

SEPT 2020

MHN

Missouri Hereford News

Official Publication of the Missouri Hereford Association



Fall Colors

welcomed as the season changes

Inside this issue

Commercial MD Tests
Ozark Empire & MSF Results
JNHE Came Home to Missouri
Steinbeck Member Spotlight
Virtual Field Day Registration



Missouri Hereford News
30487 Hwy J
Wentworth, Missouri 64873

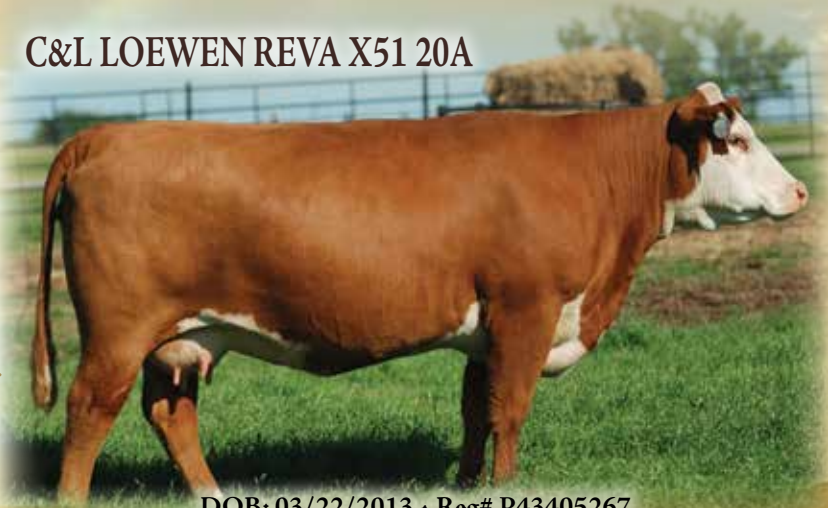
VOL. II

C&L LOEWEN REVA X51 20A



Sept. 27, 2020

At the ranch in Wasola, MO



DOB: 03/22/2013 • Reg# P43405267

Sire: KCF BENNETT REVOLUTION X51

Dam: HVH OKSANA 4L 33N

CED +11.4, BW +1.5, WW +56, YW +92, UDDR +1.60,
TEAT +1.70, REA +0.83, Marb +0.19, CHB +\$115

*Selling a Flush out of this Homozygous Polled
Proven Donor! Check out her progeny that sell below.*

WMC 66589 MADILINE 34H



DOB: 01/13/2020 • Reg# 44130003

Sire: /S MANDATE 66589 ET

Dam: WMC 6011 YELLOW ROSE 26F ET

CED +1.3, BW +2.0, WW +64, YW +98, UDDR +1.40,
TEAT +1.40, REA +0.51, Marb +0.34, CHB +\$104

WMC 173D 20A REVA 138G ET



DOB: 09/30/2019 • Reg# 44100166

Sire: NJW 79Z Z311 ENDURE 173D ET

Dam: C&L LOEWEN REVA X51 20A

CED +4.3, BW +3.1, WW +72, YW +121, UDDR +1.40,
TEAT +1.50, REA +0.99, Marb +0.16, CHB +\$137

WMC 001A 20A 303G ET



DOB: 01/19/2019 • Reg# 44058179

Sire: GERBER ANODYNE 001A

Dam: C&L LOEWEN REVA X51 20A

AI on 4/13/20 to 4013 sexed female. Checked safe.
CED +13.9, BW +0.8, WW +64, YW +108, UDDR +1.40,
TEAT +1.40, REA +0.88, Marb +0.31, CHB +\$142

WMC 0109 PURE MATERNAL 1B



DOB: 01/17/2014 • Reg# P43461004

Sire: H W4 PURE COUNTRY 0109

Dam: GRANDVIEW CMR MS MATERIAL 9328

CED -3.4, BW +2.5, WW +49, YW +73, UDDR +1.30,
TEAT +1.30, REA +0.26, Marb +0.18, CHB +\$91

AI 4/21/20 to Sexed Female Mandate - Ultrasound checked
safe! Her January bull calf sired by Endure sells!

DSB 102W X51 CALLICO 305D



DOB: 11/21/2016 • Reg# P43767631

Sire: KCF BENNETT REVOLUTION X51

Dam: KCL 38T CALICO 102W

CED -0.9, BW +4.3, WW +55, YW +87, UDDR +1.20,
TEAT +1.20, REA +1.21, Marb +0.34, CHB +\$143

Homozygous Polled. Sells safe to WMC 63A Hometown 44E.
Due Spring 2021.

WMC 199B COWMAKER 86E



DOB: 09/03/2019 • Reg# P43850395

Sire: NJW 78P 88X COWBOSS 199B ET

Dam: WMC Y509 TROJAN VISION 74A

CED -0.7, BW +4.3, WW +62, YW +102, UDDR +1.20,
TEAT +1.20, REA +0.64, Marb -0.01, CHB +\$113

AI on 11/21/19 to Sexed Female Mandate -
Ultrasound checked safe!

SELLING 100 HEAD!

Elite Herefords Genetics + Flush + Frozen Genetics
Spring ET's, Fall Open Yearling, Fall Pairs,
Spring Bred Heifers, Spring Breds with
Heifer Calf Splits, Spring Breds with Bull Calf Splits,
Flush and Frozen Genetics



Sale Manager

Dustin N. Layton (405) 464-2455

laytond@yahoo.com

www.laytonauction.com

Andee Marston (785) 250-4449

LiveAuctions. TV



Travis, Sarah, Jett and
Watson McConnaughy
1199 County Rd 116
Wasola, MO 65773
417-989-0486

www.wmccattleco.com

29TH
ANNUAL SALE

Genetically Yours

SATURDAY OCT. 3, 2020

11 a.m. // Springfield, Mo.

**Sale Location: William H. Darr
Agriculture Center
Springfield, Mo.**

25 SERVICE AGE BULLS

12 Elite Herd Bull Prospects

18 Bred Heifers

15 Fall Calving Cows

32 Spring Cow-Heifer Calf Pairs



LJR MSU ALISON 127G • P44029632
BW 3.3; WW 54; YW 92; MM 20; M&G 47
An attractive, well balanced daughter of
LJR MSU 6Y Alpha 92A and out of the great
DOD, Walker Miss 411S 723 015. Safe to
LPH 145Y Diamond Mine 23D. One of our best.



LJR MSU VIXEN 181G • P44029683
BW 1.3; WW 52; YW 88; MM 14; M&G 40
A superb daughter of Bosch. One of the first bred
heifers to sell sired by him and a good one she is.
Safe to C&L RR KJ 364C Jalapeno 973E.



LJR MSU WILLOW 91G • P44029601
BW 3.2; WW 63; YW 98; MM 17; M&G 49
A Federal daughter out of a Dam of Distinction.
One that will catch your eye.
Safe to LPH 145Y Diamond Mind 23D.



**LJR MSU 23D GNARLY 212G [DLF, HYF, IEF, MSUDF]
P44029713**

BW 3.2; WW 66; YW 106; MM 26; M&G 59

A complete outcross for most any bloodline. An
exciting bull that we believe has an exciting future.
Grandmother and great grandmother are Dams of
Distinction. Generations deep of LJR breeding.

See this catalog online at www.reedent.com

Sale Managed by:

idwest Cattle Service, Inc.

Jim and Linda Reed • P.O. Box 126
Green Ridge, MO 65332
660-527-3507 • Fax 660-527-3379
reedent@iland.net • www.reedent.com

Auctioneer: Eddie Burks

41 Years Continuously Breeding

Quality Performance Polled Herefords



LJR MSU WILLA 433C • P43651004

BW 1.6; WW 61; YW 91; MM 17; M&G 47

An incredible daughter of LJR MSU 10W Ambush
206A, with a heifer calf by LJR MSU X51 Bosch
371B. Bred to KR QU Endure 18072.



LJR MSU VIXEN 200H • P44140277

BW 2.2; WW 60; YW 96; MM 13; M&G 43

A super Bosch daughter out of 433C, pictured
above. She is fancy and always a favorite.



LJR MSU DALTA 15B • P43485885

BW 0.4; WW 45; YW 62; MM 27; M&G 50

A very pleasing cow to look at that never misses.
Sired by Laramie 308X and out of a daughter of
NJW 98S Durango 44U. Her daughter is 36H.



LJR MSU WILLA 36H • P44140116

BW -0.3; WW 46; YW 67; MM 19; M&G 43

An Ambush daughter that is super deep with lots
of power. One that could show. Only a February.
Her dam, 15B, is pictured above.

LJR

JOURNAGAN RANCH



Missouri State
AGRICULTURE

Marty Lueck, manager • 417-948-2669 or 417-838-1482

Rt. 1, Box 85G • Mountain Grove, MO 65711 • mvlueck@centurytel.net

LiveAuctions.TV 2.0

Editors

It's back to school and to the fields we go! Fall will quickly be here as we soak in these last few (hopefully) hot days. It won't be long now, and the trees will start turning, the spring calves will find their way to their new weaning pen and the fall calving cows will anxiously prepare for their new little white-faced beauties! Oh, we love fall!

As we understand now, the American Royal and American Hereford Association annual meetings will still be a go in October, however, please watch their respective websites to stay up to date with those events as the challenges surrounding COVID-19 continue.

With many world and national events cancelled, the state of Missouri has been extremely fortunate to host both the Junior National Hereford Expo and the junior shows at the Missouri State Fair. The Governor has been extremely vocal about his support for agriculture and especially youth in this industry. We count our blessings for these privileges this year. This is always our heavy show results issue, so be sure to check these out.

The Missouri Hereford Association Field Day will be done so virtually this year; be sure to sign up now, while you are thinking about it. Once you register, you will receive an email with the login instructions. Be sure to make sure your device has Zoom, so you can join in on the fun!

The fall is also a time when many will be marketing and selling their premier genetics, they have worked so hard to select and breed for your appraisal. This issue is full of advertisements from breeders in your area. Many breeders would love to host you before their events, if social distancing is a concern.

Don't forget, September 21 is already the ad space and material deadline for the November issue. We look forward to helping you market your cattle this fall. Wishing you much success with harvest, weaning and everything in between!

– 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

2020 Publication Dates

Issue	Ad Space & Material Deadline	Camera Ready-Ad Submission
March 1	Jan 20	Jan 25
July 15	June 1	June 5
September 1	Aug 3	Aug 7
November 1	Sept 21	Sept 25

“...the state of *Missouri* has been *extremely fortunate* to host both the Junior National Hereford Expo and the junior shows at the Missouri State Fair.”



Advertisement & News Submissions:

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

Rural Route
CREATIONS

Advertising Rates:

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

All contracted ads are for the current calendar year.

Ad Type	Cost Per Issue	4X Contract Price
Full page color ad	\$300	\$1100
Double Page Spread	\$500	\$1800
Half page color ad	\$200	\$700
Quarter page color ad	\$100	\$350
Business card color ad	(contracted only)	\$200

All ads must be received by deadline!

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



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20-22 *Come Home Hereford*
Junior National Hereford Expo Relocated to Kansas City

30-31 *Steinbeck* Member Spotlight
Historic and forward-thinking approach

34-35 *Field Day* Virtual Style
Join in for the virtual state field day Sept. 7-13



Missouri Hereford Association

Officers and Directors

www.moherfords.org

<i>President</i>	Amy Phillips	Richmond	District 1
<i>Vice President</i>	Travis McConaughy	Wasola	District 8
<i>Secretary / Treasurer</i>	Matt Reynolds	Huntsville	
<i>Directors</i>	Brian Littleton	Keytesville	District 2
	Mary Beth Ray	Paris	District 3
	Eddie Roth	Windsor	District 4
	Mark Abramovitz	Columbia	District 5
	Rick Steinbeck	Hermann	District 6
	Mike McCorkill	Greenfield	District 7
	Darrell Aufdenberg	Jackson	District 9



Cover photo
© Rural Route Creations

To download a Missouri Hereford Association membership application and to view most current events, applications and announcements, visit the Missouri Hereford Association website at www.moherfords.org

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

R EXCITEMENT 4356 {DLF,HYF,IEF,MSUDF}



Semen: \$25/straw
Non-certificate

Contact: Either Owner

*CALVING EASE - Specialist with great pigment and top end performance.

*Used in 51 different operations from 14 states.

*Short gestational length.

*Trait leader for 10 EPDs.

Reg. No. P43711600 Calved: 3/19/2016 • Tattoo: RE 4356

SHF YORK 19H Y02 (CHB)(DLF,HYF,IEF)

R NEW YORK 5083 (CHB)(DLF,HYF,IEF,MSUDF)

P43399385

R MISS PUCKSTER 971 (DOD)(DLF,HYF,IEF,MSUDF)

HYALITE ON TARGET 936 (SOD)(CHB)(DLF,HYF,IEF,MSUDC)

R MISS ON TARGET 384 (DLF,HYF,IEF,MSUDC)

P43499703

R MISS FELT 1479



2020 Ozark Empire Fair
Grand Champion Hereford Bull
Excitement son raised by
Aufdenberg Polled Herefords and
owned with Butler Polled Herefords

	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	Test Size	Carc. Wt.	Fat	Rib Eye Area	Marbling	BMI Index (\$)	BI Index (\$)	CHB Index (\$)
EPD	+6.5	+6.4	+79	+109	+0.9	+0.9	+20.6	+28	+68	+1.4	+130	+1.20	+77	+0.023	+0.32	+0.24	+\$ 417	+\$ 524	+\$ 97
Acc	.54	.81	.69	.68	.19	.49	.30	.24	.36	.33	.50	.49	.27	.33	.24	.27	-	-	-

Breed Avg. EPDs for 2018 Born Calves [Click for Percentiles](#)

BRP DOSS APH 24E STONEWALL 957

Reg: P44108538 • Calved: 02/18/2019 • Tattoo: 957

SHF YORK 19H Y02 (CHB,SOD,DLF,HYF,IEF)

S CORNWALL Y02 24E (CHB,DLF,HYF,IEF)

S JANE 936 55C (DLF,HYF,IEF,MSUDF)

RV 9021W OUTLIER 4921 (CHB,DLF,HYF,IEF)

BRP MARIAH 733 (DLF,HYF,IEF)

BRP MARIAH 085 (DOD,DLF,HYF,IEF,MSUDF)



	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	Test Size	Carc. Wt.	Fat	Rib Eye Area	Marbling	BMI Index (\$)	BI Index (\$)	CHB Index (\$)
EPD	+3.0	+3.6	+72	+106	+0.8	+1.1	+20.0	+24	+60	+2.8	+119	+1.20	+106	+0.073	+0.86	+0.29	+\$ 448	+\$ 550	+\$ 139
Acc	.33	.45	.38	.39	.20	.34	.23	.22	.21	.17	.34	.33	.19	.23	.19	.20	-	-	-

Breed Avg. EPDs for 2018 Born Calves [Click for Percentiles](#)

**Doss
Hereford
Farms**

Gary and Debbie Doss
6200 N.E. 142nd St. | Smithville, MO 64089
816-699-8831 | DHF6200@aol.com
www.dossherefordfarms.com

APH
Aufdenberg Polled Herefords

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

FTF

BULL POWER BACKED BY STRONG FEMALES

Multiple trait balanced bulls to use:

FTF Preview 542C



CED
5.5
BW
1.2
WW
50
YW
93
Milk
23
M&G
48
BMI
290

Owned with Wild Horse Hill Ranch, Boynton, OK.

Semen available.

FTF Valentine 758E

Maternal sister to 542



CED
0.7
BW
2.6
WW
62
YW
94
Milk
26
M&G
57
BMI
340

FTF Relevant 831F



CED
14.0
BW
-1.5
WW
60
YW
91
Milk
32
M&G
62
BMI
476

Owned with BEEF-360 and Jordan Herefords, Warrenton, MO.

Semen available.

FTF Ms Revolution 626D

Dam of 831



CED
10.1
BW
-0.1
WW
54
YW
84
Milk
34
M&G
61
BMI
418

FTF Testimony 828F



CED
6.2
BW
1.6
WW
71
YW
115
Milk
27
M&G
63
BMI
469

Owned with Bourbeuse Bend Herefords, Beaufort, MO.

Semen available.

FTF Primetime Miss 608D

Dam of 828



CED
7.9
BW
1.3
WW
64
YW
103
Milk
39
M&G
71
BMI
427

FTF Trailblazer 980G



CED
9.7
BW
-0.3
WW
62
YW
95
Milk
27
M&G
58
BMI
483

Owned with Tiernan Polled Herefords, Stuart, IA.

FTF Fabulous 181Y

Maternal sister to 980



CED
2.3
BW
2.5
WW
59
YW
86
Milk
38
M&G
67
BMI
401

Falling Timber Farm

Beef Genetics & Nutrition

FTF

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

Dear Hereford Breeders,

As we have all agreed for many many, years now, we are living in changing times. Wow, what a change in the past few months, and now we can say we are seeing things we have never seen before. I hope all is well for each of you and your families. This is probably the first time all of us have experienced not having an open show at the Missouri State Fair (MSF). Most all of you know by now the MSF was pretty much a junior livestock show. Having put this message together before those events happened, I don't have reports to give. You will find complete results in this issue. As fall is here, we start thinking about sale season. You will find several sales to be held here in Missouri advertised in this issue and also the November issue. There are production sales, online sales and the Missouri Hereford Association Opportunity sale. Once again I would like to thank the breeders who nominated their herds for consignment to the 2020 Opportunity Sale.



Matt Reynolds
Missouri Hereford Association
Secretary/Treasurer

We look forward to working with you this fall and having you in Sedalia for Hereford Weekend December 5 and 6.

Consignors to the sale, please watch your mailboxes this year as we will be mailing your entry packet around September 15, and they will be due back to me by September 25. We have several advertisements due early October, so we need your information to get the correct information in the advertisements. For many years Joe Rickabaugh, our American Hereford Association field representative, screens the cattle for this sale. I thank him for his hard work and ask you to do the same. Once again the sale will be online with LiveAuctionsTV if you want to bid on the cattle, and you are not able to attend!

This first weekend in December also includes the Saturday night, December 5, 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 by November 1, 2020. 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, 2020.

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 moherefords.org.

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

As you know, due to the virus the Field Day is a virtual event this year. Please take the time to thank Mary Beth Ray for the hours of hard work she has put into the event along with Rural Route Creations. There is a ton of information; please join in on the fun!!

Please call anytime if you have questions. I plan to see you at the many sales across the state this fall.

Matt Reynolds, MHA Secretary/Treasurer

Future Brood Cows in the Making



Tattoo: 9119
Sire: Frontier



Tattoo: 9118
Sire: Frontier



Tattoo: 010
Sire: Endure

STEINBECK FARMS

Rick and Laurie Steinbeck
Hermann, MO
573-680-0954 cell
573-237-2668 home

Look for our consignments in the...

Central MO Polled Hereford Breeder's Association Sale
Sept. 19, 2020 | Cuba, MO

Missouri Opportunity Sale
Dec. 6, 2020 | Sedalia, MO

Missouri Hereford Association Opportunity Sale

December 6, 2020

Noon • Missouri State Fairgrounds
Sedalia, MO

Annual Meeting & Banquet at 5 P.M.
Saturday, December 5, 2020
Sedalia, MO

- - - *The Offering* - - -

Bred Heifers • Show Heifers • Fall Pairs
Open Fall Yearlings • Spring Pair Splits • Herd Bulls

70 LOTS SELL



Breed Leading Sires Represented plus many others

NJW 79Z Z311 Endure 173D ET (P43722088), R Excitement 4356 (P43711600), /S Mandate 66589 ET (P43834732),
R Leader 6954 (P43500058), FTF Porterhouse 455B (P43489292), TH Frontier 174E (P43818822),
HUTH FTF Torque C002 (P43594696), BEHM 100W Cuda 504C (P43636764), MSU TCF Revolution 4R (P42593689),
AH JDH Munson 15E ET (P43803648), C&L RR KJ 364C Jalapeno 973E (P43844129)



Hosted by: Missouri Hereford Association

For more information, please contact:

Matt Reynolds | Secretary/Treasurer | Huntsville, MO
660-676-3788 cell | reynoldscattle@cvalley.net

Reserve your rooms
at the Best Western
in Sedalia
(660) 826-6100

WWW.MOHEREFORDS.ORG

Commercial MD Tests

The American Hereford Association (AHA) is pleased to announce Neogen® has developed a commercial test for Mandibulofacial Dysostosis (MD) and is ready to test all animals recorded in the AHA database. Members must contact AHA Customer Service either by phone or email to request an official MD test. Consequently, you cannot request an MD test on MyHerd.

There are two pricing structures available for this test. If you request a test for MD on a DNA sample already at the lab or request an MD-only test on a new sample, the cost is \$20. To test for MD on a new sample in combination with our basic test (genomic profile, parentage and all other AHA abnormalities) the charge is \$13 plus the \$42 basic test fee, making the MD plus basic combination package \$55.

The University of Nebraska-Lincoln (UNL) will no longer test samples for MD now that Neogen has a commercial test available.

The AHA appreciates your cooperation and patience while this commercial test was being developed and we thank UNL for providing testing options in the interim.

NEW RULE

The American Hereford Association Board of Directors has approved a new rule regarding AI-permitted (artificial insemination) sires. Starting Sept. 1, 2020, all AI-permitted sires must be tested for all known genetic abnormalities in addition to the established parent-verification requirement. Bulls which have been AI-permitted prior to Sept. 1 will be grandfathered into the rule change, so the new rule will only apply to bulls that become AI-permitted after Sept. 1.





2021 CONTEST ENTRY DEADLINE
NOVEMBER 1, 2020

2021 CONTEST DELIVERY DATE
DECEMBER 15, 2020

HRC FEED YARDS - SCOTT CITY, KANSAS

PRE-DELIVERY PROTOCOL:

- Weaned 45+ days
- 2 rounds of vaccinations (MLV)
- specific protocol available

Powered by BioZyme Inc.'s Feed the Future program, the NJHA Fed Steer Shootout is an industry-leading opportunity for NJHA members to gain invaluable industry education and experience. Contestants will collect feed yard performance and carcass data while gaining a broad knowledge of the cattle feeding and packing industries through a comprehensive educational contest.





ENTER & REVIEW GUIDELINES:
Hereford.org/youth/njha-fed-steer-shootout

2020 AHA Annual Membership Meeting and Conference

The American Hereford Association (AHA) recognizes that COVID-19-related restrictions may result in scheduling changes for the 2020 Annual Membership Meeting and Conference. The AHA is monitoring the fluidity of the situation and assures the membership the Membership Meeting and Board of Directors election will take place either in-person, virtually or through a combined format. At this time, the Membership meeting and election is scheduled for Saturday, Oct. 24, at the Loews Hotel in Kansas City, Mo. Please visit Hereford.org/events/annual-meeting/ for the latest announcements regarding the 2020 event.

"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!

ROTH HEREFORD FARM - COMPLETE DISPERSAL

Saturday, November 21, 2020 • 11:30 a.m.

Roth Hereford Farm • Windsor, MO

THEY ALL SELL! | *Herd Bulls, Pairs, Bred and Open Heifers, Embryos and Semen*



118 | P43886567

Sire: PRF 88X HIGH ROLLER 401B ET



162 | P43706618

Sire: HYALITE RESOURCE 331



1125Y | 43512392

Sire: STAR 8006 ENYETO 163M ET



4016B | P43491314

Sire: NJW 73S W18 HOMEGROWN 8Y ET



5094C | P43655399

Sire: NJW 73S W18 HOMETOWN 10Y ET



7036E | P43882007

Sire: MHPH 521X ACTION 106A



ROTH HEREFORD FARM

11466 NE Hwy J • Windsor, MO 65360

Carol Roth

660-694-2569 • Cell 660-351-4072

croth745@earthlink.net

Eddie, Mary, Lane & Levi

Cell 660-351-4126

Amy Phillips

Cell 816-878-7305

nothead1@aol.com

For Sale catalog contact: Dale Stith, Auctioneer/Sale Manager | 918-760-1550 | dalestith@yahoo.com

Update

Since the Open Hereford Show was cancelled at the Missouri State Fair, the Hereford Women of Missouri did not have a meeting. We will be holding our meeting Sunday morning before the Missouri Hereford Opportunity Sale, which will be December 6, 2020 at 10 a.m. The location will be the sale arena.

At this meeting, will be having an election of officers. We are currently seeking nomination of officers. Please reach out to our current officers if you are interested in holding an office for the Hereford Women of Missouri.

We are also asking for anyone who would like to volunteer to be in charge of the table decorations for the banquet on Saturday night. Please reach out to any of the officers if you are interested in volunteering.

We have received the cookbooks. We are currently selling them for \$15. We will have them at the banquet and Missouri Opportunity Sale.

If anyone would like one mailed to them, please contact Tonya Bagnell at Tbagnell6452@gmail.com.

We would like to remind everyone that we are taking applications for our annual scholarship. The application deadline is October 15, 2020, and you can find the application on the mohereford.org website.

The Hereford Queen Application deadline is November 1, 2020.

We hope that everyone is having a fun and safe summer.

Tonya Bagnell, Hereford Women of Missouri Secretary



Hereford Women Scholarships

The Hereford Women of Missouri awards a \$250 scholarship each year to a deserving high school and/or college student. Applications for the scholarship can be found on the website. This scholarship is funded by our fundraisers that we have at numerous times of the year. Our fundraisers include silent auctions at the annual banquet, 50/50 raffles at the state fair and collecting cans for the juniors and queen. Applications must be postmarked by Oct 15!

View and download the application online at mohereford.org

Hereford Women of Missouri Officers

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

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

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

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

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

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

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

Find us on 



Goey Butter Bars

This decadent dessert is something I love to serve. The urge to cut into them is great after coming out of the oven, but let them sit at least an hour and then cut into squares. They don't last long, so make sure you get one or two!

Ingredients

- 3 eggs, (one for dough and two for top cream cheese filling)
- 1 Butter Recipe Cake Mix
- 2 tablespoons vanilla (1 for crust and one for filling)
- 1 stick butter or margarine, melted but not heated hot (for crust)
- 1 cream cheese, 8 ounce
- 1 lb. powdered sugar (4 cups)

Instructions

1. Mix one box Butter Recipe Cake Mix with one egg, one melted stick of margarine or butter and one tablespoon of vanilla with a blender. The mixture will resemble cookie dough. Place this dough in a 9 x 13-inch pan and spread over the entire dish. Set dish aside.
2. Next mix in with a blender the cream cheese and remaining two eggs together with a blender. Add in one cup at a time of the powdered sugar until all is mixed together well. Add in additional one tablespoon of vanilla. Pour this mixture over the top of the cookie mixture in the 9 x 13-inch pan.
3. Place in the oven and bake for 30 minutes on convection baking element and 35 minutes on bake.
4. Take out of the oven and allow to cool completely before cutting or you will break up the bars.

This recipe can be changed up with any type of cake mix. I've used chocolate and Devil's Food cake mixes to make this dessert over the years. I think around Easter and spring, a carrot cake would be excellent to make these Goey Butter Bars.

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

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Hello everyone,

Even though things have been very different and a little difficult, it's been nice to be back with our show families, and back in the show ring again. The National Junior Hereford Association did an outstanding job making sure we were still able to have the 2020 Junior National Hereford Expo (JNHE), and Missouri was able to welcome Hereford juniors from all over to "Come Home to Herefords" in Kansas City. Congratulations to everyone on their successes in contests and in the show ring. Also, a big congratulations to Beau Ann Graves for being named Missouri's Outstanding State Exhibitor for the JNHE!

Be sure and join in on the Missouri Hereford Association virtual field day September 7-13. Don't forget to check out all the junior virtual contests going on at that time. There will be cash prizes given for each category! More information, contest rules, and entry forms can be found at <https://moherfords.org/events/>.

Wishing all the juniors an exciting and healthy school year!

Kinleigh Bolin, Missouri Junior Hereford Association Reporter



**Reminder about
Scholarship
Deadlines**

Missouri Junior Hereford Association
Missouri Hereford Association
Hereford Women of Missouri

Scholarships must be postmarked by
October 15, 2020

View and download applications
www.moherfords.org

Thank You for a Great Summer!

With the Missouri State Fair (MSF) in the books and school getting underway, fall is upon us. Despite a global pandemic, it's been a great year of showing and activities for our Missouri Junior Hereford Association (MJHA) members.

The MSF 4-H and FFA shows were a success due in part to the sponsors of the grand champion and reserve champion awards in each show. We would like to recognize these donors for their help to make the events a success:

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Cork Cattle Company, Wentworth, MO
JRE Livestock, Holt, MO
Voris Farms, Halfway, MO
Bagnell Farms, Slater, MO
Hancock Farms, Bolivar, MO

Missouri Junior Hereford Association Officers

President – Haleigh Ferguson

Vice President – Isaac Rhode

Secretary – Tory Miller

Treasurer – Taylor Miller

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

Reporter – Kinleigh Bolin

Fundraising Chair – Aiden Kleinman

Directors – Will Hendricks, Phillip Mueller, Gavin Rhode

Advisors –

Jeff & Susan Rhode

7765 NW Hwy NN, Stewartville, MO 64490

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

Susan.rhode@yahoo.com

Brad & Shannon Mueller

2045 PCR 520, Perryville, MO 63775

573-517-2999 • Muellers29@yahoo.com

Eddie & Mary Roth

1178 NE Hwy J, Windsor, MO 65360

660-351-4126 • rothconcrete3@gmail.com



The Missouri Junior Hereford Association elected new officers for 2020-2021.

Front row from left to right: President Haleigh Ferguson, Vice President Isaac Rhode, Treasurer Taylor Miller, Secretary Tory Miller, Reporter Kinleigh Bolin, Fundraising Chair Aiden Kleinman
Back row from left to right: Directors Will Hendricks, Gavin Rhode and Phillip Mueller

We also want to extend thanks to a group who works behind the scenes to support our MJHA members—the Hereford Women of Missouri. These ladies support our juniors by awarding a junior scholarship each year, managing the Missouri Hereford Queen program, keeping our juniors fed and watered at events throughout the year and always lending a helping hand when needed. If you are a mother, grandmother or aunt of MJHA members—or a lady involved in any way with Herefords in Missouri—please join the Hereford Women of Missouri and support the good work they do for our kids.

Don't forget to take part in the Missouri Hereford Association's Virtual Field Day, set for Sept. 7-13. Virtual contests will be offered to MJHA members of all ages, including a photo contest, virtual public speaking and a coloring contest. Scholarships will be awarded to the winners of these virtual events, so look for contest details on the MHA Facebook page and at www.moherfords.org. If you have questions about how to get involved, contact Mary Beth Ray or Jocelyn Washam.

Jeff and Susan Rhode, Missouri Junior Hereford Association Advisors

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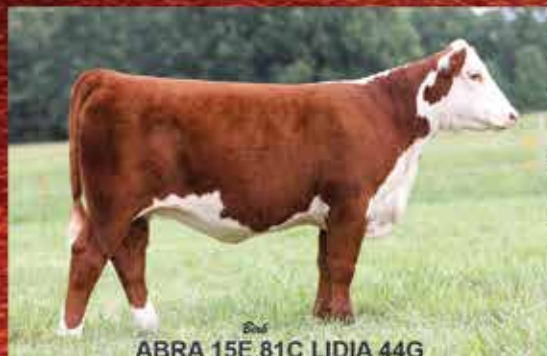
Fall Online Sale

Females and Frozen Genetics

Tuesday, Oct. 6, 2020

Close out at 7 PM smartauctions.co

Featuring 6
Munson D



ABRA 15E 81C LIDIA 44G

Reg: 44092465 | DOB: 11/12/2019 | Polled
Sire: AH JDH MUNSON 15E ET
Dam: ABRA 26U CANDY 81C ET
CE: 4.4 BW: 2.6 WW: 49 YW: 85 MM: 26 CHB: \$125



ABRA 15E 113 JEWEL 54G ET

Reg: 44092483 | DOB: 12/10/2019 | Polled
Sire: AH JDH MUNSON 15E ET
Dam: H H JEWEL 113 ET
CE: 4.1 BW: 1.7 WW: 49 YW: 79 MM: 25 CHB: \$126



Due to the unt
Munson, there i
available. Don't mi
to own one of

Fall Open Munson Heifers



ABRA 15E 17D HEIDI 43G

Reg: 44092464 | DOB: 11/12/2019 | Polled
Sire: AH JDH MUNSON 15E ET
Dam: ABRA 3B BELLA 17D
CE: 3.5 BW: 1.4 WW: 55 YW: 91 MM: 29 CHB: \$126

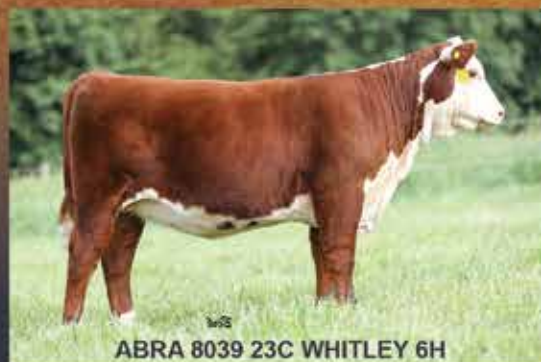


ABRA 2296 57C KELLEY 3H

Reg: 44125226 | DOB: 02/09/2020 | Horned
Sire: UPS SENSATION 2296 ET
Dam: ABRA 16A KELLEY 57C ET
CE: -0.6 BW: 4.0 WW: 53 YW: 86 MM: 30 CHB: \$108

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ABRA 8039 23C WHITLEY 6H

Reg: 44124717 | DOB: 02/09/2020 | Polled
Sire: 2TK PERKS 5101 CADILLAC 8039ET
Dam: ABRA 0109 RED LADY 23C ET
CE: -1.3 BW: 3.8 WW: 61 YW: 97 MM: 23 CHB: \$121



ABRA 33Z

Reg: 44124697 | DOB: 02/09/2020 | Polled
Sire: JDH VIC
Dam: ABRA 8
CE: 1.9 BW: 3.3 WW: 5

outstanding
daughters



timely death of
s limited semen
ss the opportunity
his daughters!

Open House

October 3 • 10 a.m. – 3 p.m.
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ABRA 15E 3D AMANDA 17H

Reg: 44124696 | DOB: 02/15/2020 | Polled
Sire: AH JDH MUNSON 15E ET
Dam: ABRA 16A ASHLEY 3D ET
CE: 5.3 BW: 1.5 WW: 48 YW: 79 MM: 28 CHB: \$118



ABRA 15E 33B ROSIE 13H

Reg: 44124726 | DOB: 02/15/2020 | Polled
Sire: AH JDH MUNSON 15E ET
Dam: ABRA 88X RUBY 33B ET
CE: 4.0 BW: 1.9 WW: 55 YW: 89 MM: 29 CHB: \$138

Spring Open Munson Heifers

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including
rare semen and
embryo packages



ABRA 15E 2B ROSE 14H

Reg: 44124694 | DOB: 02/15/2020 | Polled
Sire: AH JDH MUNSON 15E ET
Dam: ABRA 8050 JOY 2B ET
CE: 3.5 BW: 1.6 WW: 49 YW: 77 MM: 27 CHB: \$125

Two Bred Heifers *consigned by Biglieri Farms*



4B HOPE 18H

OB: 03/01/2020 | Polled
TOR 719T 33Z ET
8050 FAITH 4B ET
9 YW: 95 MM: 32 CHB: \$115



BIG 722 LOLA 6G

Reg: 44059484 | DOB: 02/01/2019 | Polled
Sire: F FINAL TEST 722
Dam: BIG 414Z LOLA 2E
Bred AI to /S Mandate 68589 - heifer calf due 1/15/21



VMHG NOTICABLE 902G

Reg: 44166166 | DOB: 02/26/2019
Sire: CHURCHILL KICKSTART 501C ET
Dam: VMHG NOTICABLE E501 ET
Bred AI to BR Belle Air 6011 - due 1/17/21

84TH ANNUAL OZARK EMPIRE FAIR

Open Show | Aug. 8, 2020 | Springfield, MO | Judge: Mark Core • Pleasantville, IA



Grand Champion Heifer

BPH WRBU 2296 Fiona 548F

0/5/2018 : Sire - UPS Sensation 2296 ET

Cort Hardy, Diamond, Mo - Butler Polled Herefords, Republic, MO



Grand Champion Bull

APH 4356 Colorado 15C

2/23/2019 : Sire - R Excitement 4356

Aufdenberg Polled Herefords, Jackson, MO - Butler Polled Herefords, Republic, MO



Grand Champion Cow-Calf

SULL Harley Miles 8279F ET

DOB : Sire - C Miles McKee 2103 ET

Krista Allscheid, Waterloo, IL



Reserve Champion Heifer

BPH ORCC 2296 Gabrielle 3033C

1/12/2019 : Sire - UPS Sensation 2296 ET

Will Hendricks/Butler Polled Herefords, Republic, MO - Open Range Cattle Co



Reserve Champion Bull

FBF RJL 22C Dealer 1822

1/16/2018 : Sire - Playmaker

Brayden Drum and MC Marketing, Dyer, TN



Reserve Champion Cow-Calf

SULL Harleys Girl 8274F ET

DOB : Sire - C Miles McKee 2103 ET

Cassie Allscheid, Waterloo, IL

Premier Exhibitor: Miller Herefords, Lebanon, MO

Top Exhibitor Herdsman: Taylor and Tory Miller, Lebanon, MO

OEF Results Photos from Empire Imagery www.theempireimagery.com

84TH ANNUAL OZARK EMPIRE FAIR

Junior Show | Aug. 7, 2020 | Springfield, MO | Judge: Ryan Sweeney • Stillwater, OK



Grand Champion Heifer & Reserve Supreme B&O Heifer
Corks ARK Grace 4100 1930ET
10/12/2019 : Sire - Advance 628_
Atley Kleinman, Wentworth, MO



Grand Champion Bull
Rockin P Newt 901G
1/3/2019 : Sire - CRR 719 Catapult 109
Ranae Poole, Windyville, MO



Grand Champion Cow-Calf
SULL Harleys Girl 8274F ET
2/25/2018 : Sire - C Miles McKee 2103 ET
Cassie Allscheid, Waterloo, IL



Reserve Champion Heifer
BPH ORCC 2296 Fancy 5850F
10/3/2018 : Sire - UPS Sensation 2296 ET
Payton Dunn, Republic, MO



Reserve Champion Bull
TAR 20F Blue Marlin 1H
1/10/2020 : Sire - Boyd 31Z Blueprint 6153
Rhett McMillen, Walnut Grove, MO



Reserve Champion Cow-Calf
SULL Harley Miles 8279F ET
3/18/2018 : Sire - C Miles McKee 2103 ET
Krista Allscheid, Waterloo, IL

Junior Showmanship:
Paige Henderson, Buffalo, MO

Senior Showmanship:
Cassie Allscheid, Waterloo, IL

Top Junior Exhibitor Herdsman:
Krista and Cassie Allscheid, Waterloo, IL

Membership News

Missouri Junior Receives Achievement Award

Outstanding Hereford youth were awarded numerous scholarships during the 2020 VitaFerm® Junior National Hereford Expo (JNHE) in Kansas City, Mo. The Hereford Youth Foundation of America (HYFA) and the National Hereford Women (NHW) awarded \$25,000 alone at this year's JNHE, and will award a total of \$200,000 in 2020 to deserving junior members to aid in their academic endeavors.

The sixth grade prospect award winner was Kristin Waters, Norborne, Mo. Kristin, 11, is the daughter of Glen and Kyla Waters. She has been a member of the NJHA since 2013. She has been involved in several leadership activities on the state and national levels. At the JNHE, Kristin has participated in the judging, speech and prepared public speaking contests.



Prospect Award winners are (l to r): Third grade – Jarrett Worrell, Mason, Texas; Fourth grade – Faith Benedict, Dewey, Ill.; Fifth grade – Brady Jones, Darlington, Wis.; Sixth grade – Kristin Waters, Norborne, Mo.; Seventh grade – Kendall Boatman, Rockford, Ill. Also pictured presenting the awards (l to r) are: National Hereford Women (NHW) ex-officio Erin Lockhart, National Hereford Queen Melanie Fishel and NHW secretary Amy Taylor.

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Missouri Junior Brings Home National Champion Showmanship Honors

Claiming the junior division champion showmanship title at the 2020 VitaFerm® Junior National Hereford Expo (JNHE) in Kansas City, Mo., was Beau Ann Graves, Chillicothe, Mo.

When Beau Ann was three-years-old, she began showing pigs and rabbits, and by the time she was seven, she had her first Hereford heifer. She's loved showing the cattle ever since.

During the JNHE showmanship contest, Beau Ann remembers how she felt when continuing to advance to the next rounds.

"Each time I was picked, I would think, 'one more round, one more round,' and then give my heifer Wayline a pep talk that we could do it together," said Beau Ann. "When they were placing the top 10 showman, the numbers started getting smaller, and I was still standing out there."

Beau Ann says when she was selected it was a very happy moment, hard to even put into words.

"I couldn't wait to see my mom and dad's smile and hug them," she said.

Beau Ann put a lot of time into preparing for showmanship at home. She's in the barn everyday starting first thing in the morning and lasting until after dark. She calls the show barn her "happy place." She practices with

her show heifers everyday at home, setting them up, walking them around and putting a show halter on them. She explains that it all gets them used to doing stuff when you are at the show.

In talking to other juniors, Beau Ann shares that no matter what, "keep going and never stop showing, even when it's hard."

Top 10 junior showmen, in order from left to right: Beau Ann Graves, Chillicothe, Mo.; Kendall Boatman, Rockford, Ill.; Fallon Gohr, Madras, Ore.; Kade Boatman, Rockford, Ill.; Jillian Emerson, Prairie Grove, Ark.; Grady Carter, Stratford, Okla.; Claiborne Perry, Madison, Miss.; William Meinhardt, Marysville, Kan.; Cashley Chambers, Pueblo, Colo.; and Lilly Edwards, Marion, Ind.





The 2020-21 NJHA board includes (front row, left to right) communications chair Bailey Morrell, Willows, Calif.; vice-chairman Abigail Spindle, Moriarty, N.M.; chairman Montana Lawrence, Princeton, Minn.; Brooklyn Adam, Lathrop, Mo.; Samuel Lawrence, Avilla, Ind.; Ralston Ripp, Kearney, Neb.; (second row, left to right) Lauren McMillan, Tiskilwa, Ill.; JW Cox, Flemingsburg, Ky.; leadership chair Luke Daniels, Dalhart, Texas.; fundraising chair Noah Benedict, Dewey, Ill.; membership chair Wyatt Lawrence, Princeton, Minn.; Libby Ruston, Waverly, Tenn.

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Reg: 43591829 | DOB: 03/09/2015

Homozygous Polled

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(P44162880)

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Tag 2091 | Horned | DOB: 01/12/2020
Sire: PYRAMID 3027 DOMINO 1109

Champion Heifer Calf
2020 Ozark Empire Fair
Open Hereford Show



Tag 5002 | Polled
Sire: H FHF PR



Tag 6553 | Scurred | DOB: 10/04/2018
Sire: BPH 064 TOP GUN 0033B
Due 2-10-21 to APH 4356 Colorado 15G - the 2020
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The complete
posted online by



Bidding opens on 9-
closes at 7:00 p.m.

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2020 Ozark Empire Fair
Open Hereford Show



Tag 506 | Polled | DOB: 01/06/2020
Sire: TH 13Y 358C BOTTOM LINE 206E

Offering will be
August 31, 2020!

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a. race-horse style



Tag 7315 | Horned | DOB: 12/02/2019
Sire: BPH ORCC 88X EL CHAPPO 4029E

Join us for an Open House Weekend!
Saturday, Sept 5

View the sale offering after 5 PM until dark | Hamburger feed at 6:30 PM!

Sunday, Sept 6 & Monday, Sept 7

Call Joel 417.838.3665 or Jimmie 417.838.4095 to schedule a time to view the offering

Membership News

Bray Obituary

Albert Bray, Jr., age 84, of Belle, Missouri, passed away Monday, June 29, 2020 at Gasconade Manor Nursing Home in Owensville, Missouri, surrounded by family and friends. He was born December 15, 1935 in St. James, Missouri, to Albert and Grace (Love) Bray. He grew up on the farm outside of Belle and graduated from Belle High School in 1953.

Albert married Naomi Kraenow on June 1, 1957 and together they resided on the family farm. Two daughters were born to this union, Donna Kay and Dawnette Ann. Albert was a longtime member of the Zion Evangelical Free Church in Bland, Missouri.

Albert was very active in the Belle fair, and he served on the board for 48 years putting in many long hours before, during, and after the fair. He started out young, following after his father, who helped establish the 1st Belle fair. He was the District Sales Manager and later the Missouri Turkey specialist for the Ralston Purina Company and retired from Purina after 28 years.

Albert was a lifetime farmer, taking over the family farm at age 15, after his father passed. He took pride in helping other young farmers learn about cattle farming, and taught his daughters to put up hay

and take care of the cattle at young ages. He showed cattle at many fairs throughout his life. His love of animals and cattle farming was passed on to his kids, grandkids, and great-grandkids.

Albert and Naomi also loved to travel. Although Albert worked sun-up to sun-down, he managed to take his family on a two week vacation almost every summer. Later they traveled on many trips with his Purina family and friends, and for the past 22 years have been snowbirds, spending four months at their winter home in Mission, Texas.

Albert is survived by his wife of 63 years, Naomi, and his daughter Donna Campbell with her husband Rocky of Belle; granddaughter Jessi Foust with her husband Justin of St. James; grandson Tyler Campbell and his wife Tommi of Belle; great grandchildren Jake Foust, Jaci Foust and Tatyn Campbell; stepsister, Chalice Glenn of Albuquerque, New Mexico; stepbrother Willis Glenn with his wife Cora of Daytona, Florida; and step sister-in-law Betty Glenn of Springfield, and several step nieces and nephews, and many, many close friends.

Albert was preceded in death by his parents, stepfather Lawrence Glenn, daughter Dawnette, brother Edward and sister Lucille, step-brother Blanton Glenn and step-brother-in-law Bill Gibson. Expressions of sympathy may be made to the family or to the Old Bland Cemetery.

Submit Around the Barn *stories and membership news to*
Rural Route Creations



Good luck this
fall Missouri
Juniors!

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Sire: JS MANDATE 66589 ET



MEAD R447 HOMETOWN T1275

BD: 08/16/2019 • Reg P44165901

Sire: MEAD 10Y HOMETOWN R447 ET



Mead T779 of 212B Q051

BD: 02/15/2019 • Reg P44049819

Sire: LJR MSU 6Y Bear 212B



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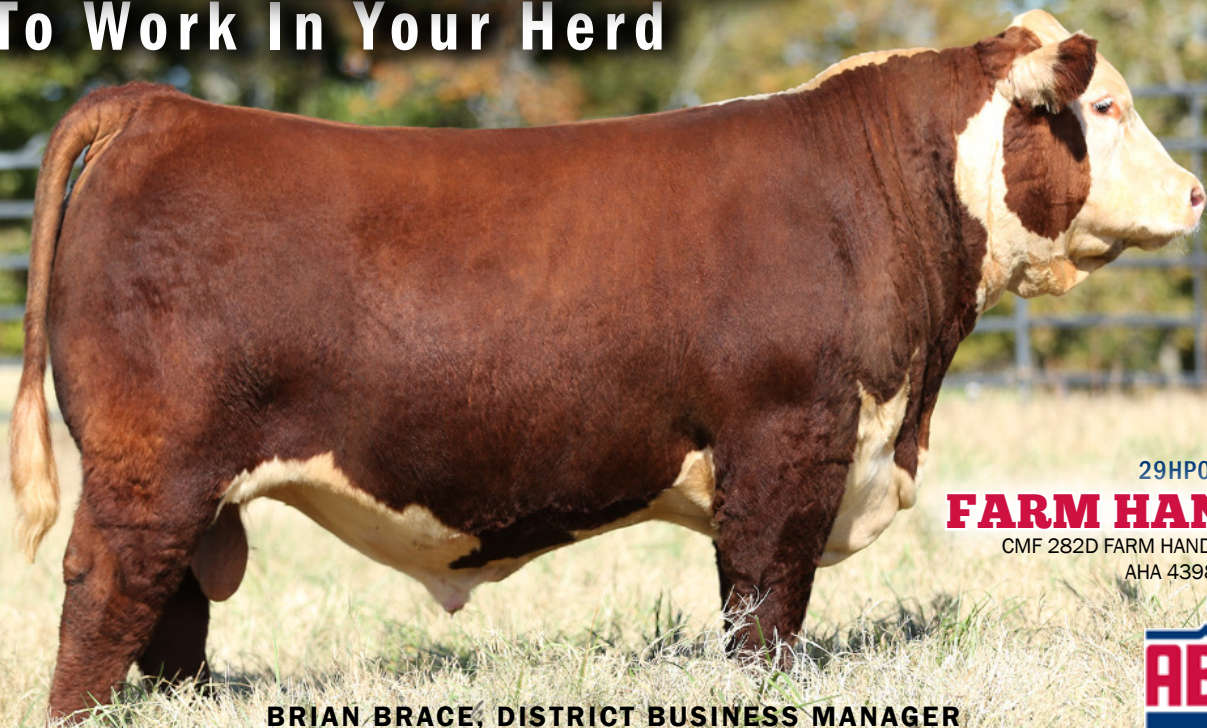
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Steinbeck's Historic and Forward-Thinking Approach

Conscience, hardworking and forward thinking have been the backbone of Steinbeck Farms of East Central Missouri. Rick and Laurie Steinbeck own 400 acres 18 miles south of Hermann, Missouri, renting an additional 450 acres to run registered Hereford and Red Angus as well as commercial cattle. The diversified farm also features corn and soybeans.

Hereford cattle date back to the mid 1940s for the Steinbeck family farm. Rick recalls acquiring his first Hereford heifer while he was in grade school. Many can relate to a start with Hereford cattle at an early age due to their easy docility.

The summer months have always been cherished outside and in 1980 at the Stony Hill Church picnic, it was there that Rick met Laurie, his soon-to-be bride.

Their main farm and residence were purchased in 1984, at the

time having 10 cows and 12 calves. Several of the foundation cows were purchased from Master Key Place in Fulton, Missouri.

The couple had two children, Eli, a petroleum engineer who now lives in Oklahoma City, with his wife Erika and son, Everett, and Hannah, a registered clinical dietician who resides with her husband Mike in Charleston, South Carolina.

Rick's father, Vernon, and brother, Ken, have nearby farms as well maintaining commercial cow herds and F1 commercial heifers.

With their start in Herefords, Rick and Laurie added the Red Angus herd in 2002.

"They seem to compliment the Hereford operation very well," said Rick. "With our small labor force, the docile nature of both breeds is very important."

For the farm, being able to compare the two breeds for strengths and weaknesses has been a good way to improve on both. The red baldy commercial calf has been extremely marketable selling animals privately.

Also, the farm has a small group of red baldy and Hereford steers placed at Net Worth Feeds and Feeding south of Rolla for their backgrounding program. Later, they will be sent to a feed yard in Kansas, and by maintaining ownership throughout, the carcass data back will help provide future breeding decisions.

Vernon recently sold a group of steers both red and black hided, receiving top dollar for their weight range with no discrimination on hide color.

"Steinbeck's cattle have been shown to have more value through our feeding process than they would generally have through a local sale barn," said Net Worth Feeds and Feeding owner and operator Frank Barnitz.

Rick and Laurie have been backgrounding steers with Net Worth Feeds and Feeding for three years, taking advantage of their marketing program for Hereford

influenced cattle. The carcass data received back after harvest has been beneficial to the farm's breeding decisions, correlating the carcass EPDs of selected sires and females in the herd, to generate the best genetics both marketable to the commercial cattleman and through maintained ownership of their own feeder calves.

"Rick's inquisitive about all aspects of his cattle," said Barnitz, "including cattle marketing in general."

Conscience-minded about their cattle and customers has made Steinbeck Farms a success over the decades the couple has been in business.

In 1990 Rick and Laurie found the cattle they were raising were not adapting well to fescue, so Victor influenced cattle were introduced to the herd. These cattle were purchased from Dale Lacy and JMS Polled Herefords with descendants of these cattle still remaining in the herd today.

Furthermore, both their Hereford and Red Angus herd sires must have slick hair coats in order to thrive on fescue. After considering this, feet and confirmation serve as key factors in sire selection. EPDs don't have to be extreme but certainly must be in an acceptable range to meet the farm's needs. For marketing offspring, sires chosen need to have the right cosmetics, meaning pigment and preferable dark red hair coats. The farm has been able to more easily make these selections through 60 to 70 percent artificial insemination with embryo transfer also occasionally being utilized.

The Steinbecks have marketed cattle through the Show Me Classic Sale since 2011, with this fall being the first exception due to the Roth Hereford Farm dispersal. In April, a group of eight to 10 bulls as well as a few replacement and commercial females have been sold through the Show Me Classic Bull Sale. Moreover, the farm has consigned to the Missouri Opportunity Sale, the Missouri Red Angus Sale and the Central Missouri Polled Hereford Association Sale.

A majority of cattle marketing is done so privately off the farm.

"Our favorite way to market our cattle has been private treaty," said Rick. "We usually sell 25 to 30 bulls annually off the farm as well as any additional purebred females and commercial crossbred heifers that we aren't able to maintain in our own herd."

A large majority of their customers are repeat buyers usually from within a 100-mile radius. The farm has also participated in three Missouri Hereford Association (MHA) field days over the years, seeing the direct results of selling cattle from this event.



In early April with COVID-19 in full swing, Rick noted that certainly this kept people from attending sales. However, the farm's private sales have been in higher demand than ever before.

"It did take a while to get used to not shaking hands with customers," said Rick.

Pictures and videos sent to prospective buyers has gotten to be more of a common practice than before the pandemic. Although Laurie works in accounting for an essential manufacturing facility, she's been working primarily half days since the onset of the pandemic.

"She calls it practicing for retirement," laughs Rick. "The cattle operation gained a part time worker with her spending mornings at home."

Rick and Laurie enjoy taking road trips to see their kids with the occasional cattle visit along the route. Rick currently is serving his second term on the MHA board of directors, with his first term in the 1990s. In the past, he's also served on the board of the Gasconade County Fair and as 4-H livestock advisor to his kids, nieces and nephews, and is on the local MFA board of directors.



Top Right: Rick and Laurie Steinbeck own and operate Steinbeck Farms south of Hermann, Missouri.

Left: With one grandson Everett, the family had a big first birthday celebration last September. Left to right is Mike and Hannah Rettaliata, Laurie, Rick holding Everett Steinbeck, Eli and Erika Steinbeck.

Bottom Left: Prominent Hereford cow FTF Fabulous 181Y with 6-month-old heifer sired by NJW 79Z Z311 Endure 173D grazes at Steinbeck Farms.

Bottom Right: With two breeds, the farm also utilizes a Red Angus program. This foundation cow poses with her 7-month-old bull calf sired by Genex sire 3SCC Domain A163.



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7 FALL YEARLING HEIFERS • 8 SPRING HEIFER CALVES

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MHA

Mo Hereford Association

Due to the unforeseen circumstances of COVID-19 and to protect the safety of Missouri Hereford members, the field day will be virtual this year! We hope you can join in the fun and learn through virtual interactive presentations and educational videos!



INTERACTIVE ZOOM

Presentation Schedule



REGISTER NOW!

Visit moherefords.org/events to register
EARLY for the zoom presentations.

To register for each night, click the registration link and you will be prompted to fill out your information. Once completed, you will receive a confirmation email with the presentation details to participate.

YOU MUST REGISTER FOR EACH NIGHT SEPARATELY!

Instructions for using Zoom are also located on
moherefords.org/events

Tuesday | September 8 | 7:30-8:30 PM

Meeting ID: 843 1431 0102

*Samantha Riley, MBIC

Topic: Beef Check-off and Cooking Beef in an Instapot

*Luella Gregory, MBIC

Topic: Mo Beef Mo Kids

*Dr. Jordan Thomas, University of Missouri

Topic: Improving Fertility in Beef Herds With
New Reproductive Technology

Wednesday | September 9 | 7:30-8:30 PM

Meeting ID: 872 9708 8927

KIDS NIGHT!

*Brooklyn Adam, NJHA Board Member

Topic: Scholarships, Leadership Opportunities, Getting Involved

*Blaine Rodgers, VitaFerm Topic: Show Animal Nutrition

Wednesday | September 9 | 7:30-8:15 PM

Meeting ID: 880 1061 5529

*Neogen - Rick Pfortmiller Topic: The Value of Genomics

Thursday | September 10 | 7:30-8:30 PM

Meeting ID: 848 7816 7530

*Amari Seiferman, CHB President and CEO

Topic: Certified Hereford Beef Update

*Dr. Jason Shumaker, Dr. Mindy Hurt

Topic: Pinkeye and Vaccination Strategies
Using Autogenous Vaccine

Sunday | September 13 | 7:00-7:30 PM

Meeting ID: 863 7972 6283

Mary Beth Ray - Virtual Field Day Re-Cap and Door Prizes
+ Grand Prize Announcement

DOOR PRIZES YOU DON'T WANT TO MISS!

To be eligible for all door prizes
and grand prizes, you must:

1. Register AND participate in zoom presentations.
For each night you participate, you get your name
entered into the drawing.
2. Show interaction on the Missouri Hereford
Facebook page throughout the week of Sept
7-13 (liking, commenting, sharing information).

DOOR PRIZES INCLUDE:

Neogen GGP Tumbler Mugs (2)

Neogen Igenity Tumbler Mugs (2)

Neogen Coffee Mugs (2)

Two sets: Allflex Gun and TSU 10 Pack

\$50 The Hoof Steakhouse Gift Certificate

Two MBIC Gift Baskets

Instapot

Shop Hereford Gift Card \$100 (2 gift cards)

Shop Hereford Gift Card \$50 (4 gift cards)

MFA: 100 lb Mineral Certificate (5 certificates)

MFA: 100 lb Range Cubes Certificate (2 certificates)

MFA \$25 Break Time Gift Card (2 gift cards)

MFA Agriservice \$25 Gift Card (2 gift cards)

VitaCharge Prize Pack
(vitacharge gel, climate control & clench)

\$50 Walmart Gift Card (2 gift cards)

\$50 Orscheln Gift Card (2 gift cards)

\$50 Amazon Gift Card (2 gift cards)

Two Pistol Grip Syringes

NJHA Apparel

TWO GRAND PRIZES:

CJ Brown Hereford
Framed Print

(\$300 value)

"Herefords at White Rock"



\$300 VISA GIFT CARD

EDUCATIONAL VIDEO *Presentations*

Videos will be shared on the Missouri Hereford Association Facebook page throughout the week! Make sure to view and learn!

Mary Beth Ray, District 3 Director, Paris, MO
MHA Virtual Field Day Welcome

Keith Thomas, The Hoof Steakhouse, Madison, MO
Topic: Local Family Steakhouse Serving CHB

Mark Reynolds, Country Meat Shop, Moberly, MO
Topic: Selling Quality Meat for a Fair Price During the Pandemic

Dr. Sara Thomas, Paris Vet Clinic, Paris, MO
Topic: Fetal Aging and Sexing in Cattle With Ultrasound

MFA, Inc.

David Moore, Range and Pasture Specialist

Adam Jones, Conservation Specialist

Topic: Corteva Products for Pasture Management

Matt Reynolds, MHA Secretary/Treasurer

Topic: 2020-2021 Missouri Hereford Association Membership Directory

Amy Phillips, MHA President

Topic: 2020 MO Opportunity Sale and Annual Meeting/Banquet

Mike John, Huntsville, MO

Matt Reynolds, Huntsville, MO

Joe Rickabaugh, American Hereford Association

Topic: Commercial Cattlemen Using the National Reference Sire Program and Embryo Transfer to Put a White Face on Their Cowherd

Ray Herefords, Paris, MO

Farm Highlight Video

Nation Polled Herefords, Vandalia, MO

Farm Highlight Video

Keithley-Jackson Herefords, Frankford, MO

Farm Highlight Video

Jocelyn Washam, MHA Website & Facebook, Newsletter

Topic: Update on Missouri Hereford Association Website, Facebook, and Newsletter

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Missouri Beef Industry Council

Paris Vet Clinic

American Hereford Association

Rural Route Creations

The Hoof Steakhouse

Neogen

Keithley-Jackson Herefords

Nation Polled Herefords

Ray Herefords

Dee and Shirley Sokolosky

Questions? Please contact

Mary Beth Ray 573-721-1769

Jocelyn Washam 417-838-5546

Visit www.moherfords.org
for more information

JUNIOR VIRTUAL CONTESTS

Photography Contest

4 age divisions (as of Jan 1, 2020):

pee wee 7-9, junior 10-13, intermediate 14-17, senior 18-21

CASH PRIZES: 1st place \$50, 2nd place \$30, 3rd place \$20 in each age division. Grand Prize \$100 - awarded to one of the 1st place winners in a particular age division.

Public Speaking Contest

4 age divisions (as of Jan 1, 2020):

pee wee 7-9, junior 10-13, intermediate 14-17, senior 18-21

CASH PRIZES: 1st place \$50, 2nd place \$30, 3rd place \$20 in each age division. Grand prize: \$100 - awarded to one of the 1st place winners in a particular age division.

Coloring Contest

Open to all kids ages 5-8 years old

Each participant will receive a prize!

Sweepstakes Contest

Age 14-17 \$500 scholarship: sponsored by Zoetis

Age 18-21 \$500 scholarship: sponsored by Sydenstricker Nobbe

Open to ages 14-21 as of Jan 1, 2020

To be eligible, juniors must participate in all of the following: Photo Contest, Speech Contest, and actively participate in Kid's Night Zoom (Sept 9) with appropriate questions, comments, etc. Juniors are also encouraged to participate (but not required) in the adult Zoom sessions on Sept 8 and Sept 10.

INFORMATION AND ENTRY FORMS

can be found online at moherfords.org/events

CONTEST ENTRY DEADLINE: SEPT 1, 2020

No late entries!

2020 MISSOURI STATE FAIR

Junior 4-H and FFA Show | Aug. 15, 2020 | Sedalia, MO | Judge: Ron Moore • Jerseyville, IL



Grand Champion 4-H Heifer
MH 5280 MISS TIME 9034 ET : 03/21/2019
Sire - CRR 5280
Tory Miller, Lebanon, Missouri



Grand Champion 4-H Bull
BB 6153 FIRST DRAFT 128G : 09/15/2019
Sire - BOYD 31Z BLUEPRINT 6153
Payton Henderson, Buffalo, Missouri



Grand Champion 4-H Cow-Calf
MCM 6077 LEXA 805F ET : 03/01/2018
Sire - C DOUBLE YOUR MILES 6077 ET
Trenton Edwards, Wright City, Missouri



Reserve Grand Champion 4-H Heifer
JB MC MALLOY'S 1932 ET : 05/24/2019
Sire - H MONTGOMERY 7437 ET
Nora Kate McCaugh, Carrollton, Missouri



Reserve Grand Champion 4-H Bull
PL 63A GARRISON 8G : 09/04/2019
Sire - NJW 135U 10Y HOMETOWN 63A ET
Sam Peterson, Mountain Grove, Missouri



Reserve Grand Champion 4-H Cow-Calf
LJR MSU WILLA 79F : 02/21/2018
Sire - LJR MSU 10W AMBUSH 206A
Charli Howard, Dora, Missouri



Grand Champion FFA Heifer
BPH WRBU 2296 FANCY 518F ET : 10/03/2018
Sire - UPS SENSATION 2296 ET
Brayde Adam, Lathrop, Missouri



Grand Champion FFA Bull
CRUT WILLIE 928F ET : 09/28/2018
Sire - MH 122L PROPHET 5108 ET
Lauren Crutsinger, Whitewater, Missouri



Grand Champion FFA Cow-Calf
AC HOPE 4002 ET : 10/12/2014
Sire - NJW 98S R117 RIBEYE 88X ET
Mary Grace Warden, Halfway, Missouri



Reserve Grand Champion FFA Heifer
VBCC GRACE 910 ET : 09/10/2018
Sire - LCC FBF TIME TRAVELER 480
Cade Shepherd, Mt. Vernon, Missouri



Reserve Grand Champion FFA Bull
VBCC RANCHERO 08G ET : 09/10/2019
Sire - CRR 719 CATAPULT 109
Cade Shepherd, Mt. Vernon, Missouri

SHOWMANSHIP WINNERS

4-H Junior Show

Bau Ann Graves, Chillicothe, Missouri
Sam Peterson, Mountain Grove, Missouri

FFA Junior Show

Mary Grace Warden, Halfway, Missouri

SHOWMANSHIP AWARDS

sponsored by the Hereford Women of Missouri

2020 MISSOURI STATE FAIR

Junior Steer Show | Aug. 18, 2020 | Sedalia, MO | Judge: Chris Mullinix • Manhattan, KS



Grand Champion 4-H Steer
Isabela Rojas
New Boston, Missouri



Reserve Grand Champion 4-H Steer
MO Bred, Born & Raised Champion 4-H Steer
Kaden Roberts
Niangua, Missouri



Grand Champion FFA Steer
MO Bred, Born & Raised Champion FFA Steer
Avery Schiereck
El Dorado Springs, Missouri

MO Bred, Born & Raised Reserve Champion 4-H Steer
Tatum McClothlin
Richmond, Missouri
(not pictured)

The Missouri Hereford Association
is on FACEBOOK!

Like the page at www.facebook.com/moherefordassociation

Keep up-to-date with upcoming deadlines,
events and news by following the page!



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Events & Deadlines

SEPTEMBER

- SEPT 2** Walker Herefords Foundations for the Future Sale
Morrison, Tennessee
- SEPT 7-13** Missouri Hereford Association Virtual Field Day Event
Facebook and Zoom
Info on moherfords.org
- SEPT 7** Butler Polled Herefords-Open Range Cattle Co. Maternal Excellence Online Sale
- SEPT 10** Hereford Youth Foundation of America Fall Scholarship Deadline
- SEPT 12** Lorenzen Farms - Striving for Integrity Sale
Chrisman, Illinois
- SEPT 12** Missouri Opportunity Sale Entry Packets Mailed
- SEPT 19** Central Missouri Polled Hereford Breeder's Association Sale
Cuba, Missouri
- SEPT 20** Lowderman Cattle Co. Illini Top Cut 2020 Sale
Macomb, Illinois
- SEPT 26** Missouri Opportunity Sale Entry Deadline by U.S. Mail (postmarked)
- SEPT 27** WMC Cattle Co. - Ladies of the Ozarks Vol. II Sale
Wasola, Missouri

OCTOBER

- OCT 3** Missouri Hereford Association Board Meeting
Springfield, Missouri
- OCT 3** Journagan Ranch Missouri State University Production Sale
Springfield, Missouri
- OCT 4** Badger Southern Select Sale
Burlington, Wisconsin
- OCT 6** Abrakadabra Cattle Co. & Guests Female and Frozen Genetics Online Sale
- OCT 10** Bonebrake & Guest Female Sale
Strafford, Missouri
- OCT 13** Thompson Herefords Online Production Sale
- OCT 15** MHA, MJHA Investment, Hereford Women Scholarship Deadlines
- OCT 18** Reynolds Herefords Annual Production Sale
Huntsville, Missouri
- OCT 22** Jensen Bros. - The Chosen Sale
Louisburg, Kansas
- OCT 24** American Royal Junior Hereford Show
Kansas City, Missouri

- OCT 24** Mead Farms Production Sale
Versailles, Missouri

- OCT 25** American Royal Open Hereford Show
Kansas City, Missouri

NOVEMBER

- NOV 1** Nomination deadline for MHA 2020 awards
- NOV 1** WMC Cattle Co. & Guests Inaugural Bull Sale
Springfield, Missouri
- NOV 21** Roth Hereford Farm Complete Dispersal
Windsor, Missouri

DECEMBER

- DEC 5** Missouri Hereford Association Annual Meeting and Banquet
Sedalia, Missouri
- DEC 6** Missouri Opportunity Sale
Sedalia, Missouri

Visit
www.moherfords.org
for more dates!



November ISSUE

Ad Space &
Material Deadline
Sept 21

Camera Ready-
Ad Submission
Sept 25



Homo Polled, Dark Red & Fully Pigmented

HERD SIRE FOR HATCHEE CREEK FARMS

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Central Missouri Polled Hereford
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September 19, 2020

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December 6, 2020



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VYTELLE, GROWSAFE COMBINE TO CREATE LEADER IN BOVINE BIOTECHNOLOGY

Vytelle and GrowSafe Systems, Ltd. announced July 14, 2020, the combining of their companies with the aim of accelerating genetic advances in bovine biotechnology. The companies will operate as a single precision livestock company under the Vytelle brand to drive the mission to meet the global demands for producing more high-quality protein, more sustainably, and with more profit potential for cattle producers. Both companies are owned by UK-based Wheatsheaf Group.

"By uniting two of the most forward-thinking businesses in the cattle industry, we will help ensure that meat and milk are viable and competitive food choices for generations to come," commented Dr. Alan Barton, Operating Advisor Wheatsheaf Group and Chairman of the Board for Vytelle.

Kerryann Kocher has been named Vytelle's new Chief Executive Officer, bringing decades of experience in animal health, feed ingredients, and protein production to the company.

"With the world literally hungry for protein, and the recognition that our industry must meet rising food demand while reducing resource intensity, there is a clear need to integrate precision livestock technologies and support our customers in their production of sustainably sourced meat and milk," said Kocher.

With the combined capabilities of the new Vytelle, cattle producers will be able to convert individual animal performance data into genetic progress faster than ever before. Linking genetic insights available only through GrowSafe's proprietary efficiency database with breakthrough IVF technology, Vytelle's customers around the world will be able to shorten the interval between elite animal identification and optimal marketing of those genetics within the beef and dairy value streams.

"Identifying resource-efficient animals is a key challenge for cattle producers, and breeding to perpetuate resource-efficient traits in a far shorter timespan than traditional methods improves producer profitability and sustainability," Kocher continued. "Our goal at the new Vytelle is to

close the feedback loop between genotype and phenotype, helping beef and dairy producers fast-forward generational advances by matching genetic traits to optimal outcomes for our customers and the environment; developing new capabilities to make this a reality is the major focus of our R&D program."

Vytelle is part of the Wheatsheaf Group, an international investor in food and agriculture focused on creating efficiencies in the production and distribution of food, developing innovative business models and technologies to deliver affordable, nutritious and safe food that sustains both human health and the health of the planet.

About Vytelle IVF

Vytelle IVF provides revolutionary reproductive technology to beef and dairy producers throughout North and South America, with expansions underway in the United Kingdom, Australia, and China. Vytelle is committed to advancing genetics, life and business for commercial beef and dairy producers around the world.

About GrowSafe

GrowSafe Systems Ltd. builds advanced animal agriculture systems to help producers optimize their operations. GrowSafe's advanced data acquisition platform features integrated hardware and software analytics that provide producers with data to make better decisions for their operations. Today, GrowSafe is helping to raise more efficient, environmentally friendly and healthier animals in 16 countries across the world.



Vytelle Chief Executive Officer, Kerryann Kocher discusses advancing genetic progress using Vytelle's services: genetic insights and breakthrough IVF technology.



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Celebrating 70 years of raising registered Herefords!

C&L MISTRESS 0124 33B



P43793602
Calved: May 17, 2014

**Offering Choice of
33B or her outstanding
NJW 79Z Z311 Endure 173D
March Heifer Calf!**

CE -4.7; BW 4.0; WW 57; YW 97; DMI 0.3; SC 0.8; SCF 12.7; MM 22; M&G 50; MCW 105; UDDR 1.20;
TEAT 1.10; ; CW 67; Fat -0.027; REA 0.53; MARB 0.03; BMI\$ 299; BII\$ 363; CHB\$ 108

Excellent progeny ratios and show ring performance

33B was 2015 JNHE Class Winner

Her dam, 195T was the 2010 JNHE Reserve Champion Cow/Calf Pair

33B is confirmed to Loewen Genesis G16



C&L Miss Ruby 6964 10E ET • P43844158

CED 5.8; BW 1.0; WW 63; YW 96; DMI 0.3; SC 1.6; SCF 21.6; Milk 30; M&G 61;
CEM 5.7; MCW 112; UDDR 1.30; TEAT 1.20; CW 82; Fat 0.043; Marb 0.28.

A 3-year-old Leader Donor out of a Shaw bred Ribeye granddaughter!



Loewen 20Z Oksana 43C • P43692465

CED 12.2; BW -0.2; WW 50; YW 75 DMI -0.1; SC 0.7; SCF 15.8; Milk 10; M&G 35;
CEM 9.5; MCW 79; UDDR 1.40; TEAT 1.40; CW 43; Fat 0.033; Marb 0.05.

An own daughter of Oksana 33N...the mother of "Redeem!"

Join us...



**Sunday, October 4, 2020
Burlington, Wisconsin**

For catalogs or more information,
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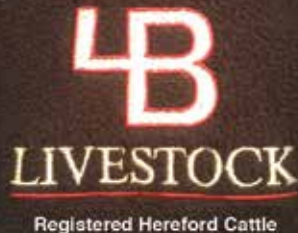
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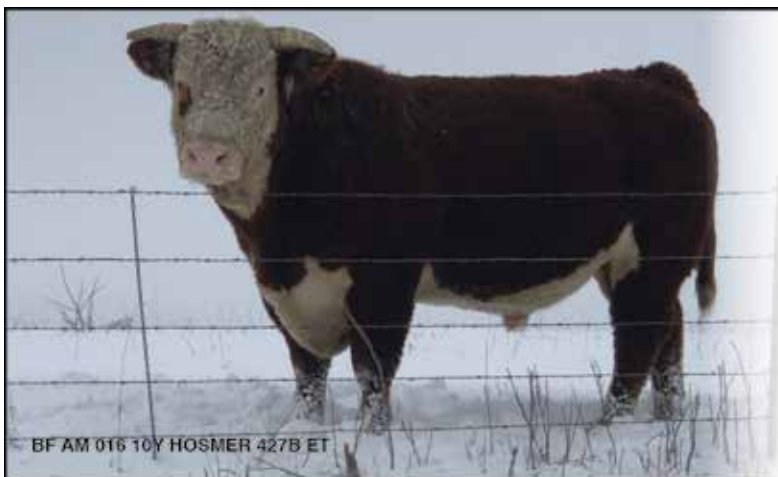


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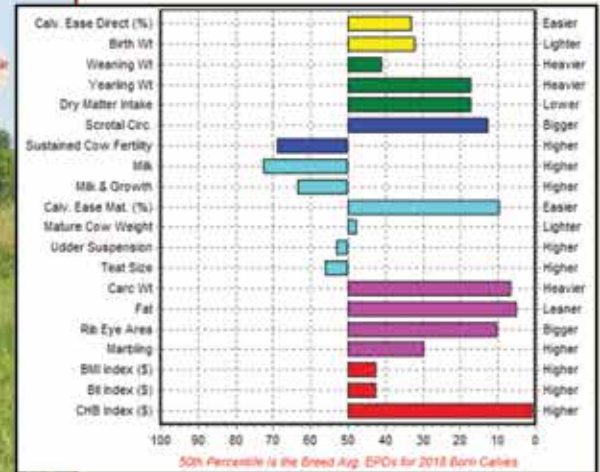


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