

MHN

Missouri Hereford News
Official Publication of the Missouri Hereford Association



SEPTEMBER
2023

Missouri Hereford News
30487 Hwy J
Wentworth, Missouri 64873

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Raising Cattle
and quality beef
is not just our *job*....
it is our **OBSESSION.**

And that **OBSESSION**
revolves around our family raising
functional cattle for the real world!

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!

WMC Cattle Company ANNUAL PRODUCTION SALE

with special guest Circle M CMR Ranch

Volume V

Sunday, September 24, 2023

1 p.m. CDT at the WMC Cattle Co. Headquarters — Wasola, Missouri

120-plus head sell!

Spring Bred Heifers • Spring Bred Cows with Heifer Calf & Bull Calf Splits • Proven Donors

One of the largest offerings of spring bred cows with heifer & bull calf splits to sell anywhere this fall...50 split pairs are slated to sell!



77 PINSTRIPE 76D 73G

P44121402 • Homozygous Polled
s: KCF Bennett Homeward C776
MGS: NJW 33TB 100W Trust 167Y
CED +3.3, BW +2.3, WW +70, YW +116,
MILK +30, CW +80, REA +.55, MARB +.44,
CHB +157

Pinstripe is unique in his build, markings and EPD profile. His progeny are stout in their design, dark cherry red in color, heavily pigmented and loaded with performance.

Several of Pinstripe's progeny along with his service sell!



WMC 9714 19A KEYSHA 114J

P44258493 • 2/25/21 • Homozygous Polled
s: Blacktop Homestead 9714
MGS: KCF Bennett Revolution X51
CED +10.5, BW +0.7, WW +65, YW +109, MILK +27,
CW +66, REA +.61, MARB +.27, CHB +125



WMC 66589 10G MADILINE 12J

P44258538 • 1/12/21 • Polled
s: /S Mandate 66589 ET
MGS: JDH Victor 719T 33Z ET
CED +4.0, BW +1.9, WW +71, YW +111, MILK +34,
CW +76, REA +.47, MARB +.28, CHB +136



WMC 384E 2B JULIE 004H ET

P44194647 • 3/3/20 • Homozygous Polled
s: CMF 3005 Epic 384E ET
MGS: Abra 719T Ransom 17Z
CED +1.6, BW +3.2, WW +60, YW +85, MILK +25,
CW +76, REA +.73, MARB +.06, CHB +104

Catalog requests: text (405) 464-2455 • email laytond@yahoo.com • Videos at liveauctions.tv

WMC
Cattle Co.
Est. 1926



wmccattleco.com

Travis, Jett & Watson
McConnaughy
(417) 989-0486
1199 County Rd. 116
Wasola, MO 65773
info@wmccattleco.com



Canan McKellar • Walt & Jil McKellar
(662) 292-1936
1680 LRL Road, Senatobia, MS 38668
cmrherefords@gmail.com



Dustin N. Layton • (405) 464-2455
laytond@yahoo.com
Chisolm Kinder • (405) 747-4683
laytonauction.com

LiveAuctions.TV



HELLO FROM THE EDITORS

As we wrap up what many call the “Dog Days” of summer, the craziest season of the year is slowly creeping up, Fall. On top of supporting your favorite football teams or your alma matter, ranchers in the Midwest are constantly battling the never ending heat, fall calving season, and even gearing up for the fall major shows. Even though this is considered the busy season, it's essential to find the comfort amongst the chaos.

Luckily for Missouri Hereford breeders, the events and sales across the state are enough to keep members busy. Before printing this issue, two of our contributors visited the Missouri State Fair in Sedalia, watching many Hereford enthusiasts compete and join in fellowship. Although the chaotic nature of shows can lead to stress, watching many individuals of all generations pursue their passions of Hereford genetics was incredible. Families and members who are able to travel to events across the state, shows the dedication to continuing the success of the organization. No matter how busy and challenging breeders lives can be, they always make time to consider time for the Missouri Hereford Association events.

We challenge our readers throughout this issue and this season to continue to find comfort in the chaos. Whether you're up late on calving checks, spending more time than you'd like in the tractor, or missing out on a Sunday night Chiefs game, take consideration of your surroundings. Are you spending more time with your family on the road attending cattle events? Can you finally see the perfect sunset while out at the pasture? Learning how to find the simple pleasures throughout the busy season can make it much easier to handle.



Cassie Dorran, editor



Jocelyn Washam, editor



Faye Smith, contributor



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



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A special thank you to Andrea Butler for her office support throughout the year!

2023 PUBLICATION DATES

Issue	Ad Space & Material Deadline	Camera Ready Ad Deadline
March 1	January 16	January 20
July 15	May 29	June 2
September 1	July 31	August 4
November 1	September 18	September 22

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	Four Issue Contract Price
Double Page Spread	\$500	\$1800
Full Page Spread	\$300	\$1100
Half Page Spread	\$200	\$700
Quarter Page Ad	\$150	\$500
Business Card Ad	(contract only)	\$200

All ads must be received by deadline!

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



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18 LEGACY FLAG HONOREES

Bob and Gretchen Thompson receive honors from the Missouri State Fair Foundation

20 MEMBER SPOTLIGHT

Miles upon miles traveling with Don Birk

34 MISSOURI STATE FAIR

Show results from the end of the summer show series



Photo by: © Rural Route Creations



MISSOURI HEREFORD ASSOCIATION

OFFICERS AND DIRECTORS MOHEREFORDS.ORG

President	Glen Waters	Norborne	District 1
Vice President	Jon Black	Keytesville	District 2
Secretary/ Treasurer	Matt Reynolds	Huntsville	
Directors	Mary Beth Ray	Paris	District 3
	Eddie Roth	Windsor	District 4
	Eric Adkins	Columbia	District 5
	Mike Jordan	Warrenton	District 6
	Mike McCorkill	Greenfield	District 7
	Rusty Miller	Lebanon	District 8
	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 by:
© Rural Route Creations

SEPTEMBER 9, 2023

NOON [CST] • AT THE FARM • NEAR CHRISMAN, IL

Striving FOR Integrity

OFFERING 40+ HERFORD FEMALES
SELLING 5-YEAR-OLDS FROM THE HEART OF OUR HERD,
ET HEIFER CALVES & BRED HEIFERS



2007

Sired by JDH Benton. Dam is a full sister to the great 54B cow.
AI'd with sexed heifer semen to Churchill Kingdom



3027

Sired by LF 2062 Anchor 3063 6064. Dam is past High seller.
March 2023 Heifer Calf

Service Sires Include: CCR 8X Homegrown 057, LAND Profit 2034 ET, CH High Roller 756 ET, NJW 84B 10W Journey 53D, Crutchers Iron Man 113
Calves Sired by: CRR 511 Screenshot 745, UPS Entice 9365 ET, KJ BJ 309C Leader 182F



LF 8121 Homewrecker 2150

Selling his dam and a maternal sister



8121

Sired by Harvie Dan TBone. Dam a past top donor at LF. Sells with a May Heifer calf at side.
Her 2022 calf was Reserve Bull Calf Champion at 2023 Cattlemen's Congress.

Lorenzen Farms 17696 E 1825th Road Chrisman, Illinois 61924

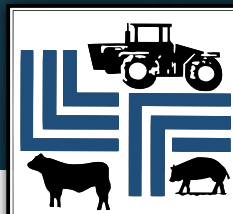
Steve Lorenzen / 217-822-2803 / lf3@ecicwireless.com

Adam Harms, Herdsman / 217-369-3609 / adamdharm@hotmail.com

Guest Breeders: Crutcher Livestock, Craig Crutcher / 815-289-2855

Edenburn Family Farm, Buddy Edenburn / Winans Herefords, Mark Winans

REQUEST A CATALOG TODAY!  **LORENZEN FARMS • LORENZENFARMS.COM**





Mark your calendar!
122nd *Semi-Annual Sale*

CENTRAL MISSOURI POLLED HEREFORD BREEDERS ASSOCIATION

September 16, 2023 • NOON

Interstate Regional Stockyards • Cuba, MO

*60+ Lots of bulls, cow-calf pairs, bred and open heifers,
and Hereford influenced commercial females*

New members always welcome!

This sale will be broadcast live on the internet.

DVAuction

Broadcasting Real-Time Auctions

Real time bidding & proxy bidding available.

For more information contact:

Larry Day, Sales Manager

Central Missouri Polled Hereford Breeders Association

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

Email: *cmphba@gmail.com*

Email or call to request a catalog!

www.centralmissouripolledherefords.com 

STATE ASSOCIATION UPDATE

Preparing for fall sales

Written by Matt Reynolds



Matt Reynolds, Missouri
Hereford Association
Secretary/Treasurer

Dear Hereford Breeders,

As you see the many show reports in this issue you can tell that summer is almost over and fall is approaching. What a challenging year for everyone in the cattle business. Although this is a very exciting time of the year in many aspects – starting to wean your exciting spring calf crop, pregnancy checking your spring bred cows, fall babies hitting the ground, and making decisions about adding new genetics into your breeding program.

The fair season is winding down, and the fall sale season is on top of us. As you read this maybe you have been to the state fair and are at the field day and tour in our north central District 2. Jon Black has put together an educational day for all, and we thank him for his efforts!

Look for the State Fair results in this issue. We can look back a minute and find the JNHE results; in this issue our juniors continue to shine. They also came to the state fair in Sedalia in full force. Throughout the 4-H and FFA shows, the quality ran deep in every class. We have always had a great set of juniors and advisors in this state, and I ask you to continue to support them and congratulate them every chance you get.

You will find several sales highlighted here in Missouri advertised in this issue and the November issue. There are production sales, online sales and the Missouri Hereford Association Opportunity Sale. Once again, I would like to thank the breeders who nominated their cattle for consignment to the 2023 Opportunity Sale. We look forward to working with you this fall and having you in Sedalia for Hereford Weekend December 2 and 3, 2023. Joe Rickabaugh tells me this is by far the best set of cattle he has selected!

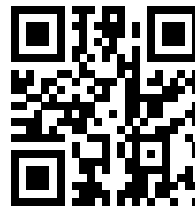
Consignors to the sale, please watch your mailboxes this year as we will be mailing your entry packet around September 10, and they will be due back to me by September 25. We have several advertisements due in early October, so we need information in a timely manner. As you all know Joe Rickabaugh, our AHA field representative, screens the cattle for this sale. I want to thank him for his hard work and ask you to do the same. Once again, the sale will be online with *LiveAuctions.TV* if you would like to bid on the cattle and are not able to attend the sale!

The first weekend in December also includes the December 2, Saturday evening annual membership meeting starting at 5 p.m., followed by the awards banquet. As a member, you have the opportunity to nominate fellow Hereford breeders and cattlemen for the awards being presented at the banquet. Please send your nominations to reynoldscattle@cvalley.net by November 1, 2023. The award nominations include Breeder of the Year, Commercial Breeder of the Year and Hall of Fame Inductee. To receive an award, you must have paid your dues by April 1, 2023. I also encourage junior members to apply for the many scholarships that will be awarded at the banquet! You can find the applications on the website moherfords.org.

Make sure to put the Hereford Weekend on your calendar today and book your hotel rooms in Sedalia! They fill up fast!

The Board has put together a survey for everyone to fill out, please take the time to find it online or at the booth. This is a great opportunity to express your thoughts about the association. If you have questions, contact Board Member Jon Black 660-308-0125. This is a membership driven organization so please take this opportunity serious! We have new 2023-2024 directories if you are ever in need of extra copies for an event, please let me know!

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



VISIT THE WEBSITE
MOHEREFORDS.ORG
OR THROUGH THE
QR CODE

McCORKILL FAMILY FARMS

Registered Herefords



**Bulls and Females
for sale! Contact us
for details!**

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



Falling Timber Farm

FTF MAGNIFICO 120J



STgenetics

P44235486 DOB 1/14/2021
Owned with Schoenberger Polled Herefords

LCX Perfecto 11B ET
BG LCC 11B Perfecto 84F
FTF Valentine 877F
BG 100W Nicky 31C
FTF Value Added 369A
FTF Ginger 480B

Dam of Magnifico:
FTF Valentine 877F



CED	BW	WW	YW	DMI	SC	SCF	MILK	M&G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB
12.6	-2.8	56	85	0.7	0.8	22	35	63	7.7	88	1.5	1.5	78	0.08	0.76	0.24	441	525	124

save the date...Saturday, March 16th, 2024

15th Annual
Bull & Female Sale

Falling Timber Farm

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

Marthasville, MO

www.fallingtimberfarm.com





81ST ANNUAL

FALL PRODUCTION SALE

Saturday, OCTOBER 28, 2023 - NOON

At the Mead Sale Headquarters • Versailles, MO
500 HEAD SELL! 15 Hereford Bulls • 20 Hereford Females



MEAD R447 POWER SURGE X3342

{DLF,HYF,IEF,MSUDF,MDF}
P44409414 • Calved: 9/10/2022
CE 12.2; BW 2.3; WW 60; YW 91; MM 20; CW 74;
REA 0.45; MARB 0.02; BMIS 377; CHBS 98



MEAD CUDA X3104 {DLF,HYF,IEF,MSUDF,MDF}

P44409426 • Calved: 8/9/2022
CE 6.4; BW 1.7; WW 66; YW 98; MM 37; CW 82;
REA 0.77; MARB 0.52; BMIS 365; CHBS 161



MEAD POWER SURGE X3095

{DLF,HYF,IEF,MSUDF,MDF}
P44409421 • Calved: 8/8/2022
CE 8.6; BW 1.6; WW 64; YW 104; MM 31; CW 73;
REA 0.51; MARB -0.01; BMIS 461; CHBS 105

We strive to get the right cattle into the right hands at the best value in the country!

SALE CAN BE VIEWED ON



21658 Quarry Lane, Barnett, MO 65011
Office 573-302-7011 • Fax 573-348-8325
meadangus@yahoo.com
www.meadfarms.com

Alan Mead, owner
573-216-0210
Scott Wall 309-212-5450

HW

Selling in the Central Missouri Polled Hereford Breeder's Sale | September 16, 2023 | Cuba, MO



GCC Jolene 36K • Reg: P44387548
Sire: LJR MSU 6153 GAINES 113G

A.I. 4/14/23 to Perfecto 84F(43892306). Ultrasound confirmed safe in calf with heifer pregnancy.



GCC Aurora 34K • Reg: P44406966
Sire: LJR MSU 6153 GAINES 113G

A.I. 4/14/23 to Perfecto 84F(43892306). Ultrasound confirmed safe in calf with bull pregnancy.

Offering three spring bred heifers
and one three-n-one package!

www.graysoncattleco.com



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



Find us on Facebook & Instagram!

Genetic Opportunity Sale



Scan for more!

Saturday, September 30th at 1 p.m.
70 head sell at auction at
Atkins Herefords near Tea, South Dakota.

Friday, September 29th
Embryos and Semen sell on smartauctions.co

Entice Sells!



UPS ENTICE 9365 ET | P44058137

8032 - Dam of Final Print
She sells open & ready to flush!



X651 × TIMESAWASTIN 6094

CED	BW	WW	YW	M	REA	MARB	BMI	CHB
8.3	0.0	76	115	36	0.60	0.52	\$484	\$155

RST MS X651 TESTED 8032 | P43954174

She sells along with her Dam and sisters!



Lincoln × 8032

CED	BW	WW	YW	M	REA	MARB	BMI	CHB
2.0	2.5	94	149	42	0.88	0.31	\$551	\$173

JDH AH 8032 MS LINCOLN 125L ET | P44458183



JDH 11E 8G MERCEDES 31L ET | P44453971

Benton × Mercedes 11E

CED	BW	WW	YW	M	REA	MARB	BMI	CHB
4.8	1.3	60	92	30	0.84	0.27	\$549	\$171

HOMOZYGOUS POLLED



JDH AH 45C MONTGOMERY 101K ET | P44371198

Montgomery × 45C safe to Final Print

CED	BW	WW	YW	M	REA	MARB	BMI	CHB
-2.5	4.3	68	109	41	0.96	0.21	\$500	\$182

She sells with her Final Print heifer calf!



HOMOZYGOUS POLLED

AH LADY LUCK 814F | P43947813

All In × 19Z safe to Final Print

CED	BW	WW	YW	M	REA	MARB	BMI	CHB
-2.4	4.8	65	113	26	0.56	0.11	\$294	\$140



JDH ND 120F 1015 ANGEL 13L ET | P44460593

Guardian × Homegrown 102F

CED	BW	WW	YW	M	REA	MARB	BMI	CHB
7.7	3.0	69	108	37	0.59	0.42	\$470	\$164



AH FINAL QUEEN 201K | P44342186

Final Print × 021H safe to KCF KING K102

CED	BW	WW	YW	M	REA	MARB	BMI	CHB
10.2	-0.7	70	106	30	0.46	0.30	\$348	\$142

She sells along with her Expedition heifer calf!



JDH 12D 16G MS STANDOUT 38J | P44242590

Standout × DiMaggio 12D safe to Land Grant

CED	BW	WW	YW	M	REA	MARB	BMI	CHB
4.4	2.9	66	94	35	0.63	0.18	\$490	\$120

saturday
SEPTEMBER
1 p.m. 30

JD Delaney HEREFORDS

Jerry & Shelly Delaney Family

2071 County Rd 101, Lake Benton, Minnesota 56149

Jerry: 507.820.0661 | Nick: 507.829.0561 | jdh@delaneyherefords.com

delaneyherefords.com

Dustin Layton, Auctioneer

LiveAuctionsTV.com

ATKINS HEREFORDS

Pete & Laura Atkins Family

27132 SD Hwy 17, Tea, South Dakota 57064

Pete: 605.351.9847 | petea15@gmail.com

atkinsherefords.com

PERFORMANCE.

PREDICTABILITY.

PROOF.

WOMEN ASSOCIATION UPDATE

Summer update and looking ahead

Written by Tonya Bagnell

The Hereford Women of Missouri held a meeting on Saturday, August 12, at the Missouri State Fair. We had ten members present.

The Hereford Women sponsored donuts in the barn prior to the open Hereford show at the Missouri State Fair.

We decided to sponsor the showmanship prizes during the 4-H/FFA show. The following juniors were the champion showmen: 4-H Under 13 winner – Harper Johansen, 4-H Over 14 winner – Addison Ward, and FFA winner – Taylor Miller.

The Hereford Women are currently exploring some fundraising ideas. Please stay tuned to our Facebook page for updates.

The Hereford Women sponsor a \$250 scholarship that is given each year to a junior member who is a high school senior or a attending college. The Scott Adam's family is also sponsoring a \$500 scholarship. The scholarships can be found on the website under Hereford Women. The deadline is October 15, 2023.

The Hereford Queen application is due November 1, 2023. We encourage all applicants.

We encourage any new members to please send dues to Marijane Miller.



Tonya Bagnell, Missouri
Hereford Women Association
Secretary



Chili on the Red

Prep Time 15 minutes
Cooking Time 30 minutes

Serves 8

Ingredients

- 4-pound ground beef, browned
- 1 onion, chopped
- 4 cloves garlic, minced
- 1 - 8 ounce can tomato paste
- 1 - 16 ounces can of chopped tomatoes with juice
- 3 tablespoons chili powder
- 1 teaspoon garlic salt
- 1 tablespoon of cumin
- 2 teaspoons sugar, optional
- 1/2 teaspoon red chili flakes
- salt and pepper to taste - about 1 tablespoon of salt and 1 to 1/2 table-spoon of pepper
- 4 - 6 cups water or more depending on how soupy you like your chili

Directions

1. Brown the ground beef with onion and minced garlic until the beef is no longer pink.
2. Drain off excess liquid and add tomato paste, chopped canned tomatoes, or those you may have frozen from your garden.
3. Next, add all spices.
4. Add water, and bring chili to a boil on high heat.
5. Bring heat down to a medium to low boil. Heat and continue to cook chili covered for 20 minutes allowing flavors to blend together and chili deepen in flavor.

Serve chili with cornbread, saltine crackers, or alone and with cheese, sour cream, or extra jalapeno peppers on top.

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

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

2023-2024 HEREFORD WOMEN OF MISSOURI OFFICERS

Missouri Opportunity Sale

Sunday, December 3, 2023 • MSF Fairgrounds in Sedalia, Mo • Noon CTS

OFFERING OVER 70 LOTS

TH *Frontier* 174E



C&L RR KJ *Jalapeno* 973E



BOYD *Power Surge* 9024



LJR/MSU *Emblazon* 392e



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

SPONSORED BY THE MISSOURI HEREFORD ASSOCIATION

ANNUAL MEMBERSHIP MEETING & AWARDS BANQUET 5 P.M. DECEMBER 2, 2023

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

WWW.MOHEREFORDS.ORG • LIKE US ON FACEBOOK



Ozark Empire Fair Open Hereford Show

Saturday, July 29, 2023 • Springfield, Missouri

Judge: John McCurry, Burrton, Kansas



Champion Hereford Heifer
JB Kristi 35K • P44382919 • 2/20/2022
OWNED BY: Josie Beltz, Canton, Kansas



Reserve Champion Hereford Heifer
AC DELTA DAWN 201K • 44371228 • 2/8/2022
OWNED BY: Kinleigh Bolin, Walnut Grove, Missouri



Champion Hereford Bull
JNF 559 Ricky Bobby 7651 • P44384811 • 1/13/2022
OWNED BY: Butler Polled Herefords, Republic, Missouri & Jacob Noblitt, Bolivar, Missouri



Reserve Champion Hereford Bull
JPV Longmont 2303
44388720 • 1/13/2022
OWNED BY: Cory Wood, Maysville, Missouri

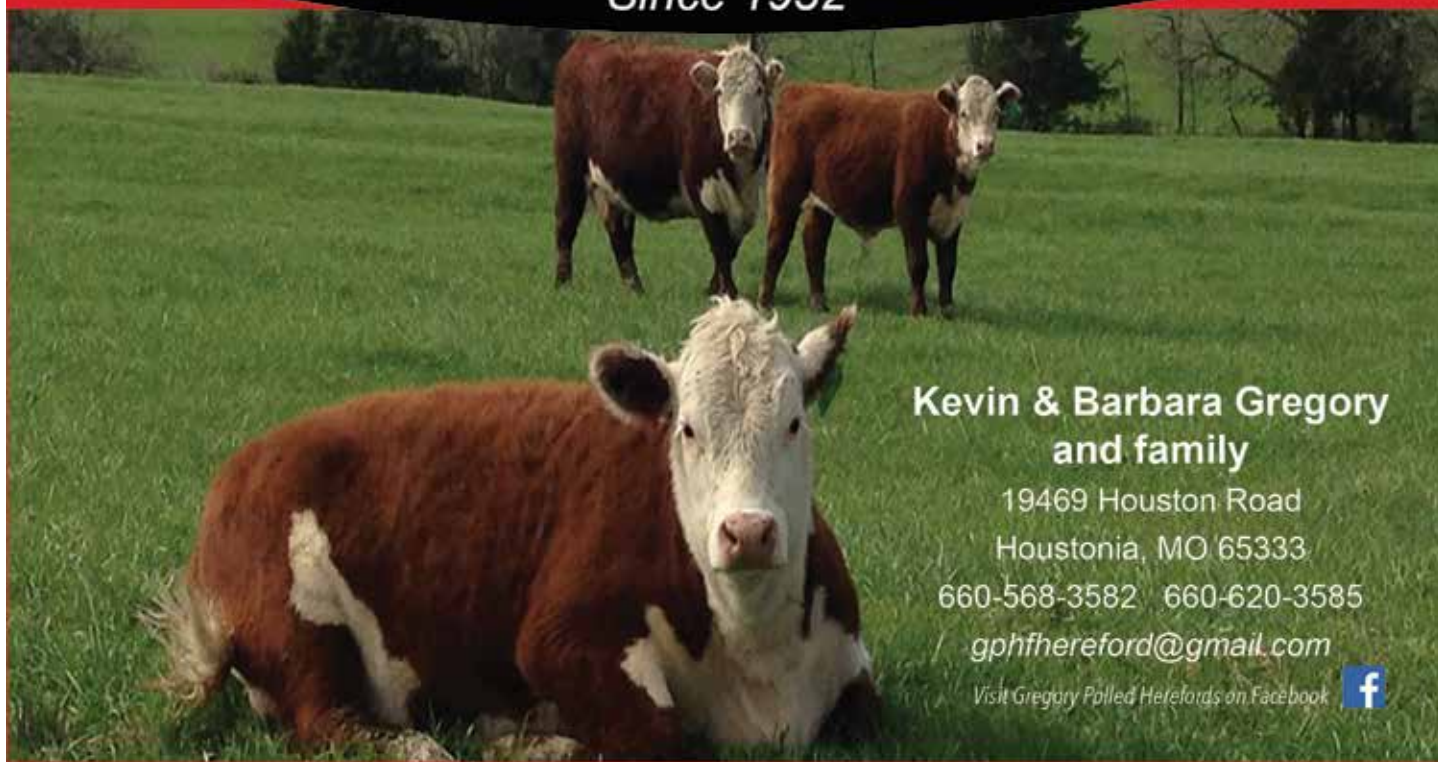
Champion Hereford Cow-Calf Pair
OAKS FOXIES DOUBLE 117G
43987992 • 1/17/2019
OWNED BY: Krista Allscheid, Waterloo, Illinois



Open Premier Exhibitor: Addison, Connelly, Gannon and Davis Ward, Oak Grove, Missouri

Open Top Exhibitor Herdsman: Joumagan Ranch/ Missouri State University, Springfield, Missouri

GREGORY POLLED HEREFORDS Since 1932



**Kevin & Barbara Gregory
and family**

19469 Houston Road

Houstonia, MO 65333

660-568-3582 660-620-3585

gphhereford@gmail.com

Visit Gregory Polled Herefords on Facebook



JENSEN BROS. FEMALE SALE AT SANDER'S RANCH, LOUISBURG KS
DURING THE AMERICAN ROYAL SHOW AND AHA ANNUAL MEETING

The Chosen Sale

Many time Champion Benton/Coco daughter
sold to Brayson Mayo

SELLING SIBLINGS TO THESE FEMALES IN THE CHOSEN SALE 2023

THURSDAY AT 5 PM
10.19.2023



Congratulations to the Miller Family, KS on your
success with Chardonnay, purchased in the 2022 Chosen Sale



Thank you to Brumley Farms, NV for purchasing the
2021 and 2022 Pick of The Fall Calves
2022 JNHE Reserve Polled Fall



Kevin 785-243-6397 | Sheila 785-262-1116

Brady 785-614-1645 | Eddie Sandberg 765-490-1719

REQUEST CATALOG AT JENSENKS@COURTLAND.NET

Managed by Dustin Layton | 405-464-2455



Spring 2023 Show Heifer and Future Donor Prospects, Spring Bred Heifers,
Spring Bred Females with Heifer Calf Splits,
Pick of the 2023 Fall Calf Crop, Pregnancies & Frozen Genetics

JUNIOR ASSOCIATION UPDATE

New officers elected

Written by Kristin Waters

Hello juniors!

I hope everyone had an amazing Missouri State Fair this year! Congratulations to all of the Grand and Reserve champions in the 4-H, FFA, and Open Shows!

While at the State Fair, we elected two new board members to three year terms and one board member to a one year term. Newly elected board members to a three year term include Beau Ann Graves and Karsyn Kleeman. Our board member

that will be filling in for a one year term is Addison Ward. We also had a re-elected board member, Tory Miller, who will be serving another three year term.

I wish everyone a good start to their school year and hope to see everyone at the Missouri Opportunity Sale in December!



Kristin Waters, Missouri Junior Hereford Association Reporter

President – Mary Grace Warden, Halfway

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 Chairs – Beau Ann Graves, Chillicothe
Karsyn Kleeman, Braymer

Directors – Jorja Ebert, Holt; Addison Ward, Oak Grove

Advisors –

Jeff & Susan Rhode

7765 NW Hwy NN, Stewartville, MO 64490

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

Susan.rhode@yahoo.com

Marijane Miller & Hayley Miller

20500 Sioux Drive, Lebanon, MO 65536

317-341-3846 • millerherefords@yahoo.com

James & Magan Henderson

278 Potters Rd, Buffalo, MO 65622

magan.henderson@gmail.com

2023-24 MISSOURI JUNIOR HEREFORD ASSOCIATION

2023-24 Missouri Junior Hereford Association Officer Team – (left to right)

Addison Ward, Jorja Ebert, Kristin Waters, Tory Miller, Cade Shepherd, Mary Grace Warden, Taylor Miller, Beau Ann Graves, Karsyn Kleeman



Scholarships Deadline

MJHA / MHA / MHW

POSTMARKED BY OCTOBER 15.

Scholarships will be awarded during the MHA Annual Meeting awards banquet.

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A WORD FROM THE ADVISORS

Reflecting on summer cattle shows

Written by Hayley Miller

As most of our junior members prepare to head back to school, we are able to reflect on what this past summer held for each and everyone of us. It has been a fun, busy, exciting, and rewarding summer this year for our junior members.

We had twenty-five junior members exhibit at the Junior National Hereford Expo. They enjoyed a fun-packed week spending time with old friends and making new ones, competing in different events, and showing their calves; all while in the cooler temperatures in Madison, WI. Through the support of the Hereford breeders around the state we were able to provide lunch for all the junior members exhibiting that week to help alleviate the stress of meals on four of the show days.

This year our fundraising chairs, Kinleigh Bolin and Mary Grace Warden, have been working hard with our fundraiser efforts. We are raffling off a Weaver five-foot single door Show

Box. The raffle will take place during the MO Opportunity Sale in December.

We want to sincerely thank every breeder and supporter of our junior organization. It is because of you guys that we are able to help our juniors and continue to do what we do each and every show season throughout the year.

I know growing up showing throughout the summer was my favorite part of the year and always seemed to go too quickly. I encourage each junior member to reflect on their summer and showing experience. I also encourage you to say thank you to your parents, aunt/uncle, grandparents, or anyone who helps or supports you during the show season.



Hayley Miller, Missouri Junior Hereford Association Advisor



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Missouri Junior Hereford Association

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2023 LEGACY FLAG HONOREES

Bob and Gretchen Thompson receive honors from the Missouri State Fair Foundation

Missouri State Fair

The dedicated plaza and flagpole were constructed to honor those whose generosity and support of youth, the Missouri State Fair, and the Missouri State Fair Foundation, has been at a level that will ensure generations to come can pursue their dreams in Agriculture.

As of August 10th, 2023, The Legacy Flag will fly in honor of Bob and Gretchen Thompson.

Bob is a U.S. Army veteran and a third-generation Missouri farmer. He and his wife Gretchen own Glengrove Farm outside of Rolla, Mo. Glengrove is a century farm that Bob and Gretchen have built into a nationally recognized breeding program for Hereford cattle. In 2012, Bob and Gretchen were awarded the Governor's Award for Agricultural Achievement and were recognized by Governor Nixon for their outstanding

work in the cattle industry, their commitment to youth and for Bob's involvement with the Missouri State Fair Foundation. Bob is a past board member of the State Fair Foundation and was chairman of the MFA Youth Livestock Arena capital campaign. Bob also received the Missouri Hereford Association Purebred Breeder of the Year award in 2012.

Bob and Gretchen are passionate about the future of farming in Missouri, and they have donated their time, money and farming expertise to Missouri agricultural groups and more importantly, to assisting youth involved in agricultural programs. Their generous donation to the Missouri State Fair Foundation has created a legacy that will impact the future of agriculture for generations to come.



Bob Thompson attending the Missouri Polled Hereford Classic in 2012.



Patrons of the Missouri State Fair watching the flag dedication ceremony.



Reg: P43609538 • DOB: 01/30/2015

Fall calving flush cow that has two outstanding Pilgrim daughters that will sell the 23rd. Be sure to look them up.



Reg: P44465135 • DOB: 01/05/2022

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miles upon miles



Missouri native Don Birk inducted to Missouri Hereford Association Hall of Fame

Written by: Faye Smith, Rural Route Creations

Taking his time inside the picture pen, Don Birk of El Dorado Springs, Mo., knows a good one when he sees one. Utilizing his camera from farm to farm and his extensive knowledge of livestock and marketing tactics, Birk has crafted a unique career of servicing the animals and the people behind the brands many know and love.

The Beginnings

Up the road from Birk's childhood farm near Jackson, Mo., was a small sign displaying their brand and Hereford Bulls available for sale. Birk recalls the days in the 1950's and 60s of their simple marketing plan, where potential customers would visit their farm to review their sale cattle. Years were spent in the barn participating in regular farm tasks, talking to customers, and gearing cattle up for local livestock shows.

As an active FFA member, Birk recalls being an avid herdsman. But being located in southeast Missouri—it made it difficult to travel to the larger livestock shows. By exhibiting many times at the Southeast MO District Fair and consigning bulls in the Missouri tested bull sale and other state sales, Birk began to see the value of livestock marketing in his future career, especially by being connected and influenced by John Massey, University of Missouri Extension Specialist.

"John was the guy who really did the bull sale recruiting and would come visit your farm," Birk says. "I really got to be good friends with him. He would go around and grade your bulls, and when he saw something he liked, he'd encourage you to bring them to a sale. It became a real marketing thing for small breeders to have exposure to sell their best bulls at a premium."

Education was at the top of Birks mind during this period—however, helping out on the farm and keeping his herdsman cap was equally as important. Birk spent his first few years of undergrad attending Southeast Missouri State University (SMSU) and commuting from home to help on the farm from 1965 to 1968.

Columbia was calling Birk. After a year at SMSU, Birk transferred to Mizzou in January of 1968—giving him more opportunities than he realized.

"One of my best friends was the assistant livestock judging team coach under Glen Richardson, Ph.D., 'Doc' found out my background and recruited me to join the team mid-season in 1969," Birk says. "The rest of the team had been working out for the fall semester and were way ahead of me, but Doc took me to Fort Worth as an alternate."

Building a career

By joining the livestock judging team, Birk was able to increase his understanding of livestock on a phenotypic standpoint. While on the team, Birk won the Missouri Block and Bridle contest and continued on to the fall majors contests. From the American Royal to the Chicago International, where he finished his career as the 4th place high individual—attributing his success to his mentor Richardson.

“Doc was my mentor and friend that took interest in me and pushed me out of my comfort zone, and his expectations were always high,” Birk says. He expected perfection.”

Birk graduated from Mizzou in 1970. One week after his departure, he was sent to St. Louis for his examination for the Military Draft for the Vietnam War. By passing his exam, he was subject to be drafted with short notice—with the number 187.

Going back to the farm to help his family, Birk was prepared to leave that September for the war. It was until a visit to Potosi, Mo., for a cattle show that he discovered he would miss the draft.

“We were in a restaurant for breakfast and there was a guy sitting across the way at a St. Louis Post dispatch who had a newspaper out where in big print read ‘lottery freezes at 185’,” Birk says.

Birk remembers how relieved both him and his family felt. While there is no doubt Birk has a service heart, he was being called to do something else.

Birk continued raising Herefords for the next year, until Glen Richardson gave him a call to come back as a graduate assistant and coach the judging team. But, his assistant title changed quickly.

“I was there about a month and he says ‘hey what do you think about coaching the judging team?’ He was getting ready to leave to go to Premier Beef in Michigan and school was getting ready to start, and they just made me the head coach,” Birk says.

As Birk took on the position in 1971, he explains how he inherited a great group of guys on his team. After his year of hard work, Birk and his team went on to win the American Royal contest, which was the first time a Mizzou



Don Birk stands alongside the University of Missouri team members for their 1971 official photo. Birk was the head coach of this team for one season.

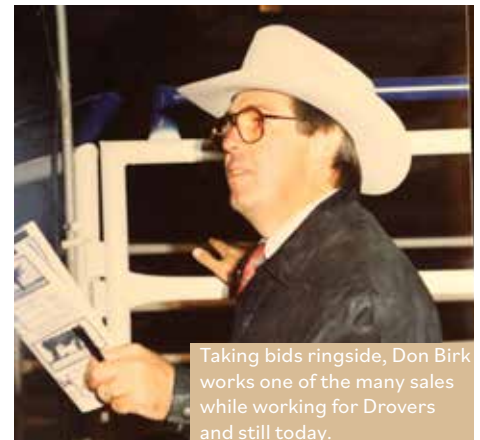


The Livestock Marketeers inducted Don Birk, alongside Jack Chastain, to their Hall of Fame in 2016.

team had won in two decades. With the success of his coaching career, Birk found himself in a position for a career change.

“Al McGee, the editor of the Drovers Journal came up to me and congratulated us on our win at the American Royal awards banquet and asked me if I’d be interested in a job with Drovers Journal,” Birk says.

From there was the Chicago International—a 2nd place finish for Birk’s team. After finishing the semester, Birk continued onto Drovers to work under Neil Orth, head of field staff. As a Missouri Territory field rep, Birk spent six and a half years selling advertisements, working sales as a ringman and meeting many auctioneers, fieldmen and breeders who would become lifelong friends.



Taking bids ringside, Don Birk works one of the many sales while working for Drovers and still today.

This position changed the way Birk connected his livestock judging background—to his new career as a field representative.

“I ended up being real good in reasons, so that was one of my big accomplishments that helped me doing what I’ve done,” Birk says. “But the first time you get up in front of a crowd to take bids at a sale, you feel weird like you’ve never heard yourself like this. I didn’t know if I liked it or not, and it’s so ironic that it’s what I’ve done my whole career.”

Drovers took Birk to many places, including his next career endeavor—working for Eddie Sims at National Cattle Services (NCS) in the sale management business, where he began his skills with capturing livestock

photography and later on became self-employed.

"I worked for Eddie for around four years and started taking pictures as a part of the cattle servicing," Birk says. "We did this all over the United States, so I got a lot of exposure to people over the country and took photos as a part of the service. I then took on my own business and have been self-employed since 1982."

Learning the Craft

Don Birk Enterprises took Birk across the country servicing many clients from all species. It began by taking pasture shots for NCS and developed into something much larger. From year to year, Birk saw livestock trends change from behind his lens. Although the animals changed, his ideals of keeping high integrity were true to the heart of his business—an appeal to many customers.

"It makes me feel good that breeders respect what you're doing, and appreciate your work," Birk says.

In more recent years there have been many who have called livestock photography their career, however, none have carried the test of time of Birk. Traveling across all 50 states and many of the Canadian provinces, Birk has pictured or worked the ring for clients. Many farms and ranches have had him back for decades because of his unique style, calm nature and ability to capture people's attention through his

photography. Outside of the picture pen, Birk is known by many for his ease to communicate with people; the term "never met a stranger" fits him perfectly.

Stories have been shared from year to year, as Birk recalls traveling to many breeders including Star Lake, Mohican West and Tennessee River Music. To Birk, it wasn't just about the quality of the animals he saw, but the connections he made along his travels.

"It's a people business as much as it is a cattle or photography business," Birk says. "I have enjoyed the years of seeing so many great cattle, but especially the many awesome people that love their cattle, this business and each other."

After many years, Birk continues to attribute his 51-year-career to his call from Doc Richardson to return to Columbia in 1971.

"That trip shaped my whole life," Birk says.

Alongside his wife Linda, Birk continues his work under Don Birk Enterprises, in addition to being a cattleman, coming full circle to what inspired him on this journey many years ago.

Congratulations, Birk, for being inducted last December into the Missouri Hereford Association Hall of Fame. Your years of service to Hereford breeders have left a lasting impact.

Countless miles and shutter clicks have been recorded for Don Birks' outstanding career as a livestock photographer.



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the Missouri Hereford Association annual meeting and banquet in Sedalia, MO!



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Reg: P43821645
DOB:
04/17/2017
Fall calving flush
cow with several
daughters selling
this fall.

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FINEST**

Hereford Female Sale

September 23, 2023 • Noon

Location: High Prairie Farms Fair Grove, MO



Reg: P43609538 DOB: 01/30/2015

Fall calving flush cow that has two outstanding Pilgrim daughters that will sell the 23rd. Be sure to look them up.



Reg: P43603146 DOB: 04/17/2015

We are retaining several daughters and the two bulls we are using as herd sires are sons of 23C and in the sale.



Reg: P44132076 DOB: 03/03/2020

Sells with a 939 Mandate bull calf.



Reg: P44130597 DOB: 03/04/2020

Sells with a March Guardian bull calf.



Reg: P44295344 DOB: 09/08/2021

Currently being used as a herd sire. Sired by LCX Perfecto 11B ET and out of CPH 10Y Hershey 23C.

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Ozark Empire Fair Junior Hereford Show

Friday, July 28, 2023 • Springfield, Missouri

Judge: Travis Pembroke, Fairview, Oklahoma



Champion Hereford Heifer

Grand Champion Hereford Female

MAV COTTON'S ELVIRA 264K ET

44400549 • 6/7/2022

OWNED BY: Addison Ward, Oak Grove, Missouri



Reserve Champion Hereford Heifer

Regional Grand Champion Hereford Heifer

Regional Grand Champion Hereford Female

FCC Remi John 261ET • P44396305 • 4/2/2022

OWNED BY: Lyla Sissel, Elkland, Missouri



Regional Reserve Grand Champion Hereford Heifer

Regional Reserve Grand Champion Hereford Female

Grand Champion Bred and Owned Female

AC DELTA DAWN 201 K • 44371228 • 2/8/2022

OWNED BY: Kinleigh Bolin, Walnut Grove, Missouri



Champion Hereford Cow-Calf Pair

Reserve Grand Champion Female

OAKS FOXIES DOUBLE 117G • 43987992 • 1/17/2019

OWNED BY: Krista Allscheid, Waterloo, Illinois



Champion Hereford Bull

WMC D87 2C MOONSHINE 507K ET

P44458531 • 10/7/2022

OWNED BY: Jett McConaughy, Wasola, Missouri



Reserve Champion Hereford Bull

BB 0229 BOUGIE 126K • P44415592 • 11/6/2022

OWNED BY: Payton Henderson, Buffalo, Missouri

Junior Top Exhibitor Herdsman: Miller Herefords, Lebanon, Missouri

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FTF MAGNIFICO 120J

AHA 44235486 • DOB 1/14/2021

Sire: BG LCC 11B Perfecto 84F • DAM: FTF Valentine 877F

#	CE (%)	BW (lb)	WW (lb)	YW (lb)	DMI (lbs)	SC (cm)	SCF (%)	MM (lb)	MG (lb)	MCE (%)	MCW (lb)	UDDR (%)	TEAT (%)	CW (lb)	FAT (in)	REA (sq.in)	MARB (deg.)	BMI (\$)	BII (\$)	CHB (\$)
EPD	12.5	-2.8	56	86	0.7	0.8	22.5	36	64	7.8	87	1.50	1.50	78	0.071	0.76	0.23	448	532	123
ACC	.38	.65	.48	.49	.16	.40	.28	.25	-	.33	.31	.43	.43	.23	.27	.23	.24	-	-	-

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September 16, 2023 • Cuba, MO



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PRF 015H **Greta** 312L
Reg: P44475486 | March 9th, 2023
Sire: PRF 6964 WAR ROOM 064 015H ET
MGS: Proficient N093



PRF 81E **Free Country** 136J
Reg: P44339041 | October 20, 2021
Sire: NJW 160B 028X HISTORIC 81E ET
DAM: 8119F (Leader x X395)



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September 16, 2023 • Cuba, MO



FTF POWERFUL 2113K

REG: P44333042 Sire: FTF POWERHOUSE 9432G

#	CE (%)	BW (lb)	WW (lb)	YW (lb)	DMI (lbs)	SC (cm)	SCF (%)	MM (lb)	MG (lb)	MCE (%)	MCW (lb)	UDDR (%)	TEAT (%)	CW (lb)	FAT (in)	REA (sq.in)	MARB (deg.)	BMI (\$)	BII (\$)	CHB (\$)
EPD	6.7	0.3	59	95	0.2	1.3	19.3	29	59	4.2	96	1.30	1.30	76	0.051	0.51	0.21	409	494	133
ACC	.17	.31	.23	.23	.06	.17	.17	.16	-	.17	.16	.21	.21	.03	.03	.03	.03	-	-	-

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MISSOURI MAKES THE MAD DASH

Juniors across the state succeed during the 2023 Junior National Hereford Expo

Exhibitors from across the state of Missouri lead their way to the “Mad Dash Hereford Bash” at the 2023 VitaFerm® Junior National Hereford Expo (JNHE) held from July 8-14 in Madison, Wis. 29 juniors represented the Missouri Junior Hereford Association (MJHA) by competing in the show ring, to succeeding in educational contests.

Congratulations to the division winner in the Owned Polled Female show. Leading the Champion Division 13 Polled Female was Beau Ann Graves of Chillicothe, with STAG Pearl 9K ET. A January 5 daughter of EXR Platinum 9200 ET and PHH PCC 025 Pearl 742 ET as the dam, bred by Tucker Stagmeyer of Page, Neb.

Juniors participating in the showmanship contest had to fight their way to the top 10, with three MJHA juniors receiving honors. Beau Ann Graves was named champion in

the Intermediate division. Placing in the top ten in the Pee wee division was Madelyn Grace Thompson, Amity, placing 5th, and Connelly Ward of Oak Grove placing 10th.

Developing skills in the many contests offered at the JNHE is one of the many assets besides healthy competition. In the photography contest, Gavin Rhode of Stewartsville placed 2nd in the Intermediate – Hereford Cattle division.

Juniors were also recognized for their dedication and time to the Hereford breed and the NJHA. Missouri selected Taylor Miller, Lebanon as the state’s Outstanding Junior Member. Haleigh Ferguson of Smithton was recognized alongside other NJHA members for their retiring year. Kristen Waters, Norborne, received the 9th Grade Golden Bull award for her contributions to her community and the NJHA.



Missouri Junior Hereford Association members



Division 13 Champion - Owned Polled Females
 STAG Pearl 9K ET
 Owned by Beau Ann Graves



Outstanding Junior Member
 Taylor Miller



Retiring Junior Member
 Haleigh Ferguson



Showmanship Intermediate Division
 Champion: Beau Ann Graves



Showmanship Peewee Division
 5th Overall: Madelyn Grace Thompson
 10th Overall: Connelly Ward



9th Grade Golden Bull Award
 Kristin Waters



Intermediate Photography Hereford Cattle
 2nd Place: Gavin Rhode (right)



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5 SHOW STEER PROSPECTS • 4 CROSSBRED SHOW STEERS
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43955939

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44407083

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44407089

4 YR OLD 719T GRANDAUGHTER

44140942

AUG. INNISFAIL DAUGHTER

44477187

AUG. JALAPENO SON

44407057

3 YR OLD YORK GRANDAUGHTER

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Missouri State Fair Junior Hereford Show

Saturday, August 12, 2023 • Sedalia, Missouri

Judge: Chris Effling, Highmore, South Dakota



4-H Champion Hereford Heifer
Reserve Overall Supreme Hereford Heifer
KLL T/R 111F CANDY 10K ET • 44396316 • 01/19/2022
OWNED BY: Madelyn Grace Thompson, Amity, Missouri



4-H Reserve Champion Hereford Heifer
MH 88X MISS ENDURE 2826 ET
P44412905 • 03/04/2022
OWNED BY: Tory Miller, Lebanon, Missouri



4-H Champion Hereford Bull
WMC D87 2C MOONSHINE 507K ET
P44458531 • 10/7/2022
OWNED BY: Jett McConaughy, Wasola, Missouri



4-H Reserve Champion Hereford Bull
MPH 91F KINGPIN 05G 16K • P44359682 • 02/01/2022
OWNED BY: Emmalee Mueller, Perryville, Missouri



4-H Champion Hereford Cow-Calf Pair
Hollywood's Kathrine Hepburn • P44039459 • 06/09/2019
OWNED BY: Kamryn Greer, Freeman, Missouri

4-H Showmanship Winners
Harper Johansen
Lebanon, Missouri

Addison Ward
Oak Grove, Missouri

NO PHOTO AVAILABLE:
4-H Reserve Champion Hereford Cow-Calf Pair
FTF CONNIE 162J • P44218298 • 01/26/2021
OWNED BY: Frank Flashpohler, Fayette, Missouri



FFA Champion Hereford Heifer
Supreme Champion Hereford Heifer
MH 5280 MISS ADVANCE 2927 • P44458353 • 09/07/2022
OWNED BY: Taylor Miller, Lebanon, Missouri



FFA Reserve Champion Hereford Heifer
CMH ROSEBUD 135 ET • P44342440 • 10/10/2021
OWNED BY: Cole Murphy, Houstonia, Missouri



FFA Champion Hereford Bull
SHOCK 8426 CAPITAL 33K ET
P44466757 • 09/06/2022
OWNED BY: Cade Shepherd, Mt. Vernon, Missouri



FFA Reserve Champion Hereford Bull
CORKS ARK THE GENERAL 2222 ET
44372219 • 03/03/2022
OWNED BY: Atley Kleinman, Wentworth, Missouri



FFA Reserve Champion Hereford Cow-Calf Pair
PRF 408B MISTY 711E • 43875125 • 01/27/2017
OWNED BY: Taylor McGlothlin, Richmond, Missouri

FFA Showmanship Winner
Taylor Miller
Lebanon, Missouri

NO PHOTO AVAILABLE:
FFA Champion Hereford Cow-Calf Pair
MPH 505E Starpower 20C 4H • P44166051 • 01/17/2020
OWNED BY: Phillip Mueller, Perryville, Missouri

Missouri State Fair Open Hereford Show

Sunday, August 13, 2023 • Sedalia, Missouri

Judge: Travis Pembroke, Fairview, Oklahoma



Open Champion Hereford Heifer
MAV COTTON'S ELVIRA 264K ET • 44400549 • 6/7/2022
 OWNED BY: Addison Ward, Oak Grove, Missouri



Open Reserve Champion Hereford Heifer
MAV WREN'S VERA 274K ET • P44452858 • 11/15/2022
 OWNED BY: Addison Ward, Oak Grove, Missouri



Open Champion Hereford Bull
JPV LONGMONT 2303 • 44388720 • 1/13/2022
 OWNED BY: Cory Wood, Maysville, Missouri



Open Reserve Champion Hereford Bull
CORKS ARK THE GENERAL 2222 ET
 44372219 • 03/03/2022
 OWNED BY: Atley Kleinman, Wentworth, Missouri



Open Champion Hereford Cow-Calf Pair
OAKS FOXIES DOUBLE 117G • 43987992 • 1/17/2019
 OWNED BY: Krista Allscheid, Waterloo, Illinois

Total Females Shown = 127
 Total Bulls Shown = 26
 Total Head Shown in Open Show = 153

NO PHOTO AVAILABLE:
Open Reserve Champion Hereford Cow-Calf Pair
MPH 505E Starpower 20C 4H • P44166051 • 01/17/2020
 OWNED BY: Phillip Mueller, Perryville, Missouri

Missouri State Fair Hereford Steer Show

Tuesday, August 15, 2023 • Sedalia, Missouri

Judge: Matt Claeys, Fowler, Indiana



Overall Grand Champion Hereford Steer and 4-H Grand Champion Hereford Steer

Champion 4-H Missouri Born, Bred and Raised Hereford Steer

Weight: 1270

OWNED BY:
 Adler Patrick, Henry County



4-H Reserve Grand Champion Hereford Steer

Reserve 4-H Champion Missouri Born, Bred and Raised Hereford Steer

Weight: 1345

OWNED BY:
 Madelyn Grace Thompson
 DeKalb County



FFA Grand Champion Hereford Steer

Champion FFA Missouri Born, Bred and Raised Hereford Steer

Weight: 1355

OWNED BY:
 Baylor Montgomery,
 Brookfield FFA



FFA Reserve Grand Champion Hereford Steer

Reserve FFA Champion Missouri Born, Bred and Raised Hereford Steer

Weight: 1335

OWNED BY:
 Isaac Day, Boonville FFA



MHA

Mo Hereford Association

District 2

Field Day

Aug. 26, 2023

Lodging

Lodging for Friday, August 25 in Chillicothe available at **Comfort Inn** and **Fairfield Inn**.

Lodging for Saturday, August 26 in Moberly available at **Comfort Inn** and **Super 8**.



Schedule of Events

Litton Agri-Science Learning Center – 10780 Liv 235, Chillicothe, MO 64601

10:00 a.m. – Start Time

Tour of Facility – Ag Education Department, Jerry Litton Memorial, Expo Center, School Farm

Cattle on Display from Members

Trans Ova Genetics – Chillicothe, MO

Presentation by Trans Ova and Facility Tour

We will start and conclude the morning event at the Litton Center. Trans Ova Genetics is located just a few miles from the Litton Complex. **Lunch will be provided.**

We will conclude by 2:00 to travel to Reynolds Herefords for the afternoon/evening event

Reynolds Herefords Farm – 1071 County Road 1231, Huntsville, MO 65259

3:30 p.m. – Welcome

Matt Reynolds – Reynolds Herefords

Dan Reynolds – Circle R Cattle Co.

4:00 p.m. – A.I. It's The Future

Jared Royer – Cattle Visions

4:30 p.m. – The Push for BQA

Dr. Mac Wilt – Paris Vet Clinic

5:00 p.m. – Emerging Markets that include Supply Chains using Sustainability and Traceability

Mike John 2006 NCBA President/ MFA Inc

5:30 p.m. – Cattle on Display/ Social Hour

6:00 p.m. – Burgers, Brats, Potatoes, Beans, Brownies

Look for a complete schedule and details to be posted online at www.moherfords.org and the MHA Facebook page!

For more information, contact: Jon Black 660-308-0125

APADE

POLLED HEREFORDS

purchased 1/2 interest in CHURCHILL LADY 023H who topped the 2020 fall Churchill female sale. Boy has she delivered!



CHURCHILL LADY 023H ET | P44149828 | DOB: 01/09/2020 | Polled
Sire: **NJW 76S 27A LONG RANGE 203D ET** Dam: **JDH AH MERCEDES 11E ET**

Our first ET calves were outstanding! We have retained two bull calves that we are using in our herd out of MASTERPLAN 183F AND KCF BENNETT RESOLVE G595. You can see APH MASTERPLAN 2214 ET this fall at Reynolds Herefords, Huntsville, MO.

APH is also excited to partner with Reynolds Herefords on part of our APH herd. We think you will like what you see, and we appreciate the opportunity to work with the Reynolds Family.

We will have a select group of cattle in the Reynolds Fall sale October 22, 2023.

We will also have a group of bulls for sale private treaty for your fall program.

Please give us a call!



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The Missouri Cattlemen's Association announces the:

2023 - 2024

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CMF 333E Hitching Post 648H (Reg# P44203559) and out of cows like these.



Reg: P44173183 Sire: TH Frontier 174E



Reg: P44173175 Sire: NJW 79Z Z311 Endure 173D ET

These calves have great EPD's, phenotypically correct and enough pigment to get your attention.

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Brian Mundy

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Registered Polled Herefords

Jake Mundy

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jmundy.whisperingwinds@gmail.com

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Contact Whispering Winds Farm for partnership opportunities or feel free to contact us for cows, calves and bulls that are for sale. Call Brian at 816-668-4521.

GOOGLE IT

How Ranchers can utilize Google for the advancement of marketing their operation

Written by Faye Smith, Rural Route Creations

Anytime people mention questions that take a quick internet search, many people use the phrase “google it!” Google, the household search engine is much more than asking about upcoming weather trends. As a platform—Google has quickly added many functions that can serve your everyday life, such as document creation through Google Drive, uploading and watching videos through YouTube, and an E-Mail service.

But how can Google service your ranch? This platform in particular can add many useful pieces to add into your daily lives as cattlemen and women, as well as from a marketing standpoint.

Gmail and the Calendar

Setting up a Google account is easy. You don't necessarily need to have a Gmail account to initially set it up, but if you're looking for a great email for your business—look no further. Gmail is a great addition for those looking to utilize all of Google's assets at the tip of their fingers. This way communication to customers can be separate from your personal emails.

One of those helpful assets is the Calendar function. Need to save meetings with customers? Vet visits? Calving and A.I. dates? Look no further.

We all know a leather-bound calving book can be handy in the truck, but accessing a calendar with functions to organize each type of date you need to remember can be great for overall record-keeping.

Google Business and Ads

Google Business is the marketing side of Google. Registering your business under your ranch or personal account gives you access to the tools of Google Business. Establishing yourself through Google in addition to a website or social media—gives you a separate window to tell customers about the operation, contact information, and even an address to find on Google Maps.

It doesn't stop there. By creating this account, you have access to create curated ads through Google. It gives you a daily budget you can set and only charges you for pay-per-clicks or how many people have clicked on your advertisement. This ad can lead you to any link you desire—including sale catalogs, the ranch's website, or even social media pages.

Ranchers have depended on word-of-mouth and other traditional advertising content for ages. But what issues arise with this? New traffic customers who

are not familiar with your operation, and have no way of reaching your marketing efforts organically, may not be able to find you. Think of ranchers from three states over that won't see your ads in your local publications. This is where online search advertising can come in handy. Every keyword search for “cattle sale” or “Hereford cattle for sale” in a set location can lead them to your farm, targeting specific people for a specific purpose.

There are ways to determine how well your advertisements are selling and how much traffic you have to your Google Business set-up. Google Analytics allows users to determine visitor metrics such as engagements, locations of visitors, and how many times they've visited your site. This way you can see how well the hard work on the computer has paid off.

Building these pieces may be daunting, but many marketing specialists can assist in running advertisements through Google, and how to make the most out of your Google Business account. Taking the first step by integrating some of these platforms into your marketing plan can elevate your business to your current, and new customers.



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- ... 3 PROVEN HERD BULLS & 5 SELECT SPRING 2023-BORN HERD BULL PROSPECTS ...
- ... SEMEN INVENTORY ...



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AHA 43600081 • Horned

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UDDR +1.4 / TEAT +1.5 / REA +.34 / MRB +.16 / CHB +134



ERNST MES 758 SENSATION 042

Phenotype with maternal excellence.

AHA P44189380 • Polled

UPS Sensation 2504 son x K&B Sentinel 007X

CED +5.1 / BW +1.7 / WW +59 / YW +100 / MILK +26 /
UDDR +1.5 / TEAT +1.5 / REA +.57 / MRB +.09 / CHB +123



ERNST MS POWER BROKER 214

Feature bred heifer. Daughter of Power Broker.

AHA P44357001 • Polled

CMF Ernst Power Broker 405F x UPS Sensation 2504

CED +6.4 / BW +0.5 / WW +62 / YW +98 / MILK +28 /
UDDR +1.4 / TEAT +1.5 / REA +.63 / MRB +.20 / CHB +125



CRR 824 DIVERGENT 170

Divergent sells plus his progeny and service.

AHA P44294516 • Homozygous Polled

CSC 502 6209 Gold Creek 824 x Sensation 028X

CED +7.6 / BW +0.1 / WW +51 / YW +91 / MILK +26 /
UDDR +1.3 / TEAT +1.4 / REA +.39 / MRB +.21 / CHB +115

He sells!

*To request a sale catalog,
contact the owners or
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for sale updates!*



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AHA P43986389 • Homozygous Polled

R Leader 6964 x Gerber Anodyne 001A

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He sells!



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The 2023 AHA Annual Membership Meeting and Conference will be held Oct. 19-22, at the Kansas City Marriott Downtown in Kansas City, Mo. A detailed schedule will be published when it becomes available on hereford.org.

District 5: Director – Eric Adkins



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- Robert Breault -

District 7: Director – Mike McCorkill



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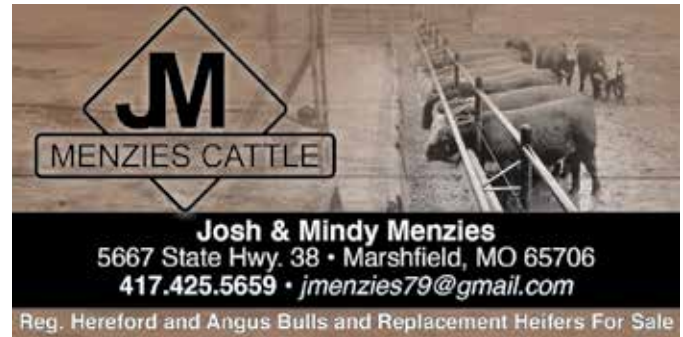


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District 8: Director – Rusty Miller



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Alton, Marie, Brian and Dustin Malone

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Calendar

EVENTS & DEADLINES

SEPTEMBER

- 4 Walker Herefords Foundations for the Future Morrison, Tennessee
- 9 Butler Polled Herefords/Open Range Private Treaty Hereford Heifer Sale Republic, Missouri
- 9 Striving for Integrity Vol. 4 Chrisman, IL
- 10 Missouri Opportunity Sale entry packets mailed
- 13 Southeast Missouri District Fair Junior Show Cape Girardeau, Missouri
- 14 Southeast Missouri District Fair Open Show Cape Girardeau, Missouri
- 16 Central MO Polled Hereford Breeder's Sale Cuba, Missouri
- 23 417's Finest Hereford Female Sale Fair Grove, Missouri
- 24 WMC Cattle Co. Ladies of the Ozarks V Sale Wasola, Missouri
- 25 Missouri Opportunity Sale entry deadline by U.S. mail (postmarked)
- 27 Ernest Herefords Complete Dispersal Greeley, Colorado
- 30 Genetic Opportunity Sale Tea, South Dakota

OCTOBER

- 7 Journagan Ranch/Missouri State Production Sale Springfield, Missouri
- 15 MHA, MJHA Investment and Hereford Women Scholarship deadlines
- 19 The Chosen Sale Louisburg, Kansas
- 21 American Royal Junior Hereford Show Kansas City, Missouri
- 22 Reynolds Hereford Annual Production Sale Huntsville, Missouri

- 22 American Royal Open Hereford Show Kansas City, Missouri

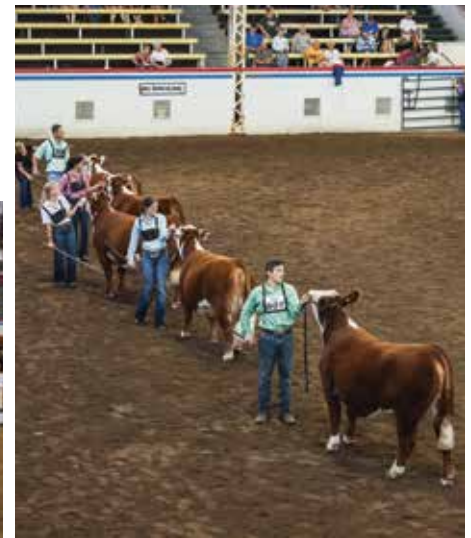
- 28 Mead Farms Bull and Female Sale Versailles, Missouri

NOVEMBER

- 1 Nomination deadline for MHA 2023 awards

DECEMBER

- 2 MHA Annual Meeting and Banquet Sedalia, Missouri
- 3 Missouri Opportunity Sale Sedalia, Missouri



SCHOLARSHIP WINNER

Winning the Earl K. Nau Scholarship presented by the Ozark Empire Fair was Cade Shepherd. The \$1,500 scholarship was presented as an endowment fund in memory of Earl K. Nau to be presented to a junior beef cattle exhibitor of the Ozark Empire Fair in Springfield, Mo. The Nau family provides the funding of the scholarship in honor of their late father.

Cade is a fifth generation Hereford breeder from Mount Vernon, Missouri. He is entering his senior year at the University of Arkansas pursuing a degree in Agricultural Business Management and Marketing with a minor in Poultry Science. Cade has been highly involved in the National FFA Organization being a state officer in 2020-2021 and gaining his American FFA Degree in 2021. In the Hereford breed, he served as the 2022-2023 Missouri Junior Hereford Association Vice President.



(left to right) Jay Shepherd (Cade's father), Kris Nau (Earl K. Nau's son), Cade Shepherd, Karson Thomas (Livestock Director), Aaron Owen (CEO).

Photo credit: Empire Imagery, Sterling Reichenbach

Maternal EXCELLENCE

**PRIVATE TREATY
SHOW HEIFER SALE**
at Butler Polled Herefords

SEPTEMBER 9, 2023 | 5:30 PM Bidding Opens

We hope you can join us for an evening of hospitality and Hereford fellowship!

Bidding opens at 5:30 PM on Saturday, Sept 9. Heifers will have a base price and bids can be placed until 8:00 PM that night. Bidding will increase by \$250 increments. At 8:00 PM, bidding closes and the person with the highest bid will win the bid. If you are not able to be present that night, phone bids may be placed from 5:30-8:00 PM by calling Jimmie 417-838-4095, Joel 417-838-3665, or Cody 417-489-5450. Heifers can be picked up at the conclusion of the sale after 8:00 PM that evening.

Watch our website and facebook page for updated sale information at the end of August!



TAG 9120 | P44480535 | DOB: 3-16-23 | Polled

Sire: PCC 7009 173D Maverick 0183 ET

Calf Champion at the 2023 Ozark Empire Fair!



TAG 8864 | 44481052 | DOB: 2-3-23 | Horned

Sire: BPH 064 Top Gun 0033B

Reserve Calf Champion at the 2023 MO State Fair!



TAG 7932 | P44479690 | DOB: 1-12-23 | Polled

Sire: KJ GKB 364C Impact 249J ET



BUTLER POLLED HEREFORDS

Jimmie, Andrea & Joel Butler

4195 South Farm Rd. 53 Republic, MO 65738

417-838-4095 Jimmie 417-838-3665 Joel

417-838-8427 Andrea

butlerpolledherefords@hotmail.com

Cody, Jocelyn & Kyla Jo Washam

30487 Hwy J Wentworth, MO 64873

417-489-5450 Cody

417-838-5546 Jocelyn

jocelyn.washam@hotmail.com

Visit us online: www.butlerpolledherefords.com



Follow us on Facebook and Instagram

Open Range Cattle Co.

Kristin Allen • Rogers, AR • 816-729-6305 cell

ksamizzou@yahoo.com

32nd

Annual Production Sale

Genetically Yours

THE TRADITION OF QUALITY CONTINUES

Saturday, October 7, 2023

11 a.m. / SALE LOCATION: William H. Darr Agriculture Center / Springfield, Mo.



P44346932 - LJR MSU 217G KENDRICK 18K {DLF,HYF,IEF,MSUDF}
Stout, powerful, eye appealing ... all describe this top two-year-old prospect. These Grayson sons were very popular last year. This one can run with the best.



P44346948 - LJR MSU 217G KEY 28K {DLF,HYF,IEF,MSUDF}
This Grayson son has style and power all bred into a very balanced package backed up with great EPDs. Should be heifer acceptable.



P44253974 - LJR MSU ANASTASIA 231J
A stout, powerful daughter of the popular KR QR Endure 18072, out of a daughter of MPH Z3 Box Top C16. Bred to AW Statesman 038H. You will not be disappointed here.

- 22 Service Age Bulls
- 8 Herd Bull Prospects
- 14 Bred Heifers
- 28 Spring Heifer Calf Pairs
- 17 Fall Calving Cows
- 10 Black and Black Baldy Bred Heifers



P43921239 - LJR MSU KELLI 87F
A beautiful uddered granddaughter of MHPH 521X Action 106A. Bred to SHF Houston D287 H086.



P44029747 - LJR MSU MAGGIE 248G
A daughter of the old reliable, Cold Fusion bull that made a very positive impact on our herd. Bred to SHF Houston D287 H086. She has all the bells and whistles.

LJR JOURNAGAN RANCH
 **Missouri State**
AGRICULTURE

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