



Iowa Hereford Breeders  
Association  
*every calf deserves a white face*

JUNE 2019  
NEWSLETTER

## Jackson is Newest Hall of Fame Member



*LeRoy Jackson (left) is congratulated by IHBA President Marilyn Lenth.*

LeRoy Jackson of Jackson Hereford Farms, Mechanicsville, is the newest member of the Iowa Hereford Hall of Fame. He was honored during the Iowa Hereford Breeders Association's (IHBA) banquet during the Iowa Beef Expo. The Iowa Hereford Hall of Fame honors people who have had a significant impact on the breed in the state.

The name 'Jackson' has been synonymous with high-quality Hereford cattle for generations, with the beginning of their herd dating back to the 1890's. Being brought up in a family Hereford operation, it's no surprise that LeRoy Jackson followed that path; but over the years he has made his own mark in the family operation, in the Hereford breed and in his involvement with both youth and adult activities in the state of Iowa.

LeRoy bought his first show heifer at the state Hereford sale, and for many years both raising and showing Herefords was his pastime and his passion. The first year LeRoy showed in 4-H was back in 1951, and he exhibited the champion Hereford steer at the Cedar County Fair that year. During his early years, LeRoy showed in local, state and national shows, and he did very well - including a division champion and the champion Hereford carcass steer at the Chicago International Livestock Show.

LeRoy met and married his wife Joyce – and they were partners in the business and life for 44 years. While raising their family, summer activities were centered around the cattle and junior shows where their children Brian, Brad, Craig and Nicole participated. LeRoy and Joyce were committed to guiding and supporting not only their own children, but they were strong advocates of helping all youth. LeRoy was a 4-H leader for many years and was eventually awarded the Diamond Clover, marking 20 years of 4-H leadership. LeRoy and Joyce together were presented a certificate of appreciation for their assistance given to the Lincoln FFA chapter in 1985. As a couple, they served as advisors for the Iowa Junior Hereford Association for many years, and were presented the 'Honorary Member Award' in 1990 by the IJHA. That strong show of support to Hereford youth continues today, as LeRoy

and the Jackson family sponsor the Buell and Helen Jackson Memorial Junior Achievement Award annually to a deserving young member of the Iowa Junior Hereford Association.

LeRoy has spent his life actively managing the Jackson Hereford herd along with his family. He is the fourth generation involved with the herd, and the fifth generation is active with it today. A strong production herd, they have continued to seek out ways to produce high quality cattle that can raise the bar of quality and efficiency. For many years, he consigned cattle to the Winter Beef Expo, dating back as far as the very first year the Expo began, in 1976.

LeRoy has served on the Iowa Hereford Breeders Association board of directors and is a past president of the board. He has been active in many other support roles too, including serving on the Kirkwood Community College Beef Advisory Board for many years, and the Cedar County Cattlemen's Association board. Over the years, LeRoy has had many judging appointments across Iowa, Wisconsin and Illinois; the National Cattle Congress in Waterloo; and the Muscatine, Jackson, Clayton, Jones and Scott County Fairs in Iowa. LeRoy has served our country as a member of the Iowa National Guard. LeRoy's Hereford roots run deep, his passion is strong, and his dedication to helping mold the direction of our industry and youth has been monumental.



## From the President

*by Marilyn Lenth, IHBA President*

As I write this, it appears the brutal "winter that would not end" may have finished its last encore, and we have finally moved on to spring. I know I'm biased, but I think there's nothing prettier than Hereford cows and calves out on green pastures. This winter/spring calving season was not without its challenges for many of us. I have experienced and heard of so many heartaches the past few months – the devastating flooding in western Iowa and Nebraska, late-season snowstorms in the Dakotas and Minnesota after calving was underway, widespread mud-logged conditions, more isolated cases of late-term abortions, cows that died after a hard birth leaving orphan calves, other calves lost due to embryonic sacs that did not break, healthy born calves that got sick and died at a few weeks old and an unsuspecting farmer who put a new hay bale into the bale feeder not seeing a baby calf sleeping inside it until it was too late.

We obviously have cattle production "in our blood" to keep pushing on despite everything that gets thrown at us on a regular basis. Each of us must find what excites us, re-motivates us and keeps us going – find the silver lining, in a sense. Personally, hearing from satisfied customers about how happy they are with their Hereford-sired calves that are doing a great job for them or their bulls that are docile and keep their condition better than their (other breed) bulls or their heifers that calved unassisted and are great new mothers – that feedback is worth its weight in gold.

There are many activities going on within the IHBA, IJHA and AHA in the coming months as we all work to promote our breed, support our juniors and adult members. A new photo contest is currently underway on Facebook, a relatively new activity that has had some very good participation. In early June, the AHA is holding a "marketing summit" to share information and ideas on marketing and promoting our cattle. I hope to get some new ideas that I can use myself – and I hope I see some of you there as well. The Iowa Junior Preview Show is coming up June 8-9 in Marshalltown. Come out and support our youth if you are able.

In just its third year, the steer futurity program has a record numbers of entries this year. A total of 25 Hereford steers were entered and are eligible for the total of \$2,000 in prize money that will be awarded at the State Fair to the five top-placing steers. Exploration is underway on the possibility of hosting an online Hereford steer sale this fall – contact any of your IHBA board members if you have questions or interest. The newly designed IHBA website is getting a lot of traffic and members are reminded that you can advertise Hereford cattle you have for sale and anyone can have "wanted" listings included when looking for Hereford cattle. Check out the "classifieds" page and contact me if you want a listing posted, free of charge. Mark your calendar for the 2019 Iowa Hereford Tour, which will be Sunday, Aug. 25, in southeastern Iowa. Hosts include Goehring Herefords, K7 Herefords and others to be announced.

As always, contact any of the IHBA board members with ideas or suggestions you may have for our organization and activities. Here's hoping you all have green grass, fertile females, good-gaining calves and efficient feedlots this summer!

June 8 – IHBA Board Meeting, Marshalltown  
June 8-9 – IJHA Summer Show, Marshalltown  
July 1 – Iowa State Fair Entry Deadline  
July 1 – Iowa Beef Heifer Award Deadline  
July 6-13 – Junior National Hereford Expo, Denver

## July 18 – Newsletter Deadline

### Aug. 1 – Christenson, Harms & Ohrt Scholarships Deadlines

Aug. 8 – Iowa State Fair FFA Breeding Beef Show  
Aug. 10 – Governor's Charity Steer Show, Iowa State Fair  
Aug. 13 – Iowa State Fair 4-H Breeding Beef Show  
Aug. 14 – Iowa State Fair 4-H Market Beef Show & Iowa Hereford Steer Futurity  
Aug. 15 – Iowa State Fair Hereford Show  
Aug. 25 – Iowa Hereford Tour, southeast Iowa

## Beef Expo Sale Results

Herefords posted strong prices at this year's Iowa Beef Expo, claiming the second-high averages for bulls, females and over-all.

Averages were:

30 Bulls	\$3,368
31 Females	\$3,102
61 Lots	\$3,233

High-selling bull: Perks Cato 4063 Da Bull 7113ET, by UPS Sensation 2296 ET. Perks Ranch, Rockford, Ill., to Luke Goldstein, Effingham, Ill., \$6,250.

High-selling female: 3D Ms Auggies Exceed 1817, by TH 748A 704X Exceed 121D. Anderlik 3D Herefords, Dayton, Iowa, to Zachary Classen, West Bend, Iowa, \$6,000.

## Junior Beef Expo Results

Champion Horned Heifer: Jackson Krebs, Okoboji  
Reserve Horned Heifer: Rydder Hogan, Lenox  
Champion Polled Heifer: Sloane Curtin, Oxford  
Reserve Polled Heifer: Jordan Johnson, Ft. Dodge  
Champion Steer: Rilynn Buesing, Stockton  
Reserve Steer: Nick Deppe, Maquoketa

## Welcome, New Members!

Christians Farms – Josh Christians, Kanawha, Iowa  
McLaughlin Cattle Company – Kori Jeanne McLaughlin, Mediapolis, Iowa

See complete contact information on the IHBA website – [www.iowahereford.org](http://www.iowahereford.org)

## Preview Show Set for Marshalltown

The Iowa Junior Hereford Association Summer Show will be held June 8-9 at the Central Iowa Fairgrounds in Marshalltown. (Street address for the fairgrounds 1308 E. Olive St.)

At press time, preliminary entry numbers stood at 54 exhibitors and 98 head of cattle.

Schedule for the weekend's activities is:

### Saturday, June 8

1 p.m. – IJHA meeting (with election of officers)  
4 p.m. – Showmanship  
After showmanship (approximately 6 p.m.) – Supper

### Sunday, June 9

Crowning of 2019 Iowa Hereford Queen & Princess  
9 a.m. – Show begins

## Steer Shootout Winner Recognized



Wyatt Johnson of Boone (left) was recognized during the IHBA Expo Banquet for having the champion pen of three purebred Hereford steers in the 2018 National Junior Hereford Association Fed Steer Shootout. Since he was unable to be in Kansas City last fall when the awards were given out, American Hereford Association Executive Vice President Jack Ward (right) presented the "loot", which included a check for \$800; a banner and a custom-made belt buckle.

## IHBA Continues JNHE Sponsorship

The Iowa Hereford Breeders Association will again sponsor two division awards at the Junior National Hereford Expo. The board voted to allocate \$600 to sponsor the Division 5 reserve champion horned heifer and the Division 6 reserve champion polled heifer at this year's event in Denver, Colo.

## Iowa Retains Dams of Distinction Ranking

For the second consecutive year, Iowa ranked eighth nationally for the number of 2018 Dams of Distinction in the state. Twenty-seven breeders combined to contribute 87 cows to the prestigious "best of the best" list. Congratulations to:

Asmus Herefords, Audubon  
Beef Resources Partnership, Tabor  
Alan & Phyllis Gaffney, Milton  
Bill Goehring, Libertyville  
Graham Brothers, Benton  
Heim Livestock, Logan  
Israel Cattle Co., Lenox  
Buell Jackson & Sons, Mechanicsville  
Johnson Hereford Farm, Milford  
K7 Herefords, Lockridge  
Sarah Kreutner, Vinton  
Steve Landt, Union  
Lenth Herefords, Postville  
Maple Glen Farm, Princeton  
Mariah Miller, Hinton  
Dylan Petersen, DeWitt  
Kale Petersen, DeWitt  
Nicole Petersen, DeWitt  
John Pitt, Nevada  
Kelcy Scbroder, Princeton  
Sheriff Polled Herefords, Orient  
Silver Bullet Herefords, Van Meter  
Stickley & Sons, Parkersburg  
Sunrise Polled Herefords Sperry  
Wiese & Sons, Manning  
Coryn Wilson, Donahue  
Grant Wilson, Donahue

### Board Considers Online Steer Auction

The IHBA board is exploring the possibility of holding a fall online steer auction and is seeking feedback from members. If you would be interested in this sale, as either a consignor or possible buyer, please contact any IHBA board member **by June 7**.

### Seeking "Friend of the IHBA"

Do you know a person, business or organization (other than an association member) that helps promote our product and further the IHBA's cause?

If so, nominate them for this year's Friend of the Iowa Hereford Breeders Association award, which will be presented at the State Fair. Contact any board member with your suggestion **prior to the June 8 board meeting**.

## Governor's Charity Steer Show Support Needed

The IHBA will once again sponsor a steer in the Governor's Charity Steer Show at the Iowa State Fair. This year's entry is from Sidney Schafer of Wellsburg, whose family has already begun fundraising and working on T-shirts for sponsors. Chairman Anthony Monroe is in the process of confirming a celebrity showperson.

**All proceeds from the sale of the steer will go directly to Iowa Ronald McDonald Houses and donations are tax-deductible.** Financial support for the steer at the auction is needed – send donations to Anthony at 2953 Truro Rd., Truro, IA 50257. If you know of a business that might be willing to make a donation, please contact them or provide contact information to Anthony – amonroe81@gmail.com; 515-689-5275.

### Spring Advertising Expands Reach

This year, the IHBA board allocated additional funds for spring advertising with the intention of reaching more cattlemen through local and regional publications. In addition to eight insertions in *Midwest Marketer*, which ran from February through May, ads were placed in *The Exchange* from Winterset; *Hawkeye Trader* out of Pulaski; and the *Farm Monthly* issue of the *Southwest Iowa Shopper*, based in Atlantic. The association ran ads in these papers once a month in both April and May.



### New Names in the News

Two Hereford families welcomed future showmen within a month of each other:

**Nolan Howard Monroe** was born March 19 to Anthony and Katie Monroe of Truro. He joins big brothers Wyatt and Mason. Grandparents are Al and Brenda Robson, Alden, and Dennis and Roxanne Beeler, Truro.

Chance and Britany Deppe, Spragueville, became parents on April 25 with the birth of their daughter, **Avery Marie Deppe**. She weighed 7 lb. 9.7 ounces and was 21 inches long. John and Joell Deppe, Maquoketa; and BJ Reeg and Holly Helmle of LaMotte are her grandparents.



## Have You Checked Out the Website?

The newly designed IHBA website debuted in late January and if you haven't visited, you're missing a lot!

The attractive new format is intended to be more user-friendly and interactive while providing up-to-date information on association activities and programs.

Here are some things you can do at [www.iowahereford.org](http://www.iowahereford.org):

- Find out when Hereford activities are scheduled.
- Find an IHBA member.
- View the IHBA directory or request a hard copy of it.
- Read the newsletter in color.
- Join IHBA or renew your membership.
- Join IJHA or renew your membership.
- Search for Hereford cattle for sale.
- Advertise (for free) Hereford cattle you are looking for.
- Advertise (for free) Hereford cattle you have for sale (this service available to IHBA members only).
- Get information and information on IHBA-sponsored scholarships.
- Find information, rules and guidelines on IHBA- and IJHA-sponsored shows and sales.
- Link to the American Hereford Association's website for information on registrations, transfers and other national programs.

## Additional Funding Sought For Steer Futurity

Contributions toward increasing the jackpot at the 2019 Iowa Hereford Steer Futurity are encouraged. Support in any amount may be submitted to the IHBA administrative secretary at 13359 280<sup>th</sup> St., Redfield, IA 50233-6014. For information on becoming a major donor/award sponsor, contact Crystal Blin at 816-244-2394; [crystalcattleblog@gmail.com](mailto:crystalcattleblog@gmail.com).

There are a record 25 steers entered in this year's futurity. Look for a list of nominating breeders in the next newsletter.

## IHBA Exhibits at Ottumwa



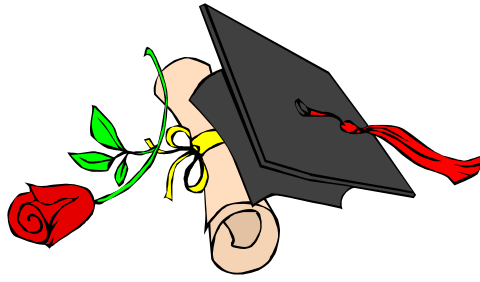
The IHBA once again had a booth in the trade show at the annual Cornbelt Cow-Calf Conference/KIIC Farm Show held Jan. 25-26 in Ottumwa. Mark Keeton (left), Dave Larson (right) and Mike Simpson (not pictured) staffed it; while Lisa Keeton coordinated the promotional effort.

## "Win a Heifer" Deadline is July 1

Any youth who will be exhibiting in either the 4-H, FFA or open show at the Iowa State Fair are encouraged to apply for the Iowa Beef Heifer Award coordinated by the Iowa Cattlemen's Association. The IHBA offers up to \$800 to the Hereford winner to purchase a female from an association member. For more information, contact Mary Greiman at 641-425-1533; [mary@iacattlemen.org](mailto:mary@iacattlemen.org). The application can be found at [www.iowacattlemensfoundation.org](http://www.iowacattlemensfoundation.org). Deadline is July 1.

## Scholarship Opportunities

Applications for the Christenson, Harms and Ohrt scholarships are due **Aug. 1**. Rules and application forms are available on the IHBA website or from the administrative secretary. Finalists for the Buell and Helen Jackson Memorial Award are chosen by the state junior advisors; that deadline is also Aug. 1.



## CONGRATULATIONS!

### The Class of 2019



**Madeline Espenscheid** of Traer is graduating from North Tama County Community High School in Traer. She will be attending Iowa State University as an animal science major.

**Abby Greiman** from Perry is graduating from Dallas Center-Grimes High School. She plans to attend Iowa State University with a double major in animal science and agricultural communications. She will also be part of the Cyclone volleyball team.



A graduate of Southeast Valley High School in Gowrie, Jordan Johnson of Fort Dodge plans to major in ag communications and minor in ag business at South Dakota State University.

After receiving his degree from Wartburg College, **Jonathon Mohwinkle**, Aplington, will be joining the staff of KNIA/KRLS Radio, where he will be the play-by-play voice of Pella High School, Pella Christian High School and Central College athletics.

**Trey Wiese**, Manning, is the third and final Wiese brother to graduate from Iowa State University and return to the family operation. He plans to be in charge of the agronomy aspect of Wiese & Sons.

**Jonathon Kreutner**, Vinton, graduated with honors from Kreutner Academy home school. He will attend Iowa State University to major in athletic training.



**Coledon Vroegh** from Knoxville is graduating from Knoxville High School. He plans to attend Hawkeye Community College in Waterloo and get a 2-year degree in ag business.

*See these graduation pictures and the entire newsletter in color at [www.iowahereford.org](http://www.iowahereford.org).*

### *Many Thanks...*

Thank you for the Hereford plaque. I had a fun time showing all year long. I can't wait to show another Hereford next year. Thank you very much.

*Brady Allan*, Plymouth County Champion Hereford exhibitor

Thank you for giving me the plaque. It's really awesome. And thank you for all your hard work. You do amazing things!

*Lilly Stoll*, Jones County Champion Hereford exhibitor

Thank you so much for your sponsorships at the upcoming Junior National! Your dedication and support of the junior association is what makes it great!

*Nathan Hopkins*, National Junior Hereford Association Membership Chair

Thanks for sponsoring the year-end belt buckles for the Hereford exhibitors.

*Iowa Junior Beef Breeds Association*

### **DID YOU KNOW?**

The Iowa Hereford Breeders Association currently has 159 paid members.

Iowa Hereford Breeders Association  
13359 280<sup>th</sup> St.  
Redfield, IA 50233-6014

## ADDRESS SERVICE REQUESTED

### Iowa Hereford Breeders Association

#### Officers & Directors

*(year term expires; \* denotes 2<sup>nd</sup> term)*

President: Marilyn Lenth, Postville (2019\*)  
319-269-3146

Vice President: Bill Goehring, Libertyville (2020\*)

Secretary: Amanda Heck, Chelsea (2020)

Treasurer: Chance Deppe, Spragueville (2019)

Directors:

Willy Black, Chariton (2019)

Crystal Blin, Independence (2020)

Chris Knapp, Waverly (2019\*)

Brent Petersen, DeWitt (2021\*)

Scott Powell, Blue Grass (2021)

Charls Rife, Columbus Junction (2021\*)

Mike Simpson, Redfield (2021)

Chance Wiese, Manning (2020)

Beef Breeds Council Representatives:

Mike Dierenfeld, Northwood

Chance Wiese, Manning

#### Administrative Secretary

Becky Simpson

13359 280<sup>th</sup> St.

Redfield, IA 50233-6014

515-833-2991

becky@iowahereford.org

**Website:** [www.iowahereford.org](http://www.iowahereford.org)

**Website Administrator:** Marilyn Lenth  
lhfarms1@netel.net

### Iowa Junior Hereford Association

#### Officers & Directors

President: Lindsay Black, Chariton

Vice President: Jacob Smith, Newton

Secretary: Jenna Smith, Newton

Treasurer: Evan Espenscheid, Marshalltown

Directors: Abby Anderlik Payne, Dayton

Maggie Anderlik, Dayton

Nick Deppe, Maquoketa

Ethan Espenscheid, Marshalltown

Abby Greiman, Perry

Delaney Rife, Columbus Junction

Payton Vogel, Hartley

IJBBA Representatives:

Jenna Smith

Ethan Espenscheid

#### Advisors

Tim & Melinda Anderlik, Dayton

515-547-2453

Lonnie & Tammy Cherry, Winthrop

319-981-4831

#### Iowa Hereford Queen

Maggie Anderlik, Dayton

**Queen Coordinator:** Alecia Bruns, Shell Rock