



Iowa Hereford Breeders
Association
every calf deserves a white face

February 2013 Newsletter

Expo Sale Bigger & Better!

Some 40+ breeders nominated more than 100 head of cattle for this year's Iowa Select Hereford Sale at the Iowa Beef Expo and the daunting task of choosing the elite offering again fell to Joe Rickabaugh of the American Hereford Association. Because of such strong interest and demand, the IHBA sale committee decided to increase the size of the offering, so this year's consignment is comprised of 70 lots, which Rickabaugh enthuses is even better than last year's. The outstanding set of cattle includes one coming 3-year-old bull, 23 bulls born in 2011, 18 2012-born bulls, nine bred heifers, 17 yearling heifers and a choice of two embryo packages. Offered by breeders in Iowa, Illinois, Wisconsin and Missouri, they represent genetics of some of the breed's most outstanding sires.

Sale day is Thursday, Feb. 14, and schedules have been adjusted to accommodate the larger offering. All sale cattle will parade in Pioneer Pavilion on the Iowa State Fairgrounds beginning at 8:30 a.m. Buyer numbers will also be available in the ring at that time. The sale will begin promptly at 11:30 a.m. in the north annex of the beef barn. Auctioneer is Monte Lowderman.

See ad elsewhere in this newsletter for a complete list of consignors.

Breeders and other interested parties are invited to a free, come-as-you-are open forum with Jack Ward, American Hereford Association chief operating officer and director of breed improvement, at 5:30 p.m. on Wednesday, Feb. 13, in the lower level of the Gammon Barn. Come early to enjoy refreshments provided by Hawkeye Breeders Service, Adel. If you have specific questions you would like Ward to address, please send them ahead of time to becky@iowahereford.com or mail to Becky Simpson at 13359 280th St., Redfield, IA 50233-6014.

More than 1,100 four-color catalogs have been mailed to all current IHBA and IJHA members as well as to previous buyers and others who have requested them or who registered for buyer numbers at previous Expo sales. The catalog is also available online at www.iowahereford.org or www.herefordmarketplace.com. Thanks to Marilyn Lenth of Postville for the attractive pasture shot used on the catalog cover.

The sale will be broadcast by LiveAuctions.tv for those unable to make it to Des Moines. If you wish to bid online, you must register at least two days prior to the sale.

Cookies for the IHBA booth on both Wednesday and Thursday are always welcome.

PLANNING AHEAD

Feb. 13 – Open forum with Jack Ward, Gammon Barn, Iowa State Fairgrounds, Des Moines, 5:30 p.m.

Feb. 14 – Iowa Select Hereford Sale, Iowa State Fairgrounds, Des Moines

8:30 a.m. – Parade, Pavilion

11:30 a.m. – Sale, North Annex

May 13 – Newsletter Deadline

June 29-30 – IJHA Summer Show, Clarke County Fairgrounds, Osceola

July 14-21 – National Junior Hereford Expo, Kansas City, MO

Graduates: Please submit graduation information and future plans to Becky Simpson (address on back cover) by May 13 to be recognized in the next newsletter.

Directory is in the Mail!

Nearly 5,900 copies of the 2013-14 edition of the Iowa Hereford Breeders Association directory were mailed on Jan. 31. In addition to IHBA and IJHA members, recipients also include some 5,400 cow-calf producers in Iowa, major sale barns and all county Extension offices and Extension beef specialists. For the first time, the directory was printed entirely in color. Additional copies will be available at the Iowa Beef Expo.

Special thanks go to the breeders and allied industry companies that supported the directory with advertising. Thanks also to those who submitted photos for the cover. Six to 10 possible cover shots were submitted to Creative Services, whose staff selected a picture by Mike Simpson, Redfield, for the cover.

Time for Spring Advertising

Once again, the IHBA will be sponsoring a co-op advertising campaign in *Midwest Marketer*, beginning in early March. The association has allocated \$1,000 toward this project and members who have paid 2013 dues may list a name, city and state and phone number in this display ad for \$200.

Deadline for participation is Feb. 20.

Please contact Becky Simpson at becky@iowahereford.org or 515-833-2991 to sign up. Payment is not necessary at this time - you will be billed once the advertising is placed.

Members Attain Gold TPR™ Status

Congratulations to the following IHBA members, who were named spring Gold TPR™ Breeders by the American Hereford Association:

- Beef Resources Partnership, Tabor, IA
- Casteel Polled Herefords, Perry, IA
- JB Ranch, Wayne, NE
- K7 Herefords, Lockridge, IA
- Owego Stock Farm, Argyle, WI
- Simpson Polled Herefords, Redfield, IA

The recognition is given to progressive Hereford breeders who have measured traits and collected and promptly submitted performance data at all levels of production.

Welcome, New Members!

Koster Cattle - Gary, Darlene, Mikaela & Blayne Koster, Gladbrook, IA

Silver Bullet Herefords - Randy Golightly, Van Meter, IA

Sullivan Farms - John, Dede, Sara & Sage, James & Nick Sullivan, Dunlap, IA

One More County Champion

Amanda Schroeder of Garner exhibited the champion Polled Hereford heifer at the 2012 Hancock County Fair and received a plaque from the IHBA in recognition of this accomplishment. Her name was omitted from the list of county champion exhibitors in the last newsletter due to inaccurate reporting from the county Extension office.

Is This Your Last Issue?

A few of you have not yet paid your 2013 dues - if that is the case, there is a special sticker on the outside of this newsletter noting that this will be your last issue. To keep "in the loop" of all Iowa Hereford activities, send in your \$50 today!

2012 IJBA High Point Winners

Hereford Heifers: Colton Black, Kennedy Core

Polled Hereford Heifers: Tyler Krebs

Hereford Steers: Brandee Petersen, Tyler Krebs

The IHBA funds the belt buckles that are given to these exhibitors at the Winter Beef Expo.

Junior Preview Set for Osceola

The Iowa Junior Hereford Association's summer show will be the last weekend in June at the Clarke County Fairgrounds in Osceola. The show will begin at 9 a.m. on Sunday, June 30.

Exhibitors may arrive after noon on Friday, June 28. Packets will be sent to all current paid IJHA members the beginning of April. Junior advisors are hoping to post rules and entry forms on the IHBA website. **Entries must be postmarked by May 15.**

IOWA Select

HEREFORD SALE



THURSDAY, FEBRUARY 14, 2013

11:30 AM • PARADE OF SALE CATTLE – 8:30 A.M.

IOWA STATE FAIRGROUNDS, DES MOINES, IA

Join us Wednesday, Feb. 13, at 5:30 p.m. for an open forum with Jack Ward of the American Hereford Association



Lot 21



Lot 59



Lot 32



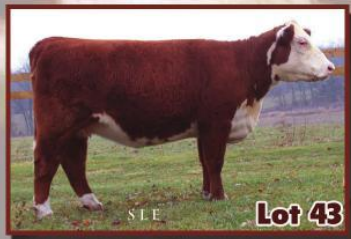
Lot 61



Lot 39



Lot 28



Lot 43



Lot 1



Lot 56



Lot 60

70 LOTS

**BAJA CATTLE
BAKER FARMS
RON BEAVER HEREFORDS
BIGGS POLLED HEREFORDS
CASTEEL POLLED HEREFORDS
DEPPE BROS.
DOSS HEREFORD FARMS
E² SHOW CATTLE
BILL GOEHRING
HIXSON HEREFORD FARM
ISRAEL CATTLE CO.
J&J POLLED HEREFORDS
JJB CATTLE CO.
K7 HEREFORDS
LANDT HEREFORDS
LOWDERMAN CATTLE CO.
M&M HEREFORDS
MDF POLLED HEREFORDS
OGLE POLLED HEREFORDS
OWEGO STOCK FARM
PAUL POLLED HEREFORDS
PERRY FARMS
PETERSEN HEREFORDS
PHILLIPS-RENNER FARMS
RABIDEAU POLLED HEREFORDS
R&R CATTLE CO.
JAMES ROSENBERG & JAY CURRAN
SAYRE HEREFORD FARM
SILVER BULLET HEREFORDS
SLR HEREFORD
SOLSMA SHOW STEERS
STICKLEY & SONS
SWEATMAN HEREFORD FARM
TIERNAN POLLED HEREFORDS
VALLEY CREEK FARM
WHITE WILLOW POLLED HEREFORDS
WIESE & SONS
WIRTH POLLED HEREFORDS**

Call, write or e-mail for catalog:

Mike & Becky Simpson

13359 280th St. • Redfield, IA 50233-6014

515-833-2991 • becky@iowahereford.org

Auctioneer: Monte Lowderman



Sale Sponsored by:

Iowa Hereford Breeders
Association

LiveAuctions.TV

See our catalog online at www.iowahereford.org or www.herefordmarketplace.com

**IOWA HEREFORD BREEDERS ASSOCIATION
ANNUAL TREASURER'S REPORT
Jan. 1 – Dec. 31, 2012**

Beginning Net Worth, 1/1/12 **\$15,531.24**

Income

Advertising	\$ 4,325.00	
Directory	17,675.00	
2012 Dues	3,000.00	
2013 Dues	5,050.00	
Gammon Barn	376.50	
Miscellaneous Donations	350.00	
Newsletter	315.00	
Expo Sale	4,590.00	
Tour/Annual Meeting	410.00	
Youth Heifer Award (premium from Iowa State Fair)	150.00	
Interest	82.74	
TOTAL INCOME		36,324.24

Expenses

Administrative Secretary	\$ 1,938.00	
Administrative Secretary Supplies	170.50	
Advertising	5,211.75	
Awards	130.02	
Directory	79.15	
Exhibits	1,552.32	
Gammon Barn	425.96	
Insurance	300.00	
Miscellaneous Expense	219.54	
Newsletter	1,338.71	
Queen	275.00	
State Fair	100.00	
Tour/Annual Meeting	677.38	
Website	525.00	
Youth Support	3,046.27	
TOTAL EXPENSES		15,989.60
NET PROFIT/(LOSS)		20,334.64*

ENDING NET WORTH, 12/31/12 **\$35,865.88***

*These figures are larger than usual because the bulk of the directory income and 2013 dues were collected in 2012 but directory expenses will not be disbursed until 2013.

Tom Heidt, treasurer
Prepared by Becky Simpson, administrative secretary

The National Western Stock Show – From a New Perspective

Note: Longtime IHBA member Bill Goehring of Libertyville, was one of three judges for the Hereford pen and carload show at the National Western Livestock Show in Denver, Jan. 18. He shared his experience in a Jan. 22 blog on his Keosauqua Sale Barn's website; it is excerpted below:

Last week took me on an opportunity of a lifetime. About a year ago, I was asked to judge the Hereford pens and carloads at the National Western Stock Show in Denver. January is a very busy time of the year at the sale barn and it is hard to be gone. I thought it through for a couple of weeks and felt that the crew would be able to handle the presale organization and I accepted the job. The National Western is without a doubt the granddaddy of all livestock shows. With over 100 years of tradition, the pen and carload show showcases the best bulls and females from the nation's premier farms and ranches. For me to be asked to judge that part of the National Western was a huge honor and I'm very thankful I was offered the opportunity.

I flew out of Kansas City on Wednesday morning and arrived in Denver before noon. A National Western volunteer met me at the airport. I checked into my hotel and then he took me to lunch before dropping me off at the stock show. This gentleman lived in the mountains west of Denver and was a retired railroad employee. While at lunch, we were visiting and he asked where I was from and I told him. He said he knew the area well as he had lived north of Bloomfield and taught school at Cardinal of Eldon in the '70s. Pretty small world when 800 miles from home and out of 600 stock show volunteers, I get one that taught school 6 miles from home!

I spent the rest of Wednesday looking through cattle on the hill and visiting with folks around the barn. Thursday was the bull show on the hill and the junior female show. The national champion polled bull went to Ned and Jan Ward and Perks Ranch and the champion horned bull went to the Thomas family in Montana. A very large crowd was around the arena to watch the show. There were representatives from Australia, Argentina, Brazil, Uruguay, Canada and Mexico and probably more that I didn't see. It was a terrific show of very high quality Hereford bulls.

I got back to my hotel in good time after supper at world-famous McDonalds and went to sleep early. Friday was the day we judged the carloads and pens and the show started at 8 a.m. A NWSS volunteer picked me up at the hotel at 6:30 and dropped me off at the Exchange Building for our judges' meeting. The other two men judging with me were Brooke Bieber from South Dakota and Blake Oschner from Wyoming. These two gentlemen come from a couple of the premier Hereford outfits in the nation. It was fun to meet them and be able to evaluate the cattle with two very highly respected individuals. After our judges meeting, that was all about the mechanics of the day, I was asked to do an interview on Cattle in Motion's show day morning program. I guess they had never had hayseeds in there before!

The pen show included 16 pens of three heifers and 44 pens of three bulls and five carloads of 10 bulls. We judged the cattle loose in the sale ring of the Exchange Building. The exhibitors brought them in one at a time, turned them loose and drove them out after we had seen all individuals in the pen. We were given performance information and EPD averages on each pen to use however we saw fit. Most classes would have four to six pens per class and after the last entry came through the sale ring we were permitted to walk out back and view the pens tied at the rail. We would turn our placings in separately and did not visit about our placings before turning them in to the scoring officials. After they tabulated our placings, they were posted on the jumbo screen for the crowd and exhibitors to see. You really didn't want to have your placing come in backwards to the other two judges.

We got along great with nearly every class placing being very close to each of the other two judges. We moved through the show in very smooth fashion and were finished by 2:30 p.m. The quality of the cattle was extremely good. There were two bulls in a couple of pens that could have made the champions on the hill very nervous if they had been entered up there. It was a great show to be a part of and it was a very rewarding experience for me.

The best part of the trip was the information I picked up from a student athlete that sat next to me on the trip home. The young lady was a junior in college at Olathe, KS, She was on a softball scholarship and her home was in Mesa, AZ. After we had the get-acquainted portion of our visit out of

the way, I presented her this question. I told her we were involved in beef production here in Iowa and wondered what her feelings toward beef were. Her reply was, "I like it! The first thing I wanted to eat was a good steak when I got home from break." My second question was, "The other girls on your team – do they eat beef when you are traveling to games?" She thought a bit and replied, "Yes, all but one." There was one vegetarian on the team. I wanted to hug her! To know that on a team of girls mostly of city origin, there was only one vegetarian, I thought that was awesome! I wished her luck with the team and her life and left Kansas City fired up about the beef business.

Obituaries

Longtime breeder **Dale Fischer**, 86, of Thornton, passed away Jan. 10 at his farm home.

Dale and his late wife, Phyllis, began the family farm north of Meservey after their marriage in 1947 and his farming career spanned 65 years. The operation that became known as Fischer Land and Cattle Co. raised row crops and various livestock but was most recognized for their Polled Hereford cattle. Dale had served as a director of the Iowa Polled Hereford Association and was a charter member of both the Iowa Cattlemen's Association and the National Cattlemen's Beef Association. In 1992 he was named the Iowa Commercial Cattleman of the Year.

He is survived by three sons – Dan, Randy and Mark; seven grandchildren; and 10 great-grandchildren.

B.C. "Bud" Snidow of Fairway, KS, passed away Jan. 26 from a brain tumor. The longtime American Hereford Association employee and friend of the Hereford industry was 95.

Snidow served as AHA's assistant secretary from 1961 to 1983 and retired after 32 years of distinguished service. Since 1983 he was associated with the U.S. Beef Breeds Council, acting as coordinator between the Foreign Agricultural Service of the USDA and the various breed associations that participate in promotional activities, health laws, shipping facilities and money exchange. He will also be remembered as an accomplished artist of Hereford paintings and other various subject matter as well as for his knowledge of the Hereford industry. He was preceded in death by his wife, Hilda, in 2009.

Memorial contributions may be sent to the American Royal, 1701 American Royal Ct., Kansas City, MO 64102, or to the Hereford Youth Foundation of America, 1501 Wyandotte,

Kansas City, MO 64101. Funds contributed to HYFA will be used to establish a scholarship in remembrance of Bud for his contributions to the Hereford industry and Hereford youth.

Princesses Needed

Girls who are interested in serving as Iowa Hereford Princess or Junior Princess should contact Alecia Knapp at 319-404-8192; e-mail knapp.alecia@gmail.com for more information.

Thank You...

Thank you for the county fair champion plaque. My Hereford herd has 4 females and 2 calves and I will be weighing in a Hereford steer for this year's county fair. Thanks again.

Cole Dallmeyer, Wellman

Thank you for the plaque I received for having champion horned Hereford heifer at the county fair. It was greatly appreciated. It will go very well on my wall.

Colton Black, Chariton

Thank you for the Hereford plaque. It is greatly appreciated! Thanks again.

Lindsay Black, Chariton

Thank you very much for the plaque that I got for the 2012 Tama County Fair. It was very much appreciated.

Blayne Koster, Gladbrook

Congratulations!

To the Deppe Brothers of Maquoketa, who exhibited the reserve junior calf champion polled heifer at the National Western Stock Show in Denver. Other Iowa exhibitors were Max Cherry, Winthrop; K7 Herefords, Lockridge; Peyton & Logan Schmitt, Nichols; James Rosenberg, Clear Lake; and Payton Vogel, Hartley. *Complete Denver results will be published in Hereford World and can also be found online at www.hereford.org.*



K7 HEREFORDS

MARCH 17 – 1 P.M.

SELLING 30 BULLS

5 Two-Year-Olds
8 Fall Yearlings
18 Yearlings

SELLING CHOICE OF HEIFERS

10 Fall Heifer Calves
10 Yearling Heifers

HORNED • DEHORNED • POLLED

Sires include:

CL1 Domino 0145X • UPS Domino 5216 & 3027 • ECR L18 Extra Deep 9279 • Ponca Cornerstone

TOM HEIDT & FAMILY

3388 240TH St., Lockridge, IA 52635

Tom cell – 608-574-2309

FOR SALE

3 Foundation Cows

Top Bloodlines:

Remitall Embracer 8E, CS Boomer 29F,
LaGrand Reload 80P & GK Fed Ex 500Z

Big, broody cows bred to Wiese & Sons
polled bull, WS Grand Mark 644 034,
for April & May calves.

Cows are 5, 6 & 7 years old

Priced Right!

ET Polled Herefords

Avoca, IA

712-544-2156

Cell: 402-639-8227

Juniors: Pay Dues to Stay Connected

Juniors wishing to receive information on upcoming junior shows and events are reminded that they need to pay their 2013 dues. Send \$20 to Tena Biddle, 6487 New Liberty Rd., Walcott, IA 52773.

HEIFERS FOR SALE: 3 show-quality registered yearlings, 719T & Durango bloodlines. Reasonably priced. Also 3 February & March yearling bulls, with good EPD's bred for easy calving.

Offenburger Polled Herefords

Lacona, IA; 641-203-1401 (cell)

FOR SALE: Top of our 2012 calf crop – Performance bulls & heifers. Complete data & pictures at www.simpsonpolledherefords.com.

Simpson Polled Herefords

Redfield, IA; 515-833-2991

Iowa Hereford Breeders Association
13359 280th St.
Redfield, IA 50233-6014

ADDRESS SERVICE REQUESTED

Iowa Hereford Breeders Association Officers & Directors

*(year term expires; * denotes 2nd term)*

President: Steve Landt, Union (2014)
641-486-5472

Vice President: David Trowbridge, Tabor (2015*)

Secretary: Sara Casteel, Perry (2015)

Treasurer: Tom Heidt, Lockridge (2014*)

Directors:

Scott Amendt, Pleasantville (2014)

Bryce Godbersen, Arthur (2013*)

John Hardy, Lohrville (2015*)

Anthony Monroe, Pleasant Hill (2015)

Mark Ohrt, Haverhill (2013)

Dave Schofield, Manson (2013*)

Nathan Stickle, Parkersburg (2014*)

Sue Stream, Chariton (2013*)

Beef Breeds Council Representatives:

Sara Casteel

Mike Dierenfeld

Administrative Secretary

Becky Simpson

13359 280th St.

Redfield, IA 50233-6014

515-833-2991

becky@iowahereford.org

Website Administrator

Mike Dierenfeld

meddvm@myclearwave.net

Website:

www.iowahereford.org

Iowa Junior Hereford Association Officers & Directors

Iowa Junior Hereford Association Officers & Directors

President: Karly Biddle, Walcott

Vice President: Jacob Arp, Donhue

Secretary: Ella Meyer, Keswick

Treasurer: M'Lynn Knapp, Waverly

Directors: Colton Black, Chariton

Lindsay Black, Chariton

Max Cherry, Winthrop

Cortney Cooper, Mondamin

Colin Johnson, Iowa Falls

Alecia Knapp, Waverly

IJBBA Representatives:

Max Cherry, Winthrop

Ryan Johnson, Rhodes

Advisors

Dennis & Tena Biddle, Walcott

563-843-2595

Jon & Shannon Espenscheid, Marshalltown

641-474-2246

Iowa Hereford Queen

Karly Biddle, Walcott

Iowa Hereford Princess

Ella Meyer, Keswick

Queen Coordinator: Alecia Knapp, Waverly