



**NOVEMBER
2024**

Missouri Hereford News
30487 Hwy J
Wentworth, Missouri 64873

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Birk



AW STATESMAN 038H

P44177977 Calved: 2/24/2020 Tattoo: BE 038H

EFBEEF TFL U208 TESTED X651 ET (S00){CHB}{DLF,HYF,IEF,MSUDF}

F FINAL TEST 722 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

F MS YORK 567 {000}{DLF,HYF,IEF,MSUDF}

MOHICAN THM EXCEDE Z426 {DLF,HYF,IEF,MSUDF,MDF,DBF}

AW LADY EXCEDE 82F {DLF,HYF,IEF,MSUDF}

AW LADY SENSATION 613D (HYP)

- HOMOZYGOUS POLLED!
- DB Free
- Quite possibly the best son of Final Test.
- Heifer approved.
- A high fertility sires with a great disposition.
- Top 3% or better for CE, BW, SCF, UDDR, MARB, BMI and BII.
- Average progeny ratios for BW 92.2, WW 102.3, YW 102.7
- All \$ values at the top of the breed.

CE	16.5	MM	28	FAT	0.041
BW	-4.0	M&G	56	REA	0.25
WW	57	MCE	5.0	MARB	0.56
YW	86	MCW	66	BMI\$	579
DMI	0.1	UDDR	1.50	BII\$	692
SC	0.8	TEAT	1.50	CHB\$	148
SCF	31.0	CW	59		



SEMEN: \$30/STRAW; \$75/CERTIFICATE.

Volume discount: 20 straws for \$500
Contact owners or Reed Enterprises,
660-527-3507.



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

Thank You...

to all who attended and made the
2024 MHA field day a HUGE success!



Rusty & Marijane Miller & Family

Lebanon, Missouri

Rusty Cell 317-840-7811

Marijane Cell 317-341-3846

millerherefords@yahoo.com

www.millerherefords.net



HELLO FROM THE EDITORS

As we transition into the fall and winter seasons, there is so much to always be thankful for. Hurricane season hit hard this year, and as farmers in the Southeast United States cope with these drastic life changes, it's at the top of our minds – others are suffering so much right now. As we go outside and see the fall colors and fresh smells of harvest and the changing season, take a deep breath. Those cooler temperatures will be a welcome to all. There are reasons all around us to be thankful this year.

Thanksgiving and Christmas will be here before you know it. We hope you have time to gather with loved ones and cherish another day together. Life is precious. Be sure to check out the Rural Route Creations' staff recipe picks for some new ideas this holiday season. These are recipes that have brought our families joy, and we hope they do the same for you!

This month also marks a Missouri Hereford Association event with the transition of the annual banquet and meeting as well as the Missouri Opportunity Sale moving from December to November. We hope this new format is well attended; be sure to bring a friend with you too!

There are lots of sales over the winter months. If you are hunting for new genetics, there are many breeders in this issue who would be a great place to source that next purchase. We have included some sale preparation tips within this publication, also. We hope you find it helpful as you seek to have a successful event.

If we can be of assistance beyond this publication, please reach out. We would love to help with your marketing needs!

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!

2025 PUBLICATION DATES

Issue	Ad Space & Material Deadline	Camera Ready Ad Deadline
March 1	January 10	January 17
July 15	May 30	June 6
September 1	July 25	August 1
November 1	September 19	September 26

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 moherefords.org for ad sizes, file requirements and material submission. Download InDesign and Photoshop templates for ad designs.

NOV 2024

MHN

Missouri Hereford News
Official Publication of the Missouri Hereford Association

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Preparing for the biggest pay day of the year

28 PROFIT MARGIN

Valley Oaks Farms led by the Ward family creates successful business endeavors

34 2024 MHA FIELD DAY

A Successful event in District 8 on September 14-15



MISSOURI HEREFORD ASSOCIATION

OFFICERS AND DIRECTORS MOHEREFORDS.ORG

President	Glen Waters	Norborne	District 1
Vice President	Jon Black	Keytesville	District 2
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	Rusty Miller	Lebanon	District 8
	Charlie Beshar	Patton	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
Andi Howard
905 County Rd. 348
Dora, MO 65637
417-372-1459
howardandi0@gmail.com



Cover photo by:
Rural Route Creations



Hereford Night in OKC

Cattlemen's Congress, January 10th, 2025

selling pick of the
TWO YEAR OLD COWS WITH CALVES AT SIDE



FTF MS MANDATE 136J

was chosen by Chapman Land & Cattle, Nunnely, TN in the 2023 National Hereford Sale as the pick of our two year old cow calf pairs and is now a donor cow. reg # P44236295

FTF MS FRONTIER 910G

was chosen by Barnes Herefords, Cedartown, Georgia in the 2021 National Hereford Sale as the pick of our two year old cow calf pairs and is now a donor cow. reg # P44001569



save the date... 16th Annual
Bull & Female Sale
Saturday, March 15th, 2025

Falling Timber Farm

Marthasville, MO

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

www.fallingtimberfarm.com



GRADE

POLLED HEREFORDS



APH LADY G204 ET Is a perfect picture of her mother 37X and out of the Great JDH VICTOR 719T 33Z. You have to love her deep body and balance which is why she is in our donor program as the 37X replacement daughter.

APH LADY G204 ET

Registration #: P44100352

DOB: 08/17/2019

Sire: JDH VICTOR 719T 33Z ET

Dam: MSU APOLLONIA 37X ET



MSU Apollonia 37X We purchased 37X for \$40,000 in the Charlie Boyd estate sale several years ago to be one of our foundation cows, and boy she has been a great one!! 37X passed on this past year but has left us some great females and bulls over the years. Thanks to a great Cow for what she has done for our program.



APH CHEYENNE LADY G221 ET

Registration #: P44180325

DOB: 09/11/2019

Sire: JDH VICTOR 719T 33Z ET

Dam: SR CCC LADYSPORT 2205 Z ET

A daughter of SR CCC LADYSPORT 2205 ET, one of Churchill Cattle Companies top donors that we flushed to 33Z several years ago. She is doing a great job and is another that has made it to the donor pen.



SR CCC LADYSPORT 2205 ET



JOHN & KAREN ADE

443.366.2951

8640 W 125 N

WEST LAYFAYETTE, IN 47906

If you have interest in buying a flush out of some of our girls, give us a call, we would be glad to work with you!

STATE ASSOCIATION UPDATE

Written by Andi Howard

See you at the annual meeting

Dear Fellow Hereford Breeders,

We are in the final months of 2024 and fall sale season has come upon us in full force. As a breed we are seeing excellent quality cattle with great prices. The effort and time put into these sales has proved to be beneficial for all parties involved. The turnouts of these sales have been great, and I look forward to seeing you all at the various events.

A few updates for the association include the Missouri Hereford Association (MHA) tour being held this past September with several in attendance and great sets of cattle on display. Ozark Fall Farm Fest held in Springfield, MO, allowed for more representation of the association and the Hereford breed. I would also like to invite everyone to the Missouri Opportunity Sale and the annual MHA meeting being held the first weekend in November at the Missouri State Fairgrounds in Sedalia, MO.

The annual meeting and banquet will be held on November 2, 2024, at 5 p.m. This is a big event for our members, and we look forward to seeing everyone there! The annual meeting and banquet also serves as a terrific opportunity to connect with other breeders within the association.

The Missouri Opportunity Sale will be held on November 3, 2024, at noon. I am excited to see the new and returning

consignors. We look forward to bringing you a notable set of cattle that November weekend. It is exciting to give this opportunity to members across a few states. I encourage you as a consignor to engage with potential buyers as you all are a big part of this sale. We look forward to seeing everyone there for a fun-filled Hereford weekend in Sedalia!

Next year a new state membership directory will be produced! Ensure you have your info and dues paid to be a part of this directory! This will also be a great opportunity to get your farm in front of thousands of people. This directory is displayed and handed out at several events across the state and throughout the year. If you are looking to pass them along yourself this is also an opportunity. If you have any questions or want to reserve an advertisement spot in the directory feel free to contact me.

I look forward to seeing everyone at the many events to be held during the remainder of this year. Again, I encourage you to attend the annual meeting and sale on November 2 and 3 for a great time of fellowship amongst the Hereford breeders. Please reach out if you have any questions or concerns.



Andi Howard, Missouri Hereford Association - Secretary/Treasurer

Herd Reduction Sale

9 SPRING CALVING COWS

Daughters of:

KJ C&L J119 Logic 023R
 NJW 73S W18 Hometown 10Y
 H W4 Pure Country 0109
 KR QR Endure 18072
 NJW 160Z 10W Whit 33B
 C&L RR KJ 364C Jalapeno 973E

All Spring calving cows bred to:

KJ GKB 364C Impact 249J
 CMF 1720 Gold Rush 569G
 CMR The Program A431
 CSR 73D Valentino 40H
 CSR 41F Ridge Runner 16K
 NJW 113D 1010 Tough 126F

5 SPRING CALVING BRED HEIFERS

Daughters of:

NJW 139C 103C Ridge 254G
 GO King E33
 C&L RR KJ 364C Jalapeno 973E

Bred to:

Birdwell Red Bird
 CSR 14J Expedite 619G 30L

SELLS NOVEMBER 3, 2024

Missouri Opportunity Sale
 Sedalia, Missouri



CSR 20J Ester 619G 26L P44480656

A beautiful full freckle faced daughter of the popular SR Expedition 619G.
 Bred to Birdwell Red Bird. Great EPDs. The calf will be exiting.



Craig and Natalie Reed
 PO Box 124
 Green Ridge, MO 65332
 Natalie 816-820-4282
 Jim 417-860-3102
reedent@iland.net

Thankful.

to all who have trusted in our program, helped and supported us throughout the year, and purchased from our operation.

We sincerely appreciate each and every one of you!



Females and bulls bred for longevity, maternal strength, phenotype and balanced EPD's.



MARK YOUR CALENDAR...
Maternal
EXCELLENCE
PRIVATE TREATY SALE
Saturday
9.6.25



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



BUTLER POLLED HEREFORDS

**Jimmie & Andrea Butler
Joel & Grace Butler**
4195 South Farm Rd. 53 Republic, MO 65738
417-838-4095 *Jimmie* 417-838-3665 *Joel*
butlerpolledherefords@hotmail.com

**Cody, Jocelyn, Kyla Jo &
Harper Grace 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**  

WOMEN ASSOCIATION UPDATE

Annual banquet announcements

Written by Tonya Bagnell

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

The Hereford Women will be hosting the social hour before the business meeting on November 2, 2024, 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 the weekend of the membership banquet and Missouri Opportunity Sale. If anyone would like to donate items for the live auction that will be held after the banquet, November 2, 2024, they would be greatly appreciated.

The Hereford Women are working on some future fundraising ideas. 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 annual award, showmanship sponsorship during the Missouri State Fair junior show, the Hereford banquet and meeting social hour, and table decorations 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
Missouri Hereford Women Secretary



Whole 30 Pumpkin Pie Custard

Prep Time 15 minutes
Cooking Time 30 minutes

Ingredients

- 1 can(s) Coconut Milk
- 1 cup(s) Chopped Pecans
- 3 tablespoon(s) Almond Butter
- 4 Eggs
- 2 tablespoon(s) Cinnamon
- 1 teaspoon(s) Pumpkin Pie Spice
- 1 can(s) Pumpkin Puree (15 oz)
- Coconut Oil, to grease dish
- 2 Ripe Bananas

Directions

1. Preheat oven to 350 degrees.
2. Grease 13x9 baking dish.
3. In a bowl, combine the Coconut Milk, Ripe Bananas, Almond Butter, Eggs, Pumpkin Puree, Cinnamon and Pumpkin Pie Spice. Using a stand or handheld mixer, blend the ingredients together. (I prefer to use my KitchenAid mixer, some use an immersion blender, etc.)
4. Once combined and mixed well, pour the mixture into the greased baking dish.
5. Sprinkle over the chopped pecans and place in the oven for 30 minutes.
6. Once cooked, let it cool and then chill the dish. (It's very hard to cut up and serve unless it has time to set/chill)
7. Serve either warm (heat up in microwave) or cold.
8. Enjoy!

Goodbye to all your "Sugar Dragon" cravings with this Whole30 Pumpkin Pie Custard. Perfect for breakfast or a little afternoon nibble, this dish is good cold or hot. Inspiration for this dish was found at Louisiana Bride Blog.

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

President – Kyla Waters

660-631-0299

Kg4waterz@gmail.com

Secretary – Tonya Bagnell

660-631-2109

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Queen Co-chairs –

Shelby Bagnell Haag

660-630-3361

Shelby.bagnell@hughes.net

Vice President – April Miller

816-305-7490

Aprilmiller1732@gmail.com

Treasurer – Marijane Miller

317-341-3846

millerherefords@yahoo.com

Rachael Bagnell

660-631-2918

rabagnell@gmail.com

Mail \$15 Hereford Women of Missouri dues to

Marijane Miller: 20500 Sioux Drive, Lebanon, MO 65536

2024-2025 HEREFORD WOMEN OF MISSOURI OFFICERS

Bradshaw Ranch

bull sale | march 21, 2025

LaBelle, Missouri

selling yearling and two-year-old bulls out of the following sires



K&B Tycoon 960G ET
P44072585



HB Distinct
P44184682



Churchill Red Thunder 133J
P44267942



CL 1 Domino 713IE 1ET
P43810450

Contact us for further
details or to schedule a visit!



RILEY BRADSHAW

217-491-6096 | rileybradshaw23@gmail.com

Follow us on Facebook! 

JUNIOR ASSOCIATION UPDATE

Recap of the field day and looking ahead

Written by Emma Hancock

Hello everyone! I hope everyone is enjoying their school year so far! Back in September, we got to enjoy the Missouri Hereford Association (MHA) Annual Field Day held in District 8. It was two days of cattle viewing, getting to meet new people, and sharing ideas with fellow producers. We visited different farms and got to meet new people and see familiar faces as well. I enjoyed seeing everyone and hope to see you all back again for the 2025 MHA Field Day! I would like to give a huge thank you to everyone who helped put it on and run the behind-the-scenes on these events. A big appreciation to

everyone who gave up their time to talk about their cattle and show us their places.

Another big event coming up soon is the MHA banquet and Opportunity Sale the first weekend in November. We will enjoy a great meal and give out some awards and recognition on Saturday, November 2, and the following day have a junior meeting and sell some cattle! Check out the advertisement for more information. I hope to see you all there!



Emma Hancock
MJHA Reporter

President – Mary Grace Warden, Halfway

Vice President – Kristin Waters, Norborne

Secretary – Jorja Ebert, Holt

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

Reporter – Emma Hancock, Bolivar

Fundraising Chairs – Beau Ann Graves, Chillicothe
Karsyn Kleeman, Braymer

Directors – Reagan Sneed, Houstonia, & Maggie Reed, Green Ridge

Advisors –

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James & Magan Henderson
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magan.henderson@gmail.com

Travis McConnaughey and Aubrey Plotner
1199 Co. Rd. 116, Wasola, MO 65773
417-989-0486
mc2009@live.com

2024-2025 MISSOURI JUNIOR HEREFORD ASSOCIATION



GREGORY

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Houstonia, MO
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A WORD FROM THE ADVISORS

Count your blessings as the holidays approach

Written by Hayley Miller and Marijane Miller

Thanksgiving and Christmas are right around the corner. It is during these two holidays that we hear a lot about blessings. We all know the saying, "Count your blessings." If you google the definition of blessings, you will read things like: Noun –

1. God's favor and protection
2. A prayer asking for God's favor and protection
3. Grace said before or after a meal

With all of the events taking place in our world today, this saying and the true gravity and meaning really has us thinking of all of the "blessings" we take for granted. We have warm beds to sleep in every night. We have homes to go home to. We have loved ones to love. We have the freedom to attend (or not attend) any church we choose and the freedom to practice any religion we choose. We have the freedom to vote for any candidate in an election. We have the amazing freedom to raise and show Hereford cattle.

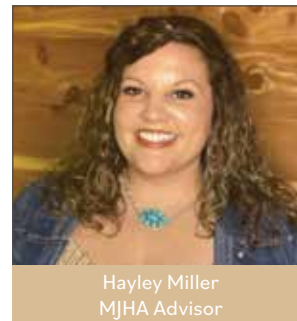
This gives us the extreme blessings to have friends that are more like family from all over the world. We take all of these things for granted so much of the time. We challenge everyone to really think about all of those people and, or things we take for granted and maybe just let them know just how blessed you really are to have them in your life.

Just a reminder that the Missouri Opportunity Sale and annual banquet is November 2-3, 2024, in Sedalia, Missouri. Our juniors will be having their membership meeting at 9 a.m. on Sunday, November 3. At this meeting, they will talk about

the 2025 Junior National Hereford Expo (JNHE) in Louisville, Kentucky. They will start signing up for some of the contests that take place at JNHE. The juniors will also be in charge of the concession stand at the sale. All juniors should bring individually wrapped desserts to be sold at the concession stand. They should also bring either a 12 pack of pop or a case of bottled water.

During the banquet, the juniors will be auctioning off sponsorships for the state t-shirt the juniors wear at the JNHE. Purchasing a sponsorship allows the buyer to put their farm logo on the shirt. Four juniors will also be recognized at the banquet as outstanding junior member in each of the four age divisions. Annual MJHA dues will also be payable at this time. Dues are \$15 per member and will be effective from January 1, 2025, to December 31, 2025. Dues can be made payable to Missouri Junior Hereford Association and given or mailed to Tory Miller. Dues must be paid by April 15 of each year to serve as a state delegate at JNHE, be a candidate for state outstanding member, to vote in elections and receive other awards.

Please take a moment to pray for all the people and animals affected by hurricanes Helene and Milton. Also, please pray for our Nation!



Hayley Miller
MJHA Advisor

Preparing for the biggest pay day of the year

Written by Cassie Dorran

Blood, sweat and tears go into having a sale. It's cliché, but it's the truth. The amount of time and effort it takes to put on a production sale is astronomical, however, the benefits are equally as rewarding!

Each year my husband Ryan serves as an auctioneer to around 90 bull, female and consignment sales across Canada and the United States. In the earlier years of his career, I spent many hours in long car rides joining him at these events. I had been to cattle sales as a little girl, however, going to sales as part of the sales team certainly was an eye opener for me.

Some sales you always look forward to attending. Why is that? It's the warm feeling you get when you enter their barn. But what makes that feeling so inviting for guests and prospective buyers? Let's dive in and discuss the details for what promises to be a successful sale.

The Product

First, the product must be there. For all consumers regardless of product type, quality always sells. For most farmers, days off or available days to leave the farm to attend a sale are extremely limited. Our time is valuable, so to attend a sale, you better be excited about the cattle you are going to see. Breeding decisions from years before ultimately make the final product stand out. There's also a large degree of environmental factors that help present cattle as well. As a producer, paying close attention to body condition, cleanliness and hair type can all play a part in the wow factor.

Getting cattle filled up properly on sale day is a must. Just like show cattle must be properly fed and watered on show day, sale cattle must have ample opportunity to look nice and full for presentation. Cattle that are hauled to a sale facility are more likely to struggle in this area, so being creative in what you can feed or how you can present water to them is crucial. Hollowed out cattle don't sell well.



Preparing for a live auction takes a lot of man power but can be extremely rewarding.

Quality cattle are all in the eye of the beholder or buyer in this case. Different regions require different types of cattle; therefore, you need to consider your buyers and what they will value most. Are show cattle the ticket for you to have a successful female sale? What are the buyers looking for in a good breeding bull? Don't try to educate your buyers on what you think they need. Ultimately the buyer knows what they want, it's your job to produce that. If you are having trouble selling your cattle, you might want to look in the mirror. Is what I'm selling marketable? Or, should I be seeking out a new type of buyer? Both are equally important questions, while hard, that you may need to ask yourself.

Sale Facility

Next, consider the type of sale facility you have to present your cattle in. The most inviting place for a buyer to attend a sale is often in the home yard of the seller. While it doesn't have to be fancy, when hosting at your farm, things should be presentable. When you drive up to a fancy restaurant where you presume you will be paying a premium for a good steak, what does the outside of the building look like? Usually, there is a nice landscaping display, tidy appearance and polished look to match what the inside is guaranteed to look like. Think about your barn and how you could "polish" the outside

appearance. Maybe it's getting an extra load of gravel for the driveway, planting a few shrubs out front, painting the exterior or just making sure the fence lines look eye-appealing.

Cattle being displayed properly are also vitally important. If you've gone to all the work to make impressive breeding decisions and have them looking twelve o'clock, don't forget to present them in an environment that will make them look like their best self. Try to avoid mud and rocks in a display pen. There's no better place to look at cattle than out in a grassy run with just the right amount of coverage on the ground. While straw can be a good place to display bulls in the winter, make sure there is a spot where buyers can look at their feet to make proper buying decisions.

Bathrooms, yes bathrooms, are often overlooked. How many ladies want to go to a sale with gross bathrooms? Not many. Consider people's needs when setting up your sale facility. The extra \$200 for a nice traveling toilet that has running water in it for hand washing might be worth the extra cost if your buyers feel more comfortable bringing their kids along on sale day.

Quality Hospitality

Consider your hospitality. If you are able to feed your buyers, it's a nice touch and one they will appreciate. One of

the largest sales we deal with feeds their buyers all day – from 7 a.m. until 10 p.m. there is always food out and being passed around in the stands. Nobody wants to be hungry. I've found through shopping experiences and eating out, great food costs the same amount of money as mediocre food. Think about the impression you want to make to your buyers. If you want them to know how much you appreciate them attending your sale and bidding or buying your cattle, show them this through a nice meal. So many in the agricultural industry value food, and good food! For our own Dorran Cattle Co. Commercial Bred Heifer Sale, I started making pies the very first year. While a huge inconvenience on sale morning, this is something I just won't stop doing. Our crowd looks forward to it on sale day, and we get so many compliments about

our meal. Think about what special thing you can offer for your sale-day meal.

Buyers draws or gifts are generous. Everyone loves a cheerful giver. Custom apparel with your ranch or farm name are great gifts to hand out after the sale. If someone is happy with their purchases, being a walking billboard for your operation is an excellent marketing tool! Plus, you've made a buyer very happy with a brand-new ball cap! Consider these gifts as part of your sale budget.

When someone attends our sale, I hope they have the warm and fuzzy feeling as stated before. We try to greet everyone when they arrive at our barn, show them where the catalogs and sale orders can be found and point them in the direction of the sale cattle. Often, Ryan is found outside with our buyers, and I host inside our barn where the food is served and later the auction is held. Our boys can always be found on sale day serving lemonade. It's another tradition we have at our sale – we make our own rhubarb lemonade and the kids at our sale love serving it to those in attendance. While our boys are only five and six years old, finding jobs for them to feel involved on sale day is very important to our success.

Proper Help

It's impossible to put on a sale by yourself. Proper help is key to success. I remember our first sale; I tried to do it all. I made the entire supper by myself, played the videos, ran the online auction bidding platform, took photos, and the list went on and on! Boy did I smarten up! Each year I get more friends and family involved to help with the success of our sale day. It allows

me to focus on our buyers and people who come to support our family on that important day.

Our sale staff is exceptional, and we couldn't do it without them! An auctioneer, ringmen, blockman, photographer, clerk, etc...they are all needed to have a successful sale. Our team is knowledgeable and extremely capable with tons of experience. On sale day it's normal to feel the nerves as a seller. Having this staff in place helps ease the tension, knowing that you have a strong team to help hold you up on sale day.

For our sale, we exchange help with a local junior beef club. Ryan sells their sale for free and in turn, the juniors come and help serve our meal and clean up plates and trash. It's a win-win for both of us, and we very much have valued this relationship with this group of youth!

Doing Your Homework

Unfortunately, by holding a sale, there is no guarantee you are going to have a successful sale. You must do your homework. It's rare that cattle will just sell themselves.

Think about a proper marketing plan months in advance. Rural Route Creations has you covered in this area. We can help you develop a brand that can be recognized in the industry. With this look, you will have a catalog, advertisements, eblasts and social media posts that all flow and create the same messaging. Quality photos and videos are a must. Getting cattle presented with the best photo and video you can capture is key to marketing the animals and getting people to your sale.

Follow up with past buyers and those who have expressed interest. Keep a list on your phone of people you come in contact with who might be interested in your sale. Make these contacts well in advance of the night before your sale. Find out if past purchases have worked out for your customers. Be sure to make it right if they did not.

While there are still many factors that go into having a successful sale, I hope these tips will help you with your next sale or maybe push you to start having a sale. The benefits of marketing cattle in a sale platform are endless!



Trailers lined up at a sale are always a good sign that people have come to purchase new genetics.



Great hospitality is a sure way to get people to your sale and enjoying camaraderie amongst like-minded producers.



Having proper display pens are key to presenting the cattle looking their very best.



Having a full house at your sale creates an atmosphere of success.

AROUND THE *Woods wed in September*

Introducing.....Mr. & Mrs. Garrett & Taylor Wood.

Garrett and Taylor exchanged vows in front of the old rugged cross at Miller Herefords in Lebanon, Missouri on September 21, 2024.

Pastor Ken Beavers officiated the wedding on the gorgeous fall afternoon in front of family and friends. A reception followed at the family farm with lots of food, fun and dancing way into the night.

Garrett and Taylor are planning a honeymoon at a later date. They will be residing in Lebanon, Missouri. Taylor is the daughter of Rusty and Marijane Miller of Miller Herefords.



Garrett and Taylor Wood wed on September 21, 2024.

CMF **Medicine Man** 782K ET

Now walking the pastures in Hermann!

Reg: P44468631
DOB: 09/07/2022
Sire: RST FINAL PRINT 0016
Dam: DOMINETTE 297D

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





Impact

REGISTERED POLLED HEREFORDS

Brian Mundy Phone: 816.668.4521

bmundy.whisperingwinds@gmail.com

Jake Mundy Phone: 816.313.9488

jmundy.whisperingwinds@gmail.com

TC
Deluxe

KJ GKB 364C IMPACT 249J ET REG: P44235838

#	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	8.0	2.0	72	114	0.7	1.4	16.6	32	68	2.1	120	1.20	1.20	102	0.092	0.80	0.32	400	502	169
ACC	.39	.78	.63	.60	.18	.52	.36	.28	-	.38	.38	.51	.52	.27	.34	.26	.31	-	-	-

HUTH CLC WF DELUXE K016 REG: P44370488

#	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	9.2	1.2	85	138	1.0	1.7	23.9	43	85	-2.0	149	1.70	1.80	120	0.062	1.23	0.18	530	637	183
ACC	.35	.55	.46	.46	.15	.41	.29	.23	-	.33	.32	.42	.42	.24	.28	.23	.26	-	-	-

Please contact us for embryos mated to these bulls or for semen packages



SOUTHEAST MISSOURI DISTRICT FAIR

Wednesday, September 11, 2024 • Cape Girardeau, Missouri

Junior Results



4-H/FFA Champion Hereford Heifer
SLC 7H DREAM ON 5M ET
P44580967 • 02/25/2024
OWNED BY: Emmallee Mueller



4-H/FFA Champion Hereford Bull
HAT Creek Sensation 110M
P44582550 • 01/20/2024
OWNED BY: Kara Meier



4-H/FFA Reserve Champion Hereford Bull
MPH 41H CONVOY 12F 5M
P44560512 • 01/19/2024
OWNED BY: Emmallee Mueller



4-H/FFA Champion Hereford Cow-Calf Pair
RMP 24B MISS TRISTINE 019C
P44192841 • 06/17/2024
OWNED BY: Charlotte Cook

NO PHOTO AVAILABLE:

4-H/FFA Reserve Champion Hereford Heifer
MPH 12F Reno 203H 4L • 44466905 • 01/14/2023
OWNED BY: Emmallee Mueller

Open Results

Thursday, September 12, 2024 • Cape Girardeau, Missouri



Open Champion Hereford Heifer
SLC 7H DREAM ON 5M ET
P44580967 • 02/25/2024
OWNED BY: Emmallee Mueller



Open Reserve Champion Hereford Heifer
BB 0229 Lainey 224L
P44500564 • 10/15/2023
OWNED BY: Paige Henderson



Open Champion Hereford Bull
AMR SEVEN ON SEVEN 911K ET
P44473141 • 09/09/2022
OWNED BY: AMR Cattle Co.



Open Reserve Champion Hereford Bull
HAT Creek Sensation 110M
P44582550 • 01/20/2024
OWNED BY: Kara Meier



Open Champion Hereford Cow-Calf Pair
RMP 24B MISS TRISTINE 019C
P44192841 • 06/17/2024
OWNED BY: Charlotte Cook

JDB 504C D632 CUDA L023 (P44447671)

BW 2.7 | WW 64 | YW 101 | MM 32 | CHB \$151



Selling November 3 in Sedalia

Consigned by WPH Ranch | Monty Williamson: 417-247-0782



WPH MGW 149H KAITLIN K107 (P44353990)

BW 4.7 | WW 62 | YW 106 | CW 88 | CHB \$134

Bull calf sired by WPH MGW 4356 Kennebeck K105.

Cow PE to WPH MGW 195B KUJO K106 (potential 3-in-1).



Book your 2025 *contracted space today!*

At the banquet **November 2**, 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 2025 Missouri Hereford News (MHN) Media Guide will be released **November 2** 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 10** 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 2025 issue. Take advantage of the contract discounts by booking early!

In 2024, over 100 advertisers chose the publication as a marketing venue and 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 2025 Upcoming Deadlines

January 10 - contracted 4-issue rate & ad material submission deadline

January 17 - camera-ready ad submission deadline

This newsletter is edited by *Rural Route Creations*,
a division of Dorran Marketing, Inc.,
30487 Hwy J • Wentworth, MO 64873
www.ruralroute creations.com
Jocelyn 417-838-5546
Cassie 403-507-5953

Advertise on the web!



WELCOME TO THE OFFICIAL SITE OF THE MISSOURI HEREFORD
ASSOCIATION

The Missouri Hereford Association (MHA) is a non-profit organization dedicated to the promotion and advancement of the Hereford breed in Missouri. The association's primary purpose is to provide a forum for the exchange of information and ideas among Hereford breeders and enthusiasts in the state. The association also promotes the Hereford breed through various programs and activities, including the Missouri Hereford Show and the Missouri Hereford Auction. The association's website is a valuable resource for members and non-members alike, providing information on membership, events, and more.

www.mohereford.org

The homepage banner ad will also be auctioned off at the Missouri Hereford banquet on **November 2** with the winning bidder receiving this advertisement space for the 2025 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 at www.mohereford.org.

Mark your calendar!

125th *Semi-Annual Sale*



CENTRAL MISSOURI POLLED HEREFORD BREEDERS ASSOCIATION

April 12, 2025 • NOON

Interstate Regional Stockyards • Cuba, MO



*Thanks for everyone who made the 124th annual sale this fall a success!
We look forward to seeing you in the spring 2025!*



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!

This sale will be broadcast live on the internet.

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Real time bidding & proxy bidding available.

www.centralmissouripolledherefords.com



New members always welcome!

November 2024 | 21



Recipe Favorites

Use these Rural Route Creations' staff picks this holiday season!

Jocelyn

Cinnamon Candy

Ingredients

3 3/4 cups sugar
1 1/4 cup light corn syrup
1 cup water
1 teaspoon red food coloring
1 teaspoon cinnamon oil add another 1/2 teaspoon of cinnamon oil for extra spicy

Instructions

In a large sauce pan with a candy thermometer attached to side in pot, heat sugar, corn syrup and water together over medium heat, stirring occasionally until sugar is dissolved, give or take about 5 minutes. While sugar mixture is heating, prepare a large size baking sheet by spraying with non stick cooking spray.

Increase the heat to high and let mixture come to a boil until it reaches 300° Fahrenheit (hard crack stage) on a candy thermometer. Immediately remove from the heat and stir in food coloring and cinnamon oil. There will be lots of hot, fragrant fumes, BEWARE!

Probably best to open a window close by for fresh air!

Pour candy mixture onto baking sheet and let cool. Once cooled, use the back side of a knife or heavy kitchen tool to break into pieces! Enjoy!

Cassie

Grandma's Baked Beans

Ingredients

Brown:

1/2 lb ground beef
1/2 lb chopped bacon
1 medium onion

Add:

1/3 cup brown sugar
1/3 cup white sugar
1/4 cup bbq sauce
1/4 cup catchup
1 T. mustard (prepared)
2 T. molasses or honey
Stir together & add:
1 can red kidney beans
1 can pork & beans
1 can butter beans

Instructions

Bake 350° Fahrenheit for one hour. Salt and pepper to taste.

Faye

Christmas Salad with Honey Mustard Dressing

Ingredients

1 1/2 cups raw walnuts
1/2 cup shelled pumpkin seeds
1/3 cup honey or maple
1/4 teaspoon chipotle chili powder
6 cups mixed greens
2 cups Frisée
1-2 apples or pears, chopped
2 avocados, sliced
2 cups pomegranate arils
1 cup crumbled blue cheese, feta, or goat cheese

Dressing

1/3 cup extra virgin olive oil
1/4 cup balsamic or apple cider vinegar
2 teaspoons Dijon mustard
2 tablespoons honey
1 tablespoon fig preserves
2 teaspoons orange zest + 2 tablespoons orange juice
Kosher salt and black pepper
chili flakes

Instructions

Preheat the oven to 375° Fahrenheit. Line a baking sheet with parchment paper. Toss the walnuts and pumpkin seeds with the honey/maple syrup, chili powder, and salt. Bake for 15 minutes, stirring once throughout cooking, until the walnuts are toasted. Remove from the oven and spread the walnuts in one layer. Sprinkle with flaky salt.

Add the greens to a large salad bowl. Add the apple, avocados, and pomegranate. Sprinkle on the cheese and nuts. Gently toss the salad. To make the dressing. Combine all ingredients in a glass jar and shake to combine. Just before serving, drizzle the dressing over the salad and gently toss. Enjoy!

Becky

Monkey Bread

Ingredients

3/4 cup sugar
1/2 cup melted butter
1 tablespoons cinnamon
3 cans refrigerated biscuits

Instructions

Cut into quartered.

Mix sugar and cinnamon in a large bowl or a plastic bag. Put quartered biscuits With cinnamon sugar and coat place biscuits in greased bunt pan. Place biscuits in greased Burnt pan. Add melted butter to leftover cinnamon sugar and pour over biscuits. Bake 350° Fahrenheit for 25 minutes.

PRF 1015 MISS RYLEE 409M



TAR 13K CHANCE GAL 257K 403M

MISSOURI OPPORTUNITY SALE

ELEVEN OAKS VICTOR 402



B LADYSPORT 4365



NOVEMBER 3,
2024

12 P.M.

MISSOURI STATE FAIRGROUNDS, SEDALIA, MO
FOR MORE INFO CONTACT: ANDI HOWARD
417-372-1459 HOWARDANDI0@GMAIL.COM

www.moherefords.org

JSD 17X POPPY M241 ET



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RIDE FOR THE BRAND
SPRING FUTURITY BULL SALE
SATURDAY, MARCH 15, 2025



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Use Sexcel and the 60/40 Synch to make
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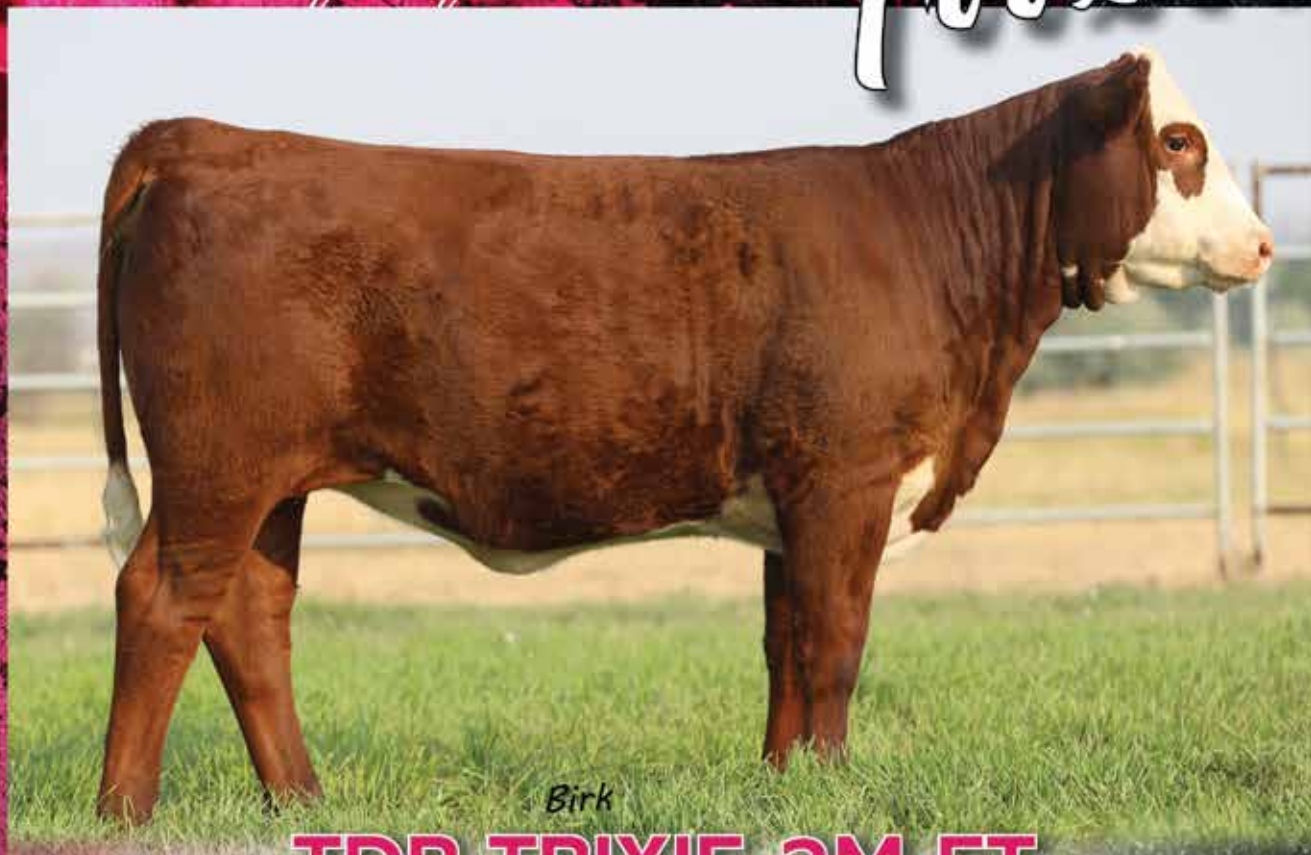
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October 1, 2024 through
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Sexcel® 60/40 Synch is a strategic breeding program that gives you the power to design replacement heifers from the right segment of your cows while maximizing performance and endpoint value of the remainder of your calf crop.

Look for exciting things to come from **Trixie**



Birk

TDP TRIXIE 2M ET

Reg: 44558343 • DOB: 12/25/2023

Sire: SHF HOUSTON D287 H086

MGS: GERBER ANODYNE 001A

Balanced EPD's - Maternal Cow Power - Pigmented

#	CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB
EPD	6.8	0.3	71	115	0.3	1.1	18.0	32	67	4.7	94	1.50	1.60	101	0.062	0.83	0.33	431	533	181
ACC	.35	.48	.46	.46	.15	.40	.31	.28	-	.34	.36	.43	.45	.10	.10	.10	.10	-	-	-


N&N Cattle Co. LLC
Jennifer, Piper, Wyatt and
Nathan Norris
2415 State Hwy E
Marshfield, MO 65706
(205) 522-7137



N&N Cattle Co. LLC
Renee and Ken Norris
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Nauvoo, AL 35578
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CircleYHerefords.com



VALLEY OAKS
Fall Female Sale
11.9.24 NOON
22715 POOR BOY RD,
WARSAW, MO 65355

Featuring donors, fall pairs, bred heifers, spring bred cows, open heifers and embryo packages!



Watch for our consignment to the...
MISSOURI OPPORTUNITY SALE
November 3, 2024 • Sedalia, MO

Spring heifer pregnancy due 2/1/24
MAV Blessed Emerson 1801 ET
X
KJ BJ 58Z Contender D56 ET

MAV Blessed Emerson 1801 ET

Owner, Tony Ward
816.365.5930 tony@valleyoaksangus.com

General Manager, Jeff Gooden
573.280.2351 jeff@valleyoaksangus.com

Herd Manager, Reed Gooden
573.292.6799 reed@valleyoaksangus.com

WWW.VALLEYOAKSANGUS.COM

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SELLING IN THE MO OPPORTUNITY SALE
NOVEMBER 3, 2024
SEDALIA, MISSOURI



MMM MAY L01 DOB: 2-3-23 REG: P44510866
AI'd to AW Statesmen 038H on 5-11-24.
Safe in calf with a bull calf pregnancy.



MMM WYNNE L02 DOB: 2-8-23 REG: P44481956
AI'd to AW Statesmen 038H on 5-11-24.
Safe in calf with a heifer calf pregnancy.

Maternal Cow Power
at it's finest!

MIKE AND MYRA MCCORKILL / 417-637-5228 417-838-2073
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BRANT, ERIN, KNOX & BRIGGS HARVEY / 417-214-0313

MERRY
Christmas
— & —
HAPPY NEW YEAR



Rural
oute
CREATIONS



Profit Margin

Valley Oaks Farms led by the Ward family creates successful business endeavors

When taking a group of steers for harvest—every portion of the animal is utilized. From the hide to the fat tissue, retail cuts and auxiliary products, no piece is left behind. The same can be said for Valley Oaks Farms and their business entities. Valley Oaks is dedicated to the cattle business through every detail along the way from producing quality embryos to producing a favorable dining experience.

Conception

Founded in 1992 by David and Sandra Ward, Valley Oaks Farms has been

dedicated to breeding and managing high-performing cattle in both the pasture and the show ring. Tony Ward, son of David and Sandra and one of the current owners and operators of Valley Oaks Farms, recalls the early days of the commercial Angus herd in Oak Grove, Missouri.

Throughout his childhood, alongside his siblings Clayton and Cassie, they helped with the farm and added registered Angus cattle to the herd—taking advantage of the youth opportunities in 4-H by showing the

cattle they raised. But, by the time college rolled around for the siblings, the cow herd was downsized.

“We downsized a little bit and quit showing,” Ward says. “When I got out of college, we planned to grow the cow herd back again. In the early 2000s, my nephews and nieces and, later on, my own kids started growing the cow herd again.”

The cattle herd and the Ward family have grown tremendously. But, so has Valley Oaks Farms. In 2016, the family hired Jeff Gooden, an Indiana native

who had been dedicated to being a cattle rancher for 23 years prior. With the addition of Gooden to oversee the cattle production, the entrepreneurship of Valley Oaks Farms was ready to grow exponentially.

Oak Grove is home to the farm headquarters, which houses the 200 registered and show cattle-influenced animals. The commercial herds are located outside of Lone Jack and Chilhowee, Missouri, comprised of around 900 head.

In addition to the cattle herds, Valley Oaks runs a grower and finisher feed yard close to the headquarters, a recent purchase of Premier Genetics Bull Stud and embryo transfer center in Warsaw, and their freezer beef program. Ward attributes trusting individuals to the success of their business.

“You have to have good people around you and good people running everything and people you can trust,” Ward says. “That is really the only way that you can operate the way we operate having four or five different avenues in the agricultural side; it’s all about your employees and having people you can trust to run things.”

The Ward Family is no stranger to success. With family members and children fully integrated into the program, they’ve set up the future of Valley Oaks Farms.

“My personal goal is to make it sustainable for the next generation,”

Ward says. “We have grandkids interested in the registered show cattle, and some not. The future of Valley Oaks is to maintain and keep our mentality with all the operations. It gives the family all an outlet to be interested in.”

The Cattle Operation

Registered Angus cattle is where Valley Oaks got its start, focusing on building the herd on strong maternal genetics and high growth traits for animals to be successful in the pasture and the show ring.

As the years went on, the farm was able to successfully market Angus cattle to several families across the United States. But, to limit competition in the show ring, as well as utilizing the advantage of hybrid vigor and market premiums, the Hereford breed was introduced on the farm.

“The main reason we got into the Hereford business was when we had our meat processing facility in Loan Jack, we were both a Certified Angus Beef (CAB) and a Certified Hereford Beef (CHB) wholesaler,” Ward says. “We took our cow herds, bought a bunch of Hereford bulls to put on our Angus cows so we could get our black baldies, and we’d feed them out to finish and they would qualify for either CHB or CAB under some of the same specs.”

By utilizing Embryo Transfer (ET) and Artificial Insemination (AI), Valley Oaks ensures the successful genetic progress

of their herd—both for show cattle, and registered bulls.

Currently, the registered Angus females make up about 60 percent of the herd, while Hereford makes up about 20 percent, and other breeds make up the rest. Although they’re a multi-breed operation, this doesn’t limit their common goal of creating a high performing animal.

“We try to have a common goal between all the breeds and that’s a high-growth, high-quality producing animal that still keeps the phenotype and the maternal we want,” Ward says. “It’s a common goal between all the breeds and each breed’s a little specific as far as their EPD profiles and genetic patterns.”

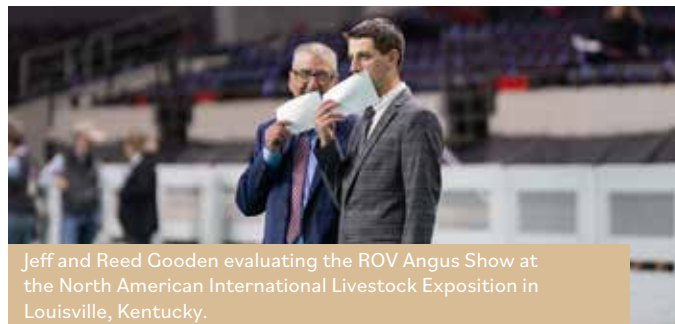
The Ward family has been dedicated to showcasing their registered genetics across the country. Each year, Valley Oaks holds a spring bull sale, as well as selling purebred females in consignment sales in Missouri and national breed association sales. In addition to this, the farm is dedicated to continuing their showring success.

Led by Jeff Gooden, his son Reed, and Grant Ward, they assist with searching to purchase quality cattle for the farm and to show throughout the year. In addition to getting show cattle ready, Reed is responsible for compiling sale cattle and daily tasks throughout the registered herd.

“They’ve done a really good job of picking and selecting females, and now



The extended family of the Wards—David, Sandra with their children and grandchildren.



Jeff and Reed Gooden evaluating the ROV Angus Show at the North American International Livestock Exposition in Louisville, Kentucky.



Valley Oaks maintains four separate entities within cattle production from the cattle, custom feed lot, freezer beef program and A.I./embryo transfer facilities.

Valley Oaks has found success in the show ring. Addison Ward gets ready to show with her dad Tony and Jeff Gooden at the junior Hereford show at Cattlemen's Congress in Oklahoma City, Oklahoma.



Davis Ward, youngest of Tony's children, wins top 10 honors in junior showmanship at the 2024 Junior National Hereford Exposition in Grand Island, Nebraska.

we're working with those same show heifers that we've bought over the last five to seven years, flushing them and creating more bred and owned animals to show," Ward says. "We also are continuing to buy show heifers along the way to improve our herds and then use those as our baseline. But with the bred and owned we're going to be very competitive here in the next year or two, so I'm excited to see that."

Keeping the cousins involved in the show cattle has been important to the family—not only the work at home but the lifelong lessons they've gained from being involved in the National Junior Hereford Association and National Junior Angus Association.

"Those youth programs are huge, just keeping the kids involved and educated, and the connections and the camaraderie that build lifelong friends," Ward says.

The commercial and registered herds go hand in hand. By running Hereford bulls with the embryo transfer (ET) recipient cows, they'd ensure a baldy calf to utilize in their commercial program.

"We didn't have to wait. We could get a bull kicked right out with them. And the Herefords were an easy way to go that way when the cows calve; there was no doubt what they were," Gooden says. "We didn't have to worry about whether

it was an ET calf or a registered calf or commercial calf, we come out with a black-white face."

The commercial herd is mainly utilized as recipient females for the purebred operation. However, calves that were bred by the pasture bulls are either kept back to sell in their annual fall female sale or sent off to the feedlots. The commercial herd, primarily run by Justin Patrick has had the sole goal of raising high-growth animals to outperform in the feed lot.

"I think you should always be trying to improve your genetics. It shows at the sale barn or wherever their marketing avenue might be. I believe that's what the most important part would be. Don't be just satisfied with what you got. Keep trying to improve," Gooden says.

The Feedlot

Once it's time to wean calves on the farm, the cattle not kept for production are sent to the Warsaw feedlot at around 600 lbs. Focusing on genetic factors to increase growth traits and carcass value has allowed the farm to shy away from implants.

But this isn't just for the benefit of pounds on the cattle. Valley Oaks utilizes its hormone-free growing to capitalize on marketing efforts selling with Hertzog Meats Company.

"Hertzog's deal with a lot of restaurants, and that's their big marketing push is all-natural, and most of their restaurants they deal with. We are in Kansas City or Springfield, so that marketing of all-natural is beneficial and that's part of the reason why they pay us," Ward says. "The premium they do on top of our fat cow prices is because we're all natural now. We had a little bit of concern about the growth rate, but with our genetic focus on the high growth pounds, that's kind of where it's translating more into the feedlot where we have the capabilities to get into 1450 pounds quicker and more efficiently with our genetic package that we've been breeding into them."

But how do they keep up with the high demand? Valley Oaks has instated a unique buy-back program for their bull customers. Any Valley Oaks bred calf is eligible to be purchased by the farm to be sent through the feedlot.

Animals weighing over 600 pounds and over six months of age can be integrated into the system, not only buying back into their proven genetics but allowing for an incredible use of customer service.

"They bring them to me, and we've got a truck scale right there to weigh, and I go off the weekly market summary average from the previous week, and I'll

add 5 cents onto whatever that weight cost was,” Gooden says. “So, if it’s a 600 pounder, I add 5 cents, that’s 30 more dollars in your pocket right there, plus whatever it costs you for a commission at the sale barn that’s extra in your pocket.”

To test their genetics, Valley Oaks has compiled a few studies on the efficiency of implants versus their all-natural approach. With little differences, the market premiums are continuing to drive them towards hormone free.

“We know we have an end outlook for it that we’re not going to be losing money on sentiment capital to market. That’s not quite good enough. It allowed us to be pretty, critical of a lot of different attributes for our bulls and females that we retain in our herd and sell to our customers,” Ward says. “So that’s kind of been the biggest part of it, but it is just knowing that we can go out there and run a case study and it benefiting us in the end. It helps us make responsible business decisions by being able to do that internally and knowing that we have the capabilities of doing so.”

The Freezer Beef Program

Vertical integration can have its challenges, however, having a viable market share in different phases of the beef industry is definitely to the farm’s advantage. While respecting the end product and the customer demands, Valley Oaks has to optimize all their breeding decisions for both success on the production side of the spectrum but also for the eating experience and marketability.

“We have to take a lot of different things into consideration with everything we do just because we are so involved in so many different facets of the cattle business,” Ward says. “We just keep focusing on producing high-quality cattle for our customers.”

With a majority of the animals being sent to Hertzogs, Valley Oaks is still dedicated to selling beef off the farm. With the closure of Valley Oaks Meats—a retail meat shop in Blue Springs, the farm has continued to process and sell bulk beef. During college, Tony began selling halves and quarters off the farm, igniting a passion for beef processing.

By using a local butcher and having a list of clients for the last 20 years, Valley

Oaks has successfully gone back to the roots of their farm-to-table business. Looking to the future, they plan to capitalize on CAB and CHB premiums as they once did with the retail store.

“CAB and CHB have a small provider for beef that comes off the farm if they meet certain qualifications, so eventually we will work towards that,” Ward says.

The Frozen Genetics

When a local bull stud went up for auction in Warsaw—the Wards jumped at the opportunity to own this state-of-the-art facility. Acquiring Premier Genetics from Brian Bell, a former meat processing colleague, has allowed them to step foot into another step of the beef industry.

The bull stud currently stores and ships for clients that market their semen, as well as Valley Oaks bulls and partnership bulls. As a service-oriented business model, they do daily collections and sell semen on a few bulls in service.

Currently, there are 40 bulls from a select few breeds marketed through contracts or partnerships—with an emphasis on highlighting Missouri breeders.

“We really try to focus on helping local breeders throughout Missouri promote their cattle just because we know how big of a cattle state Missouri is. Sometimes the quality gets overlooked of how much depth we have,” Ward says. “We have a big focus on Missouri cattle, especially now with the Herefords.”

Embryo transfer is also utilized at the facility. Recently, they’ve begun collecting donors, putting in embryos, and doing some co-op work to an extent with their cows.

As a satellite office of Cross Country Genetics, based in Manhattan, Kansas, for conventional embryo transfer, and Trans Ova for IVF, Premier Genetics continues to be an oasis for Missouri breeders looking to utilize these services.

“Probably the thing that’s helped there is a lot of these people that are coming here were originally customers of Cross Country, and now that they’re a lot closer to the satellite office, they don’t have to go clear to Manhattan,” Gooden says. “Word of mouth has started getting around, so a lot of the local, bigger

breeders that do IVF and flushing are starting to come here because of that.”

With the addition of Premier Genetics, Valley Oaks has created a seamless streamline for the genetic progress of their herd. From semen collection to the embryo labs, convenience has been on their side.

“We’ve been able to do a lot more ET work than we would in the past just because it is very convenient onsite. Our cows and recips are why our conception rates have gone up, because it is so convenient that we’re able to work the recips or the donors at the proper times and not have to travel,” Ward says.

Shared Vision

Through all these entities and business decisions being made every day, both Ward and Gooden believe in the efforts they’ve made to create a strong foundation for the Valley Oaks cattle herd.

“The quality of our cow herd has improved significantly in a very short period of time,” Ward says.

The businesses are nothing without their connections. The camaraderie within the industry has helped Valley Oaks understand the reason why involvement within the associations have assisted in their success as a brand. The two major breeds utilized on the farm have strong recognition within the industry, so being involved in the state associations for both Angus and Hereford is important.

In particular, Gooden notes that the last few years of working with the Missouri Hereford Association have been met with open arms by members within the state.

“Last year was my first year of going to the Missouri Opportunity Sale and just the camaraderie amongst the breeders was second to none. Everybody was there to help one another,” Gooden says. “Going to the shows, the competitive level was still there, but after it’s over with, everyone is as good and friendly as can be for sure. I think that’s what the most important part of being involved with Hereford is for me, especially in the state association.”

SIRE PROGRAM

NRSP test for real-world settings

Kansas City, Missouri


The National Reference Sire Program (NRSP) that allows Hereford breeders to test young sires in real-world commercial settings.

The American Hereford Association's NRSP is designed to identify and validate the genetic merit of young sires that offer seedstock producers and commercial users opportunities to improve their herds for specific traits and a combination of traits. It also provides ongoing confirmation of the profitability associated with Hereford genetics. Find the list of sires selected to use at Olsen Ranches, Harrisburg, Neb., for the NRSP at hereford.org.




Press release and photo by the American Hereford Association.

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Steve Lorenzen
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Email: lf3@ecicwireless.com

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Be on the look out for a stout set of Spring Bulls

Spring Bull Sale April 1, 2025



THANK YOU!

We appreciate all visitors, participants and Hereford enthusiasts for joining us in District 8 for the 2024 Missouri Hereford Association Field Day! The association would like to give a special thanks to Rusty Miller, for coordinating the weekend full of fellowship and good cattle.



Storie Farms tour



WPH Ranch tour



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MARCH 22, 2025

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CMF 1114 LAYTON 874L

Reg. No. P44575440 / DOB: 09/15/2023

Sire: CMF 1720 GOLD RUSH 569G ET / MGS: MOHICAN THM EXCEDE Z426

CED	BW	WW	YW	DMI	SC	SCF	MILK	M&G	CEM	MCW
+6.9	+0.2	+60	+98	+0.4	+1.3	+27.7	+30	+59	+1.8	+83
UDDER	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB		
+1.30	+1.40	+97	+0.052	+0.78	+0.58	+574	+687	+196		

He sells!



CMF 710J VICTORIA 903L

Reg. No. P44575503 / DOB: 10/26/2023

Sire: CMF 333E HITTING POST 648H / MGS: CMF 1720 GOLD RUSH 569G ET

CED	BW	WW	YW	DMI	SC	SCF	MILK	M&G	CEM	MCW
+7.8	+1.2	+67	+105	+0.6	+1.4	+21.1	+27	+61	+4.1	+73
UDDER	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB		
+1.40	+1.40	+90	+0.052	+0.63	+0.49	+457	+568	+172		

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SALE RESULTS

417's Finest

Fair Grove, Mo. | September 28
Auctioneer: Mark Sims
Reported by: Joe Rickabaugh

LOTS	GROSS	AVERAGE
4 Bulls	\$17,900	\$4,475
43 Females	\$137,950	\$3,208
47 Overall	\$155,850	\$3,316
18 Embryos	\$5,150	\$286
38 Semen Units	\$4,600	\$121

TOP BULL LOTS

\$9,250 — HPF 23C Guardian 364 ET

DOB 9/12/2023, by C GKB Guardian 1015 ET, consigned by High Prairie Farms, Fair Grove, sold to William Sandidge, Loami, Ill.

TOP FEMALE LOTS

\$6,400 — HPF 939 Makena 248

DOB 5/8/2022, by HPF Mandate 939 ET, consigned by High Prairie Farms, sold to Justin Sissel, Billings; and a March steer calf, by Gerber High Time H65, sold to Valley Oaks Farm, Oak Grove.

\$5,000 — HPF Z426 Dreamer 223

DOB 3/2/2022, by Mohican THM Excede Z426; and a March heifer calf, by /S Mandate 66589 ET, consigned by High Prairie Farms, sold to Cork Cattle Co., Wentworth.

\$4,500 — AC Miss Sensation 709E ET
DOB 9/2/2017, by UPS Sensation 2296 ET; and a September bull calf, by EXR Bankroll 8130 ET, consigned by Patrick Cattle Co., Sarcoxie, sold to Andy McCorkill, Greenfield.

\$3,750 — HAWK Rain 52G ET

DOB 6/1/2019, by TFR KU Roll The Dice 1326, consigned by Patrick Cattle Co., sold to Brant Harvey, Lamar.

Lorenzen Farms

Chrisman, Ill. | September 6
Auctioneer: Cody Lowderman
Reported by: Corbin Cowles

LOTS	GROSS	AVERAGE
25 females	\$150,200	\$6,008

TOP FEMALE LOTS

\$16,250 — Swigart CZ 2296 Olivia 907 ET

DOB 1/24/2019, by UPS Sensation 2296 ET, consigned by Swigart Herefords, Farmer City, sold to Lindskov's LT Ranch, Isabel, S.D.

\$8,500 — Swigart 66H Olivia 4207

DOB 3/2/2024, by Purple Sensation 66H ET, consigned by Swigart Herefords, sold to Jami Norwood, Roanoke, Ind.

\$6,500 — LF 7045 Miss Wonderful 9043

DOB 2/20/2019, by Bacon LF Wonder P606 1376, sold to Natures Acres, Kinmundy.

\$6,000 — LF 5020 Victoria 9144

DOB 5/15/2019, by LF PMH 78P Victor 4123 ET, sold to Hoffman Ranch, Thedford, Neb.

Burns Farms

Pikeville, Tenn. | Sept. 21
Auctioneer: Dustin Layton
Reported by: Tommy Coley

LOTS	GROSS	AVERAGE
0.50 bulls	\$15,000	\$30,000
62 females	\$426,500	\$6,879
62.50 overall	\$441,500	\$7,064
12 embryos	\$35,400	\$2,950

TOP BULL LOT

\$15,000 — CHF BP Wallstreet 8426 3010 ET

DOB 1/7/2023, by H The Profit 8426 ET, consigned by Brooklyn Price and C&N Farms, Opelika, Ala., sold to Swann Farms LLC., Auburn, Ala. (1/2 interest).

TOP FEMALE LOTS

\$60,000 — BF Novel 15M ET

DOB 4/24/2024, by SR Expedition 619G ET, sold to Hair Trigger Farm, Springfield.

\$42,500 — BF Novel 5M ET

DOB 2/6/2024, by HL Stimulus 2108 ET, sold to GKB Cattle, Desdemona, Texas.

\$40,000 — SFCC TRM Ms Merit 4017

DOB 2/19/2024, by JW 1857 Merit 21134, sold to Luke Ashley, Franklin.

\$23,000 — AN 173D Tone 153 ET

DOB 5/3/2021, by NJW 79Z Z311 Endure 173D ET, sold to GKB Cattle.

\$8,000 — BF Frieda Belle 4M ET

DOB 1/12/2024, by KLD RW Marksman D87 ET, sold to Ridgetop Farms, Liberty.



It was a beautiful day for the 417's Finest Sale on September 28 in Fair Grove, Mo.

124th Semi-Annual Central Missouri Polled Hereford Breeders Association Sale

Cuba, Mo. | September 21
Interstate Regional Stockyards
Reported by: Larry and Pam Day

LOTS	GROSS	AVERAGE
53 Registered	\$165,200	\$3,117
3 Hereford Influenced Commercial Lots		
	\$11,600	\$3,867
Total	\$176,800	\$3,157
1 Donated Semen – 10 straws FTF Unbelievable 3210L from Rafter T, 5-D Herefords and Falling Timber Farms, sold to Ace's Polled Herefords	\$400	\$400
4 Bulls		\$4,600
12 Open Heifers		\$2,254
6 Spring Pair Splits		\$4,642
9 Fall Pairs		\$3,144
10 Bred Heifers		\$2,960
11 Bred Cows		\$3,090

REGISTERED LOTS

TOP BULL LOT

\$5000 – Lot 22

consigned by Days Family Farm, sold to
Watson Polled Herefords

\$5,000 – Lot 53

consigned by Wirthmor Polled
Herefords, sold to Allee Farms

TOP OPEN HEIFER LOT

\$3,100 – Lot 55

consigned by Wirthmor Polled
Herefords, sold to JD Bellis Family

TOP SPRING PAIR SPLIT LOT

\$7,700 – Lot 9 & 9A

consigned by Aces Polled Herefords, sold
to Mark Cox

TOP FALL PAIR LOT

\$4,000 – Lot 2

consigned by Aces Polled Herefords, sold
to Anthony Renneke

TOP BRED HEIFER LOT

\$4,000 – Lot 18

consigned by Butler Polled Herefords,
sold to Denny Lawson

TOP BRED COW LOT

\$4,050 – Lot 23

consigned by Days Family Farm, sold to
Day Dream Cattle Co.

TOP COMMERCIAL LOTS

TOP BRED COW LOT

\$3,400 – Lot 59

consigned by Wirthmor Polled
Herefords, sold to Shaun Watson

TOP FALL OPEN HEIFER LOT

\$1,800 – Lots 58 A, B, C

consigned by Fort Lyon Farms/Chris-
Renee Heck, sold to Jim Rollins

TOP SPRING OPEN HEIFER LOT

\$1,400 – Lot 61a&b

consigned by from Steuber Farms, sold
to Robert Voss

Large active crowd on hand and multiple
online buyers enjoyed the sale offering,
following the enthusiastic, high-energy
National Anthem sung by 3-year-old Kyla
Jo Washam, daughter of Cody & Jocelyn,
Washam of Butler Polled Herefords.



Kyla Jo Washam sang the National Anthem at both the Butler Polled Hereford and Central Missouri Polled Hereford Association Sales this fall.

There was a large crowd at the 124th Semi-Annual Central Missouri Hereford Breeders Association Sale on September 21.



LJR and Missouri State University 33rd Anniversary Genetically Yours Sale

Mountain Grove, Mo. | Oct. 5

Auctioneer: Eddie Burks

Reported by: Midwest Cattle Service, Inc.

LOTS	GROSS
Bulls	\$133,200
Females	\$270,750
Commercials	\$ 60,750
Sale Gross	\$464,700

TOP BULL LOTS

\$11,000 — LJR MSU 973E MAVERICK 87M

DOB 1/26/2024, by C&L RR KJ 364C
Jalapeno 973E, sold to Garrett Dobson

\$9,400 — LJR MSU 392E LOVELL 312L

DOB 2/16/2023, by LJR MSU Z311
Emblazon 392E, sold to Linda Wagner,
Stockton, Mo.

TOP FEMALE LOTS

\$5,700 — LJR MSU HAZEL 67G

DOB 2/7/2019, by KJ C&L J119
Logic 023R ET, sold to Butler Polled
Herefords, Republic, Mo.

\$5,000 — LJR MSU ESTHER 317K

DOB 8/24/2022, by AW Statesman
038H, sold to Cornerstone Ranch,
Independence, Kan.

TOP COMMERCIAL LOTS

\$3,800 — LOT 101

sold to Housley Cattle Co., Grapeland,
Texas

\$3,700 — LOT 84

sold to Ben Miller, Ullin, Ill.



(left) Joe Rickabaugh, American Hereford Association Director of Seedstock Marketing, checks in with the clerks to grab buyer numbers before the LJR and Missouri State University 33rd Anniversary Genetically Yours Sale. (right) Cattle were appraised by many local and out of town guests at the Mountain Grove, Mo., farm.

Join the fun! "Hereford Weekend"

November 2 & 3 | Sedalia, MO

Nov. 2 - Annual Meeting & Banquet

Nov. 3 - Missouri Opportunity Sale



Find more information online at www.moherefords.org



JOIN US IN 2025

Mark your calendar! The American Hereford Association is eager to host the 2025 World Hereford Conference, accompanying pre and post tours, and the Young Breeders Competition in October 2025. To learn more, visit worldherefordconference.com.

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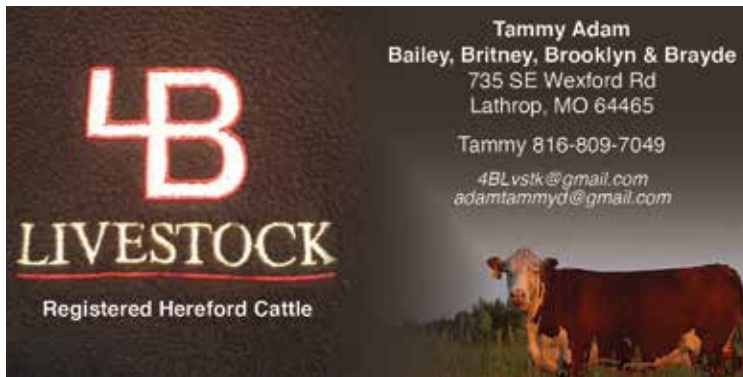


TAF 034J Cassie 067L Reg# 44462448
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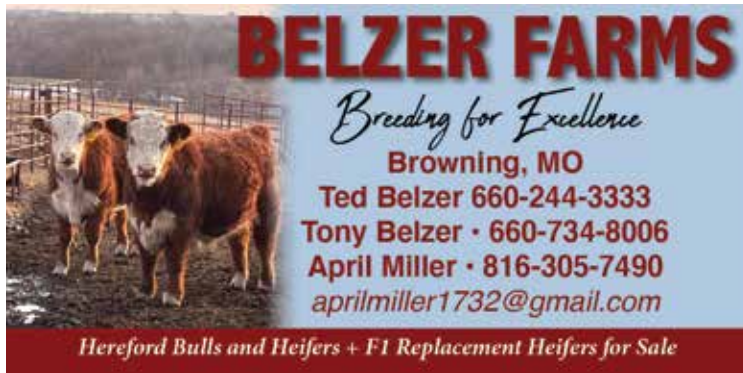
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Missouri Hereford Association Districts



Upcoming Field Days

2025: District 1	2027: District 6	2030: District 9
2026: District 7	2028: District	2031: District 4
2029: District 3	2032: District 2	

District 5: Director – Eric Adkins


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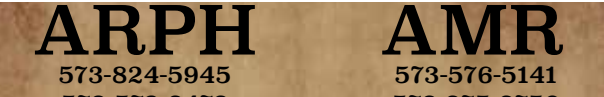
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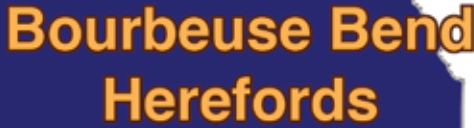
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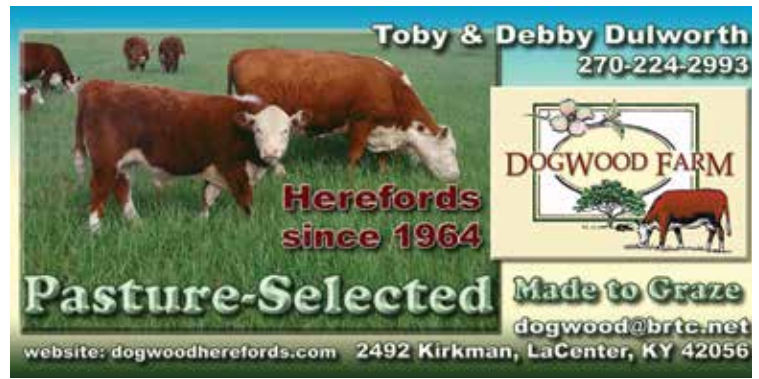
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Eric, Cindie, Cassie & Krista Allscheid
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www.shingleoakspolledherefords.com

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Calendar

EVENTS & DEADLINES



**FOLLOW OUR ASSOCIATIONS
ON FACEBOOK!**

NOVEMBER

- 2** Missouri Hereford Association Annual Meeting and Banquet
Sedalia, Missouri
- 3** Missouri Opportunity Sale
Sedalia, Missouri
- 3** Huth Polled Herefords Complete Dispersal
Oakfield, Wisconsin
- 9** Valley Oaks Fall Female Sale
Warsaw, Missouri
- 15** Fort Worth Stock Show Entry Deadline
Fort Worth, Texas
- 18** Cattlemen's Congress Entry Deadline
Oklahoma City, Oklahoma
- 20** National Western Stock Show Entry Deadline
Denver, Colorado
- 11** Cattlemen's Congress National Hereford Open Female Show
Oklahoma City, Oklahoma
- 17-18** 2024 Missouri Cattle Industry Convention & Trade Show
Osage Beach, Missouri

JANUARY

- 8** Cattlemen's Congress Junior Hereford Show
Oklahoma City, Oklahoma
- 9** Cattlemen's Congress National Hereford Heifer & Bull Pen Show
Oklahoma City, Oklahoma
- 10** Cattlemen's Congress National Hereford Bull Show
Oklahoma City, Oklahoma
- 10** Hereford Night in OKC
Oklahoma City, Oklahoma
- 16** National Western Stock Show Junior Hereford Show
Denver, Colorado
- 17** National Western Stock Show Hereford Yard Show
Denver, Colorado
- 18** National Western Stock Show Open Hereford Show
Denver, Colorado

FEBRUARY

- 3** Fort Worth Stock Show Open Hereford Show
Fort Worth, Texas




MARCH

- 15** Falling Timber Farm 15th Annual Bull & Female Sale
Marthasville, Missouri
- 21** Bradshaw Ranch Bull Sale
LaBelle, Missouri
- 22** The Cowman's Kind XXVIII Bull & Female Sale
Lexington, Tennessee

APRIL

- 12** CMPHBA 125th Semi-Annual Sale
Cuba, Missouri



GH
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HEREFORD
RANCH

Michael, Amy, Hanna, Emily & Sutton Gregory
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JW 1857 MERIT 21134
JW 33Z VICTORIA 19027
EFBEEF BR VALIDATED B413
GG MS VALIDATED B413 801F ET
EFBEEF 6378 KATE W484

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6.4	2.9	78	130	0.4	1.5	31	1.4	1.4	107	1.13	0.67	491	622	228

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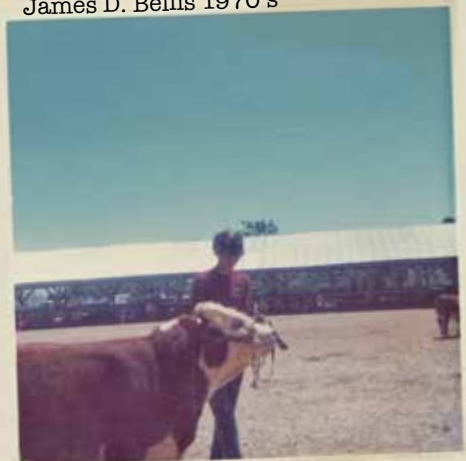
JDBellis Family HEREFORDS

Jamie & Kevin
573-289-1061

Jonathan
417-440-1300



James D. Bellis 1970's



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We truly appreciate everyone who attended and purchased at our sale. Your involvement helps carry forward the *PARTNERS IN PERFORMANCE* legacy our dad created, and we are excited to see these cattle thrive in your operations.

— THANK YOU —



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