

Minnesota HEREFORD BREEDERS



LOOK FOR
GO-PHER THE PURPLE SALE
CONSIGNMENT ENTRY FORM
- AND -
JUNIOR GRANT APPLICATION
INSIDE!

FROM THE PRESIDENT:

By: Kent Heins

Greetings,
What a great time of the year!

The leaves are starting to fall from the trees, crops are being harvested, schools are, um, partially open, football is, um, starting...and we're all dealing with the strange times with Covid-19. What an odd situation to find ourselves in! With all of the strange and odd things going on around us, progress in 2020 may be challenging, but our need to be resilient is key.

By now, I'm hoping you all have received the Feeder Calf Survey that was put together by the committee defined in the 2019

annual meeting. The committee felt the best way to determine the next steps for our association with respect to the plans we can develop for feeder calves and feeding fat cattle is to gather information from the members. Thanks to all that have filled out the Survey on line and mailed their survey. We have received some good feedback but we are looking to hear from greater than 80% of our members. If you haven't already filled out the form, please check your email from Kory Kruse as he has sent you a link in your email for the Survey. The plans for this survey are to use the information to guide the next steps to add value

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FROM THE PRESIDENT – CON'T.

to our members and the Hereford Beef market into the future. Much like the current Covid situation we are in, this too will take some resiliency to get to the point where we are opening markets for Hereford Cattle.

The next major event we have coming up is the 40th Annual Go-Pher The Purple Sale, annual meeting, and banquet. This too will require more resiliency than we've required in the past to be able to host the events that have been going for the past 40 years. The board is working to understand the guidelines that we will need to use to plan a successful event in December. The Sale will be held at the fairgrounds, as usual, the sale will also be hosted online as we have done in the past. There may be changes we need to make to follow the guidelines but we do feel that we can pull off a successful

sale. The Banquet may be a bit different than we've done in the past, but we do have some exciting honorees that will be inducted into the Hall of Fame. These honorees are well deserved and we look forward to celebrating with them on December 11 in Hutchinson. As we continue to plan and move closer to December 11-12, more communication will be sent out via email to ensure that we are properly communicating with everyone the guidelines that we are required to stay within.

These times are different for all of us, but if we are all pursuing the same objective of producing the best Hereford Cattle we can, the resiliency will pay off.

Thanks and I look forward to seeing you in Hutchinson.

-Kent

DIRECTORY COVER PHOTO CHALLENGE:

Please submit your best photo(s) that can be used as cover art for the upcoming directory. We would like a photo of Herefords from Minnesota for the 2021-2022 State Directory.

Send to kmkruse96@gmail.com

Next Newsletter: February 2021

Deadline: January 5, 2021

Submit info and photos to Makayla: jmflower.11@hotmail.com

PYRAMID PILGRIM 8037 ET

REG 43941128



Selling semen - \$40/straw, no cert.
Owned with TSR Cattle.

CE	3.3
BW	3.3
WW	63
YW	95
MILK	31
REA	0.39
CHB	103
ADJ 205:	714

Dam of 8037
FHF 10H Victra 31S



One of the first Pilgrim sons to sell, Pyramid Pilgrim strives from the great 31S cow out of the Frederickson Ranch. 31S records 9 calves at 99.6 for birth, 105.9 for weaning, and 15 progenies at 104.9 for marbling. She adds depth and performance to her offspring without sacrificing birth weight. Pilgrim is an upcoming star in the Hereford world with amazing qualities and a matching EPD profile. Additionally, his full brother was a part of Hoffman Ranch's grand champion carload.

**BULLS, HEIFERS, BRED HEIFERS, AND F1'S
FOR SALE YEAR ROUND.**
OUR BULLS COME WITH A ONE YEAR BREEDING GUARANTEE.



Walsh Family Herefords

TOM WALSH FAMILY - 705 100TH ST. SE DEGRAFF, MN 56271 | TOM: 320-760-2607 | JACKSON: 320-368-0225



AHA has started a 5 year partnership with Merck Animal Health to advance our producers knowledge of Merck Animal Health's products and protocols to help ensure a healthy herd. If you are interested in more of what Merck has to offer go to this link:

<http://www.the-best-defense.com/primevac.aspx>

FROM OUR AMERICAN HEREFORD ASSN. FIELD REP.

By: Alex Acheson

The field staff at AHA has taken on a larger role in trying to help market commercial cattle. If you or one of your customers would be interested please contact me to discuss the options that are out there. You can find some information on the AHA website under the Commercial tab. I would also like to remind you that HRC Feeders is going to host the Hereford Feedout again this year. Additionally the Jr. Fed Steer Shootout will be held at HRC Feeders this year. This is a great opportunity to feed a set of calves out and get data back. I would invite everyone to consider taking part in this opportunity. If you are interested, please let me know so we can work on grouping cattle up to possibly get a truck load from an area to help with freight.

To learn more about the Hereford Feedout program you can follow this link: www.hereford.org/genetics/breed-improvement/feedout-program/

I would like to let you know that the AHA has added an exciting new service to help advertise your genetics and get your program noticed DIGITALLY. We now offer a way for you to target people on social media and/or through ads that show up on digital devices. I have attached the AHA Digital Advertising flyer that covers what we have to offer but I would love to be able to discuss and share just how much these opportuni-

ties can do for you. As we think about fall sale season I hope you check the Hereford Sales calendar on the website and also look through the catalogs that are posted there. If you have a catalog I would strongly suggest you posting it with Herefords On Demand. Herefords On Demand catalogs are cutting edge in providing a catalog with up to date EPD's and each lot can have support photos and a video.

Also, don't forget to reach out to me if you are interested in building a catalog/mailler to utilize our mailing list or if you would like to place a banner ad on the AHA website.

I hope to see you all down the road at the next Hereford event in your area.

Thanks,
Alex Acheson
Field Representative, North Central Region #3
American Hereford Association
785-366-1185
aacheson@hereford.org



MN BEEF COUNCIL UPDATE

By: Jeri Hanson

GREETINGS!

As I begin my second term serving on the Minnesota Beef Council, I would like to thank all of you who supported me in District 8! It truly is a privilege to represent the cattle industry on this board!

As all of you have had to change how you do business, our board has also. In January, we were able to have our quarterly meeting in-person. Then in April, the quarterly meeting was held via Zoom. Then in July, our Annual Meeting, was able to be held in-person, however, moved to a different location that had a larger room to accommodate the regulations and space provided per person. We are all hoping the November quarterly meeting will be able to happen "as usual!"

During all the unknowns this past spring, we were also busy interviewing for a new CEO of the Minnesota Beef Council. After 8 years, Karin Schaefer made the decision to accept another position. She had done so much for this organization over those years that we knew it would be a tough job to find just that right person to continue moving forward with the same enthusiasm and true concern for the Beef Check-Off as she had in the past. I am very happy to say that we did find that person in Kelly Schmidt! He brings a lot of knowledge and true passion to the job!

Not only did we need to change how meetings are held but the staff was required to be creative and come up with ideas on how to continue the promotion, education and research without in-person events:

- Promotion – due to no State Fair, they did a "12 Days of State Fair Giveaways"; partnered with food bloggers to launch a series of recipes featuring beef and ways to cook it to target the audience now at home; weekly radio segments through July communicating with producers, just to name a few. A few in-person events are starting to happen, with guidelines being followed.

- Research – two projects have been completed and the reviews were sent to the committee members besides having Zoom meetings with the researchers. One project is still ongoing.

- Education – the summer intern, Makenna Winkelman, was able to travel around the state to highlight individual producers and restaurants. Also, Allison VanderWal was hired in May as the Executive Director/BQA Coordinator for the MSCA - she has begun scheduling BQA trainings for September, some in-person and some via video, working also with the U of M Extension. Look for more news on dates and locations or contact the office if you are due to update your BQA certificate.

This is a short synopsis of what has been happening at the Minnesota Beef Council the last few months. If any of you have any questions, concerns or suggestions, please contact the office or myself. The website for the MBC is www.mnbeef.org.

Jeri Hanson, MBC Secretary



Photos taken at a SD Hereford Association Event that Jim and Jeri went out to help grill steaks for the PGA Tour Champions Third Annual Sanford International that was held at the Minnehaha Golf Club in Sioux Falls on September 11. They helped grill approximately 300 Hereford beef ribeye steaks, supplied by Coborns/ Greater Omaha out of Mitchell, SD. The steak sandwiches were handed out to Veterans, Military, EMT, First Responders, Firemen, and Police personnel in attendance, plus spectators along one of the fairways. It was a fun day working alongside Hereford Breeders from South Dakota!





AGAINST ALL ODDS

By: Montana Lawrence

Against all odds, the National Junior Hereford Association (NJHA) was able to move forward with the highly anticipated Junior National Hereford Expo (JNHE). Despite the ever changing climate of COVID-19 pandemic, the NJHA found a way to host a highly successful youth event in Kansas City, Missouri, the home of the American Hereford Association Headquarters. Over 600 junior members attended the event and exhibited over 1,000 head of Hereford cattle. Each year, members of the Minnesota Junior Hereford Association attend this great event and each year they contend strongly with their counterparts from across the nation. This year was no different.

The 25 MN juniors that attended the JNHE excelled in their class placements as the Sullivan Supply Showmanship Contest. For each of the perspective shows, there were MN junior's who placed exceptionally high in their classes and received strong feedback from the judge of their perspective show. In the showmanship contest, several members received callbacks to the semi-final round and one senior member, Tar Tut, was selected as one of the top 20 showmen in attendance at the JNHE.

The excellence our members exhibited outside of the showing was equally grand as their performance in the show. Longtime member of the MN Junior Hereford Association was recognized as an Outstanding State Junior Member. Hannah has served as the Treasurer of the MN Junior Hereford Association Board of Directors for two consecutive terms. She has served as the Minnesota Hereford Queen and acted as a state delegate on multiple occasions. Hannah has attended a total of 10 JNHEs during her career as a junior member and she has always acted as a role model and friend to her fellow members. Each year the National Hereford Women and the Hereford Youth Foundation of America award several scholarships to junior members who exhibit excellence in a variety of categories. Minnesota junior member, Montana Lawrence, was a recipient of not one, but two prestigious scholarships. The John Wayne Memorial Scholarship and the Poll-ett Founders Scholarship. The John Wayne Memorial Scholarship is awarded to a member who has made outstanding contributions to agriculture and the Hereford Industry. The Poll-ett Founder scholarship is awarded to an individual who is seeking to continue their education through post-secondary or graduate work. The

scholarship is awarded in honor of the founders of the National Organization of Poll-etts. Lawrence has maintained extensive involvement in both the State and National Junior Hereford Association. She has served as the Minnesota Hereford Queen as well as the President of the MN Junior Hereford Association. In 2018, Lawrence campaigned for a position on the National Junior Hereford Board of Directors and was elected. Since being elected to the board, she has served as the Associations Membership Chair, and was recently elected to serve as the 2020 Chairwoman of the NJHA. This spring, Lawrence graduated from the University of Minnesota Morris with a double major in Political Science and Studio Art. She will be continuing her education this fall, pursuing a law degree at Mitchell Hamline School of Law.

The newly elected Chairwoman was not the only MN Junior member to receive a prestigious scholarship. Her brother, Wyatt Lawrence was the recipient of the National Junior Merit Scholarship. The National Junior Merit Scholarship is one of the most prestigious awards that a young and aspiring cattleman can receive. The award includes an academic scholarship and an expense paid trip to a cattle operation of the recipients choice. Lawrence has served in several leadership positions on the state junior board of directors including two consecutive terms as the associations president. He has excelled in showmanship and judging on a state and national level as well as being the recipient of several young cattlemen's awards. In 2019, Lawrence followed in his sister's footsteps being elected to the National Junior Board of Directors and during this years' JNHE, Lawrence was elected to serve as the 2020 membership chair for the National Junior Association. Over the coming months, Lawrence will have the opportunity to choose which cattle operation he will be touring and start his final year of school at the University of Minnesota where he is majoring in Agricultural business.

Only a few MN members were highlighted at the national level this year, but the MN Junior Hereford Association has always produced amazing young people willing to go above and beyond to excel in every aspect of their life. During this time of uncertainty, it is good to know that the industry is in the hands of such strong young people who will always go above and beyond to make a positive impact.

JUNIOR UPDATE:

By: President Hannah Kruse

Hello everyone! I hope all is well for you and your families as it has been a crazy year.

Here is just a brief update from the juniors. We still held our Midwest Regional Junior Hereford Show, but this year was a little different as it was held at the Sioux Falls, SD fairgrounds. It was a great success and the exhibitors had a blast.

We also had exhibitors head down to the National Hereford Expo in Kansas City, Missouri. This year, most of the competitions were held virtually but it was still a success.

We are also looking forward to seeing everyone at the Go-Pher The Purple Sale as we have lined up the donation heifer and are excited to raise some donations for our program at the Silent Auction.

Hannah Kruse - President

- 2021 Junior Events -



ADS WANTED

ISSUES: FEBRUARY 2021 AND AUGUST 2021

SIGN UP FOR AN AD PLACED IN THIS NEWSLETTER! - FULL PAGE: \$100 | HALF PAGE: \$50

*Newsletter mailed to the entire MN Hereford Breeders Membership
Emailed to Hereford Breeders in MN, IA, WI, SD, ND*

*Contact Makayla: jmflower.11@hotmail.com
to sign up for an ad*



CHB REPORT

By: Trey Befort



The Certified Hereford Beef team continues to work diligently to service existing food service and retail partners around the country. The COVID-19 pandemic has brought many challenges to all segments of the industry, and the CHB brand continues to stay committed to taking care of its partners, providing education and marketing assets to drive consumers to the meat case and restaurants using the CHB product.

Added emphasis has been put towards marketing and brand awareness to end users and consumers, driving additional demand for the brand. Working with further processors to increasing the offering of value-added CHB items available, complimenting the diverse boxed-beef portfolio, has also been a focus of the brand. The CHB brand has a very bright future with endless opportunities for growth and success in the marketplace.

*Providing Real World
Reproductive Solutions!*

*'Breeding season sneaks up
on a guy. Contact me with your
questions and let's make a plan
for your program!'*

Neil Johnson
call or text - 507.215.1114
email - dandyacresent@gmail.com

EMBRYO SERVICE

- Donor Flushing
- Embryo Freezing and Storage
- Embryo Transfers, Fresh or Frozen
- Donor Housing with Protocol Management

IVF SERVICE

- IVF Services by ABS on-site at Dandy Acres Enterprises
- No FSH required - no shots
- Production Based Pricing - only pay for grade 1 embryos
- Donor Housing Available
- Drop-ins Welcome - call for IVF schedule



*Look for our Herefords
at the Go-Pher Sale!*

DANDY ACRES

Gregg & Nancy Johnson | Neil & Katie Johnson

898 State Highway 23, Pipestone, MN 56164

Gregg - 507.227.5331 Neil - 507.215.1114



JANUARY & FEBRUARY LITTERS
DUROC YORKSHIRE BERKSHIRE

Annual **23rd** **4.9.21**
PRODUCTION SALE
FRIDAY @ 6PM
PIPESTONE, MN



GO-PHER WEEKEND:

December 11, 2020

1:00 PM Annual Meeting - McLeod County Fairgrounds in Hutchinson, MN

6:00 PM Social Hour - Days Inn in Hutchinson, MN

7:00 PM Banquet - Days Inn, following social hour

December 12, 2020

12:00 Noon Go-Pher Sale - McLeod County Fairgrounds in Hutchinson, MN

2020 IS A DIRECTORY YEAR

**A DIRECTORY AUCTION WILL BE
HELD AT THE END OF THE BANQUET.**



MN Hereford Breeders

Makayla Flower
1630 10th St. NW
Holloway, MN 56249

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