

Minnesota HEREFORD BREEDERS



THANK YOU TO OUR
AUGUST SPONSORS:

HARV'S HAPPY HEREFORDS
SLEEPY HOLLOW FARM



FROM THE PRESIDENT:

By: Kent Heins

Greetings to everyone! I'm hoping that the rain has found you all and been able to sustain the crops and pastures for the rest of the summer, if nothing else, another prayer for rain never hurts!

As the Summer starts to wind up and everyone is thinking the rain, getting enough heat, the final county fair push and into the state fair. Like normal for all of us there is plenty going on.

The main thing I'd like to share with you is an update on the Premium Whiteface Feeder program. You should have seen emails with a survey, postcards, and additional information requesting your interest and

input. We have received information from 34 different farms with around 800 head of cattle regarding the program. Thanks to all who have been willing to share information! This is a great start and gives us something to work with. The learning and connections we've made related to a plan to help our members have more success with their feeder steers and heifers have been tremendous. The more we've talked to members and others in the industry we feel we are on the right track. Ross, Jim, and I will be finalizing our plans shortly based on the feedback we have received from our members. My honest thought is that there will be some trepidation in committing your cattle to a new and unproven plan, we ask for

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MIDWEST REGIONAL HEREFORD SHOW

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FROM THE PRESIDENT

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your patience and help to make this program a success. We feel the connections we've made will help ease the concerns. My ask from you as members is that if you have any suggestions and input please feel free to reach out and share. I've received several phone calls and the information is welcomed. As we finalize the plans, we will be sharing the details with you via email and printed mail. The next step after our selection process is to roll out the plans and get a solidified quantity from each of the members participating. This is an exciting program that we've spent a considerable amount of time researching and planning in order to help our members and breeders of these great Hereford cattle.

I look forward to seeing you this fall.
Take care.
Kent
612-280-4260

Save the Date!

2021 MINNESOTA BEEF EXPO

OCTOBER 21-24, 2021

Hereford Sale Date: October 23rd, 11:00 a.m.

Please consider consigning to the MN Beef Expo Sale! We will need 5 heifers to have a breed sale, watch the MN Beef Expo website for more information: www.mnbeefexpo.com. Information is usually due the first week of September.



Next Newsletter: February 2022

Deadline: January 10, 2022

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

HEREFORDS


We breed 'em and feed 'em!

BUYING HEREFORD INFLUENCED FEEDER CATTLE, NO GROUP TOO BIG OR SMALL!

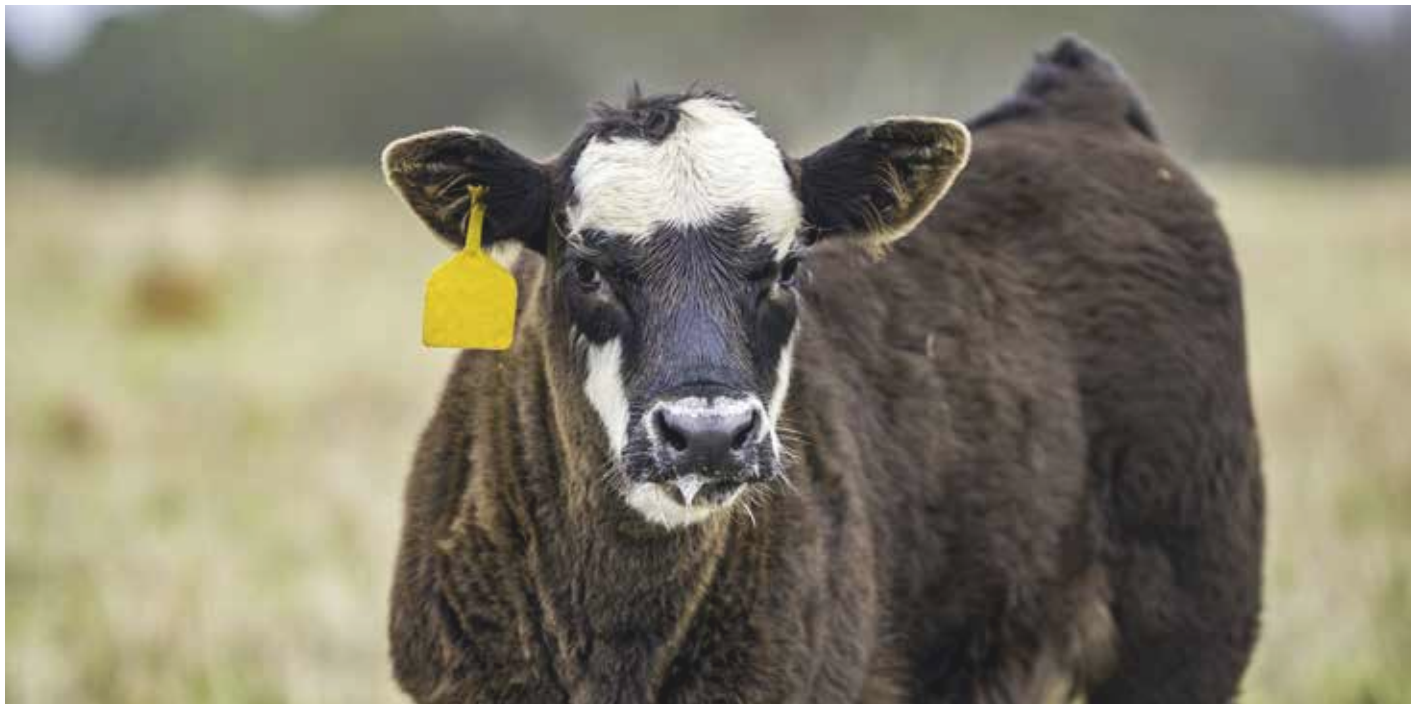


Sleepy Hollow Farm

THE JOHNSON'S
Mark, Jeanne, Trevor & Tate
Centerville, South Dakota

 Like us on Facebook

Contact
Mark Johnson
605-212-2387



FROM OUR AMERICAN HEREFORD ASSN. FIELD REP:

By: Alex Acheson

Where did the summer go? The early heat and then cool weather and then that summer heat cranked up way higher than any of us probably wanted it to. We were all probably thinking summer would go on forever! Somehow, we are already in back-to-school mode around my house. That means I am working on my fall sale calendar and trying to get a road map laid out to get through sale cattle and work in more herd visits. I really hope the weather starts to act like it should and we can enjoy the fall a little more. I had hoped to get more visits in this summer but with the heat and the terrible drought it has made for tough cattle viewing days. We are praying for cooler weather and moisture for everyone.

Speaking of fall, if you haven't already, it is important to get a marketing plan together for your feeder calves. Many are discussing early weaning calves which can mean changes to how you typically market your calves. There has been strong demand for calves so far on the video markets and we have seen the black baldy calves demand a premium! If you are looking for marketing assistance, we are still working with S=Cattle Company on getting bids on load lots of calves. Those would mostly head to Colorado, but they have started working with some backgrounders and feeders in Kansas and Nebraska as well. Please contact me if you have calves to market and we can discuss the different ways we may be able to help. As always there is the AHA's Marketplace on the website. This is a free to list source that puts your cattle on the email list that is sent out weekly to known buyers as well as included in other Hereford emails. You can go to this link for more information <https://hereford.org/commercial/programs/feeder-cattle-sales/>

If you have females to list, you can also do that on this link here <https://hereford.org/commercial/marketplace/female-listings/>

Tour Season is coming up for most of Territory #3

*Kansas Hereford Tour

Southwest Kansas, August 21

*Nebraska Hereford Tour

Southwest Nebraska, September 11

*South Dakota Hereford Tour

Central South Dakota, September 27-29

The Junior National Hereford Expo was in Kansas City again this year due to covid concerns. We ended up with over 800 kids from 41 states and a lot of cattle! Congratulations to the exhibitors on their successes in and out of the ring. I truly believe no matter the color of ribbon the kid is getting if they are the one doing the work, they are all winners and will be more successful in life. If you haven't been to a Junior National, I encourage you to go, even to just watch. Amy and Bailey have that program running like a well-oiled machine and other than a few days in July when we go help, they manage that event the other 360 days of the year on their own. The days are long at JNHE but the kids coming to the ring with a big smile and giving fist bumps and high fives really make it fun.

Put the AHA annual meeting on your calendar October 22 and 23 in Kansas City, MO.

I look forward to seeing you down the road at the next event or sale.

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 July comes to a close and we head into August, I'm praying most of you have had some relief from the heat and dry conditions – it's been a tough summer for too many!

Minnesota Beef Council had their annual meeting on July 12, 2021, in Luverne, MN. Our council holds this meeting each year in conjunction with the Minnesota State Cattleman's Annual Meeting and then the tour the next day. It has worked well over the years for those producers wanting to take in as much as they can in two days.

At our meeting, we elected the officers for the next year – July 2021 – June 2022. They are as follows:

Chairman Neil Johnson
 Vice-Chairman Tom Olson
 Secretary Jeri Hanson
 Treasurer Duane Munsterteiger

All other committee appointments/elections were also held.

Since our last newsletter, we had a new hire at the MBC office. She is Ashley Kraemer! She is the Minnesota Beef Council Communications Director. Her first day was July 6th so she is just "getting her feet wet!" After meeting and visiting with her at the annual meeting, I know she will do a great job for our organization!

Al Lyman, NCBA Federation Chairman for Region 3, reported a couple facts at our meeting that I found interesting!

· From 1977 to 2020 - 2/3 of the number of cattle raised today, produce the same amount of beef as was produced in 1977 = sustainability!

· Currently there is an \$11.91 return for every \$1.00 invested in the beef checkoff. Through education, research and promotion the beef checkoff does help to Grow Beef Demand - locally, regionally, nationally and globally. Where else can you get that kind of return on your money?

If anyone has any questions regarding the Beef Checkoff or Beef Council, please contact the office (763-479-1011), or any one of the current members including myself (507-828-2211).

Jeri Hanson, MBC Secretary

Sires used in our herd.



Churchill Kickstart 501C



AH JDH Munson 15E ET



Mohican THM Excede Z426



Churchill Red Baron 8300F

HARV'S HAPPY HEREFORDS

Harv's Happy Herefords is a small farm outside of Hanley Falls that was started in 2017. We focus on staying small, while being committed to building a good quality herd. From our start in 2017, we have continued to grow with purchases from Lamb Bros, Larson Hereford Farm, Delaney Herefords, DaKitch Hereford Farms, Lester Schafer Herefords, and Churchill Cattle Company.



TH 409A 475Z Due North 361C ET



Innisfail WHR X651/723 4013 ET



Behm 100W Cuda 504C



KT Small Town Kid 5051

OFFERING:

*Bull and Heifer calves each fall
by private treaty.*

HARV'S HAPPY HEREFORDS

Kelly and Connie Timm

2109 510th Street

Hanley Falls, MN 56245

Kelly: 320-226-3935

Connie: 320-226-0883

kctimm75@mvtvwireless.com

NATIONAL JUNIOR HEREFORD EXPO:

By: Keely Neil

National Junior Hereford Expo was enjoyed by 29 MN exhibitors and families showing almost 50 head of cattle. We were joined by some families making the journey for the first time and we celebrated with Hannah, Halle and Wyatt as they participated in the last JNHE. The week started July 3rd as many of us made the journey down interstate 35 to Kansas City, MO to enjoy the week full of networking, contests, hanging out with friends both new and old and showing cattle! We had many highlights from our trip!

1. Haley Mouser was voted as our outstanding JR member and was honored at the opening ceremonies.

2. Haley Mouser and Wade Lawrence were our voting delegates and had the opportunity to meet the Jr. members vying for one of the 4 positions on the JR Board.

3. Will Freking was selected Champion Bull!

4. Haley Mouser placed 1st in Extemporaneous speaking and 1st in the Future Professional Contest and tied for 3rd in the Judging Contest.

5. Halle Walsh participated in the photo contest and was awarded 1st place in the people category.

6. Montana Lawrence, who served as the Chairman of the Jr. board for this past year, delivered a wonderful retiring address, just before handing off her maroon jacket to Tar.

7. Tar Tut was elected to serve on the Jr. National Hereford board for the next 3 years.

Congratulations to everybody on their accomplishments throughout the week. Next year will take us to Louisville, KY.



Hannah, Wyatt and Halle at their last Jr. National.



Montana's retiring address.



Montana handing off her Maroon Jacket to MN's newly elected board member, Tar Tut.



MINNESOTA CATTLEWOMEN:

By: Michelle Mouser

Over the course of 49 years, the Minnesota CattleWomen's Association (MNCW) has served beef enthusiasts in promotion, education and leadership. In 2021 the MNCW are reviving, refreshing, and refocusing their priorities.

Women who raise cattle are a beautifully diverse group. From the sole operator/owner of their farm, to those who keep books and manage the home front, each one plays an integral role in the success of our beef industry. At the heart of the MNCW is a desire to encourage, promote, and support these women. To that end, MNCW Leadership has dubbed 2021 as the "Great Minnesota Comeback."

The year kicked off on April 17 with the "Pulling Through Calving" luncheon and tour hosted by Schiefelbein Farms. The event was well attended and well received. Alaina Mousel from Shady Oaks Red Angus was our keynote speaker. Following lunch and a tour of the calving facility the day ended with a panel discussion featuring Dr. Bonnie Miller, DVM, Alaina Mousel, and Rachel Gray of Little Timber Farm.

On July 24, Mouser Herefords in Tenstrike, MN, hosted the CattleWomen's event, Women in Ranching Education and Development (WIRED). WIRED is an educational program designed by the American National CattleWomen (ANCW) to provide a day of hands-on learning. Highlights of the day were quietly moving cattle with Dr. Kip Lukasiewicz from Production Animal Consultants, working chute-side with Dr. Gib Mouser, and implanting frozen ears with Jennie Hodgen from Merck. Speakers throughout the day were Allison VanDerWal, BQA; Dr. Jerry Rausch, trace minerals; and Jill Peine, fetal programming. Our day ended with an excellent panel discussion focused on the relationships necessary for success in the beef industry. Panelists were: Paul Rydeen, Rydeen Farms; Jill Weber-VanDerWal, Four Corners Farms; Mitch Barthel, Tri-County Stockyards; Brian Schatz, President MN Assoc. of Meat Processors; and Jessica Heiden, Heiden Century Farms. The day ended with prime rib dinner and closing remarks from Reba Mazak, ANCW President-Elect of Florida.

Right around the corner, on September 18, women are invited to Armstrong Farm in Owatonna, MN for "The Butcher and The Chef." This will be an evening dinner event where we will watch and learn as the butcher carves out different cuts of beef and the chef prepares a delicious dinner. Bring your appetite along with questions and enjoy!

MNCW will then host their annual Minnesota Beef Ambassador competition during the Minnesota Beef Expo, Oct. 21-24, at the MN State Fairgrounds. The competition is open to youth ages 16-19 who have a desire to promote beef and develop their leadership abilities while connecting with consumers. Details on the competition are available at mncattlewomen.org.

The 2021 Beef Ambassador team consists of Kestlyn Willert, freshman at the U of MN, from Brookings, SD; Haley Mouser, junior in high school, from Tenstrike, MN; Emma Heiden, a sophomore in high school, from Rushford, MN; and Audrey Redalen, a freshman in high school, from Chatfield, MN. Be sure to follow them on social media at [@mnbeefambassadors](https://twitter.com/mnbeefambassadors).

The Great Comeback of 2021 will come to an end with the CattleWomen's annual meeting in Hinkley, MN at the Minnesota Cattle Industry Convention, Dec. 2-4.

In order to meet the needs of cattlemen in every stage of the beef industry, MNCW events focus on current industry issues, building a strong network of connections, and strengthening leaders in our industry. Visit www.mncattlewomen.org to learn more about MNCW membership, details on upcoming events or to register for any event. Questions? Contact Michelle Mouser at minnesotacattlewomen@gmail.com.

PHOTOS FROM THE WIRED EVENT - JULY 24



Brooke Geislinger and Haley Mouser had breakfast with Reba Mazak, President-Elect of American National Cattlewomen



MIDWEST CLASSIC SHOW RESULTS:

Pipestone, Minnesota

Champion Bull - Will Freking
Reserve - Taylor Lacek

Champion Steer - Makayla Simmermom
Reserve - Kendra Reed

Champion Cow/calf - Camryn Houselog
Reserve - Halle Walsh

Champion Bred and Owned - Riley Rasmussen
Reserve - Hannah Neil

Champion Herford Heifer - Natalie Marshall
Reserve - Madelyn Thompson

Champion Sr. Showmanship - Wyatt Lawrence
Reserve - Hannah Neil

Champion Intermediate Showmanship - Haily Green
Reserve - Mabry McGunegill

Champion Jr. Showmanship - Riley Rasmussen
Reserve - Kane Grace

Champion PeeWee Showmanship - Madilyn Thompson
Reserve - Weston Grace

Champion Team Fitting - Hannah Neil, Bella Pressnall, Taylor Reed
Reserve - Camryn Houselog, Natalie Marshall, Brooklyn Marshall



Champion Steer
Shown by Makayla Simmermom
Sponsored by Neil Farms



Champion Cow/Calf
Shown by Camryn Houselog
Sponsored by J&J Hanson Herefords



Reserve Steer
Shown by Kendra Reed
Sponsored by Delaney Herefords

ADS WANTED

ISSUES: FEBRUARY 2022 AND AUGUST 2022

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, and ND*

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



Rhett, 4-year-old son of Jody (Hanson) and Brandon Anderson practicing leading Rosie!



Jim and Jeri Hanson celebrated their 32nd Wedding Anniversary on July 22! They have been raising Hereford cattle together for 21 of those years!

MIDWEST REGIONAL HEREFORD SHOW



Champion Heifer
Shown by Natalie Marshall
Sponsored by GVF Herefords



Champion B&O Heifer
Shown by Riley Rasmussen
Sponsored by Focus Marketing Group



Reserve Heifer
Shown by Madelyn Thompson
Sponsored by Atkins Herefords



Reserve B&O Heifer
Shown by Hannah Neil
Sponsored by Hereford America

MN Hereford Breeders

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

Deliver to: