

JULY 2018

MHN

Missouri Hereford News

Official Publication of the Missouri Hereford Association

Summer Events

are in full swing

Inside this issue

Butler Family Honored for Breed Contributions
MCA All-Breeds Junior Show Results
Selection of Missouri Show Cattle of the Year
Profit Index Changes
Good Management, Good Meat Quality

Missouri Hereford News
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SHF Zane X51 Z115
MSU TCF Revolution 4R
NJW 73S W18 Hometown 10Y ET



HERD SIRES

NJW 73S 980 Hutton 90H
KACZ Houdini 102A
KACZ 68T Frontier 190Z 114D
KACZ 102B Tailgate 19W 4D
KACZ 9144 ICON 501C E303 ET

Look for more information on our Dispersal Sale in October 2019

Joe Kaczmarek

417-894-1505

4joekaczmarek@gmail.com



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P.O. Box 434, Salem, Mo.

Bill and Roberta Kaczmarek

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C&L RR KJ 364C JALAPENO 937E (43844129)

SIRE: R Leader 6964

Dam and 937E were Reserve Champion Cow-Calf in Louisville. Mother is a fantastic two year old. Red eyed, great structure. Semen available this fall.

CED 7.5 BW 1.7 WW 70 YW 112 M 28
M&G 63 REA 0.56 MARB 0.19



MPH Z3 BOX TOP C16 (43630197)

Sired by: MPH 10H Juice Box Z3

Dam: MPH 1030 Brandi W19 (DOD)

Can be used on heifers—low birth weight, outcross pedigree, dark red, conservatively marked - Sire is in ABS stud

CED 6.9 BW 0.9 WW 66 YW 114 M 34
M&G 68 REA 0.17 MARB 0.26



LJR MSU X51 BOSCH 371B (43537292)

SIRED BY: KCF BENNETT REVOLUTION X51

DAM: LJR MORGANN 385X by Glengrove LJR Monty

Great phenotype with awesome performance

CED 4.4 BW 2.4 WW 58 YW 100 M 17
M&G 46 REA 0.99 MARB 0.27



MPH 10H SPLASH B12 (43524813)

SIRE: DR WORLD CLASS 10H

DAM: MPH 743 FANTASIA X3

Flawless structure, conservatively marked, homozygous polled, full brother to ABS sire MPH 10H Juice Box Z3

CED 11.3 BW -1.3 WW 55 YW 81
M 33 M&G 60 REA 0.41 MARB 0.08

LJR



Missouri State
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27th Annual Production Sale
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**Show Me Classic Bull
and Female Sale**
Saturday, April 6, 2019

Editors

It seems like just yesterday we were working on the 2017 summer edition of the Missouri Hereford News. Where does a year go? For many of us, summer seems like it should be a season of catch-up, but the months seem to be filled with so many activities that it's hard to stay focused on tasks that need attention.

Utilize the summer activities as a goal for your operation. Are you needing to meet new people? Could your farm or ranch use a few more repeat bull customers? While summer can be busy, make a point to attend community and cattle functions. It will be time worth spent in the future of your program. Plus, isn't camaraderie with your peers just enjoyable?

Summertime is a great time for family bonding. As you read this, many of the youth in our state are attending the Junior National Hereford Expo. We wish them good luck and can't wait to report on their successes in our next issue!

We want to remind breeders that this is your state, and for some, regional publication. Please send us any news, story ideas or interesting happenings so that we can include it for our readership. We enjoy hearing feedback from you.

The American Hereford Association is great to contribute for our publication. Find enclosed news from Joe Rickabaugh and Shane Bedwell as well as the National Junior Hereford Association. These articles are important, and we sincerely thank these individuals for their input in getting news out to the membership.

Although the majority of our readership are producers, it is vitally important that we keep in mind all aspects of our supply chain for the success of the beef industry. The NJHA Fed Steer Shootout is gearing up for the 2019 contest, and we challenge you to get involved. Sponsor a junior in your area or get your own family involved. We appreciate Jade Cooper, Graduate Research Assistant, and Carol Lorenzen, Professor Division of Animal Sciences, University of Missouri, explaining meat carcass quality and how it directly correlates with animal handling.

We are already gearing up for our September issue. Reach out to us if you would like to advertise. The deadline will be immediately after the Missouri State Fair, so start planning now if you would like to include your fall marketing details. Have a fun, safe and enjoyable summer, and stay cool!

– 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

2018 Publication Dates

Issue	Ad Space & Material Deadline	Camera Ready-Ad Submission
March 1	Jan 22	Jan 26
July 15	June 11	June 15
September 15	Aug 13	Aug 17
November 1	Sept 27	Oct 3

“We want to remind breeders that this is your state, and for some, regional publication.”



Advertisement & News Submissions:

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

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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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Missouri Hereford Association

Officers and Directors

www.moherfords.org

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	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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Featured Sires and Service Sires:

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- XA Mr Mahatten 6011
- Boyd 31Z Blueprint 6153
- R Leader 6964
- Churchill Rough Rider 719E
- K&B Red Brand 417B
- C ETF Wildcat 4248 ET

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James Henderson, Herdsman
417-588-4572

Guest Consignor: **Gregg and Denver Alsup**
417-766-6801



R Leader 6964
heifer (P43860171)



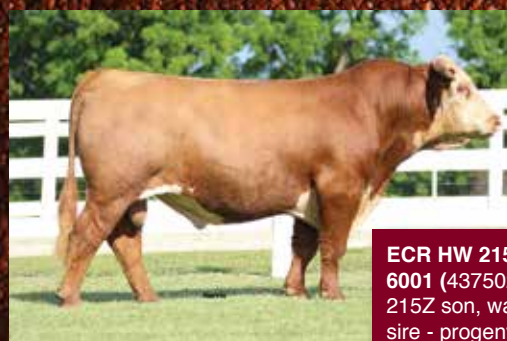
C ETF Wildcat 4248 ET
heifer (P43826317) out
of our Oxley donor



R Revolution 4510
heifer (P43763914) AI'd
to 31Z Blueprint 6153



XA Mr Manhattan 6011
(P43696637)
Our new walking sire &
featured service sire



ECR HW 215 Domino 6001 (43750256A)
215Z son, walking herd
sire - progeny and ser-
vice will be featured
in this sale.

Please Join Us for the
Missouri Hereford Tour

Saturday, September 8th, 2018

at the farm, 16789 Ridder Road, Marthasville, MO 63357

Schedule of Events:

- 5:00 Farm Tour
- 6:30 Dinner
- Activities for the kids
- Video tour of our remote farms
- Drone demonstration
- Cattle on display
- Attendance prizes and grand prize

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Update

Hereford Enthusiast,

What a great industry that we get to be a part of! Summer is in full swing, it is hot and we could use some rain, as I am sure everyone could. As I write this article, the Junior National Hereford Expo is expecting an amazing 2,215 entries. What an awesome thing to have so many young people interested in our breed. As my own children participate in county and regional shows, I see the youth in agriculture, and it affirms my belief that raising kids with livestock and the responsibilities that entails is a worthwhile decision. Like you, as much as I fret about the heat and the need for the next rain, take time to support the youth around. Go to your local county fair, stop by and visit with the young neighbor

“...I see the youth in agriculture, and it affirms my belief that raising kids with livestock and the responsibilities that it entails is a worthwhile decision.”

“Take the time to continue the legacy of not only the Hereford breed but agriculture as well!”



Justin Sissel
Missouri Hereford Association
President

trying to farm. Not all help is monetary; the wise advice you have to share can be invaluable. Take time to continue the legacy of not only the Hereford breed but agriculture as well.

I want to congratulate the consignors, buyers, and sale staff of the Opportunity Sale.

The sale was listed in the Hereford World as one of the top consignment sales based off sale average. State sale weekend will be here before we know it, it is a busy weekend in Sedalia and you need to make hotel reservations if you are reading this and you

have not. In addition, I want to call to your attention the MHA Field Day in East Central Missouri, September 8. This is always an enjoyable, relaxing time of fellowship and education of the cattle industry.

If I can ever be of assistance to you, do not hesitate to call at 417-818-8714.

—Justin Sissel, MHA President

Watch for more information in the September issue on the CHB Feeder Calf Sale to be held in Missouri!

AMERICAN HEREFORD ASSOCIATION

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

MISSOURI BREEDERS CONTACTS

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Travis McConaughy 417-989-0486

Sale Contacts

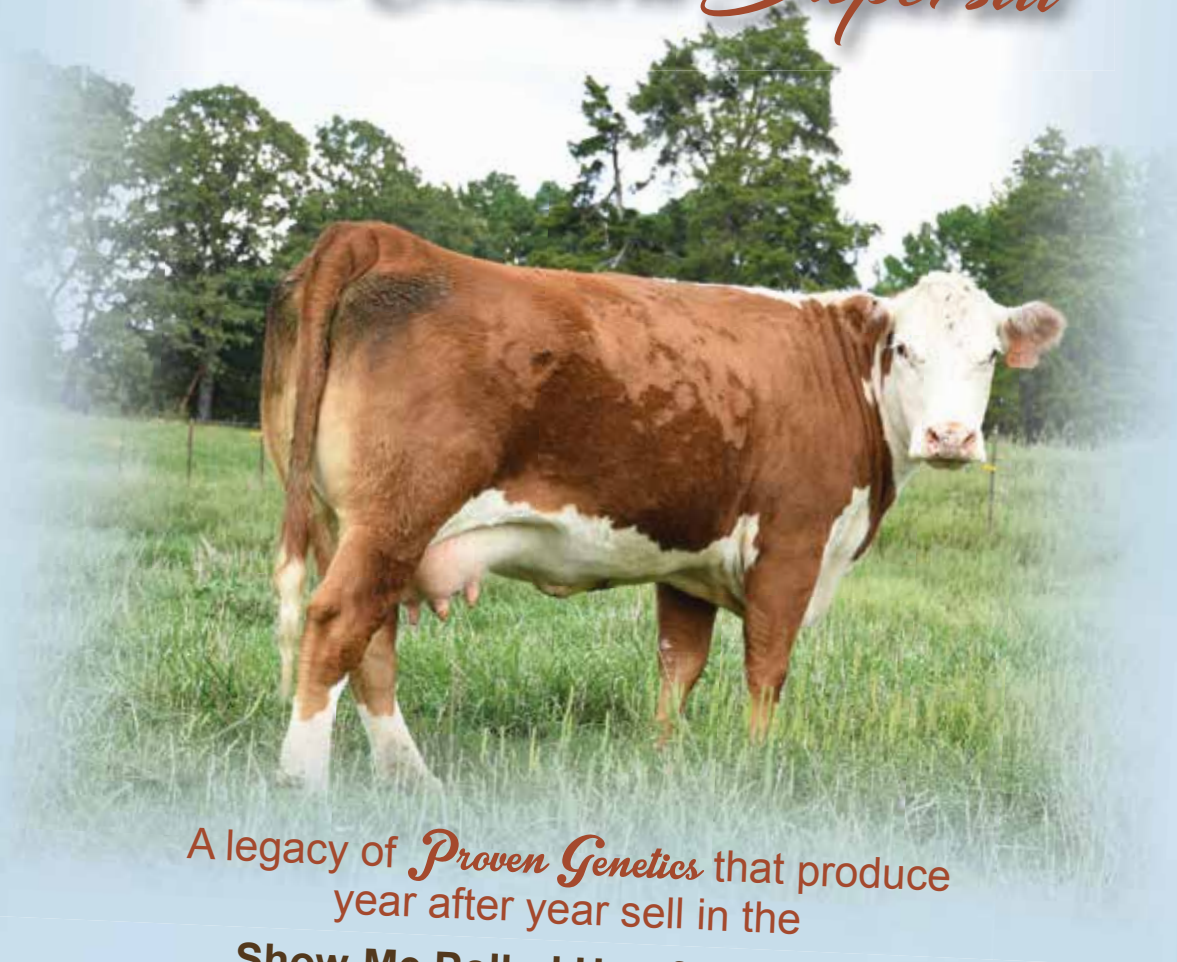
CHB ★ ★ ★
Feeder Calf Sale ★ ★ ★

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Pictures and info coming this fall!

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American Hereford Association Opportunities

Over the past couple of weeks the privilege to witness several AHA opportunities available to Hereford breeders has come about. As you are working through your summer activities, I thought the list below would be a good reminder for Hereford breeders and their customers.

This past week I stopped by Gregory Feedlot, Tabor, Iowa, and looked at the NJHA Fed Steers Feedout entrants. This group of steers was more impressive from top to bottom than I fully expected. Prior to my viewing of this pen, two groups of steers had already been harvested and the results thus far are impressive. This program is designed for junior members to send Hereford or steers qualifying for the CHB program to this lot. Once at the lot they are fed, with performance and carcass data sent to the junior members as the steers go through the program. Quite simply this is a real life cattle business program which NJHA members can utilize to learn more about their steers and the cattle industry. It is a real life showing and the ribbons are profit/loss statements along with the performance/carcass data provided to the members.

I strongly encourage young members along with older members to put this on their bucket list for the upcoming year. Breeders, you want to get some young people interested in the Hereford breed? Sponsor them with a steer for this program. In fact, I will go as far as to challenge many of you with grandkids to get them involved in this program. Personally, I know two young grandsons who will be in this program come this fall, and they will have a steer that should do very well. More information on this program can be found at hereford.org. Click on Youth and then scroll to NJHA Steer Feed Out Shootout.

As you are scrolling on the AHA website, be sure to check out these three programs found under the Commercial heading—Hereford Advantage, Premium Red Baldy and Maternal Advantage.

Hereford Advantage is for CHB qualifying steers sired by a herd bull battery that has a 50 percent or higher CHB index. This is a program for customers of Hereford breeders who are looking for another possible market for their Hereford and baldy calves.

Premium Red Baldy is for Hereford x Red Angus replacement females sired by a herd bull battery in the top 50 percent for the BMI index. This program is for red hided replacement females.

Maternal Advantage is a program for producers utilizing Hereford bulls on British or Brahman influenced females. Many commercial operations have enjoyed the benefits a baldy female brings to their

operation and this program is designed to identify superior baldy females sired by Hereford bull batteries carrying a top fifty percent or higher ranking in the BMI or BII index.

More details on each of the three programs can be found on the AHA website under the Commercial heading. Check these out and then let your clients know about these opportunities white face genetics provide. This is a great way to provide some customer service to your clients utilizing your genetics.

Plans are in the works for another Hereford influenced feeder calf sale at Vienna, Missouri, this fall. As soon as a date is finalized, more information will be sent to Missouri Hereford breeders. This is another great way to help your clients with an additional marketing opportunity.

Also don't forget about the opportunity to contact Frank Barnitz, Network Feeds and Feeding—573-247-1022. Frank provides an opportunity to people with Hereford and Hereford influenced calves to send them directly to his backgrounding lot. Once there, they have a complete health

and feeding program provided along with the opportunity to mix the cattle into load lots bound for feedlots. The red hided discount many receive at local marketing establishments also disappear with this type of program.

Frank believes in Hereford genetics and is the newest test herd for the AHA national reference sire program. Thanks to Frank and his crew for getting this program involved with their operation.

When you read this, the selections for the Missouri Opportunity sale, December 2, 2018, in Sedalia, Mo., should be made. The breeders are being asked to put the good ones in this sale and leave the rest at home. This sale has continued to improve in quality and it is my challenge to make them better for the sale this year.

In closing feel free to give me a call if you would like for me to stop by your operation—785-633-3188. It would be my privilege. Wishing you a great and safe summer.

Joe Rickabaugh, AHA Director of Field Services

Find the Missouri Hereford Association Online at

www.moherefords.org



GZF Foxy D106

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Update

Find us on 

The Hereford Women of Missouri would like to wish all the Juniors participating at Hereford Junior Nationals good luck. Junior Nationals will be held June 30–July 7 in Grand Island, Nebraska.

We will have a meeting during the Missouri State Fair. The meeting will be held Saturday, August 11 at 10 a.m. under the big tree east of the cattle barns. We will discuss our fundraisers for the year. We will also have the election of officers.

The Hereford Women are in the process of putting together a cookbook to sell as a fundraiser. Hopefully, it will be complete by the Missouri State Fair. Please stay tuned for more details.

Join us as we serve donuts in the cattle barns during the Missouri State Fair on Sunday, August 12.

Have a fun and safe Summer.

Tonya Bagnell, Hereford Women of Missouri Secretary

Hereford Women of Missouri Officers

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Vice President – April Miller, Lee's Summit

Secretary – Tonya Bagnell, Slater

Treasurer – Marijane Miller, Lebanon
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Green Eggs & Ham Breakfast Casserole

Ingredients

- 12 eggs, beaten
- 1 onion, chopped fine
- 1 smoked ham steak (should be cooked), chopped
- 1 can(s) green chili's (about 8 ounces)
- 1 large package(s) hash brown potatoes (about 2 lbs) - I used frozen
- 2 teaspoon(s) Tony Chachere's Creole Seasoning or salt and pepper to taste (about 1 teaspoon each)
- 1 cup(s) Colby Jack Cheese, grated (or any cheese of your choice)

*Don't have grated cheese...layer on slices of American Cheese...no one knows the difference!

Instructions

1. Beat eggs and set aside. Chop onions and ham and set aside.
2. Spray a 9x13 inch baking dish with Pam Cooking Spray or grease lightly.
3. Place hash brown potatoes frozen or thawed in the bottom of the dish. Add onions, ham, milk and green chili's to eggs and mix well. Add seasonings and grated Colby Jack Cheese to the egg mixture and blend well.
4. Pour egg mixture over the hash brown potatoes.
5. Place egg casserole in the oven and cook on 400 degrees for twenty minutes or until eggs are set and not runny when a fork is placed in the middle of the casserole. Allow to cook and serve alone or with a side of tomato salsa, hot sauce like Chahula or Tabasco 'Red' Hot Sauce.

The ham I used was smoked (cooked previously), but you could use sausage that has been cooked prior to placing in this breakfast casserole. For summer shows, bake on medium heat for 6 - 9 hours in a crockpot for a morning breakfast or breakfast lunch. Just check a few times the last few hours.

Prep Time	10 Minutes
Cooking Time	20 Minutes
Serves	12

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

JDB 719T K077 Bruno A008 ET

another Bellis example of

“No Excuse Herefords”



JDB 719T K077 BRUNO A008 ET (P43423316)

DRF JWR PRINCE VICTOR 71I {CHB,SOD}
TH 122 71I VICTOR 719T {CHB,DLF,HYF,IEF}
KBCR 19D DOMINETTE 122 {DLF,IEF}
RRH MR FELT 3008 {CHB,SOD,DLF,HYF,IEF}
HUTH 2D PROSPECTA K077 {DLF,HYF,IEF}
HUTH ENHANTRESS 51F



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!**

Progeny of A008



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

Hello fellow Hereford Breeders!

The Missouri Juniors have had a very busy summer, with many of them showing at the 2018 Missouri Cattlemen's Association All-Breeds Junior Show, the Junior National Hereford Expo and numerous county fairs along the way. A few of our members are preparing to travel to San Francisco in August for the National Junior Hereford Association's Faces of Leadership conference. Soon it will be time to head to the Missouri State Fair.

The next MJHA meeting will be Saturday, August 11, after the 4-H and FFA Hereford shows at the Missouri State Fair in Sedalia. This is an important meeting, as we will elect new board members and vote on outstanding junior members for 2018. There also will be a report from a committee created in June to review the MJHA constitution and bylaws. And I saved the best for last—there will be pizza for all junior members and their families!

The MJHA is soliciting sponsorships for all champion awards for the 4-H and FFA shows at the state fair. A total of 16 sponsorships are available, including grand and reserve champion heifer, bull, steer and cow-calf pair. Grand champion sponsorships are \$60, with reserve champion sponsorships at \$30. If you can sponsor an award, contact Shelby Bagnell at 660-631-3361. The MJHA also will be holding a 50/50 raffle during the open Hereford show at the state fair, so make sure and look for our junior members selling tickets that day.

We also would like to remind all of our college-age junior members to look at the AHA website for fall deadlines for scholarships awarded by the Hereford Youth Foundation of America. Also go to the Missouri Hereford Association website for deadlines and to download applications for scholarships given by the Missouri Hereford Association and Missouri Hereford Women. There are a lot of great scholarship opportunities available within the Hereford breed, and we hope that our members take advantage of them.

Jacob Toombs, Missouri Junior Hereford Association Reporter

Find us on 

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

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Fundraising Chair – Rachael Bagnell

Directors – Conner Bolch, Phillip Mueller, Isaac Rhode

Advisors –

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Eddie & Mary Roth

1178 NE Hwy J, Windsor, MO 65360

660-351-4126 • rothconcrete3@gmail.com

Advisors' Corner

I don't think your Missouri Junior Hereford Association advisors could be more proud of this organization and the young leaders we are building for the future. After reflecting on experiences during the past year, a few key thoughts come to mind.

Our Missouri Hereford families are amazing—especially the kids! One of the best parts of being advisors has been getting to know all of you better and creating friendships that will last a lifetime. The spirit of teamwork and cooperation is evident in this group as multiple people said “let us know if you need help with anything” during our weekend at the 2018 Missouri Cattlemen's Association All-Breeds Show in Sedalia in June. Our MJHA board pitched in and did so much of the work for this event themselves—just like it should be. Those kids didn't become responsible, hard-working young men and women on their own. They are a product of the families they come from. Thank you for raising them well and teaching them to lead by example.

Excitement among our Missouri juniors is at an all-time high. The Hereford events at the Cattlemen's show were well attended and outstanding in every way. Thank you to all of the families that helped their kids participate in contests, showmanship and the show, and congratulations to those that went home with the opportunity to represent the MJHA in a contest at the Junior National Hereford Expo or an award for their efforts in the ring. Your willingness to get involved and develop leadership skills is inspiring. You are not only investing in your own future, but also the future of our breed.

Thank you for your patience. Two-thirds of your advisor team is just now completing their first year in this leadership role, so we are still working out the kinks. We appreciate your guidance and help as we work together to determine how our time, talents and skills can best serve the Missouri Junior Hereford Association.

We achieve our greatest success when juniors, parents and advisors are working together as a team. As our association membership and involvement on both the state and national level grows, we all have to work together to get the best results for our kids and our state. We have seen examples of this in many places and many ways. Communication is a critical part of working together, so please continue to reach out to your MJHA board and advisors for help and use the MJHA Facebook page as a way to post updates or ask questions. Let's keep up the good work!

Jeff and Susan Rhode, Missouri Junior Hereford Association Advisors

Get on Board

Feed The Future Program Continues in Year Two



AHA members can participate in the Feed the Future program by completing these two easy steps:

Step 1:

Select the correct VitaFerm supplement to maximize the potential of your cow herd. Eligible products include Concept-Aid®, Heat™, Cattleman's Blend™, 30:13 Protein Tub™, Roughage Fortifier, Sure Start® Pellet and Vita Charge Stress Tubs.

Step 2:

Each time you purchase an eligible VitaFerm product, take a picture of the invoice with a smartphone or camera and email a copy of the invoice to Hereford@biozymeinc.com or text your picture(s) to 816-383-3109.



NATIONAL JUNIOR HEREFORD ASSOCIATION

NJHA Fed Steer Shootout Gears up for 2019 Contest

The NJHA Fed Steer Shootout is an opportunity for NJHA members to gain invaluable cattle feeding industry education and experience. Participants will have the ability to estimate feed yard performance and carcass merit, then compare the information to actual performance data. They will also have the ability to measure and compare the profitability of their animals during the contest.

2019 Entry Guidelines

- Pen of 3 or individual animal entries
- Steers only
- Purebred Hereford or Commercial steers
- Purebred Hereford – Animal(s) must be recorded or registered in AHA database at time of entry.
- Commercial – Animal(s) must meet Certified Hereford Beef® Live Animal Specifications
- Birth date: 2018 born steers
- Weight: 500-800#
- Weaned 45 days or more, prior to delivery
- Vaccination Program: 2 rounds (Modified Live Vaccines suggested)

2019 Contest Information

Steers must be delivered to Gregory Feedlots, Inc. from November 17-25, 2018. Alternate delivery points may be available based on participation in your area. Please indicate interest in alternate delivery point on the entry form.

Gregory Feedlots, Inc., 1164 305 Ave. Tabor, IA 51653
Steers will be managed at the discretion of the feed yard.

All costs will be financed by the feed yard through the competition, with total expenses deducted from final payment at the conclusion of the contest.

Reports will be sent out and educational events will be held throughout the contest for participants. A final report will also be returned to participants at the conclusion of the contest.

Winners will be announced at the AHA Annual Meeting and Conference Honorees Reception. Awards will be given in both pen of 3 and individual divisions for purebred and Hereford-influenced categories.

Thank you NJHA Fed Steer Shootout Sponsors!

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VitaFerm Junior National Hereford Expo Expected to be the Largest to Date

The VitaFerm Junior National Hereford Expo (JNHE) will take place in Grand Island, Neb., July 1-7 at Fonner Park. The event is expected to be the largest JNHE to date and is hosted by the National Junior Hereford Association (NJHA), Hereford Youth Foundation of America and South Dakota Hereford junior and adult organizations.

Up from previous years, 2,215 entries were submitted for the JNHE. These entries represent more than 900 exhibitors, with 1,840 head of cattle from 38 states and Canada. This the largest number in Hereford history. The previous record was set during the 2017 JNHE.

The theme for this year's JNHE is "All Aboard the Hereford Express" and it showcases National Junior Hereford Association members and their talents in the showing and also in the contest rooms. The JNHE will kick off on Sunday, July 1. Events throughout the week will include scholarship interviews, educational contests, a 5k race, demonstrations and networking opportunities. The bred-and-owned heifer show, cow-calf pair show, steer show and the bred-and-owned bull show will take place Thursday, July 5, beginning at 8 a.m. Concluding the schedule of events will be the owned female show which will begin at 8 a.m. on Friday, July 6 and continue Saturday, July 7.

"It is so exciting to see record numbers on

board for what is shaping up to be the biggest event showcasing our juniors and their dedication to the breed," said Amy Cowan, American Hereford Association director of youth activities and foundation. "Thank you to the South Dakota junior and senior Associations for their help in hosting this year's event. We appreciate their fundraising and volunteer efforts along the way. We look forward to seeing all of the families in Grand Island."



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Obituary

Reba Pfander, Nixa, Mo., passed away on June 24, 2018. Reba was born Oct. 27, 1925 and the wife of 55 years to the late Dr. Burl Pfander, 2001 Missouri Hall of Fame Inductee. Reba is survived by one son, Dr. Michael B. Pfander and wife Jeanne; and one granddaughter, Meghan.

Reba was well known for her generosity towards Hereford youth in the state of Missouri. Cottage Veterinary Hospital of Springfield, Mo., has been ran by the family for two generations, and Reba was a huge part in making customers feel welcome for decades.



Visitations were June 28, 2018, in Nixa, with a funeral service following on June 29.

We learned of Reba's passing right at print. Please look for a complete obituary in the September issue.

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

Have you ever wondered how these awards are calculated? The Missouri Hereford Association awards Show Bull, Show Heifer and Show Cow Calf of the year during the annual general meeting in December.

These awards are determined by points at the following Missouri Hereford shows:

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

Points are awarded based on the following:

A.) Each animal receives points according to placing in class (see table below)

Placing in Class	American Royal	State Fair	Three 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

B.) Animal also receives 1 point for each animal beat at the show.

C.) Animals also receives 2 points for Division and 2 points for Champion.



Good luck to all Juniors this summer!

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Profit Potential

The American Hereford Association will make a slight change in profit indexes to show potential profit differences between animals on an economic scale.

I want to wish you all a blessed Fourth of July. Independence Day is a great time to honor the sacrifices so many Americans made for this country. I hope you get some time with friends and family to celebrate the values laid out by the Founding Fathers.

A change in profit indexes

The American Hereford Association will implement a slight change to the profit (\$) indexes Sept. 3. This change has nothing to do with the economic assumptions or component traits that go into the relative weightings for these indexes. Rather, it changes how the \$Index is expressed and, more importantly, changes how to communicate the difference between two animals for a specific index.

Last December, we introduced the updated genetic evaluation and added three key economically relevant traits into the \$Indexes: Carcass Weight (CW), Dry Matter Intake (DMI) and Sustained Cow Fertility (SCF). These traits significantly drive profitability, which resulted in some reranking when comparing the current indexes to the old indexes.

Including CW, DMI and SCF traits increased the absolute value of these indexes dramatically. Currently, the indexes are scaled and, consequently, they do not reflect the true economic values. This was done to maintain familiarity between the old indexes and the current indexes we have today.

Going forward, the three \$Indexes will be expressed on an economic scale showing differences between animals for their profit potential in respective scenarios. For example, an animal currently needs a value of 37 to be in the top 1% for Certified Hereford Beef Index (CHB\$). The change of scale will increase the 37 value to approximately 130. When the index is left unscaled, it shows the major impact CW and DMI actually have on profit.

Additionally, when comparing two animals on the new scale, a \$1 difference actually means \$1. For example, when comparing an animal valued at CHB\$ 130 to one valued at CHB\$ 100, the resulting \$30 difference means the animal valued at \$130 will be \$30 more profitable when marketed under the CHB\$ definition.

The same applies for the Baldy Maternal Index (BMI\$) and the Brahman Influence Index (BI\$),

Examples of new \$Index values:

CHB\$	Explanation
Sire A: \$130	— Sire A will sire progeny that should be \$30 more profitable when fed out and marketed on a dual-based grid when compared to the progeny of Sire B, if comparably mated.
Sire B: \$100	
Difference: \$30	

BMI\$	Explanation
Sire A: \$450	— Sire A will sire daughters that are \$150 more profitable over their lifetime due to their added longevity and/or their ability to raise more profitable offspring when compared to daughters of Sire B, when comparably mated.
Sire B: \$300	
Difference: \$150	

Today's \$Index values

	BMI\$	BI\$	CHB\$
Top 1%	33	28	37
Bottom %	2	3	3

\$Index values after Sept. 3

	BMI\$	BI\$	CHB\$
Top 1%	450	533	168
Bottom %	36	64	11

but the economic scale is substantially bigger. The increase is a result of these two indexes predicting a female's profit potential over her lifetime, whereas CHB\$ predicts profit potential per year.

Today, animals in the top 1% for BMI\$ need a value of 33, which will increase to approximately 450 using the updated scale. This value is substantially different, but it is expressed over a female's lifetime and shows how fertility contributes to potential profit. BI\$ will be on a very similar scale.

The take-home message

A change to the \$Indexes will not cause any reranking of sires or dams for the respective indexes. The only difference will be interpreting the new numeric values. Animals currently ranked in the top percentile for the breed will still rank in the top percentile Sept. 3. To the left are examples to help familiarize yourself with the index values.

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

Reprinted with permission from the July 2018 Hereford World.



Check out americanroyal.com/ournewhome to learn more and follow our story as it unfolds. @AmericanRoyal

American Royal to Get New Home

A beautiful, purpose built, state of the art home in Wyandotte County, Kan., will welcome the American Royal in the near future. The new digs will be spectacular and the project is moving into high gear.

The design team has been traveling across North America to benchmark other facilities, met with various individuals at visioning meetings to hear ideas on what to build. Currently, the American Royal is completing legal matters, beginning our road show to identify investors, and continuing to learn from various constituents to make sure the new facility meets everyone's detailed needs.

There is a new tab on the American Royal website to educate on the happenings as the countdown to opening. Be sure to go Online to fill out the contact form and tell the American Royal what you would like to see in the new complex.

For the past 119 years, Missouri has served as the home of the American Royal, educating and promoting agriculture. With the move to Kansas, it is important the mission stay the same while significantly improving the ability to positively impact the future of the industry.

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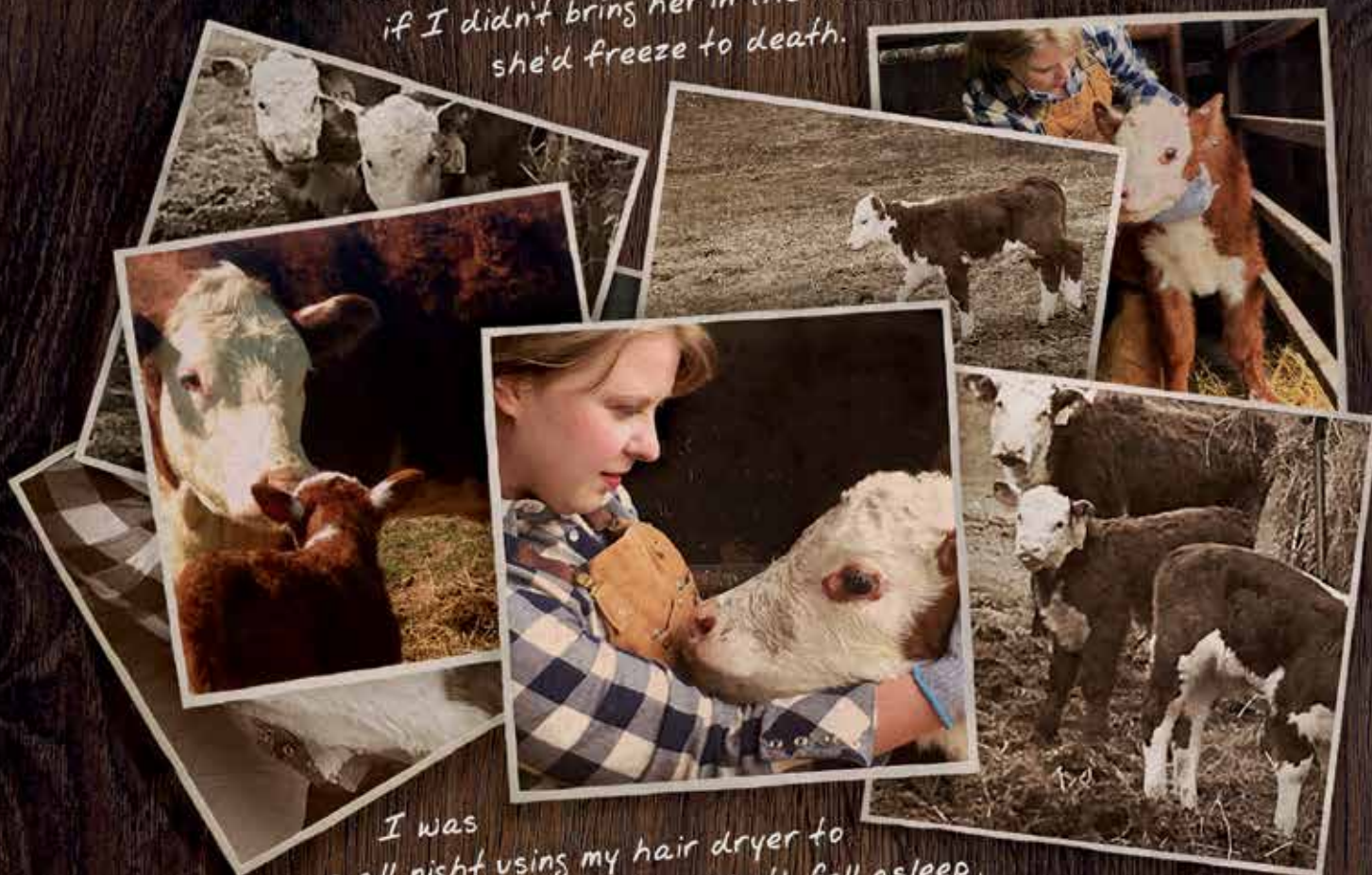
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New AHA Headquarters

The American Hereford Association (AHA) opened for business Monday, Feb. 5, at its new headquarters location, 11500 NW Ambassador Drive, Suite 410, Kansas City, MO 64153, in the Kansas City Northland. The location is just east of I-29 near the Kansas City International Airport.

The AHA closed on the sale of its 1501 Wyandotte Street office building on Jan. 18 to KC Hotel Developers LLC.

"This is an exciting move for our members," says AHA President Kevin Schultz, Haviland, Kan. "Our new headquarters will be more accessible for Hereford breeders. We are looking forward to our members stopping in to visit with staff and conduct business. I think they'll enjoy its location near the interstate and improved parking. The new

headquarters will also offer the flexibility needed to serve our growing membership."

Kansas City heritage

The Hereford breed established its roots in Kansas City in 1920 when it became the first beef breed association to own its own headquarters. The original office was located at 300 West 11th Street.

In 1953 President Dwight D. Eisenhower dedicated the second AHA headquarters at 715 Hereford Drive before the Association moved to the Wyandotte Street location in 1986.

The AHA began the process of negotiation to sell its 1501 Wyandotte

Street office three years ago, resulting in an expedited move in early February upon closing on the sale.

AHA Executive Vice President Jack Ward says, "The Hereford breed has strong ties with Kansas City. From our new location, the AHA will continue to provide exceptional service to Hereford breeders across the U.S."



Above: New AHA headquarters officially open for business.

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EPD	+5.9	+1.6	+81	+112	+1.0	+1.3	+16.5	+27	+68	+7.0	+130	+1.20	+91	-0.016	+0.51	+0.16	+\$27	+\$24	+\$34
Acc	.35	.65	.43	.44	.15	.27	.08	.13	-.13	.23	.31	.30	.18	.20	.18	.18	-	-	-

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American Hereford Association to Release
"Maternal Advantage" Program Benefiting
Commercial Cattlemen

The American Hereford Association (AHA) is proud to introduce the Maternal Advantage program — a genetically verified program that will be used to identify premium replacement females.

This new female-focused program is designed to take advantage of hybrid vigor by capitalizing on Hereford genetics. It has been documented that Hereford genetics maximize the value of a herd by leveraging its fertility, feed efficiency, profitability and docility to the producer's advantage.

"The Maternal Advantage program is a great tool for progressive producers to utilize for adding value to replacement females and aiding in promoting the industry's most sought-after females," says Trey Befort, director of commercial programs at the AHA. "We are excited to provide yet another tool to continue leveraging Hereford's influence in commercial programs."

The program generates females with added longevity, more docility, increased fertility and more profit per year. This program can be utilized by producers using Hereford bulls on British-based or Brahman-based females in their breeding program.



To take advantage of the program, producers must verify that eligible females are sired by registered Hereford bulls. Participating bull batteries must rank in the top 50% of the breed for Baldy Maternal Index (BMI\$) if used on British-based females or the top 50% of the breed for Brahman Influence Index (BII\$) if used on Brahman-based females. Both of these maternally-focused indexes are geared to identify Hereford bulls that will be profitable when used in a rotational cross with mature commercial Angus-influenced or Brahman-influenced females. Both BMI\$ and BII\$ have significant weight on the AHA's Sustained Cow Fertility

(SCF) expected progeny difference (EPD), which predicts fertility and longevity of

females. They also have an emphasis on growth, efficiency and end product merit for non-retained females.

Cattlemen who take advantage of the program will reap the many benefits offered by the AHA. Not only will they have added hybrid vigor in their operation, they will also have access to a sire EPD summary, added market exposure, replacement selection tools, genetic improvement tools and access to AHA resources, marketing and staff.

For more information about the Maternal Advantage program, contact Trey Befort, at tbefort@herefordbeef.org or visit Hereford.org/maternal-advantage.

DPH R LEADER P606 VIC 715



- Dark red and slick haired
- Both eyes and scrotum pigmented
- Dam is a Foundation P606 DOD
- Dam progeny ratios:
WW 10@118, YW 9@105
- Pedigree - phenotype - data

P43864455 — Calved: March 8, 2017 — Adj. WW 770 lb. — Adj. YW 1,335 lb.

	CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BII\$	CHBS
EPD	-1.8	3.1	61	97	0.1	1.5	22.6	33	64	3.2	82	1.30	1.40	72	0.054	0.44	0.04	32	27	31
% rank			10%	15%		5%	1%	5%	5%			15%	5%	20%				1%	1%	15%

HYALITE ON TARGET 936 (CHB)(DLF,HYF,IEF)
R LEADER 6964 (CHB)(DLF,HYF,IEF)
P43500058 R MISS REVOLUTION 1009 (DOD)(DLF,HYF,IEF)

PW VICTOR BOOMER P606 (SOD)(DLF,HYF,IEF)
DPH P606 VIC R139 VIC 613 (DOD)(DLF,HYF,IEF)
P42766638 DPH 139 DURA VIC 898 (DLF,HYF,IEF)

SCHU-LAR ON TARGET 225 (SOD)(CHB)(DLF,HYF,IEF)
HYALITE TS LASS 310 (DLF,HYF,IEF)
MSU TCF REVOLUTION 4R (SOD)(CHB)(DLF,HYF,IEF)
R MISS WRANGLER 3007

REMITALL BOOMER 46B (SOD)(CHB)(DLF,HYF,IEF)
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CES VICTOR 44B R139 (SOD)
DPH 3086 REBEL DURA 611



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Missouri Cattlemen's Fake Meat Bill Passes

An omnibus bill, sponsored by Sen. Brian Munzlinger (R-18), passed May 17, 2018, with a bipartisan 125-22 vote. The legislation, SB 627, carried in the House by Rep. Jay Houghton (R-43), contains several provisions including SB 977, sponsored by Sen. Sandy Crawford (R-28), which is identical to HB 2607 led in the House by Rep. Jeff Knight (R-129). The language prohibits misrepresenting a product as meat that was not derived from harvested livestock. The legislation comes at a time when laboratory grown meat is being debated throughout the country and in Washington. DC.

Missouri became the first state to address the issue with legislation, sending a signal to other states to follow suit. Missouri Cattlemen's Association (MCA) Executive Vice President Mike Deering expects other state cattle organizations to lead legislation in their respective state.

"This isn't a Missouri issue. This is about protecting the integrity of the products that farm and ranch families throughout the country work hard to raise each and every day," said Deering. "I never imagined we would be fighting over what is and isn't meat. It seems silly. However, this is very real and I cannot stress enough the importance of this issue. We are beyond pleased to see this priority legislation cross the finish-line."

The current definition of meat in Missouri Statutes is: "any edible portion of livestock or poultry carcass or part thereof." This definition certainly excludes plant-based or even laboratory grown food products from being considered meat. Deering said the problem is there is nothing definitive in state statute to prevent the misrepresentation of these products as meat. The legislation that will now be sent to the Governor for consideration prohibits "misrepresenting a product as meat that is not derived from harvested production livestock or poultry." Deering said the association does not oppose plant-based or laboratory grown food products.

"This legislation does not stifle technology, but it does ensure the integrity of our meat supply and reduces consumer confusion. We must ensure that those products do not mislead consumers into thinking those products are actually meat produced by farm and ranch families," said Deering. "The use of traditional nomenclature on alternative products is confusing to consumers and weakens the value of products derived from actual livestock production."

The passage of the legislation follows a vote by the House Appropriations Committee Wednesday, May 16, 2018, supporting regulatory oversight of lab-grown meat substitutes by the U.S. Department of Agriculture (USDA). MCA and the National Cattlemen's Beef Association believe USDA is best-placed to ensure food safety and accurate labeling of these products.



A Focus on *cattle and kids*

A hardworking, passionate family with a love for Herefords and youth – it would be hard to describe a family like the Butlers without witnessing their ability to put their noses to the grindstone and yet at the same time hold family and friends so dear to their hearts.

It's no accident that Jimmie Butler and Judy McConnell, children of Wayne and Joretta Butler, hold youth and agriculture as top priorities. The Butlers had a family farm in Republic, Mo., known as Triple J Farms. As a family tradition, all children and grandchildren of Wayne and Joretta share a name starting with the letter "J", twenty-five to be exact. The late Janet Sanders, the oldest daughter, also carried on this tradition as well.

Jimmie is the youngest, and with his bride Andrea have two children – Jocelyn and Joel, along with Cody Washam, their son-in-law, who all play a key role in the family farm today known as Butler Polled Herefords. Residing on the original homestead that Wayne milked Holsteins with his father, Jimmie's family now has three focuses – raising Hereford cattle, implanting embryos into a recipient commercial herd and selling grass hay.

"As with most farm families in Southwest Missouri in the 70s through the 90s, we milked Holsteins," said Jimmie. "We had fifty cows until Dad decided to disperse in 1993 and primarily focus on the Hereford beef cattle."

The shift from dairy cattle to beef can be pinpointed to a selection of two Hereford heifers from Ewing Farms, Fordland, Mo. Jimmie, 11-years-old at the time, chose them for his 4-H project. Several more were then obtained from Ogeechee Farms, Fairland, Okla. Jimmie was able to travel to some of the first Polled Hereford Junior Nationals in Oklahoma City, Louisville and Springfield, Ill., seeing success of a class winner and starting friendships with breeders across the nation that still remain.

Often known for pranks, jokes and for being the life of any get together, Jimmie loved the cattle scene, working hard to grow his Hereford herd and running a custom Simmental and Limousin fitting service from 1981-2012 for more than forty different customers, showing across the Midwest.

Judy and Jimmie can also credit some of their marketing skills for selling purebred Hereford bulls, steer calves and show heifers to their father. Wayne raised Shropshire Sheep as

well as Duroc and Yorkshire hogs for many years. The Shropshire sheep were marketed at the Ozark Empire Fair and Missouri State Fair, exhibiting in the 40s and early 50s. The family would later begin exhibiting again at these fairs in the 70s, but with Hereford cattle instead.

One of Jocelyn's fondest childhood memories of her granddad includes Wayne chasing a black baldy cow with a tractor while Jimmie treated her calf. The Hereford cattle became a cornerstone of the operation partially because of their docility. It was so easy for the entire family to work together with the



The Wayne Butler family receiving the 2017 Missouri Hereford Association Hall of Fame award. From Left to Right: Back row – award presenter Marty Lueck, Jocelyn Washam, Cody Washam, Jimmie Butler, Joel Butler, Darrell McConnell; Middle row – Andrea Butler, Judy McConnell, Jill Beltz, Jason Beltz, Robert Pitchford, Jayla Pitchford, Jessica Pitchford, Jett Bowers, Michael Bowers; Front row – Josie and Jose Beltz, Jayma Pitchford, Jate Bowers, Jasper Bowers and Jennifer Bowers.

breed of cattle. Today, this docility has played a key role in marketing heifers to juniors.

Organization Involvement

His competitive nature coupled with his ability to talk to anyone made the show scene a perfect place for Jimmie to raise his own children, teaching them the work ethic multiple generations deep. But it was also the involvement that the family has had with the Missouri Hereford Association and local organizations that is a key piece in the family's love for the industry.

"I enjoyed being president of the Missouri Hereford Association and my time on the board," said Jimmie. "The board really focused on support and financial assistance with the junior shows and building enthusiasm for summer field days. Jocelyn and Joel also both served as president of the Missouri Junior Hereford Association."

For Jocelyn and Joel, their involvement within the state and national organizations including the Hereford association, 4-H and FFA paid huge financial benefits as well, as they both paid their way through bachelors and masters degrees with a combination of scholarships and cattle. The grandkids credit Wayne for instilling in them to be involved.

But perhaps the most rewarding involvement the family has had on the state level were the ten years Jimmie and Andrea were advisers for the state junior association.

"Watching those kids grow and attend junior nationals, participating in more events and improving themselves both in how they bred their cattle and carried themselves was so rewarding," said Jimmie. "Andrea enjoyed rounding up prizes and took great pride in seeing the juniors participate in the contests that improve their cattle skills and confidence."

Jimmie's mischievous personality, inherited from his father, kept everyone on their toes at state and national shows while the Butlers

served as advisers. Keeping things fun while also being competitive was of top priority and still is to this day as the family exhibits Butler Polled Hereford genetics at Ozark Empire Fair, Missouri State Fair, The American Royal and the National Western Stock Show, to name a few.

"I'll never forget all the juniors from the state going swimming together at Junior Nationals," said Jimmie. "It was such a great time of camaraderie, and I may or may not have been the culprit in the kids jumping into the pool and splashing Don Sissel, also serving as an adviser and huge youth supporter! Boy, we've had some good laughs."

The example to be involved in the industry from a volunteer level was set by Wayne, and has been carried on now through two generations. Wayne was actively involved in serving on the local Farm Bureau board and ran the local 4-H county fair. At the Ozark Empire Fair, Wayne served as superintendent for many years, was on the Republic School board and the Greene County Republican committee. He really loved kids of all ages and was a natural teacher.

"Dad's kids, and grandkids were always the highlights of his life," said Jimmie. "Mom and Dad loved to have a household full of their family and particularly made holiday traditions big."

Ladies of the Family

Joretta was well known as "Mimi" and her ability to cook delicious food. Andrea has taken her role as the wife of the farming household very serious, learned from her mother-in-law, to host and prepare large dinners for guests and hungry juniors.

Jocelyn, just as the women before her, has also become an excellent hostess, welcoming groups to her and Cody's farm in Wentworth, Mo. The recipes from Mini are sure to be passed on for more generations to come.

Judy, the middle child of Wayne and Joretta's also had a fondness for hosting and making people feel welcome. She enjoyed Hereford cattle and later would marry Darrell McConnell and operate McConnell Farms also of Republic, Mo. Their children Jennifer, Jill and Jessica grew up in the agricultural industry also, showing Hereford cattle at the local, state and national shows including the Polled Hereford Junior Nationals for many years and now Jill, married to Jason Beltz are enjoying traveling to the Junior National Hereford Expo for their children Jase and Josie to follow in the family tradition of showing Herefords now, too.

Current Operation

Today, Butler Polled Herefords have a cowherd primarily of Journagan Ranch breeding. Starting primarily with polled cattle, the family has shifted to more of a mix of both polled and horned genetics. The operation includes 100 cows, both purebreds and commercial cows utilized primarily to raise embryo calves for both themselves and other customers.

The focus of the Hereford cattle operation today includes raising elite heifer calves to be marketed to juniors. Just as Wayne and Jimmie have always enjoyed helping juniors in the industry, Jocelyn, Cody and Joel share this same passion. Jocelyn and Cody serve as advisers for the Missouri Junior Angus Association and all three can always be found assisting with heifers they have sold.



Top: One of the Butler family's greatest accomplishments was raising and showing BPH 262 Chism 515Y, the National Champion Hereford Bull at the American Royal in 2012.

Bottom, from left to right: Jimmie and Wayne are known for their sense of humor, even while working.



As the farm has evolved over the years, Jimmie has had to learn how to transition his marketing and ability to keep up with the times.

"Technology is like daylight and dark what it use to be from equipment to computers and phones," said Jimmie. "We use to try and get 10 acres of hay cut in a day during the 60s. Now we can get that much or more cut in an hour as we did back then."

With the family producing 2000 round bales of hay a year, this has significantly cut down the man power it takes. Jimmie can even multi-task while he's on the tractor.

Jimmie laughed, saying, "Now you can contact me by Facebook, on my iPhone or send me an email."

In 2012 the family accomplished one of the highest honors that can be bestowed in the breed. BPH 262 Chism 515Y raised by the Butler family was named the Grand Champion Hereford Bull at the American Royal. Sired by KJ 068J Manhattan 262S, was a yearling bull exhibited and shown by the family.

"That was pretty special," said Jocelyn. "Everybody wants to raise a national champion. It's pretty cool to watch that calf develop and then to see him in the showring. Now we are watching Chism's progeny and the success others are having with his genetics including Lowderman Cattle Co. and Open Range Cattle Co., who believed in the bull enough to purchase interest after the show."

The family has an annual fall Online show heifer prospect sale. Joel helps on the farm on a daily basis and in December will graduate with a Masters of Science from Missouri State University. He will seek a career in the agriculture industry but also continue to develop the cattle and hay operation his parents have established. Jocelyn and Cody although a distance from the farm in Republic, come to help with the cattle and especially the marketing aspect. Andrea along with her career at the Republic school district, helps Jimmie and Joel with daily farm activities as needed. Everyone is a driving force behind the operation's success.

Wayne and Jimmie worked side by side until Wayne's passing in 2003. A love for farming and cattle has been passed down to the next generation. It's no question this next generation also received Wayne's go-getter personality, and if a passion can be inherited, the entire family loves every minute of farming and involvement in the industry, just as Wayne did.

Wayne Butler and family were inducted into the Missouri Hereford Association Hall of Fame in 2017.



Left: Jimmie Butler loading the Triple J Farm trailer to attend a junior Hereford show in the 70s. ; Middle: Some of the early Herefords on the farm in 1975 in front of the barn that is now red. ; Right: Dairy cattle were the primary focus for many years with Hereford cattle taking the spotlight in 1993 when the dairy was dispersed.

Sale Results

Sale Index

- Falling Timber Farm
- Candy Meadow Farms
- Central Missouri Polled Hereford Association

Falling Timber Farm

Marthasville, Mo. | March 17
Auctioneer: Jack Lowderman
Reported by: Joe Rickabaugh

Lots	Gross	Average
25 bulls	\$84,150	\$3,366
23 females	\$70,800	\$3,078
48 total	\$154,950	\$3,228
13 comm. females	\$27,200	\$2,092

TOP BULL LOTS

\$5,900 — FTF Leader 739E
DOB 1/19/17, by R Leader 6964, sold to Nathan Truman, Prescott, Iowa (½ interest, full possession).

\$4,700 — FTF Porterhouse 720E
DOB 1/15/17, by FTF Prospector 126Y, sold to Lonnie Rasmussen, Prescott, Iowa (½ interest, full possession).

\$4,600 — FTF Value Added 718E
DOB 1/15/17, by TH 122 711 Victor 719T, sold to Sheriff Polled Herefords, Orient, Iowa (½ interest, full possession).

\$4,300 — FTF Powerhouse 7417E ET
DOB 1/15/17, by FTF Porterhouse 455B, sold to Keithley Hereford Farms, Frankford.

TOP FEMALE LOT

\$4,400 — FTF Sweet Revolution 368A
DOB 1/30/13, by FTF Revolution 126Y; and a January heifer calf by R Excitement 4356, sold to Aufdenberg Polled Herefords, Jackson; and Doss Hereford Farms, Smithville.

Sales report provided by American Hereford Assn. and appeared in the May/June 2018 Hereford World.

Candy Meadow Farms

Lexington, Tenn. | March 24
Auctioneer: Eddie Burks
Reported by: Joe Rickabaugh

Lots	Gross	Average
16 bulls	\$76,500	\$4,781
16 females	\$100,300	\$6,269
32 total	\$176,800	\$5,525

TOP BULL LOTS

\$9,800 — CMF 105X Dr Flash 295D
DOB 10/17/16, by R Leader 6964, sold to Perks Ranch, Rockford, Ill.

\$8,500 — CMF 123B Database 284D
DOB 10/6/16, by Gerber Anodyne 001A, sold to Roy Martin, Woodville, Texas.

\$7,500 — CMF 33X Diversity 255D
DOB 9/17/16, by NJW 33TB 100W Trust 167Y, sold to Joe Wadley, Luray.

TOP FEMALE LOTS

\$10,200 — CMF 11U Dominette 70Z
DOB 11/13/12, by MCF GVF JWR 215L Dateline 041P, sold to WMC Cattle Co., Wasola, Mo.; and a September heifer calf, by NJW 33TB 100W Trust 167Y, sold to Loewen Herefords, Waukomis, Okla.

\$9,000 — CMF 9A Sara 203C
DOB 10/12/15, by Loewen 33T 19W; and a February heifer calf, by Gerber Anodyne 001A, sold to Messi Hart Farms, Arcadia, Okla.

\$8,700 — CMF 746P Rose 7Z
DOB 9/21/12, by TH 122 711 Victor 719T, sold to EBS Polled Herefords, Covington; and an October heifer calf, by NJW 33TB 100W Trust 167Y, sold to William Gregory, Shelbyville.



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\$8,000 — CMF 857S Rachel 97X
DOB 10/10/11, by MSU TCF Revolution 4R, sold to Robertson Brothers, Russell Springs, Ky.; and an October heifer calf, by NJW 33TB 100W Trust 167Y, sold to Denny Lillard, Louisville.

\$8,000 — CMF 338N Dom 58X
DOB 11/10/10, by MCF GVF JWR 215L Dateline 041P, sold to Steinbeck Farms, Hermann, Mo.; and a September heifer calf, by NJW 33TB 100W Trust 167Y, sold to Denny Lillard.

Sales report provided by American Hereford Assn. and appeared in the May/June 2018 Hereford World.

Central Missouri Polled Hereford Assn.

Vienna, Mo. | March 10
Auctioneer: Jack Lowderman
Reported by: Joe Rickabaugh

Lots	Gross	Average
8 bulls	\$14,900	\$1,863
37 females	\$61,850	\$1,672
45 total	\$76,750	\$1,706
15 comm. females	\$19,800	\$1,320

TOP BULL LOT

\$2,800 — HCF GM Rhyno D88
DOB 10/2/16, by HCF GM 4R Remington 25A, consigned by Garry Mistler, Belle, sold to Eddie Watson, Cabool.

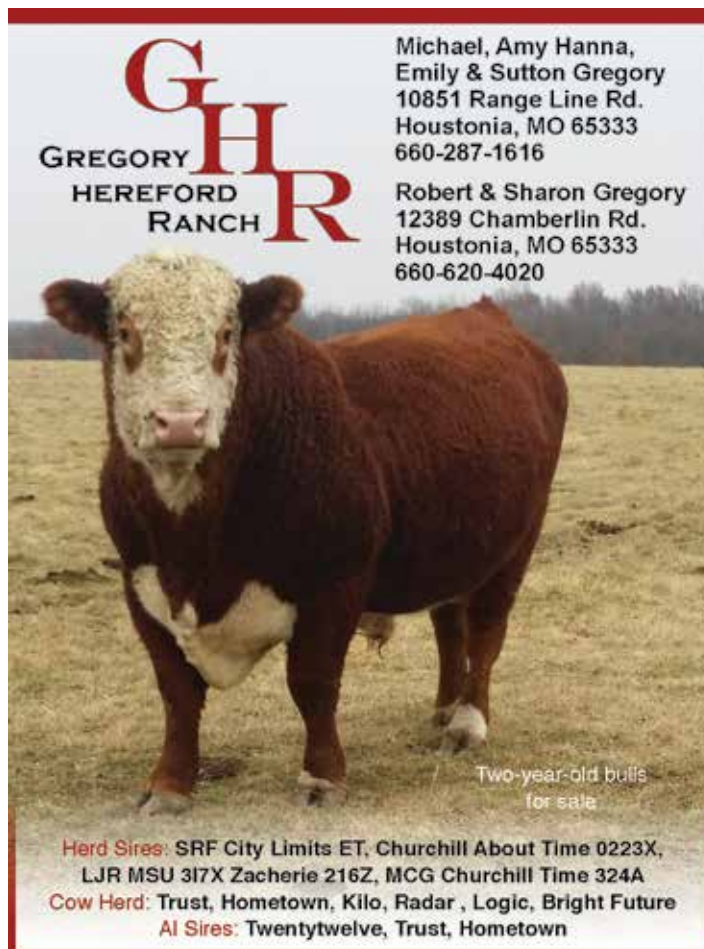
TOP FEMALE LOTS

\$2,800 — TC Miss Hazel 71Y
DOB 2/16/11, by MSU TCF Revolution 4R, consigned by Cavanaugh Farms, Cuba, sold to Mark Bernskoetter, Jefferson City; and a June bull calf, by Glengrove 100W Brendan Z14, sold to Anthony Renneke, Argyle.

\$2,800 — CPH 10Y Ginger Snap 31C ET
DOB 9/13/15, by NJW 73S W18 Hometown 10Y ET, consigned by Julie Choate, Pleasant Hope, sold to Frank Flaspohler, Fayette.
\$2,500 — BADE 6002 Misty 1127
DOB 9/4/11, by Boyd Beef 6002 ET, consigned by Bade's Polled Herefords, Augusta, sold to Bill Colson, Slater; and an August bull calf, by NJW 73S W18 Home Ranch 45Z ET, sold to Chelsey Jones, Vienna.

\$2,500 — SF 3174 Olivia 687
DOB 9/9/16, by SF 100W New Image 3174, consigned by Rick and Laurie Steinbeck, Hermann, sold to Hagerman Farms, Syracuse.

Sales report provided by American Hereford Assn. and appeared in the May/June 2018 Hereford World.



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

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Chris Heck

Jack Lowderman
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Jack Dye
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Josh Berhorst
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El Dorado, MO
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**Champion
Heifer :**
H H/C ELB
ANNSLEY 702E
ET : 9/20/2017
Tucker Myers,
Faucett, MO



**Reserve
Champion
Heifer :**
JRE Shoot for
the Moon 1702
: 11/2/2017
Joria Ebert,
Holt, MO



**Champion
Cow-Calf :**
LJR MSU
Silvia 99D :
2/13/2016
Morgan
Crustsinger,
Whitewater, MO



**Reserve
Champion
Cow-Calf :**
CPH 10Y Gin-
ger Snap 31C
ET : 9/13/2015
Aeris Barton,
Fayette, MO



**Champion
Bull :**
Corks Ark
Archie 1750 :
10/18/2017
Atley Kleinman,
Wentworth, MO



**Reserve
Champion
Bull :**
MH Salvation
7048 ET :
2/10/2017
Tory Miller,
Lebanon, MO



Total Head: 515 • Total Exhibitors: 270 • Herefords: 85 Head

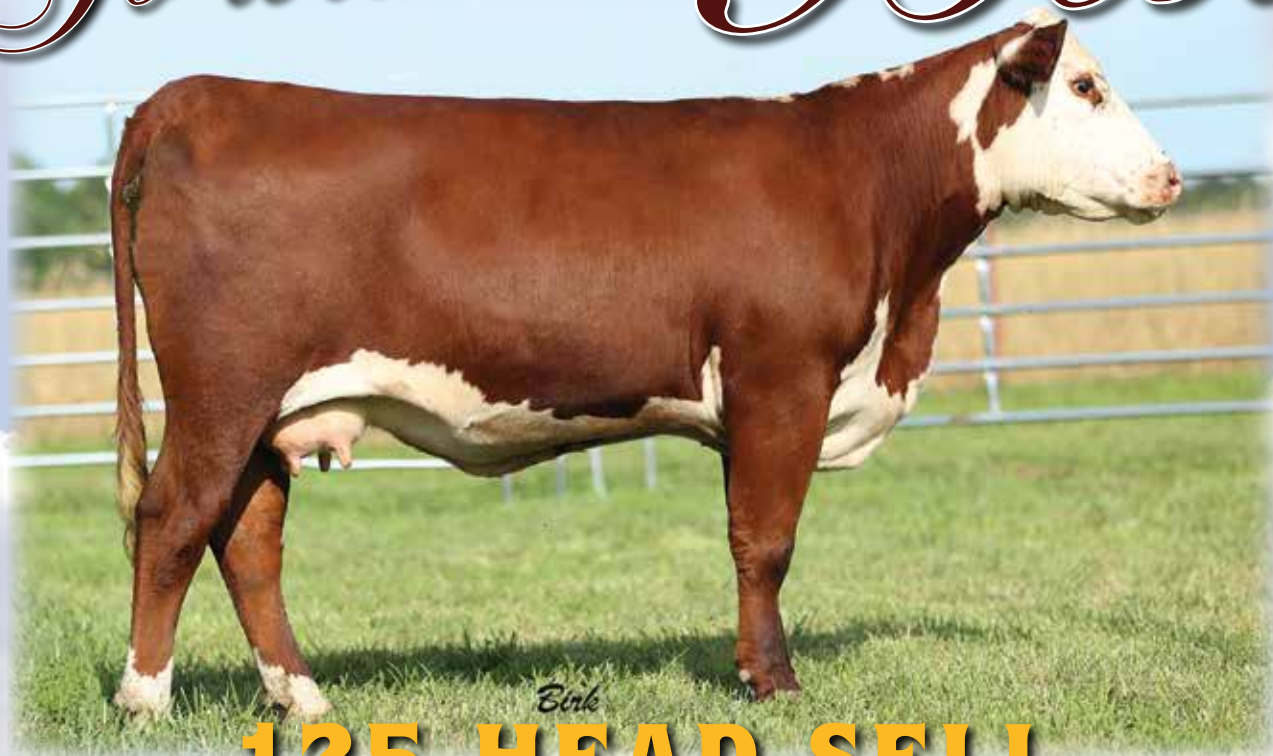
Showmanship winners included the Junior Champion (8-13) to Tory Miller, Lebanon;
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Events & Deadlines

JULY

July 1-7 Junior National Hereford Expo
Grand Island, Nebraska

July 15 Faces of Leadership Conference
Final Registration Deadline

AUGUST

AUG 3 Ozark Empire Fair Junior Show
Springfield, Missouri

AUG 4 Ozark Empire Fair Open Show
Springfield, Missouri

AUG 11 Missouri State Fair Junior Show
Sedalia, Missouri

AUG 12 Missouri State Fair Open Show
Steak Fry Following Show
Sedalia, Missouri

AUG 14 Missouri State Fair Steer Show
Sedalia, Missouri

SEPTEMBER

Sept 3 Park Bros Polled Hereford Sale
Bradyville, Tennessee

Sept 7 Missouri Hereford Association
Board Meeting
Sullivan, Missouri

Sept 8 Missouri Hereford Field Day
District 6, East Central, Missouri

Sept 9 Falling Timber Farms Private Treaty
Fall Sale
Marthasville, Missouri

Sept 10 Butler Polled Herefords-Open Range
Cattle Co. Maternal Excellence
Online Sale

Sept 13 Southeast Missouri District Fair
Cape Girardeau, Missouri

Sept 15 Missouri Opportunity Sale Entry
Packets Emailed

Sept 15 Central Missouri Polled Hereford
Breeder's Association Sale
Vienna, Missouri

Sept 16 Lowderman Cattle Co Illini Top Cut Sale
Macomb, Illinois

OCTOBER

OCT 1 Abrakadabra Cattle Co Online Sale

OCT 1 Missouri Opportunity Sale Entry
Deadline By U.S. Mail

OCT 6 Journagan Ranch Missouri State
University Production Sale
Springfield, Missouri

OCT 8 Thompson Herefords Elite Online Sale

OCT 13 Bonebrake Herefords Female
Production Sale
Buffalo, Missouri

OCT 15 MHA, MJHA Investment, Hereford
Women Scholarship Deadlines

OCT 21 Reynolds Herefords Annual
Production Sale
Huntsville, Missouri

OCT 27 American Royal Junior Hereford Show
Kansas City, Missouri

OCT 27 Ground Zero Farms Fall Production Sale
Watts, Oklahoma

OCT 27 Ladies of the Royal National Female
Sale
Kansas City, Missouri

OCT 27 Mead Farm Fall Bull Sale
Versailles, Missouri

OCT 28 American Royal National Open Show
Kansas City, Missouri

NOVEMBER

NOV 1 Nomination deadline for MHA 2018
awards

NOV 17 Show-Me Polled Hereford Classic
Sale
Windsor, Missouri

DECEMBER

DEC 1 Missouri Hereford Association
Annual Meeting and Banquet
Sedalia, Missouri

DEC 2 Missouri Opportunity Sale
Sedalia, Missouri



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Good Management, Good Meat Quality

Jade Cooper, Graduate Research Assistant, and Carol Lorenzen, Professor Division of Animal Sciences, University of Missouri

“Meat quality” is a culmination of numerous aspects of both fresh and cooked meat that ultimately lead to the overall perception and eating experience of beef. There are multiple factors that go into an eating experience such as: flavor, juiciness, tenderness, texture, cooking method, degree of doneness, and spices/seasonings. As a beef producer, it is important to implement as many production practices as possible that lead to a positive eating experience for the consumer—and then consistently keep producing that product to ensure a continual and consistent consumer base. The management practices that can benefit flavor, juiciness, tenderness and texture include genetic selection, diet and feeding strategies, growth technologies, and production decisions during all stages of cattle production.

Improving carcass quality by *genetic selection* is an important asset in beef production. Traits such as ribeye area, fat thickness, carcass weight and marbling are all quality characteristics that can be improved using expected progeny differences or EPDs. Selecting breeding bulls with superior EPDs for desired traits can improve carcass quality, profitability and eating experiences within each calf crop.

Castration timing can play an important role in production of high quality beef. Late castration can result in a reduction in marbling, coarser meat texture and more variation in tenderness for beef animals; ultimately decreasing USDA

quality grade and palatability. The Beef Quality Assurance Program recommends castrating bulls before four months of age to reduce stress.

One of the most well-known and important management tools relating to meat quality and animal performance is *diet and feeding strategies*. Feed is one of the largest expenses in a beef operation and can impact numerous aspects of meat quality, including marbling and fat thickness. Feeding a high energy diet for a minimum of 70 days prior to slaughter has been shown to benefit both tenderness and marbling deposition in carcasses. This increase in marbling causes an increase in juiciness and flavor, combined with increased tenderness can substantially improve the overall eating experience.

Utilization and incorporation of *growth Technologies* such as beta-agonists and implants have been shown to alter growth and body composition of cattle when used according to label directions. Beta-Agonists increase animal efficiency and lean meat production but have



also been shown decrease tenderness. Growth implants also increase animal efficiency and lean meat but can also lead to decreased marbling. Using growth technologies at the right stage of production can be beneficial from both USDA yield grade and profitability standpoint.

Age of cattle impacts all meat palatability traits such as tenderness, juiciness, and flavor. Carcasses from cattle that show advanced skeletal maturity (past 42 months of age) often produce carcasses lacking tenderness and having a more intense flavor which have a considerable impact on the eating experience.

Overall, proper herd management and decision making at all stages of cattle production can benefit meat quality while providing a better eating experience for the consumer and improving profitability within your herd.

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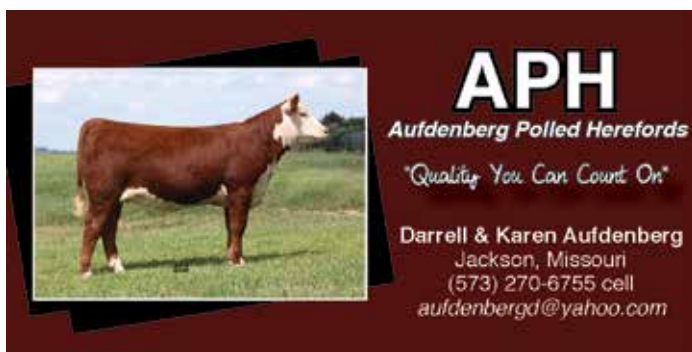


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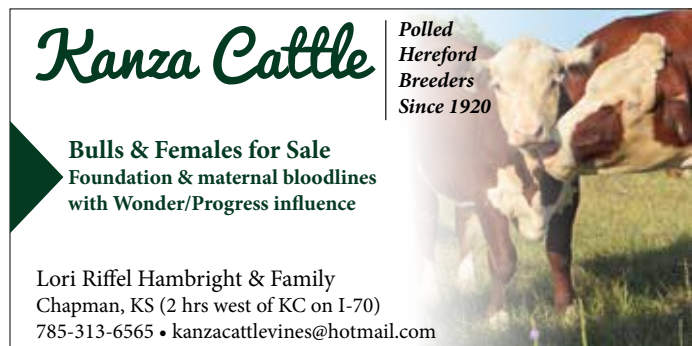


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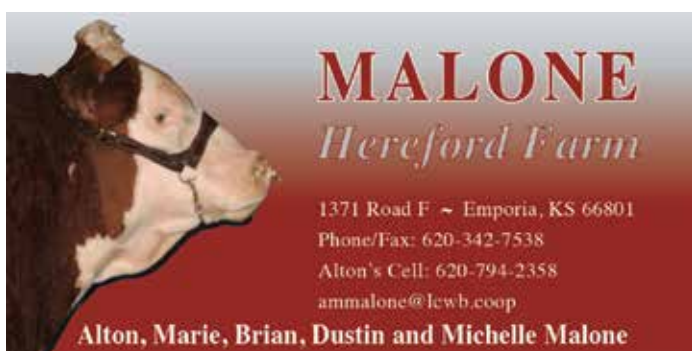


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Life is Simple

Because I'm a member of the so-called 'farm media', I receive several e-mail press releases each week. Most are from companies or universities that are touting some new innovation or product, and I try to scan the crux of each one, before hitting the delete button, but occasionally, one garners enough of my attention that I open it to read the details. Such was the case today.



Jerry Crownover

Some high-tech company had designed a computer chip to implant in cows that would automatically relay information to your computer or smart phone that would tell you the cow's body temperature, heart rate, and even the number of times the cow ruminated during the past twenty-four hours. With a projected cost of only \$10-20 each, visions of sugar plums began to dance in my head.

If I implanted one in each of my animals, I wouldn't have to drive the fields each day checking on the health of the cattle because I could just lie in bed and look at their temperatures on my phone. Their heart rate would tell me if any of them were in distress through attacks from critters or getting their head stuck in the fork of a tree. And, although I know next to nothing about computer electronics, surely someone in the know could take a torque wrench to the chip and adjust it from rumen contractions to uterine contractions to alert me to when each cow started going into labor. I began to daydream about how easy the cattle business was going to be in my future.

Since the computer chip information is transmitted through radio frequency identification (RFID) I was also pretty sure that I could now locate missing cows by simply turning on my phone. So long to my drone...the high tech gadget I've owned for almost three years will now go the way of the pocket calculator and eight-track tape player. I'm ready for the 21st Century. With great interest, I read further.

I knew the dairy industry had used these devices on neck chains for a few years and had monitored feed intake and rumen function, but this implant seemed like a beef cattleman's dream by recording more information and without the danger of the chain getting caught on the briars and brambles of my forested grasslands. There had to be a catch.

As I read deeper into the press release, I discovered that the computer program required to run the system was a few thousand dollars and the radio receiver that gathers the information was another few thousand. The cows also had to get within 10-15 feet of the receiver to allow the data to transfer. I was hoping for a five-mile range through hilly and brushy terrain in order for it to work in my operation. My sugar plums had now turned to prunes.

Oh, well...never mind. DELETE

Missouri Hereford Association

District 6

Field Day

**September 8,
2018**

Friday, September 7

7:00 p.m. - MO Hereford Board Meeting - Location TBA
*Anyone arriving Friday evening is welcome to
Biglieni Farms in Stanton for something hot off the grill.*

Saturday, September 8

Stop #1: Biglieni Farms, Stanton, MO

7:30 - 9:00 a.m. Breakfast served

9-10 a.m. Presentation by Joe Rickabaugh
followed by cattle viewing

Stop #2: Bourbeuse Bend Herefords, Beaufort, MO

10:30-11:30 a.m. Cattle viewing

Stop #3: White Mule Winery, Drake, MO

Noon - lunch served until 1:00 p.m.,
followed by guest speaker TBA

Stop #4: Steinbeck Farms, Hermann, MO.

Cattle viewing from 2-3:30 p.m.

Stop #4: Falling Timber Farms, Marthasville, MO

4:30 p.m. Cattle viewing followed by evening meal
and entertainment until ???

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**For more information,
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Open House

9.1.18

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