

JULY 2019

MHN

Missouri Hereford News

Official Publication of the Missouri Hereford Association



Welcoming Summer *after a spring full of records*

Inside this issue

McConaughy Family Raises Kids and Cows
Improving Your Soil with Microorganisms
Summer Style Guide
MCA All-Breeds Show Results
Review of The Brand Marketing Summit



Missouri Hereford News
30487 Hwy J
Wentworth, Missouri! 64873

"Predictable Herd Bull Power"



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

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



MPH Z3 Box Top C16 P43630197

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



NJW 113D 1010 Tough 126F P43944381
Sired by: KT Built Tuff 1010

Dam: NJW 91H 100W Rita 113D ET
Homozygous Polled. Produced excellent quality semen as a yearling. Dam is just a 2 year old. BW 80 lb, WW 716 lb, YW 1,114 lb, YW ratio 102.
EPD'S: CED 8.1 BW 2.5 WW 61 YW 98 SC 1.7 M 27 M&G 57 CEM 8.5 REA 0.21 MARB 0.21 BMI 399 BII 485 CHB 115



Glengrove Frazer F7 P43957866
Sired by: R Leader 6964

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

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Marty Lueck, manager

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Paternal half sib to this 2296 heifer sells!



Full sib to "El Chappo" - the 2018 Missouri State Fair Grand Champion Hereford Bull sells!

Sale information, pictures and videos
can be viewed in **late August!**



LOWDERMAN
AUCTION OPTIONS

Editors

According to the Missouri Climate Center, May 2019 was the third wettest month of all time in the state of Missouri with an average of 10.82 inches. This followed the second wettest December through May period on record in Missouri with only 1972 and 1973 reaching greater numbers.

Missouri wasn't the only state in the region to experience extreme water. Persistent flooding and rising waters caused road closures, thousands of bottom-land acres to flood including farmland, some residents were forced out of their homes and numerous flash flooding warnings. Field activity has been limited with only 69 percent of corn and 18 percent of soybean crops planted by June 2.

After the spring of records that we will remember for decades to come, summer sunshine is a much welcomed warmth for everyone and everything!

As cattle producers, summer brings many promises as we watch the growth of spring born calves and witness the progressive nature of our juniors flourish in the junior programs.

Summer brings lots of catch up around the farm, especially after a spring full of rain, but be sure to take the time to attend state and national activities. Camaraderie amongst our members is one of our state association's greatest attributes.

Our next issue will be at the beginning of fall, and it will be jam-packed full of sale promotion and show results. If you are in the need to market cattle this fall, please give us a call. We want to help you!

As you read this, the Junior National Hereford Expo is underway and our juniors are representing our state so well. We can't wait to hear all about their successes in the next issue. We truly do have the best national junior show in the world. Isn't it spectacular to see our youth growing and developing all while having so much fun? The lifelong friendships they are developing will shape the future of our industry as they together lead the way.

Happy summer! We hope it brings you and your family much joy!

- The Editors, *Rural Route Creations*

Cassie Dorran, editor



Jocelyn Washam, editor



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

2019 Publication Dates

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

“After the spring of records that we will remember for decades to come, *summer sunshine is a much welcomed warmth for everyone and everything!*”



Rural Route Creations welcomes Anna Roth to our team! Graduating with a degree in agricultural communications in May, Anna is passionate about agriculture. She grew up on her family's farm, Alex Roth Polled Herefords, Altenburg, Mo. If you have any questions regarding your marketing goals, Anna would be glad to help you!



Anna Roth, contributor
anna@ruralroutecreations.com

Advertisement & News Submissions:

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



Advertising Rates:

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

All contracted ads are for the current calendar year.

Ad Type	Cost Per Issue	4X Contract Price
Full page color ad	\$275	\$1000
Double Page Spread	\$475	\$1750
Half page color ad	\$150	\$525
Quarter page color ad	\$75	\$250
Business card color ad (contracted only)		\$150

All ads must be received by deadline!

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



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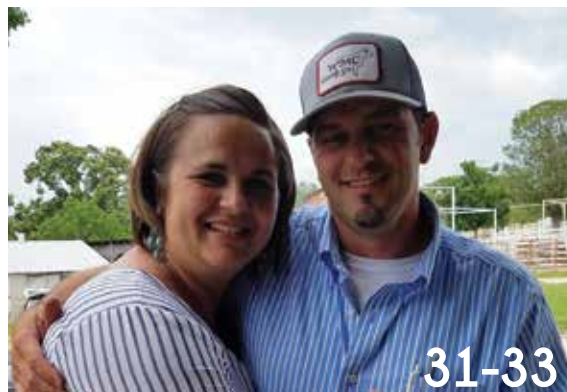
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From across the country for "The Brand" Marketing Summit

31-33 *McConnaughy Family*
Gracefully Raising Kids and Cattle



26



31-33

Missouri Hereford Association

Officers and Directors

www.moherefords.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.moherefords.org

Missouri Hereford Association
Matt Reynolds,
Secretary/Treasurer
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FTF Revolution 2429Z
MSU TCF Revolution 4R

Bred to Calve starting 1/13/20:

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TH Frontier 174E
FTF Prime Product 513C
FTF Preview 542C
TH 122 71I Victor 719T
EFBEEF TFL U208 Tested X651 ET
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Fall Semen & Embryo Guide

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Update

Fellow Hereford Breeders and Enthusiasts,

I hope this issue of the Missouri Hereford News finds you with plenty of grass and hay baled up. Wow, what a year it has been with the weather. A year ago we were in a drought and as I am writing this, parts of our great state are dealing with major flooding.

On the bright side, Herefords are still going strong and these are exciting times to be a part of this great breed. I recently attended "The Brand" Marketing Summit along with several other Missouri breeders. Over 200 Hereford enthusiasts from across the country gathered in Kansas City, Mo., June 3 and 4 to sharpen their marketing skills by gaining insight on traditional and digital marketing platforms. There were many great speakers one of which was Mitch Holthus, the voice of the Kansas City Chiefs. His motivational speech included his "5 C's For Success" – cooperation, creative, courage, confidence, and conduit – and how producers can use them to improve and grow their operations. There was also a session on The Power of Meat and the importance of using social media. One of the key points of the summit was to "Establish Your True North," meaning



Amy Phillips
Missouri Hereford Association
President

look at what your operation should be doing to achieve excellence. Look at your strengths or weaknesses, opportunities, your customers' needs, and make adjustments to point your operation in the right direction. This was a great educational experience full of information, Hereford fellowship and beef advocacy. I encourage each of you to attend events like these – they are worth it.

There are many exciting events coming up this summer and fall. Our juniors will be heading out to Denver, Colorado, July 6-13 for the Junior National Hereford Expo. We are blessed to have a great junior association that is very active, and I'm sure they will represent Missouri well.

Scattered throughout the summer are numerous county fairs that our juniors will be participating in. Go support them any way you can whether it be cheering from the stands or lending a helping hand. Show them you're behind them. They are our future. The Ozark Empire Fair is coming up in August; the shows will be on the 2 and 3 in Springfield, Mo. Herefords rock the Missouri State Fair the second week of August in Sedalia. Juniors show on Saturday the 10, the open show is Sunday the 11, and the steers show the 12 and 13. The Missouri Hereford

Field Day is September 6-7 in District 5. I hear they are planning a great weekend for you full of fun and activities. The SEMO Fair is also in September, so mark this Cape Girardeau event in your calendar. For a full list of events, cut out the calendar in this issue, and hang it on your fridge.

Take some time off and get out to these events to rally behind our juniors and fellow Hereford breeders. They appreciate your support and you may gain something to take back to better your operation.

We are blessed to be a part of this great breed and live in a great country. We have one of the best association newsletters and have a great board working for you. If you need any assistance please feel free to contact me or anyone on the board. Thank you and God Bless!

Amy Phillips, MHA President



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CALVES: Up to 1 year 1 mL/per 100 lbs. bodyweight
 CATTLE: From 1-2 years 1 mL/per 150 lbs. bodyweight
 CATTLE: Over 2 years 1 mL/per 200 lbs. bodyweight

PRECAUTION:

Selenium and copper are toxic if administered in excess.

Always follow recommended label dose.

Do not overdose.

It is recommended that accurate body weight is determined prior to treatment.

Do not use concurrently with other injectable selenium and copper products.

Do not use concurrently with selenium or copper boluses.

Do not use in emaciated cattle with a BCS of 1 in dairy or 1-3 in beef.

Consult your veterinarian.

CAUTION:

Slight local reaction may occur for about 30 seconds after injection. A slight swelling may be observed at injection site for a few days after administration. Use standard aseptic procedures during administration of injections to reduce the risk of injection site abscesses or lesions.

DIRECTIONS:

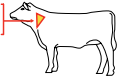
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Inject under the loose skin of the middle of the side of the neck. Max volume per injection site is 7 ml.

Subcutaneous injection in middle of side of neck.



Store Between 15°C and 30°C (59°F and 86°F).

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

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

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

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AHA Board of Directors

I would like to start off by thanking everyone that attended the Brand Marketing Summit held in Kansas City, Mo., in early June. I'm still blown away by the enthusiasm that took place during the summit and I'm personally motivated to get better on how Team Hereford can carry forward a stronger and sharper image in everything we do. A personal highlight for me was listening to longtime broadcaster Mitch Holthus of the Kansas City Chiefs deliver a keynote seminar. He did an excellent job relating his "5 C's for Success" - cooperation, creative, courage, confidence and conduit and how breeders can apply these principles in marketing their operations.

The Pan-American Cattle Evaluation (PACE) was first released in July 2009 as a joint effort between the American Hereford Association (AHA) and the Hereford associations of Canada, Uruguay and Argentina. This genetic evaluation collaboration was certainly one of the first of its kind regarding having cattle from multiple continents all being compared across continents in the same genetic evaluation. Furthermore, the increase in commerce between countries in sharing Hereford genetics and improving the breed world wide has absolutely been a positive of this nucleus



Shane Bedwell
American Hereford Association
Chief Operating Officer and
Director of Breed Improvement

in semen exports in the last 10 years. Not to mention the strong North American trade that has taken place between U.S. and Canada Hereford breeders.

I'm pleased to say as of the beginning of July 2019, we will be back to running the PACE genetic evaluation. As we transitioned to the updated genetic evaluation, utilizing Biometric Open Language Tools (BOLT) software in December 2017, the release was only a North American Evaluation (U.S. and Canada). At that time the two South American countries were not ready to make the transition to the improved genetic evaluation and wanted more time to research the model changes and the improvements that were made. Since then, we have

worked with the leaders of the Uruguay and Argentina Hereford Associations to run research prototypes and determine the best approach to structuring PACE. In fact, as based off the National Association of Animal Breeders (NAAB) semen sales numbers there has been over a 30 percent increase

worked with the leaders of the Uruguay and Argentina Hereford Associations to run research prototypes and determine the best approach to structuring PACE.

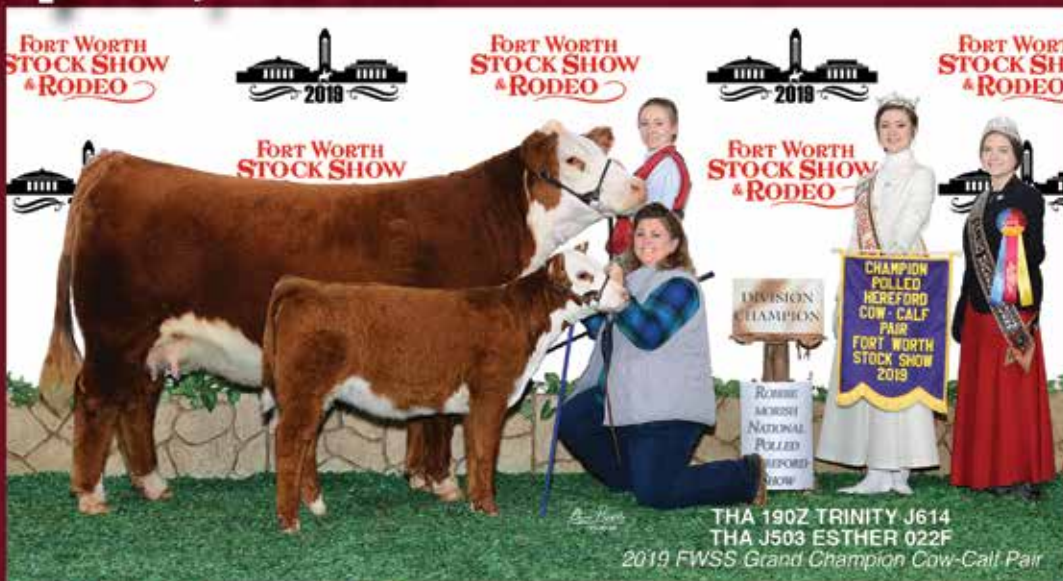
In adding the South American data back into the North American evaluation, we will gain over 500,000 pedigree records and over 200,000 performance records that will contribute to the calculations of Expected Progeny Differences (EPD) of animals that were jointly used across continents. Again, getting back to a PACE allows for more linkage with common genetics that are used in both North and South America. With the additional data being added from the South American countries you can expect some animals to slightly change but as a whole the correlations are very strong comparing the North American and PACE runs.

At this point the South American data will only be added in once a year as the two South American countries will only update their genetic evaluation once a year. We will continue to update our genetic evaluation every Monday.

Hope you had a Happy Fourth of July!

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

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Good Luck Juniors!

Performing in the Showring and the Pasture!

Thank You...

to all who attended our first production sale in 2019!
Thank you to everyone who made it a huge success!
We sold cattle into 13 states and Canada.



Sale Highlights



WMC 63A Vaca 92F
sold to Harrison Cattle Co



WMC 6011 2C Daisy 20F ET
sold to Iron Lake/Brian Langley



WMC 63A 33N Oksana 100E ET
sold to Messi Hart



WMC Cattle Co.

Travis & Sarah McConaughy
Wasola, MO

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The Hereford Women of Missouri had a brief meeting on Saturday, June 8, 2019 at the MCA All-Breeds Junior Show in Sedalia. We discussed serving donuts on Sunday, August 11, 2019 in the Hereford barn before the open Hereford show during the Missouri State Fair. Shelby Bagnell, Missouri Hereford Woman Queen Co-Chairman, showed us the new queen leather sash. This sash will be passed down to the new queen each year.

This past May, we have had several of our youth that are involved in the Hereford Association graduate from high school and college.

We would like to congratulate them on this honor!

As Hereford women, we try to provide guidance to the youth in the organization through the scholarship and queen programs. This helps groom them into the youth they are today.

We will be having a meeting during the Missouri State Fair on Saturday, August 10 at 10 a.m. Please join us to discuss our scholarship program and plans for the Missouri Hereford Banquet in December.

Tonya Bagnell, Hereford Women of Missouri Secretary

Hereford Women of Missouri Officers

President – Katherine Fuller
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Vice President – April Miller
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Aprilmiller1732@gmail.com

Secretary – Tonya Bagnell
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Tbagnell6452@gmail.com

Treasurer – Marijane Miller
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millerherefords@yahoo.com

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Lebanon, MO 65536

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

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



Wishing
THE MISSOURI JUNIORS

all the best

AT THE

Junior National Hereford Expo!



Bow Tie Pasta Salad

Ingredients

- 1 box(es) bow tie pasta, prepared according to package directions
- 1 cup(s) Sour Cream
- 1 cup(s) mayonnaise, Real Mayonnaise...not Miracle Whip
- 1 cup(s) package Hidden Valley Ranch Buttermilk Ranch Salad Dressing (powdered seasoning packet)
- 1 - 2 teaspoon(s) Cajun seasoning like Tony Chachere's Creole Seasoning
- 1 cup(s) cherry tomatoes, whole or cut in halves
- 1 pound(s) cubed sharp or mild cheddar cheese
- 1 cup cup(s) spinach, shredded in large chunks (optional)
- 1 cup(s) onion, sweet white or red (purple) onion, cut in bite sized chunks

Instructions

1. Prepare pasta according to package directions. Drain in a colander with cold water to cool down pasta.
2. Combine sour cream and mayonnaise together with spices until blended well.
3. Combine creamy mixture above with pasta.
4. Add onions, tomatoes, cubed cheese and spinach.
5. Keep refrigerated.

To make this pasta in to a main dish add tuna, chicken or steak! Also, feta cheese is yummy in here!

Note: This summer, serve bowl of this pasta on top of an ice bowl (a bowl filled with ice under the pasta bowl) to keep it safe to eat. Do not allow to sit out too long.

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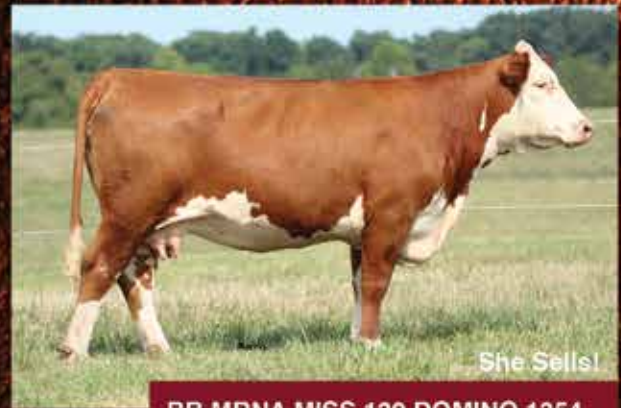
XA MR MANHATTEN 6011
(43750256)



ECR HW 215 DOMINO 6001
(43750256)

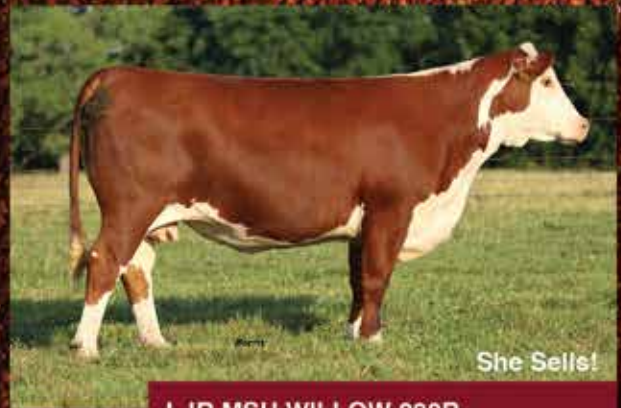


BB A152 DIAMOND TIME 1754
(43860186)



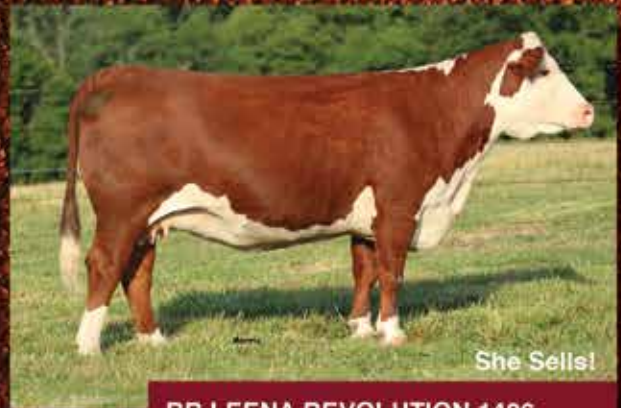
She Sells!

BB MRNA MISS 139 DOMINO 1354
Reg. # 43440761 - AI'd to NJW 135U
10Y Hometown 27A for February Calf



She Sells!

LJR MSU WILLOW 290B
Reg # 43486146 - Bred to XA MR
MANHATTEN 6011 for October Calf



She Sells!

BB LEENA REVOLUTION 1426
Reg # 43467645 - Bred to XA MR
MANHATTEN 6011 for October Calf

BONEBRAKE HEREFORDS

M.D. and Al Bonebrake 5943 E St. Hwy. YY
Springfield, MO 65802

Dr. Al Bonebrake 417-849-1324

James Henderson, Herdsman

417-588-4572

Guest Consignors:

Gregg and Denver Alsup 417-766-6801

Jeff Vorris | Choate Polled Herefords

Update



It's Show time!!!! I hope everyone is getting ready for the summer and enjoying the beautiful weather.

Congratulations to all the Hereford winners at the MCA All-Breeds Junior Show in June. At the show, we also had our tryout contests for the Junior National Hereford Expo.

The Junior National Hereford Expo is now here. We are all so excited to participate in the events with our state members! Herefords on the Hill starts July 6 and goes through July 13. Good luck to all the teams. GO MISSOURI!!! Our advisors will be at the event in Denver, CO, so if you need anything at all, be sure to find them.

Please take a minute and pray for all the farmers, families and all livestock who have been affected by all the flooding our state and area has faced this spring. Our hearts go out to all of them.

Phillip Mueller, Missouri Junior Hereford Association Reporter

Missouri Junior Hereford Association Officers

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

Reporter – Phillip Mueller
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 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



Reminder about
Scholarship
Deadlines

Missouri Junior Hereford Association
 Missouri Hereford Association
 Hereford Women of Missouri

Scholarships must be postmarked by
October 15, 2019

View and download applications
www.moherfords.org



MJHA Missouri Junior Hereford Association

Meeting

Saturday, August 10

30 minutes after the conclusion of the
 MO State Fair 4-H/FFA Hereford Show

Location: Missouri State Fair Coliseum

THE MEETING WILL BEGIN WITH A
 PIZZA PARTY FOR ALL JUNIORS
 AND THEIR FAMILIES, S—COME
 JOIN US!



Missouri Proud

I recently took a few moments to reflect on how serving as advisors to the Missouri Junior Hereford Association has made an impact on Jeff and I over the past two years. If I'm truly honest with you, we would admit that the role has been more challenging than we likely expected, sometimes a bit stressful and a new learning experience every day. That being said, it's also been an opportunity to meet some of this breed's most wonderful people, impact a lot of amazing kids and be a part of an association that is growing and evolving in many ways. I'm sure that our co-advisors, Eddie and Mary Roth and Brad and Shannon Mueller, would agree.

The one thing personally that has impacted me the most is watching Missouri Hereford families grow, develop and learn together in these programs. Our kids have risen to the challenges in so many ways, including stepping out of their comfort zone to lead a discussion during a junior meeting, trying out for a contest they've never done before or taking the initiative to run for the National Junior Hereford Board. Last month I watched a group of girls from different corners of the state come together to form a CHB Grill-Off team. That same weekend I watched our MJHA board of directors run our state showmanship contest. Our young people are stepping up to take responsibilities that help them grow and develop life-long skills.

At the same time, we have had some amazing parent and breeder volunteers step up to lead committees, projects and contests. These adults are engaging our juniors and working with them to develop critical thinking, planning and leadership skills. Because of this, we as a state are providing great experiences and learning opportunities for our junior members on both the state and national level. That investment is paying off in new knowledge and skills, as well as individual and team successes.

All of these things together have made me even more proud of our juniors, our families, our association and our state. Everyone working together to make the most of our events and programs builds confidence in our kids and strength in our programs. At the same time, it builds pride in our membership and organization as a whole. And all of that makes me MISSOURI PROUD!

Jeff and Susan Rhode, Missouri Junior Hereford Association Advisors

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thank our Troops -past
and present- for their
service. Thank you for
your time and sacrifice.
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November 16th, 2019
Sale starts at Noon



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37TH ANNUAL MCA ALL-BREEDS JUNIOR SHOW

June 8-9, 2019 | Sedalia, MO | Judge: Chad Wilson, Cloverdale, IN

3rd Overall Female & Champion Heifer :
 BB 0245 :
 9-07-18
 Paige Henderson,
 Buffalo, MO



Reserve Champion Heifer :
 AC Marina Del Ray 803FET :
 3-06-18
 Kinleigh Bolin,
 Walnut Grove,
 MO

Champion Bull :
 MH 5108
 Justice 7800 ET
 : 9-24-17
 Taylor Miller,
 Lebanon, MO



Reserve Champion Bull :
 Corks ARK
 167Y 1815 :
 3-15-18
 Atley Kleinman,
 Wentworth, MO

No Photo Available
Champion Cow-Calf :
 MH 196T Miss Prophet 7175 : 3-09-17
 Taylor Miller, Lebanon, MO

Missouri Junior MJECA
Cattlemen's Association



Reserve Champion Cow-Calf :
 TF 4R Lilly 3C :
 9-11-15
 Jacob Toombs,
 Fair Play, MO

Champion Steer :
 - SCC Lamar :
 Wt 1145 lbs
 Chase Simmons,
 Unionville, MO



Reserve Champion Steer :
 CMH Catapult
 884 ET :
 Wt 1015 lbs
 Cole Murphy,
 Houstonia, MO

Total Head: 550 • Total Exhibitors: 282 • Herefords: 94 Head

Showmanship winners included the Junior Champion (8-13) to **Kinleigh Bolin**, Walnut Grove;
 and Senior Champion (14-21) to **Cole Murphy**, Houstonia.

MH 122L PROPHET 5108 ET

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Soil Microorganisms Unseen Value

Sarah Lancaster, Ph.D., Assistant Professor of Environmental Plant and Soil Sciences and Natural Resources, Missouri State University

Soil health has become a popular topic in agriculture and natural resources management. But what is soil health? And why does it matter? Soil health is a term used to describe the ability of a soil to provide the services required of it. In some cases, the service is agricultural productivity. In a pasture, this might look like more efficient use of plant nutrients or increased water storage to maintain forage production through the dry spells common to Missouri summers. In other cases, the service might be providing habitat for diverse plants, animals, and microorganisms for recreational purposes.

Regardless of the situation, the characteristics of a healthy soil are directly related to soil organic matter. Organic matter makes up about 3-5% of a typical Missouri soil. Most organic matter is made of decaying plants, animals and microorganisms. Bacteria, fungi and other living organisms make up less than 5% of that organic matter. But, these unseen organisms have tremendous value for soil health.

Soil microorganisms change the physical characteristics of soil, such as aggregation and aggregate stability. Soil aggregates are basically the clumps you see when you dig soil. Aggregation is a good sign of healthy soil because soil with good aggregation has more voids in the soil that can hold rainwater, increasing water infiltration and decreasing

runoff. Soil microorganisms contribute to aggregation in two ways. Bacteria and fungi both produce sticky chemicals that work sort of like glue to hold soil particles together. In addition, fungi produce hyphae, which act like long microscopic strings to hold soil particles together. Besides contributing to aggregation, soil microbes are necessary to create organic matter. Because of its chemical properties, soil organic matter holds more water than sand, silt or clay. In fact, some data suggest that a 2.5% increase in organic matter from 0.5% to 3.0% doubles plant available water in typical topsoil.

Soil microorganisms also make a variety of plant nutrients available. One way this happens is as the microorganisms consume organic materials like plant residue, they release unneeded nutrients into the environment. On average, the soil microbial community contains about 10 times as much carbon as nitrogen. When microbes breakdown material containing more nitrogen than is needed to maintain that ratio, the excess becomes available to plants. Similar, but less studied relationships exist for other plant nutrients as well. Microorganisms are also involved in mutually beneficial relationships with plants. One common example is nitrogen fixation by Rhizobia bacteria on legume roots. Another example is mycorrhizae, fungi that grow on and in roots. Parts of these fungi function like extended root hairs to help plants acquire water as well as nutrients like phosphorus.

Managing pastures for soil health basically comes down to managing soil microorganisms, much like properly feeding cattle requires consideration of rumen microorganisms. Practices that promote soil health include maintaining moderate stocking rates, allowing pastures time to regrow, and including legumes in the sward. Changes in these management practices do not have to be drastic in order to improve soil health in your pastures.

In a recent analysis of over sixty published research papers, scientists from the University of California at Davis found that reducing grazing pressure is associated with increased soil organic carbon and reduced

compaction. Less grazing pressure means more plant residue is left in the pasture to be converted to organic matter. It also means less traffic to cause soil compaction. Grazing livestock can be beneficial for increasing microbial activity in a pasture, however, the negative effects of compaction caused by livestock means that light to moderate stocking densities improve soil health.

Allowing pastures time to rest and regrow is necessary to keep plants healthy. Healthy plants will not only produce more forage over time, they will also have more roots. The soil around roots, called the rhizosphere, is a hot spot for microbial activity. Plant roots release energy-rich chemicals into the soil that microbes can easily consume. So, more roots mean more food for the microbes, and more food means more microbes. Grazing rotations don't have to be intensively managed to reap these benefits. Occasional, well-timed periods of rest that allow for adequate regrowth can be beneficial, without significant additions of fencing or manpower.

In general, ecosystems that have more diversity are more productive and better able to tolerate stress. This concept applies not only to the plants in your pasture, but also to the soil microorganisms. Increasing plant diversity allows more types of microbes to thrive in your pastures because each plant species creates a unique habitat in its rhizosphere that attracts a unique group of microbes. This diversity helps the microbial community better tolerate stresses, such as heat, drought or flood. Common practices like over-seeding grass pastures with legumes can introduce plant diversity that benefits forage quality as well as soil microorganisms. However, soil microbes don't necessarily require that much difference among plant species; using multiple grass species also increases microbial diversity which keeping pasture management straightforward.

If you decide to make changes to improve the soil health in your pasture, be patient. It may take time (up to 4 years or more) before meaningful changes occur. Making small changes in above ground management can result in important, unseen changes that improve the productivity of pastures in the long term by improving the habitat for the unseen soil organisms that create healthy soils.



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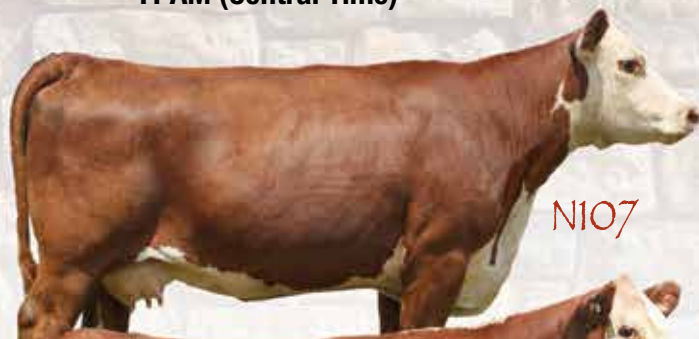
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EPO	+8.3	+0.3	+79	+106	+0.9	+1.2	+15.2	+25	+64	+7.0	+138	+1.20	+1.20	+0.013	+0.32	+0.23	+\$ 344	+\$ 447	+\$ 105
Acc	.42	.75	.59	.58	.18	.31	.12	.15	.16	.28	.39	.39	.21	.29	.22	.23	-	-	-

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MHA

Mo Hereford Association

Field Day

Sept. 6-7, 2019

District 5 | Columbia Area



Accommodations available in Columbia or Jefferson City. Make sure to book your room EARLY!

Friday | September 6

Abrakadabra Cattle Co - Columbia, MO

MO Hereford Board Meeting - Time 7:00 p.m.

Address: 6969 E. Bass Lane, Columbia, MO 65201

Anyone arriving Friday evening is welcome to Abrakadabra for an evening meal and fellowship from 7-10 p.m.

Saturday | September 7

Stop #1: Circle F Farms - Jefferson City, MO

Address: 3637 Rock Ridge Rd, Jefferson City, MO 65109

7-9 a.m. | Breakfast followed by a Multimin presentation and farm tour

Stop #2: Mead Farms - Versailles, MO

Address: 7785 Hwy 52, Versailles, MO 65084

9:45-11:45 a.m. | Cattle viewing

Stop #3: Day's Family Farm - Pilot Grove, MO

Address: 12139 Hwy 135, Pilot Grove, MO 65276

12:30-3:00 PM | Lunch and presentation sponsored by MFA
Cattle viewing

Stop #4: Esser Farm - Blackwater, MO

Address: 19983 Hwy 41, Blackwater, MO 65322

Cattle viewing and farm tour 3:15-4:00 p.m.

Stop #5: Abrakadabra Cattle Co - Columbia, MO

Address: 6969 E. Bass Lane, Columbia, MO 65201

5-7 p.m. | Cattle viewing

Evening meal and entertainment 7-11 p.m.



For more information, please contact: **Mark Abramovitz (573) 864-6475**

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was started in 1950 with the mission of

"Improving the quality of Hereford cattle through the exchange of ideas and experience among members at meetings, shows, and sales."

After **69 years** and **113 sales** the mission continues by:

Partnering with the **College Of The Ozarks** for our 114th fall sale on **November 30, 2019**.

Continuing to partner with the **College Of The Ozarks** on our future sales.

Offering both Spring and Fall sales to better fill the needs of our consignors and buyers.

Advertising in the Hereford World to expand our markets for the consignors.

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To become a member or learn more about the Central Missouri Polled Hereford Breeder' Association, go to www.missouriherford.com or contact Frank Flaspohler at 660-537-4809 - fwf@rockingf.com

Frank Flaspohler, Secretary/Sale Manager
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**Annual Production Sale
November 30, 2019**

*held in Conjunction with the
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MH 122L Prophet 5108T (43619163)

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Membership Update

Missouri Junior Hereford members recognized at state FFA convention
 FFA members from across the state of Missouri met in Columbia, April 25-26, at the 91st Mis-



Left: Isaac Rhode receiving the Agribusiness Academy Delegate award at the 91st Missouri FFA Convention.



Right: Missouri FFA 1st place State Agriscience Research proficiency award winner in Animal Systems was received by Jacob Toombs.

souri FFA Convention to honor fellow members for outstanding achievements, conduct association business, elect new officers and participate in leadership workshops.

Cultivate Tomorrow, Today was the theme for this year's annual convention, which attracted more than 8,000 students and guests to Hearnese Center on the University of Missouri campus.

Members of the Missouri Junior Hereford Association were recognized at State FFA Convention for their hard work throughout the year. Those members awarded were:

- Brayde Adam, Lathrop, 1st place Area 1 FFA Swine Entrepreneurship SAE Project
- Kody Agee, Halfway, 1st place Area 10 Beef Placement Proficiency Award
- Haleigh Ferguson, Smithton, State FFA Degree
- Isaac Rhode, Gower, Missouri Agribusiness Academy Delegate
- Jacob Toombs, Fair Play, 1st place State Agriscience Research- Animal Systems Proficiency Award
- Shelby Bagnell, Slater, Missouri Vocational Agriculture Teachers Association Teach Ag Scholarship

Juniors Complete College Education

The Missouri Junior Hereford Association has two members who graduated from college this spring. Shelby Bagnell and Anna Roth, both active members in the association, wore their cap and gown in May representing dedication and determination to furthering their education.

Shelby, Slater, Mo., is the daughter of Bob and Tonya Bagnell. She graduated with a bachelors

Left: Shelby Bagnell is the recent graduate of University of Missouri.
 Right: Missouri State University graduate Anna Roth pursues a career in agricultural marketing.



of science in agricultural education with a teaching certification from the University of Missouri. In the fall, Shelby plans to teach at Pettis County R-V as the FFA advisor in Hughesville, Mo.

The second college graduate is Anna Roth, Altenberg, Mo. Anna graduated from Missouri State University, Springfield, Mo., with a bachelors of science in agricultural

communications with an emphasis in advertising and promotion. She grew up on her family's farm, Alex Roth Polled Herefords, and is the daughter of Dale and Lindy Roth.

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Featuring the get and service of our herd sires in the Show-Me Polled Hereford Classic

Saturday, Nov. 16, 2019



EFBEEF U208 SURE BET 2002 {DLF,HYF,IEF}

Sire: EFBEEF FOREMOST U208 – MGS: EFBEEF SCHU-LAR PROFICIENT N093

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDR	TEAT	CW	FAT	REA	MARB	BMS	BIS	CHBS
4.7	0.2	59	98	0.3	1.7	16.9	24	53	7.6	54	1.20	1.30	62	-0.003	0.54	0.22	358	440	103

- Homozygous Polled
- Eye pigment
- Easy calving
- Trait leader in 10 traits



MPH Z3 BOX TOP C16 {DLF,HYF,IEF,MSUDF}

Sire: MPH 10H JUICE BOX Z3 – MGS: KTOP SECRET 1030

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDR	TEAT	CW	FAT	REA	MARB	BMS	BIS	CHBS
5.8	0.6	57	100	0.4	1.4	19.5	34	62	4.1	97	1.30	1.30	58	0.007	0.32	0.25	393	478	95

- BW 78 lb., WW 860 lb., YW 1,303 lb.
- Trait leader in 9 traits
- Tremendous performance and EPDs
- Four Dams of Distinction in his pedigree
- Daughters make excellent cows



MPH 10H SPLASH B12 {DLF,HYF,IEF,MSUDF}

Sire: DR WORLD CLASS 517 10H – MGS: CRR ABOUT TIME 743

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDR	TEAT	CW	FAT	REA	MARB	BMS	BIS	CHBS
11.7	-1.6	50	75	0.0	0.9	24.9	31	56	9.5	112	1.30	1.30	62	0.027	0.41	0.02	472	539	98

- Full brother to ABS sire MPH 10H Juice Box Z3
- Homozygous Polled
- Thick, deep
- We have an excellent group of calves sired by Splash.



NJW 113D 1010 TOUGH 126F {DLF,HYF,IEF}

Sire: KT BUILT TUFF 1010 – Dam is full sister to 79Z, one of the top marbling bulls in the NJW sale.

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDR	TEAT	CW	FAT	REA	MARB	BMS	BIS	CHBS
8.4	2.5	61	98	0.2	1.7	18.9	27	57	8.2	107	1.50	1.60	71	-0.013	0.21	0.21	400	486	115

- Homozygous Polled
- Produced excellent quality semen as a yearling.
- BW 80 lb., WW 716 lb., WW ratio 107, YW 1,144 lb., YW ratio 102
- Dam just a two-year old.
- Owned with Journagan Ranch/Missouri State University

Selling 10 elite pairs in the Show-Me Polled Hereford Classic Sale Saturday, November 16, 2019

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FTF VALUE ADDED 369A {CHB}{DLF,HYF,IEF}

Sire: TH 122 711 VICTOR 719T – Dam: FTF FABULOUS 181Y (Dam of Distinction)

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDR	TEAT	CW	FAT	REA	MARB	BMS	BIS	CHBS
1.6	2.7	71	100	0.7	1.4	26.0	30	66	-0.9	109	1.40	1.40	88	-0.013	0.79	-0.05	505	586	120

- Homozygous Polled
- Tremendous EPDs
- Will be a featured herd sire in our sale offering.

Our feature cow in the
Show-Me Polled Hereford Classic Sale
Saturday, November 16, 2019



SF 100W DAYDREAM 5140

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDR	TEAT	CW	FAT	REA	MARB	BMS	BIS	CHBS
-0.5	3.5	58	96	0.1	0.9	21.7	28	57	1.0	112	1.30	1.30	70	-0.013	0.46	0.12	443	521	116

- A tremendous daughter of NJW 73S M326 Trust 100W. Sells with a herd bull prospect at side by FTF Porterhouse 455B. Bred to TH Frontier 174E.

Selling 10 outstanding pairs
in the Show-Me Polled Hereford Classic Sale
Saturday, November 16, 2019

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Membership Update

American Hereford Association (AHA) provides Hereford breeders with a comprehensive educational experience

More than 200 Hereford enthusiasts traveled to Kansas City, Mo., June 3-4, for two days jam-packed with sessions featuring some of the best marketers in the business. With presentations from professionals representing all sectors of the cattle industry, attendees at “The Brand” Marketing Summit gleaned insight on using traditional and digital platforms to better market their programs and to be advocates for the Hereford breed and the beef industry. This first-of-its-kind event hosted by the American Hereford Association and Vermeer Corporation allowed attendees to sharpen their marketing skills while developing effective tactics to reach current and potential customers.

Lori Lucero and Mariano Aragon, Mora, N.M., who started their operation, Los Amantes, just over a year ago describe how the event helped them learn more about the breed they invested in and how to grow their new operation.

“Here at the Brand, I was really exposed at how united the Hereford organization is and how supportive everybody is about what we’re all doing — we’re all in this together,” Mariano says.

“I’m so glad we came to The Brand Marketing Summit,” adds Lori. “We have learned a lot of information that we are able to take back and implement into our operation and we met a lot of great people from all over. This has been very beneficial.”

Events were underway Monday afternoon with a welcome by AHA President Pete Atkins and Mark Core, Vermeer executive vice president and chief marketing officer, followed by presentations covering the growth and efficiency trends within the breed, consumer preferences and purchasing decisions regarding meat products, and establishing a directional compass to shape a business model.

Afterward, participants enjoyed a social at the AHA headquarters where they recorded brief promotional videos to upload to their social media platforms. The evening festivities continued at Howl at the Moon in downtown Kansas City, which featured a live auction that generated nearly \$50,000 for the Hereford Youth Foundation of America (HYFA) and the Hereford Research Foundation (HRF).

Kicking off Tuesday morning was the Voice of the Kansas City Chiefs, Mitch Holthus. The 26-year National Football League broadcaster shared a motivational message about applying his agricultural background to unite the Chiefs organization and fan base. He discussed his “5 C’s for Success” — cooperation, creative, courage, confidence and conduit — and how producers can apply those principles in marketing and growing their operations.

Participants spent the remainder of the day learning from marketing professionals about social media marketing, video storytelling and overcoming saletime challenges. As well, AHA staff

announced the soft launch of Herefords On Demand, a digital catalog resource featuring the most current data on a searchable and user-friendly platform.

Hereford breeders walked away from the summit with an arsenal of tools to better their marketing strategies. Bob Harrell Jr., Baker City, Ore., says he and his family are going to utilize more videos, especially footage captured with drone technology, and social media to showcase their operation. “[Marketing] is about building relationships,” Harrell says. “We want to sell our image and what we stand for to the consumer and to our bull customers. We have a lot of customers that have been with us since we started and we are constantly getting new customers, so we are looking for all kinds of avenues to tell our story to them. This has been a great summit for that.”

Atkins notes it was great to see such a large and diverse group, comprised of both big and small breeders, work together to learn and to collaborate on a common goal — promoting the Hereford breed and the beef industry.

“I was proud to see so many people participate in this event,” Atkins says. “It shows there are truly dedicated breeders who want to learn and work hard to push their operations and the breed to even higher levels. I think it is a testament to the values and quality of the people in our breed.”

Marriage Announcement

Nathan and Julie Warner (Choate) were united in marriage on June 1, 2019 at The Barn at Stone Valley Plantation in Pleasant Hope, Mo. Julie is the daughter of Mike & Cathy Choate. Nathan is the son of the late Ron Warner and Janice Warner. Julie is now working at Golden Valley Memorial Healthcare as the Public Relations and Media Coordinator. Nathan is farming on his family farm where they raise Hereford and commercial cattle. The couple now resides near Archie, Mo.



Top: More than 200 Hereford enthusiasts gathered in Kansas City for the first comprehensive marketing seminar.

Bottom: The Missouri delegation for “The Brand” Marketing Summit included members from across the state eager to learn more about marketing their respective programs.

Front, from (l to r): John Ridder, Heidi Ridder, Jocelyn Washam, Amy Phillips, Makayla Reynolds, Jess Jordan, Mike Jordan; Back, from (l to r): Jim Reed, Marty Lueck, Travis McConaughy, Sarah McConaughy, Joe Kaczmarek

Rural Route PHOTOGRAPHY

— LIFESTYLE SESSIONS —



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Best friends since we can remember, our passion lies in laughing hard, enjoying tasty food and making memories wherever our customers have taken us. Often called sisters, it's our shared passion and drive that binds us.

Our photography jobs keep us on the road a lot. Cassie based out of Calgary, Alberta, and Jocelyn in Southwest Missouri. Above all, it's our passion for people that serves as the most rewarding part of being a photographer. We capture people in their true sense with their surroundings and most often their cherished loved ones. It gives us great joy to see the emotion our customers have when they see our view of the most special people in their lives.

(Let us tell your story.)



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Sale Results

- Central Missouri Polled Hereford Breeders Association
- Falling Timber Farm
- Ladies of the Ozarks First Production Sale
- Lilac Hill Farm Dispersion
- Show Me Classic Bull and Female Sale

Central Missouri Polled Hereford Breeders Association

Vienna, Mo. | March 9

Auctioneer: Jack Lowderman

Reported by: Joe Rickabaugh, American Hereford Association

Lots	Gross	Average
3 bulls	\$6,800	\$2,267
49 females	\$61,200	\$1,249
1 commerial female	\$975	\$975
53 total	\$68,975	\$1,301

TOP BULL LOTS

\$2,800— DFF 226Z FELIX 819
DOB 2/13/18, by FTF Prime Product 226Z, consigned by Day's Family Farm, Pilot Grove, sold to Eddie Watson, Cabool, MO.

\$2,200 — SCHRADERS 167B BRANDO 715
DOB 4/19/17, by TC 49X Mr Brando 167B, consigned by Schrader Polled Herefords, Wooldrige, sold to Roger Heckemeyer, St. Elizabeth, MO.

TOP FEMALE LOTS

\$2,500 — BPH 515 KATIE 932C
DOB 1/28/15, by BPH 262 Chism 515Y, consigned by Alex Roth, Altenburg, sold to Lowderman Cattle Co., Macomb, IL.

\$2,200 — TC MISS LYNN 214D
DOB 6/29/16, by Glengrove 719T Riley 66Z ET; and an August heifer calf, by DFF 345A Contankerous 508, consigned by Cavanaugh Farms, Cuba, MO, sold to Jim Kampeter, Argyle, MO.

Falling Timber Farm

Marthasville, Mo. | March 16

Auctioneer: Jack Lowderman

Reported by: Joe Rickabaugh, American Hereford Association

Lots	Gross	Average
30 bulls	\$106,350	\$3,545
29 females	\$77,000	\$2,655
5 commerial female	\$9,900	\$1,980
64 total	\$193,250	\$3,019

TOP BULL LOTS

\$9,000 — FTF RELEVANT 831F
DOB 1/16/18, by EFBEEF TFL U208 Tested X651 ET, sold to Ockerhausen Farms, Mike and Jess Jordan, Warrenton, MO (1/3 semen interest, full possession).

\$8,000 — FTF TESTIMONY 828F
DOB 1/16/18, by EFBEEF TFL U208 Tested X651 ET, sold to Bourbeuse Bend Hereford, Blake Voss, Beaufort, MO (1/3 semen interest, full possession)

\$8,000 — FTF PRIME PROFIT 849F
DOB 1/20/18, by FTF Prime Product 513C, sold to Dose Family Herefords, Allan Dose, Arlington, MN.

Ladies of the Ozarks First Production Sale

Wasola, Mo. | May 18

Auctioneer: Eddie Burks

Reported by: Joe Rickabaugh, American Hereford Association

Lots	Average
9 bulls	\$3,044
53 females	\$5,504
1 pick of the herd flush	\$6,250
15 embryos	\$850
16 semen	\$198
62 total	\$5,148

TOP FEMALE LOTS

\$19,000— WMC 63A 33N OKSANA 100E ET
DOB 9/23/17, by NJW 135U 10Y Hometown 63A ET, Full possession and 1/2 embryo rights, sold to Messi Hart of Wakomis, OK.

\$16,000— WMC 6011 2C DAISEY 20F ET
DOB 1/28/18, by BR Belle Air 6011, sold to Iron Lake Ranch, Athens, TX, and Langley Farms, Ramer, TN.

\$10,600— WMC 63A X103 ROSA LEE 73D ET
DOB 9/4/16, by NJW 135U 10Y Hometown 63A ET, sold to Kevin Robinson, Mocksville, NC and heifer calf WMC B284 KATHLEEN 86F, DOB 8/27/18, by KCF Bennett Provident B284, sold to Greyson Grooms, Springfield, MO.

Lilac Hill Farm Dispersion

Booneville, Mo. | March 10

Auctioneer: Eddie Burks

Reported by: Jim Reed, Midwesr Cattle Service, Inc.

Lots	Gross	Average
11 bulls	\$29,400	\$2,627
7 open heifers	\$10,200	\$1,457
12 bred heifers	\$25,400	\$2,117
42 cows	\$110,600	\$2,631
72 total	\$175,000	\$2,439

TOP BULL LOTS

\$3,900— LILAC ON TARGET 22S 36C
DOB 9/9/15, by SCHU-LAR On Target 22S, sold to Michael Farnen, Salisbury, MO.

TOP FEMALE LOTS

\$5,000— LILAC ANGIE 4R 952B
DOB 8/29/14, by MSU TCF Revolution 4R, and heifer calf LILAC ROCK ON ANGIE 22S 184F, DOB 9/4/18, by SCHU-LAR On Target 22S, sold to Cole Murphy, Houstonia, MO.

\$2,500 — LILAC SOPHIE C01 114E
DOB 3/22/17, by SHF Cabella 001A, sold to WPH Ranch and Monty Williamson, Mountain View, MO.

\$1,800 — LILAC SWEET HEART Z311 161F
DOB 3/02/18, by KCF Bennett Encore Z311 ET, sold to Wirthmor Polled Herefords, Willow Springs, MO.

Show Me Classic Bull and Female Sale

Windsor, Mo. | Apr 6

Auctioneer: Dale Stith

Reported by: Jim Reed, Midwest Cattle Service, Inc.

Lots	Gross	Average
16 Hereford bulls	\$41,300	\$2,581
7 Red Angus bulls	\$20,200	\$2,886
10 Hereford females	\$18,850	\$1,885
6 Red Angus females	\$9,000	\$1,500
39 total	\$89,350	\$2,291

TOP FEMALE LOTS

\$3,600— RHF 8Y HOMESTAND 7072E ET
DOB 9/7/17, by NJW 73S W18 Homegrown 8Y, consigned by Roth Hereford Farm, Windsor, MO, sold to Merele Schnelle, Lockwood, MO.

\$3,500— TH 66U 719T REBA 123Y
DOB 2/21/11, by TH 122 71I Victor 719T, consigned by Glengrove Farm, Rolla, MO, sold to Prairie Creek Farms, Melvern, KS.

Make plans to attend the Hereford weekend in Sedalia, Missouri!

MHA Annual Meeting and Banquet

Dec. 7

Missouri Opportunity Sale

Dec. 8

A large, intricate wooden sculpture of a cow, constructed from many pieces of weathered wood, stands on a wooden cart with large spoked wheels. The sculpture is positioned in a lush green field. In the background, several real black cows are grazing peacefully. The sky is a clear, bright blue. The overall scene is a juxtaposition of traditional craftsmanship and modern agriculture.

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OUR NEXT FIVE YEARS

DPH R LEADER P606 VIC 715

P43864455 — Calved: March 8, 2017 — Tattoo: RE 715

HYALITE ON TARGET 936 (SOD)(CHB)(DLF,HYF,IEF,MSUDC) SCHU-LAR ON TARGET 225 (SOD)(CHB)(DLF,HYF,IEF)
R LEADER 6964 (CHB)(DLF,HYF,IEF,MSUDC) HYALITE'S LASS 310 (DLF,HYF,IEF)
 P43500058 R MISS REVOLUTION 1009 (DOD)(DLF,HYF,IEF) MSU TCF REVOLUTION 4R (SOD)(CHB)(DLF,HYF,IEF)
 R MISS WRANGLER 3007
 PW VICTOR BOOMER P606 (SOD)(DLF,HYF,IEF) REMITALL BOOMER 468 (SOD)(CHB)(DLF,HYF,IEF)
DPH P606 VIC R139 VIC 613 (DOD)(DLF,HYF,IEF,MSUDF) PW VICTORIA 964 8114 (DLF,HYF,IEF)
 P42766638 DPH 139 DURA VIC 898 (DLF,HYF,IEF) CES VICTOR 448 R139 (SOD)
 DPH 3086 REBEL DURA 611

DPH Z311 EC 10H WC VIC 605 (MSUDF)

P43746473 — Calved: March 4, 2016 — Tattoo: RE 605

SCHU-LAR ON TARGET 225 (SOD)(CHB)(DLF,HYF,IEF) SCHU-LAR SN OF 9L 3008 (SOD)(CHB)(DLF,HYF,IEF)
KCF BENNETT ENCORE Z311 ET (CHB)(DLF,HYF,IEF,MSUDF) SCHU-LAR 208 OF 1H 121 ET (DOD)
 P43387256 KCF MISS REVOLUTION X338 ET (DLF,HYF,IEF) MSU TCF REVOLUTION 4R (SOD)(CHB)(DLF,HYF,IEF)
 JW 718 VICTORIA 9106 (DOD)(DLF,HYF,IEF)
 DR WORLD CLASS 517 10H (SOD)(DLF,HYF,IEF) FELTONS 517 (SOD)(HYF)
DPH 10H CLASS ACT P606 VIC 743 (DOD)(DLF,HYF,IEF) VPI MARATHON LADY 0081
 P42864203 DPH P606 R139 VIC 501 (DLF,HYF,IEF) PW VICTOR BOOMER P606 (SOD)(DLF,HYF,IEF)
 DPH 139 DURA VIC 898 (DLF,HYF,IEF)

Adj. WW 770 lb. — Adj. YW 1,335 lb.

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-2.9	3.0	62	97	0.1	1.5	21.6	32	63	0.6
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
94	1.20	1.30	73	0.057	0.34	0.08	431	513	106

Adj. WW 710 lb. — Adj. YW 1,065 lb.

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
1.4	2.0	60	109	-0.3	1.4	24.1	35	65	5.3
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
122	1.30	1.30	65	0.067	0.16	0.39	494	596	118

715 Daughters

605 x 715 Daughters

Dam of Distinction of 715
 WW 11@119, YW 10@107



Stop by for a visit anytime.



Gary and Frances Duvall
 1082 Hwy. 97 • Lockwood, MO 65685
 417-232-4817
 duvallherefords@keinet.net
 Herdsman: Miguel Cifuentes
 417-793-5082

40 MM 38
 27.1 SCF 28.7
 476 BMIS 534

TOP 1%

605 Daughters

715 x 605 Daughters

Dam of Distinction of 605
 WW 10@117, YW 9@108



MALONE HEREFORD FARM



SHF WONDER M326W 18 ET
 NJW 73S W18 HOMEGROWN 8Y ET
 NJW P606 72N DAYDREAM 73S

DM BR SOONER
 DM BR SAVANNA 714 ET
 CL 1 DOMINETTE 095K

DM MHF 8Y BILL 54D ET

- Homozygous Polled
- Dam "Savanna 714" - #1 cow in the breed
- Breeding Bill's daughters to view bull from Harvie's in Canada
- All our other yearling females are being bred to Bill

These females sired by:
 88X son, Extra Deep Son & Tahoe son
ALL FOR SALE THIS FALL

PLUS ALL 2019 SPRING HEIFERS
 SIRED BY: Bill, JDH Victor 719T 33Z, Extra Deep son,
 KJ 482 Leader 883 - Jensen's 2018 Lead-off bull @ Denver

Bulls and Show Steers For Sale by the same bulls!

MALONE HEREFORD FARM
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 620-794-2358 or 620-342-7538



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

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



**BULLS
 FOR SALE**

SINCE 1949

Celebrating 70 years of raising registered Herefords!

McConnaughy Family Gracefully Raising Kids and Cattle

Faith, family and Herefords. Travis and Sarah McConnaughy along with their boys, Jett and Watson, of WMC Cattle Company, live by these three words daily. From sun-up to sun-down, and sometimes through the night, they work together to raise their livelihood of productive, maternal, Hereford cattle. Their farm and homestead, nestled in the rolling hills of southern Missouri near Wasola, was started by Travis' great granddad and was further shaped by his granddad, Calvin Watson, a number of years ago.

“My great-granddad had Herefords, but they were commercial Herefords,” Travis said. “When my granddad came home from the war, he and my grandma [Jean Watson] milked by hand, and then, they started registering some of their Hereford cattle. That was in probably the late forties and early fifties.”

This was just the start for Calvin and his family's Hereford influence.

“Granddad had a natural knack and love for the Hereford business,” Travis said. “He bought a bull called JB Polled Trojan in 1966. That kind of bull put his name on the map within the industry.”

The family did compete in the show ring too, even winning National Champion Bull at Fort Worth in 1985 with a bull named Discovery. Although there was success in the show ring, this wasn't where Calvin wanted to be with his operation.

“He never wanted to be in the spotlight,” Sarah said. “Calvin wanted to be behind the scenes raising them.”

Calvin's program was set apart from everyone else in the business at that time because it was not influenced by “big named bulls” of that time.

“It started with a group of Trojan bred cows that my grandfather bred himself,” Travis said. “By using quite a few of his own bulls, his primary and sole focus was on his program at the time. He was raising good Hereford cows, the kind of cattle that he wanted to have.”

Starting at a young age, Travis worked closely with his granddad. By the time he was age 14, he would be right by Calvin's side helping him on the farm.

“We became best friends, and I followed him around everywhere,” Travis said.

Years later after attending college, Travis came back to the family farm and helped his granddad with odd jobs. He also participated in team roping competitions at rodeos, which would later lead him to meeting a Michigan native, Sarah.



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Sarah grew up on what she refers to as a “hobby farm” and showed cattle throughout her childhood in Michigan. She also participated in team roping events on her local high school rodeo team. During one of her spring breaks, Sarah traveled to Missouri for a rodeo and a mutual friend introduced her to Travis. Time and distance were not on their side and the two parted ways, but both Travis and Sarah kept in contact with one another during the years to come. When they reconnected in July of 2009, that's when things would change for them.

It was on July 18 of that same year that Travis was involved in a motorcycle accident, one that would leave him with a leg amputation and a rod placed on his amputation side. This accident also caused a broken femur, arm and collarbone. When he woke up from this horrific event, Travis never dwelt on how bad his injuries were, instead his focus was to get better so he could return to the farm and help his granddad. Travis was in the hospital for nine days facing a 21-day rehabilitation.

“I told them that I didn't really have time to be down, and I needed to be at home,” Travis said to the doctors.

Without batting an eye, Travis was determined to succeed in what was needed to earn him a ticket home. Within the next seven days, he

WMC Cattle Company hosted Ladies of the Ozarks, their first annual production sale, in May.

finished all goals set by doctors and was sent home. Given a pair of crutches on his way out of rehab, what did Travis do when he returned to the farm for the first time? Entered the gates of the field and gave it his best at roping and tagging some calves.

Sarah was a really huge support system for his granddad when Travis returned home from his hospital stay. On September 11 of that same year, Sarah made the official move to Missouri.

“I still say to everyone, I wouldn't trade any of that time for anything,” Sarah said.

A witty response from Travis makes it clear he's proud of the commitment Sarah had made both to him and the farm back during that difficult time.

“I always make the joke that I had to get my leg cut off to get her to move down to Missouri,” Travis said.



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A huge crowd filled the outdoor tent in Wasola, Mo., for the first annual production sale, trading cattle to 13 states and Canada.

With Sarah in Missouri full time helping Calvin on the farm, Travis was determined to help where he could too, but a new hurdle emerged in the form

of a prosthetic leg. With this new learning curve, Travis and his doctor took their time and worked together to ensure he was able to function properly. By the spring of that next year, Travis was AI'ing cows and performing similar tasks on the farm. With the successes he experienced of getting back to normalcy with what some would describe as a handicap, Travis was asked to help others in similar situations adjust to their new lives. He even attended different universities to demonstrate this to others.

"I felt pretty blessed to be able to have those experiences and help other people with similar problems," Travis graciously said. "I was just lucky enough that the accident didn't injure me even worse."

After the chaos subsided, Travis and Sarah went full bore into the farm, as they put it. Under the watchful eye of Calvin, they worked together to help make important breeding decisions and ensure the farm was performing to full potential. In 2011, Calvin and Jean turned the herd of 66 Hereford cattle and the farm over to Travis and Sarah. From there, the couple had their sights set on a new horizon for the Trojan based herd.

"By using the Trojan line, the cattle were so low maintenance and easy doing, easy fleshing and raised big calves with very little input," Travis said with pride. "We had the registered market in our sights."

EPDs were something new to the herd and there was a reason for it.

"If you mentioned the word EPDs, granddad would bite his cigar in half," Travis said. "Back then, numbers were not as accurate as they are now."

After acquiring the herd and land, Travis and Sarah took the Trojan herd and utilized modern-day, proven bulls to update the EPDs within the cowherd. It was important they used proven bulls because of their predictability when it came to offspring. They also strive to breed the most maternal, low maintenance, sound structured cows that they could.

Proven bulls like P606 and Klondike 707B helped make the wheels turn toward those ideal cows they were seeking. One of their most recent herd bulls, Hometown 63A, succeeded by helping their goal to tighten udders and add pigment, along with adding structure, body and

Travis and Sarah work alongside each other everyday with their boys tagging along often.



performance. This has helped propel them to the next level. Another influential bull, Mr Maternal 156T, continues to provide the WMC herd with fleshing ability and added udder structure. Mentors like Marty Lueck and Glen Klippenstein both of Missouri taught Travis and Sarah to stay disciplined and dedicated to the herd they were building.

"We didn't go to the hottest breeding outfit in the U.S. just because they sold \$10,000 cows." Travis said. "We stayed very disciplined to what we had in mind and where we wanted to go with our program. There's a lot of Hereford cattle in the industry to pick from and we were selective about what we wanted and purchased."

A strong relationship between husband and wife has been key to making everything work on the farm. Every day they maximize their productivity and conquer tasks for the success of the operation, Sarah working right beside Travis daily.

"I could not make it without my wife," Travis said. "I spend a lot of time out on the farm and there is no way I could ensure the required hours are met if Sarah didn't help. I mean, I'm not talking just at the house, but help out on the farm too."

Not only are they progressively working a very busy cattle operation but also raising their five-year-old son Jett and three-year-old son Watson. Everyone is involved in the farming lifestyle they have built, and the duo

wouldn't have it any other way. At a young age, the boys are already finding their niches and participating alongside their parents in the everyday farm tasks. When working cattle, Jett helps push the cattle up the ally way and Watson focuses on what is going on in the chute. During calving season, the boys are in charge of preparing the tagging supplies for the new calves.

"The boys know exactly all of the steps to prepare the tagger and that they must be quiet when we go to tag a calf," Sarah said, beaming about the pride the boys are taking in the cattle. "Especially within the last year, they really take ownership of the process."

With all of this in mind, Travis and Sarah had what they called a "far-fetched dream"



of having a production sale of their own one day. The years of building up the herd from 66 to 244 before the sale was painstakingly hard for them, but they never lost sight of their dream.

"The nights getting up and breeding cattle in the middle of the night, checking heats, or heading out knowing there is one calving at dark, then going back out at 10 o'clock at night having to drive the cow a half a mile to the house," Travis said. "All the nights putting up and wrapping hay until wee hours of the morning. It's all about the blood, sweat, and tears put into it."

When going into the sale this past May, Travis and Sarah put their best foot forward and used very traditional marketing tactics. Facebook was one of their biggest tools utilized because both the range of people they could reach within the click of a button coupled with the minimum input cost. Magazine advertisements were used some, but more importantly, their web page was utilized as a landing place for potential customers to find information about their program including their first production sale. The most successful marketing tool

they found was picking up the phone and calling people.

“I may just pick up the phone and call somebody just to talk for awhile and see what bulls they’re using or how the calves are looking,” Travis said. “Building relationships with people over the phone is key.”

With May marking their first sale, they had very little expectations. Travis and Sarah wanted their first sale to run smoothly and solidly represent their years of efforts. It was all that and more.

“When I was up there during the sale on the auction block,” Travis said, “there were times I wanted to laugh, times I wanted to cry and there were times I didn’t really know what to do. I was simply floored by the respect that our cattle were getting.”

They both knew they had some onlookers from upstairs.

“With what we’ve started with and where we are thus far, it was



Jett (left) and Watson (right) each have their own jobs on the farm and do them with pride and passion, something they have learned honestly from their parents.

instant gratification of knowing granddad and grandma are looking down on us,” Sarah said. “It’s so humbling to know what our little family has been through and where we are now.”

The McConaughy’s are based in their faith, family and Hereford cattle. Their goal is

simple each and every day; striving to make a maternal, low-maintenance, sound-structured cowherd with the utilization of proven genetics within their herd bulls. With this family affair, more successes are bound to come.

Top: Calvin Watson, Travis’s grandfather, believed in good Polled Hereford cattle, and started what is WMC Cattle Co. in 1926 at the same location the farm sits today.

Bottom: Travis brought his now wife Sarah to Missouri by way of Michigan. Sarah has more than adjusted, raising their two sons in the Missouri Hereford industry.



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MCCORKILL FAMILY FARMS

Registered Herefords

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Andy, Jenn & Molly McCorkill
417-838-0583

Brant, Erin and Knox Harvey
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Please join us for the

Show-Me Polled Hereford Classic

Saturday, November 16th, 2019

Sample of Females Selling!!!

Sale starts at Noon
Held at Roth Hereford Farm
Windsor, MO

120A - P43383306

Stealth daughter out of a Dam of
Distinction. A.I. bred to NJW
Long Range then exposed to
Rampage. Great heifer prospect by
Revolution sells offside!

Cattle & Embryos also available
via private treaty!

Follow us on Facebook!



ROTH HEREFORD FARM

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Lanc, & Levi Roth

(660) 351-4126

Amy Phillips (816) 878-7305



Day's Family Farm

Larry and Pam Day

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Pilot Grove MO 65276

660-834-4678 home

660-621-0812 cell

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www.daysfamilyfarm.com



Check our website and Facebook
for photos and info on
Missouri Opportunity Sale and
CMPHBA Sale consignments!

*We are excited to host Missouri Hereford breeders
during the lunch stop of the Missouri Hereford
Field Day in September!*



Breeding stock, semen & club calves for sale at all times • Raising Hereford cattle for over 50 years



Jerry Crownover

JULY

JULY 6-13 **Junior National Hereford Expo**
Denver, Colorado

AUGUST

AUG 2 **Ozark Empire Fair Junior Show**
Springfield, Missouri

AUG 3 **Ozark Empire Fair Open Show**
Springfield, Missouri

AUG 10 **Hereford Women of Missouri Meeting - 10 a.m.**
Sedalia, Missouri

AUG 10 **Missouri State Fair Junior Show**
Sedalia, Missouri
MJHA meeting/pizza party - 30 minutes after the conclusion of the show

AUG 11 **Missouri State Fair Open Show**
Sedalia, Missouri

AUG 13 **Missouri State Fair Steer Show**
Sedalia, Missouri

SEPTEMBER

SEPT 2 **Walker Herefords Foundations for the Future Sale**
Morrison, Tennessee

SEPT 6 **Missouri Hereford Association Board Meeting 7 p.m.**
Abakadabra Cattle Co. Columbia, Missouri

SEPT 6-7 **Missouri Hereford Association Field Day District 5**
Columbia, Missouri

SEPT 9 **Butler Polled Herefords-Open Range Cattle Co. Maternal Excellence Online Sale**

SEPT 10 **Abakadabra Cattle Co Online Sale**

SEPT 12 **Southeast Missouri District Fair Cape Girardeau, Missouri**

SEPT 15 **Missouri Opportunity Sale Entry Packets Emailed**

OCTOBER

OCT 1 **Missouri Opportunity Sale Entry Deadline by U.S. Mail**

OCT 5 **Journagan Ranch Missouri State University Production Sale**
Springfield, Missouri

OCT 12 **Bonebrake Herefords Female Production Sale**
Buffalo, Missouri

OCT 13 **Kaczmarek Herefords Dispersal Sale**
Salem, Missouri

OCT 15 **MHA, MJHA Investment, Hereford Women Scholarship Deadlines**

OCT 20 **Reynolds Herefords Annual Production Sale**
Huntsville, Missouri

OCT 25 **American Royal Junior Hereford Show**
Kansas City, Missouri

OCT 26 **Ladies of the Royal National Female Sale**
Kansas City, Missouri

OCT 26 **Mead Farm Fall Bull Sale Versailles, Missouri**

OCT 27 **American Royal Open Hereford Show**
Kansas City, Missouri

NOVEMBER

NOV 1 **Nomination deadline for MHA 2019 awards**

NOV 16 **Show-Me Polled Hereford Classic Sale**
Windsor, Missouri

NOV 30 **Central Missouri Polled Hereford Breeder's Association College of the Ozarks Sale**
Point Lookout, Missouri

DECEMBER

DEC 7 **Missouri Hereford Association Annual Meeting and Banquet**
Sedalia, Missouri

DEC 8 **Missouri Opportunity Sale**
Sedalia, Missouri

Mechanical ability is another trait that I did not inherit from my father. While I'm a decent welder and an average carpenter, if you put a wrench in my hand, it's a pretty safe bet that something is going to break. Dad, on the other hand, could completely overhaul an engine, blindfolded, as was proven when he completely overhauled his tractor while suffering from severe cataracts in both eyes. When he was finished, it started on the first crank and ran like a sewing machine until the day he died.

Even though I realize my weakness as a mechanic, I continue to attempt basic maintenance operations on most all of my machinery. Just last week, I began the daunting task of changing the oil and filters on two tractors, four mowers and the UTV, starting with what I thought would be the easiest. Three hours later, after breaking two tools and making a fifteen-mile trip to the parts store, I had one machine completed. I decided to wait until the next day to start another one.

Early the next morning, I started on the big lawnmower. Surprisingly, everything went so well with that machine, that I decided I would take the air compressor and blow away all the debris that had accumulated around the engine last summer. There was a lot of it, and as the old clippings and leaves were being peeled away, I noticed an oddly shaped object at the base of the engine that was flopping back and forth. When I had finished the air-blasting job, I reached down and grabbed the unusual item. Looking at it closely, I had no idea of what I held. It was about five inches in diameter, two inches thick, and had a large threaded hole in the center and since it was John Deere yellow, I knew it belonged on the lawnmower.

For the next half-hour, I searched every nook and cranny in, around, under and on top of the behemoth, riding mower and found absolutely nothing that looked as if it was missing a part. Frustrated, I even resorted to retrieving the owner's manual (I never do that) and looking at every picture in both the English and Spanish sections and could find no picture that contained the bright, yellow disk.

I decided that since I needed to go to my implement dealer and pick up a tractor filter that was on order, I'd just take along the 'extra' part and let them tell me where it belonged. I stopped by the house to tell my wife where I was going and I showed her the plastic part that had no home, and had me completely bumfuzzled.

Now, as inept as I am as a mechanic, my wife is more so and only knows two things about machines—fill it with fuel and...push the throttle as far as it will go. So it shocked me when she said, "No need to take it to the implement dealer. I know what it is."

"Really," I asked in a much too condescending tone, "What is it, Mrs. Goodwrench?"

"It's the bottom of an old hummingbird feeder."

Visit

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for more dates!

Western Summer STYLE

Western summer style is hard to achieve in the sweltering heat and humidity. Here are a few tip for beating the heat and looking cute while doing it!

Tops for women can vary wildly. Most of the time, start with a basic t-shirt or tank top. Some great stores to find these are Old Navy, JCPenney, Maurice's or Target because they are usually good quality and easy on the wallet. These shirts usually come in a variety of colors, which makes it even easier to add your personal touch later when adding accessories.



© Giddy Up Glamour

Another simple, in-style shirt with a little more flare are short sleeve or tank top peplum shirts. They are usually one color, but add a little extra to the look because of the bit of ruffle at the bottom of the shirt. Graphic t-shirts are another way to

accentuate your style. They usually come in a variety of colors and have cute sayings to go with the mood of the day. Usually, peplum shirts and graphic t-shirts come from boutiques such as Giddy Up Glamour and Glitz Girlz Boutique, typically found in all sizes.

A way to add print or color to the simplicity of the basic shirt or tank top is a kimono. Kimonos can come in many different styles, colors, fabric choices and patterns. In style right now are floral, aztec or lace kimonos. The boutiques and department stores listed above usually carry these flattering pieces.

Blouses are always a classic top. They come in a wide range of styles and patterns. Right now, a lot of bell sleeves, criss-cross fronts or backs,

and tunic style blouses with a plain color or floral pattern to them are in-style. JCPenney, Macy's and Walmart usually carry blouses and can usually stay below the fifty dollar mark.

In the world of jeans, the 70's and 80's are making a comeback with bell bottom and flare jeans. 7 For All Mankind Dojo jeans are the most popular style around the show barns, but can be a bigger investment. American Eagle and Wrangler both have bell bottom style jeans on the lower end of the budget. In the market for some classic boot cut? Old Navy, Ariat, Wrangler or American Eagle, just to name a few, usually carry this classic style and prices vary between.



©7 For All Mankind

Shoes are so easy to fit to any style. They can add color, provide comfort and make the outfit come together. Twisted X's Driving Moccasins are a great shoe for all day work and play because of their comfort and durability. They come in both an ankle boot or a short top shoe, which makes it even better for personalized comfort. Ariat Cruisers are all the same style, but come in a variety of colors and patterns. If a pop of color or pattern is needed for a look, these are the shoes to buy. On top of this, the comfort is there and can be worn all day. Usually Twisted X's or Ariat Cruisers can be found at western stores and Online.



©Ariat

Jewelry is an easy way to make any style pop with a statement necklace, earrings or ring. In western style jewelry, the kind of stones range

from turquoise to coral and even navajo pearls. The best places to get high quality jewelry from are Heritage Style, The Classy Trailer or Navajo Pearls Ranch. This kind of jewelry adds the western touch to any outfit.



©Heritage Style

For men, a t-shirt with a simple color or graphic are perfect. Wrangler, Ariat and Lazy J Ranchwear have the best selections of shirts for men. A button-up shirt is always a classic and can create a dressed up or down look. Sam's Club, Walmart, Cinch or the stores listed above all have a selection from short sleeve to long sleeves and include a quick dry panel, or a panels in the back for air flow, with the prices ranging. Jeans for men are usually boot cut from Ariat, Wrangler or Cinch. Shoe wise the Twisted X's Driving Moccasins are also perfect for men and the Ariat Spitfire go right along with them for an ankle boot that are durable and comfortable. To "top" off the look, add a ball cap. It can help bring a whole look together. Lazy J Ranchwear and Hooey both have a simple to bold cap choices.



©Lazy J Ranchwear

These are a few tips to help make the summer a little more stylish. Always remember, be comfortable in what you're wearing and add touches to help make it your own! What's your favorite go-to boutique to help you style your summer wardrobe?

Women

Tops: Simple t-shirt or tank top, peplum t-shirt or tank top, graphic t-shirt, kimonos and blouses

Bottoms: Flare or boot cut jeans

Shoes: Ariat Cruisers or Twisted X's Driving Moccasins

Jewelry: Turquoise, coral or navajo pearls

Men

Tops: Simple t-shirt, graphic t-shirt or button-up shirt

Bottoms: Boot cut jeans

Shoes: Ariat Spitfire or Twisted X's Driving Moccasins

Hat: Ball cap

Good luck to all juniors at Junior National Hereford Expo!



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Show-Me-Select Board Approves Genomic Testing Requirement for Natural Service Sires

All bulls purchased after February 1st, 2019 for use as natural service sires in the Show-Me-Select Replacement Heifer Program™ must be DNA tested to have genomic-enhanced EPDs. All bulls used as natural service sires after February 1st, 2020 must have genomic-enhanced EPDs, regardless of when they were purchased. Seedstock producers classifying bulls as Show-Me-Select qualified in sale books must have genomic-enhanced EPDs on those lots.

Bulls purchased prior to February 1st, 2019 will be grandfathered into the program, as is the common practice with all natural service sires. However, this



grandfather grace period will end February 1st, 2020. At that time for a bull to qualify for use in the program, it must have genomic-enhanced EPDs.

Why the change?

The Show-Me-Select Replacement Heifer Program has the goal of producing premium heifers that perform predictably as 2 year olds. The program has a history of requiring Show-Me-Select producers to go beyond typical cattle production practices. This has included requiring Reproductive Tract Scores on all heifers, and requiring pregnancy checks within 90 days of the start of the breeding season. The program has also specified which bulls qualify for use as natural service sires and which bulls do not. These requirements are in place to provide as predictable performance as possible.

Genomic testing increases the predictability and reliability of EPDs. In order to decrease the risk of a natural service sire not truly being a calving ease bull, we now require the use of genomic-enhanced EPDs. DNA testing provides approximately the same amount of information as 28 calving ease records or 21 birth weight records on calves out of a bull. This additional data will increase the probability of natural service sires truly being calving ease bulls.

We realize that this will add cost to the marketing of registered bulls. However, the time is right to make this change. Since 2010, the cost of DNA testing registered cattle has dropped from \$150 to \$37. Seedstock producers are encouraged to view this practice as an added measure of customer service for their bull buyers. We also note that there are multiple strategies to meet this requirement.

Contact Jared Decker at 573-882-2504 or deckerje@missouri.edu if you have questions.



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Good luck to all Missouri Juniors at the Junior National Hereford Expo!

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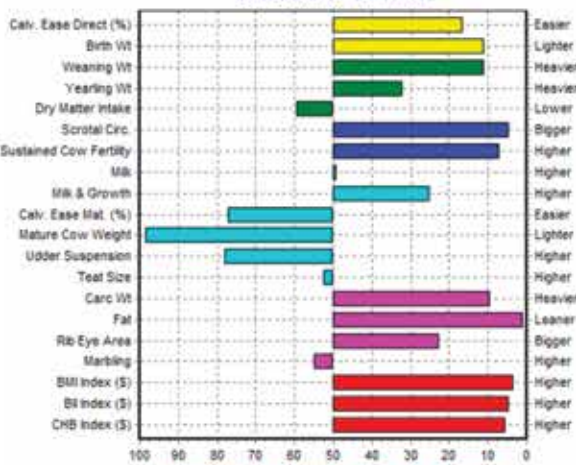
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 HUTH 2D PROSPECTA K077 {DLF,HYF,IEF}
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