



# MHN

**Missouri Hereford News**  
Official Publication of the Missouri Hereford Association

**MARCH  
2026**

Missouri Hereford News  
30487 Hwy J  
Wentworth, Missouri 64873

Printed  
Standard  
US Package  
PAID  
StateGroup



OUR COWS ARE THE IMPORTANT

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**THA 190Z TRINITY J614**

Reg: P43745079 • Sire: NJW 78P TWENTYTWELVE 190Z ET

*Her progeny sell!*



**BB X083 Wyarnos Signature 1522**

Reg: P43591123 • Sire: HUTH SIGNATURE X083

*Her progeny sell! Owned by Doehring Farms.*



**THA 66589 ABILENE 023J**

Reg: P44301956 • Sire: /S MANDATE 66589 ET

*Her progeny sell! Owned with Whispering Winds Farm.*



**BB MISS PERFECT BEEF 1406 ET**

Reg: P43468573 • Sire: H H PERFECT TIMING 0150 ET

*Her progeny sell including a TITANIUM son available now via private treaty.*



**The Jackson Family**  
Miller, Missouri  
Cell: 417-827-1049  
Ellen Cell: 417-827-0338  
[triplehacres@live.com](mailto:triplehacres@live.com)  
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**417's Finest  
Hereford  
Female Sale**

# CONSISTENCY *You Can See.* PERFORMANCE *You Can Measure.*



## CHURCHILL FINAL PRINT 3130L ET {DLF,HYF,IEF,MSUDF}

**P44462192** Calved: 1/25/23 - Tattoo: LE 3130

BOYD 31Z BLUEPRINT 6153 {SOD}{DLF,HYF,IEF,MSUDF,MDF,DBF}

**RST FINAL PRINT 0016** {CHB}{DLF,HYF,IEF,MSUDF,MDF}

P44178105 RST MS X651 TESTED 8032 {DLF,HYF,IEF,MSUDF,MDF,DBF}

CHURCHILL BROADWAY 858F {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

**CHURCHILL LADY 1221J ET** {DLF,HYF,IEF,MSUDF,MDF,DBF}

P44267908 BR VALIDATED B413 6035 7098 {DLF,HYF,IEF,MDF,DBF}

R LEADER 6964 {SOD}{DLF,HYF,IEF,MSUDF,DBF}

NJW 91H 100W RITA 31Z ET {DLF,HYF,IEF}

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

RST MS 0124 TIMESAWASTIN 6094 {DLF,HYF,IEF,MSUDP}

SHF YORK 19H Y02 {SOD}{CHB}{DLF,HYF,IEF}

CHURCHILL LADY 640D {DLF,HYF,IEF}

EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

BR BENNETT 4R Y428 2101 6035 {HYP,DBP}

- **Homozygous Polled**
- He has an outstanding dam by Churchill Broadway out of the famous 7098 cow. They are elite donors from the Churchill program.
- A herd sire that will add breed value
- 13 traits in the top 10%
- 3130L is a true profit maker
- He is distinctly different

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
6.2	1.1	71	116	0.3	1.7	24.6	44	80	6.5
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BII\$	CHBS
91	1.60	1.50	90	0.054	0.92	0.30	520	624	167

SEMEN: **\$40**/Straw; **\$75**/Certificate

Dam of  
Churchill Lady 1221J ET



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

# HELLO

It's a new year and many of you have probably dove right into calving, executing new goals and planning for a productive summer and bountiful fall! Beef producers are forced to plan ahead and make decisions months and years ahead of actually seeing the results. It's a gift to predict and plan for the future!

As your plans are being made, be sure to find on page 9 of this issue the rules and recommendations for participating in the Missouri Opportunity Sale. You can also find information and forms on the Missouri Hereford Association (MHA) website at [moherfords.org](http://moherfords.org). The results of last year's sale are also in this issue.

Missouri breeders found success at many fall and winter shows; be sure to find those results and honors brought home to Missouri. Furthermore, the annual MHA banquet awards were given back in November and can be found in this magazine. Congratulations to the show animals of the year, the scholarship recipients and the annual association award winners! Whispering Winds Farm was recognized as the Purebred Breeder of the Year in the state of Missouri; read all about their forward-minded program!

The late fall brought many American Hereford Association events and industry news. We've packed this publication full of things to catch up on and celebrate. From Hereford-influenced steer sales, to the World Hereford Conference, there's something for everyone to enjoy.

We are excited to have Dr. Brianne Bishop offer words of wisdom from a veterinarian's perspective. We thank her for her contributions and look forward to reading her insights in our Veterinary Voice section.

Please remember to share news and announcements with us as they arise! We are incredibly grateful for your support as we share Missouri Hereford news and beyond through this magazine, the MHA website and Facebook page. Cheers!



@Rural Route Creations

Cassie Dorran, editor

Jocelyn Washam, editor

Faye Smith, contributor

Cayley Brown, contributor



This newsletter is edited by  
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 Jocelyn Washam 417-838-5546 [jocelyn@ruralroutecreations.com](mailto:jocelyn@ruralroutecreations.com)  
 A special thank you to **Andrea Butler** for her office support throughout the year!

## 2026 PUBLICATION DATES

Issue	Ad Space & Material Deadline	Camera Ready Ad Deadline
March 1	<b>January 5</b>	January 10
July 15	<b>May 29</b>	June 5
September 1	<b>July 24</b>	July 31
November 1	<b>September 18</b>	September 25

## 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	<b>\$550</b>	\$1900
Full Page Spread	<b>\$350</b>	\$1200
Half Page Spread	<b>\$250</b>	\$800
Quarter Page Ad	<b>\$200</b>	\$600
Business Card Ad	<b>(contract only)</b>	\$225

**All ads must be received by deadline!**

View the Media Guide Online at [moherfords.org](http://moherfords.org) for ad sizes, file requirements and material submission. Download InDesign and Photoshop templates for ad designs.

MARCH 2026

# MHN

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## MISSOURI HEREFORD ASSOCIATION

### 2026 OFFICERS AND DIRECTORS

<b>President</b>	Mike Jordan	Warrenton	District 6
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Cover photo by:  
Rural Route Creations

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

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12139 Hwy 135  
Pilot Grove, Mo 65276  
660-621-0812  
[Moherfordinfo@gmail.com](mailto:Moherfordinfo@gmail.com)

# WMC CATTLE COMPANY

## THE COMPLETE DISPERSAL

### SATURDAY, APRIL 18, 2026

11 a.m. CDT at the WMC Cattle Co. Headquarters — Wasola, Missouri

### 400+ head sell!

Fall ETs, Fall Bred Heifers, Fall HC and BC Splits, Spring AI-serviced Heifers, Spring Pairs,  
Proven Donors, Breeding-age Bulls, Herd Sires and Frozen Genetics



**WMC B413 138G THYRA 210J**

P44318852 • 9/5/21 • Homozygous Polled by pedigree  
s: EFBeeF BR Validated B413 • d: WMC 173D 20A Reva 138G ET   
CED +3.2, BW +2.6, WW +65, YW +106, MILK +33, REA +1.23, MARB +.78, CHB +204  
This proven donor ranks in the top 1% of the breed for six different traits. She and her fall heifer calf sired by GG MC Verified Merit 323L with a +226 \$CHB sell.  
210J is a direct daughter of the 138G donor that also sells, pictured right.



**WMC 173D 20A REVA 138G ET**

P44100166 • 9/30/19 • Homozygous Polled by pedigree  
s: NJW 79Z Z311 Endure 173D ET • d: C&L Loewen Reva X51 20A   
CED +3.0, BW +3.5, WW +69, YW +115, MILK +25, REA +1.19, MARB +.15, CHB +168  
This proven donor with performance and eye appeal along with her progeny sell.  
Due to calve early April to WMC 66589 Trojan Boss 194H.  
Dam of 210J, pictured left.

Many of the females selling will be carrying the service of the following prominent AI sires:



**GG MCF VERIFIED MERIT 323L**



**CHURCHILL RED THUNDER 133J**



**EXR GENERATOR 0333 ET**



**H B DISTINCT**

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

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— Est. 1926 —

Travis, Aubrey, Jett, Watson & Addison  
Travis (417) 989-0486  
1199 County Road 116  
Wasola, MO 65773  
[info@wmccattleco.com](mailto:info@wmccattleco.com)  
[wmccattleco.com](http://wmccattleco.com)



Dustin N. Layton • (405) 464-2455  
[laytond@yahoo.com](mailto:laytond@yahoo.com)  
Chisolm Kinder • (405) 747-4683  
[laytonauction.com](http://laytonauction.com)



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2.0

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**Larry Day, Sales Manager**

*Central Missouri Polled Hereford Breeders Association*

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**Email:** *cmphba@gmail.com*

Email or call to request a catalog!

*Visit us online to learn more!*

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

# STATE ASSOCIATION UPDATE

## Happy New Year

Written by Larry Day

Winter calving season is underway. Hoping yours has been flawless and your breeding choices have been on target. The days are getting longer, and spring and grass is just around the corner.

As I reflect on 2025 and thinking ahead to 2026, I can only hope you are in agreement with me that it sure is exciting to be involved in the cattle industry. Demand for Hereford genetics is great. This was the case at the recent Opportunity Sale, where Missouri-bred animals and frozen genetics sold into multiple states. Hereford-influenced feeder cattle are highly sought after with this being so evident from the recent Greater Midwest Certified Hereford Feeder Calf Sale in Carthage IL. I invite and encourage each one of you to participate in these marketing opportunities available to you. Results from both events can be seen in this

issue as well as on the Missouri Hereford Association (MHA) Facebook page. If you have returned your membership renewal form/annual dues of \$40 and the intent to consign and donation form, we thank you. If not, it's not too late.

Looking forward, it's not too early to plan for the 2026 Opportunity Sale Nov. 8, 2026. Checkout the website sale page for updated rules and timeframe for consignment of animals and frozen genetics. Please contact me with any questions about participating in this great event.

Make plans to attend the ever so popular MHA Field Day being hosted by District 7, be on lookout for updates. By now you should have received a MHA-sourced text message. The board has



Larry Day  
MHA Secretary/Treasurer

decided to implement this method of group communication to provide instant Association information, updates, deadlines, etc... This service is for members and family members. If you prefer not to be included, a simple opt-out is available.

In closing, spring production sales are just around the corner where several MHA members will be offering their genetics for your inspection and opportunity to purchase. Be sure to attend and participate in these great events hosted by some of our own. There's no better way to enjoy good fellowship and Herefords than this.

Hoping to see you at a Hereford event soon!!

**VISIT THE MHA ONLINE**  
[www.moherfords.org](http://www.moherfords.org)



**FOLLOW OUR ASSOCIATIONS  
ON FACEBOOK!**



# MISSOURI Opportunity SALE

## MISSOURI HEREFORD ASSOCIATION 2026 OPPORTUNITY SALE

### Rules and Recommendations for Participation

1. Consignor must be current member of MHA or MJHA
2. Intention to Consign form to be received prior to June 1, 2026
3. Photos, Videos, Footnotes and Entry Fee of \$100 per lot to be received by Sale Manager by August 20, 2026
4. All Consignments to be duly registered with American Hereford Association with current EPDs and legible tattoos.
5. All Consignments to be inspected by Licensed Veterinarian and have current Health Paper for transport with USDA approved tag in place.
  - Bred Females to be carrying service of Registered Hereford Bull.
  - Females selling as Bred to have Stage of Pregnancy noted on Veterinary Health Papers.
  - Bull Entries limited to 5 head total.
  - Must consign a Female to consign a Bull. Limit 2 Bulls per Consignor.
  - Bulls born prior to April 1, 2026 recognized as a Lot.
  - Bulls required to be DNA Tested, all Bulls 12 months and over to have a satisfactory semen test. Trich testing as per State of Missouri rules.
  - Sale will provide Bedding.
  - No Sales will pay sale expense percentage based on final recognized bid.
  - Any Cataloged entry not going through sale ring will forfeit entry fee.
  - Photos and Videos used in Catalog and Advertising will be at Sale Managers discretion, all consignments to be clipped and clean for public display.

6. Missouri Hereford Association and Sale Manager act as agents only. The Missouri Opportunity Sale will follow Breeders Guarantee's, Terms and Conditions as set forth by the American Hereford Association all guarantees are between Consignor and Purchaser.

7. Sale Expense will be based on Sale Gross and Total of Sale Expenses and shared equally by each lot consigned.

## MISSOURI HEREFORD ASSOCIATION 2026 OPPORTUNITY SALE

### Commercial Females and Frozen Genetics Consignment Rules

1. Consignor must be current member of MHA or MJHA
2. Intention to Consign form to be received prior to June 1, 2026.
3. Photos, Videos, Footnotes and Entry Fee of \$100 per lot to be received by Sale Manager by August 20, 2026.
4. Commercial Consignments
  - F1 Baldy Females being a minimum of 50% Hereford. Open or Bred with bred animals calving prior to May 1, 2027 with a 45 day calving window.
  - Commercial Females to have current veterinary inspected health papers with USDA approved identification tag in place.
  - Recommended to be clean and clipped.
  - Substitutions of like animals is permitted.
  - Animals to be in place by 12 am November 7, 2026
5. Frozen Genetics
  - Sires and Dams duly registered with American Hereford Association.
  - All Sires and Dams to have DNA sample on file with American Hereford Association
  - Current EPD's
  - All Shipping, Delivery and Guarantees are between the Seller and Buyer
6. Sale will follow AHA terms and recommendations. MHA only acts as an agent in the sale of animals and frozen genetics.
7. Sale Expense will be a fixed rate of 7% for Commercial and Frozen Consignments



**MHA**  
Mo Hereford Association

Larry Day • Missouri Hereford Association Opportunity Sale Manager  
Cell: 660-621-0812 • Home: 660-834-4678 • moherefordop@gmail.com

WWW.MOHEREFORDS.ORG 

# WOMEN ASSOCIATION UPDATE

## Successful Banquet and Social

Written by Tonya Bagnell

The Hereford Women of Missouri crowned our 2026 Missouri Hereford Queen at the Missouri Hereford banquet on Saturday, Nov. 1, 2026. Mallory Reed was crowned. Karsyn Kleeman was the 2026 Missouri Hereford Women scholarship recipient.

We would like to say a big thank you to everyone who donated items to the silent auction. Also, A big thank you to

Andrea Butler, Jocelyn Washam and Kyla Waters for providing the table decorations.

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 yearly scholarship award, Missouri State Fair showmanship sponsorship, sponsorship of the social prior to the



Tonya Bagnell  
Missouri Hereford Women  
Secretary

Hereford banquet and meeting, and table decorations at the banquet.

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

If you are interested in joining please send your \$15 dues to Treasurer  
Marijane Miller  
20500 Sioux Drive • Lebanon, Missouri 65536.



### 2025-26 HEREFORD WOMEN OF MISSOURI OFFICERS

*President - Kyla Waters*  
660-631-0299 | kg4waterz@gmail.com

*Treasurer - Marijane Miller*  
317-341-3846  
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*Vice President | Natalie Reed*  
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*Queen Co-Chair - Shelby Bagnell Haag*  
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*Secretary | Tonya Bagnell*  
660-631-2109  
tbagnell6452@gmail.com

*Rachael Bagnell*  
660-631-2918 | rabagnell@gmail.com

### 2026 Queen Named

The Missouri Hereford Association is proud to announce Mallory Reed as the 2026 MHA Queen, serving for the second year in a row.

Mallory continues to represent the Association and the Hereford breed with professionalism, enthusiasm, and pride. We appreciate her dedication and the positive example she sets for juniors and members across the state.

Congratulations, Mallory, and thank you for your continued service to Missouri Herefords!



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**CHURCHILL W4 SHERMAN 2115K ET**  
P44378036 | DOB: 07 Feb 2022 | Polled  
Sire: KCF BENNETT RESOLVE G595

We can't say enough about the impact that **Sherman** is having in the industry. Recently at Churchills dispersion sale, half interest in **Sherman** sold for \$130,000 and his mother **Churchill lady 079H ET** brought \$65,000. As part owners of Sherman, he is being used heavily in both our spring and fall breeding programs. Look for more offspring in **Reynolds Herefords fall sale 2026**.



**APH MERIT BOBY BUILDER 2301 ET**  
P44539416 | DOB: 13 Feb 2023 | Polled  
Sire: JW 1857 MERIT 21134

You're going to like the power and performance of **BODY BUILDER** brings to the table. We Are excited with the Calves that have hit the ground this fall. Calving ease, low birth weights, but growth and carcass as well.

We have bulls and females for private treaty sales and will have cattle in Reynolds Herefords Huntsville, MO Fall sale in October 2026. We want to thank those who have purchased cattle this past year and look forward to a prosperous new year.



**APH RESOLVE 2202 ET**  
P44439326 | DOB: 02 Feb 2022 | Polled  
Sire: KCF BENNETT RESOLVE G595

Another homegrown son out of **RESOLVE G595** and the great **Churchill lady 023H ET**. Our first Calves will hit the ground this spring. This bull is balanced, deep bodied and has a ton of muscle. GKB Cattle Recently sold a flush out of **Churchill Lady 023H** for \$25,000. We are sure he will have an Impact in our program going forward.



**APH Z -TESTED L109**  
P44538175 | DOB: 11 Feb 2023 | Polled  
Sire: EFBEEF X651 TESTED D876

This is one of the best combinations of **33Z** and **TESTED D876** we have raised. Balance across the board from calving ease low birth weights Maternal and Carcass. His first calves are growthy and Deep bodied. We look for him to be a major part of our breeding program going forward.

**A ADE**  
POLLED HEREFORDS

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**443.366.2951**  
8640 W 125 N  
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# JUNIOR ASSOCIATION UPDATE

## Preparing for Junior Nationals

Written by Emma Hancock

Hey everyone! I hope y'all had a wonderful Christmas, and a little break from school! Back in November we hosted the Missouri Opportunity Sale at the Missouri State Fairgrounds. We had a wonderful turnout and got to see some of Missouri's finest Hereford cattle. A huge thank you to everyone who came out and supported the Missouri Hereford Association by purchasing cattle and being in attendance. Also, a big congratulations to everyone who received an award at the banquet.

Don't forget to get your dues paid - \$15 to our Treasurer Tory Miller or sent to Venmo.

Show season is coming around the corner again! The Missouri Cattlemen's Association All-Breeds Show will be held in June at the Missouri State Fairgrounds. I am very excited to see everyone there! At the show, we will hold a junior meeting to discuss the upcoming Junior National Hereford Expo (JNHE) being held in Madison, WI, this year from July 4-10, 2026. The theme for this year is "The Hereford Masters in Madison"! We will dig deeper during our meeting.

I am looking forward to the New Year and what it will hold! I can't wait to see everyone back in the ring!



Emma Hancock  
MJHA Reporter



Scan the QR Code to send dues via Venmo.

Please send your \$15 annual dues to MJHA Treasurer, Tory Miller; 20500 Sioux Drive, Lebanon, Missouri 65536. OR send Venmo to @MO-Jr-Hereford

### 2025-26 MISSOURI JUNIOR HEREFORD ASSOCIATION OFFICERS

*President - Kristin Waters, Norborne*  
*Vice President - Jorja Ebert, Holt*  
*Secretary - Maggie Reed, Green Ridge*  
*Treasurer - Tory Miller, Lebanon*  
*Reporter - Emma Hancock, Bolivar*

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

*Directors*  
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Email: ljday@iland.net



**THE TIME HAS COME**  
to downsize & disperse our herd.

Watch for our consignments in the Central MO Polled Hereford Breeder's Association Sale and the Missouri Opportunity Sale this year!

# A WORD FROM THE ADVISORS

## Looking ahead to summer shows

Written by Marijane and Hayley Miller

I hope you all had a very blessed Christmas season. I know I am getting excited for spring calving season and seeing those babies run and play. I know many of our Hereford junior



**2025 MJHA Outstanding Members:**  
Pewee - Brinley Thompson, Junior- Preston Henderson (right), Intermediate- Paige Henderson (middle), Senior- Mary Grace Warden (left)

members have been exhibiting at Cattleman's Congress and the National Western and have been successful at each of these. Many of our members are also involved in FFA events, 4-H competitions, jackpot shows, and spring sports. I wish each and every one of you good luck in all your events.

As we head out of the winter and into spring season, there are a few events and things coming up to keep in mind. Junior dues of \$15 are due April 15 to be considered for outstanding junior member for 2026. Be sure to mail or Venmo that to Tory Miller. The MO Cattlemen's Youth Expo will be in June. We will host our meeting and prepare for Junior Nationals "The Hereford Masters in Madison" held in Madison, WI, July



Hayley and Marijane Miller  
MJHA Advisors

4-10. Be sure to pay close attention to deadlines for entries and events that occur at Junior Nationals.

We are accepting state t-shirt designs for adult and junior members to submit for our Junior Nationals apparel. If you have an idea, email it to [hayleyhereford@yahoo.com](mailto:hayleyhereford@yahoo.com). Keep in mind the theme for Junior Nationals, and if we don't go over two colors in the design it is more cost effective. We hope to have the proof done and prices figured so we can offer these at Cattleman's Youth Expo to anyone who wants to order one.

I hope you have a safe and successful spring!



**FOLLOW US ON FACEBOOK!** Missouri Junior Hereford Association

### 2025-26 MISSOURI JUNIOR HEREFORD ASSOCIATION ADVISORS

Marijane Miller & Hayley Miller  
20500 Sioux Dr, Lebanon, Mo 65536  
317-341-3846  
[millerherefords@yahoo.com](mailto:millerherefords@yahoo.com)

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Travis McConnaughy & Aubrey Plotner  
1199 Co. Rd 116, Wasola, Mo 65773  
417-989-0486  
[t-mc2009@live.com](mailto:t-mc2009@live.com)



## NATIONAL WESTERN STOCK SHOW

**Thursday, January 15, 2026 • Denver, Colorado • JUNIOR SHOW**

**Saturday, January 17, 2026 • Denver, Colorado • OPEN SHOW**



**Polled Reserve Champion Spring Heifer Calf  
JUNIOR SHOW**  
TH MGT MISS AMERICA 2517ET  
P44689585 • 4/7/2025  
OWNED BY: Brynlee Ann Thompson, Amity, Mo



**Horned Reserve Champion Junior Bull Calf  
OPEN SHOW**  
JDH ND DH 837F CLEAN SLATE 73N  
P44662165 • 1/31/2025  
OWNED BY: Thompson Herefords Amity, Mo & Cody, Shayna & Collins Jensen, Platte City, Mo



**Polled Reserve Champion Spring Heifer Calf  
OPEN SHOW**  
TH MGT MISS AMERICA 2517ET  
P44689585 • 4/7/2025  
OWNED BY: Brynlee Ann Thompson, Amity, Mo

# STATE RECOGNITION

Missouri Hereford Association hosts annual awards banquet



**2025 Purebred Breeder of the Year:**  
Whispering Winds Farm



**2025 MHA Friend of the Association:**  
Mike and Jess Jordan  
**MHA President Award:** Mike Jordan

**REG: P44654388**  
**DOB: January 11th, 2025**

Sire: **NJW 133A 6589 MANIFEST 87G ET**  
Dam: **PRF 858F ZOEY 208K**

**BW 76 pounds**

EPDs as of 1/19/2026

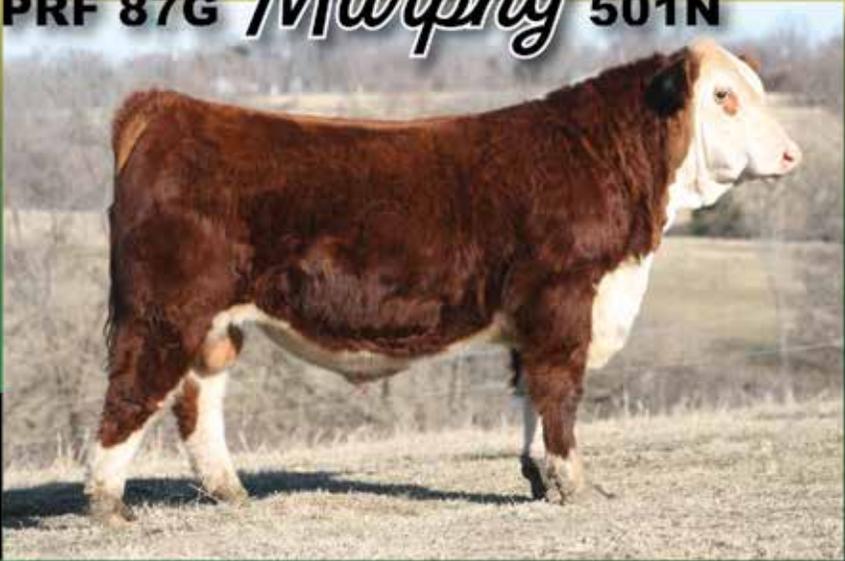
CE **+8.6** BW **+0.3** WW **+57** YW **+93** SC **+1.5**  
MM **+32** M&G **+61** REA **+0.37** MARB **+0.38**

Contact us later this spring for bull availability and DNA, carcass, fertility test results.

**Thank you to everyone who supported our program in 2025!**

4J Farms, Bobcat Cattle Co, Double A Farm, Freeman Cattle Company LLC, Jordan Herefords, Kevin Johansen, Mike McCorkill, Robbin Peniston, Triple H Acres, Whispering Winds Farms, Wyatt Kottwitz and Yankee Hereford Farms.

**PRF 87G *Murphy* 501N**





**Phillips-Renner Farms**  
Amy Phillips  
37144 Brady Creek Rd | Richmond, MO 64085  
Cell 816-878-7305 [nothead1@aol.com](mailto:nothead1@aol.com)  
The crew: Angela, Amanda, Tatum, Taylor, Taylee & Mama Theresa

[www.prfherefords.com](http://www.prfherefords.com) | Follow us on FB & Instagram



**2025 MHA Show Bull of the Year:**  
Camryn Shepard with Shock Dallas County 64L



**2025 MHA Show Cow-Calf Pair of the Year:**  
Haleigh (Ferguson) Bahner with Eden's Ms Purple Sophie 4J



**2025 MHA Show Heifer of the Year:**  
Tory Miller with MH Upslope Miss Entice 4953



**2025 MHA Scholarship Winner:** Jorja Ebert



**2025 Hereford Women Scholarship Winner:** Karsyn Kleeman



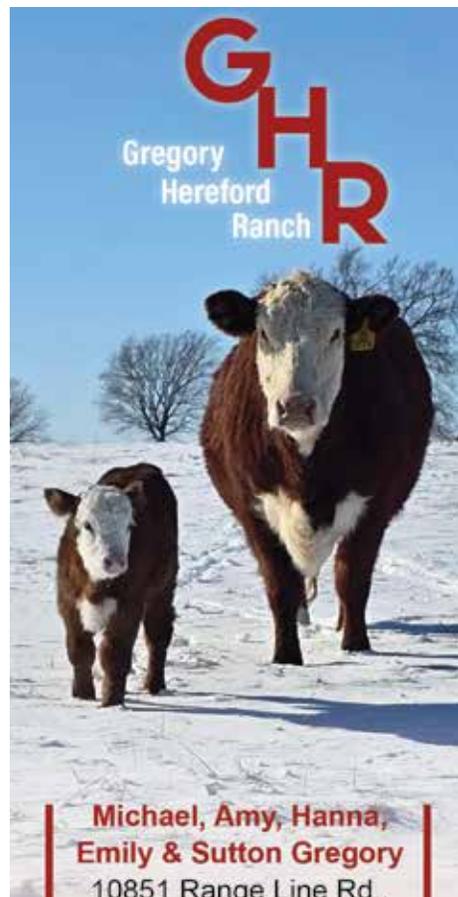
**2025 MJHA Scholarship Winner:** Kristin Waters



**2025 MHA Retiring Directors:** Rusty Miller and Mike McCorkill (pictured)



**2024 Missouri Opportunity Sale Consignor of the Year:** Decker Herefords



**Michael, Amy, Hanna, Emily & Sutton Gregory**  
10851 Range Line Rd.,  
Houstonia, MO 65333  
Phone: 660-287-1616

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

**\* BULLS FOR SALE \***  
Contact us for details!



# SALE RESULTS

*Greater Midwest Hereford-Influenced Feeder Calf Sale*

**Jan. 3, 2026 • Carthage, IL •**

**Total Head: 1228**

Auctioneer: Cody Lowderman  
Reported by: Corbin Cowles, AHA Field Representative

Hats off to the Lowderman family for a phenomenal 19th annual Greater Midwest Hereford-Influenced Feeder Calf Sale. Numerous remarks noted an offering considered the highest-quality set of cattle assembled for the event, and an active buying crowd validated this.

Head	Breed	Sex	Weight	Price/Cwt	Price/Hd	Head	Breed	Sex	Weight	Price/Cwt	Price/Hd
17	Herf	Strs	378	\$452.50	\$1,710.45	12	BWF	Strs	772	\$358.00	\$2,763.76
12	Herf	Strs	427	\$447.50	\$1,910.83	38	BWF	Strs	878	\$337.00	\$2,958.86
42	Herf	Strs	477	\$425.00	\$2,027.25	24	Herf	Hfrs	392	\$427.50	\$1,675.80
79	Herf	Strs	533	\$431.00	\$2,297.23	62	Herf	Hfrs	464	\$378.00	\$1,753.92
68	Herf	Strs	582	\$422.00	\$2,456.04	54	Herf	Hfrs	526	\$378.00	\$1,988.28
88	Herf	Strs	627	\$409.00	\$2,564.43	72	Herf	Hfrs	576	\$369.00	\$2,125.44
80	Herf	Strs	678	\$375.00	\$2,542.50	42	Herf	Hfrs	626	\$346.00	\$2,165.96
72	Herf	Strs	724	\$371.00	\$2,686.04	32	Herf	Hfrs	679	\$341.00	\$2,315.39
71	Herf	Strs	777	\$361.00	\$2,804.97	41	Herf	Hfrs	737	\$330.00	\$2,432.10
70	Herf	Strs	792	\$359.00	\$2,843.28	12	Herf	Hfrs	838	\$290.00	\$2,430.20
55	Herf	Strs	921	\$327.00	\$3,011.67	20	BWF	Hfrs	548	\$365.00	\$2,000.20
22	BWF	Strs	552	\$455.00	\$2,511.60	10	BWF	Hfrs	631	\$345.00	\$2,176.95
22	BWF	Strs	620	\$421.00	\$2,610.20	10	BWF	Hfrs	700	\$333.00	\$2,331.00
30	BWF	Strs	687	\$389.00	\$2,672.43	11	BWF	Hfrs	758	\$334.00	\$2,531.72



## WORLD COMES TO KC

More than 700 Hereford breeders from 20 countries gathered in Kansas City, Mo., Oct. 22-26, 2025, for the World Hereford Conference. Missouri Governor Mike Kehoe proclaimed it Hereford week.

*We are a small, family-owned, operated, sometimes argued over, often prayed upon, operation since 2005!*

**JORDAN HEREFORDS**

MIKE, JESS, JIMMY, NICK & KYLIE JORDAN  
36258 State Hwy A . Warrenton, MO 63383  
Mike: (314) 486-5272 Jess: (636) 359-3741  
JordanHerefords@yahoo.com

[WWW.JORDANHEREFORDS.COM](http://WWW.JORDANHEREFORDS.COM)

30th Annual

**Open House:**  
**Saturday, March 21**  
Bulls available for viewing

## SWEIGER FARMS BULL SALE

**Thursday, March 26, 2026 • 6:00 PM**

Sale Barn Location: 5900 NE State Route D, Weatherby, MO 64497

**25 head of Herefords and 40 head of Angus to sell!**



**Lot 47 • Reg: 44666117**  
**Sire: RST FINAL PRINT 0016**

CE 9.9 BW -0.8 WW 64 YW 101 CW 92 REA 0.71 MARB 0.14



**Lot 52 • Reg: 44662492**  
**Sire: SHF 10Y HOMETOWN 810D**

CE 4.9 BW 2.3 WW 61 YW 101 CW 84 REA 0.79 MARB 0.08



**Lot 54 • Reg: 44666114**  
**Sire: RST FINAL PRINT 0016**

CE 11.6 BW -0.3 WW 71 YW 113 CW 98 REA 0.89 MARB 0.10



**Lot 25 • Reg: 21283996**  
**Sire: MS FINAL PRODUCT 413L**

CE 9 BW .7 WW 75 YW 124 CW 62 REA 0.30 MARB 0.58



**Michael Sweiger: 816-449-0024**

**Charles Sweiger: 816-724-0492**

**[www.sweigerfarmsllc.com](http://www.sweigerfarmsllc.com)**

Catalog and Videos will be available on our website!

*If you are interested in receiving a 2026 Bull Sale Catalog from Sweiger Farms and did not receive a copy last year in the mail, please contact Michael Sweiger at 816-449-0024 to be added to our mailing list.*

# STRATEGIC GROWTH AND A FORWARD-MINDED PROGRAM

## Whispering Winds Farm

Written by Cayley Brown

When the Missouri Hereford Association (MHA) announced its 2025 Purebred Breeder of the Year, Brian Mundy had no idea the evening had been quietly arranged around him.

His son, Jake, did.

“They told me ahead of time to make sure Dad was at the banquet hosted after the MHA Annual General Meeting,” Jake says. “They didn’t want him to know. I had to work around my son’s birthday party, rearrange schedules, and twist Dad’s arm a little — all without telling him why.”

Brian sat beside his son as the awards presentation unfolded, unaware that he was the reason Jake had been juggling commitments behind the scenes. Even when the presenter began describing a \$25,000 yearling heifer sold the previous fall, Brian still didn’t immediately make the connection.

“I didn’t sleep at all the night after we received the award,” Brian says. “I just kept replaying everything that led up to this moment—the work, the decisions, the partnerships, and the time we spent hoping it would all come together.”

For both men, the recognition felt less like a finish line and more like confirmation that the program they are building is gaining traction.

“To me, it shows that we’re making the right decisions,” Brian says. “But more than that, it raises the bar. It pushes us to work harder, not just for ourselves, but to help other people succeed, too.”

### *Building a Program with Intention*

Brian’s involvement with Herefords goes back decades. He bought his first Hereford cattle at 16, long before Whispering Winds Farm existed by name. Years later, he and his brother operated under the name LoriAnne Farms, combining their wives’ names. They invested in sires such as Trustmark, Wisdom, and BKR Limited Edition.



The Mundy family

When that partnership dissolved and Brian began again on his own, he searched for a name that reflected a deeper sense of purpose. That search led him to 1 Kings 19, where Elijah hears God in a “still, small voice.” Out of that passage came the name Whispering Winds Farm.

The operation formally took shape around the year 2000, beginning with commercial cows. Over time, the direction sharpened. Jake expressed interest in building a registered Hereford program, and Brian encouraged him with advice that still defines the farm today.

“I told Jake that if you want to be successful in this business, two things have to happen,” Brian says. “You need to build strong relationships with people, and you need to do things the right way. That applies whether you’re in cattle, construction, or anything else.”

Brian’s background outside of agriculture shaped that perspective. He spent more than thirty years in the construction business and has been a self-sustaining minister since he was eighteen, travelling extensively on mission work across the world. Those

experiences, he believes, prepared him for the business side of cattle production and the industry’s people-focused nature.

### *Operating in a High-Pressure Land Market*

Whispering Winds Farm is located near Independence, Missouri, in Jackson County — an area where land availability and cost present real challenges.

“Land here is extremely expensive,” Brian explains. “There’s not much to rent, not much to buy, and if you can buy it, the price is high. We’ve had to be creative with what we have.”

At times, that has meant converting crop ground into pasture or managing cattle more intensively than they would prefer. The Mundys currently manage between 80 and 100 head on approximately 200 acres, with plans to continue expanding carefully rather than quickly.

Their influence, however, extends well beyond their physical footprint. Through partnerships, Whispering Winds Cattle and genetics are tied to herds across ten states, a reach that has grown rapidly in recent years.



Left: Donor DCR 128D Dominet 9233 helped the farm accelerate embryo genetics and develop relationships with breeders.  
 Center: Cow power has been a key to the Whispering Winds program.  
 Right: Grandson Noah taking on herdsman roles with the calves at the farm.

Jake still works full-time as a master technician for Caterpillar, balancing demanding hours with cattle work at home.

“The goal has been clear for a while,” Jake says. “We’re building this to the point where I can do it full-time. Every decision we make — donors, embryos, partnerships — is aimed at that.”

### *Setting Clear Genetic Standards*

One of the defining features of Whispering Winds Farm is its strict approach to genetic integrity. When Mandibulofacial Dysostosis (MD) and Delayed Blindness (DB) abnormalities became more widely recognized in the breed, the Mundys were forced to make difficult decisions.

“That was a big hardship for us,” Jake says. “A lot of the cow families we were using were affected. We culled heavily and nearly started over.”

Rather than managing around known carriers, they chose to eliminate genetic abnormalities entirely from their program.

“We decided to DNA test everything,” Brian says. “We don’t want buyers worrying about what something might be a carrier for. If we’re going to sell cattle, we want people to know exactly what they’re getting.”

That philosophy extends beyond genetics alone. The program places heavy emphasis on udder and teat quality, maternal strength, calving ease, growth ratios, and overall structural soundness. Disposition is also non-negotiable.

“I’ve spent a lot of time away from home over the years,” Brian says. “There were times my wife or kids had to handle the cattle. The last thing I want is something that could hurt them. If an animal doesn’t have the right disposition, it doesn’t stay here.”

The approach has resonated beyond the purebred sector. Recently, a commercial breeder paid a high dollar for a Whispering Winds bull specifically to add disposition and maternal traits to a Black Angus herd.

### *Partnerships That Changed the Trajectory*

Several key partnerships helped propel Whispering Winds Farm into its current phase of growth. One of the most significant came at the Hereford Eve sale in Oklahoma City, when the Mundys partnered with Wyatt Agar of Durbin Creek Ranch on donor cow DCR 128D Dominet 9233.

“That was a turning point for us,” Brian says. “It really got us focused on embryo work and on developing relationships across the breed.”

The partnership opened doors to embryo marketing and enabled the Mundys to accelerate genetic progress more quickly than traditional breeding would.

Another influential relationship was formed with Eric Walker of Walker Herefords. Walker’s approach to partnership left a lasting impression on both Brian and Jake.

“Eric wanted us to be profitable,” Brian says. “That might sound simple, but not

everyone thinks that way. It showed Jake what a real partnership should look like — where both sides succeed.”

That mindset reshaped how Whispering Winds evaluates every opportunity. Whether selling a full interest, a half interest, or embryos, the goal is long-term success for everyone involved.

“The worst thing in the world to us would be someone spending a lot of money on cattle from us and having it not work for them,” Brian says. “We want our customers and partners to be successful and happy with the outcome.”

### *Investing in Impact Sires*

One of the most influential genetic investments made by Whispering Winds Farm was their involvement in the bull Deluxe.

“The first time I saw a picture of Huth CLC WF Deluxe K016 and studied his numbers, I showed him to Jake,” Brian says. “I thought he had the potential to change the breed.”

Through relationships built over the years, Whispering Winds joined a group of partners in ownership. Since then, Deluxe progeny have topped sales and become influential contributors in multiple herds across the country.

“We’re always thinking about investing in the future,” Brian says.

That philosophy has guided additional sire and donor investments, including partnerships involving bulls such as Walker Full Circle 3511 ET, KJ GKB 364C Impact 249J ET, and BF GKB 157F Eminence 111M ET, along with a growing

group of donor females that anchor the herd.

### *An Embryo Program Built for Acceleration*

Embryo transfer has become the backbone of the Whispering Winds breeding strategy. What began as a handful of purchased embryos each year has evolved into a large-scale, intentional ET program centred increasingly on their own donor cows.

“At first, we relied more on embryos from other programs,” Brian says. “Now we have around eight donor cows of our own.”

One of those donors is the dam of Deluxe, who has been flushed multiple times with strong results. By the end of November 2025, Whispering Winds had implanted close to 70 embryos.

“ET allows you to move five to ten years ahead in a single step,” Brian explains. “Instead of waiting generations, you can stack traits much faster.”

### *A Growing Presence in Sales and Marketing*

Whispering Winds cattle have appeared in a wide range of sales, including Rockin’ in the South in Tennessee, Walker Herefords sales, Hereford Eve and Hereford Night in Oklahoma City, the 417 Sale, and the Missouri Opportunity Sale.

“At sales, people comment on how calm our cattle are,” Brian says. “That matters. When buyers can walk into a pen and not worry about cattle blowing up, it gives them confidence.”

Marketing is viewed as an ongoing process rather than a last-minute effort.

“We don’t wait until a sale catalog is printed,” Brian says. “If we have a great calf coming, we’re talking about it months ahead of time.”

Whispering Winds maintains a consistent presence through the Missouri Hereford News, Hereford World, and social media platforms, using those channels to keep buyers informed and engaged throughout the year.

The farm does not maintain a large show string, though Whispering Winds cattle have been shown by partner programs.

“Showing hasn’t been our main focus,” Jake says. “Right now, we’re concentrating on building cow power and consistency.”

### *A Working Partnership Between Father and Son*

The success of Whispering Winds Farm is closely tied to the working relationship between Brian and Jake. Rather than leaning on generations of inherited infrastructure, the two have built a modern operation together, combining experience with forward-thinking management.

“Dad has turned this from a farm into a business,” Jake says. “Budgets, systems, planning — that structure is critical.”

Jake contributes technological skills, physical labor, and a long-term growth mindset shaped by balancing a full-time career alongside cattle.

“We talk constantly,” Brian says. “We have notebooks full of breeding plans,

budgets, and goals. We go over them again and again. Decision-making is always a team process.”

For Brian, one of the most meaningful parts of the journey has been watching Jake take on greater responsibility.

“Seeing your son make good decisions over and over again — that’s incredibly rewarding,” he says.

### *Looking Ahead*

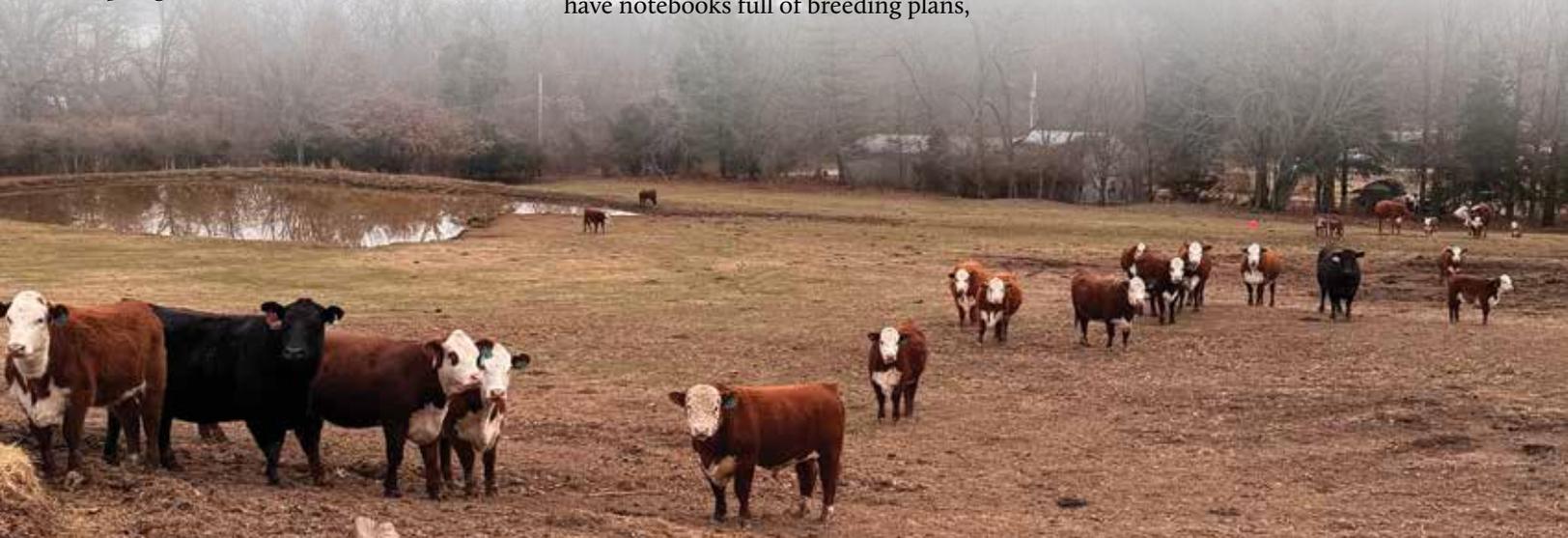
Whispering Winds Farm is firmly focused on the future. Short-term goals include continued herd expansion and positioning Jake to transition into full-time farming. Long-term plans involve building an on-farm sale barn, hosting an annual production sale, and continuing to form partnerships across the country.

Equally important to the Mundys is contributing to the strength of the Missouri Hereford Association.

“With the Hereford headquarters located in Missouri, there’s tremendous potential here,” Brian says. “We want to do whatever we can to help Missouri breeders make an impact on the breed.”

From strategic partnerships and disciplined genetic standards to an aggressive ET program and growing national presence, Whispering Winds Farm has built momentum with intention.

“We want to help move the Hereford breed forward,” Jake says. “If the work we’re doing contributes to that — here in Missouri or anywhere our cattle go — then we’re doing something worthwhile.”



# JD Bellis Family HEREFORDS

Join us October 10, 2026

## ***PARTNERS IN PERFORMANCE*** ***PRODUCTION SALE***

Join us **Fall 2026** as we sell **40+ lots**  
featuring **Churchill Smokey** progeny out of **27K**.  
Fall and Spring pairs, ET pairs, Spring bred heifers, Open Fall heifers.

**Introducing**



**DONOR  
COW**  
JD B

**PCL 183F MISS EFFECTS 27K P44439830**

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE
3.4	2.0	60	104	0.3	1.5	26.5	29	59	8.8
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
114	1.40	1.50	88	0.034	0.71	0.48	551	657	181

**SALE LOCATION:**  
**16255 PECAN RD • LEBANON, MO**

**Jamie & Kevin Johansen**  
**573-289-1061**

**Jonathan Bellis**  
**417-440-1300**

# CREATING VALUE

ONE COW AT A TIME.

Watch for our consignments to upcoming sales in 2026.  
We welcome you to our farm for a visit and would love to show you around.

*Triple A Farm*

Eric, Pamela, Will, Ruth & Wes Adkins | Hallsville, Missouri | 573-819-8585 | ericadkins05@gmail.com

**MHA**

*Mo Hereford Association*

**JOIN THE FUN**  
*August 29 & 30*

at the 2026 MHA Field Day  
**HELD IN DISTRICT 7**  
*(SOUTHWEST CORNER OF THE STATE)*

**Multiple stops, cattle tours, meals, speakers, door prizes and socializing!**



**MAKE PLANS NOW TO BE AT THIS TWO DAY EVENT!**

A full, detailed schedule will be available in the July Missouri Hereford News,  
online at [www.moherfords.org](http://www.moherfords.org) and the MHA Facebook page!



[/moherfordassociation](https://www.facebook.com/moherfordassociation)



For more information, please visit [www.moherfords.org](http://www.moherfords.org) or call MHA District 7 Director **Shannon Hancock 417-327-6718**.

# YOUR SOURCE FOR HIGH QUALITY FEMALES



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Division Champion  
Pen of Bred Heifers*



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

# Maternal

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## EXCELLENCE

### PRIVATE TREATY SALE

# Fall 2026



Watch for details about our upcoming fall sale. Selling open heifer prospects, fall yearling bulls and bred heifers!



**BUTLER POLLED HEREFORDS**

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Joel & Grace Butler**  
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[butlerpolledherefords@hotmail.com](mailto:butlerpolledherefords@hotmail.com)

**Cody, Jocelyn, Kyla Jo &  
Harper Grace Washam**  
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417-489-5450 *Cody* 417-838-5546 *Jocelyn*  
[jocelyn.washam@hotmail.com](mailto:jocelyn.washam@hotmail.com)

Visit us online [www.butlerpolledherefords.com](http://www.butlerpolledherefords.com)  

# GENETIC OPPORTUNITIES FOR THE FUTURE...

## DCR 128D DOMINET 9233 ET



**DELUXE X DOMINET 9233** *projected EPD's*  
CE 7.1 BW 1.8 WW 69 YW 118 MM 29 UDDR 1.35 TEAT 1.45 CHB 143

**EMINENCE X DOMINET 9233** *projected EPD's*  
CE 5.7 BW 2.3 WW 72 YW 122 MM 27 UDDR 1.25 TEAT 1.3 CHB 159

## HUTH F035 MANDY H029



**FULL CIRCLE X MANDY H029** *projected EPD's*  
CE 8.6 BW .8 WW 72 YW 109 MM 22 UDDR 1.6 TEAT 1.5 CHB 174

**EMINENCE X MANDY H029** *projected EPD's*  
CE 7.6 BW 1 WW 78 YW 121 MM 34 UDDR 1.45 TEAT 1.5 CHB 156



**Brian Mundy**  
Phone: 816.668.4521  
[bmundy.whisperingwinds@gmail.com](mailto:bmundy.whisperingwinds@gmail.com)

**Jake Mundy**  
Phone: 816.313.9488  
[jmundy.whisperingwinds@gmail.com](mailto:jmundy.whisperingwinds@gmail.com)

**Contact us for any of these embryos or semen  
on Deluxe, Impact or sexed or conventional  
semen on Full Circle.**

**DELUXE X RITA 129H** *projected EPD's*  
CE 9.2 BW 1.5 WW 73 YW 119 MM 30 UDDR 1.55 TEAT 1.65 CHB 169



**NJW 792 168C Rita 129H ET**

**DEVOTION X ELLA 9257** *projected EPD's*  
CE 3.9 BW 2.5 WW 58 YW 90 MM 28 UDDR 1.4 TEAT 1.4 CHB 143



**DCR 376 Ella 9257 ET**

**TAKE YOUR OPERATION TO THE NEXT STEP.**

# SALE RESULTS

## 2025 MO Opportunity Sale

**Nov. 2, 2025 | Sedalia, MO**

Auctioneer - Jesse Bolin | Reported by  
Sale Managers - Larry & Pam Day

Total Sale \$256,990

Registered Lots: 48 Lots

Gross: \$194,250 • Average \$4,047

Commercial Lots: 4 Lots/11 Hd.

Gross: \$37,900 • Average \$9,475 per lot

Semen Lots: 4 Lots/90 Units

Gross: \$9,500 • Average \$106/unit

Embryo Lots: 4 Lots/26 Embryos

Gross: \$15,340 • \$590/each

### TOP FEMALE LOTS

13 Bred Heifers:

Gross \$49,400 • Average \$3,800

Top Bred Heifer - \$8,000 – BB 619K

Noelle 206N ET, DOB 02/24/2025, by  
BAR JZ On Demand, sold to Wide Range  
Bovine, Wentworth, MO.

10 Spring Open Heifers:

Gross \$40,550 • Average \$4,055

Top Spring Open Heifer - \$5,000 – BB  
1443 Mabel 201M ET, DOB 03/08/2024,  
by H WMS Thomas County 1443 ET,  
sold to Jaxon Birk of Gridley, KS.

4 Spring Pairs/Heifer Calf Splits: Gross  
\$24,800 • Average \$6,200

Top Pair - \$7,000 – DKM 924 Leslie

2014 K23, DOB 02/05/2022, by DKM/  
GTN 11B Cannon 88X 2014ET, sold to  
Dimiglio Polled Herefords, Richmond,

MI; and a February heifer calf, sired by  
CMF 442F Kudos 799K, sold to Shaun  
Watson, Cabool, MO.

3 Spring Bred Cows:

Gross \$10,900 • Average \$3,633

Top Bred Cow - \$3,800 – EF Cheerleader  
0363 218K, DOB 02/18/2022, by BG  
801F Varsity 103H, sold to Watson Polled  
Herefords, Cabool, MO.

6 Fall Pairs:

Gross \$35,800 • Average \$5,967

Top Fall Pairs

\$6,700 – SF 648H Silvia 355, DOB  
08/19/2023, by CMF 333E Hitching Post  
648H, sold to Lizzie Polled Herefords,  
Jackson, MO.

\$6,700 – H DS Lady 1456 ET, DOB  
01/28/2021, by NJW 160B 028X Historic  
81E ET, sold to Birk Farms, Gridley, KS.

4 Fall Open Heifers:

Gross \$12,800 • Average \$3,200

Top Fall Open Heifers

\$3,300 – BF Insight Martha 915M,  
DOB 03/13/2024, by LJR MSU 30D  
Insight357], sold to Whispering Winds,  
Independence, MO.

\$3,300 – JSD 17X Cherry M410 ET,  
DOB 09/01/2024, by T/R BPF American  
Classic 561C ET, sold to AMR Cattle,  
Frohna, MO.

5 Hereford Influenced Commercial Bred  
Heifers: Gross \$18,300 • Ave. \$3,660

Top - \$3,900 – RWF heifer, sold to  
Schulte Farms, Eldon, MO.

6 Hereford Influenced Commercial Fall  
Open Heifers: Gross \$19,600 • Average  
\$3,267

Top - \$3,600 – BWF Heifer, sold to  
Shaun Watson, Cabool, MO.

### TOP BULL LOTS

4 Bulls: Gross \$20,000 • Average \$5,000

Top Bull - \$6,000 – DDCC 480 EON  
244M

DOB 03/02/2024, by LCC FBF Time  
Traveler 480, sold to Valley Oaks, Oak  
Grove, MO.

### TOP FROZEN GENETIC LOTS

3 Semen Lots (90 units):

Gross \$9,500 • Average \$106/unit

Top Lot - \$250 x 5 units – HUTH CLC  
WF Deluxe K016, sold to R&R Farms,  
Guston, KY.

4 Embryo Lots (26 embryos):

Gross \$15,340 • Average \$590/embryo

Top Lot - \$800 x 3 embryos – TKCC  
Diamond Club 001 ET x C Arlo 2135 ET,  
sold to April Miller, Browning, MO.

Top Lot - \$800 x 3 embryos – PHH PCC  
742 Pearl 067 ET x SILO H18 Brandston  
2404, sold to Bacon Cattle and Sheep,  
Siloam Springs, AR.



## AMERICAN ROYAL

**Saturday, October 25, 2025 • Kansas City, Missouri • JUNIOR SHOW**  
**Sunday, October 26, 2025 • Kansas City, Missouri • OPEN SHOW**



**Champion Junior Heifer Calf - JUNIOR SHOW**  
DJF MISS ROLLER 17N ET  
P446914186 • 2/24/2025  
OWNED BY: Madelyn Grace Thompson & Brynlee  
Ann Thompson, Amity, Mo



**Champion Spring Heifer Calf - OPEN SHOW**  
TH MGT MISS AMERICA 2517ET  
P44689585 • 4/7/2025  
OWNED BY: Thompson Herefords, Amity, Mo



# CATTLEMEN'S CONGRESS

Saturday, January 10, 2026 • Oklahoma City, Oklahoma • OPEN SHOW



**Reserve Champion Polled Cow/Calf Pair**  
PURPLE HB BETSY 129K  
P44442358 • 8/23/2022  
OWNED BY: Haleigh Ferguson, Windsor, Mo



**Champion Horned Cow-Calf Pair**  
EDEN'S MS. PURPLE SOPHIE 4J  
P44350770 • 11/4/2021  
OWNED BY: Haleigh Ferguson, Windsor, Mo



## Upcoming Field Days

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

*Farm tours,  
speakers, food  
and fellowship!  
Don't miss  
the fun!*

**VALLEY OAKS**

**PRIVATE TREATY BULL DAYS**

**OPEN HOUSE**

**WARSAW, MISSOURI**  
**APRIL 3, 2026**  
**APRIL 4, 2026**

FOR MORE INFORMATION CALL  
**573-280-2351**

# SALE RESULTS

## Reynolds Herefords 24th Annual Decades of Design

**Oct. 19, 2025 | Huntsville, MO**

Auctioneer - Cody Lowderman  
Reported by - Austin Brandt

Registered Lots: 60 Lots  
Gross \$267,650 • Average \$4,461

Bull Lots: 23 Lots  
Gross \$94,800 • Average \$4,122

Females Lots: 37 Lots  
Gross \$172,850 • Average \$4,672

Commercial Lots: 23 Lots  
Gross \$61,050 • Average \$2,654

### TOP BULL LOTS

\$6,500 — RH 973E Jalapeno 448R  
DOB 9/19/2024, by C&L RR KJ 364C  
Jalapeno 973E, sold to Anthony and J.W.  
Strack, Cape Girardeau, MO.

\$6,500 — RH 0722 Shotgun R414  
DOB 9/1/2024, by RH Shotgun 0722,  
sold to Raithel Herefords, Russellville,  
AR.

\$5,000 — RH 29U Desperado 0625  
DOB 1/4/2025, by Churchill Desperado  
029H, sold to Circle R Cattle Co.,  
Huntsville, MO.

### TOP FEMALE LOTS

\$8,100 — APH 9024 Jasmine 4J  
DOB 1/22/2021, sired by Boyd Power  
Surge 9024, sold to Aufdenberg Polled  
Herefords, Jackson, MO; and a January  
bull calf, by SF 81E Remington 212, sold  
to Levi Fenner of Grinnel, IA.

\$7,900 — APH Lady J589  
DOB 2/23/2021, by Churchill Jumpstart  
828F ET, sold to Anthony Strack, Cape  
Girardeau, MO; and a January heifer calf,  
by Churchill W4 Sherman 2157K ET, sold  
to DI Cattle Co. LLC, Saltillo, MS.

\$6,900 — APH 33Z Rachel 24J ET  
DOB 9/16/2021, by JDH Victor 719T  
33Z ET, and a September bull calf, by SF  
81E Remington 212, sold to Aufdenberg  
Polled Herefords, Jackson, MO.

\$6,000 — RH Jan 520  
DOB 1/12/2025, by NJW 78P 88X  
Cowboss 199B ET, sold to Circle R Cattle  
Co., Huntsville, MO.

### Missouri Hereford Association Districts



Leading us into the

# NEXT GENERATION

BR BENCHMARK 8240 7098 2917 ET



Polled • 44379031 • Mar 14, 2022

Sire: EXR BENCHMARK 8240 ET • Dam: BR VALIDATED B413 6035 7098

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# B R

# BULL SALE

MARCH 13, 2026

F/T LIVESTOCK MARKET | PALMYRA, MO | 6:00 P.M.



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HEREFORD | ANGUS | SIM-ANGUS

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# A NEW MAROON JACKET

## Rhode chosen to national junior board

Written by Gavin Rhode

Serving on the National Junior Hereford Board (NJHA) of Directors was a goal I had set for myself many years ago. Growing up heavily involved in the Hereford breed through showing at multiple Junior National Hereford Expos (JNHE), taking each opportunity to experience every leadership program, and making lifelong connections within the breed, I knew getting that maroon jacket was something I wanted to do.

This past July in Louisville, KY, I had the opportunity to put myself up against some very good candidates, all vying for only four spots to be on the very prestigious junior board. I truly enjoyed meeting all the voting delegates from each state, while building connections with them and giving them my case for why they should give me their vote. At the end of the week, I had walked too many miles to count, given multiple speeches, and wore at least four different ties. It was a very rewarding moment when during the JNHE closing ceremonies my older brother, Isaac, got to retire his jacket and hand it directly to me – officially starting my three-year term of serving on the Hereford Board.

I am honored and beyond excited to continue this journey I have been on for a little over half a year now. Through working the ring to facilitate leadership events, I have been blessed to meet many Hereford breeders and Hereford youth from across the country, as well as breeders from all over the world.

One of my first experiences in the

maroon jacket, was to attend the American Royal in Kansas City, MO. However, this year was a little different than other years because the United States was selected to host the World Hereford Conference – an event that is held every four years by a new and different country for each conference. Previously this event had been in New Zealand and Uruguay. The United States felt very fortunate to host right in the heart of our country.

This experience was something special that not many junior board members get to experience! I made sure to take every opportunity to meet someone new, learn something I didn't know before, and share the same love and interest of Hereford Cattle with people from the opposite hemisphere. We had a total of 800 breeders from 20 different countries show up to partake in the conference!

As the international breeders flew into Kansas City, they got to experience some true Kansas City culture with an introductory Beef Festival being hosted at the American Hereford Association headquarters. A night full of delicious Certified Hereford Beef, talented live music, and fascinating tours showcasing the history of American Herefords within the museum within the office.

Throughout the next few days, the breeders got to sit and listen to some of the best speakers the Hereford breed has to offer. Educational Forums were



Gavin Rhode  
NJHA Director

presented to display the success and trajectory of what American Hereford practices and management can offer to a wide variety of beef cattle operations. Things

like International Hereford Reports, Hereford Efficiency Impacts, and Beef Cattle Improvement sessions were held.

On the Friday Night, the Hereford Association put on a very special event hosted at Arrowhead Stadium. The Global Celebratory Gala was a very cool experience. Getting to enjoy a meal with a view of the football field and the company of all my new friends amounted to a very special evening with a live band and a special auction selling some commemorative, limited edition Hereford items and memorabilia. The Hereford Association really knocked it out of the park with this one!

Throughout the World Hereford Conference, a competition was held for Hereford juniors from the ages of 21-25. The Young Breeders Competition was held at Kansas State University and other contests being held over the next few days at the American Royal. Competing in things like communications, industry practicums, team fitting, livestock judging, meat-animal evaluation, and showmanship.

Eleven teams represented seven countries for a week of world-class competition and camaraderie. Countries represented during the competition included the USA, Australia, Canada,

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**Aufdenberg**  
Polled Herefords

**Darrell Aufdenberg**  
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Cell: 573-270-6755  
aufdenbergd@yahoo.com

REG: 44467264 • DOB: Jan 24, 2023  
SIRE: KJ GKB 364C IMPACT 249J ET

*The next tool for your toolbox!*



Left to right: Isaac Rhode, Judy Waters (grandma) and Gavin Rhode celebrating the maroon jacket back last summer!

Denmark, Ireland, New Zealand and the United Kingdom. Through very difficult competition and a rigorous schedule, the Champion and Reserve Champion teams

were named – Team USA-Blue being the Champion team and Team USA-Red being the Reserve Champion team.

Over the next few days, the international breeders got to enjoy watching some of the most competitive show stock from across the country compete in the historic Hale Arena as champions were slapped and the National Hereford Queen was crowned. Leaving directly from the American Royal, the international breeders got on buses and headed on the tours!

The Association did a great job of scheduling out and organizing some very interesting tours. A pre-tour took place in the Big Sky state of Montana, as breeders flew into Billings and got to see the wide-open pastures and beautiful scenery full of red and white cows at some very historic Hereford ranches and operations. The post tours sent a group through the Sandhills to explore the landscape of Nebraska and Colorado. The trip wrapped up with a tour of the brand new National Western Stock Show facilities. Another group

went south to Oklahoma and Texas, touring the Oklahoma City Stockyards and some very prestigious Hereford operations!

An extraordinary experience with memories I will never forget, the World Hereford Conference is something I was truly blessed to be apart of. Being behind the scenes a little bit too was amazing. Maybe I will get the opportunity to be apart of the next Young Breeders Competition Championship team when the next conference is held in the United Kingdom in 2028!

Looking forward to the future, I am personally excited for the upcoming summer show season. With the next JNHE being held in Madison, WI, an event that is a week full of fun and a rewarding experience for many juniors across the country. I am also excited to attend the next Faces of Leadership Conference at the end of the summer. This year's conference is being held in Boise, ID. I can't wait to see what other surprises this maroon jacket brings!

# AROUND THE BARN

## Obituary for Jack Arlen Lewis

Jack Arlen Lewis, age 84, Holt, Mo., passed away Jan. 17, 2026. He was born on Dec. 17, 1941, to Howard Russell and Pearl Edith (Lohman) Lewis in North Kansas City, Mo., where he graduated from high school in 1959. He married Alicia Jo Conner in Cedar Rapids, IA, on Aug. 10, 1966.



The National Cattleman Association, Missouri Cattleman's Association and the Interstate 35 Cattleman's Association. Jack loved to travel and had been to all 50 states, Mexico, England, Scotland, Canada, Australia and most recently Ireland with his daughter. He also liked to fish and would go on trips with friends to Canada, Texas, Cabo, South Carolina, Alaska and of course the Niangua River in Missouri.

Jack then decided to pursue law and attended the University of Missouri-Kansas City School of Law. He was a member of the Law Review and Delta Theta Phi, graduating in 1972. He established the Jack A. Lewis Law Firm in 1975 and retired in 2023. Jack was an active member of the Clay County Bar Association, Missouri Bar Association, 50-year member of Kiwanis and held several offices and was committee chair numerous times. He was also a member of the American Polled Hereford Association, American Hereford Association, Missouri Hereford Association, where he was a Director for Area 1 and a Hall of Fame inductee.

Jack attended and exhibited at every Missouri State Fair and American Royal for 30 years (1981-2022). He attended 20 Junior National (Hereford and Polled Hereford) shows across the country, first, with daughter Katherine and, then, with his grandson, Conner. He loved being in the show barn and considered everyone like his family, making his way around to talk to everyone.

Jack was preceded in death by his parents, brother James Russell Lewis, his aunts, uncles and grandparents. Jack is survived by his wife of 59 years

Alicia, daughter Katherine and husband James Fuller, Cameron, MO; grandson Conner Jackson Bolch, Las Vegas, NV; nephews Gabriel Conner and Mitchell Lewis, nieces Gretchen Keller and Elaine Conner and his dedicated secretary of over 25 years Tammy West.

Known for his goofy laugh and sense of humor, he will be missed by many. In lieu of flowers, please make donations to the Missouri Junior Hereford Association, c/o Tori Miler 20500 Sioux Drive, Lebanon, MO 65536 or to NorthCare Hospice House at NKC Health, 2800 Clay Edwards Dr., 2nd Floor, North Kansas City, MO 64116.

## Masons welcome new baby!

Carl and Ellen (Jackson) Mason welcomed their third child on Jan. 24, 2026. Big brothers Walker and Gregory welcomed baby Mabel Jean Mason to their family. Mabel weighed 9 lbs. and 13 oz. and measured 20.75 inches long.

Welcome to the Hereford family, baby Mabel!



## The Bahnners Wed!



In true Hereford spirit, the couple were pictured with their donor cow, Betsy.

The Bahnners were married in Windsor, Mo., at The Moment Wedding and Event Venue. Parents of the groom are Lora Taylor and Dale Bahner. Father of the bride is Marty Ferguson.

The couple plans to better the family cow herd and add to their family, whether it be cattle, dogs, or kids. Congratulations!

Haleigh (Ferguson) and Austin Bahner were united in marriage on Nov. 8, 2025.

## Beef Tips

The "Skillet-to-Oven" method delivers perfect doneness, great for less than ideal outdoor grilling weather.

1. **Prep the Beef** - Pat the steaks dry and season to preference.
2. **Preheat** - Preheat an ovenproof skillet over medium heat and the oven to 350°F. Have a timer handy because the next steps go quickly.
3. **Sear** - Place your steak into the hot skillet and sear, no more than two minutes per side.
4. **Move to Oven** - Quickly flip the steak back over to the first side using tongs and slide the skillet into the preheated oven. Follow the timing guidelines and test for doneness with an instant-read thermometer.
5. **Rest & Enjoy** - Rest for 5-7 minutes before slicing for ultimate juiciness.

**BEEF** IT'S WHAT'S FOR DINNER.  
Paid for by Missouri Beef Farmers and Ranchers

# The Cowman's Kind XXIX

## BULL & FEMALE SALE

### MARCH 28, 2026

#### CMF 429F MARVIN 40M



P44671873 / DOB: Sept 22, 2024 / Homozygous Polled  
 Sire: JW 1857 MERIT 21134 P44212986  
 Dam: CMF 63U SARA 429F P43986409

CED	BW	WW	YW	SC	SCF	MILK	M&G	
3.9	1.4	79	125	1.4	23.7	36	75	
MCW	UDDR	TEAT	CW	REA	MARB	BMI	BII	CHB
111	1.40	1.40	114	0.78	0.46	524	647	199

#### CMF 822K MERCURY 14M



P44671797 / DOB: Aug 31, 2024 / Homozygous Polled  
 Sire: CMF 1720 GOLD RUSH 569G ET P44108010  
 Dam: CMF 333E ANN 822K P44471329

CED	BW	WW	YW	SC	SCF	MILK	M&G	
11.1	1.3	69	104	1.1	18.3	29	63	
MCW	UDDR	TEAT	CW	REA	MARB	BMI	BII	CHB
80	1.50	1.40	108	0.85	0.60	440	557	201

Saturday • Noon (CDT)  
 At the Farm • Lexington, TN

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#### CMF 637H MACON 59M



P44638598 / DOB: Oct 9, 2024 / Polled  
 Sire: STELLPFLUG GUNSMOKE 222 ET P44400396  
 Dam: CMF 147Y ANN 637H P44203379

CED	BW	WW	YW	SC	SCF	MILK	M&G	
2.6	3.4	73	122	1.8	27.1	35	72	
MCW	UDDR	TEAT	CW	REA	MARB	BMI	BII	CHB
121	1.40	1.50	105	1.11	0.24	566	668	176

#### CMF 245J CRAFTSMAN 432M



21299760 / DOB: Nov. 14, 2024  
 Sire: CONNEALY CRAFTSMAN 20132505  
 Dam: CMF 211C FOREVER LADY 245J 20401726

CED	BW	WW	YW	MILK
4	1.5	76	129	29
REA	MARB	\$M	\$B	\$C
.91	.72	99	164	312

#### CMF 289K NORTH STAR 408M



21299763 / DOB: Sept. 27, 2024  
 Sire: BEAR MTN NORTH STAR 20474708  
 Dam: CMF E4 KINOCENTRY BTY 289K 20690377

CED	BW	WW	YW	MILK
4	1.4	77	135	29
REA	MARB	\$M	\$B	\$C
.68	.98	107	150	302

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 and Charolais Bulls and Females.

#### CMF 104F POWERMAX 227M



M1012244 / DOB: Nov. 8, 2024  
 Sire: KEYS POWERMAX 57G M930804  
 Dam: CMF 25A WINDY 104F F1272458

CE	BW	WW	YW	MCE	MILK
14.0	-1.3	76	130	9.1	30
MTL	SC	REA	MARB	TSI	
67	1.0	1.02	0.32	283	



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# 2025 FED STEER WINNERS RECOGNIZED

## Missouri brings home two senior finalists

Shootout teaches young people about the cattle feeding industry. HRC Feed Yards LLC, Scott City, Kan., hosts the annual event. This year the Fed Steer Shootout attracted 96 junior participants in 24 states — from California to Pennsylvania — which entered 281 head of Hereford and Hereford-influenced steers. The 2025 winners received more than \$15,000 in scholarships and awards from the Hereford Youth Foundation of America (HYFA). The awards were presented at the 2025 World Hereford Conference coinciding with the American Hereford Association (AHA) Annual Meeting in Kansas City, Mo., on Oct. 24., during the Shaping the Breed's Future: Young Breeders Competition and HYFA Scholarship Awards Luncheon presented by VitaFerm®.

Each year, the Shootout's cattle performance awards are recognized alongside the top three junior members, in both the junior and senior age divisions, for their efforts and knowledge of the cattle feeding industry. Those top

three participants in each age division gave a speech and were interviewed by a panel of judges to determine the final placing.

Contestant of the Year – Top Three Finalists – Senior Division included:

- Joseph Schohr, Oroville, Calif.
- Jorja Ebert, Polo, Mo.
- Beau Ann Graves, Chillicothe, Mo.

Contestants in the NJHA Fed Steer

Shootout gained hands-on experience collecting feedyard performance and carcass data on individual and pen-of-three Hereford

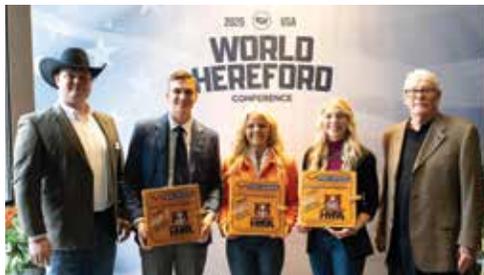
and Hereford-influence steer entries. Participants expanded their knowledge of animal health, nutrition, and marketing while feeding their steers at HRC Feed Yards in Scott City, Kan.

Their entries were harvested at National Beef Packing Co. in Dodge City, Kan., as potential candidates for the Certified Hereford Beef® brand.

This industry-leading program is made possible through support from Merck Animal Health, Allflex Livestock Intelligence and Cargill Inc., as well as generous sponsors like Texas Stardance Cattle and Bar One Ranch.

To test their skills, contestants submitted performance portfolios, which analyzed data reports from the feeding period and summarized what they learned. The top three junior

and senior division finalists advanced to compete for the prestigious NJHA Fed Steer Shootout Contestant of the Year title, in both the junior and senior divisions.



**CSR 25L Red Man 33N • P44683219**

Sire: Birdwell Redbird 7098 0558ET | MGS: Go King E33  
BW 78 lb.; WW 810 lb.

CE 6.4; BW 1.0; WW 70; YW 111; DMI 0.5; SC 1.7; SCF 21.5; MM 36; M&G 71; MCE 1.6; MCW 75; UDDR 1.50; TEAT 1.50; CW 76; FAT 0.044; REA 0.47; MARB 0.33; BMIS 444; BIS 548; CHBS 143  
Thick, deep, lot of performance with a good look



**MLR 77J Thunderation 133J 64M • P44678545**

Sire: Churchill Red Thunder 133J ET | MGS: NJW 79Z 2311 Endure 173D ET  
BW 78 lb.; WW 753 lb.; YW 1,118 lb.

CE 4.0; BW 1.7; WW 63; YW 97; DMI 0.3; SC 1.4; SCF 28.0; MM 39; M&G 70; MCE 1.1; MCW 81; UDDR 1.50; TEAT 1.50; CW 91; FAT 0.034; REA 0.92; MARB 0.35; BMIS 568; BIS 668; CHBS 167  
A great prospect by the popular Churchill Red Thunder 133J.

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**CSR 26G Golden Boy 569G 18N • P44683214**

Sire: CMF 1720 Gold Rush 569G ET | MGS: KCF Bennett Encore Z311 ET  
BW 83 lb.; WW 713 lb.

CE 2.1; BW 2.9; WW 73; YW 115; DMI 0.8; SC 0.8; SCF 22.0; MM 23; M&G 59; MCE -0.7; MCW 95; UDDR 1.30; TEAT 1.30; CW 99; FAT 0.024; REA 0.54; MARB 0.57; BMIS 482; BIS 605; CHBS 191  
A red eyed, dark red herd bull prospect



**CSR 83H Golden Boy 569G 21N • P44683215**

Sire: CMF 1720 Gold Rush 569G ET | MGS: NJW 113D 1010 Tough 126F  
BW 74 lb.; WW 736 lb.

CE 8.1; BW 1.3; WW 69; YW 102; DMI 0.6; SC 1.0; SCF 23.1; MM 29; M&G 63; MCE -0.2; MCW 77; UDDR 1.40; TEAT 1.40; CW 92; FAT 0.034; REA 0.50; MARB 0.42; BMIS 482; BIS 592; CHBS 166  
A lot of power in this herd bull prospect.



# DEFINING A GENETIC REALM

## KINGDOM



CHURCHILL KINGDOM 128J ET | 29HP0956

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CALVING EASE ★★★★★

AHA 44267937  
Born: 1/12/21



Dam - BR Validated B413 6035 7098, Churchill Cattle Co., MT & J M Birdwell, OK



Maternal Sister - Churchill Lady 219K ET, GKB Cattle, TX and Colyer Herefords, ID



Maternal Sister - Churchill Lady 4319 ET, GKB Cattle, TX

- » You will not find a truer herd bull look in unison with this kind of data package
- » His dam, 7098 is an absolute Hereford legend and his maternal sisters dominated the Churchill dispersal; this is your chance to tie into a highly proven, all-time cow line
- » Sons and daughters have been highly sought after by purebred and commercial cattlemen alike
- » Awesome fronted, great balance, with tremendous feet and his first daughters are making him known as a true udder improver
- » DNA tested homozygous polled, 100% pigment both eyes

LCX PERFECTO 11B ET  
**DM ALL AROUND 904G ET**  
DM L1 DOMINETTE 301 ET

EFBEEF BR VALIDATED B413  
**BR VALIDATED B413 6035 7098**  
BR BENNETT 4R Y428 2101 6035



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# VETERINARY VOICE BY DR. BISHOP

## Introduction to Bishop Reproductive Services

Written by Dr. Brianne Bishop

My name is Brianne Bishop, and I often “blame” the Hereford breed for why I became a veterinarian. I come from a long line of Hereford breeders, so depending on your generation, you might recognize me through Elwing Polled Herefords or AbraKadabra Cattle Company.

After seeing the benefits of artificial reproductive technologies firsthand, and spending time with veterinarians who came to our farm to do the work, I decided to study Animal Science in undergrad and then completed a dual Master’s program in Reproductive Physiology while attending veterinary school at the University of Missouri. In 2013, I participated in a Select Sires internship, working with AI reps and farms in Missouri, Indiana, and South Dakota.

Once I became proficient in AI, I began attending embryo transfer schools and practicing conventional ET in our cows at home. After graduating in 2018, I worked as an associate mixed-animal veterinarian near Jefferson City, Missouri, where I brought advanced reproductive technologies to clients, while continuing to grow my skills alongside their herds.

In 2020, I established Bishop Reproductive Services out of our farm near Fulton, Missouri. Our focus is donor housing and embryo collection at our facility, along with travelling throughout Missouri to perform embryo transfers. We also provide herd health work locally during the spring and fall. In 2023, I became AETA Certified, a program created by the American Embryo Transfer Association to establish clear and uniform guidelines for embryo

handling and labelling.

In 2024, our team began training to provide IVF services and partnered with Boviteq to send oocytes to their lab in Madison, Wisconsin. In 2025 alone, we performed 62 conventional and 261 IVF collections and transferred 1,570 embryos.

My husband, Logan, helps care for the donors, especially when heavy machinery is involved, and our kids, Mason (6) and Ellie (9), take over the facility in the summer and convert it into a show calf barn. We also maintain a small herd of our own that we hope to grow, with the goal of one day offering pregnant recipients.



# BISHOP

## REPRODUCTIVE SERVICES



**Spring OPU Dates** *Call or text to schedule (573) 864-8804*

**Feb 10**  
**Feb 24**

**Mar 10**  
**Mar 24**

**Apr 7**  
**Apr 21**

**May 5**  
**May 19**

**Jun 2**  
**Jun 16**

**Brianne Bishop, DVM • 1500 County Road 346, Fulton, MO 65251 • [www.bishoprepro.com](http://www.bishoprepro.com)**

# VETERINARY VOICES

By Dr. Brianne Bishop, DVM

## **Embryo Technology 101: What Every Breeder Should Understand**

Embryo transfer is an assisted reproductive technology that allows us to produce more than one calf per year from a specific female. In a cow's estrous cycle, she recruits multiple waves of follicles, but ultimately only one follicle ovulates and becomes a single embryo. With embryo transfer, we can capture more of that cow's genetic potential.

Each conventional embryo collection yields an average of seven to eight freezable embryos, with pregnancy rates typically ranging from 40–70%, depending on embryo type and management. Some donors consistently produce 20–30 embryos, while others may produce only one or none. Because of this variation, embryo programs should always be built around clear goals and realistic expectations.

### *Conventional Embryo Transfer vs. IVF*

In conventional embryo transfer, donor cows are hormonally stimulated so multiple follicles continue to grow within a single cycle. After breeding, embryos are collected from the uterus seven days later and either transferred fresh or frozen for later use. We typically allow donors at least two heats between conventional collections and collect them approximately every 60 days. Fresh conventional transfers generally result in the highest pregnancy rates, around 60–70%, while frozen embryo transfers are about 10% lower.

With in vitro fertilization (IVF), oocytes are collected directly from the ovary and fertilized in a laboratory

setting. IVF allows for more frequent collections, can be performed while a donor is pregnant (up to approximately 90–100 days), and offers more flexibility with semen use. A single straw of semen can often be divided among multiple donors, and frozen semen can be reverse sorted to select calf sex.

Both systems have advantages, and success depends on donor type, management, and overall breeding goals.

### *Who Can Benefit from Embryo Transfer?*

Any herd can benefit from embryo transfer as long as the donor cow has superior genetics or traits compared to the rest of the herd, and there is a plan in place to support the investment. Everyone's definition of a good cow is different, and producers are at different stages of their breeding programs.

Some herds begin by purchasing embryos rather than flushing their own cows. Commercial operations can also benefit by flushing highly productive females using sexed semen to generate replacement heifers that outperform the herd average. Over time, the genetic impact of those females can compound across generations.

### *Recipient Cows Matter*

Recipient cows play a huge role in embryo transfer success. Cows that calve unassisted, wean healthy calves, and breed back consistently make the best long-term recipients. While open cows can work well initially, expectations should be realistic when it comes to rebreeding and longevity.

Many frustrations with embryo transfer stem from unmet expectations around donor fertility, costs, or

pregnancy rates. Identifying which cows are worth continuing to collect from and ensuring donors leave the program cycling and reproductively sound is essential.

### *Management Is a Long-Term Game*

Embryo collection is often viewed as a short-term event, but oocytes undergo a 60-day developmental process before collection. Nutrition, mineral status, health events, and heat stress during that window all impact embryo quality.

This is why we often see reduced embryo quality in early fall, reflecting heat stress from late summer, and why I recommend waiting at least 60 days postpartum before beginning embryo collection on donor cows.

### *Looking Ahead*

One emerging trend I've seen is the increased use of registered cows as recipients, driven by rising commercial cow costs and limited forage availability. In some herds, all cows receive embryos, with cleanup bulls used to ensure non-ET calves still add value.

Another area to watch is genomic testing on embryos, which may eventually allow producers to make selection decisions earlier, provided pregnancy rates are not compromised.

Ultimately, recipient cows remain the bottleneck of the embryo transfer industry. Producing fewer, higher-quality embryos that result in strong pregnancy rates is far more valuable than maximizing embryo numbers alone.

# NATIONAL SHOW WINNERS ANNOUNCED

## Polled Premier Exhibitor won by Ferguson

National and regional Hereford show bull and female of the year winners, along with premier exhibitor awards, recognize Hereford breeders and exhibitors who present their cattle at the national level. To earn the coveted bronze cattle trophies, exhibitors collect points throughout the year by showing at national and regional events. Points were calculated throughout the 2024-25 show season, which ran from May 2024 through April 2025.

This year's winners were recognized Oct. 26 in Kansas City, Mo., following the conclusion of the National Hereford Show champion female drive at the American Royal.

### Polled Premier Exhibitor – Haleigh Ferguson, from Windsor, Mo.

SS25-WHC-01837: Northeast Polled Premier Exhibitor went to Haleigh Ferguson, Windsor, Mo.

A complete listing of bronze winners and premier awards can be found at [hereford.org](http://hereford.org).

The 19th annual World Hereford Conference, Oct. 22-26, 2025, in Kansas City, Mo., featured an educational forum, a celebration of high-achieving and influential Hereford breeders of all ages, an international sale and National Hereford Show.

The World Hereford Conference takes place every four years when delegates of the World Hereford Council meet to conduct official business aimed at



(left to right) Bailey Clanton, Austin Bahner, Marty Ferguson, Haleigh Ferguson Bahner, 2025 National Queen Nataleigh Belcher

breed improvement and opportunity development. It is a time for Hereford breeders from around the world to network and learn from one another — the U.S. is hosting for the first time since 1996.

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# AROUND THE BARN

## Obituary for Robert "Bob" Anthony Ebert

Born in the late 1940's, Bob had a specific way of being and grew up loving his family and his profession. This passion showed up in many ways and will be what he is most remembered by. Bob recently celebrated his 37th wedding anniversary with Carol, a trusted and cherished partner, who remained by his side as he navigated career successes and personal accomplishments.



Bob grew up on a diversified livestock and crop farm on the northeastern side of the world-famous Flint Hills in Kansas. He graduated with five classmates from Flush High School in 1965 and developed leadership skills while in 4-H and FFA.

He exhibited the Champion in the Junior Show at the 1966 American Royal. As a student at Kansas State University, he was involved with the Block & Bridle Club holding the offices of President, Vice President and Secretary; and was on the Livestock and Wool judging teams. Upon graduation, he went to work on the Rogler Ranch in the heart of the Kansas Flint Hills.

In November 1970, Ebert assumed the position as manager herdsman of Kittiwake Farms owned by the Sparks Family of Jasper, Alabama. At Kittiwake he fitted and showed cattle from New York to Colorado and sold cattle in production sales from Connecticut to Montana. He assumed leadership roles in various organizations including the Alabama Cattlemen's Association, the Alabama Polled Hereford Association,

the Alabama Purebred Beef Breeds Council, which he was a founding member, the North Alabama Polled Hereford Association, the Walker County Cattlemen's Association and Walker Farmers Co-Op.

In August 1985, Ebert was named the manager of the Beef Teaching Unit in the Animal Science Department at Auburn University. His primary responsibility was providing students an array of classroom experiences involving beef cattle and sheep. He assisted with research projects including the McLean burger and the development of estrus synchronization protocols. He completed a master's degree in Adult Education in 1992.

Bob also was involved in other Extension educational programs, including the national pilot Beef Quality Assurance Program. In 2002, he was honored with the Service Award presented by the National Livestock Grading and Marketing Association. He was recognized by the Alabama Cooperative Extension System for Superior Service Team in 2001 and Specialist/Educator in 2005. He served 20 years on the committee of the National 4-H Livestock Judging Contest.

When he retired from Auburn University in 2013, he was named Extension Specialist Emeritus. In 2014, Tuskegee University's Caprine Educational Program honored him with a Certificate of Appreciation and was awarded Father of the Year by the Alabama Cattle Women's Association. In

February 2025, Bob was inducted into the Alabama Livestock Hall of Fame.

He was a charter member and officer in the James Joseph McLean Council of the Knights of Columbus, Jasper, AL. He served as Grand Knight of the Auburn University Council 8696 and Youth Director for the Alabama State Council of Knights of Columbus. He has been an active member at St. Michael's Catholic Church, Auburn, AL.

He is preceded in death by his parents: Kenneth Ebert and Dorothy Weixelman Ebert; a sister Teri Ebert Brockish and her husband Joe; a nephew, Adam Brockish; and son-in-law Jimmy Couey.

Survivors include his wife of 37 years Carol Ann Ebert; his children: Anthony James Ebert (Nikki) of Polo, MO, and Robin Ebert Mays (Michael) of West Richland, WA; his three stepdaughters Pam Long Faletra (Stephen) of Woodstock, GA, Jennifer Long Couey of Montgomery, AL, and Beth Ann Long Eidson (Chris) of Homewood, AL. Additional survivors include 14 grandchildren and three great-grandchildren.

The family is deeply grateful for the wonderful caregivers who provided Bob with love and care during the last several years.

In lieu of flowers, donations in memory of Bob Ebert can be made to the Alabama Cattlemen's Association or St. Michael the Archangel Catholic Parish Church in Auburn, Alabama.

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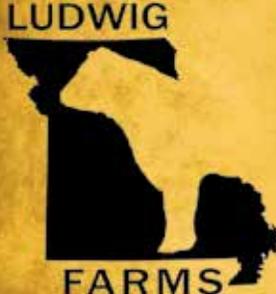
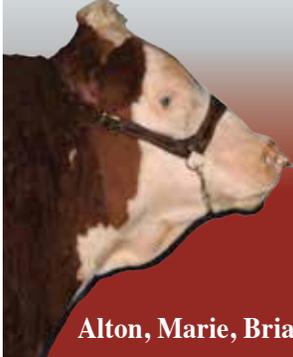
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## Missouri Cattlemen's Foundation Scholarships

Missouri's Cattlemen Foundation (MCF) recognized outstanding scholarship recipients during the 58th Annual Missouri Cattle Industry Convention & Trade Show. Awards were presented during a banquet celebrating youth achievement in the cattle industry on Saturday, Jan. 23, 2026.

Recipients were selected based on communication skills, leadership ability, academic achievement, and involvement in their communities and the agricultural industry. Scholarship support is made possible through MCF and its generous donors, who are committed to investing in the next generation of agricultural leaders.

The top five candidates included Jorja Ebert, Kate Fischer, Beau Ann Graves, William Hazelrigg and Kristin Waters. The top two recipients, who received additional scholarship funds provided by MCF and the Bob Richter Foundation, were Kate Fischer and Kristin Waters.

Scholarships were awarded to: Audrey Brumm, Brooke Brumm, Caroline Brumm, Elliott Cooley, Austin Doerhoff, Jorja Ebert, Kate Fischer, Rhett Forkner, Beau Ann Graves, Isaac Haile, Daisie Huth, Emma Hancock, Henry Hauser, William Hazelrigg, Selby Hulse, Marshall Kable, Claire McIntyre, Kenzie Milligan, Corbin Neil, Haden Oliver, Emma Opie, Megan Riegel, Isabela Rojas, Gage Swindler, Janie Triplett, Jordan Tucker, Grayson Turnmire, Kristin Waters, Lane Willard, J. "Grady" Woodcock, Carman Woodworth, Aubrey Youse and Gracen Colvin.



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# CALENDAR OF EVENTS

## MAR MARCH

- 13** Bradshaw Ranch Annual Bull Sale, Palmyra, MO
- 14** Rapp Premium Genetics Ride for the Brand Sale, Rockville, MO
- 21** Falling Timer Farm 17th Annual Bull & Female Sale, Marthasville, MO
- 23** Snowshoe Cattle Company Annual Bull Sale, Arthur, NE
- 26** Sweiger Farms Bull Sale, Weatherby, MO
- 28** The Cowman's Kind XXIX Bull & Female Sale, Lexington, TN
- 26-29** BOLD Leadership Conference, Desdemona, TX

## APR APRIL

- 1** MHA Membership Deadline (To be listed on the MHA website)
- 3-4** Valley Oaks Private Treaty Bull Days, Warsaw, MO
- 11** CMPHBA 127th Semi-Annual Sale, Cuba, MO

**15** Missouri Junior Hereford Association Membership Deadline

**15** HYFA Spring Scholarship Deadline

**18** WMC Cattle Co. The Complete Dispersal Sale, Wasola, MO

## MAY

**15** Junior National Hereford Expo Earlybird Entry Deadline

## JUN JUNE

**1** Missouri Opportunity Sale 'Intent to Nominate Form' submission deadline

**1** Junior National Hereford Expo Final Entry Deadline

**12-14** Missouri Junior Cattlemen's All Breed's Show, Sedalia, MO

## JUL JULY

**4-10** Junior National Hereford Expo, Madison, WI

**30** Ozark Empire Fair, Springfield, MO

## AUG AUGUST

**1-2** Ozark Empire Fair, Springfield, MO

**20** Missouri Opportunity Sale entry deadline

**13-16** Missouri State Fair, Sedalia, MO

**29-30** MISSOURI HEREFORD FIELD DAY, SW, MO

## SEPT SEPTEMBER

**19** 128th Central MO Polled Hereford Breeders Association Sale, Cuba, MO

**26** 417'S FINEST HEREFORD FEMALE SALE, Fair Grove, MO

## OCT OCTOBER

**10** PARTNERS IN PERFORMANCE PRODUCTION SALE, Lebanon, MO

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6.2	2.5	75	118	20.7	29	1.4	1.4



FTF Equity 539N

Equity x FTF Powerhouse 6623D ET

CE	BW	WW	YW	SCF	MM	UDDR	TEAT
14.3	-2.5	61	97	20.7	33	1.3	1.4



FTF Red Man 548N

Red Man x FTF Porterhouse 455B

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8.9	0.2	65	101	19.8	34	1.2	1.2



FTF Red Man 565N

Red Man x FTF Pragmatic 9721G

CE	BW	WW	YW	SCF	MM	UDDR	TEAT
8.5	1.6	64	101	26.7	34	1.3	1.4



FTF Distinct 509N

Distinct x Hitching Post

CE	BW	WW	YW	SCF	MM	UDDR	TEAT
7.7	1.1	62	91	24.8	32	1.4	1.5



FTF Distinct 589N

FTF Distinct 326L x FTF Frontier 0705H

CE	BW	WW	YW	SCF	MM	UDDR	TEAT
5.9	2.5	83	136	20.6	42	1.2	1.1



FTF Magnifico 527N

FTF Magnifico 120J x Houston

CE	BW	WW	YW	SCF	MM	UDDR	TEAT
4.5	2.8	81	126	18.4	39	1.3	1.2



FTF Masterful 5221N

FTF Masterplan 1707J x Torque

CE	BW	WW	YW	SCF	MM	UDDR	TEAT
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## Marthasville, MO

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