



Iowa Hereford Breeders
Association
every calf deserves a white face

DECEMBER
2019

NEWSLETTER

Goehring Elected to National Board



Current Iowa Hereford Breeders Association President Bill Goehring of Libertyville was elected to the American Hereford Association (AHA) board of directors at the AHA's annual meeting in Kansas City October 26. Representing the northeast region, he will serve a 4-year term on the 12-member board. Voting delegates also elected Whitey Hunt, Madison, Ga., and Becky King-Spindle, Moriarty, N.M., to the board.

Goehring and his family started in the Hereford business in 1973. Goehring Herefords' registered cow herd consists of 150 spring-calving cows and 50 fall-calving cows, and their commercial Angus herd includes 400 spring-calving cows and heifers. The Goehring's breed 100 registered heifers every year as well as 450 black and black-whiteface heifers for their annual sale. Additionally, they background 800 to 1,000 steers and finish 500 head at custom yards.

After earning a degree in animal science at Iowa State University, Bill attended the World Wide College of Auctioneering. The Goehring family purchased the livestock market in Keosauqua in 1986 and now markets 40,000 head of cattle annually in addition to market hogs, sheep, goats and hay. Growing up, Bill served on the boards of the National Junior Hereford Association and the Iowa Junior Hereford Association. He is in his second term on the IHBA board and his third term as president. He and his wife, Becky, have four sons and one granddaughter.

Beavers Recognized as Golden Breeders



AHA President Pete Atkins (left) presents the Golden Breeder medallion to Cheryl and Ron Beaver.

Ron and Cheryl Beaver of Clarinda were among 13 breeders nationwide who were recognized for having been in the Hereford business for at least 50 years. They were honored during the honorees awards ceremony on Oct. 25.

While serving as a vocational agriculture teacher in Anamosa, Ron decided he wanted to start raising Hereford cattle. He purchased two registered cow-calf pairs from the Stanley Vance dispersal in Traer and established Ron Beaver Herefords in 1965. The operation focuses on selecting sires to improve the herd and only retaining high-quality heifers. Cheryl and their four children have been essential parts of the operation and they hope their four grandchildren will continue the family's Hereford legacy.

- Jan. 6 – Greater Midwest Certified Hereford-Influenced Feeder Calf Sale, Carthage, Ill.
Jan. 15-18 – National Western Stock Show Hereford Shows & Sale, Denver
Jan. 18 – Anita Livestock Auction Hereford-Influence Calf Sale, Anita
Jan. 20 – Newsletter Deadline
Jan. 24-25 – KIIC Farm Show/Cornbelt Cow-Calf Conference, Ottumwa
Feb. 1 – Expo Banquet Reservation Deadline
Feb. 12 – IHBA Expo Banquet, Diamond Jack's, Iowa State Fairgrounds, Des Moines
Feb. 13 – Iowa Select Hereford Sale, Iowa Beef Expo, Des Moines
March 15 – IHBA Board Meeting, Ames
April 1 – Steer Futurity Nomination Deadline
July 11-18 – Junior National Hereford Expo, Louisville, Ky.

Come to Ottumwa in January!

Once again, the Iowa Hereford Breeders Association will sponsor a booth at the Cornbelt Cow-Calf Conference/KIIC Farm Show in Ottumwa on January 24-25. Thanks to Lisa and Mark Keeton and Dave Larson for overseeing this promotion.

Expo Banquet Reservations Due February 1

The Iowa Hereford Breeders Association banquet is set for Wednesday, Feb. 12, at Diamond Jack's on the Iowa State Fairgrounds. This come-as-you-are event will be held on the eve of the Iowa Select Hereford Sale at the Iowa Beef Expo.

A social hour will begin at 5:30 p.m., followed at 6:30 by a sumptuous prime rib dinner. The 2020 Hall of Fame induction will be the feature of the post-dinner program.

All Hereford enthusiasts are invited to attend. The IHBA will again subsidize the cost of the meal **for those who register by Feb. 1**. Those who make reservations by that date will pay just \$25; meals reserved after Feb. 1 will cost \$30. A children's meal will also be available for \$10.

To reserve your dinner at the reduced price, simply call or e-mail Becky Simpson at 515-833-2991; becky@iowahereford.org **by Feb. 1**. You do not need to send payment when making reservations, but prepayment will speed up the check-in process at the event.

Please note that seating is limited and while reservations (for the full price) will be accepted until Feb. 5, we cannot guarantee the availability of meals that are not reserved.

Expo Sale Selection Complete

Joe Rickabaugh has completed his selection of consignments to the 2020 Iowa Select Hereford Sale, to be held Feb. 13 at the Iowa Beef Expo in Des Moines.

According to sale manager Justin Stout, the 70-lot offering will be comprised of 35 bulls, from spring yearlings to 2-year-olds; 17 spring pairs and bred heifers; 17 spring yearling heifers; and one pick of the herd.

All consignments will be videoed and posted to the internet for evaluation prior to the sale. Catalogs should be ready for the National Western and also available at the Ottumwa cow-calf conference.

Steer Futurity Reminders

As 4-H'ers are weighing in steers for the 2020 show season, now would be a good time to nominate any Iowa-bred animals for the 2020 Iowa Hereford Steer Futurity. **Nomination deadline is April 1.**

Breeders are reminded that effective with the 2020 show, **all entries must parent-verify to both the sire and dam and verification of this must be submitted to the IHBA by July 1**. If you sell a Futurity-eligible calf, it would be prudent to collect DNA on it and its parents now to guarantee all the paperwork is in order by the deadlines.

Complete futurity rules and entry forms are available at www.iowahereford.org.

Time to Pay Dues

The new calendar year also brings with it a new fiscal year for the Iowa Hereford Breeders Association, which means it is time to pay your 2020 dues. A membership form is included in this newsletter – and you can now pay for up to three years at a time by so indicating on the form and submitting the appropriate amount.



New Names In the News

Three Hereford families gained new farmhands this fall:

Ethan Thomas Johnson joined the crew at Andrew and Brandy Johnson's Johnson Ranch, Woodburn, on Oct. 27. He was welcomed by siblings Cameron, Seth and Caitlyn.

Brynlee Anne Kiesewetter, the first child of Brian and Ashley Kiesewetter, was born Nov. 8. Proud grandparents are Todd and Kris Vogel, Weeping Fox Ranch, Hartley.

Nick and Sarah Franzkowiak, Corydon, welcomed their third daughter, **Lily Rose**, on Nov. 29. Her big sisters are Kate and Evie and maternal grandparents are Rod and Sue Stream of Stream Cattle, Chariton.

American Hereford Association Annual Meeting

"Leading Through Innovation" was the theme of this year's American Hereford Association annual membership meeting and conference, held Oct. 25-27 in Kansas City during the American Royal Livestock Show. AHA members from across the country gathered to attend informational forums, visit trade show booths, sample Certified Hereford Beef from some of the area's top restaurants and food vendors, share ideas, honor prominent and longtime cattlemen, get updates on the AHA's programs and elect three new national directors.

Representing Iowa as voting delegates at Saturday's annual meeting were Crystal Blin, Bill Goehring, Marilyn Lenth, Mike Simpson and Chance Wiese. Following are four of the delegates' perspectives on the weekend:

Crystal Blin

The annual meeting is certainly a time for education and fellowship amongst Hereford breeders. Beyond a strong group of new leaders being elected to the Hereford board, there was a specific highlight that I think breeders should be capitalizing on. This year the Hereford Youth Foundation of American (HFYA) gave out \$170,000 in general scholarships and an additional \$30,000 in Fed Steer Shootout support and scholarships. This, combined with the scholarships given out by the Iowa Hereford Breeders Association and our Steer Futurity Show, provides strong reasons for juniors to become involved in our breed. A Hereford heifer can be competitive in the showing, go on to be a productive female in the pasture, provide leadership opportunities in our junior programs and open the doors to thousands of dollars in scholarships.

I encourage Hereford breeders to tout these advantages. Share with the youth in your community that purchasing a Hereford is a smart investment. Post to social media scholarship opportunities. Encourage your children or customers to attend the Iowa Preview Show or the Faces of Leadership conference. Numerous candidates running for the board mentioned that their love for this breed started with a 4-H project that "got out of hand". All of these Hereford juniors have the potential to go on to be Hereford bull buyers one day, while also becoming stronger community members. I call that win/win.

Marilyn Lenth *(Marilyn was also a finalist in the drawing for one year's use of a Vermeer baler from The Brand Marketing Fitness Challenge)*

It was an honor to once again attend the AHA annual meeting as a representative of our Iowa breeders. The weekend is always a good way to recharge, visit with fellow Hereford breeders and hear updates on what our national organization is doing on behalf of all our members. One highlight is always hearing from each of the candidates running for positions on our AHA national board of directors. They were again very qualified candidates, coming from a variety of states across the U.S., and with a variety of strong Hereford backgrounds. After the speeches and election votes were tallied, the newly-elected directors were announced: Bill Goehring, Iowa; Becky King-Spindle, New Mexico; and Whitey Hunt, Georgia.

The committee reports gave brief summaries on what each of them have focused on and accomplished during the year, as well as future plans. Some key points that stood out to me:

- Brand Marketing Summit – held in June – over 200 breeders attended to discuss marketing
- Hereford.org was awarded the "Best Association Website" for second year in a row
- National ad campaign "Come Home to Hereford" will be starting in 2019 yet
- New 'My Herd' version was released in January – Tutorials and webinars being held
- Goal is for 80% 'electronic' registrations – in 2019 electronic registrations already 83%
- DNA Cow project – over 10,000 females have already been enrolled
- Cow Efficiency Research at Oklahoma State showed BWF cows consume less feed with better BCS
- Hereford Publications – added 'Herefords on Demand' with live EPD links & search function
- CHB modified minimum marbling requirement from USDA Select to USDA Choice, over 371k head harvested, \$37m product distributed, 146 new accounts licensed this year, continue to push marketing with goal of elevating brand awareness and penetrating new market areas
- Hereford Legacy Fund – manages funds from sale of the AHA building from which \$9m was received. \$22k/month is used to cover lease of current building site, remainder is invested. Currently getting 4% growth on those funds
- Financial Report – Total AHA assets over \$16m with \$3.5m invested as reserves. Fiscal year 2019 showed a loss of \$274k. Registrations and transfers were both down slightly, HPI income was also down slightly. Agricultural challenges across the country, including some of the largest Hereford registration states, are believed to be contributing to some of those declines.
- National Hereford Women, Hereford Youth Foundation of America (HYFA) and National Junior Hereford Association have all been busy with activities, fundraising & scholarships.

Pete Atkins, the outgoing board president, challenged members to act as 'mentors' to help build our breed. Help young folks and their families to get started with 4-H, FFA or junior associations. Be a part of "Team Hereford" to raise good cattle, provide good customer service, and work together to be the best Association that we can.

The Ladies of the Royal Sale held Saturday afternoon was well attended, as were the junior & open shows. Thank you to the Iowa members for allowing me to represent you over the weekend.

Mike Simpson

The 2-day annual meeting event/program was another enjoyable experience as serving as an elected delegate from Iowa. This is my second year to attend after serving for a couple of years earlier. Then I felt my time was wasted as a breeder and representative for Iowa and I did not wish to attend. With the added programming on Friday and a very efficient business meeting on Saturday (2 hours), I feel better about the use of my time.

By far and away the most valuable part of the meeting is visiting and connecting with fellow breeders from across the country. As a member you can participate in that without being a delegate. In addition, the Friday program brings value to the time spent there. While some of the content may not be directly applicable to all breeders, it was very relevant to the cattle industry and exposed the subject matter that we all need to be aware to help us understand the industry.

Friday's Program:

Sustainability – presented by an NCBA staffer. A ton of information that was overwhelming and frankly left me a bit 'dazed'. However, this subject is very important as all business and industries are being held accountable. This is being driven by the consumers and the brands/companies close to them.

Genetics – presented by a Neogen/GeneSeek rep. Mostly explanation of their company and processes that we as breeders can collect and submit DNA material. Stressed was the advantage of tissue samples as well as the need for phenotype data collection to make EPD data more accurate.

Added Value – presented by a U.S. Premium Beef staffer. Most relevant to producers that are affected by selling market cattle on the grid. Surprising to learn for me was that most black/white face cattle go into the Angus type grids as they pay the producer better. This is versus CHB unless they need the cattle for product demand.

Marketing – presented by Phil Core, Vermeer staffer. Core was the program provider for this summer's "The Brand" marketing conference that AHA sponsored. He tried to do a summary of the summer meeting content and it was just too much to cover and he skipped over 40% of his condensed slides. However, the message was all types of marketing are important to use, especially the electronic and social media.

Hereford Awards Ceremony:

There was a very good attendance. Recognition included inductees for: Hall of Merit (2), Hall of Fame (4); Youth scholarships from the Hereford and breeder foundations (\$170K, 30 youth including Peyton Schmitt from Iowa); Golden Breeders (13, including Ron Beaver, Iowa); National Reference Sire cooperator herds (2); CHB marketers (3); and show bull, cow, breeder and exhibitor awards (28). A lot of deserving awards, but a lot for one sitting including a nice dinner. AHA staff did a good job of making the program as efficient as possible but it was a big task to hold the attention of all attending.

Saturday Business Meeting:

The meeting was conducted by outgoing Chairman Pete Atkins. It was very efficient as it was completed in two hours. Highlights were the election of three directors from the slate of six, of which Bill Goehring, Iowa; Whitey Hunt, Georgia; and Becky King-Spindle, New Mexico, were elected. Committee reports (6) from directors, special committees or organizations (4), and a financial report on the association by Jack Ward were presented.

Activities at the American Royal took place Saturday afternoon (sale), evening (junior show) and Sunday (open show). All in all, a big weekend for Hereford cattle and people.

Chance Wiese

As another annual meeting came to a close, there were many topics and information highlighted that we can keep our heads high on due to the progress we've made as a breed over the years. Kicking off the weekend were the traditional educational seminars covering a variety of topics such as cattle sustainability, genomic testing, added value and brand marketing. The presentation that seemed to have the greatest impact on me was the cattle sustainability. Sara Place with the NCBA did an incredible job clarifying misleading information and myths when it comes to cattle and their effect on the environment. If you have the opportunity, I highly encourage everyone to take the time to listen to her presentation. It offers a lot of great information that we as breeders can use as a tool when trying to better educate our consumers. Later that evening was the annual awards reception with scholarships being awarded to many well-deserving young Hereford enthusiasts along with an incredible lineup of individuals being inducted into the Hall of Fame including George and Harry Tjardes, Guy Colyer, Denny Hoffman and Mark Cooper.

The annual meeting was held the following day and to summarize a few of the main points, this past year we saw a minor decrease in both cow inventory and registration numbers. I believe much of this was attributed to the current state of the agricultural economy, weather-related factors and forage availability. The association also launched a new ad campaign titled "Come Home to Hereford" with a well-developed video highlighting the benefits that Hereford genetics have to offer. At the conclusion the meeting, it was announced that our very own Bill Goehring was elected to the AHA board.

Overall, this year's annual meeting was nothing groundbreaking, but as always it was a joy to receive an update on the overall state of the industry and catch up with fellow breeders across the nation.

County Champion Awards to 36 Exhibitors

Thirty-six exhibitors from 27 counties received specially designed awards for having a champion Hereford at their county fair. Several of the youth had multiple purple ribbon winners, bringing the total of champions shown to 41. Most of the awards were sent to their county Extension offices for presentation at their awards day. Congratulations to the 2019 winners:

Appanoose County

Gracie Hanners, polled heifer

Benton County

Will Schanbacher, polled heifer
(also supreme champion)

Buchanan County

Collin Wilson, polled heifer
Gavin Reck, horned steer

Clarke County

Brock Heaberlin, polled heifer &
polled steer



Clayton County

Alissa Rose, heifer

Clinton County

Grant Rickertson, heifer
Ella Krukow, steer

Dallas County

Sam Greiman, horned heifer &
polled heifer

Des Moines County

Chett Mohr, polled steer



Fayette County

Tanner Rose, steer



Iowa County

Madalynne Yenter (left), home-
raised horned heifer & home-raised
horned steer

Zach Zuber (right), polled steer
Kaylynn Heitmann (not pictured),
polled heifer



Jasper County

Claire Wilson, polled heifer

Jones County

Lilly Stoll, heifer & steer

Louisa County

Kennedy Rife, heifer

Lucas County

Kaden Gray, heifer

Mahaska County

Nicole Davis, heifer

Marion County

Addison Wall, heifer
T.R. Putz, steer
(also grand champion)

Monroe County

Addie Heald, polled heifer

Muscatine County

Tyler Mach, heifer
Jessica Mach, steer

Plymouth County

Ava Vondrak, horned heifer
Brady Allan, polled heifer



Ringgold County

Jacob Novak, horned heifer
& polled heifer

Scott County

Cody Powell, heifer
Rilynn Buesing, steer

Sioux County

Tegegn Smit, polled heifer

Tama County

Madeline Espenscheid, polled heifer
(also supreme champion)

Van Buren County

Kelyn Grimm, polled heifer

Warren County

Jack Johnson, polled heifer
Selia Becker, steer & horned heifer



Washington County

Sophie Bell, polled heifer

Webster County

Carson Suchan, horned heifer

Obituaries

Ray Sorensen, 89, of Fontanelle, passed away Oct. 15. He and his wife, Eileen, has just celebrated their 69th wedding anniversary in September. They lived most of their lives on the family farm south of Fontanelle, farming and raising livestock, especially Hereford cattle, which he had well into his later years. He also spent many years working on the Adair County Road Crew.

Ray loved the farm, his Hereford cattle, helping his kids with 4-H and most of all spending time with his wife, kids, grandkids and great-grandkids. He spent a lot of time at the Adair County and Iowa State Fairs and was "Uncle Ray" or "Papa Ray" to many beyond his own family.

He is survived by his wife, Eileen; sons Jerry and Mike Sorensen; daughter Lori Candee; 10 grandchildren; and 14 great-grandchildren.

Gene Wiese, Manning, died Nov. 14 at the age of 90. Gene grew up in the cattle business, the fourth generation of the Wiese & Sons operation that dates back to 1894. He earned an animal science degree at Iowa State University, where he was a member of both the livestock, dairy and meat judging team.

He and his late wife, Jean, spent their honeymoon at the 1953 Denver Stock Show, and throughout their marriage they enjoyed traveling together to numerous stock shows around the U.S. and in Europe and Australia. They opened their home and farm to, and enjoyed the company of, many foreign and domestic students and workers.

Gene made a career out of his passion for agriculture and was a well-known environmental steward. He served as president of the American Hereford, Iowa Cattlemen's and Iowa Hereford Associations; held roles with the NCBA and Animal Trade Advisory Committee and judged numerous livestock shows on the local, state and national level. He was inducted into the Iowa Hereford, Iowa Cattlemen's and American Hereford Halls of Fame.

Survivors include his son, David; daughters Helen and Kathryn; and four grandchildren.

Smith Interns at Farm Bureau, Reports to ICA

Iowa Junior Hereford Association secretary Jenna Smith, Newton, is serving as an ag communications intern with the Jasper County Farm Bureau. She will organize projects for Ag in the Classroom and work with member relations and communications.

Jenna also gave a report at the Iowa Cattlemen's Association Convention about her experience in the Iowa Foundation Heifer Program sponsored by the ICA and the Iowa Beef Breeds Council. As a 7th grader in 2015, she received 3 registered Hereford heifers from MDF Polled Herefords, Northwood; after five years of keeping records on them, she will repay the program \$6,000 to ensure its continuance.

Many Thanks...

Thank you so much for supporting the 4-H Hereford Steer Futurity! I love showing Herefords and want to thank the Hereford association for supporting the youth. I look forward to showing in the futurity again in future years.

Austin Bishop

Thank you very much for your continued support or the purebred futurity program. I had a lot of fun showing my Hereford steer. I am looking forward to showing competitive Herefords in the future. Thank you.

T.R. Putz

Thank you to Iowa Hereford Breeders Association for the very nice award. I showed the Hereford champion heifer at the Clayton County Fair.

Alissa Rose

Thank you very much for the county champion award! I love it!

Sophie Bell

I would like to thank you for sponsoring the county champion Hereford award in Van Buren County. Thanks again.

Kelyn Grimm

Thank you for the check for mowing the Gammon site.

Ray Dittmer

Thank you very much for your donation of \$500 to the Young Cattlemen's Leadership Program. We are currently in the process of recruiting the 2020 class; know that your donation will certainly be spent wisely as I plan the leadership trainings, farm tours, Capitol visit, industry tours, etc. Thank you again for your continued support of the YCLP activities and the Iowa Cattlemen's Association.

Sincerely,

Adair Lents

Iowa Cattlemen's Association

Thank you to Iowa Hereford Breeders Association for the very nice award. I showed the Hereford champion steer at the Fayette County Fair.

Tyler Rose

Thank you for sponsoring the Hereford Steer Futurity. The money and awards help me out a lot. They also help me to remember that all of my hard work paid off! I'm sure everyone is thankful for what your association does for us junior members. Thank you.

Coryn Wilson

"For all you did and for the kind thoughts and warm intentions that came with it – Thank you." Thank you so much for the 2019 County Champion plate. That was such an honor to receive the award. I plan on showing Herefords in the future. We had fun showing at the State Fair – you guys did a wonderful job!!!

Thanks again,
Brock Heaberlin

**IOWA HEREFORD BREEDERS ASSOCIATION
MEMBERSHIP FORM**

Farm Name _____

Owners _____

Mailing Address _____

City, State, ZIP _____

Phone _____

E-Mail _____

Website _____

Primary Breeding (circle all that apply) Horned Polled Both Miniature

Dues are \$50 per year. Please check how many years you are paying for:

_____ 1 year (\$50) _____ 2 years (\$100) _____ 3 years (\$150)

Make checks payable to Iowa Hereford Breeders Assn. and remit to:
Becky Simpson, Administrative Secretary
13359 280th St.
Redfield, IA 50233-6014

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Newsletter Survey

To assist the IHBA in evaluating its communication efforts/methods, please answer the following questions. Submit this form with your dues, or separately, to Becky Simpson at the address above.

How many people in your household read the IHBA newsletter? _____

How would you prefer to receive the newsletter:

_____ Hard copy (mail)

_____ Electronically

Note: This is a survey only – not a commitment to any distribution change.

Any other comments on the newsletter:

Are you currently on the IHBA's general e-mail news distribution list? _____ Yes _____ No

If you are not and would like to be, please provide:

Your name _____

E-mail address _____

Thank you!

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 (2020*)
641-919-9365

Vice President: Willy Black, Chariton (2022*)

Secretary: Amanda Heck, Chelsea (2020)

Treasurer: Chance Wiese, Manning (2020)

Directors:

Crystal Blin, Independence (2020)

Chance Deppe, Spragueville (2022*)

Thad Espenscheid, Traer (2022)

Andy Montag, Grimes (2022)

Brent Petersen, DeWitt (2021*)

Scott Powell, Blue Grass (2021)

Charls Rife, Columbus Junction (2021*)

Mike Simpson, Redfield (2021)

Beef Breeds Council Representatives:

Mike Dierenfeld, Northwood

Chance Wiese, Manning

Administrative Secretary

Becky Simpson

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Website: www.iowahereford.org

Website Administrator: Marilyn Lenth
lhfarm1@neitel.net

Iowa Junior Hereford Association Officers & Directors

President: Jacob Smith, Newton

Vice President: Evan Espenscheid, Marshalltown

Secretary: Jenna Smith, Newton

Treasurer: Nick Deppe, Maquoketa

Directors: Maggie Anderlik, Dayton

Ethan Espenscheid, Marshalltown

Madeline Espenscheid, Traer

Jonathon Kreutner, Vinton

Kennedy Montag, Grimes

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

Iowa Hereford Princess

Madalynne Yenter, Marengo

Queen Coordinator: Alecia Bruns, Shell Rock