

NOV 2022

# MHN

## Missouri Hereford News

Official Publication of the Missouri Hereford Association

**Focusing on Giving**  
*this holiday season*

*Inside this issue*

Missouri Hereford Field Day Report  
Home Grown Series – Processing & Enjoying Meat  
Mead Farms' Customer Service Approach  
SEMO District Fair Results  
Finding Your Holiday Giving Spirit

Missouri Hereford News  
30487 Hwy J  
Wentworth, Missouri 64873





# A TRUE HERD BULL



**RHF 66589 MR MANDATE 1012**

REG: *P44297414* • DOB: *02-02-2021*

Sire: */S Mandate 66589 ET*

Dam: *RHF 38W Victoria 6041D ET*

**ROTH HEREFORD FARM**

**Eddie and Mary Roth & family**

11752 NE Hwy J • Windsor, MO 65360

Cell 660-351-4126

*Cattle for sale private treaty! Contact us for details!*



# Thank you to all the buyers at our 31st Sale!

86 Purebred Lots \$311,150, Avg. \$3608

Mark your calendar for our  
32nd sale, Saturday, October 7, 2023



## Lot 1--LJR MSU 23D Justis 303J

A great herd bull prospect sold to  
The Howard Family, Dora, Mo.  
for \$7000

Sold in 2022 Sale!



## Lot 3-- LJR MSU 174E James 6J

This outstanding son of TH Frontier 174E  
sold to Gregory Polled Herefords, Houstonia, Mo.  
for \$8000



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

REED FARMS.....A cowherd built on  
predictable cow families.



For Sale at the Farm

CSR 74F Tough 126F 41J P44260441

A top son of NJW 133D 1010 Tough 126F that  
sports an excellent EPD profile. Ready for heavy  
service.

EPD's: BW 2.9; WW 61; YW 93; M30; M&G 60; CHB 115

## State Sale Consignment



SW 2.5  
WW 58  
YW 105  
M 27  
M&G 60  
REA 0.3  
MARB 0.28  
CHB 123

## CSR 41F Tough Lady 33J

A top cut bred heifer by NJW Tough 126F mated  
to CSR 73D Valentine B413 40H. Due March 11, 2023  
We will be using her maternal brother next year.

**REED  
FARMS**  
Registered Polled  
Herefords



Jim and Linda Reed

Craig, Natalie, Macy, Mallory & Maggie Reed

P.O. Box 126 • Green Ridge, MO 65332

660-527-3507 • Fax 660-527-3379

reedent@iland.net / [www.reedent.com](http://www.reedent.com)

As we roll through the months, it's hard to believe 2022 will soon be behind us. As we age, the saying that each year goes by quicker sure seems to be true.

What a year it has been though. Each issue we write the note from the editors, there is so much to be thankful for; it's hard to know where to begin. As Thanksgiving and Christmas are just around the corner, in agriculture we must be first and foremost thankful for the industry we get to raise our families in. More specific, the Hereford breed has been focused on family and trusted relationships for decades, and we think it's only getting stronger.

The Missouri Hereford Weekend is the perfect place to both build those relationships and foster ones built in the past. Marketing doesn't happen the week of the sale. Building trust and getting to know people in our breed starts months, if not years, in advance. These connections are two fold – there is so much to learn from others. If we attend these events with an open ear and a welcoming mind, you never know what tips you might take home to implement in your own operation. You will head home refreshed and motivated.

'Tis the season for giving. There's no better time to help those around you... just because you can. Maybe the neighbor's cows are out. Quietly put them back in. If someone needs a helping hand during the rush of fall work, lend an hour here or there to assist. The help always comes back your way when needed most.

We wrap up the year with some very exciting sales. The population has spoken, and beef is demanded as the most enjoyable protein out there. The taste just can't be beat. If you are selling beef off the farm, be sure to read our Home Grown series on preparing a cutting sheet and what to do with your meat once you get it home. For beef producers, most of this comes second nature. To your consumers though, they need our help explaining this process. The choices seem overwhelming to them without our help.

Lastly, doing our membership spotlight stories is always a highlight. Be sure to read about Mead Farms and their customer service approach. They've built their farm from 20 cows to now marketing 700 bulls annually – quite a feat in our region.

Happy Holidays, and may God bless you and your loved ones!

– The Editors, *Rural Route Creations*

Cassie Dorran, editor

Jocelyn Washam, editor



*This newsletter is edited by*  
**Rural Route Creations**  
 30487 Hwy J • Wentworth, MO 64873  
[www.ruralroute creations.com](http://www.ruralroute creations.com)

## 2022 Publication Dates

Issue	Ad Space & Material Deadline	Camera Ready-Ad Submission
March 1	Jan 17	Jan 21
July 15	June 6	June 10
September 1	Aug 2	Aug 6
November 1	Sept 26	Sept 30

“...the Hereford breed has been focused  
 on *family and trusted relationships*  
 for decades...”



### Advertisement & News Submissions:

Cassie Dorran 403-507-5953 [cassie@ruralroute creations.com](mailto:cassie@ruralroute creations.com)  
 Jocelyn Washam 417-838-5546 [jocelyn@ruralroute creations.com](mailto:jocelyn@ruralroute creations.com)  
 A special thank you to Andrea Butler for her office support throughout the year!

## 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	\$150	\$500
Business card ad	(contracted only)	\$200

### All ads must be received by deadline!

View the Media Guide Online at [moherford.org](http://moherford.org) for ad sizes, file requirements and material submission.





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Filling Out Cutting Sheets and Getting Your Meat Home

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How to Help this Holiday Season



14-15



24-25

## Missouri Hereford Association

### Officers and Directors

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

<i>President</i>	Travis McConaughy	Wasola	District 8
<i>Vice President</i>	Darrell Aufdenberg	Jackson	District 9
<i>Secretary/Treasurer</i>	Matt Reynolds	Huntsville	
<i>Directors</i>	Glen Waters	Norborne	District 1
	Jon Black	Keytesville	District 2
	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

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

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



Cover photo  
© Rural Route Creations



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

These cattle sell...**Mo Opportunity Sale**

December 4 | Sedalia, MO



**MMM Dominette J03** Reg: **P44232675**

DOB: 01/31/2021 Sire: CL 1 DOMINO 215Z

AI bred 04/29/2022 to MMM 226Z Ground Floor G02.

Pasture Exposed 05/13/2022 to 08/11/2022 to LIII NCC E158 2038.



**MMM Smokin Hot J06** Reg: **P44249852**

DOB: 02/22/2021

Sire: C&L RR KJ 364C JALAPENO 973E

AI bred 04/29/2022 to EFBeef C609 Resolute E158.

Pasture Exposed 05/13/2022 to 08/11/2022 to LIII NCC E158 2038.

**McCORKILL  
FAMILY FARMS**

Registered Herefords

Mike and Myra McCorkill 417-637-5228 417-838-2073

152 E Dade 92, Greenfield, MO 65661

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

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



**THA J503 WACO 023F** Reg: **P43969131**

DOB: 11/27/18 Sire: **THA 4R FLAGG J503**

Sells with a THA 8087 Titanium J402 ET heifer calf at side



**THA 507C TIVA 007J** Reg: **P44246880**

DOB: 2/26/21 Sire: **CHURCHILL TORO 507C ET**

Sells bred to THA 66589 Ernest 004H



**THA 66589 FELICIA 001H** Reg: **P44133247**

DOB: 2/20/20 Sire: **/S MANDATE 66589 ET**

Sells safe AI to KJ 7603 VENTURE 309J ET



**THA J402 AMBROSIA 023H** Reg: **44197906**

DOB: 11/19/20 Sire: **THA 8087 TITANIUM J402 ET**

Sells bred to THA 66589 Ernest 004H

**Triple Threat =**

Structure,  
Performance &  
Eye Appeal

Watch for these  
consignments to the

**MO Opportunity Sale**

December 4, 2022

Sedalia, MO

**TRIPLE H  
HACRES**

The Jackson Family

Miller, Missouri

Cell: (417) 827-1049

Ellen Cell: (417) 827-0338

[triplehacres@live.com](mailto:triplehacres@live.com)



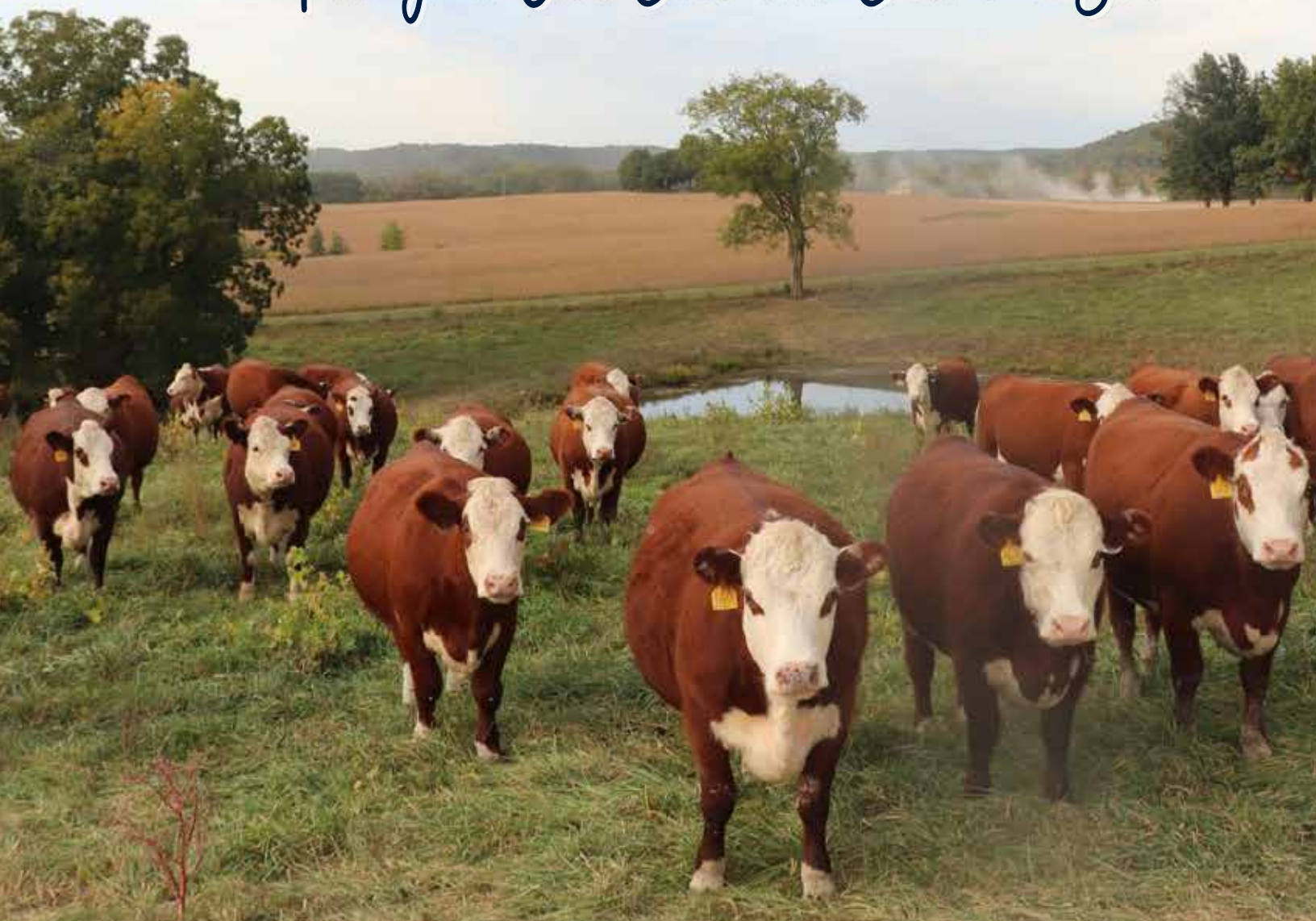


# HEREFORD NIGHT <sup>in</sup> OKC

National Hereford Sale, January 6th, 2023

selling pick of the

*Two Year Old Cows with Calves at Side*



Save the date . . . Saturday, March 18th, 2023

**14th Annual Bull & Female Sale**



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

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Falling Timber Farm





## Update

With calves being weaned and crops being harvested we have found ourselves into the fall season wondering where in the world 2022 has gone. It's hard to imagine how busy everyone is and where the time goes, but a good ride out in the pasture to check on things is usually a good reality check to bring things back into perspective. I seem to do this a lot more than I used to. Don't forget to stop and smell the roses!

We are in the heart of sale season and even with the tough weather conditions a lot of Missouri farmers are facing, the cattle are still bringing great money, crowds are still showing up and the demand for Hereford cattle is strong. Feeder cattle prices are hanging in there, and with the expectations of the future market it has commercial cattlemen and women on the hunt for bulls. There has never been a better time for them to increase their genetics with a good bull. Don't forget to educate your bull customers on what a great bull can do for their program.

I also would like to invite every breeder to be in Sedalia for the Missouri Hereford Association annual meeting and banquet December 3 at 5 p.m.



**Travis McConaughy**  
Missouri Hereford Association  
President

This is the big event for our members and we would love to see each and every member there. There are a lot of opportunities to contribute and opportunities to visit with other breeders.

December 4 will include our Missouri Opportunity Sale in Sedalia. I am excited to see new consignors taking the opportunity to be able to market their cattle on a stage that might not be possible if it were not for this sale. If you are a consignor, make some calls, talk to people about what you have to offer, and I challenge you to invite someone to the sale and follow up with them. I always look forward to this Hereford weekend in Missouri!

Don't forget that next year is the new membership directory year. There will be a new directory made, but you have to have your 2022 dues paid! Take this opportunity to get your ad in front of thousands of people. This directory is handed out at events throughout the state all year long, and they are available to any member to hand out for their personal events also. Contact Matt Reynolds for an advertisement spot in the directory.

I look forward to seeing many of you December 3 and 4 in Sedalia. Come out and enjoy the weekend, and eat a great meal at the annual meeting. Please call anytime with any questions.

*Travis McConaughy*, MHA President



**MHA**  
*Mo Hereford Association*  
District 4  
**Field Day**  
**Aug. 27-28, 2022**



*Thanks to the hosting breeders and attendees for making this a great event!*



# Missouri Opportunity Sale

Sunday, December 4, 2022 • MSF Fairgrounds in Sedalia, Mo • Noon CTS

**OFFERING OVER 70 LOTS**

**BULLS • SPRING PAIR SPLITS • FALL PAIRS • SPRING BRED HEIFERS  
FALL OPEN HEIFERS • SHOW HEIFER PROSPECTS • EMBRYOS**



**SPRING HEIFER CALF BY CRR 719  
CATAPULT 109 • SELLS OPEN**



**CRR 719 CATAPULT 109 BRED HEIFER  
BRED TO CHURCHILL MAJESTIC 903G**



**7 YEAR OLD FALL CALVING COW BY  
NJW 73S W18 HOMETOWN 10Y**



**SPRING HEIFER CALF BY FINAL TEST  
SELLS OPEN**



**AH JDH MUNSON 15E BRED HEIFER  
BRED TO CMF 3005 EPIC 384E**



**4 YEAR OLD FALL CALVING COW BY  
THA 4R FLAGG J503**

**SPONSORED BY THE MISSOURI HEREFORD ASSOCIATION**

ANNUAL MEMBERSHIP MEETING & AWARDS BANQUET 5 P.M. DECEMBER 3, 2022

MATT REYNOLDS • SECRETARY/ TREASURER • 660.676.3788 • REYNOLDSCATTLE@CVALLEY.NET

**WWW.MOHEREFORDS.ORG • LIKE US ON FACEBOOK**



## Update

Hope everyone is having a wonderful fall and enjoying the beautiful weather.

The Hereford Women of Missouri will be hosting a social hour before the business meeting on December 3 in Sedalia, Mo. We will be posting on the Hereford Women Facebook page what members will be donating for the social hour.

We are also asking for members to donate items for the silent auction, which will be held on Saturday, December 3 and Sunday, December 4. Also, if anyone would like to donate items for the live auction held after the banquet, December 3, that would be greatly appreciated.

We will be sponsoring a 50/50 raffle to help support our Hereford Queen fund during the Missouri Hereford banquet and sale.

We are always looking for new members to join our organization. Some of the things we support are the following; the Hereford Queen, a \$250 scholarship award yearly, showmanship sponsorship during the junior show at the Missouri State Fair, sponsorship of the social prior to the Hereford banquet

and meeting and providing the table decorations for the tables at 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

## Join the fun! "Hereford Weekend"

**December 3 & 4 | Sedalia, MO**

Dec. 3 - Annual Meeting & Banquet

Dec. 4 - Missouri Opportunity Sale



Find more information online at [www.moherefords.org](http://www.moherefords.org)

## 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 



## Mom's Chili

Prep Time	15 minutes
Cooking Time	30 minutes

Serves 8

### Ingredients

- 4 pound(s) ground beef
- 1 onion, chopped
- 4 clove(s) garlic, minced
- 2 can(s) stewed tomatoes
- 4 - 6 cups water (with one cup reserved to mix with masa or flour)
- 3 tablespoon(s) chili powder
- 1/4 cup(s) sugar
- 1 teaspoon(s) black pepper
- 1 teaspoon(s) salt
- 1/2 to 1 teaspoon(s) red pepper (optional)
- 1/4 cup flour or masa

### Directions

1. Brown ground beef, onion, and garlic and until pink is gone and drain all liquid/grease.
2. Add canned tomatoes, water, chili powder, sugar, black pepper, red pepper, salt and blend well and continue to cook on low for 20 minutes.
3. Add last cup of water that has had flour mixed in and bring chili up to a low boil.
4. Cook until heated through.

Serve with cornbread or crackers. We enjoy serving this over Frito chips topped with grated Cheddar Cheese for fun.



# Lorenzen Farms

182F is proving to be the best Leader son in the country.

His daughters are sure to impress in production.



KJ BJ 309C Leader 182F

Conventional semen \$35 a straw

Sexed Heifer semen \$100 a straw

Contact Adam  
217-369-3609



LF 7014 Lizz 0103  
Daughter of 182F



KJ BJ DPH F5 Gemstone 181H ET  
Daughter of 182F

182F is producing daughters with amazing phenotype and udder quality and bred leading EPD's.



LF KD 0103 057 Holly 2011  
Daughter of 0103

2011 was the first calf out of a 182F daughter.  
Topped our Fall sale  
\$15,000



Lorenzen Farms

Chrisman, IL

Adam Harms, (217) 369-3609

Steve Lorenzen



Happy fall everyone!

I hope everyone is having a great start to the school year and enjoying their studies!

Special thanks to the farms in District 4 who hosted the 2022 Missouri Hereford Field Day: Dan Lacy's Farm, ADE Polled Herefords, Roth Farms, Chris Heck, Reed Farms, John Shipman, Gregory Hereford Ranch and Gregory Polled Herefords.

The Missouri Opportunity sale weekend will be held on December 3 and 4 in Sedalia, MO. We will give away junior awards on Saturday evening. We hope all juniors can attend. We will also have our end-of-the-year meeting on Sunday morning at 9:30 a.m. We hope you can attend this as well. We will be discussing some important things at the 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!

*Kristin Waters, Missouri Junior Hereford Association Reporter*

## Missouri Junior Hereford Association Officers

**President** – Gavin Rhode, Stewartsville  
**Vice President** – Cade Shepherd, Mt. Vernon  
**Secretary** – Tory Miller, Lebanon  
**Treasurer** – Taylor Miller  
*Mail \$15 Missouri Junior Hereford Association dues to 20500 Sioux Drive, Lebanon, MO 65536*  
**Reporter** – Kristin Waters, Norborne  
**Fundraising Chair** – Kinleigh Bolin, Walnut Grove  
**Fundraising Co-Chair** – Mary Grace Warden, Halfway  
**Directors** – Haleigh Ferguson, Smithton  
 Jorja Ebert, Holt  
**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  
**Marijane Miller and Hayley Miller**  
 20500 Sioux Drive, Lebanon, MO 65536  
 317-341-3846 • millerherefords@yahoo.com

"A positive mindset  
brings positive things."  
— Philipp Reiter



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### Note from the Advisors

Join us in Sedalia Dec. 3-4

All MJHA members and their families are invited to join us for Missouri Hereford weekend in Sedalia, set for Dec. 3-4. If you are new to the Missouri Hereford family, this weekend the Missouri Hereford Association hosts its annual meeting and banquet, as well as the Missouri Opportunity Sale.

The MJHA will meet on Sunday, Dec. 4, at 9:30 a.m. in the Taylor Woods building on the Missouri State Fairgrounds. At this meeting we will start planning for the 2023 Junior National Hereford Expo in Madison, WI. Juniors will also need to pay 2023 MJHA dues, which are \$15 per member.

The juniors will be accepting any donations for the silent auction, which begins on Saturday night during the banquet and ends on Sunday at the start of the Opportunity Sale. Any item is welcome, and we need bidders to make the auction a success!

During the MHA banquet on Saturday, Dec. 3, the juniors will auction off the sleeves of the state t-shirts that all members wear during opening ceremonies at the 2023 JNHE. Purchasing a sleeve allows the buyer to put their farm logo on the sleeve of each shirt. Four juniors also will be recognized at the banquet as Outstanding Junior Member in each of four age divisions: Pee Wee, Junior, Intermediate and Senior.

The juniors will host a concession stand on Sunday, Dec. 4, to serve breakfast and lunch before the Missouri Opportunity Sale. We ask all junior members to donate a 12-pack of pop or a case of bottled water as well as individually packaged desserts (cookies, brownies, etc.) that can be sold at the stand. We appreciate your help with this fundraiser.

Please "like" the Missouri Junior Hereford Association on Facebook to keep up with additional information and news about MJHA activities happening this weekend.

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



# *Selling December 4th in Sedalia*



**WPH MGW C555 JUSTICE J105**

DOB: 2/27/21    Reg. No.: 44243625



DOB:  
3/22/17

Reg. No.:  
43778158

**LILAC SOPHIE C01 114E**

Safe to LJR MSU 206A Hobbs 149H for Fall 2022



DOB:  
3/29/20

Reg. No.:  
44132248

**WPH MGW 384E HOPE H105**

Safe to LJR MSU X51 Bosch 371B for Spring 2023

## **WPH RANCH**

**Monty & Georgia Williamson**

(417) 247-0782

Mountain View, MO

**Geren & Emily Reavis**

(417) 252-0291

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



# HOME GROWN

Series of tips and tricks to a successful **meat** business!

## Filling Out Cutting Sheets and Getting Your Meat Home

The Cloud family has been serving the Carthage area and beyond since 1959. Lloyd and Pat Cloud took over the business that originally Emmett and Pauline Hammond had begun. Since this time, the Cloud family has fully engulfed the meat world offering custom processing for beef, pork, lamb, goat, buffalo and wild game. The operation also incorporated grills on wheels with a portable grill to cook for large groups. They offer catering of both meat and sides for your special functions.

In today's world of sourcing local and countering astronomical costs at the grocery store, consumers are looking more than ever before to process their own meat or buy from a local producer. Cloud's Meats is your source for these services. We asked Chris Cloud, Operations Manager, to help guide us through the steps to consider when processing a beef animal. These are great tools and suggestions for both beef producers and their customers they are selling locally raised beef to.

When a family comes in for the first time, a customer service representative at Cloud's

will walk you through cutting instructions to best fit your family's needs. The process takes time, and the team recognizes this conversation with new customers helps insure they are getting what they both want and need.

When it comes to portions, every household is different. For a couple versus a family of six, package sizes will differ. When you consider how your cuts will be wrapped, think about ease of thawing and speed to get supper on the table for your family. Also, consider what your family most desires. Thickness of steaks plays a huge role in this. Most often, as beef producers we like to have a thick, juicy steak! However, when we look at the ribeye size on a carcass, our thoughts may change on how thick we really want that steak to be. Portions may be quite overwhelming if an animal opened with a large ribeye. Many moms think about cooking in bulk as well. For example, if you take the time to thaw a roast, prepare it properly, and enjoy for a meal, often you will have leftovers. These leftovers can be utilized to make a few other meals,

making meal preparation much easier when your meat protein is already cooked. In this case, your lower end roasts may serve you better in larger sizes.

Another thing to consider when filling out your cutting sheet is what does your family prefer to eat? Maybe you don't really like cooking those lower end roasts because your family would rather have something made of hamburger meat. When thinking about the lower end cuts, firstly consider how many pounds of ground beef you would like to have. This might help make your cutting decisions easier to know what options you have left. Furthermore, would you like to have any specialty products? Some households enjoy having hamburger patties, beef jerky, sausage and smokies on hand for quick meals and snacks. Remember to factor in the number of trimmings for these needs also.

Animals just don't all taste the same. It's the ugly truth our industry deals with as we all strive to make a more consistent eating experience every time a consumer has beef on their plate. Considering the age and finish on the animal you are processing.

"High quality beef typically leads to a better eating experience," said Chris. "Focus on marbling in your steaks and roasts; this is not a guarantee of quality, but there is a direct correlation between marbling and tenderness."



**Mike, Jess, Jimmy, Nick & Kylie Jordan**  
36258 State Hwy A Warrenton, Missouri  
Jess: 636.359.3741 Mike: 341.486.5272  
[jordanherefords@yahoo.com](mailto:jordanherefords@yahoo.com)

*Raising Quality* **HERD BULLS & REPLACEMENT FEMALES**

Look for our **FOUR** consignments to the

**Missouri Opportunity Sale**

**December 4, 2022 | Sedalia, MO**

Watch our facebook page "Jordan Herefords" for pictures and videos!





For tougher cuts such as a round steak, consider tenderizing. Including this in your cutting sheet can help speed up the process later when you are prepping in the kitchen.

Getting your meat home

Once you have picked up your meat and have it all stored away in the freezer, now begins the fun part! It's always exciting to pull out the first steaks to eat. Looking at the marbling and size of the ribeye can be most rewarding after you've gone to all the work of finishing your own beef. As you prepare to cook, the anticipation builds to try the first bite!

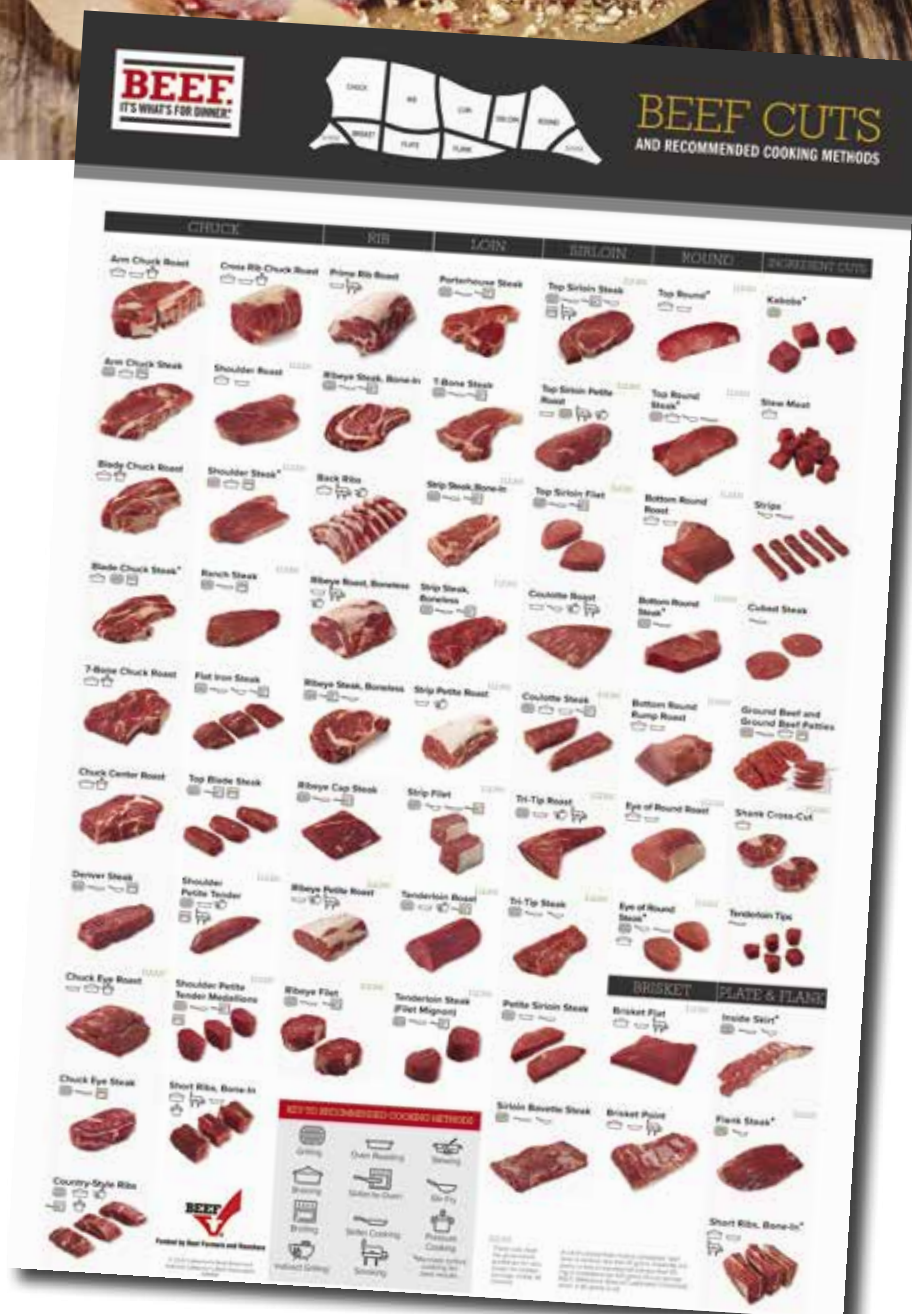
Cooking beef properly based on the type of cut can play a huge role in the eating experience. For steaks, well done is just not an option, Chris says.

"Don't be afraid to use a thermometer to check your steak doneness," Chris even admits.

Depending on the wholesale area the cuts came from should serve as a guide for cooking methods. When you consider the parts an animal uses for mobilization, such as the chuck and round, these cuts need a greater amount of moisture for cooking. The extra moisture will make a significant difference in your experience, Chris points out.

Having a freezer full of beef can sometimes feel overwhelming. Planning can help aid in meal preparation. Thawing meat well in advance of meal prep can save time, headache and lead to a better eating experience if you aren't rushing the process. Chris loves finding new and fun recipes online. He cites the cattlemen's websites such as National Cattlemen's Beef Association and Missouri Beef Industry Council as go-tos. Certified Hereford Beef is also a great resource for recipe ideas. For Chris' interest in smoking and grilling, he turns to manufacturer's websites of the smokers and grills he uses.

"Don't be afraid to use YouTube or even social media sites too," he said. "I have found some fun ones on TikTok lately!"





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## Around the Barn

### 50 Year Hereford Breeders Celebrated

In celebration of 50 years in the Hereford business, four Hereford breeders were honored as Golden Breeders for their commitment during the American Hereford Association (AHA) Annual Membership Meeting and breakfast in Kansas City, Mo., Oct. 22.

This year's Golden Breeders are:

Reed Farms, Green Ridge, Mo.  
Snedden Ranch, Maricopa, Calif.  
Mill Creek Ranch, Alma, Kan.  
K7 Herefords, Lockridge, Iowa

The Reed Farms operation was started by Jim Reed while he was in college in 1962. After Jim and his wife, Linda, married in 1965, they continued their passion in Green Ridge, Mo. The family operation has now been in place for 60 years. Jim and Linda have two sons, Brian and Craig. Jim and Linda have spent a lifetime dedicating themselves to the Hereford breed. They have helped other breeders host successful Hereford sales and have helped them market their Hereford semen and certificates, all while raising polled Hereford cattle.



Reed Farms was awarded more than 50 years in the Hereford breed at the American Hereford Association (AHA) annual meeting. From left to right at the awards presentation included Bruce Everhart, AHA President, Indiana, Northeast region, Macy Reed, MHA Queen, Natalie Reed, Linda Reed, Jim Reed and Bill Goehring, AHA Vice President, Iowa, Northeast region.



# • VISUAL QUALITY • NUMERICAL EXCELLENCE • MATERNAL HERITAGE



## CMF 570G JUSTICE 702J {DLF,HYF,IEF,MSUDF}

Reg. No. P44313557 / DOB: 09/10/2021

Sire: CMF 1720 GOLD RUSH 569G ET / Dam: CMF 253D RITA 570G ET

CED	BW	WW	YW	DMI	SC	SCF	MILK	M&G	CEM	MCW
+9.6	+2.6	+80	+121	+0.8	+1.5	+19.5	+29	+69	+4.3	+110
UDDER	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB		
+1.10	+1.10	+87	+0.097	+0.71	+0.56	+\$ 434	+\$ 562	+\$ 167		



## CMF F006 JACQUES 722J {DLF,HYF,IEF,MSUDF}

Reg. No. P44313576 / DOB: 09/29/2021

Sire: CMF 282D FARM HAND 421F / Dam: HUTH C070 COLLEEN F006

CED	BW	WW	YW	DMI	SC	SCF	MILK	M&G	CEM	MCW
+1.4	+1.6	+61	+99	+0.7	+1.1	+16.3	+30	+60	+0.7	+104
UDDER	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB		
+1.40	+1.40	+87	+0.037	+0.63	+0.16	+\$ 366	+\$ 446	+\$ 134		

EPDs as of 10/10/22



## CMF 259D JERICHO 683J

Reg. No. P44313477 / DOB: 08/26/2021

Sire: SHF DAYBREAK Y02 D287 ET / Dam: CMF 100W DOMINETTE 259D

CED	BW	WW	YW	DMI	SC	SCF	MILK	M&G	CEM	MCW
+3.2	+3.9	+73	+114	+0.5	+1.5	+18.9	+22	+59	+0.3	+112
UDDER	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB		
+1.30	+1.20	+86	+0.037	+0.59	+0.22	+\$ 414	+\$ 512	+\$ 146		

# The Cowman's Kind XXVI BULL & FEMALE SALE

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## Around the Barn

### Obituary of Christopher "Chris" Carl Groose

Christopher "Chris" Carl Groose 61 of Eugene, Missouri, passed away Monday, September 19, 2022, due to an accident on his farm in Eugene, Missouri. He was born November 13, 1960, in Jefferson City, Missouri, the son of Walter Carl and Betty Jo (Kempker) Groose. On June 26, 1982, in Mary's Home, Missouri, he was united in marriage to Debra "Debbie" (Currence) Groose who survives of the home.

Other survivors include: his children – Ryan Groose (Casey) of Dadeville, MO, Christina Groose of Eugene, MO, Eric Groose (Jessica) of Eugene, MO; his grandchildren – Noah, Ben, Henry, Kinsley, Sophia and Clayton Groose; and mother, Betty Groose of Eugene, MO. Siblings include Jeanne Hammond (Charles) of Eugene, MO, Curt Groose (Susan) of Eugene, MO, Calvin Groose (Rhonda) of Olean, MO; and several nieces and nephews from both sides of the family.


His father, Walter Carl Groose, preceded him in death. Chris began his career with the railroad immediately following his high school graduation. He was a brakeman out of St. Louis, MO, then a conductor out of Jefferson City and finally in 1994 became an engineer for the Union Pacific Railroad in Jefferson City, MO. He retired after forty-two years of service and as president of the Brotherhood of Locomotive Engineers Local 609. Chris was a lifelong member of Our Lady of the Snows Catholic Church and the Knights of Columbus in Mary's Home, MO. He enjoyed traveling, camping, farming, hunting and fishing. He and his cousin Pat Groose started a yearly tradition of pheasant hunting in South Dakota over twenty-two years ago. His greatest love in life was being with his wife of forty years surrounded by his children, grandchildren and friends. Chris never knew a stranger; he would always drop whatever he was doing to help others out and was just a phone call away to assist those in need.

## SUSTAINABILITY AND THE BEEF INDUSTRY

### Myths vs. Reality


Environmental Stewardship	Economic Viability	Social Responsibility
<p><b>MYTH:</b> Cattle harm the environment.</p> <p><b>REALITY:</b></p> <p><b>2% of emissions</b> Beef cattle in the U.S. contribute about 2% to total U.S. emissions levels and less than 0.5% globally.</p> <p><b>20% of beef worldwide</b> As a result of genetic progress, animal husbandry and management, the U.S. supplies 20% of the world's beef using the least amount of resources.</p> <p><b>33% deduction in emissions</b> The U.S. beef industry's footprint decreased by 33% between 1910 and 2015 while still producing the same pounds of beef per person with less resources.</p>	<p><b>MYTH:</b> Cattle waste resources.</p> <p><b>REALITY:</b></p> <p><b>1/3 of land can't be cultivated</b> 1/3 of the land area in the U.S. is uncultivable. Cattle harness solar energy from forages that if left uncultivated, would be more susceptible to wildfires.</p> <p><b>27 billion pounds of beef</b> Of the feed resources needed to produce the 27 billion pounds of beef each year in the U.S., 82% come from forage.</p> <p><b>Plant-based protein generates byproducts, which are almost completely used as feedstuffs for livestock, therefore incorporating livestock into the plant-based protein supply chain.</b></p>	<p><b>MYTH:</b> Red meat is unhealthy.</p> <p><b>REALITY:</b></p> <p><b>B12 deficient without beef</b> If humans only consumed plant-based protein, people would be overfed on a caloric basis but malnourished on a vitamin and mineral basis.</p>

This information is reported by Sarah Place, Ph.D., who presented at the educational forum during the 2019 American Hereford Association Annual Membership Meeting and Conference.



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Sire: **MPH Z3 BOX TOP C16**

*Bred to H One More Time 0229 ET - due to calve in February.*



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# Thank You

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**\$5,036**

*All of us at WMC would like to say thank you to all the bidders and buyers at the WMC Mature Cow Dispersal. We are so humbled by the support we received and are thankful to fill the seats once again!*

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**March 4, 2023**

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# Happy Holidays

Thank you for another great year of Missouri Hereford News! We treasure your friendship and thank you for your support. We hope you have a wonderful holiday and look forward to working with you in the new year. Warmest wishes to you and yours this holiday season!

*Cassie & Jocelyn*



*Rural  
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CREATIONS



**\* BULLS FOR SALE \***

**G  
H  
R**  
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HEREFORD  
RANCH

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Emily & Sutton Gregory  
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Houstonia, MO 65333  
660-287-1616

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



# Thank You...

to all our customers and friends.  
We appreciate your friendship and your  
business and look forward to the future.

Watch for our 2023

## Maternal EXCELLENCE

private treaty sales

*Wishing you a wonderful holiday season filled with family, friends and many memories!*



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417-838-8427 *Andrea*

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**Cody, Jocelyn & Kyla Jo Washam**

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417-489-5450 *Cody*

417-838-5546 *Jocelyn*

[jocelyn.washam@hotmail.com](mailto:jocelyn.washam@hotmail.com)

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# *A Program Built on Customer Service*

With a very disciplined approach, the Mead Farms conquers the purebred beef industry in the humblest way. Alan Mead along with his two daughters, Juliette and Annaliese, and trusted team market close to 700 bulls annually under the Mead Farms' brand. Headquartered in Versailles, Missouri, the Mead family runs purebred Hereford, Angus, Red Angus and Charolais cattle.

In 1942, Alan's grandfather purchased the first Angus cow the family would own. Alan worked for his grandfather and parents on their family farms until leaving to attend college. Alan's drive and determination was thoroughly instilled during this time. His experience spans from fence building, forage production, and showing cattle in 4-H and the junior Angus program.

After completing his undergraduate degree, medical school and his residency, Alan returned to the area in 1994 as a board-certified anesthesiologist practitioner, serving his local community while harboring a new vision for Mead Farms.

Beginning with approximately 20 cows, the farm quickly grew into what it is today. Under Alan's leadership, the farm now has more than 7,000 acres and close to 1,500 registered cows. Mead Farms is dedicated to the profitability of its customers, focusing on fertility, feet, udder structure, performance, and cattle that meet and exceed quality beef program requirements.

### Customer Service

The farm employs an intensive AI and ET program to help stay on track. The other aspect that sets the farm apart is their customer service. With a team approach, each plays a vital role in staying in contact with customers, following up and answering questions. Close relationships are developed between the buyer and seller at Mead Farms. Customers understand the integrity they are purchasing from is impeccable.

"We strive every day on what we are producing, so our customers are profitable," said Alan. "Most of our customers are repeat because if there is ever a problem, we stand behind our cattle."

Mead customers know that they are purchasing from a culture of customer service; Mead Farms truly cares about their success. Depending on what someone is looking for and what their needs entail, Mead Farms strives to produce multiple breeds that would meet those criteria.

Alan admits it is not his decision what direction his customers are heading, but when they are looking for quality, he wants to be the one who provides it. Around 30% of their customers are finding success in rotational breeding, making the selection at Mead Farms more favorable for those seeking hybrid vigor in their commercial herds.

Juliette believes they have been successful in large due to her dad's customer service.

"Dad makes everything right with a customer," she said. "He stands behind our cattle 110%. He will do everything he can to make our customers happy including producing a good product."

Although Herefords were the last breed to be added to the farm, the family strives for the same characteristics across the board.

Alan persevered to reach his production goal to be a performance-oriented herd focusing on the needs of commercial cattlemen. Since that time, Mead Farms has been one of the leading American Angus Association Pathfinder® herds both in Missouri and nationally. In 2022 Mead Farms has 66 Pathfinder dams, which is the highest number in the nation. The Mead family takes great pride in this accomplishment, as the Pathfinder program fits the basic philosophy of Mead Farms. The Hereford cattle are part



of the American Hereford Association Total Performance Records, a similar program with Dams of Distinction as their top accolade.

"It means a lot to have received an award based on our basic philosophy," said Alan.

For all breeds, paying close attention to ratios, profitability, calving on time, weaning a heavy calf and good udder structure are goals the family strives for.

Mead Farms is a performance-oriented herd who practices both genomic testing as well as testing for genetic defects. Using proven bulls has worked well for them, but they will sample a few newer sires to see what works within their herd.

### Annual Sales

The Mead family had sales early on, but in 2004 Alan started his first annual sale. Since then, there have been more than 50 sales at the farm.

Three annual production sales a year are hosted at Mead Farms. Their Fall Production Sale was recently held on October 22 where 500 head traded hands to both the local area and afar. In May, 350 females sold along with 100 breeding age bulls. This sale is focused on elite females but also has bulls available for those that need something later in the



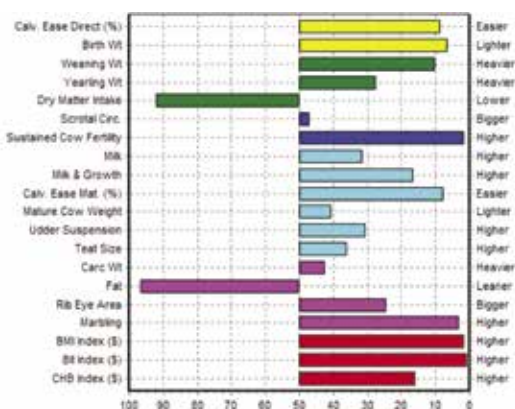




MEAD M453 OF J348 743



MEAD P145 OF M453 X651



season. The early March sale focuses strictly on bulls with more than 250 selling in the Performance-Tested Bull Sale right at the farm in Versailles.

The key to the sales being successful, Alan admits, is knowing what you must do and getting it done. The farm prepares by creating calendars for each sale and includes deadlines for themselves to do preparations such as: taking pictures, laying out the catalog, videoing, lot tagging, transferring and delivering.

Alan's disciplined approach has been passed along to his daughters as well. Juliette understands that the more they do it, the easier it gets.

"We really enjoy it as a family," Juliette said. "We are passionate about it, which makes it worth it. Seeing our return customers and continuing the relationships we've built makes it all worth it."

Transferring and delivering cattle after the sale is one of the biggest jobs involved. The team should soon be looking at preparing for the next sale but getting cattle properly to their new homes is vital. Developing those relationships with new customers and fostering relationships with returning customers must be factored into that delivery time.

The family agreed in unison that hearing how their cattle are doing once they are at their new homes is most rewarding. The positive impact their bulls are making in commercial herds is the reason they can market so many bulls a year in their area.

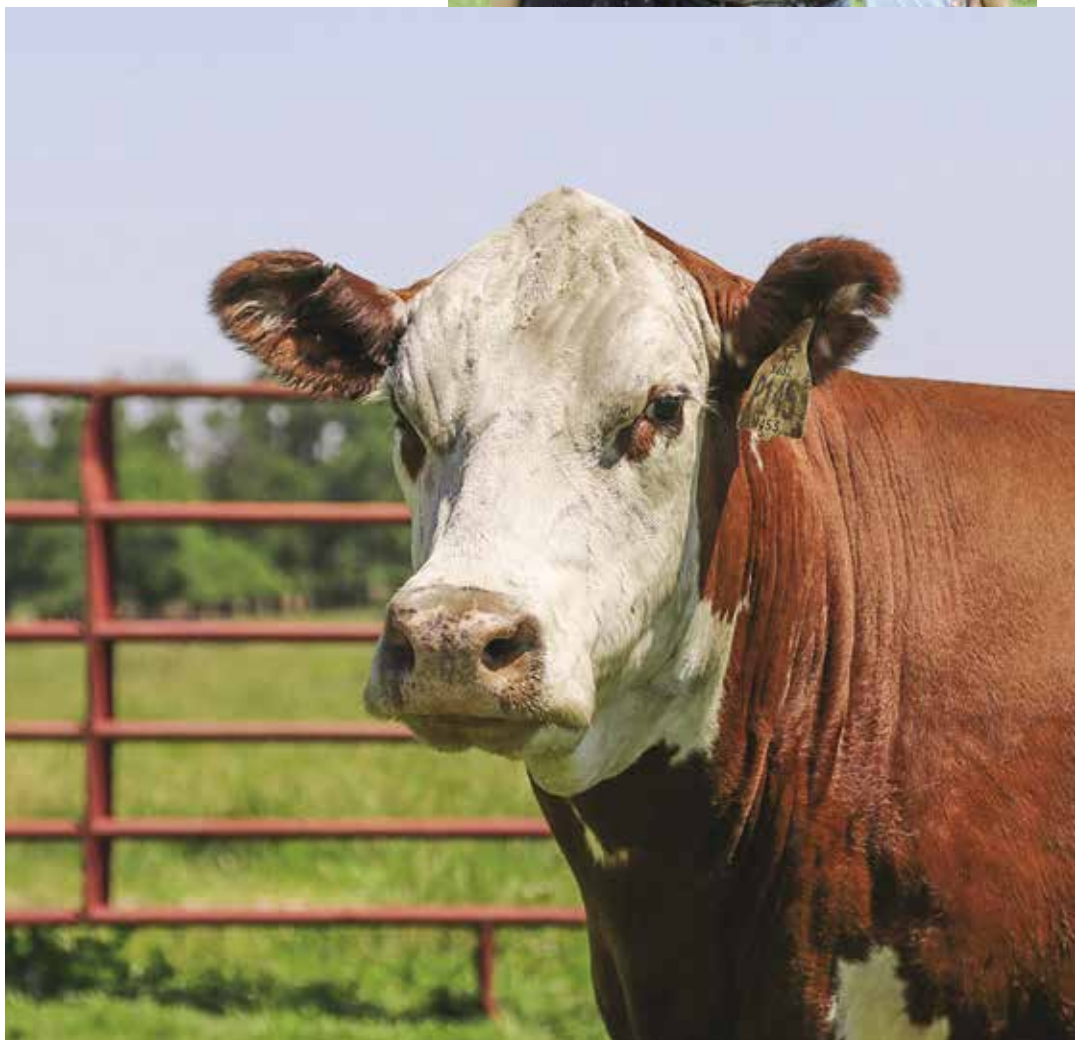
*Left:* Juliette receiving her American FFA degree at the National FFA Convention with Annaliese and Alan there for support.

*Middle:* The farm recently enjoyed a visit from a Mexican cattlemen delegation. The enthusiastic group was looking for heat tolerant and efficient cattle.

*Right:* Mead Angus Farm had several production sales in the early days including this 1967 sale hosted in Eldon, Mo.

*Top:* A fertile cow with structural soundness, including good feet, and udder quality are what Mead Farms strives for. High quality cows, such as this mother and daughter duo, after proving themselves after raising their first calf reach the donor pen. The EPD percentile graph is for MEAD P145 OF M453 X651 (P43589271). These percentiles are a reflection of Mead Farms' production targets.

*Right:* Alan along with his daughters Juliette and Annaliese own and operate Mead Farms. The girls are actively involved in showing at the local, state and national levels in 4-H, FFA and the National Junior Angus Association.





# 2022 SEMO DISTRICT FAIR

Junior Show • September 14, 2022 | Open Show • September 15, 2022 | Judge: Jimmie Butler, Republic, MO



**Junior Show Grand Champion Heifer**  
MPH 8F VICKI 46E 7J : REG P44277482  
Sire - MPH LEADER 6964 46E ET  
*Phillip and Emmalee Mueller, Perryville, MO*



**Junior Show Grand Champion Bull**  
MPH 91F KING PIN 05G 16K : REG P44359682  
Sire - MHF 57C 795 05G  
*Phillip and Emmalee Mueller, Perryville, MO*



**Open Show Grand Champion Heifer**  
AR D91 Gabi Jo 448J : REG P44329622  
Sire - AR DMM 743 SMOKIN JOE D91 ET  
*Apple Ridge Farms, Salem, IL*



**Open Show Grand Champion Bull**  
APH 20F Mike 12J : REG P44230049  
Sire - WMW MY TIME 20F  
*AMR Cattle Co, Altenburg, MO and Welker Farms, Patton, MO*



**Open Show Grand Champion Cow-Calf Pair**  
MWT MISS LIZZO 20H ET : REG P44178046  
Sire - CRR ABOUT TIME 743  
*Haleigh Ferguson, Smithton, MO*





DFF 66589 JEWEL 111 | Reg: P44232139  
DOB: 02/04/2021 | Sire: /S MANDATE 66589 ET

*Front pasture type female out of our newest donor right from the heart of our program. Bred for a Jan calf to WMC DFF 001A JETSON 19G with a heifer pregnancy.*

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Selling in the  
**Missouri Opportunity Sale**  
DECEMBER 4, 2022  
Sedalia, MO



DFF 128D KARSYN 223 ET | Reg: P44328825  
DOB: 02/13/2022 | Sire: Hills Galore 44Z Resolute 128D



DFF 128D KAYLA 225 ET | Reg: P44328818  
DOB: 02/16/2022 | Sire: Hills Galore 44Z Resolute 128D

*Pair of February daughters sired by Hills Galore 44Z Resolute 128D and out of our DOD Donor 98D. Whether your looking for a show prospect or that next top female replacement - look these up sale day!*



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## Sale Results

- 120th CMPHBA Sale
- Journagan Ranch/Missouri State University "Genetically Yours" 31st Anniversary Sale
- WMC Cattle Co.

### 120th Central Missouri Polled Hereford Breeders Association Sale

Cuba MO | Sept. 17  
Interstate Regional Stockyards

Lots	Average
65 Total Lots	\$1885.77
59 Registered	\$1890.25
6 Hereford Influenced	\$1841.67
1 Semen Lot (30 units)	\$ 21.67

#### TOP BULL

\$3500 — Lot 18 sired by Gerber Anodyne 001A, consigned by Days Family Farm, sold to Jerry Smith, Dixon, MO.

#### TOP PAIR

\$3200 — Lot 19& 19A consigned by Days Family Farm.

Lot 19: Sired by PRF 10Y Home Track 523C bred to DFF WMC 001A Jetson 19G, sold to Oak Bow Ranch, Salem, MO.

19A: Heifer sired by DFF WMC 001A Jetson 19G, sold to Travis & Shelley Day, Fayette, MO.

#### TOP OPEN HEIFERS

\$1800 each — Lots 53 & 54: Sired by TC Rebel Way 236F, consigned by Wilde & Schanzmeyer Farms, sold to KT Livestock, Farmington, MO.

#### TOP BRED COW

\$2725 — Lot 52: FTF Value Added 369A daughter bred to SF 173D Commitment 052 to calve any day, consigned by Steinbeck Farms. Sold to New Seasons Farm, Salem, MO.

#### TOP BRED HEIFERS

\$2400 each — Lot 13 & 24:

Lot 13: UPS Sensation 2296 daughter bred to Domino 1109, bred for March heifer calf. Consigned by Kerrigan Page/Butler Polled Herefords, sold to Anderson Ranch, Omaha, AR.

Lot 24: CRR 719 Catapult 109 daughter bred to DFF WMC 011A Jetson 19G to calve any day. Consigned by Aubrey Ritchie/Days Family Farm, sold to Gary Windman, Mexico, MO.

#### TOP HEREFORD INFLUENCED

\$2075 each — Lot: 60A&B Consigned by Lizzie's Polled Herefords. Black, white-faced heifers bred to SydGen Enhance for February calving. Sold to Forest Long, Clarksburg, MO.

*Sale report furnished by the Central Missouri Polled Hereford Breeders Association.*

### Journagan Ranch/Missouri State University "Genetically Yours" 31st Anniversary Sale

Springfield, Mo. | Oct. 1  
Auctioneer: Eddie Burks

Lots	Gross	Average
Total Lots	\$310,300	\$3,608
29 bulls	\$104,400	\$3,600
57 females	\$205,900	\$3,612

#### TOP BULL LOTS

\$8,000 — LJR MSU 174E James 6J  
DOB 1/13/2021, by TH Frontier 174E, sold to Gregory Polled Herefords, Houstonia, MO

\$7,000 — LJR MSU 206A Jasper 175J  
DOB 2/16/2021, by LJR MSU 10W Ambush 206A, sold to 4 H Ranch, Dora, MO

#### TOP FEMALE LOTS

\$6,300 — LJR MSU Vixen 131F  
DOB 3/3/2018, by LJR MSU X51 Bosch 371B with 2/14/22 heifer calf at side sired by LJR MSU 371B Grayson 217G, sold to Shoenberger Polled Herefords, Aurora, MO

\$5,900 — LJR MSU Dainty 108E  
DOB 2/11/17, by MHPH 521X Action 106A for \$2,900 to Yankee Herefords, Warrensburg, MO, with 1/22/22 heifer calf at side selling for \$3,000, sired by LJR MSU Z311 Emblazon 392E to WMC Cattle Company, Wasola, MO

\$5,800 — LJR MSU Kirstie 93D  
DOB 2/12/16, by LJR MSU 837S Avalon 93A for \$2,000 to Terry McNatt, Brockland, AR, with 2/7/22 heifer calf at side selling for

\$3,800, sired by LJR MSU Z311 Emblazon 392E to Falling Timber Farm, Mathasville, MO.

*Sale report furnished by Joe Rickabaugh and Hereford World Magazine.*

### WMC Cattle Co. Mature Cow Dispersal

Wasola, Mo. | Sept. 25  
Auctioneer: Eddie Burks and Dustin Layton

Lots	Gross	Average
65 females	\$327,350	\$5,036
8 embryos	\$ 3,300	\$ 413
12 semen units	\$ 1,740	\$ 145

#### TOP FEMALE LOTS

\$19,000 — WMC 128D Resolute 9G  
DOB 1/22/2019, by Hills-Galore 44Z Resolute 128D, sold to Lawson Land and Cattle Co., Republic; and a January bull calf, by WMC 18051 9G Devout 5K, sold to Everhart Farms, Waldron, Ind.


\$15,000 — WMC A152 9328 Daiseymae 2C ET  
DOB 1/25/2015, by GV CMR X161 Times Up A152, sold to Manuel Hambelton, Gainesville.

\$7,750 — /S Lady Revolution 6008D  
DOB 1/20/2016, by KCF Bennett Revolution X51, sold to Eric Schoenberger, Aurora; and a February heifer calf, by Birdwell Vanguard 5022 9337, sold to Five J's Cattle Co., Clayton, N.C.

\$7,400 — WMC Y509 45C Ginger 14E  
DOB 1/21/2017, by Grndview CMR156T VisionY509 ET; and a March heifer calf, by WMC Z210 Auggie 10E, sold to Brett Douchard, Wesson, Miss.

\$7,150 — WMC MHF Mandate B30 G72 ET  
DOB 3/4/2019, by /S Mandate 66589 ET, sold to Eric Schoenberger; and a February bull calf, by Birdwell Vanguard 5022 9337, sold to Erica Clayton, Theodosia.

*Sale report furnished by Joe Rickabaugh and Hereford World Magazine.*



## Tri-L Polled Herefords

Jack and Alicia Lewis • Katherine Fuller • Conner Bolch

19417 NE 178th Street • Holt, Missouri 64048

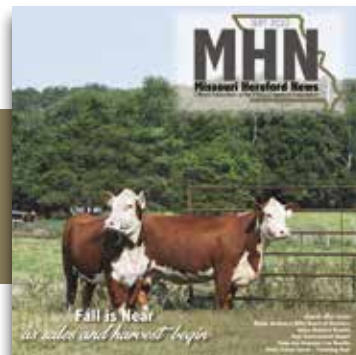
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Bulls and females for sale. Contact us for details!

Happy Holidays from the Lewis, Fuller & Bolch families





## Missouri Hereford News

At the banquet December 3, 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 2023 Missouri Hereford News (MHN) Media Guide will be released December 3 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 16** 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 2023 issue. Take advantage of the contract discounts by booking early!

In 2022, 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 2023 Upcoming Deadlines

**January 16** - contracted 4-issue rate & ad material submission deadline

**January 20** - camera-ready ad submission deadline



## Advertise on the web!



## Missouri Hereford Website

Since the new, mobile-friendly website launch in March 2017, there have been 51,749 website views to date. On average, the website has 22 visits a day with peaks at certain times when RRC sends out e-blasts 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 on December 3 with the winning bidder receiving this advertisement space for the 2023 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!

As of February 2022, the Missouri Hereford Association has received another fresh, updated look! Go check it out online at [www.moherefords.org](http://www.moherefords.org).



# A Giving Heart

The holidays can be a time of joyous celebration filled with an abundance of food and presents galore. During the holidays we focus on family and those who are closest in our lives. Christmas morning the floor is filled with torn up wrapping paper, pieces of toys that need to be put together and brand new clothes that have been opened with joy. After the holiday meal, we feel over fed and exhausted with the bustle of the morning.

Have you ever considered those who aren't so fortunate to have presents under the tree Christmas morning or, worse, have that hunger feeling of not totally being full.

The sad truth of the COVID pandemic is that people lost their jobs, industries changed course, demands fluctuated and some jobs no longer exist. When you consider how hard it is to sometimes get supplies nearly three years after the world shut down, one can more easily identify with those who didn't have a consistent job as we do in agriculture.

## How can we help?

Food can be such a comforting and nourishing gesture for helping someone during the winter months. Lots of us have ample beef in our freezers. It's a win-win when you consider the marketing aspect as well. Think about your local food banks, churches and youth organizations when you have more food than your family can possibly get through before it freezer burns.

As gardens are being pulled for the winter, how much food can your family actually go through? If there's no way you can eat all those potatoes you dug, consider how much you could give away.

For some, giving food gift cards is the easiest. Consult someone in your community to find out what the needs are. Maybe buying non-perishable foods is the easiest acceptance. For other areas, maybe buying a gift card for the local grocery store is most needed.

Food isn't the only way to help out. When you consider the essentials in your daily life, clothing and toiletries are also needed.

Women's shelters are always in need of these items. Set up a PJ project. Consider businesses who could serve as great drop off points. Can you imagine delivering 500 sets of pajamas a few weeks before Christmas? To a woman who has fled a dangerous situation, having comfortable pajamas would be a beautiful gift of comfort.

Children are the most vulnerable in our population. Their innocent nature and growing little minds and bodies make them easy to help. Clothes for school, warm jackets and books are great options. Consider toys that would be helpful in their development and could be passed down to a younger sibling. While this group is highly protected for obvious reasons, school counselors are a great resource for identifying what's needed. Much like an Angel Tree, which is also a great resource in finding a gender and age, a counselor can give details without releasing the children's identity. This allows you to purchase more specific items that are needed most.

Anonymous gifts are a great option anytime of year. Think about the teachers, coaches, hospital staff, and postal workers. Many more industries could fall in this category too, but these are people who selflessly give to others. Put together a basket full of goodies like drinks, snacks, bath bombs, homemade Christmas cookies and Christmas trinkets. Leave in a spot they will find easily with a note that says, "Thank you for all you do in our community. It is definitely noticed and appreciated."

But don't stop there! Leave a friend, co-worker or family member an anonymous gift. You know them best, so you'll know just the perfect gift that doesn't break the bank.

As farmers there are lots who step in to help us with seasonal work throughout the year. Maybe it's the extra hands while processing calves, rotating pastures,



custom farm jobs or transporting hay. Don't forget to give them a small Christmas gift also. It could be as small as a package of beef jerky from your beef just processed with a thoughtful note included. Your giving heart will be felt and appreciated.

If time is strained for your family but a financial donation is doable, there are lots of ways to support this time of year. Pick your favorite youth organization and surprise them with a monetary contribution just because. Your donation will be a tax write off and be a total surprise for a group who constantly has fundraising on their mind. Find a local young person in the community who has wanted a calf to show and can't afford it. How could you help? Maybe you could donate a year's worth of feed, give them a calf you'd otherwise be forced to bottle feed or make a deal with them on a yearling heifer. Your investment in the beef industry and a young person's life will be something you cherish in your heart forever.

In your own family, is there someone who has everything? It can be hard to shop for some people as they buy what they need, as they need it. For this group of people, consider giving a gift that keeps on giving! Groups like the Heifer International Project allow you to purchase an animal and gift it to someone in need. The basis of the program is if it's a goat for example, the milk from the goat would feed the family. Once the goat kids,

the family receiving the original goat would give the kid to another family who needs help. To someone who has everything, receiving a note that this type of donation was made in their name is priceless.

Time is another generous gift. Giving someone your time simply can't be replaced. There are lots of groups that need more volunteers during the holidays. Put your talents to use. Maybe you're a good gift wrapper or you can help decorate. Perhaps you have the physical physic to lift heavy items. If you have a good voice or even just like Christmas carols, singing at the nursing home is always well received.

Speaking of nursing homes, this group is often in need. They are often over budget and still lacking some of the necessities. Lotion, after shave and socks are great gifts. Continue the gift of time with some gift certificates that you will come back and see them throughout the year. Get your young children involved by having them draw Christmas pictures or cut out snow flakes to hang in their windows.

No matter how you are able to give this holiday season, make it count. Truly doing something with good intentions, from the heart, is the best gift of all.





**CAUTION**

**You might need an extra trailer to haul their calves...**



**L III NCC E158 Resolute 2058**

Reg: P44224721

**CW** +73    **REA** +0.48    **Marb** +0.68

**BMI** \$468    **BII** \$594    **CHB** \$164

- Next Gen EPDs
- NRSP pick for 2023
- Semen available



**L III TFL C609 Impact 1714**

Reg: P43767040

**CW** +107    **REA** +1.06    **Marb** +0.85

**BMI** \$440    **BII** \$569    **CHB** \$238

- Gold standard for carcass
- Spring 2022 bull calves available
- High quality semen recently collected



**EFBEEF B413 VALIDATE F240**

Reg: P43897545

**CW** +70    **REA** +0.75    **Marb** +0.81

**BMI** \$306    **BII** \$423    **CHB** \$168

- Yearling bull calves available now
- Dark pigmented and thick
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Tom Luthy 417-861-1755

[neighborscattlecompany.com](http://neighborscattlecompany.com)



## Events & Deadlines

### NOVEMBER

NOV  
1

**Nomination deadline for MHA 2022 awards**

### DECEMBER

DEC  
3

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

DEC  
4

**Missouri Opportunity Sale**  
*Sedalia, Missouri*

### JANUARY

JAN  
4

**Cattlemen's Congress Hereford Junior Heifer Show – JN Ring 1 at 8 a.m.**  
*Oklahoma City, Oklahoma*

JAN  
5

**Cattlemen's Congress National Hereford Heifer & Bull Pen Show – PER Arena at 11 a.m.**  
*Oklahoma City, Oklahoma*

JAN  
6

**Cattlemen's Congress National Bull Show – JN Ring 2 at 8 a.m.**  
*Oklahoma City, Oklahoma*

JAN  
6

**National Hereford Sale – SBSA at 6 p.m.**  
*Oklahoma City, Oklahoma*



JAN  
6-8

**Missouri Cattle Industry Convention & Trade Show**  
*Osage Beach, Missouri*

JAN  
7

**Cattlemen's Congress National Hereford Open Female Show – JN Ring 2 at 8 a.m.**  
*Oklahoma City, Oklahoma*

JAN  
16

**MHN Contract Deadline & March Ad Space & Material Deadline**



## Around the Barn

### Scholarships Awarded to 28 Juniors

The 2022 American Hereford Association Annual Membership Meeting and Conference kicked off Friday, Oct. 21, at the Loews Hotel in Kansas City. The first day was filled with educational programs and Hereford youth were celebrated on stage at the National Junior Hereford Association (NJHA) Scholarship and Awards Luncheon.

As the Hereford Youth Foundation of America (HYFA) celebrated the next generation, \$180,000 in scholarships was awarded to 28 junior members, and the outstanding youth who participated in the NJHA Fed Steer Shootout contest were recognized for their efforts.

Receiving the \$2,500 Tennessee River Music Scholarship was Isaac Rhode, Stewartsville, Mo.



**SF 81E KNOCKOUT 211 | Reg: 44378639**  
*Actual weaning weight 772*

**Also available outstanding herd sire prospects by HB Distinct and an Endure son**

## Herd Sire Prospects Available For Next Year!

*These bulls are sired by Historic and out of Endure two year olds!*



**SF 81E NOTABLE 212 | Reg: 44378642**  
*Actual weaning weight 742*

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# Missouri Opportunity Sale



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**GCC June 19J • Reg: P44293393**  
Sire: **INNISFAIL WHR X651/723 4013 E**

PE from 6/8/22-8/8/22 to GCC Kremlin 15H (44293395)  
Ultrasound confirmed safe to PE



She sells!

**Vixen 250G • Reg: 44029749**  
Sire: **LJR MSU X51 BOSCH 371B**

A.I. 5/24/22 to TH Masterplan 183F (43920493)  
Ultrasound confirmed safe to A.I. with heifer pregnancy



She sells!

**MHF 57C 4E G03 • Reg: P44016744**  
Sire: **LOEWEN DIRECTION 57C**

PE from 6/8/22-8/8/22 to GCC Kremlin 15H (44293395)  
Ultrasound confirmed safe to PE



She sells!

**SCHU-LAR 29F VIVIAN 9C C609 • Reg: P43911802**  
Sire: **EFBEEF RESOLUTE CEO**

A.I. 5/24/22 to Boyd Power Surge 9024 (44004782)  
Ultrasound confirmed safe to A.I. with heifer pregnancy



**Jarrold, Krista and Kaylee Grayson**  
20372 C.R. 6380 • Newburg, Mo 65550  
Jarrod cell 417-597-2524  
Email: [jgrayson81@hotmail.com](mailto:jgrayson81@hotmail.com)


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**GCC Kremlin 15H • Reg: P44293395**  
Sire: **SHF FAMOUS C285 F030 ET**


Natural service sire to (44293393), (44016744)





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District 6: Director – Rick Steinbeck

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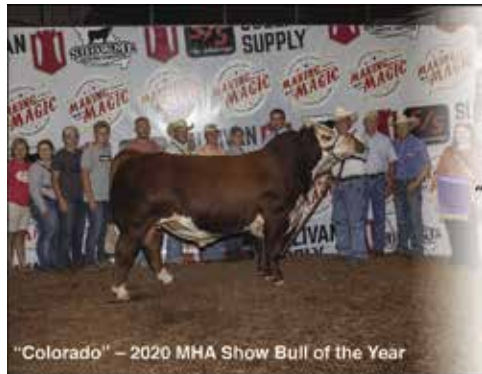
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## Around the Barn

### Birk Named Hall of Merit Inductee

Don Birk, El Dorado Springs, Mo., was inducted to the Hereford Hall of Merit Oct. 22 at the American Hereford Association (AHA) Annual Meeting and Conference in Kansas City, Mo. Hall of Merit inductees have greatly influenced the Hereford breed and cattle industry.

Don grew up in southeast Missouri on a diversified farming operation, which included Hereford cattle. Don attended Southeast Missouri State University for three years, before transferring to Missouri State University (Mizzou) in 1968. It was at Mizzou that Don joined the livestock judging team and met Glenn Richardson. Don developed a close relationship with Glenn and graduated from Mizzou in 1970.

In 1971, Don got a life-changing call from Glenn to return to Mizzou as a graduate assistant coaching the livestock judging team. When Glenn



switched jobs about a month into Don's tenure — Don took over Glenn's students and coached the Mizzou livestock judging team to a national championship in 1971. Upon finishing his time at Mizzou, Don joined the Drovers Journal in 1972 as a fieldman and worked with the publication for six years. There he gathered experience selling advertising and working livestock sales. In April of 1973, Don and his wife, Linda, were married.

Don then joined Eddie Sims with National Cattle Services Inc. to provide ring service, marketing and photography. Don stayed with the company until 1982, when he started his own business, Birk Enterprises.

A pioneer in the livestock photography industry, Don worked with Hereford breeders exclusively until the late '90s, when he began working with cattle of all breeds. Don has spent many years working with breeders from across the U.S., providing ring service and picturing cattle. One of Don's first clients was Glenkirk Farms, Maysville, Mo. Don's career has spanned 51 years. While Don enjoys the cattle, he is especially passionate about the breeders, ranchers and business owners he's been able to meet.

*Here's a sample of our offering...* MO Opportunity Sale • December 4, 2022 • Noon  
Selling two spring 2022 heifer prospects and two top bred heifers!



PRF 722 MISS KINSLEY 211K  
Reg: P44368413 | 02/01/2022 | POLLED  
Final Test x Leader



PRF D1 WHISPER 106J | Reg: P44234289 | 01/15/2021  
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AI'd to Jalapeño, exposed to PRF 652D COURAGEOUS 0011H

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Amy Phillips

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Cell 816-878-7305 nothead1@aol.com

Herdsmen: Angela and Amanda Phillips

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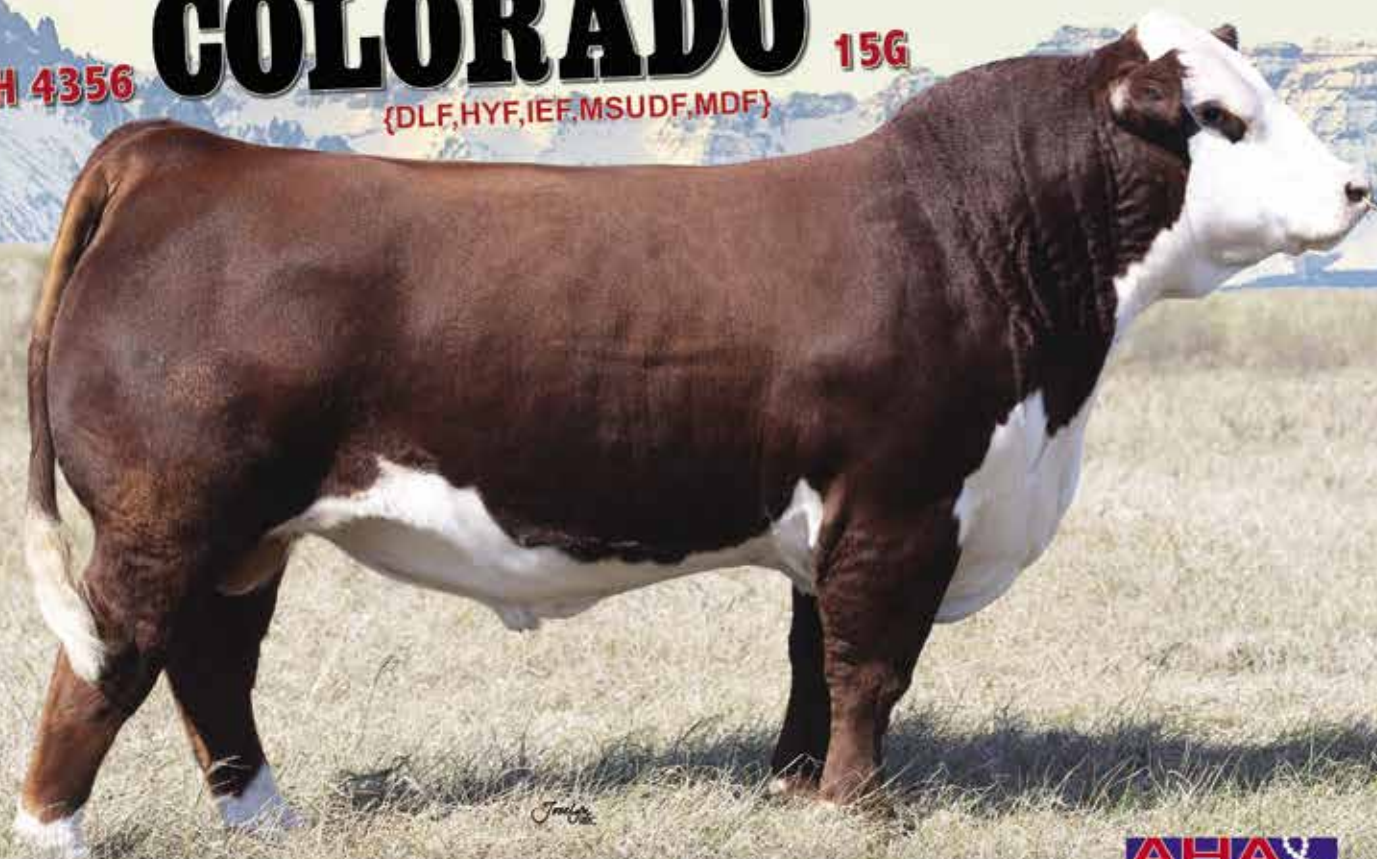


APH 4356

# COLORADO

15G

{DLE,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!**

Thank you to **5J Farms** of Clayton, NC  
for their purchase of walking rights on Colorado!

**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, Jocelyn & Kyla Jo 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



# JDBellis Family HEREFORDS

— Three Generations Raising —  
**No Excuse Herefords**  
— *Production Sale • May 7, 2023* —



19264 LAWRENCE 2170 • AURORA, MO 65605 & 16255 PECAN DR • LEBANON, MO 65536

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