

SEPT 2019

# MHN

## Missouri Hereford News

Official Publication of the Missouri Hereford Association



## Season Change *welcoming fall harvest*

*Inside this issue*

Junior National Hereford Expo Coverage

Summer Show Results

Advantages of Being a Junior Member

Phillips Humbly Serves as First Woman President

Keeping up with Technologies



**28th**  
**ANNUAL SALE**

# Genetically Yours

**SATURDAY OCT. 5, 2019**

**11 a.m. // Springfield, Mo.**



**LJR MSU MISS DOM 155G • P44029659**

A daughter of JDH Z311 Insight 30D  
out of an LJR 872G Nolan daughter.  
LJR breeding deep on the dam's side.  
BW 2.0; WW 52; YW 79; MM 25; M&G 51



**LJR MSU 167Y FAIR BANKS 48F • P43921201**

A powerful son of NJW 33TB 100W Trust 167Y.  
His dam raised him as a 2-year-old.  
BW 2.3; WW 52; YW 84; MM 26; M&G 52



**LJR MSU MISS DOM 133G • P44029638**

A daughter of JDH Z311 insight 30D ET.  
She sells along with her dam by  
BR Bennett N106 of 5227 0178.  
BW 1.8; WW 56; YW 90; MM 26; M&G 54



**LJR MSU MAGGIE 28D • P43704656**

This daughter of LJR Cold Fusion is unusual.  
Her dam, grandam and great-grandam are all Dams  
of Distinction. Certainly, a great productive cow.  
Mated to NJW 113D 1010 Tough 126F.  
BW 3.0; WW 46; YW 72; MM 25; M&G 48



**LJR MSU 6153 GENESIS 110G • P44029618**

Herd bull power here sired by Boyd Blueprint and  
out of a cow by Mohican Wheatland 60W. Great  
cows in this pedigree. Excellent EPDs.  
BW 1.6; WW 56; YW 85; MM 33; M&G 61

See this catalog online at [www.reedent.com](http://www.reedent.com)

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Green Ridge, MO 65332  
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[reedent@iland.net](mailto:reedent@iland.net) • [www.reedent.com](http://www.reedent.com)

Videos and sale broadcast on  
**Cattle In Motion**  
[www.CattleInMotion.com](http://www.CattleInMotion.com)



**LJR MSU RED WINE 59G • P44030274**

One of the very best sired by CHEZ Dante 652D,  
out of a daughter of LJR 023R Whitmore 10W.  
Her dam sells as 41B.  
BW -0.2; WW 61; YW 93; MM 21; M&G 52



**LJR MSU WHITNEY 41B • P43485909**

A super producing daughter of  
LJR 023R Whitmore 10W, out of a Gaucho  
daughter. Incredible EPDs. Dam of 59G.  
Mated to C&L RR KJ 364C Jalapeno 973E.  
BW -0.8; WW 55; YW 85; MM 22; M&G 49



**LJR MSU WILLA 211D • P43704820**

A very productive Ambush daughter  
out of a Federal daughter.  
Mated to C&L RR KJ 364C Jalapeno 973E.  
BW 2.0; WW 53; YW 80; MM 16; M&G 43



**LJR MSU RED WINE 72G • P44030275**

A very stylish, eye appealing daughter of the very  
popular CHEZ Dante 652D. Excellent pedigree,  
excellent EPDs. Don't miss this one.  
BW 2.6; WW 59; YW 88; MM 20; M&G 49

**Auctioneer: Eddie Burks**

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**LJR**

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# Maternal

## EXCELLENCE

ONLINE HEREFORD SALE

**9.9.19**

Bidding Opens 8 AM CST  
Racehorse Style Closing 7 PM CST

Join us for an Open House  
**Saturday | Aug 31**

Join us for cattle viewing and a hamburger feed at 6 PM!



Tag 3033G | Reg: 44047077 | Horned | 1-12-19  
Sire: UPS Sensation 2296 ET  
Champion Spring Heifer Calf - 2019 Ozark Empire Fair Open Show



Tag 2864G | Reg: 44047078 | Horned | 3-4-19  
Sire: GKB 88X Laramie B293 X  
Champion Spring Heifer Calf - 2019 MO State Fair Open Show




Tag 3504E | Reg: 43898991 | Polled | 9-10-17  
Due to calve 2-9-20 to H FHF Propel 6830 ET

Sale information, pictures and videos can be viewed on  
 **LOWDERMAN**  
AUCTION OPTIONS

**BUTLER POLLED HEREFORDS**

Jimmie, Andrea & Joel Butler  
Cody & Jocelyn Washam  
Republic, Missouri  
417-838-4095 *Jimmie*  
417-838-3665 *Joel*  
417-489-5450 *Cody*  
[jocelyn.washam@hotmail.com](mailto:jocelyn.washam@hotmail.com)

 Watch our Facebook page for more information!

**Open Range Cattle Co.**

Kristin Allen | Rogers, AR  
816-729-6305  
[ksamizzou@yahoo.com](mailto:ksamizzou@yahoo.com)



# Editors

As we transition into a new season, the fall is always welcomed in the central United States with a promise of cooler weather, harvest season and beautiful colors. It's a time of year where the fruits of your labor can be seen as you wean calves that have had more than 18 months of planning, hard work and investments. Finally, the time has come to see the outcome.

Missouri is always a very busy time in the summer. Many of you have been putting up hay for the winter and developing spring calves. A large junior delegation from the state attended the Junior National Hereford Expo in Denver. Ozark Empire Fair and the Missouri State Fair were very well attended by all age groups. You will find results from all three of these large events within this issue.

We try to get this issue out as early as possible for the Missouri Hereford Field Day, which always seems to be before our September 15 publication date. Our hope is that many of you have made plans to attend the field day. District 5 has worked very hard to plan a great event for you. It's not too late to make plans to attend!

Getting involved always seems to be a topic the state association boards can't stress enough. Throughout the respective groups, you will find in each of their articles, involvement is key to their successes. Encourage others around you who may not have attended the Missouri December weekend to come along for some great hospitality and networking. Offer to your neighbor who has been considering using Hereford bulls to come along with you. It's small gestures of simply inviting others that will help grow our associations.

We are so much stronger as a big unit.

The state enjoyed some cooler weather during Ozark Empire Fair, for many of us something we don't remember throughout history. Many breeders are quite blessed with plenty of grass as fall approaches with hopes of a prosperous sale season ahead.

Our next issue is right around the corner, so be sure to contact us with your news and advertisements for November. All the best with early fall sales, harvest and fall blessings!

- 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](http://www.ruralroute creations.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

*"We are so much stronger as a big unit."*



Dorran Marketing Inc. welcomes Mytayla Miller, a social media expert and creative writer, to our team! Known as "Tay", she has participated in Alberta 4-H, volunteered for the world renowned Calgary Stampede and shared a love for agricultural education with others in numerous capacities. Tay also has a love for photography.



Tay Miller, contributor  
[tay@ruralroute photography.com](mailto:tay@ruralroute photography.com)

### Advertisement & News Submissions:

Cassie Dorran 403-507-5953 [cassie@ruralroute creations.com](mailto:cassie@ruralroute creations.com)  
Jocelyn Washam 417-838-5546 [jocelyn@ruralroute creations.com](mailto:jocelyn@ruralroute creations.com)

*Rural Route*  
CREATIONS

Contributors: Anna Roth & Mytayla Miller

## 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 [mo herefords.org](http://mo herefords.org) for ad sizes, file requirements and material submission.





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**18-19** Junior National *Hereford Expo*  
Missouri Juniors "Head to the Hills" in Denver, Colorado

**26-27** Missouri *State Fair*  
Junior and Open Show Champions Slapped

**40-42** Hereford *Member Spotlight*  
Amy Phillips Humbly Serves as First Woman President



**18-19**



**40-42**

## Missouri Hereford Association

### Officers and Directors

[www.moherfords.org](http://www.moherfords.org)

<i>President</i>	Amy Phillips	Richmond	District 1
<i>Vice President</i>	Travis McConaughy	Wasola	District 8
<i>Secretary / Treasurer</i>	Matt Reynolds	Huntsville	
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	Mark Abramovitz	Columbia	District 5
	Rick Steinbeck	Hermann	District 6
	Justin Sissel	Elkland	District 7
	Darrell Aufdenberg	Jackson	District 9

To download a Missouri Hereford Association membership application and to view most current events, applications and announcements, visit the Missouri Hereford Association website at [www.moherfords.org](http://www.moherfords.org)

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



Cover photo  
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# Thank You

ABS remains #1 and going strong with another outstanding year in 2019. Our product offering not only features some of the most popular and data driven industry leaders but is further enhanced by our exclusive Sexcel, sexed semen technology.

ABS and our bull owner partners would like to again extend a Thank You Special offer to the customers who have contributed to our success. Thank You Special prices are the most generous of the year, and are effective from August 1 to September 17, 2019. This special features some of our best proven genetics as well as some of the most interesting and elite young bulls in the industry.

Choose any combination of the following current & next generation breed-leading sires with a maximum of 10 units per bull.

		Conventional Semen		Sexcel Semen	
		Retail	Special	Retail	Special
29HH0843	DOMINO 1109	\$25.00	\$15.00	\$40.00	\$30.00
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29HP0928	REVVED UP	\$25.00	\$16.00	\$50.00	\$40.00
29HP0929	SELECTION	\$22.00	\$15.00	\$40.00	\$30.00
29HP0930	ACCLAIM	\$22.00	\$16.00		



Not to be combined with any other offer or special pricing. Prices effective for orders placed and shipped by September 17 or until supplies run out. Short supply bulls may be removed from the special early. This special is intended to say "thank you" to those who have contributed to our success and is open to existing ABS customers. New customers actively involved in the cattle business may be eligible with the approval of their local ABS Representative and District Business Manager. Limit 10 units of semen per bull.

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## Multiple trait balanced bulls to use:

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CED	BW	WW	YW	Milk	M&G	BMI
4.2	3.7	84	123	26	68	412

**FTF Porterhouse 455B**

CED	BW	WW	YW	Milk	M&G	BMI
2.3	2.4	68	110	39	73	382

**FTF Powerhouse 7443E**

CED	BW	WW	YW	Milk	M&G	BMI
5.2	1.7	61	95	31	61	420

**EFBEEF B413 Primestock E007 ET**

CED	BW	WW	YW	Milk	M&G	BMI
4.7	3.1	69	109	27	61	413

**FTF Prospector 145Y**

CED	BW	WW	YW	Milk	M&G	BMI
4.3	2.9	65	107	34	66	321

**FTF Prime Product 226Z**

CED	BW	WW	YW	Milk	M&G	BMI
7.1	1.2	64	98	35	67	498

**FTF Relevant 831F**

CED	BW	WW	YW	Milk	M&G	BMI
15.7	-1.6	62	94	25	56	407

**FTF Preview 542C**

CED	BW	WW	YW	Milk	M&G	BMI
5.6	1.5	51	92	25	50	407

**FTF Testimony 828F**

CED	BW	WW	YW	Milk	M&G	BMI
9.5	1.5	72	119	26	62	456

Please contact us to join our mailing list for our

## Fall Semen & Embryo Guide

**FTF**

Glenn & Yvonne Ridder  
John, Heidi, Madi, & Ben Ridder 636-358-4161  
16789 Ridder Road, Marthasville, MO 63357

[www.fallingtimberfarm.com](http://www.fallingtimberfarm.com)

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# Update

Dear Hereford breeders,

As summer is coming to an end, hopefully it will cool off allowing us to have great weather to fall calve, wean spring calves and harvest the crops.

This breed of cattle continues to be great for the youth. You will see many reports in this issue from the Junior National Hereford Expo (JNHE) in Denver and the recent Missouri State Fair. What a powerful set of cattle across the board that they have brought to town each time. These kids are hard workers, and they come to these events to win. It's not just a cattle show anymore! The bar has been risen—good cattle, good kids and good parents.

I want to thank the parents, junior advisors and the Missouri Junior Hereford Association (MJHA) board for all the hard work each of them has done to build this strong junior association. There were 178 Herefords shown at this year's Missouri State Fair, in the junior, open and steer shows!

Many breeders have been working hard all year long for the up-coming fall sale season. From the production sales, online sales and



**Matt Reynolds**

Missouri Hereford Association  
Secretary/Treasurer

the Missouri Hereford Association (MHA) Opportunity Sale, you will find many advertisements in this issue with what each breeder is offering. A big thank you goes out to those breeders who nominated their herds for consigning to the 2019 Missouri Opportunity Sale. We look forward to having you in Sedalia, Mo., on Dec. 8, 2019. Sale starts at noon.

Consignors to the sale, please make note that your entry packets will be emailed to you on September 15 and are due back by October 1. Please watch your email! As you all know, Joe Rickabaugh, our AHA field representative, screens these cattle each year. I thank him for this hard work and ask each of you to do the same. I was not surprised the other day when Joe told me the cattle coming to the sale this year are a stellar set. This is one sale you do not want to miss!

This first weekend in December also includes the Saturday night, December 7, annual membership meeting starting at 5 p.m., followed by the awards banquet. You have the opportunity to nominate fellow Hereford breeders and cattlemen for the awards being presented at the banquet. Please send your nominations to [reynoldscattle@cvalley.net](mailto:reynoldscattle@cvalley.net) by Nov. 1, 2019. The award nominations include Breeder of the Year, Commercial Breeder of the Year and Hall of Fame Inductee. To

receive an award, you must have paid your dues by April 1, 2019.

I also encourage junior members to apply for the many scholarships that will be awarded at the banquet! You can find the applications on the website at [moherefords.org](http://moherefords.org).

Put Hereford weekend on your calendar today and book your motel rooms in Sedalia NOW. They fill up fast!!

The Missouri Hereford Field Day and Tour is in District 5 in just a few days. This is a very centrally located district that is easy for everyone to get to. Director Mark Abramovitz and District 5 members have a full day planned with five stops. Make plans to attend!

Please call anytime if you have questions. I hope to see you at the Field Day and all the many sales across the state this fall.

*Matt Reynolds, MHA Secretary/Treasurer*

**Put Hereford weekend  
on your calendar today  
and book your motel  
rooms in Sedalia NOW.**

*The newest herd sire at Ockerhausen Farms*



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# Missouri Hereford Association Opportunity Sale

**December 8, 2019**

Noon • Missouri State Fairgrounds  
Sedalia, MO

Annual Meeting & Banquet  
Saturday, December 7, 2019  
Sedalia, MO

- - - *The Offering* - - -

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Jalapeno 973E



Boyd Blueprint

**Hosted by: Missouri Hereford Association**

**For more information, please contact:**

Matt Reynolds | Secretary/Treasurer | Huntsville, MO  
660-277-3679 | 660-676-3788 cell | [reynoldscattle@cvalley.net](mailto:reynoldscattle@cvalley.net)

Reserve your rooms  
at the Best Western  
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**WWW.MOHEREFORDS.ORG**



## American Hereford Association

Hereford juniors across America continue to set a high bar for the industry with their enthusiasm and leadership.

Another great Junior National Hereford Expo (JNHE) is in the books, and what a great event it was! Each year I leave wondering how next year's will be better, and every year I am blown away by the increased level of quality cattle and, most importantly, quality youth.

A big shout out goes to the National Junior Hereford Association directors for running an outstanding event with the guidance of Amy Cowan and Bailey Clanton. All of you impress me with your leadership and are the driving force behind why the JNHE is a class above the rest.

Hereford Bowl contestants spent an incredible amount of time studying the rules of Whole Herd Total Performance Records (TPR™), along with the ins and outs of the American Hereford Association (AHA). The competition was fierce and these young people have a bright future in our breed!

### Real data, real value

I would like to highlight the opportunity to feed your cattle in the Hereford Feedout Program. Hopefully, you saw the promotion in the August Hereford World and had a chance to read Trey Befort's Commercial



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

City, Kan., has partnered with the AHA to give breeders and their customers the opportunity to collect real carcass data. This program has real value in many ways, but the biggest value is finding out where your cattle stand. Knowing how your genetics perform in terms of conversion as well as on the rail is critical for making future decisions. This assurance is critical to merchandise your bulls and helps your customers get top dollar for their calves at sale time.

This information is a great first step in making genetic progress in your herd and brings value to the breed by the commercial sector. Data collected from this program can be entered directly into the genetic evaluation and will help build accuracy on your carcass trait values — cattle simply have to be recorded in the AHA database.

Connection column, but if you did not, I want to give you a chance to learn about this great program. There are many reasons you need to be involved.

HRC Feed  
Yards, Scott

The 10,000 carcass records in the AHA database have allowed us to improve carcass values, but quite frankly, we need to get more. Programs like the Hereford Feedout allow you to recognize the true value of your cattle and give Hereford cattle the opportunity to prove their worth in the commercial industry. The best way to get more out of your bulls and to demand a higher premium for your calves and your customers' calves is to prove their merit.

This is a retained ownership program, but HRC can provide financing opportunities. Furthermore, HRC will provide U.S. Premium Beef shares to all cattle in the program, and you will be able to market cattle into the Certified Hereford Beef® brand. This is a great way to prove the worth of your cattle, no matter your location.

Juniors have come from all regions of the U.S. to gain knowledge and prove the genetic merit of their cattle. Take their lead, and let's make the Hereford Feedout a big success — after all, the Feedout is taking place in the heart of cattle feeding country!

*Shane Bedwell, AHA Chief Operating Officer and Director of Breed Improvement*  
of the American Hereford Association. He can be reached at [sbedwell@hereford.org](mailto:sbedwell@hereford.org).

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**Jeff Anslinger**  
**816-244-7340**

**Gary West**  
**731-335-3023**



*Make plans to attend...*



# LADIES OF THE OZARKS

**MAY 16, 2020**

AT THE RANCH + WASOLA, MO

Look for our Missouri Opportunity Sale consignment!  
Hometown 63A 2-yr-old that sells with a Victor 33Z January heifer calf  
Look for more details soon on Facebook and our webpage



**WMC Cattle Co.**

Travis & Sarah McConnaughy  
Wasola, MO

Phone: 417.989.0486  
Email: t-mc2009@live.com

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## Update

Find us on 

The Hereford Women of Missouri met on Saturday, Aug. 10, 2019, at the Missouri State Fair in Sedalia. We had a great turnout and made some important decisions.

Showmanship awards at the state fair were sponsored by the Hereford Women of Missouri for both the 4-H and FFA junior shows. Congrats to 4-H Junior Showmanship Champion Regean Sneed, Houstonia; 4-H Senior Showman Champion Brayde Adam, Lathrop; and FFA Senior Showmanship Champion Cole Craig, Stanberry!

The women also sponsored donuts in the Hereford barn on Sunday morning. We hope everyone enjoyed them!

The annual Missouri Opportunity Sale and banquet will be held in December, and we

Missouri Junior Cattleman's Association Leadership Congratulations to Hereford junior Jacob Toombs, Fair Play, Mo., on being elected President of the Missouri Junior Cattleman's Association (MJCA).

Serving on the 2019-2020 board, Jacob played an active role in organizing MJCA events at the Missouri State Fair and recently attended the Youth Industry Tour. He will play a key role in the MCA All-Breed Junior Show as well as other events throughout the year, providing direction



Jacob Toombs was elected the 2019-2020 MJCA President.

for the junior association in their event planning and activities.

Jacob was the recent winner of the Missouri FFA Agriscience Research – Animals Systems Proficiency Award at the 91st Missouri FFA Convention, representing the Bolivar FFA Chapter. He also serves as the Vice President of the Missouri Junior Hereford Association.

decided to help with happy hour before the banquet starts on Saturday. Be watching the Facebook page for more updates on this and how you can contribute.

The Hereford Women of Missouri scholarship deadline is Oct. 15 and is open to everyone. To download the application, visit the Hereford Women page on [www.moherefords.org](http://www.moherefords.org). We encourage all Hereford youth to apply for this great opportunity to aide in college expenses.

Another opportunity for young ladies interested in promoting and representing the Hereford breed is the Missouri Hereford Queen program. The queen application date is November 1 and can found on [www.moherefords.org](http://www.moherefords.org) as well.

We hope you all have a great start to fall and look forward to seeing you soon.

*Tonya Bagnell*, Hereford Women of Missouri Secretary

## Hereford Women of Missouri Officers

**President** – Katherine Fuller  
816-547-1545  
[Katfuller1@aol.com](mailto:Katfuller1@aol.com)

**Vice President** – April Miller  
816-305-7490  
[Aprilmiller1732@gmail.com](mailto:Aprilmiller1732@gmail.com)

**Secretary** – Tonya Bagnell  
660-631-2109  
[Tbagnell6452@gmail.com](mailto:Tbagnell6452@gmail.com)

**Treasurer** – Marijane Miller  
317-341-3846  
[millerherefords@yahoo.com](mailto:millerherefords@yahoo.com)

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

**Queen Co-chairs** –  
Shelby Bagnell  
660-630-3361  
[slb55b@mail.missouri.edu](mailto:slb55b@mail.missouri.edu)

Anna Roth  
573-579-7424  
[anna.roth15@gmail.com](mailto:anna.roth15@gmail.com)

## Missouri Hereford Queen Application Deadline November 1, 2019

The application can be found on [moherefords.org](http://moherefords.org)

Please mail completed application to: Shelby Bagnell  
914 S Redman, Marshall, Missouri 65340



## Sure Winner Salsa

### Ingredients

- 1 can(s) Fire Roasted Tomatoes
- 1 onion, quartered
- 1 jalapeno
- 1/2 bunch(es) cilantro
- 1 teaspoon(s) pepper
- 1 teaspoon(s) garlic salt
- 1 lime, juiced

### Instructions

1. In a food processor or blender place the one can of tomatoes with juices.
2. Add to this your onion that has been quartered in fourths, the jalapeno with or without seeds depending on your heat tolerance, lime juice (you can use lemon juice instead) and then all spices.
3. Pulse 4 to 5 times depending on the consistency you want your salsa to be. That means either 'chunky' with large pieces of vegetables or liquefied with a juicier consistency.

*Keep refrigerated for up to one week.*

*We serve this with corn chips or tortilla chips or my Tortilla Rollups.*

*It's a family and friend favorite for sure!*

The Ranch Kitchen Original Recipe - Alise Nolan | [theranchkitchen.com](http://theranchkitchen.com)



# MULTIMIN® 90

An injectable aqueous supplemental source  
of zinc, manganese, selenium and copper  
**KEEP OUT OF REACH OF CHILDREN**

**CAUTION:** FEDERAL LAW RESTRICTS THIS DRUG TO USE BY OR ON THE ORDER  
OF A LICENSED VETERINARIAN.

#### ACTIVE SUBSTANCES PER ML:

Zinc	60 mg/mL
Manganese	10 mg/mL
Selenium	5 mg/mL
Copper	15 mg/mL

#### OTHER SUBSTANCES:

Chlorocresol 0.1% w/v (as preservative).

#### DOSAGE RECOMMENDATIONS:

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:

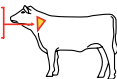
This product is only for use in cattle.

MULTIMIN® 90 is to be given subcutaneously (under the skin) ONLY.

It is recommended to administer the product in accordance with Beef  
Quality Assurance (BQA) guidelines. Minimum distance between injection  
sites for the MULTIMIN® 90 product and other injection sites should be at  
least 4 inches.

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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Hope everyone had a great summer! I can't believe it is time for school to start again!

A highlight of this summer was the Junior National Hereford Expo (JNHE) held in Denver, Co. Missouri juniors and their families had an amazing time during "Herefords on the Hill". Congratulations to all the Missouri contest winners and exhibitors who did very well in the competitive shows.

The Missouri State Fair was held in Sedalia, August 8-11. Congrats to all the winners, and thank you for those who attended our meeting and pizza party!

The annual Missouri Hereford Association Field Day will be held in Columbia, Mo., September 6-7. Hope everyone can make it out!

*Phillip Mueller*, Missouri Junior Hereford Association Director

## Missouri Junior Hereford Association Officers

**President** – Rachael Bagnell

**Vice President** – Jacob Toombs

**Secretary** – Isaac Rhode

**Treasurer** – Taylor Miller

Mail \$15 Missouri Junior Hereford Association dues to  
20500 Sioux Drive, Lebanon, MO 65536

**Reporter** – Haleigh Ferguson

**Fundraising Chair** – Aiden Kleinman

**Directors** – Conner Bolch, Phillip Mueller, Will Hendricks

**Advisors** –

**Jeff & Susan Rhode**

7765 NW Hwy NN, Stewartsville, MO 64490

816-261-4819 Jeff Cell or 816-261-4821 Susan Cell

Susan.rhode@yahoo.com

**Brad & Shannon Mueller**

2045 PCR 520, Perryville, MO 63775

573-517-2999 • Muellers29@yahoo.com

**Eddie & Mary Roth**

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Deadlines

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Missouri Hereford Association  
Hereford Women of Missouri

Scholarships must be postmarked by

**October 15, 2019**

View and download applications

[www.moherfords.org](http://www.moherfords.org)



Missouri Junior Hereford Association board members include from left to right, front row: Director Conner Bolch, Platte City; Secretary Isaac Rhode, Stewartsville; Director Phillip Mueller, Perryville; President Rachael Bagnell, Slater; Fundraising Chair Aiden Kleinman, Wentworth; and Treasurer Taylor Miller, Lebanon; and from left to right, back row: Director Will Hendricks, Republic; Reporter Haleigh Ferguson, Smithton; and Vice President Jacob Toombs, Fair Play.

## Congratulations

to the Missouri Junior Hereford members on a very successful  
*Junior National Hereford Expo!*

## A Time for Growth

No matter what segment of agriculture you are involved with, summer is a time for growth. From watching spring-born baby calves grow and develop into replacement heifers and herd bull prospects to watching planted seeds turn into a field of corn stalks grow higher than your head, summer is when agriculture grows and flourishes into the product we've worked all year long to produce.

Summer also is a time for growth for our agricultural youth, and especially our Missouri Junior Hereford Association members. Each year we watch shy, quiet kids find their own way to grow and develop in this industry. Some of them find it by taking on more responsibility for the feeding and care of their animals. Others find growth by participating in leadership contests like public speaking, team sales or the cook-off. As a parent, I've seen growth in my own children this summer. As an advisor, I've watched many of your kids achieve some amazing growth

in their clipping and fitting skills, in their confidence to speak in front of a group and in their willingness to serve our association.

The purpose of the Missouri Junior Hereford Association — and the reason why we volunteer our time as advisors — is to provide our Hereford youth with a wide range of opportunities to grow and develop as a person, as a leader and in the role they want to play in agriculture. It's not about who wins the shows. It's about providing opportunities to make our kids stronger leaders to serve the future of our industry. Parents, thank you for your family's involvement in the Missouri Junior Hereford Association and allowing us to help you help them GROW. It's been a great summer.

*Jeff and Susan Rhode*, Missouri Junior Hereford Association Advisors

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# Retirement Dispersal

**Sunday, October 13**

**Salem, Missouri**

**1 p.m. at the Dent County Commons**

*He sells!*

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P43665867 • 2/17/16

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*Over 150 Head Sell Sunday, October 13th...*

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P43467034 • 2/14/14

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CW +57 / REA +.24 / MARB +.21 / BMI +373 / CHB +97



**KACZ W105 Ms Ruby 2058 112B**

P43531313 • 7/26/14

Boyd DR Masterpiece 2058 x Mohican Sharpshooter

EPDs: CE -4.9 / BW +2.8 / WW +41 / YW +79 / MM +24  
CW +47 / REA +.24 / MARB +.14 / BMI +327 / CHB +86



**KACZ 8A Spark 501C F401**

P43890615 • 12/26/17

Churchill Kickstart 501C ET x R Puckster 4139

EPDs: CE +4.6 / BW +1.7 / WW +65 / YW +103 / MM +23  
CW +68 / REA +.42 / MARB +.07 / BMI +388 / CHB +94



**Hyalite X157 Lass 263**

P43279017 • 3/27/12

KCF Bennett Proficient X157 x Schu-lar On Target

EPDs: CE +2.9 / BW +3.6 / WW +55 / YW +87 / MM +19  
CW +66 / REA +.42 / MARB -.04 / BMI +364 / CHB +103



**KACZ 4K Revolution Z3**

P43178448 • 1/17/11

MSU TCF Revolution 4R x UPS Kootenay 3251 1ET

EPDs: CE -1.4 / BW +5.3 / WW +63 / YW +109 / MM +19  
CW +75 / REA +.63 / MARB +.09 / BMI +394 / CHB +117



**KACZ Z55 Ms Viceroy Z21 8B**

P43467033 • 1/11/14

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## Creating Leaders, Collaborating, and Cultivating Opportunities for Team Hereford

### *Face of Leadership Recap*

The 2019 Faces of Leadership Conference took on a new face this year with a revamped mission of creating leaders, collaborating, and cultivating opportunities to grow the young minds of the Hereford cattle industry. The recently renovated Nebraska Innovation Campus at the University of Nebraska-Lincoln (UNL) was home to 70 National Junior Hereford Association (NJHA) members as they gathered in Lincoln, July 30-Aug. 3, for a week of networking and leadership.

With the generous support of the Hereford Youth Foundation of America (HYFA), the Coley-Malir Leadership Endowment and Sullivan Supply, Inc., Hereford juniors were in store for a whirlwind of leadership and team-building exercises.

For the feature activity of the conference, juniors worked through the challenging task of creating a business. Under the coaching of Tom Field, Ph.D., director of the UNL Engler Agribusiness Entrepreneur Program, juniors utilized strong teamwork, creativity and problem solving skills to create entrepreneurial concepts like Teflon™ nozzles for adhesive cans, informational resources for NJHA members and dissolvable tabs for water filters to supplement water

with vitamins and minerals. New this year, attendees completed the Clifton Strengths Assessment to identify their top five personal strengths, which they leveraged in team settings under the mentorship of Lindsay Hastings, Ph.D., Clifton professor in mentoring and research and director of the Nebraska Human Resources Institute.

"It was neat to watch the NJHA entrepreneurs in action as they worked together on their projects," says Amy Cowan, AHA director of youth activities and foundation. "You could see them grow throughout the week as they identified an industry problem, conducted real customer research and formulated a solution."

The other key piece of the conference was providing outlets for networking and exposure to future opportunities. Hereford youth heard from a strong lineup of motivational speakers, including keynote speaker Chuck Schroeder, retired industry leader, who presented a strong message about the importance of individuality and standing up for personal beliefs. During a breakfast overlooking the Cornhusker's football field at the UNL Memorial Stadium,

Faces of Leadership Missouri junior participants included Isaac Rhode, Stewartville, Jacob Toombs, Fair Play, and NJHA Director Brooklyn Adam of Lathrop.

UNL Associate Athletic Director Matt Davison described how leadership generates social influence and how people become a reflection of who they spend the most time with.

Sullivan Supply Inc., the official industry partner and show supplier of the NJHA, hosted attendees at its headquarters in Dunlap, Iowa, to tour the Sullivan Supply warehouse, manufacturing facility and Sullivan Farms. John and Dede Sullivan shared their family's entrepreneurial story, while Matt Burkhart, Mark Sullivan and Luke Bolin gave a panel discussion about their career experiences.

Cowan was excited about how the initial vision of the conference had truly come to life. "What struck a chord with me most is that NJHA members were challenged and, as a result, were provided with some great tools to add to their box that they will continue to build off," she says. "These tools will help them navigate through college and their career paths."

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# 2019 Junior National Hereford Expo Highlights

Denver, Colorado • July 6-13, 2019



Missouri Junior Quiz Bowl Team  
L to R: Rhett McMillian, Walnut Grove; Inaya Christi, St. Louis; Landon & Tanner McMillian, Walnut Grove



Missouri Senior Quiz Bowl Team  
L to R: Rachael Bagnell, Slater; Grant & Ashton McMillian, Walnut Grove; Haleigh Furguson, Smithville



Third Place Intermediate  
Extemporaneous Speech  
Haleigh Ferguson, Smithton



Promotional Poster Junior Division  
Third Place  
Center: Gavin Rhode, Stewartville



Intermediate Photography Contest  
Third Place - People Category  
Right: Rhett McMillen, Walnut Grove

~ 49 Missouri Juniors exhibited 81 head of cattle



Third Place Junior Team Sales  
L to R: Beau Anne Graves, Chillicothe; Emmalee Mueller, Perryville; and Kristin Waters, Norborne







Missouri Hereford Queen  
Haleigh Ferguson, Smithton



Owned Polled Reserve Champion Division I - Polled Female  
Beau Anne Graves, Chillicothe



Owned Polled Heifer Class 66 Winner  
Inaya Christi, St. Louis



Top Ten Senior Showmanship Winners  
Fifth Place - Brooklyn Adam, Lathrop



Missouri Team Sales Team  
L to R: Haleigh Ferguson, Smithton; Isaac Rhode, Stewartville; Connor Bolch, Platte City



Senior Photography Contest  
Third Place - People Category  
Right: Ashton McMillen, Walnut Grove



Livestock Judging  
Third Place - Junior Team  
Center: Gavin Rhode, Stewartville;  
Right: Jorja Ebert, Holt  
Team members not pictured:  
Atley Kleinman, Wentworth;  
Parker Sissel, Elkland



Second Place Intermediate  
Extemporaneous Speech  
Second Place Intermediate  
Individual Sales  
Outstanding Junior MO Member  
Jacob Toombs, Fairplay



Missouri Cook-Off Team  
L to R: Paighton & Paige Henderson, Buffalo; Kinleigh Bolin, Walnut Grove; Jorja Ebert, Holt



Retiring Missouri Junior Hereford Members - Left: Cort Hardy, Diamond;  
Middle: Matthew Owings, Belgrade; Right : Brooklyn Adam, Lathrop





## Adams Shares her Board Experience



**B**eing on the National Junior Hereford Association Board of Directors has been one of the most rewarding, thrilling, emotional and humbling experiences I have been involved with since I started showing Herefords. In 2006 when this journey began, I never imagined myself being one of the big “cool” kids wearing the maroon jacket. Being on the board was not a goal of mine until about a year and a half ago. I realized I wanted to be something greater than myself and make an impact on peoples’ lives.

I talked to my parents about my interest in the board of directors, and they encouraged me to apply, go through the campaigning process and never once gave me a shadow of doubt that it was not something I could accomplish.

The process of applying was similar to applying for a scholarship. The next step was to do a conference call interview. I went into the interview being the most nervous I had been in my entire life because I found out that there were 13 candidates running for only four jackets!

When Junior National Hereford Expo (JNHE) approached, I tried to be calm and represent myself to the best of my abilities. I knew I had met so many people and become a better person through the process. After spending all week with top leaders in our industry and being chose to represent our nation as a board member, I knew I was set on a path to make a difference.

One of the biggest goals I have is to involve all Hereford enthusiasts in every aspect, letting them be heard. My favorite part of being a board member is the ability to convey and translate ideas that are brought to me from the members, taking this to our meetings to be put into action. One of our jobs as the junior board is to represent the entire junior association. By bringing ideas to a board member, there is a greater chance for change, improvements and new ideas.

The opportunities are endless on the junior Hereford board, anything from meeting my best friend to knowing exactly what it takes to run a very large junior show. In the short amount of time that I have had on the board, I have met so many people and even some I now call family. I have traveled the country, flown thousands of miles, and seen numerous different types of agriculture that I would not have been able to see.

At the Faces of Leadership 2019, I was fortunate enough to meet with a company

that would change my path for the better. After our last session, I approached the speaker and introduced myself. We talked about my college career and what I hope to do post-graduation. In speaking with the gentleman, we discussed that his business was close to home for me and directly in the career path I was looking for. He requested I visit his office, and has now offered me a year-long internship while I finish school, with potential opportunity after graduation. Without being on the board, I am sure that this opportunity would not have been accessible to me.

I encourage all juniors that are eligible to attend Faces of Leadership, as well as other state and national functions. Get involved at JNHE, but most importantly, do something that helps you be a part of something larger than yourself! The opportunities are there!

I also encourage all juniors eligible to apply for scholarships. The amount of money that our junior association raises each year continues to grow. The money is there and with awesome juniors like Missouri has, I challenge our state to send in the most applications for scholarships.

In summary, my time on the board has been the best time of my life! I want to thank every single person who made this opportunity possible. I am truly blessed with the best Hereford family.

## Selling Saturday, November 16!



**SF C16 Lauren 716** - 2 year old daughter of MPH Z3 Box Top C16 with heifer calf by SF 456B Powerlift 6137 bred back to TH Frontier 174E



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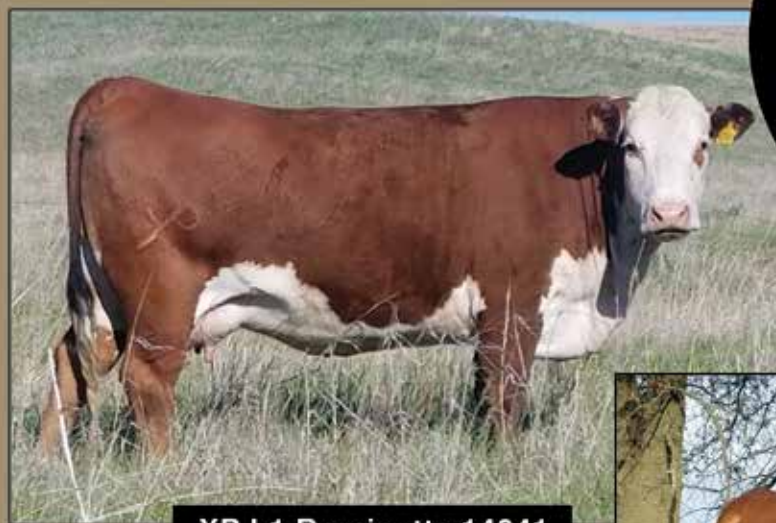
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**SPRING COW • 43138831**  
**BRED TO BELLE HEIR**



**SPRING COW • 43322392**  
**BRED TO PILGRAM**



**SPRING COW • 43425816**  
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**BRED TO BLUEPRINT**



**FALL COW • 43468573**  
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# Reproductive and Genetic Technologies: Are You Keeping Up with the Times?

Jordan Thomas, Assistant Extension Professor, University of Missouri – Division of Animal Sciences

In the row crop world, the technologies now available for precision agriculture are simply mind boggling. Think about where the industry is in comparison to just a decade ago. Auto steer alone has changed the game so much, that now the prospect of driverless tractors barely even seems far-fetched. Our sod-busting friends almost take it for granted that they are now able to apply fertilizer, herbicide, and other products at variable rates across a field exactly as needed. At one time, this was the stuff of dreams. Now, it is an everyday reality.

So, what about your beef operation? Are you keeping up with the times? The reproductive and genetic technologies now available to beef producers are every bit as exciting as the revolutions that have happened in the row crop world. Whether you are a seedstock or commercial producer, look at the technologies that are now at your fingertips.

Using reproductive technologies like artificial insemination (AI) gives you access to genetic that are incredibly powerful. We have had Expected Progeny Differences (EPD) values for a long time in the beef industry. With AI, we can have access to proven bulls with high-accuracy EPDs and be confident about their genetic merit. Thanks to genomic testing, we

can also be on the cutting edge using new, young sires whose genetics may be in the top percentiles of the breed for traits of interest. Commercial producers may find it especially helpful to use an Economic Selection Index that combines EPDs in a formula weighted for profitability. This is powerful stuff.

Think about what genomic testing and genomic-enhanced EPDs means for your seedstock operation. We can better estimate the genetic merit of a cow or heifer than we otherwise could based on their pedigree information alone. We can then match the strengths and weaknesses of that individual animal to strengths and weaknesses of sires, based on their genomic-enhanced EPDs and their progeny data. With reproductive technologies like AI, we have access to some of the top bulls in the breed for traits that are of interest. With embryo transfer, you can make even faster progress by moving both the sire and dam genetics at the same time. Just like technologies in the row crop world, this was once the stuff of dreams!

Of course, at the end of the day, technologies have to be profitable to make sense in your operation. But, if you are writing off reproductive or genetic technologies as too expensive, think again. There are some

investments that you can't afford not to make. In the row crop world, these new GPS-based technologies are making things so efficient that, despite the cost of the technology, farmers really can't afford to do things the old-fashioned way. Not keeping up with technology just leaves too much potential profit on the table.

In the beef industry, not taking advantage of reproductive and genetic technologies would be considered the same kind of mistake. Reproductive technologies can give you access to sire genetics that you could hardly ever afford to own on the hoof. Genomic technologies now allow you to do a better job assessing the genetic merit of animals within your own herd, making your culling and selection decisions more profitable. With reproductive and genetic technologies, we can do a better job planning matings than ever before. Don't leave that kind of efficiency and profitability on the table.

What an exciting time to be a seedstock or commercial beef producer! Reproductive and genetic technologies are not the stuff of dreams anymore. They are a reality now for our industry. If you aren't using them, it is time to rethink your program. Are you keeping up with the times?



## For Sale!

### CJB CRUZER E103

Reg: 43904505 | DOB: 9-2-17

Sire: NJW 78P Twentytwelve 190Z ET

Dam: CJB Cassie C68  
(Hometown daughter who was Res Champ Senior Heifer at the 2018 American Royal)

**Call for more details!**

## Tri-L Polled Herefords

Jack and Alicia Lewis • Katherine Fuller • Conner Bolch

19417 NE 178th Street • Holt, Missouri 64048  
816-628-5571 Home • 816-421-4075 Business  
816-797-8020 Cell



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# Fall Celebration Sale

## OCTOBER 12, 2019

— 1 P.M. AT THE RANCH —



*Featuring these genetics...*

Guest Consignors:  
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tomtammy@perksranch.com  
12526 N. Weldon Road • Rockford, IL 61102  
[www.perksranch.com](http://www.perksranch.com)

*Congratulations to  
all our customers this  
show season!  
Request your catalog  
today!!*



# 2019 MISSOURI STATE FAIR

Open Show | Aug. 11, 2019 | Sedalia, MO | Judge: Doug Sattree • Montague, TX



**Grand Champion Heifer**  
BPH WRBU Elvira 497E ET : 10-5-17  
Sire - UPS SENSATION 2296 ET  
Butler Polled Herefords and Will Hendricks, Republic, MO



**Grand Champion Bull**  
MH 5108 Justice 7800 ET : 9-24-2017  
Sire - MH 122L Prophet 5108 ET  
Miller Herefords, Lebanon, MO



**Grand Champion Cow-Calf**  
TF 4R Lilly 3C : 9/11/2015  
Sire - MSU TCF Revolution 4R  
Jacob Toombs, Fair Play, MO



**Reserve Grand Champion Heifer**  
Sull Harleys Girl 8247F ET : 2/25/2018  
Sire - C Miles McKee 2103 ET  
Krista Allscheid, Shingle Oaks Polled Herefords, Waterloo, IL



**Reserve Grand Champion Bull**  
Corks Ark Archie 10Y 4100 1750 : 10/15/2017  
Sire - NJW 73S W18 Hometown 10Y ET  
Atley Klienman, Wentworth, MO



**Reserve Grand Champion Cow-Calf**  
BRF Miss Jazzy : 1/27/2015  
Sire - NJW 73S W18 Hometown 10Y ET  
Blue Ribbon Farms, Walnut Grove, MO

# 2019 MISSOURI STATE FAIR

4-H Junior Show | Aug. 10, 2019 | Sedalia, MO | Judge: Justin Adcock • Chatham, IL



**4-H Grand Champion Heifer**  
JR Money Tree 863 ET : 11/12/2018  
Sire - DKF RO Cash Flow 0245 ET  
Beau Ann Graves, Chillicothe, MO



**4-H Grand Champion Bull**  
MH Way Maker 853 ET : 9/28/2018  
Sire - NJW 98S R117 Ribeye 88X ET  
Tory Miller, Lebanon, MO



**4-H Grand Champion Cow-Calf**  
Land Easy Money 710ET : 03/12/2017  
Sire - Perks 0003 Easy Money 4003  
Ella Thompson, Stewartville, MO



**4-H Reserve Grand Champion Heifer**  
MH 88X Miss Time 7043 ET : 9/22/2017  
Sire - NJW 98S R117 Ribeye 88X ET  
Tory Miller, Lebanon, MO



**4-H Reserve Grand Champion Bull**  
PRF 652D Dream Big 903G : 1/09/2019  
Sire - Chez Dante 652D ET  
Tatum McGlothlin, Richmond, MO



**4-H Reserve Grand Champion Cow-Calf**  
LJR MSU Allie 36F : 1-31-2017  
Sire - LJR MSU 6Y All In 260A  
Charlotte Cook, Marble Hill, MO



# 2019 MISSOURI STATE FAIR

FFA Junior Show | Aug. 10, 2019 | Sedalia, MO | Judge: Justin Adcock • Chatham, IL



**FFA Grand Champion Heifer**  
H HVG ELB Annsley 702E ET : 09/20/2017  
Sire - Perks 144U Right Track 2040  
Tucker Myers, Faucett, MO



**FFA Grand Champion Bull**  
MH 5108 Justice 7800 ET : 9-24-2017  
Sire - MH 122L Prophet 5108 ET  
Taylor Miller, Lebanon, MO



**FFA Grand Champion Cow-Calf**  
MH 196T Miss Prophet 7175 : 3/09/2017  
Sire - MH 122L Prophet 5108 ET  
Taylor Miller, Lebanon, MO



**FFA Reserve Grand Champion Heifer**  
H HL Miss Advance 1826 : 10/22/2018  
Sire - CRR 109 Catapult 322  
Cole Craig, Stanberry, MO



**FFA Reserve Grand Champion Bull**  
Corks Ark Archie 10Y 4100 1750 : 10/15/2017  
Sire - NJW 73S W18 Hometown 10Y ET  
Atley Klienman, Wentworth, MO



**FFA Reserve Grand Champion Cow-Calf**  
TF 4R Lilly 3C : 9/11/2015  
Sire - MSU TCF Revolution 4R  
Jacob Toombs, Fair Play, MO

## 2019 MISSOURI STATE FAIR

Steer Show | Aug. 13, 2019 | Sedalia, MO | Judge: Bryan Kutz • Fayetteville, AR



**Grand Champion 4-H Steer**  
Piper Klingner, Unionville, MO



**Grand Champion FFA Steer**  
Champion FFA Missouri Bred, Born and Raised Steer  
Champion Overall Missouri Bred, Born and Raised Steer  
Taylor Miller, Lebanon, MO



**Reserve Grand Champion 4-H Steer**  
Champion 4-H Missouri Bred, Born and Raised Steer  
Taylor McGlothlin, Richmond, MO



**Reserve Grand Champion FFA Steer**  
Reserve FFA Missouri Bred, Born and Raised Steer  
Cole Murphy, Houstonia, MO





# Long lasting organizations are built by dedicated members

**As we look forward to working with some of  
our newest partners for our future sales**

**Our 114th sale at the College of the Ozarks,  
Point Lookout, MO on 11/30/19**

**Our 115th sale at Interstate Regional Stockyards,  
Cuba, MO on 4/11/20**

*We also remember our past members that gave so much to our association*

## **Gary Richard Seifert**

May 24, 1944 - July 15, 2019

Gary Richard Seifert, 75, of Morrison, MO, passed away July 15, 2019 on his farm. Gary was born in Jefferson City, on May 24, 1944 the son of Richard and Mary Seifert. His dad Richard Seifert was one of the founders of the Central Missouri Polled Hereford Breeder's Association and served as the first President. Gary continued that tradition, as well as his love for Polled Hereford cattle. Gary owned and operated Valley View Farms, one of the largest breeders in the state and sold in every Central Missouri Polled Hereford Breeder's Association sale since the association started 65 years ago, 112 sales total.



## **James Douglas 'J.D.' Gregory**

July 7, 1933 - August 7, 2019

James Douglas (J.D.) Gregory, 86 of Houstonia, MO passed away August 7, 2019 at the Missouri veterans Home, Warrensburg, MO. J.D. was born in Sedalia, MO on July 7, 1933 the son of Earl Henry and Mary Elizabeth Gregory. He was a farmer and cattleman that loved Polled Hereford cattle. J.D.'s first consignment, Lot 14 "GHF Don Lamplight 2" was at the 16th sale on February 6, 1968, 51 years ago. Gregory Polled Herefords has consigned in every sale since then. J.D. was a long time supporter of the Missouri State Fair and the youth. He recently attended the Pettis County Fair watching his great-granddaughter show the family cattle.



*While we remember how much these individuals contributed to our association, we can't forget that more importantly they were dads, grandpas and great-grandpas and we thank their families for sharing these wonderful individuals with us.*

**Thank You!**

**Frank Flaspohler, Secretary/Sale Manager  
222 Co. Rd. 402 • Fayette, MO  
660-537-4809 • fwf@rockingf.com**



# *Mark your Calendars!*

## **Annual Production Sale November 30, 2019 • 12 PM**

College of the Ozarks Campus Sale Barn | Point Lookout, Missouri

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



Kickstart son - sire of many calves  
from the C of O Program

### **AI SIRES**

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



BADE KBJ 45Z  
GOLD 1425 daughter



Grandview CMR Online 8526  
daughter from R&L Polled Herefords



*"A Tradition That Works"*  
**College of the Ozarks**  
Point Lookout, Missouri  
Tammy Holder (417) 342-0871

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



Put some **EXCITEMENT** in your herd!



**R EXCITEMENT 4356**

Reg: 43711600  
DOB: 03/19/2016  
Sire: R NEW YORK 5083

**APH**

**Aufdenberg Polled Herefords**  
Darrell Aufdenberg  
Jackson, Missouri  
(573) 270-6755 cell  
aufdenbergd@yahoo.com

**Doss Hereford Farms**

Gary & Debbie Doss  
Smithville, Missouri  
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DHF6200@aol.com

**Mitchem Farm**

Wayne & Crystal Mitchem  
Vale, NC  
(704)472-4369  
wayne\_mitchem@ncsu.edu

	Calv. Ease Direct (%)	Birth Wt.	Weaning Wt.	Yearling Wt.	Dry Matter Intake	Scrotal Circ.	Sustained Cow Fertility	Milk & Growth	Calv. Ease Mat. (%)	Mature Cow Weight	Udder Suspension	Teat Size	Carc. Wt.	Rib Eye Area	BMI Index (\$)	BII Index (\$)	CHB Index (\$)
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	+0.23
Acc	.42	.75	.59	.58	.18	.31	.12	.15	.16	.28	.39	.21	.29	.22	.23	.	.

THE EARLY POPULARITY OF THIS BULL AND HIS CALVES HAS RESULTED IN THE SALE OF SEMEN TO 24 DIFFERENT OPERATIONS IN 11 DIFFERENT STATES.

**\$25 PER UNIT /NON CERTIFICATE**

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

# MCCORKILL FAMILY FARMS

Registered Herefords

**Mike and Myra McCorkill**  
152 E Dade 92 • Greenfield, MO 65661  
417-637-5228 417-838-2073

**Andy, Jenn & Molly McCorkill**  
417-838-0583

**Brant, Erin and Knox Harvey**  
417-214-0313





# 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**



## Membership Update

Obituary : Bob Wollard

Bob Wollard, 81, of Walnut Grove went home Sunday, July 14, 2019, to be with his deceased wife, Kay, of 46 years and his mother and father, Eva and Clarence Wollard, as well as many loved friends and family.

His gentle, easy-going spirit will be missed by his children, Jan Cox, Keith and Missy Wollard, Stephanie and Jeff Rawie, and grandchildren Shannon and Bryan Campbell, Jamie Campbell, Kylie and Aaron Noble, and Alex Wollard, as well as great-grandchildren Kayden Campbell, Skyler Campbell and Jaylee Campbell, brother Wayne Wollard and wife Susie, sister Dorothy Morton and many other friends and family.

Never one to sit idle, he instilled his love of farming and hard work ethic in everything and everyone. A member of Oak Grove church for 48 years and many community organizations, he was always helping someone out when he had time. He loved to hunt quail and pheasant.

A short visitation was held at 5:30 p.m. Wednesday, July 17, at Oak Grove Church in Walnut Grove, followed by a service at 6:30. Burial in Oak Grove Cemetery.

In lieu of flowers, donations may be made to: AGWM, 1445 Boonville Ave., Springfield MO 65802, Kevin and Robin McGee, Account #254056.

Obituary : JD Gregory

James Douglas "JD" Gregory, 86 of Houstonia, Mo., passed away on August 7, 2019, at the Missouri Veterans Home in Warrensburg, Missouri.

JD was born on July 4, 1933, in Sedalia, Mo., the son of Earl Henry, (E.H) and Mary (Walkup) Gregory. His parents preceded him in death. JD graduated from Houstonia High School in 1953 and served in the United States Army in the Korean Conflict from 1953-1955. He was raised on the family farm and had lived all of his life in Houstonia. He was a farmer and cattleman who loved his Polled Hereford cattle. He also raised donkeys for breaking cattle and enjoyed going on tractor cruises on his Super M that he restored with his son Kevin and brother Robert.

JD enjoyed farm life and all that went with it. He and his son Kevin worked side-by-side. He was often found helping with baling hay and working calves. He recently attended the Pettis County 4-H livestock show sitting ringside smiling as he watched his great-granddaughter show the family cattle.

He was a lifelong member of the Houstonia Methodist Church, a member of the American Hereford Association, the Pettis County Cattlemens Association, the Central Missouri Polled Hereford Association, the State Fair Saddle Club and the Missouri State Fair Foundation. He served as the

Assistant Superintendent for the Missouri State Fair Mule Show and measured ponies for the Missouri State Fair 4-H, FFA Horse show for several years.

Survivors include two sons, Jeffery (Sheri) Gregory of Grain Valley, and Kevin (Barbara) Gregory of Houstonia; six grandchildren, Jennifer Gregory-Sneed (Brian), Devann Gregory-Catlett (Ben), Morgann Gregory, Jordann Gregory (Blake Voss), Haylee Peak (Taylor), Trevor Gregory; and two great-grandchildren, Reagan and Rhett Sneed. He is also survived by two brothers, Robert Gregory and Marion Gregory.


Funeral Services were held at Rea Funeral Home in Sedalia on Monday, August 12, 2019.

Pall bearers included Jim Reed, Matt Boatright, Bob Reavis, Dale Norfleet, Phillip Gudde and Jim Zumbahl.

Memorial contributions are suggested to the Missouri State Fair Foundation for Hereford barn improvements.

## Around the Barn *Information*


Submit your around the barn news and information to [jocelyn@ruralroutecreations.com](mailto:jocelyn@ruralroutecreations.com)



**GREGORY  
HEREFORD  
RANCH**

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

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



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**Celebrating 70 years of raising registered Herefords!**

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**CRUT Gilligan L27E**  
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**2019 MJCA Hereford Show**



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Larry Cell 573-979-9022  
Angie Cell 573-979-1706



# 18th Annual Production Sale

## October 20, 2019

12:00 p.m.

20 Horned & Polled Bulls • 15 Spring & Fall Cows • 20 Show Heifer Prospects  
5 Show Steer Prospects • 3 BWF Show Steers • 10 Black & BWF Commercial Females



JDH Z311 Insight 30D ET

*Power  
in our  
Sires*

**Second Calf Crop Sells**



C&L RR KJ 364C Jalapeno 973E

**First Fall Babies Sell**



LF 0125 Victor 7056

**First Calf Crop Sells**

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Herefords**

**Matt, Barb, Tye, & Makayla**

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[www.reynoldsherefords.com](http://www.reynoldsherefords.com)  
[reynoldscattle@cvalley.net](mailto:reynoldscattle@cvalley.net)





## Membership Update

Hereford Youth Face of Missouri State Fair Maggie Reed of Green Ridge, Mo., appeared on billboards across the state. She was pictured in brochures and advertising this year promoting the Missouri State Fair. Maggie is shown with her Polled Hereford heifer, Liberty, at the state fair in 2018.

Maggie is the daughter of Craig and Natalie Reed, Green Ridge, Mo., and the granddaughter of Jim and Linda Reed of Reed Farms, Green Ridge, Mo.



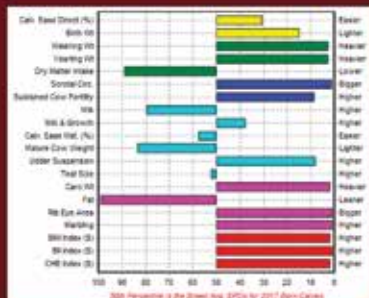
Maggie Reed was the face of the Missouri State Fair billboard advertised across the state.

## Baby Announcement

On July 28, 2019, Jesse and Kara Bolin welcomed their daughter Kadee Ann Bolin. Proud big sister Kinleigh and big brother Kanton were excited to have their sister home in Walnut Grove, Mo. Kadee weighed seven pounds and five ounces, and measured 20 inches long. Her grandparents, also of Walnut Grove, include Dennis and Gay Bolin and Phil and Linda Simpson.



## L III TFL C609 IMPACT 1714



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

- Owned with Knoll Crest Farm
- 2018 NRSP Sire
- Semen Available \$30/straw



Building genetics  
to excel in  
seedstock and  
commercial cattle



IMPACT'S DAM



IMPACT DAUGHTERS



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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 out view of the most special people in their lives.

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# 83RD ANNUAL OZARK EMPIRE FAIR

Open Show | Aug. 3, 2019 | Springfield, MO | Judge: Eric Gerdes • West Point, IA



**Grand Champion Heifer** BPH WRBU Elvira 497E ET  
0/5/2017 : Sire - UPS Sensation 2296 ET  
Will Hendricks - Butler Polled Herefords I Republic, MO



**Grand Champion Bull** OAKS 6077 Done Deal 104F  
1/04/2018 : Sire - C Double Your Miles 6077 ET  
Krista Allscheid - Shingle Oaks Polled Herefords I Waterloo, IL



**Reserve Champion Heifer** CMCC Family Fued 857F ET  
1/24/2018 : Sire - HAPP BK Valor 37C ET  
Karli Buggs - Patrick Cattle Company I Sarcxie, MO



**Reserve Champion Bull** MH 5108 Justice 7800 ET  
9/24/2017 : Sire - MH 122L Prophet 5108 ET  
Taylor Miller - Miller Herefords I Lebanon, MO



**Grand Champion Cow-Calf** BRF Miss Jazzy  
1/27/2015 : Sire - NJW 73S W18 Hometown 10Y ET  
Blue Ribbon Farms I Walnut Grove, MO



**Congratulations**  
to Jimmie Butler and  
family for exhibiting  
50 years at Ozark  
Empire Fair!

## Open Herdsman:

Bonebrake Herefords, Springfield, MO/Paige & Payton  
Henderson, Buffalo, MO

## Premier Exhibitor:

Butler Polled Herefords, Republic, MO



# 83RD ANNUAL OZARK EMPIRE FAIR

Junior Show | Aug. 2, 2019 | Springfield, MO | Judge: Shawn Varner • Kearney, MO



**Grand Champion Heifer** Sull Harleys Girl 8247F ET  
2/25/2018 : Sire – C Miles McKee 2103 ET  
*Krista Allscheid | Waterloo, IL*



**Grand Champion Bull** OAKS 6077 Done Deal 104F  
1/04/2018 : Sire – C Double Your Miles 6077 ET  
*Krista Allscheid | Waterloo, IL*



**Reserve Champion Heifer** BPH WRBU 2296 Fiona 584F ET  
10/05/2018 : Sire – UPS Sensation 2296ET  
*Cort Hardy | Diamond, MO*



**Reserve Champion Bull** MH 5108 Justice 7800 ET  
9/24/2017 : Sire – MH 122L Prophet 5108 ET  
*Taylor Miller | Lebanon, MO*

**Thank you** to Bonebrake Herefords,  
Springfield, MO, for sponsoring the junior  
Hereford heifers in the Supreme Junior Heifer  
Drive at the Ozark Empire Fair!

**Junior Herdsmen:**  
Taylor & Tory Miller, Lebanon, MO

**Junior Showmanship:**  
Payton Henderson, Buffalo, MO

**Senior Showmanship:**  
Tory Miller, Lebanon, MO



**Grand Champion Cow-Calf Pair** MH 196T Miss Prophet 7175  
3/09/2017 : Sire – MH 122L Prophet 5108 ET  
*Taylor Miller | Lebanon, MO*



## American Hereford Association

Greetings Missouri Hereford Breeders,

First, it is my pleasure to share that Missouri's own Jim and Linda Reed, Green Ridge, Mo., were selected to be the 2019 inductees in the American Hereford Association's Hall of Merit. This is a highly prestigious recognition which will take place at the American Hereford Association's (AHA) Annual Meeting in October. There will be more info to come as the Reeds will no doubt be featured in future issues of the Missouri Hereford News.

Having served as chair of the AHA Member Service Committee for the past year, I continue to be proud of the services our Association provides our members. More and more members are using the AHA's online data site called MyHerd. Members even get a reduced registration cost for animals registered online through MyHerd. One service of MyHerd that members are just now finding is that it keeps a list of all customers, A.I. companies, etc. that a member does business with for the past five years. This list can be used to easily generate mailing lists, email addresses, and other contact information about our individual customers. This makes it even more important that breeders transfer ownership on all breeding animal sales. Stacy Sanders is our Director of Records and has proven a strong leader in the development of MyHerd



**Jim Bellis**  
American Hereford Association  
Board of Director

on mobile phones, iPads, tablets, etc. by opening the internet browser on such a device and then proceeding to the logon screen for MyHerd. An internet connection is required on your device to do so.

Our AHA staff has been aggressive in developing tutorials for MyHerd. The web page on the *Hereford.org* site where these tutorials are accessed from has recently been enabled. On a related note, our *Hereford.org* website for the AHA recently received national awards for its ease of use, visual appeal, and services provided.

*HEREFORDSonDemand.com* is a new online marketing feature for Hereford breeders. It allows breeders to set up their own online sale catalog. The uniqueness of this service is that EPDs are updated each week. Potential customers can have the most current information available as they review

from its very conception.

MyHerd is not designed to be a stand-alone mobile online platform, but it is mobile browser friendly. It can successfully be used

sale offerings. I've been promised that the graph for all EPD traits will be available in the weekly update soon. Joe Rickabaugh is Director of Seedstock Marketing and spends a lot of time on the road doing a great job not only directing field staff but as well as Hereford Publications.

I continue to learn a lot serving on the Breed Improvement Committee the last three years. It's not easy to understand the genetic components of DNA mapping, genetic manipulation, EPD calculation, and the like, but breeders won't have to wait long for gene sequencing of traits such as eye pigmentation, hair shedding of cattle on fescue, and more accurate EPDs for traits like dry matter intake and sustained cow fertility. Keep watching the Hereford World and our website *Herfnet.com* for continued updates on this.

Shane Bedwell is our Chief Operations Officer and Director of Breed Improvement following Jack Ward's move to Executive Vice President. Both Jack and Shane are highly respected international leaders in the beef industry. Shane was a recent speaker at the Beef Cattle Improvement Federation (BCIF) meeting last June in South Dakota. Jack attended the same BCIF meeting as well but had just returned from South America where he was the featured speaker there. These two gentlemen are a tremendous team.

## Triple Threat = Structure, Performance, & Eye Appeal



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## Phillips Humbly Serves as First Woman President

Growing up in Richmond, Mo., Amy Phillips' love for farming was sparked by her grandparents, Lee and Mary Renner, when she would help out at their farm in Rayville, Mo. As a child, she loved going out to the farm, fishing and playing softball. Throughout her childhood, Amy participated in FFA, Girl Scouts, the National Honor Society, the Missouri Junior Hereford Association (MJHA) and the National Junior Hereford Association. Her participation in these activities guided her to post-secondary education where she took an

Associates in Arts Degree at Maple Woods Community College, and then furthered with a degree in Agricultural Education from the University of Central Missouri.

Amy became involved in the cattle business when she was a freshman in high school and started her SAE project for FFA. She asked her dad if she could get a horse and he quickly responded "No," so she asked him if she could get a steer and he said "Yes." Amy remembered her grandparents having Herefords; most were unregistered cows, but her grandpa always purchased papered bulls. She picked out her first steer as a calf in the spring of 1998 and called him Beefy. Amy showed Beefy at the Ray County Fair in 1999.

Afterwards, she got her first heifer, LJM Miss Red Penny, from her grandparents' neighbors in December of 1999. The duo went to their first state fair in 2000. Amy expressed that it was rough starting out with her first show cattle because no one in her family had experience, and she did not know of anyone who did. Amy thinks back to showing cattle as a great learning experience as she just picked it up as she went along. That ambition to keep learning more is what ignites her today, as she always strives for improvement.

When she was growing up, Jim Proffitt her FFA advisor had a great influence on Amy.

She explains, "He would encourage me to do contest teams, FFA Creed Speaking and other



Top: Beefy was Amy's first steer project for FFA, carefully selected in 1998.



Bottom: Lee Renner, Amy's late grandfather, sparked her interest for farming and Hereford cattle at a young age. Always using registered Hereford bulls on his commercial cowherd, Amy found it an easy decision to select Herefords as her choice of livestock.

activities such as running for office in our FFA chapter. He also helped me pick out my first heifer from our neighbor and a year later with choosing my steer."

Today, Amy says it would be tough for her to pick one mentor, as there are so many cattle breeders in the state who she looks up to and holds in a high regard.

### Roth Hereford Farm

In September 2007, Amy started working for the Ed Roth family at Roth Hereford Farm in Windsor, Mo., and still more than a decade later continues to work there. In the early years, her tasks included halter breaking sale heifers, feeding cows, checking heifers in the night during calving season, working on show calves, sale cattle preparations and yard work. As time went on, Amy started managing the cow herd. With this large task at hand, she went to A.I. school in 2009 and

started taking over the A.I. program and donor flushing. At the farm, she works with Ed on a daily basis to discuss breeding decisions, herd health and sale cattle. Amy also works on the farm's advertising as she takes the sale pictures and writes footnotes in the sale catalog, to name a few of her responsibilities.

"I love working alongside Ed," Amy says with a smile. "This September will mark 12 years I've been with Roth Hereford Farms."

A lot of life lessons have been learned during Amy's tenor with Ed, skills and philosophies she lives by. One of these philosophies includes not being afraid to try something new, but to first do your research. While there are many industry fads, doing what works best for your operation is always the best policy.

### Phillips-Renner Farm

Aside from working with the Roth family, Amy also owns and operates Phillips-Renner Farms. With her devotion to agriculture, Amy explains that the Phillips-Renner Farm is 77 miles between Roth's and her family farm in Rayville, so she commutes roughly an hour and a half. With the travel in mind, Amy usually goes to work at Roth Hereford Farms on Sunday evenings and spends time there during the week, heading home for the weekend on Friday evenings. While she is away working with Roth's, her family takes care of the cattle in Rayville.



Since 2007, Amy has worked under the tutelage of Ed Roth of Roth Hereford Farm in Windsor, Mo. Over the years, Amy's role has developed into an integral part of the farm's success, playing a large role in the farm's marketing and breeding program today.

Amy expressed that Phillips-Renner Farms is a family operation, a true belief of Amy's to be united in helping one another. Her parents Mike and Theresea Phillips usually get roped into assisting out on the farm. Amy's sisters Angela and Amanda love to help out on the farm doing cattle work and getting the cattle fed. Angela and Amy even own a few cows together.

From L to R: Angela, Tatum, Taylor and Amanda play an active role together in running Phillips-Renner Farm, helping out while Amy is away during the week at Roth Hereford Farm.





Amy's grandma still owns a few head after her husband passed in 2011 and contributes



to the farm by taking care of their chickens, filling water tanks and supervising the family when they are working on cattle.

Amy's nieces, Tatum and Taylor, love helping their mom Amanda on the farm while their aunt is away, and the youngest niece Taylee will turn one this fall but still tags along. Amy loves spending time with her nieces, and this

usually involves doing something with the cattle together.

Amy said, "Tatum and Taylor just turned 14-years-old and are now old enough that I can depend on them to do some work".

Tatum and Taylor have been showing cattle for several years through 4-H and the MJHA, and Taylee will most likely do the same. Amy expressed that showing cattle is hard work, but she believes it is good for them. Reflecting back on her past showing experience, she believes showing cattle is great as it gets kids out of the house and allows great opportunities to meet and socialize with other fellow cattlemen and cattlemen. Amy said that showing cattle is a great way for children to develop a work ethic and gain responsibility. She knows it will open doors to opportunities they may not have gotten otherwise.

"Sometimes my nieces think I'm mean," Amy laughs, "but I hope one day they will understand it was just a little bit of tough love. I want them to do well with their cattle, and everything they decide to do in their futures."

Amy's love for the Hereford breed, has been evident in



everything she has done. In her own herd, it started with purchased show heifers from various breeders both in and outside of the state of Missouri. Then, she started purchasing cows to build up the herd's maternal base. Phillips-Renner Farm utilize A.I. very heavily and also do some embryo transfer work. The cow families include genetics from Roth Hereford Farms and Journagan Ranch, Mountain Grove, Mo., and females out of their former donors, 312 (a 46B daughter) and 252 (Explosion x Miss Mark K111). Senior herd sires include GG TIME 0124 408B from Grieves Herefords in Indiana and the latest purchase ABRA 6C 113 JUST MY BOY 89E from Abrakadabra Cattle Company, Columbia, Mo.

With Amy's family operation, her main goals consist of having a herd with sound, low maintenance and problem-free cattle for their customers. Her cattle are expected to breed back in a timely manner, be fescue tolerant and raise a healthy, heavy calf each year. Phillips-Renner Farms also breed some cattle geared toward the show ring, but they must create cows after their show career. The cattle are sold in the Show-Me Polled Hereford Classic, Missouri Opportunity Sale and sometimes in the Ladies of the Royal Sale and Iowa Beef Expo sale. To market their cattle, and Hereford cattle in general, she believes social media, word of mouth and publications such as Missouri Hereford News and Hereford World are the best combination to utilize. Amy also has a website for Phillips-Renner Farms and says it has helped make their program more well-known and assisted in marketing their cattle. For the future, Amy hopes to keep improving their

stock and to someday buy her own place and expand her herd.

Looking back on her journey of working with cattle, her favorite moment was when a heifer she co-owned with Ed, RHF GOLD HIGHWAY 157H 7005T ET, won Supreme Overall Heifer at the MSU Bear Classic. That year, the show was on the same day as Jim Bellis' sale and Amy stayed back at the show, fitted the heifer and watched her claim Champion Hereford Heifer. Then, she left Angela and Amanda to head over to the sale. She received the news by a phone call that their heifer had went on to win supreme over the other breeds. She was so happy but regrets not seeing it in person. They hauled the heifer to 26 shows that year where she saw many champion successes including Champion FFA Hereford Heifer at the Missouri State Fair.

### A Service Heart

In December of 2015, Amy was elected to the Missouri Hereford Association (MHA) board and was recently elected as the first



Top: Winning Supreme Overall Heifer at the MSU Bear Classic is one of Amy's highlights in the showing. It was a female she owned with Roth Hereford Farm, and for a Hereford to win supreme in 2008 was quite a feat.

Right: Phillips-Renner Farms can be found exhibiting cattle today at the Missouri State Fair, American Royal and Ozark Empire Fair. Cattle are sold by public auction at the Show-Me Polled Hereford Classic, Missouri Opportunity Sale and sometimes in the Ladies of the Royal Sale and Iowa Beef Expo.





female President in the history of the organization. As a progressive cattlegirl, she is not afraid to try new things, including this leadership role.

Nervous, yet excited, she expresses, "It's humbling to be the president of the state association this year."

With her chance to work for the association, Amy's main goal is to help promote the Hereford breed. During her time on the MHA board, she would like to both help find stable sources for marketing Hereford steers and to also continue creating new opportunities for the juniors.

It's easy to see how proud Amy is of her nieces, but she's just as fond of all the MJHA members. She loves instilling in them that hard work does pay off, never allowing the choice to give up.

When asked, "Why Herefords?", Amy says this question has plagued her since her first county fair experience. It's easy for her – docility, efficiency, fertility and longevity. Amy truly believes great strides are being made in Hereford carcass quality, growth and calving ease. Furthermore, she loves the breed and the people associated within.

It has been Amy's persistence that continues to pay off through her journey of raising Hereford cattle. She is always a helping hand to anyone at a Hereford event, always providing an ear to listen and a servant heart to help when needed.



Top, from L to R: Tatum McGlothlin, Angela Phillips, Taylor McGlothlin and Amy Phillips exhibiting cattle as a family at this year's Missouri State Fair. Amy enjoys mentoring her nieces and watching them develop their livestock skills.

Center: Amy explains her cattle breeding program to attendees at the 2016 Missouri Hereford Field Day at Doss Hereford Farms, Smithville, MO.

Bottom: RHF GOLD HIGHWAY 157H 7005T ET had a successful show career, one of the first females Amy and her sisters owned with Roth Hereford Farm. Today, Amy runs about 15 cows in partnership with Ed in Windsor, Mo., where she works during the week.



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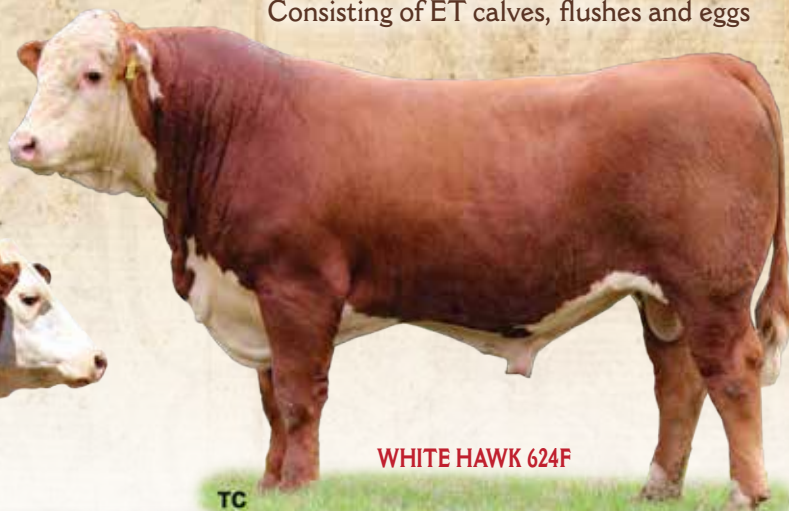
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# Events and Deadlines

## 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**
- SEPT 15** **Lowderman Cattle Co. Illini Top Cut Sale**  
*Macomb, Illinois*

## OCTOBER

- OCT 1** **Missouri Opportunity Sale Entry Deadline by U.S. Mail**
- OCT 5** **Journagan Ranch Missouri State University Production Sale**  
*Springfield, Missouri*
- OCT 6** **Fawcett's Elm Creek Ranch Annual Female Sale**  
*Ree Heights, South Dakota*
- OCT 7** **Thompson Herefords Elite 8 Online Sale**
- OCT 12** **Bonebrake Herefords Female Production Sale**  
*Buffalo, Missouri*
- OCT 12** **Perks Ranch Fall Celebration Sale**  
*Rockford, Illinois*
- OCT 13** **Kaczmarek 4K Polled Herefords Retirement Dispersal Sale**  
*Salem, Missouri*
- OCT 15** **MHA, MJHA Investment, Hereford Women Scholarship Deadlines**
- OCT 20** **Reynolds Herefords 18th Annual Production Sale**  
*Huntsville, Missouri*
- OCT 21** **Barnes Herefords/White Hawk Ranch Beef Maker Bull & Female Sale**  
*Cedartown, Georgia*
- 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 Farms Performace Tested 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 Production Sale**  
*Point Lookout, Missouri*

## DECEMBER

- DEC 7** **Missouri Hereford Association Annual Meeting and Banquet**  
*Sedalia, Missouri*
- DEC 8** **Missouri Opportunity Sale**  
*Sedalia, Missouri*

## Life is Simple

One of the things I admired most about my father was his unmatched work ethic, and it never wavered in all of his eighty-four years, until the ravages of cancer confined him to his bed for the last couple of months of his life.

I don't ever remember Dad carrying or wearing a watch at any time before I left home to attend college. His method for determining the day's agenda was quite simple: When the sun rises, one should be at work (notice I didn't say "get up for work"), and you worked until it was too dark to see what you were doing. We took one break for lunch, and you determined lunchtime by the position of the sun directly overhead. My mother would get so upset when he would be late for lunch, that she started hanging a towel on the front porch at about 11:30. Our house was on a hill and most of our farm was situated in the creek bottom below the house, so the towel should have been visible most of the time, but if Dad was really involved in his work, he would still forget to look.



**Jerry Crownover**

On every day but Sunday, Dad was always busy with something, regardless of the weather. It didn't get too hot to work, but on extremely cold days, you could find him in the shop making or repairing something. His philosophy was, "If it was daylight, you needed to be doing something productive."

Apparently, I inherited half of that work ethic gene from my father, because I am able to sit idly for extended periods of time, but I do feel guilty when I do so.

I was reminded of all this last week, while my wife and I were on vacation. We don't take trips too often and we've only traveled out of the United States once during our thirty-six years of marriage, but about a year ago, we started planning a once-in-a-lifetime trip to... Iceland.

The trip was mostly wonderful and the people were very friendly. The scenery was spectacular in certain places, but my favorite part was the day we rented a car and drove out into the countryside. I was enthralled with watching the farmers making hay and

observing the different kinds of livestock production along the way. The old saying, "You can take a farm boy out of the country, but..." is still true.

The only bad part of the trip was the inability for both Judy and me to get anything close to a normal night of sleep because it NEVER got dark! We even asked one of the native Icelanders when the sun sets. His reply was, "Well, in the summer, the sun never really sets, but rather, it relaxes for a couple of hours."

I believed him, because all the times we were up at midnight, 1:00 A.M., 2:00 A.M. and 3:00 A.M., there was plenty of light to do anything you might want to do—except sleep.

On our flight home, I contemplated what my father might have thought of Iceland, were he still alive and able to visit the country. I concluded that had he been born in Iceland and made a living farming in that formidable terrain (and I have no doubt that he could have done so) he would most assuredly have died long before the age of eighty-four. With so many hours of daylight to be productive, he would have worked himself to death.





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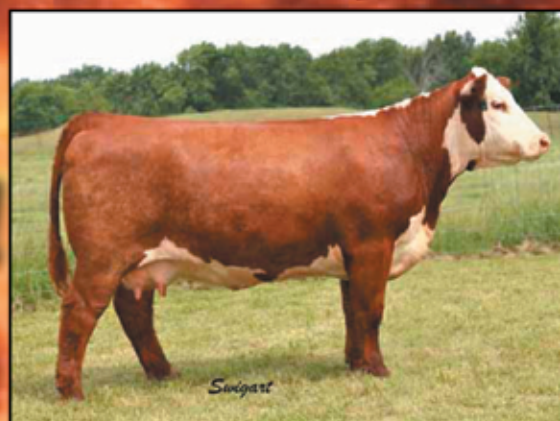
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417-890-3925 • choateherefords@gmail.com

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duvallherefords@keinet.net

**Herdsmen: Miguel Cifuentes 417 793-5082**

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Greg & Vicki Holmes  
56 State Hwy A  
PO Box 482  
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**H F**

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[www.moherefords.org](http://www.moherefords.org)



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 Georgia Williamson: (417) 247-0298  
 Emily Durnell: (417) 252-0291  
 Email: wphranch@gmail.com  
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 975 Stillhouse Road  
 Mountain View, MO 65548



District 9: Director – Darrell Aufdenberg




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 aufdenbergd@yahoo.com

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 Jackson, MO 63755  
 573-270-4145  
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 Alton's Cell: 620-794-2358  
 ammalone@lewb.coop  
 Alton, Marie, Brian, Dustin and Michelle Malone

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 john@townerfarm.com  
 www.townerfarm.com



## 2019 American Hereford Association Annual Meeting & Conference Schedule

THURSDAY, OCT. 24

4:00 – 6:00 p.m. .... Registration open

FRIDAY, OCT. 25

7:00 a.m. .... Registration open

7:00 a.m. .... Queen interviews

9:00 a.m. .... Trade show open / Hereford helpline open

9:30 – 10:15 a.m. .... Session 1

Sara Place – Senior Director of Sustainable Beef Production  
 Research, National Cattlemen's Beef Association

10:15 – 10:30 a.m. .... Refreshment break

10:30 – 11:15 .... Session 2

11:15 a.m. .... National Hereford Women Annual Meeting

11:15 a.m. – 12:45 p.m. .... Trade Show Reception

1:00 – 2:00 p.m. .... Session 3

2:00 – 2:15 p.m. .... Refreshment break

2:15 – 3:00 p.m. .... Session 4

5:00 p.m. .... Trade show closes

5:30 p.m. .... Hereford Honorees Reception

6:30 p.m. .... Hereford Honorees Awards Ceremony



### AHA Annual Meeting Trade Show Dates and Location:

The Sheraton Kansas City Hotel at Crown Center  
 2345 McGee St, Kansas City, MO 64108  
 816-841-1000  
 sheratoncrowncenterkansascity.com

### American Royal Activities:

American Royal Complex  
 1701 American Royal Ct, Kansas City, MO 64102

SATURDAY, OCT. 26

9:00 a.m. .... AHA Annual Meeting

2:00 p.m. .... Ladies of the Royal Sale

5:00 p.m. .... Junior Hereford Show

SUNDAY, OCT. 27

7:30 a.m. .... Senior Board Q&A Session

8:00 a.m. .... National Hereford Show

National & Regional Show Awards presentation

National Queen Selection

Noon. .... Supreme Champion Junior Female selection

Complete schedule can be found on <https://hereford.org/>



# Cowco, Inc.

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# JDB 719T K077 Bruno A008 ET

another Bellis example of

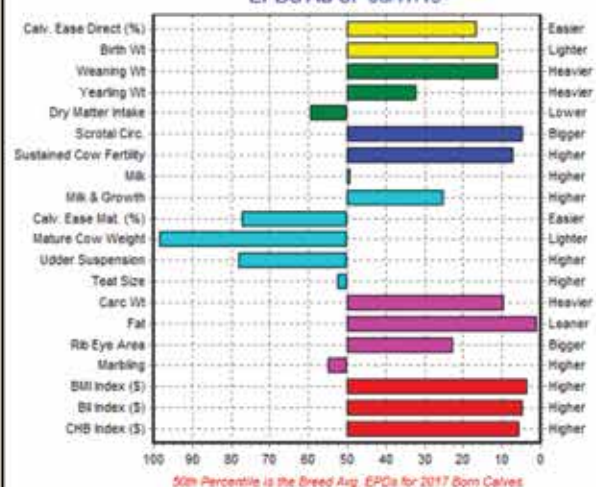
## "No Excuse Herefords"



**JDB 719T K077 BRUNO A008 ET**  
(P43423316)

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

Percentiles for JDB 719T K077 BRUNO A008 ET (DLF,HYF,IEF,MSUDF)  
EPDS AS OF 06/17/19



**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



# Online Sale

## Sept. 10, 2019

[smartauctions.co](http://smartauctions.co)

Open Replacement | Show Heifers | Semen and Embryos



**ABRA 2296 81C SNICKERS 42F | P43990157 | 11/16/2018**  
Sire: UPS Sensation 2296 ET Dam: ABRA 26U Candy 81C ET  
CE: 4.7 BW: 2.7 WW: 49 YW: 78 MM: 24 CHB: 106



**ABRA 2296 113 IRENE 55F ET | P43990165 | 12/16/2018**  
Sire: UPS Sensation 2296 ET Dam: H H Jewel 113 ET  
CE: 3.0 BW: 2.4 WW: 54 YW: 81 MM: 24 CHB: 109



**ABRA 33Z 11C JASMINE 44F | P43990685 | 11/18/2018**  
Sire: JDH Victor 719T 33Z ET Dam: ABRA 57G Emerald 11C ET  
CE: 7.7 BW: 1.2 WW: 54 YW: 89 MM: 31 CHB: 120



**ABRA 15E 2B ANGELA 8G | P43988706 | 1/30/2019**  
Sire: AH JDH Munson 15E ET Dam: ABRA 8050 Joy 2B ET  
CE: 1.2 BW: 3.2 WW: 53 YW: 82 MM: 29 CHB: 120



**ABRA 31E 36E JEWEL 9G | P43990694 | 2/04/2019**  
Sire: ABRA 88X 433Y Ribeye 31E ET  
Dam: ABRA 6C 10C Just a Diamond 36E  
CE: 9.0 BW: 0.2 WW: 44 YW: 70 MM: 26 CHB: 94



**ABRA 8051 105C RUBY 29F | P43960336 | 9/27/2018**  
Sire: H Excel 8051 ET Dam: ABRA 435 Ruby 105C ET  
CE: 3.5 BW: 3.6 WW: 53 YW: 84 MM: 25 CHB: 112

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Logan & Brianne Bishop  
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(573) 864-6475 Mark Cell  
[telwing@gmail.com](mailto:telwing@gmail.com) • [www.abracattleco.com](http://www.abracattleco.com)

Join us for the Missouri Hereford Field Day  
Saturday, September 7th - 5 PM

Evening tour | Steak fry | Entertainment  
All sale cattle will be on display at that time.