

NOV 2021

MHN

Missouri Hereford News

Official Publication of the Missouri Hereford Association



Crisp Fall Mornings *as the holidays approach*

Inside this issue

Field Day Recap
SEMO District Fair Results
Stocker Value Focus Shifting
Bill Nation Family Story
Holiday Bucket List

Missouri Hereford News
30487 Hwy J
Wentworth, Missouri 64873





THANK YOU...

to all the bidders and buyers in our Ladies of the Ozarks Production Sale. It couldn't happen without all the support!



**We invite you to the MO Opportunity Sale December 5th!
Stay tuned for a video of the /S Mandate two-year-old and her
Striker 304G heifer calf that we are excited to bring to Sedalia!**



Travis & Sarah McConnaughey
Herdsmen: Jett and Watson McConnaughey
Wasola, Missouri
Phone: 417.989.0486
Email: t-mc2009@live.com



Consider these in your Fall Breeding Program



WHR BEEFMAKER 4013 191 311E

Sire: Innisfail WHR X651/723 4013

CED 3.2, BW 2.2, WW 62, YW 101, M30, M&G 61, REA 0.23, MARB 0.45, CHB 163

A son of the very popular 4013 and the sire of the top selling bull in the Innisfail sale going to Frederickson Hereford Ranch, Spearfish, SD. A bull that will definitely add marbling to your breeding program. Stop and see an outstanding group of calves at Journagan Ranch & Reed Farms.

Homozygous Polled
Semen-\$25/Certs \$65



C&L RR KJ 364C JALAPENO 973E

Sire: R Leader 6964 SOD: CRR 719 Catapult 109

CED 8.5, BW 1.8, WW 68, YW 98, M30, M&G 64, REA 0.38, MARB 0.17, CHB 129

The first daughters of Jalapeno have just come into production. They have beautiful udders with great milk flow. He is the natural calf of one of the leading donor cows in the breed, KJ BJ DWE 686Z Salsa 364C. She is the dam of the current MILLION dollar bull, KJ MHPH KW 364C Media 240J, that recently sold in the Medonte

Highlands sale in Canada.
Jalapeno Semen \$25—Certs \$75

Feature females @ Reed Farms



RF 57B LIBERTY 117E

Sire: KTMPH Z3 BOX TOP C16

CED 4.7, BW 1.4, WW 54, YW 87, M31, M&G 58, REA 0.27, MARB 0.12, CHB 108

A tremendous daughter of MPH Z3 Box Top C16. Her dam goes back many generations in our herd. Her two year old daughter just calved. Fantastic udder on both dam and daughter. A son by NJW 160Z 10W Whit 33B for sale now.



CSR 79E VALENTIA B413 40G

Sire: EFBEEF BR VALIDATED B413

CED 2.6, BW 2.7, WW 66, YW 106, M25, M&G 58, REA 0.68, MARB 0.63, CHB 166

A two year old daughter of the popular EFBEEF BR Validated B413. Her dam is from a very predictable cow family going back many generations in the herd. Great, great grandmother still producing in the herd.

Just a pasture picture.

Watch for our 31st Annual Sale
Saturday, October 1, 2022

Cattle for sale privately



Missouri State
UNIVERSITY

Rt 1 Box 85G • Mountain Grove, MO 65711
Marty Lueck, Manager 417-948-2669
Cell 417-838-1482 • mvlueck@centurytel.net



Jim and Linda Reed
Craig and Natalie Reed
P O Box 126
Green Ridge, Mo 65332
660-527-3507
Cell 417-860-3102
reedent@iland.net
www.reedent.com

Editors

Fall through the end of the year is a great time to be a Hereford member in Missouri! Just coming off our great Field Day, the camaraderie is at an all-time high. Great cattle and people gathered in the Southeast part of the state for a great event! The breeders and sponsors are very much appreciated for the time and financial investments they made for members to gather from across the state and beyond.

As we roll into November, the month will pass quickly with fall organizing, tidying and any harvest completion. Thanksgiving is the season to focus on gratitude, although as producers, it seems every time we look out our front door, there is much to be thankful for. The state of Missouri was pretty fortunate this year weather wise, and the condition of the world right now has us all very thankful for the industry we are involved in!

December will be here soon, which brings us to the Missouri Hereford weekend and CHRISTMAS! Buying a nice breeding piece this fall/winter would be the perfect Christmas gift for someone special in your family. If you are able, support the breeders with sales still to come. Making investments in your herd is always a good idea.

At the Saturday, December 4 evening banquet, this publication will be selling the rights to our feature pages. Page 9 in this issue has more information, or please contact either of us to visit in person about these opportunities.

The Missouri Hereford Association website creates much traffic throughout the year for those members or potential buyers seeking information. Banner advertisements are a great way to target Online users. If you don't have a website, talk to us. It's cheaper than you think to get Online.

This issue spans a large time frame to cover. When you hear from us next, if you calve in the spring, you will likely be mostly through. All the best as calves hit the ground. We hope they come easy, with few problems. It really is the most exciting time of the year to reap rewards from years of planning and making breeding decisions!

As we part, we want to wish you and your loved ones a wonderful holiday season! May your blessings be many as the new year approaches!

– 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

2021 Publication Dates

Issue	Ad Space & Material Deadline	Camera Ready-Ad Submission
March 1	Jan 18	Jan 22
July 15	June 1	June 4
September 1	Aug 2	Aug 6
November 1	Sept 20	Sept 24



The *state of Missouri* was pretty fortunate this year weather wise, and the condition of the world right now has us all *very thankful for the industry* we are involved in! ”



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. **Payment can be made on your invoice.**

All contracted ads are for the current calendar year.

Color Ad Type	Cost Per Issue	4 issue Contract Price
Full page ad	\$300	\$1100
Double Page Spread	\$500	\$1800
Half page ad	\$200	\$700
Quarter page ad	\$100	\$350
Business card 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.



IN THIS
Issue

- 4 | Words from the Editors
- 4 | Publication Dates and Advertising Rates
- 5 | Missouri Hereford Association Officers
- 8 | State Association Update
- 9 | Booking 2022 MHN and MHA Website
- 12 | Hereford Women of Missouri Update
- 12 | The Ranch Kitchen Recipe
- 14 | Junior Association Update
- 14 | Junior Association Note from the Advisors
- 16 | Choring – Comical Relief by Dave Ewing
- 20 | SEMO Fair Show Results
- 23 | Around the Barn Membership Updates
- 26 | Early Fall Sale Results
- 28 | Association & Industry Events & Deadlines
- 29 | Holiday Bucket List
- 30 | Vytelle Accelerates Genetic Progress in Cattle
- 34 | Advertising Index
- 34 | Hereford Feedout Programs Announced

17 *Field* Day
in Southeast Missouri Recap

22 *Stocker* Value
Focus Shifting by Wes Ishmael

24-25 Member *Spotlight*
The Bill Nation Family Story



17



24-25

Missouri Hereford Association

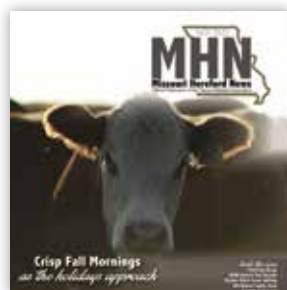
Officers and Directors

www.moherfords.org

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

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



Cover photo
© Rural Route Creations



SELLING PICK

of the

Two Year Old Cows with Calves at Side

National Hereford Sale
January 7th, 2022
Oklahoma City, OK



Save the date . . . Saturday, March 19th, 2022

13th Annual Bull & Female Sale

Falling Timber Farm
Beef Genetics & Nutrition



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

www.fallingtimberfarm.com

Find us on Facebook:
Falling Timber Farm





Mark your calendar!
118th *Semi-Annual Sale*

CENTRAL MISSOURI POLLED HEREFORD BREEDERS ASSOCIATION

NOVEMBER 27, 2021 • NOON

College of the Ozarks • Point Lookout, MO

Also make plans to attend our upcoming spring sale:

April 9, 2022

Interstate Regional Stockyards-Cuba, MO

New members always welcome!

For more information contact:

Larry Day, Sales Manager

Central Missouri Polled Hereford Breeders Association

12139 Highway 135 | Pilot Grove MO 65276

660-834-4678 **Home** | 660-621-0812 **Cell**

Email: *ljday@iland.net*

www.centralmissouripolledherefords.com



Update

I hope this issue of the Missouri Hereford News finds everyone in a little better weather pattern than when we saw everyone at the Field Day back in August. Traveling across Missouri, it looked like everyone could use a shot of rain. It's sure been more widespread and very welcomed.

The Missouri Hereford Field Day went off with a bang. It was nice to be back in person to see everyone again this year. The hospitality at the stops was second to none. I always enjoy it myself, because I don't believe I have ever been to a field day that I didn't meet someone new. The work that goes into these field days doesn't happen overnight and is very much appreciated by all those who attend. I would call it a GREAT success!

Along with the timely rains, the fall sale season has kicked off. At the time of publishing, the MSU/Journagan Ranch sale, the Butler Maternal Excellence sale, and WMC Cattle Co sale were great successes. I always look forward to seeing people that we may not get to see throughout the year all the time. There are some new faces and some faces that are gone



Travis McConaughy
Missouri Hereford Association
President

for now until we meet them again one day. But, as Hereford breeders these events are a time for our fellow Hereford family to come together and visit.

The MHA Annual Meeting and Banquet is set for Saturday evening December 4, held at the Missouri State Fairgrounds in Sedalia. The meeting will start at 5 p.m. and the banquet will follow at approximately 6 p.m. The following day will be the Missouri Opportunity Sale starting at Noon. This sale keeps increasing in quality and is known as one of the most recognizable consignment sales in the country. We appreciate everyone bringing one of their best to market and show what their programs have to offer. If you can't attend on sale day, Online bidding will be available on LiveAuctions.tv.

It seems as though activities have returned a little more toward normalcy. It's been a breath of fresh air to get out more this year than last. We are in agriculture, and we will persevere; it's what we know how to do. We will learn from changes and will adapt and move on. There has been heartache right within our immediate families and within our Hereford family. We pray for those who have lost love ones and know that we are here for each other. We hope to see everyone at the Annual Meeting and the Missouri Opportunity Sale the first weekend in December.

Travis McConaughy, MHA President



Special thanks to the 2021 MO Hereford Field Day hosts!

- Leimer Farms
- Aufdenberg Polled Herefords
- Spooler Farms
- Consolidated Cattle Co.
- AMR Cattle Co.
- Mueller Polled Herefords



Day's Family Farm

Larry and Pam Day

12139 Hwy 135 • Pilot Grove, MO 65276

660-834-4678 home

660-621-0812 cell

ljday@iland.net

www.daysfamilyfarm.com

FOR SALE!

WMC DFF 001A JETSON 19G

Reg #: 44063918

DOB: Jan 21, 2019

Actual Birthweight: 71#

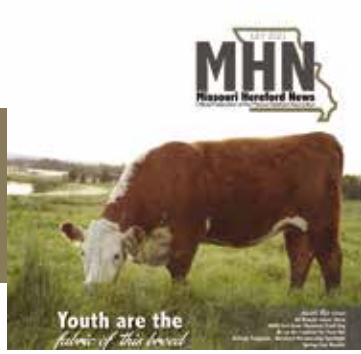
Sire: Gerber Anodyne 001A

Dam: CMF 9A Sara 203C

We have moved entirely to spring calving! Offering 1/2 interest 1/2 possession for fall breeding season.



Celebrating 60 Years in the Hereford Business!



Missouri Hereford News

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

The 2022 Missouri Hereford News (MHN) Media Guide will be released December 4 in Sedalia, Mo., at the Missouri Hereford Association (MHA) annual meeting and banquet. Watch your email for the media guide to be posted to the Missouri Hereford Association (MHA) website also. The guide will contain the publication schedule, advertising rates and ad sizes. **January 17** is the deadline to receive the contracted 4-issue rate for the new year as well as the date to book ad space for the March 2022 issue. Take advantage of the contract discounts by booking early!

In 2021, over 100 advertisers chose the publication as a marketing venue and an 150 extra copies have been printed for each issue allowing copies of the MHN to be handed out at numerous Missouri events and national Hereford sales and shows. The dispersal of these extra copies has increased the readership and visibility on a national level. If you have a location in mind in your area to further help place the publication, please let the editors know, and extra copies will be shared.

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

March 2022 Upcoming Deadlines

January 17 - contracted 4-issue rate & ad material submission deadline

January 21 - Camera-ready ad submission deadline



Missouri Hereford Website

Since the new, mobile-friendly website launch in March 2017, there have been 44,771 website views to date. On average, the website has 20 visits a day with peaks at certain times when RRC sends out eblasts to the MHA membership and pushes notifications on the RRC Facebook in regards to the MHA and MHN.

The **homepage banner ad** will also be auctioned off at the Missouri Hereford banquet with the winning bidder receiving this advertisement space for the 2022 year. Other advertisements will be sold at a first-come, first-serve basis, so be sure to contact **Jocelyn Washam** to reserve your space, as these fill up fast.

Promote your operation with a great presence on the web!



Introducing...

SF 173D *Committment* 052 ET

Reg: 44247953 Sire: NJW 792 Z311 Endure 173D ET

Dam is LJR MSU Whitney 110A (Dam of distinction). Flush brothers are serving in the herds of Randy McCaskill (in Illinois) and Falling Timber Farms. Flush sister was high selling heifer in Falling Timber 2021 spring sale. Two other sisters are among top replacements in our herd.



STEINBECK FARMS

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

Here's your OPPORTUNITY...to gain some powerful genetics!



MMM Mary H07

Reg: 44184397 DOB: 03/01/2020
Sire: FTF PRIME PRODUCT 226Z



MMM F08 Harvey H14

Reg: 44210643 DOB: 10/30/2020
Sire: MMM 30D FRANCHISE F08



MMM Morgan J05

Reg: 44249879 DOB: 02/21/2021
Sire: LJR MSU X51 BOSCH 371B



MMM Elsa J07

Reg: 44232679 DOB: 03/01/2021
Sire: NJW 73S W18 HOMETOWN 10Y ET

These cattle sell...
Mo Opportunity Sale
December 5 | Sedalia, MO

**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 &
Marylee McCorkill
417-838-0583

Brant, Erin, Knox &
Briggs Harvey
417-214-0313



Fall Born Show Heifer Prospects

*available private
treaty starting*
April 10

Heifers available on a first
come first serve basis!



Look for more sale information coming soon on
the **Butler Polled Herefords** FB page

BUTLER POLLED HEREFORDS

Jimie, Andrea & Joel Butler • Cody, Jocelyn & Kyla Jo Washam

4195 South FR 53, Republic, Missouri 65738

417-838-4095 **Jimie** 417-838-3665 **Joel** 417-489-5450 **Cody**

Email: jocelyn.washam@hotmail.com

Open Range Cattle Co.

Kristin Allen • Rogers, AR

816-729-6305 cell ksamizzou@yahoo.com

Update

During the Missouri State Fair Open Hereford Show the Hereford Women of Missouri sponsored a 50/50 Raffle for the queen fund. We raised more than \$300. The lucky winner was Glen Waters. Thank you Glen for donating the money back to the queen fund.

We will be posting on the Hereford Women Facebook page whether or not we will be doing a social hour prior to the meeting on



December 4. We are also asking for members to donate items for the silent auction that will be held on Saturday, December 4 and Sunday, December 5. Also, if anyone would like to donate items for the live auction that will be held after the banquet, December 4, they would be greatly appreciated.

The Hereford Women are still selling cook-books. If you would like to purchase one, please contact Tonya Bagnell at Tbag-nell6452@gmail.com.

We are always looking for new members to join our organization. Some of the things we support are the following: the Missouri Hereford Queen program, a \$250 annual scholarship award, sponsorship of the junior show showmanship at the Missouri State Fair, sponsorship of the social hour prior to the Hereford Banquet and Meeting, and providing the table decorations for the banquet. If you are interested in joining, please send your dues to Marijane Miller; 20500 Sioux Drive, Lebanon, Missouri 65536. Dues are \$15 per year.

Please watch our Facebook page to keep up with all our activities during the year.

Tonya Bagnell, Hereford Women of Missouri Secretary

Lauren Crutsinger represents the association as the Missouri Hereford Queen. She was able to attend and participate in the Missouri Hereford Field Day the end of August.

Hereford Women of Missouri Officers

President – Kyla Waters
660-631-0299
Kg4waterz@gmail.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 

Watch our Facebook page for final details of the social hour before the MHA annual meeting and banquet!



Sweeter than Pumpkin Pie Spread

Ingredients

- 1 - 15 ounce can of pumpkin
- 1 block (8 ounces) of cream cheese - softened
- 1 - 14 ounce can of sweetened condensed milk
- 1 teaspoon vanilla
- 8 ounces Cool Whip

Directions

1. Whip pumpkin with cream cheese.
2. Add sweetened condensed milk and vanilla. Blend well.
3. Fold in Cool Whip.
4. Place in a dish and serve. If serving outside in warmer weather, place a bowl of ice underneath the spread.

HINT: If you want the orange color to be a little more pronounced, add food coloring to get the desired consistency...but I did not do this to my recipe. Add a little pumpkin spice for an extra special taste of fall!

Serving ideas include with graham crackers, ginger snap, or vanilla wafer cookies.

MHA

Mo Hereford Association

Opportunity Sale

December 5, 2021

Noon • Missouri State Fairgrounds

Annual Meeting & Banquet at 5 P.M.

Saturday, December 4, 2021 | Sedalia, MO

Offering 70 lots... 24 spring calving bred heifers | 15 show heifer prospects
10 fall calving pairs | 10 fall yearling heifers | 5 herd bull prospects
4 spring calving cows | 1 embryo lot | 1 spring pair split



*April show heifer prospect sired by
UPS Sensation 2296*



*Spring calving bred heifer sired by JCS
5216 Domino 3548*



*Spring bred heifer sired by
ABRA 16A Justice 6C ET, AI bred to
NJW 160B 028X Historic 81E ET*



*Herd bull prospect sired by
F Final Test 722*

Sale Hosted by the Missouri Hereford Association

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

Cody Lowderman, Auctioneer - 309-313-2171



WWW.MOHEREFORDS.ORG



Happy fall everyone!

I hope each of you are having a good start to the school year!

The Missouri Opportunity sale weekend will be held on December 4 and 5 in Sedalia, MO. We will give away junior awards on Saturday evening, December 4. We hope all juniors can attend. We will also have our end-of-the-year meeting on Sunday morning, December 5 at 9:30 a.m. We hope you can attend this as well. We will be discussing some important things at this meeting that you won't want to miss!

Hope to see everyone this fall at shows and events! Wishing you and your family a Happy Thanksgiving!

Will Hendricks, Missouri Junior Hereford Association Reporter

Note from the Advisors

The MJHA is a JUNIOR Organization

Let's focus for a minute on the "J" in the MJHA. The "J" stands for JUNIOR and is what differentiates the organization from its adult counterpart—the Missouri Hereford Association—as well as many other organizations. The Missouri Junior Hereford Association (MJHA) is for youth under the age of 21 who are actively involved in showing and/or raising Hereford cattle. The common bond of Herefords brings our membership together in an association where every member has an equal voice and an equal vote they can use to impact the organization.

In 2022, we want to challenge all our members to use that voice and vote to guide the MJHA to the organization they want it to be. We challenge you to make a motion for something you believe will benefit the organization and its members. We challenge you to raise your hand and participate in discussion. We challenge you to volunteer for committees, sign up for contests, help with fundraising and run for the MJHA board. Our juniors need to be leading these discussions, taking on these responsibilities and doing the work of their association.

At the same time, we want to challenge our MJHA parents to take a step back and let your kids make the MJHA their own. Help them think about ways they want to be involved. Give them the confidence to stand up and make a motion. Encourage them to take an active part in the discussion by not only voicing their opinion, but also by listening to the opinions of others. When our juniors take an active role in the MJHA, they maximize their opportunities to learn and grow. They gain the knowledge, confidence and skills they will need to lead not only the MJHA someday, but also to lead other organizations in agriculture. Now is the time to let them explore their strengths and find their passion through their voice in the MJHA.

We hope to see you all at our next MJHA meeting, which is set for 9:30 a.m. on Sunday, December 5, 2021, at the Missouri State Fairgrounds in Sedalia. We will discuss initial plans for the 2022 Junior National Hereford Expo and sign up for contests. Plan to stay after the meeting for the Missouri Opportunity Sale. See you then!

Jeff and Susan Rhode, Missouri Junior Hereford Association Advisors



Missouri Junior Hereford Association Officers

President – Isaac Rhode, Stewartsville
Vice President – Haleigh Ferguson, Smithton
Secretary – Tory Miller, Lebanon
Treasurer – Taylor Miller
 Mail \$15 Missouri Junior Hereford Association dues to
 20500 Sioux Drive, Lebanon, MO 65536

Reporter – Will Hendricks, Republic
Fundraising Chair – Gavin Rhode, Stewartsville
Fundraising Co-Chair – Kristin Waters, Norborne
Directors – Kinleigh Bolin, Walnut Grove;
 Cade Shepherd, Mt. Vernon

Advisors –
Jeff & Susan Rhode
 7765 NW Hwy NN, Stewartsville, MO 64490
 816-261-4819 Jeff Cell or 816-261-4821 Susan Cell
 Susan.rhode@yahoo.com

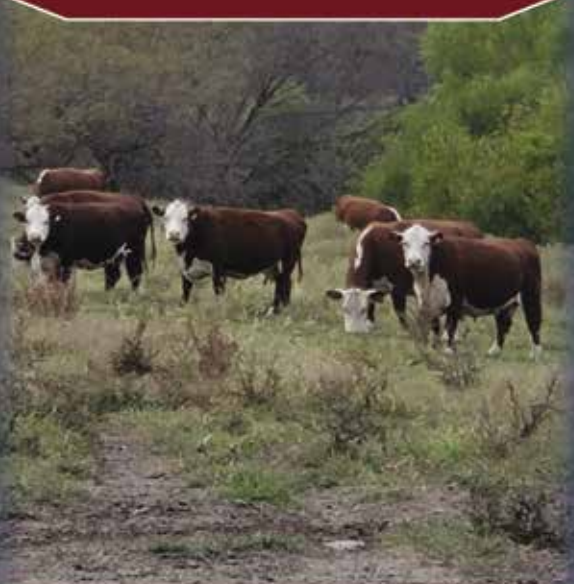
Brad & Shannon Mueller
 2045 PCR 520, Perryville, MO 63775
 573-517-2999 • Muellers29@yahoo.com

Eddie & Mary Roth
 1178 NE Hwy J, Windsor, MO 65360
 660-351-4126 • rothconcrete3@gmail.com

keep going.

EVERYTHING YOU NEED WILL COME
 TO YOU AT THE PERFECT TIME.

Yearling bulls and heifers for sale!
 Contact us for further 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

Triple Threat = Structure, Performance, & Eye Appeal

DECEMBER 5 IS RIGHT AROUND THE CORNER...

Don't miss our consignments to the Missouri Opportunity Sale !



THA J503 TESI 021G
Reg: 44065181 DOB: 09/22/2019
Sire: THA 4R Flagg J503



THA Z426 SILVER 013J
Reg: 44246180 DOB: 03/17/2021
Sire: MOHICAN THM EXCEDE Z426



THA J402 TEAGAN 004G
Reg: 43995540 DOB: 02/23/2019
Sire: THA 8087 TITANIUM J402 ET

Triple H Acres

The Jackson Family • Miller, Missouri
Cell: (417) 827-1049 Ellen Cell: (417) 827-0338
triplehacres@live.com

Heifers, bulls & show prospects available!
Give us a call and stop by for a visit!



Mike, Jess, Jimmy, Nick & Kylie Jordan
36258 State Hwy A • Warrenton, Missouri
Jess: 636.359.3741 or Mike: 341.486.5272
jordanherefords@yahoo.com • www.jordanherefords.com

Missouri Opportunity Sale Consignments

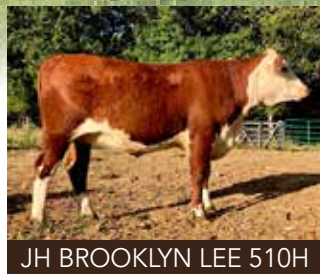
Watch Facebook or the Website for more pictures & videos!



JH MARY KATE 421H



JH STACEY MAE 327H



JH BROOKLYN LEE 510H



JH AVA ROSE 225I



It is a universal truth that if you have livestock, you also have chores to get done. Chore, by the simplest definition, is the regular light work performed in a household or farm. I suppose at certain times of the year, that is fairly accurate. As

most of us know, that is surely not always the case. The type of operation you have dictates how extensive your chores happen to be. Producers with a sizable feedlot have a little longer chore time than a backgrounder is likely to have. At the end of the day, for the most part, you tend to choose a lifestyle that has an acceptable number of chores for you.

When I lived in Texas, my dad was managing a cow-calf ranch that was spread over two counties, with 14 different places. One of

his regular chores was to spend Saturday afternoon going to each place, putting out mineral and salt if needed, and planning the next weeks work for each crew. We had a crew that just maintained the fences and corrals. When you are dealing with the East Texas Brahma cross cow, you are going to have fence to fix and corrals to get put back together. Dad was usually chauffeured by Mr. Gerald, one of the true characters I have ever known. Gerald drove a flat bed ton truck and with a bag or two of cake he could toll those high headed cows like the Pied Piper. At the time we were living there, they were just finishing up Lake Palestine. In the process there were some houses that were jacked up and moved to higher ground. One Saturday afternoon dad was looking over some breeding records while Gerald drove between places. As it is a bit hilly in that area, when they rounded a bend and started up a grade, all Gerald could see was a roof headed their way. He clutched the toner, wiped his eyes and asked, "Mr. Joe, have I gone bilious or is

there a house headed our way?" You never really know what you are going to get into when you walk out the door to go do chores.

I suppose we all have our favorite chores, and our least favorite as well. For thirty years, I managed the farms for a regional university. My personal favorite chores were Christmas morning. Being a university, it was pretty much a ghost town at Christmas time with nearly everyone being somewhere else for the time. It was always a point of pride for me to be one of the few people working at the university during the season. Each one of you can relate to being on duty when most people are not. I sure hope that you can do what I always did on those mornings; take an extra minute and listen to the cows eating, appreciate how lucky we are to live in the greatest country in the world, and revel in God's creation. If you are involved in agriculture, there is one universal truth that sustains us all. Better times are coming, work hard prevails, and keep the Faith!

Visit *Missouri Hereford Association* online at
www.moherefords.org



MANAGER:
TYLER POLLOCK • 417-718-4011
ROGERSVILLE & FORDLAND, MO

**PARTNERSHIP OF L III &
HAYDEN FARMS**
TOM LUTHY & JUSTIN HAYDEN, OWNERS



SIRE: KCF BENNETT D367 F657
DAM: L III X651 TINE A038



SIRE: EF BEEF C609 RESOLUTE E158 ET
DAM: L III TFL X651 MABEL 1608

Bulls & Females for Sale Private Treaty
CHECK OUT WWW.NEIGHBORSCATTLECOMPANY.COM FOR VIDEOS!

Field Day Recap *from Darrell Aufdenberg*

The 2021 MO Hereford Field Day was hosted by District 9 on Saturday, August 29 with an evening social the night before hosted by Aufdenberg Polled Herefords.

First stop on Saturday was Leimer Farms with breakfast. Next, the group stopped at Aufdenberg Polled Herefords. The third stop was Spooler Farms and Consolidated Cattle Co. where a delicious ribeye sandwich was served. The fourth stop of the day was at Alex Roth Polled Herefords and AMR Cattle Co., and our final stop was Mueller Polled Herefords where an evening meal was served.

As you can see, we ate a lot! Thank you to our District 9 breeders and sponsors for hosting the field day this year.

Thank you to Pam Day and Amy Phillips for picturing this event!





Mark your calendar!

College of the Ozarks

Annual Production Sale

November 27, 2021

NOON | Point Lookout, Missouri | 60+ Lots

11 Bulls | 15 Open Heifers | 8 Bred Heifers
6 Spring Bred Cows | 2 Spring Pairs | 12 Fall Pairs
11 Commercial Baldies | 2 Semen Lots | 1 Embryo Lot

Look for consignments from the Central MO
Polled Hereford Breeder's Association!



"A Tradition That Works"

College of the Ozarks
Point Lookout, Missouri
Ben Carpenter (573) 289-8553
bcarpenter@cofo.edu



Lot #9 | Reg: 44145299 | 04/07/2020
Sire: PHH PCC DOSS MR WONDERFUL 605



Lot #6 | Reg: 44145300 | 03/06/2020
Sire: KACZ 108C TRADITION 501C E214



Lot #7 | Reg: 44142444 | 03/15/2020
Sire: KACZ 108C TRADITION 501C E214



Lot #49 | Reg: 43848594 | 09/23/2017
Sire: CHURCHILL SURE BET 4195B ET
Sells with a bull calf sired by Excitement



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

SOUTHEAST MISSOURI DISTRICT FAIR

Sept. 15-16, 2021 | Judge: Leslie Walker, Springfield, IL
Cape Girardeau, MO



Open Show: Grand Champion Heifer
Apple Ridge Herefords



Open Show: Grand Champion Bull
Apple Ridge Herefords



Junior Show: Grand Champion Heifer
Emmalee Mueller



*Three Generations of
Family, Herefords, & History*

CRUTSINGER HEREFORD FARM

Registered Herefords • Whitewater, Missouri

Larry, Angie, Morgan & Lauren Crutsinger
Larry Cell 573-979-9022 Angie Cell 573-979-1706



* BULLS FOR SALE *

GHR
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

Celebrating over 70 years of raising registered Herefords!

Make a statement ON THE WEB!

If you need a new website or just want to update the look of your current site, ***we would love to help!*** We've designed and built websites for more than 50 businesses, breeders and associations. Let's visit, and get you on the calendar for a website design!

Booking websites for November – December!

CONTACT RURAL ROUTE CREATIONS!


Cassie Dorran | cassie@ruralroute creations.com

Jocelyn Washam | jocelyn@ruralroute creations.com




www.ruralroute creations.com





Josh & Mindy Menzies
5667 State Hwy. 38, Marshfield, MO 65706
Phone: 417.425.5659 Email: jmenzies79@gmail.com



Raising fescue adapted bulls to make crossbred females!

"Maternal Carcass Growth"



**Custom Semen Collection
Bull Housing
Semen Storage & Shipping
Breeding Supplies**

**PROTECT YOUR
INVESTMENT
PUT YOUR BULL IN THE TANK**



8314 E. State Hwy C • Strafford, MO 65757
www.ShowMeGen.com
417-736-2125

Stocker Value Focus Shifting

by Wes Ishmael, executive editor of the Hereford World

Price still matters, but more stocker operators are willing to pay more for less risk and more opportunity.

"That computer won't lie to me," says Dave Steinbecker Jr., a long-time stocker producer from Perryville, Mo. "Take cattle to 750-800 pounds, and those calves that cost so much more to buy end up being cheaper than the lower priced ones."

He's talking about how he discovered paying more on the front end for calves with less health risk increases overall profit potential in his family's operation. The opportunity is so significant that when his family purchased the auction barn that is now SEMO Livestock Sales, LLC at Jackson, Mo., they closed the gate to trader cattle and established a subsidized certified calf health program for sellers.

"I like these value-added cattle," Steinbecker says. "You'll think they cost too much but all of the numbers tell me that isn't necessarily the case."

Buying less risk

The notion of paying more for calves on the front end runs counter to the traditional stocker sector paradigm of buying mismatched cattle, often discounted because they're sold singly or a few ahead at a time, haven't been dehorned or castrated. Then, make them worth more money to the next buyer by assembling and sorting out load lots that are more homogeneous in terms of weight, class, sex and condition, straightened out and ready to perform.

That remains an essential function of the stocker sector, which continues to be integral to overall cattle and beef industry efficiency and competitiveness. But, the value focus appears to be shifting, albeit slowly.

John Paul Pendergrass, Charleston, Ark., says he and his father — also long-time stocker operators — began paying more to buy calves almost exclusively direct from the farm or ranch in order to reduce cattle health risk.

"Value-added on the ranch calf is the vaccine history, knowing where they came from and the experience you've had with them before," Pendergrass says. "You create some of that value yourself."

Likewise, Rich Porter, Porter Cattle Co., Reading, Kans., switched from buying mostly bull calves to buying about 90% steers for his stocker operation. Although bull calves are heavily discounted at auction, he explains reduced health cost is more than paying for the steer price premium.

"When we talk about value-added in our operation, it's primarily health," says Mike Collinge of Collinge Cattle Co, Hamilton, Kans. "We'll pay a little more for those kinds of cattle. We've been doing that for quite a while, have quite a bit of data."

These stocker producers are previous winners of the prestigious BEEF National Stocker Award. They comprised a panel at this year's Kansas State University (K-State) Beef Stocker Field Day and discussed several key stocker and cattle industry issues.

Paying for more opportunity

The most recent BEEF National Stocker Survey, sponsored by Zoetis, also suggests more stocker producers are considering value-added opportunities on the marketing side of the equation.

"Look across both National Stocker Surveys and you see a subtle shift in the number of stocker producers running a higher percentage of their cattle aimed at value-added programs," says Wes Ishmael, Hereford World executive editor.

He and Dale Blasi, K-State Extension stocker specialist shared survey highlights at the K-State event and also compared them to the first national survey conducted in 2007.

Specifically, Ishmael explains, on average, respondents to the recent survey run 20% of their stocker cattle with intentions to market them in value-added programs, which is 7% more than in 2007.

"As might be expected, the survey indicates those who aim for value-added programs tend to do so with a higher percentage of their cattle," Ishmael says.

According to the most recent survey, 22% of respondents who aim at value-added markets run 51% or more of their stockers with that in mind; 15% run 76% to 100% of their stockers with value-added marketing in mind.

Of those managing cattle with value-added intent, 55% require source verification, 39% require age verification and 22% require genetic verification.

For broader perspective, 54% of respondents to the most recent survey retain ownership in some of their stocker cattle through harvest, versus 49% in 2007. Of those who retain ownership, 28% said they retain ownership in 100% of their stocker cattle.

Overall, the survey indicates stocker cattle represent a growing portion of cattle operation income over time. Fifty-one percent of respondents to the most recent survey derive 51% or more of their annual gross income from stockers. That's 10% more than in 2007.

Around the Barn

Obituary for Annette Kanoy

Annette S. Kanoy, 55, of rural Concordia, MO, died Friday, October 1, 2021, at her home.

Funeral services were on Tuesday, October 5, 2021, at St. Paul's Lutheran Church in Concordia, with Pastor Michael Pottschmidt and Pastor Andrew Lehenbauer officiating. Visitation was held on Monday, October 4, 2021, at the church. Memorials are suggested to Saint Paul Lutheran High School Music Department, the Special Education Department at Concordia R-2 Schools or family choice in care of Campbell-Lewis Funeral Home in Concordia. Friends may sign the online register book at www.campbell-lewis.com



Born June 8, 1966, in Branson, MO, Annette was the daughter of the late S. Gene Straw and Lorraine Polzin Straw. She was a 1984 graduate of Reeds Springs High School in Reeds Springs, MO, and attended St. Paul's College in Concordia where she was a member of the Gloria Dei Choir. She attended the University of Central Missouri in Warrensburg majoring in music education. On July 15, 1989, at St. Paul's Lutheran Church in Concordia, she married Todd Kanoy who survives of the home. She worked at MCH in Sweet Springs where she was in sales and communications. She was a member of St. Paul's Lutheran Church where she was a past choir member and taught Sunday school. She was also a member of the Missouri Simmental Association and the American Simmental Association.

Survivors include her husband, Todd; one son, Payton Kanoy of the home; one daughter, Rochelle Sinclair (Nathan) of Smithville, MO; one granddaughter, Blake Sinclair of Smithville; two brothers, Chris Straw (Dorothy) of Springfield, MO and Curtis Straw (Sandy) of Galena, MO; mother-in-law, Joyce Kanoy of Concordia; sister-in-law, Tonya Engelking (Daryle) of Marshfield, MO; nieces and nephews, Jonathan Straw, Kristin Straw, Daniel Straw, Natasha Engelking and Easton Engelking; and several great-nieces and nephews.

In addition to her parents, Annette was preceded in death by her father-in-law, Sam Kanoy.

Mason Baby Announcement

Carl & Ellen (Jackson) Mason are pleased to announce the birth of their son, Walker Lyle Mason. Walker was born on September 17, 2021, at 5:55 a.m. He was 8 pounds 6 ounces and 19.5 inches long. The proud grandparents are Kyle & Shane Jackson and Sandee Lyle.



GREGORY POLLED HEREFORDS Since 1932



Kevin & Barbara Gregory
19469 Houston Road
Houstonia, MO 65333
660-568-3582 660-620-3585
gphfhereford@gmail.com

Visit Gregory Polled Herefords on Facebook



SELLING IN THE MISSOURI OPPORTUNITY SALE

Sunday, December 5, 2021 at NOON • Missouri State Fairgrounds, Sedalia, MO



Reg: P44162881 DOB: 01/21/2020 Sire:
Churchill Gunpowder 657D ET
Dam: MPH Y453 Zoe B48
A.I. Bred to NJW Ridge
PE to PRF Courageous



Reg: P44201112 DOB: 01/10/2020
Sire: ABRA 16A Justice 6C ET
Dam: PRF 6964 Lena 824F ET
A.I. bred to Historic 81E
PE to PRF Courageous



PRF 0109 Sabrina 405B 104J (P44234285)



PRF 0109 Katrina 405B 105J (P44234287)



405B Dam
(pictured at
7 years)
Dam of 104J
& 105J

Phillips-Renner Farms

Amy Phillips | Richmond, MO
Cell 816-878-7305 nothead1@aol.com
Herdsman: Angela and Amanda Phillips

www.prfherefords.com | Follow us on FB & Instagram



Nation Family Story

The Nation family hails from the northeastern part of Missouri – a farming Midwestern community called Vandalia. When William (Bill) R. Nation was young, his father, Bill Nation Sr., purchased the family's first Hereford cattle from John Rolle and Walter Boyd. The year was 1962.

"I was in elementary school at the time, so I didn't have much to do with this process," said Bill. "However, some of our current cows can be traced back to these original cows."

The Nation family didn't have livestock but did have pasture. Their farming enterprise consisted of row crops. In 1962, the family rented their pasture out to Walter Boyd in exchange for part of his calf crop. Over the next few years, the herd began to grow with more acquisitions.

The family rented from Rolle. When he retired, the Nation family purchased some of his cows. These two, large transactions helped build what is still known today as Nation Polled Herefords.

Bill along with his wife Ruth grew their family on this farm with two children – Chris and Elisabeth. As a young family, they raised and showed cattle through 4-H, FFA and the Missouri Junior Hereford Association.

Bill and Ruth both had off-farm jobs. Bill was a rural postal carrier for 38 years and Ruth a music teacher for 32 years. Today, Bill is on the farm full-time now with his son Chris. Ruth currently works part-time for the Mexico-Audrain County Library District, but also helps around the farm.

Chris provides a wealth of knowledge to the family grain and cattle operation with 12 years experience in grain elevator operations. His wife Sky and their two young children Scarlett, three-years-old, and Will, four months old, reside in Bowling Green, Missouri.

Elisabeth can still be found helping her family every year at the state fair, and resides with her husband Michael Wittich in St. Charles, Missouri.

Missouri State Fair

The entire Nation family can still to this day be seen working together preparing and exhibiting their cattle at the Missouri State Fair (MSF) in Sedalia.

"I exhibited a Hereford steer at my first MSF in 1970 and received a gold ribbon," said Bill.

Over the years, Bill noted he's seen the Hereford show go from the largest breed show to the smallest in the 1990's. Today, the show is back to a large number representing breeders all over the state.

Nation Polled Herefords has only missed three shows throughout those 50 plus years.

Jimmie Butler of Butler Polled Herefords, also a long-time Hereford breeder and exhibitor at MSF admits his family has been stalled across from the Nations for around 20 of those years.

"The Nation family has been very dedicated to the Hereford breed and supporters of the breed show at the MSF," said Jimmie. "As an end stall, the family visits and engages with many spectators coming through the barns every year."

Chris recalls many life lessons and happy memories from attending the MSF over the years. He has always enjoyed the family affair allowing him to also catch up with old friends and meet new ones. Chris was a Missouri State Fair Foundation Scholarship recipient, something that he's always been proud and grateful to receive.

It's the Nation family's passion for Polled Herefords and agriculture that shines through while they exhibit at the fair.

Operation Today

The farm currently consists of corn, soybeans, wheat and alfalfa. The Nations grind and mix their own feed with the corn they raise. The straw from the wheat produced is used for cattle bedding in the winter. The alfalfa hay bales are fed during the winter months also.

You can find the Nation family assembled together every year at the Missouri State Fair.



On the cattle side of the operation, Nation Polled Herefords actively participates in the Northeast Beef Cattle Improvement Association Performance Tested Bull Sale the last Saturday in March at the F & T Sale Barn in Palmyra, Missouri.

"We started performance testing with the University of Missouri (MU) Extension in 1977, while I was attending MU, majoring in Animal Husbandry," said Bill. "Over the years, I have seen increases in weaning and yearling weights as well as frame scores. I have also seen our rate of gain on test increase."

Nation Polled Herefords sells around a dozen bulls per year off the farm and through the Performance Tested Bull Sale.

Today, the sale also has a soundness score and the farm has implemented the use of EPDs over the years. The sale has helped Nation Polled Herefords sell bulls all over Northeast Missouri and Illinois.



Left: A group of heifers were Al'ed to Angus bulls and will sell in the Show-Me Select Heifer Sale in December.



Left: Chris showing his daughter Scarlett one of their exhibits at the Missouri State Fair.

Top Right: Bill Nation, Sr., posed with a herd bull in 1970.

Bottom Right: Elisabeth and Chris exhibiting in the Champion Hereford Female Class at the Vandalia Area Fair in the late 1990's.

These same traits their customers expect, guide the Nation family in making their breeding decisions. Good Hereford disposition is also important.

For Bill, he notes that learning is by asking questions and watching what others do. For new breeders starting out or for those just seeking general growth as an agriculturist,

the University of MO Extension Livestock Specialists are good resources of information.

Nation Polled Herefords has learned along the way and continues to improve on their skills and genetics. With five Dams of Distinction currently in production, Bill's ideal cow would weigh 1,300 lbs. as a mature cow featuring a straight top, thick muscle

and functional udder. Ideally, she would then produce a six frame calf that weighs 600 lbs. at weaning.

Watch for Nation Polled Herefords to have seven bred heifers selling in the Show-Me Select Heifer Sale at the F & T Sale Barn on December 11, 2021 in Palmyra, Missouri.



TAF DANTE SKITTLES 017H

44148791 • AI Bred to TH Masterplan 183

Triple A Farm

Eric, Pamela, Will and Ruth Adkins
Columbia, Missouri

573-819-8585 • ericadkins05@gmail.com

Missouri Opportunity Consignments
December 5, 2021 • Sedalia, MO

TAF KICKSTART DOLLY 018H

44148792 • AI Bred to TH Masterplan 183



Sale Results

WMC Cattle Co.

Wasola, Mo. | Sept. 26

Auctioneer: Eddie Burks

Reported by: Joe Rickabaugh

Lots	Gross	Average
.5 bulls	\$20,000	\$40,000
57 females	\$284,500	\$4,991
57.5 total	\$304,500	\$5,296
13 embryos	\$4,330	\$333

TOP BULL LOT

\$20,000 — CMF 3005 Epic 384E ET

DOB 12/4/2017, by R Leader 6964, sold to N & N Ranch, Chancellor, Ala. (1/2 interest).

TOP FEMALE LOTS

\$26,000 — SHF 30U B413 G094

DOB 2/8/2019, by EFBeef BR Validated B413, sold to Tennessee River Music, Fort Payne, Ala.; and a January bull calf, by /S Mandate 66589 ET, sold to Five Js Cattle, Clayton, N.C.

\$20,000 — MHF 167Y 333 42F ET

DOB 10/10/2018, by NJW 33TB 100W Trust 167Y, sold to Bonebrake Herefords, Springfield.

\$9,750 — WHR 284D 048E Beefmaid 150G

DOB 2/2/2019, by Whitehawk 4013 ROOSTER 284D, sold to Walker Polled Herefords, Morrison, Tenn.; and a January bull calf, by /S Mandate 66589 ET, sold to Mershon Cattle LLC, Buckner.

\$9,000 — WMC 63A 177E Vaca 193H

DOB 9/1/2020, by NJW 135U 10Y Hometown 63A ET, sold to Five Js Cattle.

\$7,500 — WMC 63A 20A Reva 177H ET

DOB 8/25/2020, by NJW 135U 10Y Hometown 63A ET, sold to Barnes Herefords, Cedar Town, Ga.

Sale report furnished by Hereford World Magazine

Bonebrake Herefords & Guests

Strafford, Mo. | Oct. 9

Auctioneer: Jessie Bolin

Lots	Gross	Average
46 females	\$122,450	\$2,662
3 embryos	\$1,425	\$475

TOP FEMALE LOTS

\$6,500 — BB 632D Diamond Hallie 420H ET

DOB 2/5/2020, by Churchill Pilgrim 632D ET, sold to Starks Land & Cattle Co., Stillwater, Okla.

\$4,800 — BB 632D Diamond Harlow 421H ET

DOB 2/7/2020, by Churchill Pilgrim 632D ET, sold to Starks Land & Cattle Co.

\$4,100 — HPF Y232 Ms Times Up 760 ET

DOB 2/12/2017, by GV CMR X161 Times Up A152, consigned by High Prairie Farms, Fair Grove, sold to Brigadoon Farm, Pikeville, Tenn.; and a February bull calf, by THA 4R Flagg J503, sold to Kyle Wake, Willow Springs.

\$4,100 — BB 0245 Miss Beefy Cash 626 ET

DOB 8/28/2016, by DKF RO Cash Flow 0245 ET; and an August bull calf, by XA Mr Manhattan 6011, sold to Kyle Wake.

\$3,800 — BB 6153 Timeless Design 216G

DOB 9/9/2019, by Boyd 31Z Blueprint 6153, sold to Brad Schockley, Buffalo.

Sale report furnished by Hereford World Magazine

Journagan Ranch/Missouri State University

Springfield, Mo. | Oct. 2

Auctioneer: Eddie Burks

Reported by: Joe Rickabaugh

Lots	Gross	Average
28 bulls	\$100,500	\$3,589
63 females	\$189,750	\$3,012
91 total	\$290,200	\$3,189

TOP BULL LOTS

\$8,800 — LJR MSU 973E Big Jake 5J

DOB 1/13/2021, by C&L RR KJ 364C Jalapeno 973E, sold to Dean McKibben, Liberal; and Falling Timber Farm, Marthasville, (1/2 interest).

\$6,000 — LJR MSU 18072 Jacques 115J

DOB 2/9/2021, by KR QR Endure 18072, sold to John Chester, Pocahontas, Ark.

\$5,500 — LJR MSU 371B Hobart 47H

DOB 2/3/2020, by LJR MSU X51 Bosch 371B, sold to Wade Payne, Fairland, Okla.

\$5,100 — LJR MSU 105C Hartford 62H

DOB 2/5/2020, by LJR MSU 829 Cayman 105C, sold to Kenneth Davis, Hartville.

TOP FEMALE LOTS

\$5,000 — LJR MSU Mary Ann 135E

DOB 2/15/2017, by KT Built Tuff 1010, sold to 4H Ranch, Dora; and a March heifer calf, by LJR MSU Z311 Emblazon 392E, sold to Charli and Andi Howard, Dora.

\$5,000 — LJR MSU Hazel 189F

DOB 3/12/2018, by KJ C&L J119 LOGIC 023R ET; and a September bull calf, by JDH Z311 Insight 30D, sold to Christian Warner, Windyville.

Sale report furnished by Hereford World Magazine

TOTAL HERD DISPERSAL

Father Time Has Caught Up With Me



Cavanaugh Farms

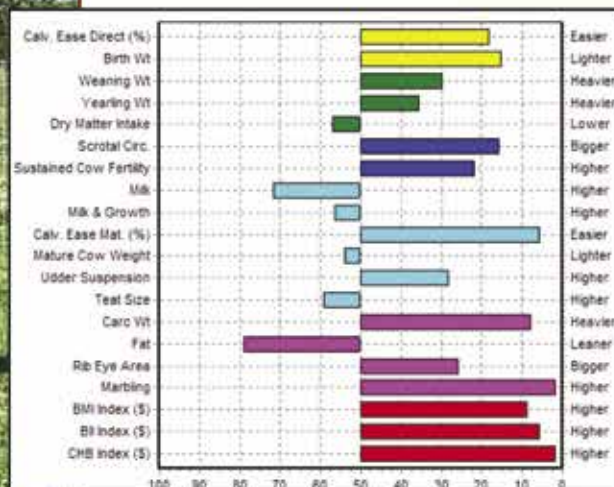
Tim & Gerri Cavanaugh

2376 Rutz Rd., Cuba, MO 65453 • Gasconade County
Phone: 573.437.4274 Email: cavanaughfarms@hotmail.com
(GPS Owensville)

Further Bellis Examples of "No Excuse Herefords"



(P43948330)



JDB LILAC Z311 951B ROCK 192F {DLF,HYF,IEF,MSUDF}

SCHU-LAR ON TARGET 22S {SOD,DLF,HYF,IEF,MSUDF}

KCF BENNETT ENCORE Z311 ET {CHB,DLF,HYF,IEF,MSUDF}

KCF MISS REVOLUTION X338 ET {DLF,HYF,IEF}

SHF RIB EYE M326 R117 {SOD,DLF,HYF,IEF}

LILAC MARTHA R117 951B

LILAC MARTHA X46 864Z {DOD}

KCF BENNETT C776 G507 {DLF,HYF,IEF,MSUDF,MDF}

NJW 73S W18 HOMETOWN 10Y ET {SOD,CHB,DLF,HYF,IEF,MSUDF,MDC}

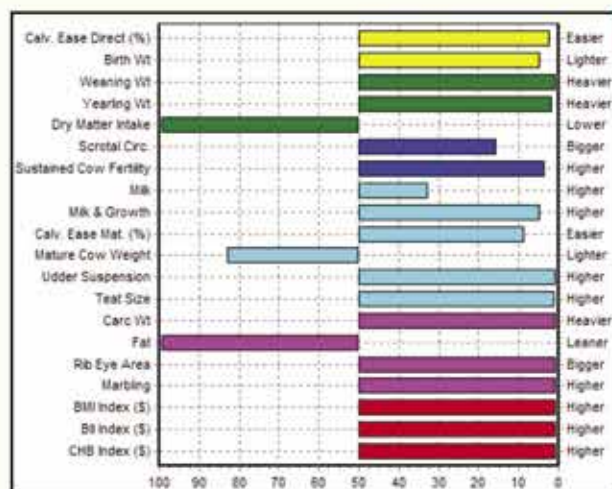
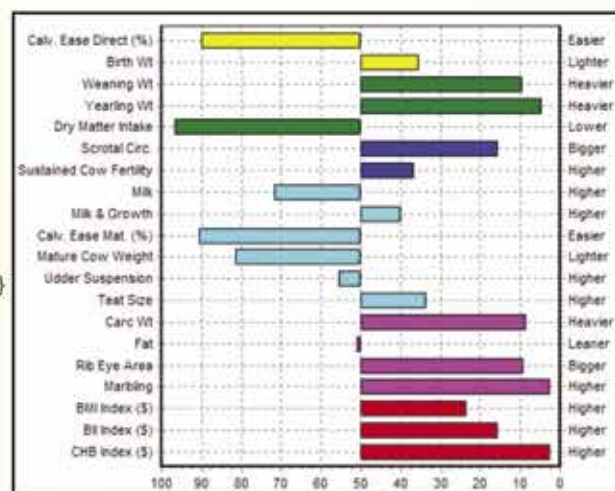
KCF BENNETT HOMEWARD C776 {CHB,DLF,HYF,IEF,MSUDF,MDC}

KCF MISS 22S Z301 ET {DLF,HYF,IEF}

MSU TCF REVOLUTION 4R {SOD,DLF,HYF,IEF}

KCF MISS REVOLUTION Y68 {DLF,HYF,IEF}

KCF MISS PROFICIENT U227 {DOD,DLF,HYF,IEF}



KCF BENNETT RESOLVE G595 {DLF,HYF,IEF,MSUDF,MDF}

NJW 73S M326 TRUST 100W ET {SOD,CHB,DLF,HYF,IEF,MSUDF,MDF}

KCF BENNETT TRUST B279 ET {CHB,DLF,HYF,IEF}

KCF MISS REVOLUTION X374 {DLF,HYF,IEF}

EFBEEF TFL U208 TESTED X651 ET {CHB,SOD,DLF,HYF,IEF,MSUDF}

KCF MISS TESTED C422 {DLF,HYF,IEF,MSUDF}

KCF MISS X51 A407 {DLF,HYF,IEF,MSUDF}



J.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 & Ivey Johansen

Kevin cell: 573-289-1061

Neal, Joanna & Nora Wilkinson

Events & Deadlines

NOVEMBER

NOV 1 Nomination deadline for MHA 2021 awards

NOV 27 College of the Ozarks / CMPHBA Sale Point Lookout, Missouri

DECEMBER

DEC 4 Missouri Hereford Association Annual Meeting and Banquet Sedalia, Missouri

DEC 5 Missouri Opportunity Sale Sedalia, Missouri

JANUARY

JAN 7-9 Missouri Cattle Industry Convention & Trade Show Columbia, Missouri

JAN 5 Cattlemen's Congress Hereford Junior Heifer Show Oklahoma City, Oklahoma

JAN 7 Cattlemen's Congress National Bull Show Oklahoma City, Oklahoma

JAN 8 Cattlemen's Congress National Heifer Show Oklahoma City, Oklahoma

JAN 17 MHN Contract Deadline & March Ad Space & Material Deadline

Join the Fun! "Hereford Weekend"

December 4 & 5 | Sedalia, MO

Dec. 4 - Annual Meeting & Banquet
Dec. 5 - Missouri Opportunity Sale



Find more information online at www.moherford.org



Dec. 31 – Jan. 8
2021

SAVE THE DATE!



JANUARY 7-9, 2022
COLUMBIA, MISSOURI

REGISTER TODAY!

PPH 10H LADY CLASS 352

Reg: P43322329 Sire: DR World Class 517 10H MGS: PPH 3X Felt 517 304



PPH Miss Reva 560

Paternal Granddaughter to 352



DALE PECK & SONS

20327 Manila Rd., Ionia, MO 65335
Cell: 660-619-0108

Sire: PPH Revolution X51 392
Dam: PPH 10H Lady Class 321

Holiday Bucket List

Make this holiday season one to remember with family and friends!



Bake Christmas cookies.



Relax by the fireplace.



Get/make a new Christmas ornament.



Watch a holiday movie.



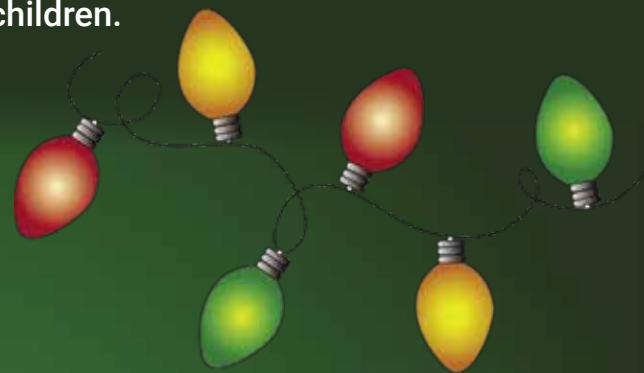
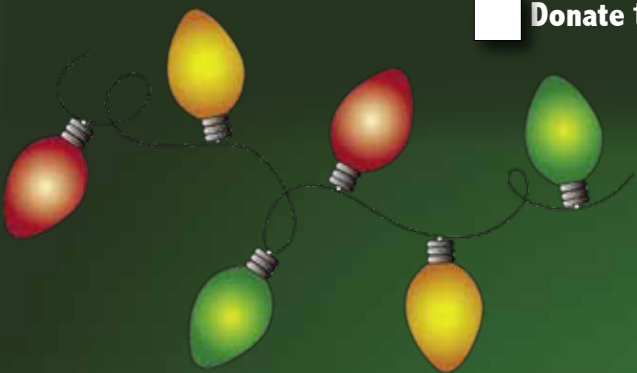
Read a Christmas book.



Make a gingerbread house.



Donate toys/clothes to needy children.



Go look at Christmas lights.

Wear Christmas socks or shirts.



Drink hot chocolate.

Make a homemade gift.



Build a snowman.

Send Christmas cards.



Sing Christmas carols.

Host a holiday party.



Merry Christmas

and Happy New Year

Rural
Route CREATIONS

Vytelle Closes Oversubscribed Series A; USD \$13.2MM to Accelerate Genetic Progress in Cattle

KANSAS CITY, Missouri, September 28, 2021 – Vytelle, a precision livestock company, is pleased to announce the closure of an oversubscribed Series A funding worth USD \$13.2MM. Private equity firm Open Prairie, through the Open Prairie Rural Opportunities Fund, and Kansas-based Ag-tech VC, Fulcrum Global Capital co-led the round. The financing also included participation from new Midwest investors Serra Ventures, Innovation In Motion, and KCRise, as well as existing investor, UK-based WheatSheaf Group.

Vytelle's integrated technology platform combines Vytelle ADVANCE, a breakthrough in vitro fertilization (IVF) technology, with Vytelle SENSE, an animal performance data capture system, and Vytelle INSIGHT, an artificial intelligence based genetic analytics engine. The platform provides progressive cattle producers the technology to multiply the impact of elite livestock productivity and profitability, sustainably delivering more protein with fewer inputs. Vytelle's integrated platform has seen rapid growth since its launch in 2020, currently serving cattle producers in 21 countries.

"We are impressed with Vytelle's track record of success in the IVF sector and look forward to implementing initiatives to further accelerate genetic progress with Vytelle's data platforms for the benefit of ranchers and cattle operations throughout rural America," said Open Prairie's founder and managing partner, Jim Schultz.

Duane Cantrell, CEO of Fulcrum Global Capital added, "Vytelle's ability to scale globally is a game changer for the cattle industry to produce a more efficient and sustainable global cattle herd."

The funding reflects the aggressive expansion strategy of the Kansas City-based company. The strategy includes propelling the IVF offering of Vytelle ADVANCE to strategic markets worldwide and investment in new ways to create more predictable genetic selections for global cattle operations. "We've been searching for another AgTech investment in the KC region with a large addressable market, proven traction, seasoned agriculture investors and experienced team. Kerryann and her team, board and investors exceed every measure and we are excited that our KC-based investors will be a part of this global/local growth story." Darcy Howe, founder, managing director, KCRise Fund.

"Our mission is clear, and we are grateful for the support of our investors who join us on our journey to ensure meat and milk are viable food choices for future generations," said Kerryann Kocher, CEO of Vytelle.

Vytelle is a precision livestock company reshaping how cattle producers worldwide optimize their herds. Through Vytelle's integrated technology platform, generations of genetic gains can be made in just a few years. This allows producers to sustainably deliver more protein with fewer inputs, helping to ensure meat and milk are viable, competitive food choices for future generations. For more information about Vytelle, please visit www.vytelle.com.

Precision livestock company, Vytelle, secures USD \$13.2MM Series A funding.

WPH Ranch

proudly introduces



WPH MGW 371B Hunter H100

DOB: 2/20/20 Reg. No.: 44150703




Monty & Georgia Williamson
(417) 247-0782

Geren & Emily Reavis
(417) 252-0291

975 Stillhouse Road
Mountain View, MO


Tough times never last, but tough people do.





4B LIVESTOCK
Registered Hereford Cattle

Tammy Adam
Bailey, Britney, Brooklyn & Brayde
735 SE Wexford Rd
Lathrop, MO 64465
Tammy 816-809-7049
4BLvstk@gmail.com
adamtammyd@gmail.com



WWW.REYNOLDSHEREFORDS.COM

20th Annual Production Sale
SUNDAY, OCTOBER 17, 2021

**REYNOLDS
HEREFORDS**

MATT, BARB, TYE & MAKAYLA
HUNTSVILLE, MISSOURI
MATT: 660.676.3788

LIKE US ON FACEBOOK





Waters Farm
Glen, Kyla, Kristin & Grant Waters
23795 D Hwy
Norborne, MO 64668
660.484.3127 home phone
660.707.3646 mobile phone
gwaters@landolakes.com

**Ferguson Polled
Herefords**
SMITHTON, MO

Marty, Kim, Andrew, and Haleigh
660-287-8249 OR 660-287-6485
PRIVATE TREATY OFFERINGS AVAILABLE



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

Rapp Premium Genetics
Chris & Reba Rapp & family
Rockville, MO
660.679.1019 C 417.684.2424 R
rappreba@gmail.com



**WEAVER
LEATHER
LIVESTOCK**

Authorized Weaver
Leather Livestock Dealer
in Southwest Missouri

ORDER ONLINE NOW!
www.handhshowsupplies.com



Laze-D Herefords
Dennis and Sherry Michael
17770 S. 425 Rd.
Jerico Springs, MO 64756
417-398-0019
lazedherefords@hotmail.com

Bakerville Cattle Co.
Jon and Debra Baker
111 E. North
Timewell, IL 62375
217-653-7546

Registered Red and Black Herefords Available
- Combining the best of both worlds -

ROTH HEREFORD FARM

Eddie and Mary Roth
11752 NE Hwy J
Windsor, MO 65360
Cell 660-351-4126

Cattle for sale private treaty!

DECKER HEREFORDS

Sue Decker
La Plata, NM • 550-330-3179
Jared, Jaden, Jensen, & Maesyn Decker
Centralia, MO • 573-819-0837
Visit us online at www.deckerherefords.com

KAUFFMAN HEREFORD FARM

908 Lomo Drive
Jefferson City, MO 65109

Dennis Kauffman
573-291-6744

Bob Kauffman
573-635-6632

EMAIL: dinkman@aol.com

LUDWIG

FARMS

Dale, Rhonda, Trent, Claire & Troy
 Linn, MO
 Phone: 573-338-6000
 Email: ludwigdale@yahoo.com

HERD SIRES
 Ludwig Catapult X-Box C21 ET
 Ludwig Trust Ranger C19

AI SIRES
 KFC Bennett Trust B279 • Endure • Munson
 Final Test • Jalapeño • Torque

ROCKING F POLLED HEREFORDS

Frank and Pam Flaspohler
 222 County Road 402
 Fayette, Missouri 65248
 Phone: 660-537-4809
 E-mail: fwf@rockingf.com

F

PRODUCING POLLED HEREFORD SEEDSTOCK

District 6: Director – Rick Steinbeck

AMR **Alex Roth**
Cattle Co. *Polled Herefords*

Alex and Michaela Roth
 Altenburg, MO
 (573) 576-5141

Dale, Lindy & Anna Roth
 Altenburg, MO
 (573) 579-3473




Biglieni
FARMS

Tom Biglieni and Jill Elwing
 2109 Des Peres Rd. • St. Louis, MO 63131
 417.827.8482 cell
 tgbig@sbcglobal.net • elwingjill@hotmail.com



Bourbeuse Bend
Herefords

Jerry & Cheryl Voss
 Blake & Jordann Voss
 573-368-9001 (Blake)
 Polled & Horned Genetics


Beaufort, MO

"Today's Cattle With Tomorrow's Genetics"

Souders Farm
Registered Polled Herefords
 John, Nancy, Tyler & Dakota
 Rosebud MO
 (573) 764-4718
 stherefords@gmail.com

District 7: Director – Mike McCorkill

Blue Ribbon Farms
 11768 W. Farm Rd. 34 • Walnut Grove, MO 65770
 Jeff & Stephanie Rawie
 417-209-5538 • jeffrawie24@yahoo.com




BRF 2296 TORCH 3H
 Reg: 44147182
 Sire: UPS SENSATION 2296 ET

BRF MISS SPARK 2H
 REG: 44146057
 Sire: UPS SENSATION 2296 ET

CHOATE
Polled Herefords

Mike and Cathy Choate
 417-880-3925
 Nathan and Julie Warner
 417-298-5968

5373 South 226th Road
 Pleasant Hope, MO 65725
 choateherefords@gmail.com

DUVALL
 Polled Herefords

Gary and Frances Duvall
 1082 Hwy 97 • Lockwood, MO 65682
 417-232-4817 H 417-827-2163 C
 duvallherefords@keinet.net

Herdsmen: Miguel Cifuentes 417-793-5082

Holmes Hereford Farm
 Greg & Vicki Holmes
 56 State Hwy A
 PO Box 482
 Wheaton, MO 64874
 Phone: 417-652-7463
 Cell: 417-848-9010
 holmesfs@windstream.net

Horned & Polled
Herefords


 Visitors Are Always Welcome



McMillen's Toothacre Ranch

Trent & Mary McMillen
& Family
9128 W. Farm Road 30
Walnut Grove, MO 65770

417-788-2787 home • 417-830-7257 cell • 5inthehive@gmail.com



R&L Polled Herefords

4401 S. 200th Rd.
Halfway, MO 65663

*Herd Sire Prospects
Select Females*

Kody Agee, Showman
417-399-7940

Lendell Voris
417-445-2461

**SHOENBERGER
POLLED HEREFORDS**
Est. 2003



ERIC, JR. AURORA, MO ERIC & KAMI

417-860-7151 417-737-0055

District 8: Director – Travis McConaughy

**NETWORTH
FEEDS
N&F
'S FEEDING**



• Heifer Development
• Bull Development
• Backgrounding of steers and commercial heifers
• Marketing Assistance
• Custom Blended Feeds

Contact Frank or Carrie at the phone 513-728-6070 Or call 573-243-1022 or 573-287-5506 with any questions or email at networthfeed@outlook.com


District 9: Director – Darrell Aufdenberg

APH
Aufdenberg
Polled Herefords

"Quality You Can Count On"

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

"Colorado" – 2020 MHA Show Bull of the Year




LPH

Lizzie's Polled Herefords
Kenny, Michelle & Elizabeth Spooler
1788 County Road 347
Jackson, MO 63755
573-270-4145 Kenny - 573-270-9221 Michelle
lphspoolerfarms@aol.com

Out of State

Toby & Debby Dulworth
270-224-2993



DOGWOOD FARM

**Herefords
since 1964**

Pasture-Selected **Made to Graze**
dogwood@brtc.net

website: dogwoodherefords.com 2492 Kirkman, LaCenter, KY 42056

MALONE
Hereford Farm



1371 Road F ~ Emporia, KS 66801
Phone/Fax: 620-342-7538
Alton's Cell: 620-794-2358
ammalone@lewb.coop

Alton, Marie, Brian, Dustin and Michelle Malone

**SHINGLE OAKS
POLLED HEREFORDS**



Eric, Cindie, Cassie & Krista Allscheid
8052 Andy Road • Waterloo, IL 62298
618-939-5376
Eric Cell – 618-593-9642

Visit us at Shingleoakspolledherefords.com

T T TOWNER FARM
HEREFORDS POLLED & HORNED

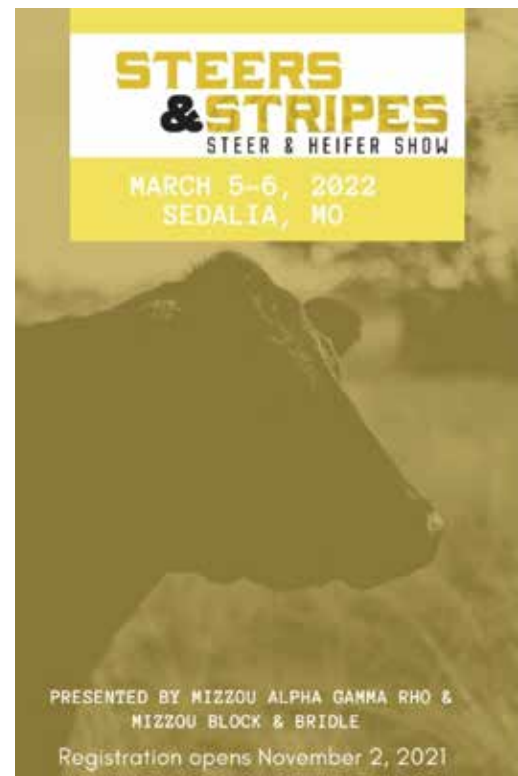
John Towner
320 E 47 Hwy
Circard, KS 66743
P: 620-724-6636
C: 620-249-6636
john@townerfarm.com

www.townerfarm.com



Advertising Index

4B Livestock	31	Laze-D Herefords	31
Alex Roth Polled Herefords	32	Lizzie's Polled Herefords	33
AMR Cattle Co.	32	Ludwig Farms	32
Aufdenberg Polled Herefords	35	Malone Hereford Farm	33
Bakerville Cattle Co.	31	McCorkill Family Farms	10
Belzer Farms	34	McMillen's Toothacre Ranch	33
Bigleni Farms	32	Menzies Cattle Co.	22
Blue Ribbon Farms	32	Missouri Opportunity Sale	13
Bonebrake Herefords	Back Cover	Neighbors Cattle Co.	16
Bourbeuse Bend Herefords	32	Open Range Cattle Co.	11
Butler Polled Herefords	11, 35	Phillips-Renner Farms	23
Cavanaugh Farms	26	R&L Polled Herefords	33
Central MO Polled Hereford Breeder's Assoc	7	Rapp Premium Genetics	31
College of the Ozarks	18-19	Reed Farms	3
Crutsinger Hereford Farm	20	Reynolds Herefords	31
Dale Peck and Sons	28	Rocking F Polled Herefords	32
Day's Family Farm	8	Roth Hereford Farm	31
Decker Herefords	31	Rural Route Creations	21
Dogwood Farm	33	Shingle Oaks Polled Herefords	33
Duvall Polled Herefords	32	Shoenberger Polled Herefords	33
Falling Timber Farm	6, 35	Souders Farm	32
Ferguson Polled Herefords	31	Steers & Stripes Show	34
Gregory Hereford Ranch	20	Steinbeck Farms	10
Gregory Polled Herefords	23	Triple A Farm	25
H&H Herefords	31	Tri-L Polled Herefords	14
H&H Show Supply	31	Triple H Acres	15
Holmes Hereford Farm	32	Towner Farm	33
J. D. Bellis Family	27	Waters Farm	31
Jordan Herefords	15	WMC Cattle Co.	2
Journagan Ranch / Missouri State	3	WPH Ranch	30
Kauffman Hereford Farm	31		



2022 HEREFORD FEEDOUT PROGRAMS ANNOUNCED

As two of the industry's leading educational opportunities, the American Hereford Association (AHA) feedout programs offer participants an inside look at the cattle feeding industry and the merits of raising quality cattle.

Developed as a way for cattlemen and women across the country to prove the worth of their genetics, the AHA established the Hereford Feedout Program in 2020 and the National Junior Hereford Association (NJHA) Fed Steer Shootout contest in 2017, with both programs relocating to HRC Feed Yards, Scott City, Kan., in 2021.

The 2022 Hereford Feedout Program and NJHA Fed Steer Shootout provide breeders the opportunity to collect valuable carcass and performance data, maximize profit potential and expand marketing avenues. Both programs provide participants with a real-world experience in the cattle feeding industry and give a first-hand look into their genetics at work.

Hereford breeder and participant in the Hereford Feedout Program, Darrin Reed, Clay Center, Kan., advocates for breeders to participate in the program.

"Breeders and commercial cattlemen alike can get the data back to prove what they are doing is working for their operation," Reed says. "At the end of the day being profitable is the number one goal for commercial cattlemen and registered breeders. You couldn't ask for an easier program to work with and getting the data back is invaluable information."

The program has become a valuable asset for breeders to understand how their cattle perform in a feedlot through the data collected. Trey Befort, AHA director of commercial programs, has witnessed the growth of the program since its inception.

"From the beginning our goal has been to provide breeders and junior members the opportunity to better understand the cattle feeding industry through a real-world experience," Befort says.

With future leaders of the beef industry in mind, the NJHA Fed Steer Shootout was developed to provide junior members the opportunity to collect feed yard performance and carcass data while gaining a broad knowledge of the cattle feeding and packing industries during the comprehensive educational contest.

To participate in the 2022 programs, participants are encouraged to enroll by November 1, 2021. All cattle will be delivered to HRC Feed Yards from December 11 - 15, 2021. To properly prepare cattle for the feed yard, interested participants are encouraged to review and follow the suggested preparation protocol developed by HRC Feed Yards.

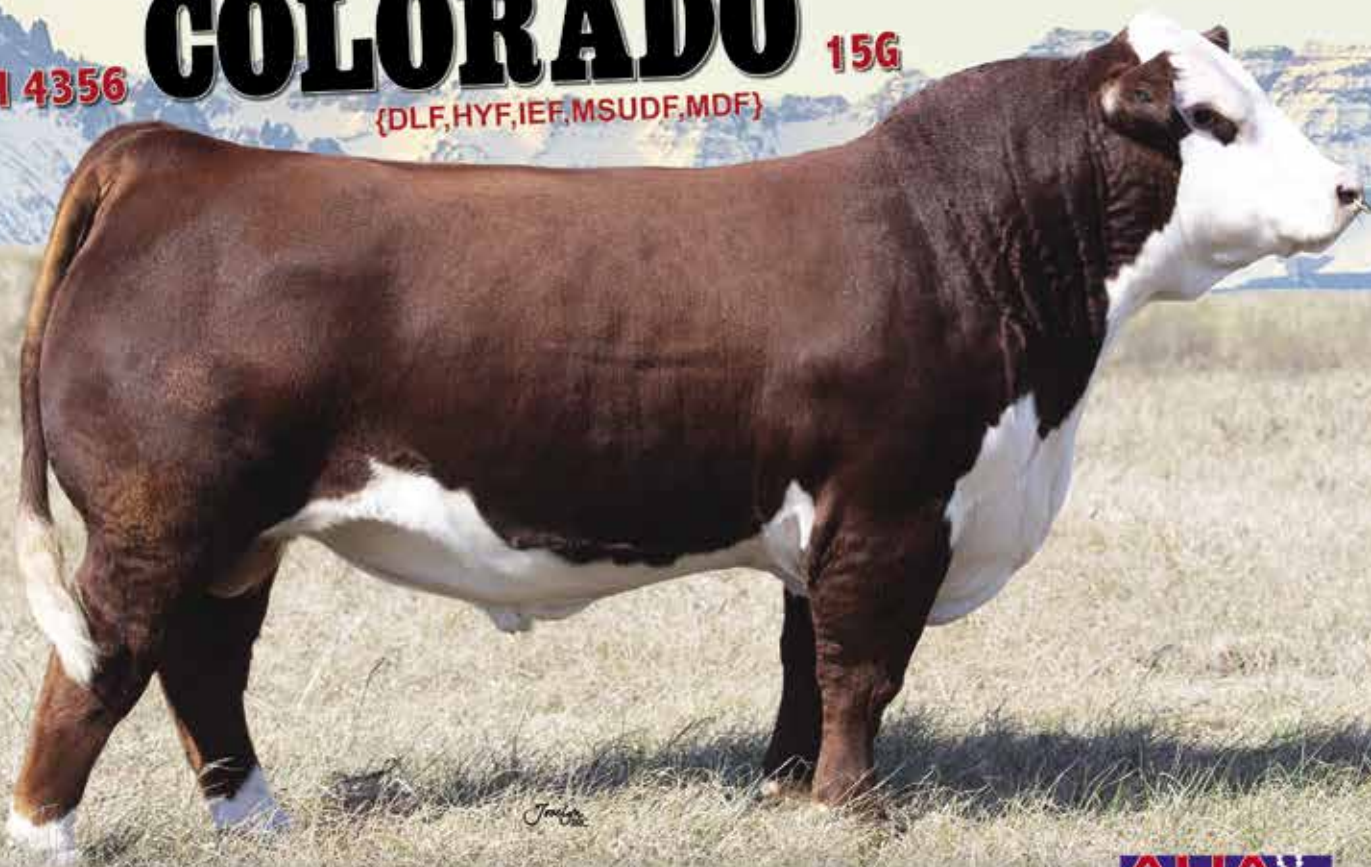
More information, the enrollment form and the specific protocol for the Hereford Feedout program can be found here, <https://hereford.org/genetics/breed-improvement/feedout-program/>. To learn more about the NJHA Fed Steer Shootout visit <https://hereford.org/youth/njha-fed-steer-shootout/>.

APH 4356

COLORADO

15G

{DLF, HYF, IEF, MSUDF, MDF}



Reg: 44040662 | DOB: 02/23/2019



Sire: R EXCITEMENT 4356 Dam: CPH 10Y WYNNE 14B MGS: NJW 73S W18 HOMETOWN 10Y ET

**HOMO POLLED + PHENOTYPE + EXCEPTIONAL EPD'S =
THE COMBINATON BULL TO USE!**



Grand Champion Bull 2021 Missouri State Fair!

2020 Grand Champion Bull Ozark Empire Fair

2020 American Royal Reserve Champion Yearling Bull

2020 Missouri Hereford Association Show Bull of the Year

SEMEN FOR SALE

\$35/unit • non-certificate

10 straw minimum

Contact: Darrell Aufdenberg 573-270-6755

APH

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

BUTLER POLLED HEREFORDS

Jimmie, Andrea and Joel Butler
Cody and Jocelyn Washam
4195 South Farm Rd. 53 • Republic, MO 65738
Jimmie 417-838-4095 • Joel 417-838-3665
Cody 417-489-5450
butlerpolledherefords@hotmail.com

FTF Falling Timber Farm

Beef Genetics and Nutrition

Glenn, Yvonne, John & Heidi Ridder
16777 Ridder Road
Marthasville, MO 63357
John Cell 636-358-4161
geridder@centurytel.net



Thank You TO ALL THE BIDDERS AND BUYERS
FOR MAKING OUR SALE A HUGE SUCCESS!

& Guests Female Production Sale

High Selling Bred Heifers...



BB 632D DIAMOND HALLIE 420H ET Reg: 44175900
Sire: CHURCHILL PILGRIM 632D ET



BB 632D DIAMOND HARLOW 421H ET Reg: 44175901
Sire: CHURCHILL PILGRIM 632D ET

Selling in the Missouri Opportunity Sale December 5!



BB 6011 Perfect Belle 423H ET Reg: 44225391
Belle Air Daughter | Half Sister to Lots 1 & 2



BB 6011 Miss Manhattan 227H Reg: 44190431
Sire: XA MR MANHATTEN 6011



Al Bonebrake

5943 E St. Hwy. YY Springfield, MO

Phone: 417-849-1324

James Henderson, Herdsman

417-588-4572 cell

jameswhend@gmail.com