



Iowa Hereford Breeders
Association
every calf deserves a white face

December 2015

Newsletter

Goehring Elected IHBA President



Bill Goehring (back row, right) of Libertyville was elected president of the Iowa Hereford Breeders Association at the board of directors' fall meeting in Ames on Oct. 18. Serving with him will be Vice President Marilyn Lenth (front row, right), Postville; Secretary Sara Casteel (front row, left), Perry; and Treasurer Anthony Monroe (back row, left), Knoxville.

The owner of Keosauqua Sale Company, Goehring has raised Herefords for more than 40 years. His herd began in 1973 as a 4-H project and now numbers around 175 cows. Bill was active in the Iowa Junior Polled Hereford Association as a youth and his family was very involved in planning and hosting the 1984 Junior National in Des Moines.

Bill has twice judged the Hereford carload and pen show at the National Western Stock Show in Denver. He is a member of the National Livestock Marketing Association and outgoing president of the Iowa Livestock Marketing Association. He and his wife, Becky, with whom he runs the sale barn, are parents of four sons – Curtis, 27; Lucas, 26; Ted, 25; and Colby, 23.

Did You Know?

According to the AHA's annual report, Iowa ranked 12th for total registrations for 2014-15 with 2,013. We also had 1,224 transfers, cow inventory of 2,369, 156 active AHA members & 164 juniors.

"State of the Association"

*By David Trowbridge
 Outgoing IHBA President
 & AHA Board Member*

I would like to make a few remarks about the American Hereford Association (AHA) and where our association is heading. Your association is at a point on several fronts to take the Hereford breed, Certified Hereford Beef (CHB) and the members of the association to new levels. The research projects that the breed improvement committee is working on to prove and create new EPDs will be leading edge. IT technology, computer models, DNA accuracy and speed of information will accelerate the breed improvements at a rate we have not seen. The tools they are developing will give Hereford breeders advantages over other breeds. The management of CHB will lead the brand to record sales and pull through new record sales of Hereford genetics.

Your association is on a constant program to improve the value of our commercial producer's product. Collection of performance, carcass and consumer information will prove the premium value of Hereford genetics. Each of us must work with our association and provide data, information and guidance that will prove the premium value of Hereford genetics. Each of us must work with our association and provide data, information and guidance that will benefit all of us.

This leads me to a few comments about my time on the AHA board of directors (BOD):

It has been a short four years since I started on the journey as a director on the board. The time I spent serving the members was a learning

experience for me and I am sure for the rest of the board. I would encourage everyone to consider serving in some way with your association. The staff, management and members of the AHA are a pleasure to work with.

Each of us has our concerns and personal interest in the Hereford breed and we do not always agree on their importance and priority. I can assure you that the staff, BOD and management have only had the interest of the advancement of the breed and the good of the overall membership in their decisions. We have been very fortunate that the directors during my time on the board have been selflessly serving for the breed and not their own personal agenda.

I am writing these comments not to support the past members of the board but to encourage each of you to consider yourself or someone you know to serve on the Iowa BOD or the AHA BOD. I know that this sounds like a lot of work and something that we are not all qualified for, but like me, each of you has a unique set of skills and knowledge that can be useful in some capacity on the Iowa board, national board or as a volunteer member of a committee. I am an example of someone with very little experience serving on boards and someone no one in the Hereford world knew. My professional experiences were of value to the breed during this time, as can your knowledge be if you make it available.

I would like to thank all the members of the IHBA, all the people that I have had the pleasure of meeting and working with and my family for your support, help and patience during the last four years.

PLANNING AHEAD

- Dec. 8-9 – Iowa Cattle Industry Convention, Des Moines
- Dec. 11 – Iowa Select Hereford Sale (IA Beef Expo) entry deadline (accepted cattle only)
- Jan. 14-16 – National Western Stock Show Hereford Shows, Denver
- Jan. 23 – Anita Sale Barn Hereford-Influence Feeder Calf Sale, Anita
- Jan. 25 – Newsletter Deadline**
- Jan. 29-30 – Cornbelt Cow-Calf Conference/KIIC Farm Show, Ottumwa
- Feb. 17 – IJHA Meeting, Des Moines – 5 p.m.
- Feb. 17 – IHBA Banquet, Hall of Fame Recognition & Junior Auction, Des Moines – 6 p.m.
- Feb. 18 – Iowa Select Hereford Sale, Des Moines
- July 9-15 – Junior National Hereford Expo, Madison, WI

Welcome, New Members!

Green Acres Ranch – April Harding, Palo, IA

Amos Steak Places in Royal Contest

Excellence was celebrated Oct. 25 when the American Royal Association announced the winners of the 2015 Steak Competition. Beef producers from across the nation were invited to submit rib eye steaks to compete for the best-tasting steak in one of two categories, grass-finished or grain-finished.

Amos Hereford Farm, Indianola, submitted the required three steaks cut 1½ inches thick and ended up placing 6th out of 21 entries in the grain-finished division. Since the contest's inception four years ago, Wagyu has won each year and that was the case again, with Wagyu taking the top two spots in this class, followed by Angus, another Hereford, another Angus and the Amos entry.

Each steak was prepared in an identical manner at K-State University Olathe campus. They were cooked on a George Foreman grill, sliced into 1-inch cubes and served to a panel of expert judges, who assigned points for flavor, juiciness and texture. To ensure unbiased judging, each entry was identified only by a numerical code.

2016 Iowa Hereford Breeders Association Banquet

Wednesday, Feb. 17, 2016

Diamond Jack's on the Iowa State Fairgrounds

“Come As You Are” – Casual Attire

6 p.m. – Social Hour

7 p.m. – Meal

8 p.m. – Hall of Fame Inductions
followed by Fundraiser Auction
for Iowa Junior Hereford Association

Cost: \$15 adults; \$10, children 12 & under

RSVP by Jan. 16 to:

cphcattle@gmail.com or 515-443-1009

***Visit the IHBA Booth at the Cornbelt Cow-Calf Conference/KIIC Farm Show
Jan. 29-30 at the Bridgeview Center in Ottumwa***

Delegates Report on AHA Annual Meeting

Iowa's official delegates to the American Hereford Association's annual meeting during the American Royal were Sara Casteel, Perry; Steve Landt, Union; Marilyn Lenth, Postville; and David Trowbridge, Tabor. Below, two of them give their "take" on the proceedings.

Marilyn Lenth:

The AHA annual meeting was one of several highlights of the weekend of October 30-November 1. The Friday evening "Celebrate the Brand" event was held outdoors in a deluxe tent arrangement, connected to the AHA office building. After a brief tour and chance to walk through the halls and see some of the memorabilia in the AHA office, everyone made their way to the tents, complete with lights, heaters and a wide assortment of tasty choices of Certified Hereford Beef. Despite a very rainy and cool evening, it was very comfortable and a great way to mingle with other people attending. As the program began, the CHB program was honored for its 20 years as a program and Iowa's own David Trowbridge, chairman of the CHB board, gave a presentation on the history and growth of the program and made introductions of the current CHB board and officers. The evening program continued by recognizing this year's Hereford Hall of Fame inductees, who were Chandler Herefords from Oregon and Mrnak Herefords from North Dakota. Many scholarships and award recipients were announced and Craig Huffhines was recognized for his tenure as the executive vice president of the AHA from 1997-2015. A portrait of him was revealed that will be added to the walls of the AHA office. Finally for the evening, an auction of items to benefit the HYFA program netted a generous \$50,000 for the youth.

The AHA annual meeting was held on Saturday morning. Being a first-time attendee and delegate, I was impressed by the number of states represented and the number of committees and groups being reported on – all under the AHA umbrella of programs. A few of the many reports that stood out to me personally were the marketing committee, explaining how their \$200,000 in advertising budget was being used for media, digital and print ads, and a preview was given of the next video ad being released in the "They Want it All" series. The Hereford.org website and ShopHereford.com are growing each year and "new member kits" are being sent to new AHA members along with monthly e-mails for the first year to help them become familiar with AHA services and programs. The MyHerd online registration system is now being used by 76% of all active members, with 68% of all registrations coming through MyHerd. Registration numbers, transfers, memberships and average bull sale price all increased over the past year. Only cow inventory numbers are down slightly. The annual meeting closed with the announcement of new board members elected by the delegates that morning. Newly elected were Pete Atkins (South Dakota), Jim Bellis (Missouri) and Kyle Perez (New Mexico).

The Ladies of the Royal Sale, junior show and open show were all well attended. A highlight on Sunday was when the junior Hereford show champion heifer was also selected as supreme champion heifer over all breeds. She was shown by Lauren May from Mineral Point, Wisconsin.

Sara Casteel:

Coupled with the excitement of the American Royal, there always seems to be a certain amount of electricity in the air at the annual meeting – this year was no exception. This year's AHA annual meeting proved to be an educational and inspirational event. 2015 has been an exciting year of change for Hereford breeders and the American Hereford Association.

During the annual meeting, we learned about the efforts that were behind the AHA seeing an increase in registrations, animal transfers, active adult and junior members, bull and female sale averages and CHB product sold. Among these efforts is the brand-new marketing campaign, which includes the "They Want it All" ad series and the new ShopHereford.com, which features Hereford-branded apparel, household items and the CHB "Butcher Shop".

This year's annual meeting attendees gained a better insight into the enhancements Executive Vice President Jack Ward and his staff have made in genetic testing and new EPD development. We also learned about the improvement coming in the near future for the MyHerd.org website, including electronic registration certificates and online animal transfers.

It is always exciting to hear the vision the new directors have for the association and this year's elected directors were no exception. I have no doubt Pete Atkins (Tea, SD), Jim Bellis (Aurora, MO) and Kyle Perez (Nara Visa, NM) will help make 2016 another banner year for the Hereford breed. Thank you for allowing me to represent our Iowa membership at this year's annual meeting as a voting delegate.

Seuferer Twins on Homecoming Court



Bryant and Brooke Seuferer, seniors at Southeast Warren High School, were both on the homecoming court this fall – and Bryant was voted to be king! Their parents are Rande and Linda Seuferer, Milo.

Female Sale Draws Large Crowd

The second Iowa Hereford Breeders Association Hereford-Influence Sale drew a good number of spectators to the Creston Sale Barn on November 14. There was a really nice cross-section and representation of Herefords and Hereford-influenced cattle.

Cattle numbers were up, but unfortunately prices were lower than in 2014. Registered heifer calves averaged \$974, with a top of \$1,250, while registered bred heifers and cows drew a \$1,476 average with the top-seller going for \$2,200. Commercial Hereford heifers averaged \$872 and commercial Hereford bred heifers and cows averaged \$1,528.

Most popular with bidders were bred black baldy heifers that averaged \$2,584. Black whitefaced and red whitefaced heifers went for an average of \$993; bred black whitefaced cows, \$1,519; and a baldy cow-calf pair brought \$1,750.

It's Almost 2016 – Time to Pay Dues!

The new fiscal year for both the Iowa Hereford Breeders Association and the Iowa Junior Hereford Association will soon be here, which means it's time to pay 2016 dues. Adult dues are \$50 year; junior memberships are \$20 annually. Membership forms for both associations are included in this newsletter.

ATTENTION JUNIORS:

The IJHA Board is asking for your help. During the Iowa Beef Expo, the IHBA holds a banquet & auction, with some of the proceeds coming back to the junior association to help with costs throughout the year. We are asking you to talk to businesses & breeders in your area to see if they would be willing to donate anything to add to the auction (cattle/Hereford-related products or services). If you have any questions, contact advisors Tim & Melinda Anderlik or Lonnie & Tammy Cherry.

Expo Sale Offering Selected

Joe Rickabaugh has completed the task of screening all nominations for the 2016 Iowa Select Hereford Sale, according to sale managers Monte and Cody Lowderman. This included inspecting more than 130 head from 64 different breeders.

Entry forms have been sent to all breeders with accepted nominations. If you receive an entry form, the Lowdermans ask you to do the following:

- Fill out the form, using one form per animal, and include either footnotes or bullet points for each lot.
- Send all entries, along with registration papers and entry fees, to Lowderman Auction Options.
- Note the rules on the lower left corner of the entry forms.

Entry deadline is December 11.

2016 Iowa Beef Expo Headquarters

Prairie Meadows Casino,
Racetrack & Hotel
1 Prairie Meadows Dr., Altoona, IA 50009

Room Rate: \$104 per night

Reservations: Call 800-325-9015 or book
online at www.prairiemeadows.com
Group Code: 02172016IAH

Deadline: 5 p.m., Jan. 16, 2016

**See this newsletter in color at
www.iowahereford.org**



2015 COUNTY FAIR CHAMPIONS

Each year, the IHBA sponsors awards for those young people who exhibit a champion Hereford heifer or steer at their county fair. This year, there were 46 champions shown by a record 42 exhibitors from 33 counties. One county reported that their beef show was nearly one-third Herefords! Congratulations to these 2015 exhibitors, who received the specially designed tray shown above, with most awards being given at their respective county 4-H awards day:

Appanoose County

Emily Johnson, polled heifer

Benton County

Dylan Bossler, polled heifer

Buchanan County

Keaton Kelly, horned heifer

Butler County

Ainsley Lovrien, polled heifer

Cedar County

Delaney Rife, horned heifer & polled heifer

Jacob Wulf, steer

Chickasaw County

Trinity Brincks, heifer

Clarke County

Dallas Heaberlin, polled heifer

Clayton County

Haley Kann, heifer

Clinton County

Nicole Petersen, heifer

Dallas County

Jarrett Orman, steer

Des Moines County

Laith Smith, polled heifer

Hancock County

Trevor Kluver, heifer

Hardin County

Colin Johnson, polled heifer

Dylan Johnson, polled steer

Iowa County

Madelynn Yenter, horned heifer

Brody Ward, polled heifer

Jasper County

Jenna Smith, polled heifer

Johnson County

Claire Riggan, heifer

Peyton Schmitt, steer

Lucas County

Lindsay Black, polled heifer

Linn County

Kylie Mysak, heifer & steer

Madison County

Olivia Vesey, polled heifer

Marion County

Elsie Thoreson, polled heifer

Coledon Vroegh, polled steer

Marshall County

Ethan Espenscheid, polled heifer

Mills County

Mackenzie Trowbridge, steer

Muscatine County

Carly Bates, polled heifer

Tyler Mach, steer

Page County

Quentin Slater, polled heifer

Plymouth County

Jacob Vondrak, horned heifer & polled heifer

Poweshiek County

Christian Graham, heifer

Ringgold County

Jacob Novak, polled heifer

Scott County

Coryn Wilson, polled heifer

Samantha Friederichs, polled steer

Shelby County

Rachel Blum, polled heifer

Tama County

Madeline Espenscheid, heifer

Warren County

Selia Becker, heifer

Vance Ohnemus, steer

Washington County

Matt Colbert, polled heifer

Trevor Leyden, polled steer

Webster County

Maggie Anderlik, heifer & steer

New Names In the News

Jensyn Laine Kennedy arrived six weeks early on Oct. 12. The daughter of Adrienne and Derek Kennedy, she's the first grandchild for Steve and Jinny Landt, Landt Herefords, Union.

Sloane Rosemary Jedlicka is the latest grandchild for David and Mary Trowbridge of Beef Resources Partnership, Tabor. She was born Nov. 7 and her parents are Scott and Tiffani Jedlicka.

Iowans Show at Kansas City & Louisville

A number of Iowans hit the tanbark for the fall show season, taking cattle to the American Royal Livestock Show in Kansas City and the North American International Livestock Exposition in Louisville.

At the Royal, BAJA Cattle, Knoxville, showed the reserve champion junior bull calf, BAJA Code Red 3C ET. Other exhibitors were Logan, Carter & Ashley Harmsen, Wellman; Ethan & Evan Espenscheid, Marshalltown; Simon, Reece & Elsie Thoreson, Knoxville; Chesney Steenhoek, Maxwell; Nancy Schultz, Donnellson; K7 Herefords, Lockridge; Israel Cattle Co., Lenox; and Casteel Polled Herefords, Perry. BAJA, Casteel and K7 also had consignments in the Ladies of the Royal Sale.

Payton Vogel, Hartley, had the champion spring heifer calf in the junior show at Louisville with MAV Megan 551C ET. He and Nicole Petersen, DeWitt, exhibited in both the junior and open shows; other open show exhibitors were Colton & Lindsay Black, Chariton; and BAJA Cattle.

Former Member Passes

Pete Timmer, 76, of Allison, died Nov. 15. A former teacher, he enjoyed raising and showing registered Polled Herefords and had been a member of the Iowa Polled Hereford Association. Pete served as beef superintendent for the Butler County Fair and was a member of the Butler County Cattleman's Association, where he served two terms as president and was named Cattleman of the Year.

He is survived by his wife of nearly 51 years, Glenda; one daughter, Randi Heisler, a former Iowa Polled Hereford Queen; and two granddaughters.

Many Thanks...

I can't thank you enough for all the support you gave me this past year! Not only did I have an amazing time being the Iowa Hereford Queen, I had an amazing time showing my Hereford steer this past year! I won champion steer at the preview show in June, the North Iowa Fair in Mason City, 3rd overall at Waverly and then reserve champion at the Iowa State Fair. What an amazing run I had with him, and I felt supported and encouraged from my Iowa Hereford family. Thank you for the boot bag at the Iowa State Fair and all the extra premium money you gave me! I use the boot bag all the time and the extra money sure comes in handy as I began college this fall. I am so glad I show and raise Herefords, because my Hereford friends are some of the best people I know. Thank you for your support, encouragement and kind words. I have learned a lot from all of you and am thankful to have you in my life! Thanks again!

Abby Anderlik, Dayton

I want to thank you for the premium money I received from your association for my champion Hereford market steer at the Iowa State Fair. It was my first year owning and showing a Hereford. I bought him from Craig and Denise Amos at Amos Hereford Farm in Indianola, Iowa. His name was Ford and I had a great time showing him at some shows. Winning champion Hereford market steer was really the best part of the whole year! I plan on using the premium money you sent me to put towards another Hereford calf, either a heifer or another steer. Thank you very much for helping me buy my next Hereford!

Aidan Pals, Indianola

Thank you for the Hereford Association award plate. I have it on display in my room and it helps make the hard work worthwhile. Thank you again.

Jacob Vondrak, Hinton

I received my IHBA award at our 4-H meeting last night. My leaders, Mark & Cori Feller, presented it to me and it was such an honor. Thank you so much!

Quentin Slater, Shenandoah

Thank you very much for the award you gave me for having the champion Hereford breeding heifer and champion steer at the Webster County Fair! I was proud to have my Hereford heifer selected as the supreme breeding female at the fair, too! It was a great fair for Herefords! Thank you for the special recognition, I appreciate it very much!

Maggie Anderlik, Dayton

IOWA HEREFORD BREEDERS ASSOCIATION MEMBERSHIP FORM

Farm Name _____

Owners _____

Mailing Address _____

City, State, ZIP _____

Phone _____

Fax _____

E-Mail _____

Website _____

Return with \$50 (make checks payable to Iowa Hereford Breeders Assn.) to:
Becky Simpson, Administrative Secretary
13359 280th St.
Redfield, IA 50233-6014

Iowa Jr. Hereford Association Membership Form

Name _____

Date of Birth _____ Age _____

Address _____

City, State, Zip _____

Phone # _____ Cell Phone # _____

E-Mail _____

Parents _____

Jr. Dues are \$20 per year; please make checks to Iowa Jr. Hereford Association.

Send check to Junior Advisors:
Tim and Melinda Anderlik
3125 McGuire Bend Rd.
Dayton, Iowa 50530
(515) 547-2453

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: Bill Goehring, Libertyville (2017)
641-919-9365

Vice President: Marilyn Lenth, Postville (2016)

Secretary:

Sara Casteel, Perry (2018*)

Treasurer: Anthony Monroe, Knoxville (2018*)

Directors:

Scott Amendt, Pleasantville (2017*)

Chris Knapp, Waverly (2016)

Steve Landt, Union (2017*)

Mark Ohrt, Haverhill (2016*)

Charls Rife, Columbus Junction (2018)

Rande Seufferer, Milo (2016)

Mike Simpson, Redfield (2017)

Amy Solsma, Sanborn (2018)

Beef Breeds Council Representatives:

Mike Dierenfeld, Northwood

Chris Knapp, Waverly

Administrative Secretary

Becky Simpson

13359 280th St.

Redfield, IA 50233-6014

515-833-2991

becky@iowahereford.org

Website: www.iowahereford.org

Website Administrator: Marilyn Lenth
lhfarms1@netel.net

Iowa Junior Hereford Association Officers & Directors

President: Ella Meyer, Keswick

Vice President: Abby Anderlik, Dayton

Secretary: Abby Greiman, Perry

Treasurer: Payton Vogel, Hartley

Directors: Lindsay Black, Chariton

Evan Espenscheid, Marshalltown

Colin Johnson, Iowa Falls

Tyler Krebs, Okobojo

Delaney Rife, West Branch

Jacob Smith, Newton

IJBBA Representatives:

Tyler Krebs, Okobojo

Payton Vogel, Hartley

Advisors

Tim & Melinda Anderlik, Dayton

515-547-2453

Lonnie & Tammy Cherry, Winthrop

319-961-7998

Iowa Hereford Queen

Libby Anderlik, Dayton

Iowa Hereford Princess

Bethany Wehling, Sumner

Queen Coordinator: Alecia Knapp, Waverly