder's Association *111th Spring Sale*

SATURDAY, MARCH 10, 2018 • NOON
South Central Regional Stockyards
Vienna, Missouri

Thank you to all who supported our 2017 Sales

Andrew Plassmeyer • St. Elizabeth, MO.
Billy Asher • Selmer, TN.
Branson Dulap Farms • Boss, MO.
Brian M. Bernskoetter • Jefferson City, MO.
Cade, Camryn, & Hilley Shepherd • Linn, MO.
Chad Vandlandingham • Fayetteville, AR.
Cody Cregeen • Kirksville, MO.
Cornell Polled Herefords • Columbia, MO.
Cross Hare Ranch LLC • Salem, MO.
Daniel Manfrum • Rosebud, MO.
Darrell Hamilton • Kirksville, MO.
Denise Wilkerson • Vienna, MO.
Dirk Wirth • Willow Springs, MO.
Dominic Plassmeyer • Meta, MO.
Doug Hilke • Atgyle, MO.
Eddie Watson • Cabool, MO.
Eric Adkins • Columbia, MO.
Frank Flaspohler • Fayette, MO.
Gary Freeman • Jefferson City, MO.
Gary Mistler • Belle, MO.
Gene Weinkein • Linn, MO.
Hagerman Farms • Syracuse, MO.
Henley Farms • Eldon, MO.
Hodges Herefords • Woldridge, MO.

Hunter Barclay • Iberia, MO
Jack Lowderman • Macomb, IL.
Jeremiah Harris • Edgar Springs, MO.
Jim Bellis • Aurora, MO.
Journagan Ranch/MSU • Mountain Grove, MO.
Justin Tucker • Silex, MO.
Kara Bastion • Meta, MO.
Kenneth Steinbeck • Herman, MO.
L & T Farms • California, MO.
Paul Huff • Marceline, MO.
PH Farms • Iberia, MO.
Scott M. Stevens • Columbia, MO.
Shaun Watson • Cabool, MO.
SLB Farms • Stover, MO.
Steven A. St. Pierre • St. Louis, MO.
Steven C. Woffod • Salem, MO.
Sturdy Farms • Villa Ridge, MO.
Terry Shepherd • Linn, MO.
Terry Willibanks • Licking, MO.
Travis & Leslie Peck • California, MO.
Wendell Cansler • Long Lane, MO.
William & Edna Colson • Slater, MO.
Winston Besgrove • Kirksville, MO.



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

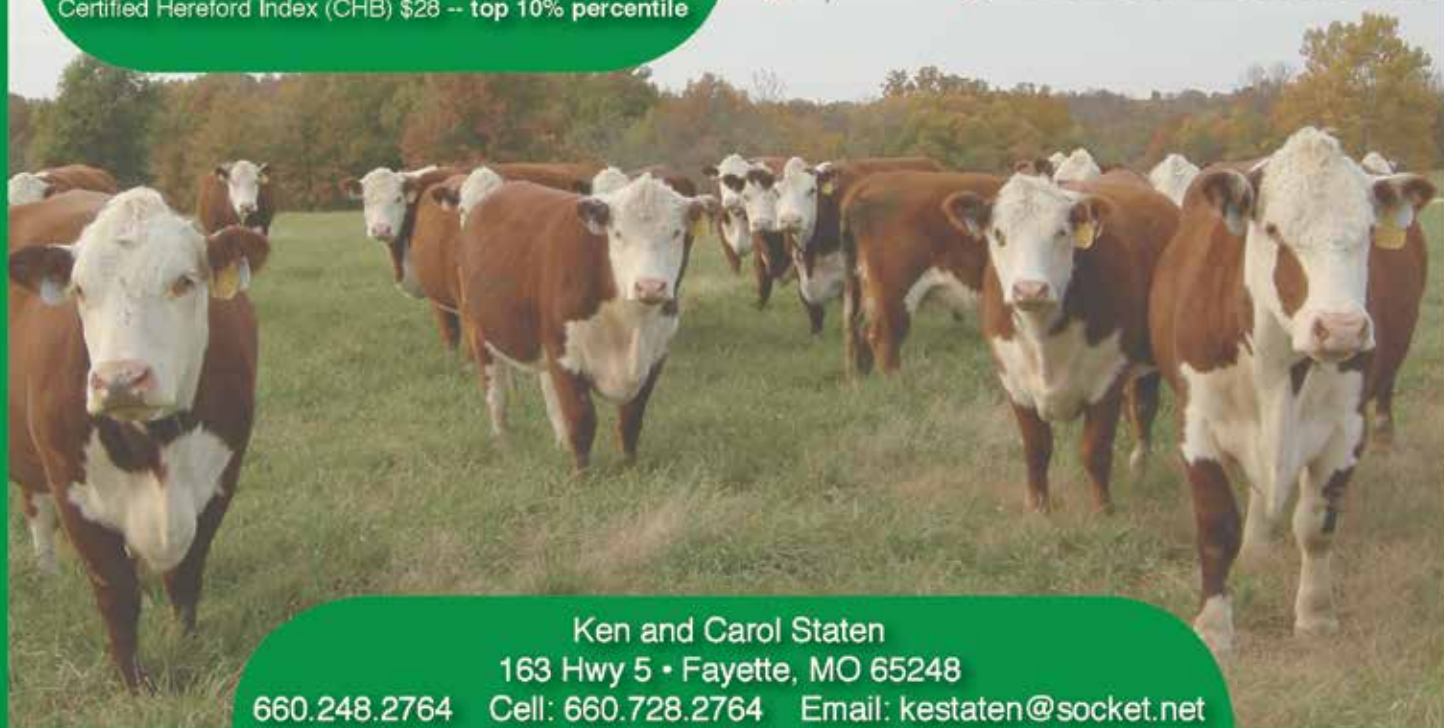
Lilac Hill Cowherd Average EPD's
(compared to average of all active Hereford dams)

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
163 Hwy 5 • Fayette, MO 65248
660.248.2764 Cell: 660.728.2764 Email: kestaten@socket.net

Triple Threat — *Structure, Performance, & Eye Appeal*



THA 200Z BLANCHE J608

REG: 43744881

DOB: 8/26/16

SIRE: CHURCHILL RED BULL 200Z

**MO OPP SALE BOUND
DECEMBER 3, 2017**

Triple H Acres

The Jackson Family • Miller, Missouri
Home: (417) 452-2297 Cell: (417) 827-1049
triplehacres@live.com



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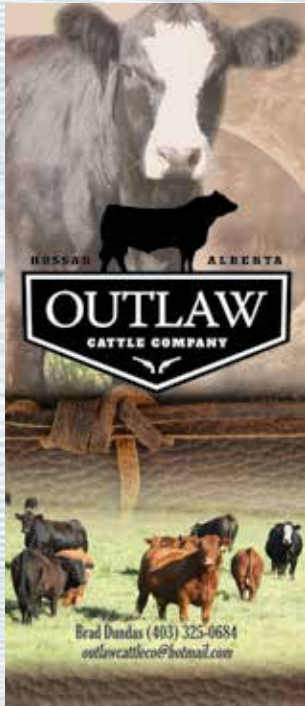
**Heifers, bulls, & show prospects
available. Give us a call!**



FAMILY SESSION

Gift certificate for a fun-filled photo session with an RRC photographer.

Everyone deserves to have their family memories captured. Starting at \$185



FARM SIGNAGE

Have a sign designed for your show stall or driveway.

The farm gift for the whole family.

Starting at \$250



ELEGANT NECKLACE

Features soft black leather, antique pewter and a 1 1/2 inch round pendant with the photo of your choice.

Perfect gift for any woman. \$115

FRAMED ARTWORK

Select one of the Missouri Hereford News front cover images along with one of 49 beautiful frames of your choice.

White or black matte and ready-to-hang back make this the perfect gift for anyone's home. Starting at \$150



Rural Route Creations Christmas gift orders can be made by emailing jocelyn@ruralroute creations.com

November 29, 2017
South Central Regional Stockyards, Vienna, Mo.

SOUTH CENTRAL REGIONAL STOCKYARDS

Dave Patton 573-308-6655
Ross Patton 573-308-6657
Bill Patton 573-308-6658

AMERICAN HEREFORD ASSOCIATION

Joe Rickabaugh 816-842-3757 office • 785-633-3188 cell
Trey Befort 816-842-3757 office • 620-770-3419 cell

MISSOURI BREEDERS CONTACTS

Joe Kaczmarek 417-894-1505
Steve Green 417-693-7881
Travis McConaughy 417-989-0486

Sale Contacts

Cattle Health Programs

Star Vac Plus (Red tag) HOME RAISED

REQUIRED VACCINATIONS

1st Round

IBR-BVD -P13-BRSV (KILLED VIRUS)
PASTURELLA
7 WAY BLACK LEG
HAEMOPHILUS SOMNUS

2nd round 3-6 weeks later

IBR-BVD-P13-BRSV (MODIFIED LIVE VIRUS)
PASTURELLA
7 WAY BLACKLEG
HAEMOPHILUS SOMNUS

WEANED 30 DAYS, CASTARATED/HEALED, DEHORNEED
OR TIPPED, HEIFERS GUARANTEED OPEN, DEWORMED &
DELOUSED

Both Health Programs

Any additional health or management practice will be announced at time of sale.

Steers Tagged in Right Ear and Heifers Tagged in Left Ear

Star Green (Green tag) HOME RAISED

REQUIRED VACCINATIONS

IBR-BVD-P13-BRSV
PASTURELLA
7 WAY BLACKLEG
HAEMOPHILUS SOMNUS

CASTARATED, DEHORNEED OR TIPPED, TREAT FOR
EXTERNAL PARASITES, GUARANTEE HEIFERS OPEN.

... Offering our best to you on December 3, 2017 ...



DFF 2U DUCHESS 613 (REG: 43671503)

SIRE: BACK N TIME (Reg: 42909938)

DAM: DFF 25T PAIGE 934 DOD (REG: 42993584)
AI safe to Churchill Sure Bet 4195B ET. Due January 2018.



DFF 49X DIAMOND 616 (REG: 43671030)

SIRE: LJR MSU MISSOULA 49X (Reg: 43671030)

DAM: DFF T20 CRYSTAL 939 (REG: 43048616)
AI safe to Churchill Sure Bet 4195B ET. Due January 2018.

Missouri Opportunity Sale
December 3, 2017 • Sedalia, Missouri

Hereford Cattle Since 1962


**DAY'S
FAMILY
FARM**

Larry & Pam Day

Pilot Grove, MO

660-834-4678

ljd@iland.net

Find us on Facebook 

www.daysfamilyfarm.com

FTF

FALL SALE CONSIGNMENT OPPORTUNITIES

Bred Heifers available at the Missouri Opportunity Sale on December 3rd in Sedalia, MO.
Bulls available at the Herefords In Native America Sale on November 20th in Marietta, OK.

FTF Primetime Miss 605D



Sells bred to **HUTH FTF Torque C002** with heifer pregnancy.
 FTF Prime Product 226Z/ TH 223 71I Victor 755T/ DR World Class 517 10H

CED	BW	WW	YW	Milk	M&G	\$CHB
5	0.1	54	89	28	54	31

FTF Promise 678D



Sells bred to **R Excitement 4356** with heifer pregnancy.
 FTF Porterhouse 455B/ Grandview 7Oaks Sonora 145R/ DR World Class 517 10H

CED	BW	WW	YW	Milk	M&G	\$CHB
3.7	2.4	61	97	31	61	30

FTF Revolution 6417D



A very complete maternal oriented bull.
 MSU TCF Revolution 4R/ DR World Class 517 10H/ FTF Bombardier 309N

CED	BW	WW	YW	Milk	M&G	\$CHB
3.3	3.4	68	106	26	60	32

FTF Porterhouse 6203D



A great Prospector son from the same cow family as Prime Product.
 FTF Prospector 145Y/ KJ 2403 Recruit 966R/ TCC Canadian Blend 3E

CED	BW	WW	YW	Milk	M&G	\$CHB
3.8	2.1	51	82	28	54	24

FTF

Glenn & Yvonne Ridder John, Heidi, Madi, & Ben Ridder Jeremy Couch
 636-358-4161

www.fallingtimberfarm.com

Falling Timber Farm
Marthasville, MO

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Sale Index

- Walker's Foundations for the Future '17
- Hereford Fall Classic
- Central Missouri Polled Hereford Breeder's Association 110th Fall Sale
- Illini Top Cut

Walker's Foundations for the Future '17

Morrison, Tenn. – September 4, 2017

1.5 bulls – \$20,500; average – \$13,666

73 females – \$464,800; average – \$6,367

1 flush – \$5,000; average – \$5,000

1 pregnant recipient – \$5,250; average – \$5,250

1 pick – \$10,000; average – \$10,000

7 embryos – \$850; average – \$5,950

BULLS

Walker JH Escrow X51 703B 7204, sired by KCF Bennett Revolution X51, 1/2 interest to Whaley Polled Herefords Ga., \$12,000

FEMALES

/S Lady Tested 640D, sired by EFBEEF TFL U208 Tested X651 ET, 1/2 interest to Friendly Acres Farm, Tenn., \$23,000

Doss Miss Revolution DHY10, sired by MSU TCF Revolution 4R, to AXA Polled Herefords and Dor-bay Polled Herefords, Canada; and **Walker Debbie Y52 Y10 775E**, sired by SHF Yankee R117 Y52 ET, to Dirt Road Farm, Tenn., \$19,500

Grassy Run Rachel 3005 ET, sired by PW Victor Boomer P606, to Sunnyside Farm, Ohio; and **Walker CMF Rachel 456B 6101D**, sired by ILR Red Power 456B, to Friendly Acres Farms, Tenn., \$15,000

Walker JM Lady Cat 333 D112 ET, sired by C ETF Wildcat 4248 ET, to Crough Polled Herefords, Tenn., \$15,000

Walker Beth X51 Y479 427B, sired by KCF Bennett Revolution X51, 1/2 interest to Crough Polled Hereford Farm, Tenn., \$14,750

PICK

Pick of the Fall 2017 Calves to Whitehawk Ranch & Barnes Herefords, Ga., \$10,000

Hereford Fall Classic

Taylorville, Ill. – September 9, 2017

Auctioneer: Cody Lowderman

1 bull – \$6,000; average – \$6,000

females – \$175,950

9 embryos – \$5,850; average – \$650

12 commercial heifers – \$18,600; average – \$1,550

44 lots – \$206,400; average – \$4,691

FEMALES

CHURCHILL LADY 0104X, sired by GOLDEN OAK OUTCROSS 18U, to Felicia Schmidt, Emmitsburg, Iowa, \$9,500

BAR S LHF 0104 MS 49C 750 ET, sired by NJW 79Z 22Z MIGHTY 49C ET, to Churchill Cattle Company, Manhattan, Mont., \$9,000

MDP C&M NEW MEXICO LADY 2043, sired by UPS DOMINO 5216, to C&M Herefords, Nara Visa, NM, \$8,500

BAR S LHF 2043 MISS 49C 754 ET, sired by NJW 79Z 22Z MIGHTY 49C ET, to C&M Herefords, Nara Visa, NM, \$8,000

JSB ODESSA 001, sired by LJS MARK DOMINO 1321, to Gillespie Herefords, Oxford, Ohio, \$8,000

Central Missouri Polled Hereford Breeder's Association 110th Fall Sale

Vienna, Mo. – September 16, 2017

cow/calves – average – \$2,027

open heifers – average – \$1,235

bred heifers – average – 1,810

bred cows – average – \$1,550

commercial heifers – average – \$1,055

bulls – average – \$2,238

55 lots – \$93,050; average – \$1,692

Illini Stop Cut presented by

Lowderman Cattle Co.

Macomb, Ill. – September 17, 2017

Auctioneers: Monte and Cody Lowderman

2 bulls – \$19,250; average – \$9,625

42 females – \$389,600; average – \$9,276

12 embryos – \$11,400; average – \$950

2 flushes – \$16,500; average – \$8,250

47 lots – \$436,750; average – \$9,262

FEMALES

LCC 480 Kiwi 4E ET, sired by LCC FBF Time Traveler 480, to Lauren May, Mineral Point, Wis., \$35,000

LCC 480 Kiwi 3E ET, sired by LCC FBF Time Traveler 480, to Addison and Jaelyn Koontz, Thomas, Okla., \$30,000

RJL LCC LCC Addictive 7441 ET, sired by UPS Sensation 2296 ET, to Jamie Moore, Jerseyville, Ill., \$29,000

LCC 480 MS Sweet Times 709 ET, sired by LCC FBF Time Traveler 480, to Kimberly Snader, New Windsor, Maryland, \$20,000



Cattlemen "Very Pleased" That Tax-Reform Blueprint Includes Death Tax Repeal, Will Fight to Maintain Existing Positive Provisions in Tax Code
Craig Uden, President of the National Cattlemen's Beef Association, today released the following statement in response to the "Unified Framework" for comprehensive tax reform legislation:

"Our Nation's cattle producers are very pleased that President Trump and Republican leaders in Congress have maintained their long-standing commitment to American agriculture by including a full repeal of the onerous death tax in the Unified Framework for Fixing Our Broken Tax Code. We look forward to working with the Administration and lawmakers on Capitol Hill as pen meets paper on tax legislation, and will continue to demonstrate how the death tax and its associated costs adversely affect family-owned operations and the rural communities they support.

"Also, current provisions in the tax code that help livestock producers maintain economically viable businesses and support the success of

future generations of farmers and ranchers must be preserved. Stepped-up basis, cash accounting, like-kind exchanges, cost recovery, and the deductibility of interest payments are just a handful of the provisions that allow agricultural producers to survive despite the many challenges we face, from market volatility and fluctuating input prices, to droughts, wildfires, and floods, to the challenge of generational transfers. We'll closely monitor these provisions as more details on legislative language become available, and intend to fight tooth and nail for a tax code that supports America's beef producers."

Throughout September, NCBA has executed an extensive online media campaign to promote comprehensive tax reform. The group yesterday released the campaign's fourth video, which has collected more than 57,000 views in less than 24 hours. As the end of the campaign draws to a close, the videos featuring beef producers have already been viewed a combined 317,000 times and have reached more than 590,000 people on Facebook.

Once Again We're Raising The Bar!



WOLF 3001 LISA W17 C9

Sire: Boyd Legacy 3001
Dam: Wolf Johnnie Class S9 W17
Sells with heifer calf born 9/27/17 by Box Top



ROTH HEREFORD FARM
1146 NE Hwy J • Windsor, MO 65360

Ed & Carol Roth, owners
660-694-2569 • Cell 660-351-4127
croth745@earthlink.net

Eddie, Mary, Lane & Levi
Cell 660-351-4126

Show-Me Polled Hereford Classic

November 18th, 2017 • Noon
Roth Hereford Farm • Windsor, MO

RHF 312A HAILEY 7035E



Sire: PRF 743 Tank Time 312A
Dam: RHF 10Y Bailey 4038B ET

February Heifer Prospect!

Offering:
Spring Pair Splits
Fall Pairs
Herd Bull Prospects
Fall Yearling Heifers

Special Lot

Selling choice flush on
donors Grandview CMR
Mis P606 X395 ET and
RHF 8Y Rose Garden
4067B ET

RHF 106A POWER GRID 7024E



Sire: MHPH 521X Action 106A
Dam: ASM 139Y 38W Vaca 315A

January Herd Sire Prospect Dam also sells!

LiveAuctions TV
Online bidding at LiveAuctions.tv

Tri-L Polled Herefords



CJB Diamond D83 • 9/23/16
Sire: NJW73SW18 Homegrown8Y ET
Tundra cow



CJB Disney D82 • 10/10/16
Sire: KJ C&L J119 Logic 023R ET
About Time cow



CJB Destiny D87 • 9/1/16
Sire: KLC&L J119 Logic 023R ET
Felton's Legend cow



CJB Dolly D95 • 10/15/16
Sire: HCF GM Shrek 920
Bright Future cow



CJB Darcy D86 • 9/4/16
Sire: NJW73SW18 Homegrown8Y ET

Tri-L Polled Herefords

19417 NE 178th Street • Holt, Missouri 64048

816-628-5571 Home
816-421-4075 Business
816-797-8020 Cell

Jack and Alicia Lewis
Katherine Fuller
Conner Bolch

Cow Families...

a legacy of proven genetics
that produce year after year.



These cattle sell...

Show-Me Polled Hereford Classic

November 18th, 2017 • Noon

Roth Hereford Farm • Windsor, MO



GLENGROVE BETHANY B33
REG: 43536470

- One of the first daughters of CMR CS U408 Progression Y449 to sell and what a good one she is!
- She is a natural calf by our 719 donor dam from Topp Herefords.
- We predict great things from this young cow who has a beautiful phenotype and udder quality.
- Has a herd sire prospect at side born 9-11-17 sired by the popular MPH Z3 Box Top C16.



GLENGROVE DONNA D43
REG: 43733972

- A top daughter of LJR MSU GF Cold Fusion 52Z and our best GV CMR Ideal 424 cow.
- The Cold Fusion heifers are easy fleshing with eye appeal and mature into very productive cows.
- Lots of potential here. The genetics are right and this heifer is terrific.
- Sells open.



GLENGROVE DINAH D49
REG: 43760793

- Another stout Cold Fusion open heifer.
- Her dam is our donor cow TH 66U 719T Reba 123Y we purchased from Topp Herefords as a heifer.
- She has proven her value in our herd.
- D49 is a valuable genetic package who will make a great cow.
- Sells open.



GLENGROVE PRISTEEN Z34
REG: 43338529

- A personal favorite! All we could ask for from a brood cow.
- A Progression 449Y daughter out of a Dam of Distinction by About Time.
- Freckle faced, long spined, good udder with tremendous spring of rib and capacity.
- Performance record: WW: 3 at 103.7 ratio; YW: 2 at 103.5 ratio.
- Has a LJR MSU GF Cold Fusion 52Z heifer calf born 9-25-17



GLENGROVE BLISS B31
REG: 43558965

- A big bodied, beautifully designed Kingston 67Z daughter.
- A near perfect udder!
- Her Fusion 138X dam, who is a flush sister to Cold Fusion, is now working for Bacon Herefords in Arkansas.
- Steer calf born 4-24-17 by a son of Churchill Red Bull sells off.
- AI'd to Federal 6Y on 5-30-17. Pasture exposed to CCR 156T Maternal Force 567 ET from 6-10-17 to 8-20-17.



GLENGROVE 67Z COOKIE C12
REG: 43628856

- A dark red, big volumed young cow with super structure, big hip, and extra length.
- Her Gaucho dam is working in the Journagan/MSU herd.
- On the dam's side she goes back to the Y2 cow who is also the dam of the 2017 Missouri State Fair Grand Champion bull.
- Pasture exposed to CRR 156T Maternal Force 567 ET from 6-10-17 to 8-20-17. Checked safe in calf for an early spring calf.



GLENGROVE 6Y DYLAN D7
REG: 43763059

- An excellent herd bull prospect by the popular C&L CT Federal 485T 6Y bull and out of our special X6 Durango brood cow.
- He exhibits quality from end to end with the genetics to add more value to his progeny.
- A lot of predictability bred into this bull.



GLENGROVE Y4 HEIDI A33
REG: 43478241

- Our best Out Front Y4 daughter out of a good Durango cow.
- Beautiful phenotype, big topped, & deep ribbed.
- Out Front females make really great cows and A33 is no exception.
- AI'd to Federal 6Y on 5-30-17. Called safe. Pasture exposed to CRR 156T Maternal Force 567 ET from 6-10-17 to 8-10-17.
- Her fancy heifer calf sired by On Target 837S sells off.



GLENGROVE HOMETOWN GIRL B9
REG: 43481003

- If you like them pretty, correct and productive B9 fits the bill.
- She has the balance and eye appeal we all appreciate and is backed by some of the best genetics in the industry.
- Her fancy Box Top heifer at side speaks to her ability to raise a good one.
- AI'd to CRR 156T Maternal Force 567 ET on 5-29-17. Pasture exposed to the same bull from 6-10-17 to 8-10-17. Called safe to an observed service on 6-15-17.



GLENGROVE PERFECT TEMPO B19
REG: 43536543

- A favorite among visitors to our farm.
- She is moderate in her frame and put together about as good as you can breed one.
- She has one of the best udders we have seen.
- AI'd to Box Top on 5-30-17. Pasture exposed to LJR MSU GF Cold Fusion from 6-10-17 to 8-10-17. Safe to pasture exposure.



GLENGROVE 11X SPIRIT 64Z ET
REG: 43416363

- 64Z is a sale feature from our offering with great eye appeal, body mass, and loads of milk.
- Flushmate to our herd sire, Kingston 67Z now working for the C. Keith Feagans herd in Missouri.
- Other flushmates are working for Tommy Mead in Georgia and Kenny Spooler's Lizzie's Polled Herefords in Missouri.
- Sells with a beautiful heifer calf by ILR Red Power 456B born 9-12-17.



GLENGROVE 10Y ATHENA 41A
REG: 43526704

- This daughter of the popular NJW 73S W18 Hometown 10Y and our donor 170S will be a great investment for her new owner.
- She is long and extended through her front end and blends into an impressive shape through her rib and hind quarter.
- Near perfect udder. Cow you don't want to pass up!
- A female we never thought we would sell and she would not be available if we were not significantly downsizing our herd.
- Sells with a beautiful Revolution 4R heifer calf born 9-7-17.



GLENGROVE 138X AMY 54Z ET
REG: 43378567

- A superb daughter of Fusion 138X out of our freckle faced PW Victor Boomer P606 donor cow.
- Performance data: WW: 3 at 104.5; YW: 2 at 103.
- Will have a calf at side by our 719T son APH GF 719T Bart 53B ET owned with Aufdenberg Polled Herefords.
- She is a flush sister to our herd bull, LJR MSU GF Cold Fusion 52Z.



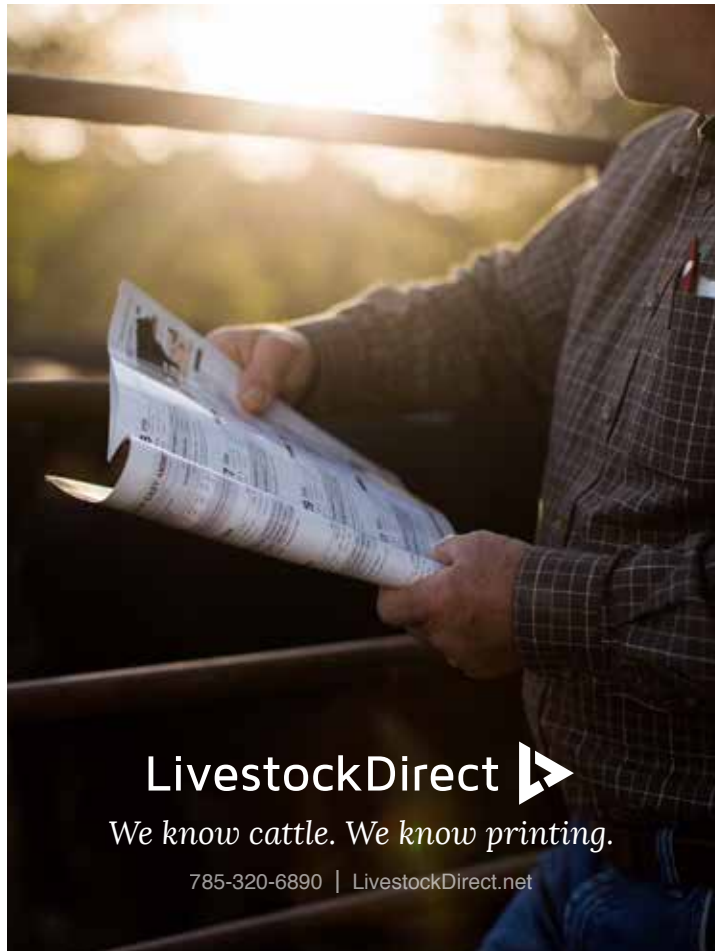
CCR 156T Maternal Force 567 ET
REG: 43589431

- Service sire on some of the spring calvers
- Stoutness, power and longevity
- We are excited to see what he can do in our program

Stop by for a visit!
We would love to show
you around!



Bob and Gretchen Thompson
12905 C.R. 4010 • Rolla, MO 65401
Home 573-341-3820
Cell 573-368-9557
www.glengrovetfarms.com



Around the Barn

Membership Update

Birth Announcement

Jackson Bradley MacPhee was born September 14, 2017 at 8:23 a.m. weighing 9 pounds 12 ounces and was 22.5 inches long. Jackson is welcomed into the world by his parents Tanner and Addison (Jackson) MacPhee, Bremerton, Wash. The maternal grandparents are Kyle and Shane Jackson, Miller, Mo., and the paternal grandparents include Garth and Carol MacPhee, East Peoria, Ill.



EFBeef TFL U208 Tested X651 ET
Semen Available while supplies last



Tested A250
Semen available from Select Sires



Resolute CEO
First calves available



Tom, Siu and Clare Luthy
L3Farms.com
 417-861-1755
TLuthy@mac.com



Spring 2018 Sale:
Includes progeny of
Tested X651, Tested A250
and Resolute CEO

SEASON FINALE

• Hereford Event - Olds, AB •

Dec 10

2017

last year's high sellers

Flush for **\$12,500**



1/2 interest for **\$18,000**



Heifer calf for **\$15,500**



same *high quality* selected
for this year's offering

ON OFFER: BULLS, FEMALES,
FLUSHES, SEMEN & EMBRYOS

Contact us for details on the offering!

SALES MANAGEMENT



BOHRSON
MARKETING SERVICES

www.bohrson.com

Events & Deadlines

OCTOBER

- OCT 27** American Hereford Association Annual Meeting
Kansas City, Missouri
- OCT 28** Ladies of the Royal Hereford Sale
Kansas City, Missouri
- OCT 28** American Royal Junior Show
Kansas City, Missouri
- OCT 29** American Royal National Hereford Show
Kansas City, Missouri

NOVEMBER

- NOV 1** Hereford Women of Missouri Queen Application Deadline
- NOV 12** North American Int'l Livestock Expo Hereford Junior Show
Louisville, Kentucky
- NOV 14** North American Int'l Livestock Expo Hereford Open Show
Louisville, Kentucky
- NOV 18** Show-Me Polled Hereford Classic
Windsor, Missouri
- NOV 25** College of the Ozarks Hereford Production Sale
Point Lookout, Missouri
- NOV 29** Missouri Hereford Influenced Feeder Calf Sale
Vienna, Missouri

DECEMBER

- DEC 2** Missouri Hereford Association Annual Meeting and Banquet
Sedalia, Missouri
- DEC 3** Missouri Opportunity Sale
Sedalia, Missouri
- DEC 10** Season Finale Sale
Olds, Alberta, Canada

JANUARY

- JAN 5-7** Missouri Cattle Industry Convention & Trade Show
Columbia, Missouri
- JAN 10** National Western Stock Show Hereford Junior Show
Denver, Colorado
- JAN 11** National Western Stock Show Hereford Bull Show
Denver, Colorado
- JAN 12** National Western Stock Show Hereford Carload and Pen Show
Denver, Colorado

- JAN 13** National Western Stock Show Hereford Female Show
Denver, Colorado
- JAN 22** MHN Contract Deadline & March Ad Space & Material Deadline
- JAN 26** MHN Camera-Ready March Issue Deadline
- JAN 29** Southwestern Expo National Hereford Show
Fort Worth, Texas

MARCH

- March 3** Mead Farms Spring Bull Sale
Versailles, Missouri
- March 10** Central MO Polled Hereford Breeders Association Sale
Vienna, Missouri
- March 17** Falling Timber Farm Bull & Female Sale
Marthasville, Missouri

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Life is Simple

I had the sad occasion, a few weeks ago, to attend the funeral visitation for one of the most influential mentors of my life. I realize that few of my readers, outside of the county in which he taught Vocational Agriculture for his entire career, will know who I'm writing about—but I would wager (or at least, hope) that almost everyone has a 'Mr. Young' somewhere in their life.

I was, once again, blessed with good fortune when the university assigned me to do my student teaching under this gentleman in the spring of 1974. Although I had never met the man, I most certainly knew his reputation as one of the very best Ag teachers in the Midwest. He had trained dozens of championship judging teams and assisted scores more in exhibiting their champion dairy, beef, swine, and sheep at fairs all over the area. His FFA chapter had sent more students on to become American Farmers, State Farmers, and State Officers than just about any other program in the state, and on top of all these accolades, he was considered an outstanding classroom teacher as well. That was quite the package to throw at a naive 21-year old country boy from way back in the sticks.

During Christmas break, my university professors instructed all the student teachers to visit the high school, to which they were assigned, and spend a day acquainting ourselves with the teacher, curriculum, and facilities in advance of our assignment there the next spring. I showed up early



Jerry Crownover

that morning and introduced myself to the man who, in all reality, would be the one who decided I could have teaching as my profession—or not. As I looked around the classroom, I admired a half-dozen pictures of past recipients of the American Farmer Degree (most schools were tickled to have one). Under those, hung scores of pictures of State Farmer recipients with a couple of Star State Farmers thrown in for good measure. On the next wall were more champion contest plaques, trophies, and banners than I had ever seen in a single Ag department. I was now, totally intimidated.

When the last bell rang that day, the old gentleman invited me into his small office to get to know me. I nervously listed what I thought were my strengths and weaknesses. He soaked those comments in for an awkwardly long time before asking, "Why do you want to be an Ag teacher?" I gave him a short but genuine answer that brought (at least, in my mind) the slightest hint of a smile to the lower, left corner of his mouth. Silently, he looked me over from head to toe (remember, it was 1973) before stating, "You will be getting a haircut and shaving that moustache before you arrive to teach?" I assured him that I would show up looking like a professional teacher. "Very good," he answered. "I'll see you here in six weeks."

When I showed up to begin student teaching,

he warned me that we would be working with students every day and night while I was there—except for Thursday nights—that was his bowling night. He didn't mislead me, for we pretty much lived at the school that spring and, at the end, I was convinced that I had learned more in that semester than I had in all my previous fifteen and one-half years of schooling.

A master teacher, Mr. Young had many effective teaching techniques, but my favorite was where he would play the fool by pretending he had forgotten some fact or procedure and ask the students if they could refresh his memory. They would roll their eyes and quickly come up with the correct information to show that they were smarter than the teacher. It's a method that I used throughout my teaching career, even though it was less of a stretch in acting for me, because I usually had forgotten the information.

In attendance at the visitation and funeral were scores of his former students. Since I live two counties away, I didn't know a fraction of the hundreds of mourners, but even I recognized many successful farmers, auctioneers, attorneys, salesmen, business leaders, college professors, bankers, accountants, teachers, and even the owner of the funeral home, that had all been his students at one time. Undoubtedly, he influenced their lives in a positive way as much as he had my own. In that, his legacy will continue for many generations and what more could any of us ask.

Mr. Ireland M. Young 1921-2016.



Missouri Hereford News

At the banquet in December, prime pages of the MHN including the inside front cover, page 1, center spread left, center spread right, inside back cover and back cover will be auctioned off. The highest bidder will then invest this premium plus the contracted 4-issue full page price for the year. All other advertisement pages are placed on a first-come, first-serve basis.

The 2018 Missouri Hereford News (MHN) Media Guide will be released December 2 in Sedalia, Mo., at the Missouri Hereford Association (MHA) annual meeting and banquet. The guide will contain the publication schedule, advertising rates and ad sizes.

To receive the contracted 4-issue rate, be sure to contact the editors by January 22 to reserve your space. In 2017, close to 100 advertisers chose the publication as a marketing venue.

250–500 extra copies have been printed for each issue allowing copies of the MHN to be handed out at numerous Missouri events and national Hereford sales and shows. The dispersal of these extra copies has increased the readership and visibility on a national level. If you have a location in mind in your area to further help place the publication, please let the editors know, and extra copies will be shared.

To help make the Missouri Hereford News as informative as possible and highlight our members, we welcome all results, events, and membership news submissions to the editors for inclusion in the publication!

Advertisement Opportunities

Missouri Hereford Website

Since Rural Route Creations (RRC) starting designing and updating the MHA website, there have been 18,000 visitors from 2010–2017. A new design was launched in March of this year creating 4,883 website views in only six months. On average, the website has 30 people visit with peaks at certain times when RRC sends out eblasts to the MHA membership and pushes notifications on the RRC Facebook in regards to the MHA and MHN.

The homepage banner ad will also be auctioned off at the Missouri Hereford banquet with the winning bidder receiving this advertisement space for the 2018 year. Other advertisements will be sold at a first-come, first-serve basis, so be sure to contact Jocelyn Washam to reserve your space, as these fill up fast.





District 1: Director - Amy Phillips

District 2: Director - Brian Littleton

District 3: Director - Bill Nation

District 4: Director - Tim Bernt

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 Chris, Reba & Zakary Rapp
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Missouri Hereford News Media Guide

The Missouri Hereford News (MHN) will be releasing the 2018 media guide at the Missouri Hereford Annual Meeting and Banquet, December 2 in Sedalia, Mo. Watch your email for the media guide to be posted to the Missouri Hereford Association (MHA) website also.

The contract advertising rates along with the advertisement sizes and deadlines will be included. January 22 is the deadline for contracts for the new year as well as the date to book ad space for the March 2018 issue. Take advantage of the contract discounts by booking early!

If you have a late February or early March sale, please contact the editors if you are interested in advertising in the first 2018 issue.

If you plan to contract advertisement space, having an advertisement in each issue, consider purchasing a prime spot in the publication. The inside front cover, the first right page, center spread, inside back cover and back cover will be auctioned during the Missouri Hereford weekend in December. More information is available on page 43.



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Two Fall Pairs

#506 (P43650285) with
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red, freckles, powerful.



#424 (P43546831)
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JDB W017 A004 Good Reason D638

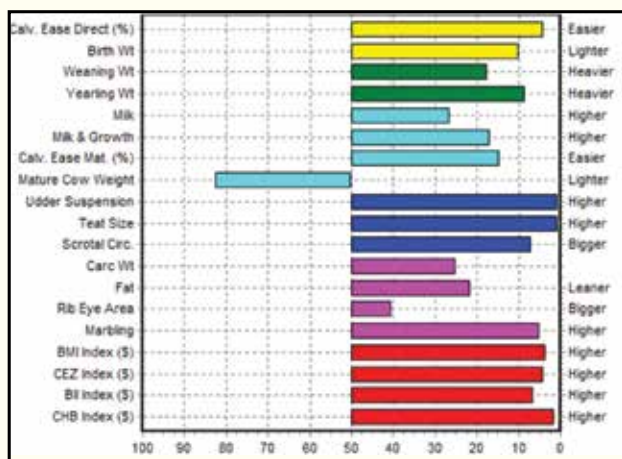
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(P43762743)

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JDB GHCC 3008 REASON W017 ET {DLF,HYF,IEF}
JDB GHCC LADY LEGEND P098
BOYD WORLDWIDE 9050 ET {DLF,HYF,IEF}
JDB 9050 Y027 RACHAEL A004 ET
JDB 4R REVA Y027 {DLF,HYF,IEF}



	Calv. Ease Direct (%)	Birth Wt	Weaning Wt	Yearling Wt	Milk & Growth	Calv. Ease Mat. (%)	Mature Cow Weight	Udder Suspension	Teat Size	Scrotal Circ.	Carc Wt	Fat	Rib Eye Area	Marbling	BMI Index (\$)	CEZ Index (\$)	BII Index (\$)	CHB Index (\$)	
	EPD	+5.8	+0.9	+58	+99	+26	+55	+3.3	+103	+1.60	+1.63	+1.3	+67	-0.012	+0.39	+0.31	+\$ 26	+\$ 21	+\$ 21



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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

SOUTHEAST MISSOURI DISTRICT FAIR

Open Show - September 14, 2017 | Judge: Bruce Keiswetter, Iowa | Cape Girardeau, MO | 54 head



Champion Heifer : PHH PCC 409 Blazer 604 : 01/03/2016
Bacon Herefords, Siloam Springs, AR



Reserve Heifer : Bacon Cali 1610 : 05/02/2016
Bacon Herefords, Siloam Springs, AR



Champion Bull : AR DMM 743 Smokin Joe D91 ET : 11/02/2016
Apple Ridge Farms, Salem, IL



Reserve Bull : Bacon Easy to Explain 619 ET : 01/03/2017
Bacon Herefords, Siloam Springs, AR

Junior Show - September 13, 2017 | Judge: Bruce Keiswetter, Iowa | Cape Girardeau, MO | 15 head



Champion Heifer : APH 53B Rudy 17E : 03/02/2017
Wyatt Russell, Jackson, MO



Reserve Heifer : LJR MSU Silvia 73D : 02/09/2016
Lauren Crutsinger, Whitewater, MO

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Selling 70 Lots

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RHF 220 Bell Star 4032B • P43475256

A beautiful daughter of Boyd Masterpiece 0220 out of a great cow that we purchased from Grandview/CMR. She never misses. Sells with a MSU TCF Revolution 4R heifer calf. Bred to NJW 135U 10Y Hometown 27A.

BW 3.4
WW 56
YW 90
MM 26
M&G 54



RF 156T Ms Maternal 68A • P43413791

A super daughter of CMR GVP Mr Maternal 156T. She comes from one of our very best cow families. Great udder, freckle-faced and mated to MPH Z3 Box Top C16. Sells with a fancy heifer calf by NJB 3060 Gaucho 829.

BW 4.6
WW 57
YW 86
MM 27
M&G 55



Glengrove 6Y Dylan D7 • P43763059

An excellent herd bull prospect by CT C&L Federal 485T 6Y out of our X6, THM Durango 4037 daughter. Selling two maternal sisters. A lot of predictability bred into this bull.

BW 2.8
WW 60
YW 101
MM 18
M&G 48



CSR 62A Rhonda C16 58E • P43832567

Dark red, goggle-eyed, tremendous potential in this outstanding daughter of MPH Z3 Box Top C16. She and her mother are a featured pair.

BW 2.4
WW 56
YW 86
MM 25
M&G 53



RHF 719T Apricot 3005A • P43467527

A power cow by TH 122 711 Victor 719T. Sells with an outstanding herd bull prospect sired by MHPH 521X Action 106A. Bred to MPH Z311 Rampage D1.

BW -1.1
WW 47
YW 64
MM 23
M&G 46



CSR Master Lady 62A • P43415022

A dark red, excellent milking daughter of Boyd Masterpiece 0220. She is the dam of 58E pictured. Mated to MPH Z3 Box Top C16. A can't miss pair.

BW 3.5
WW 55
YW 84
MM 16
M&G 43



PRF 106A Action Ellie 707E ET

A tremendous show heifer prospect sired by the popular MHPH 521X Action 106A. Her dam is a daughter of THM Durango 4037 that we have flushed. Don't let this one get by.

BW -1.1
WW 47
YW 64
MM 23
M&G 46



SF 44Z Lady Ann 497 • P43624956

A super red-eyed daughter of CMF 829S Iron Cowboy 44Z out of a straight Victor bred cow. Sells with a fancy heifer calf by ILR Red Power 456B. Remated to Hyalite On Target 936.

BW 0.3
WW 40
YW 59
MM 20
M&G 40

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Ed and Carol Roth
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SELLING AT THE
No Opportunity Sale
Dec. 3, 2017 • Sedalia, MO



Abra 16A Marykate 2D ET

Reg #: 43670865

DOB: 1/6/16

Sire: THT9011X AMERICAN HEREFORD 16A

Dam: H GH KATYJO 9018 ET

EPDs

CED 1.4 BW 3.2 WW 44 YW 78 Milk 28 M&G 50

Check this one out. Not many daughters of the donor matron H GH Katy Jo leave our herd but she's on the market because we are retaining her identical twin sister. She possesses some of the best horned genetics going back to L18 on both sides. She's bred to C&L Federal 6Y and will have a bull calf shortly after the sale, due 12/15/17.



Pictured as a calf

Abra 3B Gentry 27D

Reg #: 43675220

DOB: 3/3/16

Sire: ABRA 0109 MR RED 3B ET

Dam: ABRA LADY OUTCROSS 2321 ET

EPDs

CED -1.8 BW 3.8 WW 57 YW 90 Milk 23 M&G 51

Maternal powerhouse goes back to Outcross 18U on both top and bottom side of her pedigree. Her sire and Dam were both raised by us out of a large group of embryos we purchased from the Hoffman ranch. Excellent udder quality, longevity with moderate birth and high growth traits are what we select for in our replacements and she hits the mark. You will really appreciate her when she calves to Churchill Red Bull with a heifer calf due 1/23/18.



Pictured as a calf

Bred heifers, replacement females and show heifer prospects now for sale private treaty at the farm.

AbraKadabra
Cattle Company

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