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Vol. 22, No. 6

Serving Commercial Cattlemen & Registered Hereford Breeders Published by: Hereford America, Inc. • 13823 Beaver Creek Place • Reva, SD 57651

March 2019 💏

Editorial Comments...

Jill Bayers Hotchkiss



It sure has been a long, old winter in most of the United States this year! In our neck of the woods in northwestern South Dakota we have

Jill Hotchkiss

what seems to be more days below zero than normal and plenty of snow but not record amounts like some years. I know many of you have us beat on both accounts, but regardless, it makes it tough on man and beast. Most registered breeders in our area calved during this time. My hat is off to all of you who tended to your livestock and brought new calves and lambs into the world. Commercial breeders in our area calve later than registered breeders and I hope the weather straightens out by then. As I write this there is a good foot and a half of snow on the ground which, come spring, will make for some wonderful green grass and pastures.

Our *Hereford America* and The Livestock Link crews have traveled in some brutal weather and icy roads this season making days difficult.

Each year it is interesting to see what kind of pattern the production sales will take. So far this year, bull sales have been fairly good, some exceptionally good. A few others had an odd roller coaster pattern with high prices at the beginning of each pen. I think those sales were affected by not having enough commercial buyers who wanted more than a couple bulls.That always makes a big difference. With weather being such a huge factor the

(continued on page 4)

Hereford Faces, Happenings and Scenes from Around the Region





Keeping calves warm at Gustafson Herefords, Junction City, KS was Shelbi Gustafson's little boy who was thoroughly delighted with the situation. He is the grandson of Deb and Gus Gustafson.

See sale coverage inside....

These girls were soaking up the rays with their 'shades' on at Coleman Herefords near Westcliffe, CO. Colemans like to see pigment in their cattle. "With our intense sun and glaring snow, it makes a big difference." Photo by Traci Comman





Each year at the Black Hills Stock Show in Rapid City the Reinhold family honors a special Hereford family. This year's recipients were Nancy and Buster Peterson from Kadoka, SD. They are long-time Hereford breeders and supporters of the BHSS Hereford sale. The painting is of Buckshot, a special horse who for 30 years was used on the ranch and Rainbow Bible Ranch. He worked for every level of rider. The painting, by Bob York (right) is based on a photo by Robin Reinhold. Larry Reinhold (left) made the presentation.



5

11

Symue CALENDAR

- March
- **Bischoff's Ravine Creek** Ranch Bull Sale Huron, SD 2
- McIver's Happy Acres Farms Bull Sale Open House Farwell, MN
- 4 Harrell Hereford Ranch Sale Baker City, OR
- S&S Polled Herefords 5 Production Sale Guide Rock, NE
- 7 Calgary Bull Sale Calgary, Alberta
- 7 Jensen Bros. Bull Sale Courtland, KS
- L Bar W Bull Sale 8 Absarokee, MT
- 9 Ft. Keogh Bull Sale Miles City, MT
- 9 Tricky's Herefords Bull Sale Madison, SD
- 9 I-29 Bull Run Sioux Falls, SD
- 11 **Tegtmeier Polled Herefords Bull Sale** Burchard, NE
- Holden Herefords Bull Sale 11 Valier. MT
- 12 Cooper Herefords Bull Sale Willow Creek, MT
- ? **Carmichael Herefords** Meadow, SD
- Flying S Herefords Sale 19 Paluxy, TX
- 23 Sandhill Farms Bull Sale Haviland, KS
- Frenzen Polled Herefords 26 **Bull Sale** Fullerton, NE
- 27 Ned and Jan Ward Sale Sheridan, WY
- 30 Sidwell Ranch **Production Sale** Columbus, MT



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or Shamrock Livestock 402-336-1675

- April Wilson Lees Bull Sale Kisbey, Sask. Larry Larsen Bull Sale O'Neill, NE McClun's Lazy JM Ranch 11 **Bull Sale**
 - Torrington, WY
- 12 Bartling Herefords Bull Sale Burke, SD
- 13 StarMak Cattle Co. **Open House/Video Auction** Tea, SD Knoll Crest Farms Bull Sale 13 Red House, VA
- Thorstenson Herefords Sale 13 Selby, SD
- 13 **Bauer Herefords Sale** Bloomington, WI Sandrock Ranch Sale 14 Benton, WI
- Morgan Ranch Bull Sale Burwell, NE
- Stuber Ranch Sale Bowman, ND

May

19

20

LeForce Dispersion Pond Creek, OK

Thanks for an active sale in the midst of a snow and ice storm. Road conditions limited a third of the crowd. Phone and digital bidding played a big role in the sale. We are so thankful that those who came were able to return home safely.





61st ANNUAL

50 Heifers in the

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Jill's Editorial...

(continued from page 1)

couple months it has become important to have an internet bidding provider. I won't go into a big ad for our own company, The Livestock Link, but there are several very good ones available. Be sure to pay attention to video quality, broadcast speed and customer service. Okay, just a little ad there. But seriously, in winters like this when you don't know what you'll have for weather come sale day, it pays to have internet bidding available. Even on a good day it makes a difference.

As much as we complain about our weather here in the Dakotas, we have to keep in mind that somewhere things

are worse. Tough to do when you are going through weather-related struggles and trying to keep your own cattle alive. About the time we went to press, severe weather and near-record flooding started to hit in the states of Tennessee, Alabama, Mississippi and Kentucky. Our hearts go out to breeders in those states as well.

In early February, people in Northern Queensland, Australia, dealt with catastrophic flooding. After suffering through seven years of drought, selling off livestock numbers and holding onto a select few, the rains started to come. Thirty to 40 inches of rain came in the period of just under two weeks time, wreaking havoc and causing monumental flooding in an area over 7,700 square miles. At its widest point, the flooded area was 46 miles across.

If you have seen photos in other publications or on the web it is heartwrenching and disturbing to see thousands of head of dead cattle. Approximately 300.000 to 500,000 head of cattle, primarily Brahman breeds, perished in the flooding and days after. Since Brahmans are thin-hided cattle, some survived the initial flood but died later from exposure or starvation.

It has been called the worst flood in Australian history. Our hearts go out to those affected.

What a crazy winter it has been for severe weather. I'm looking forward to spring

Since the announcement of Certified Hereford Beef[®] changing their USDA Schedule G-10 specs to an all Choice there will be something soon as the new program moves ahead. The new specs went into affect January 1, 2019.

On the subject of Hereford beef, you will notice in the center spread of this month's issue an ad from Greater Omaha. They explain their exit from the CHB[®] licensed program and what they are doing with their own Hereford beef product line. They answer some questions they've had throughout the recent changes.

Essentially, Greater Omaha is carrying on its commitment to a very successful Hereford beef product.

If all of these programs continue to be successful it will be a very good thing for Hereford breeders.

I wish you all well with calving and I hope everyone's weather improves soon.



POLLED HEREFORDS

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njwardherefords@gmail.com

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Obituaries

Phil Allen

Phil Allen, 94, of Antimony, UT, passed away peacefully Dec. 7, 2018. He was born, May 22, 1924 in Escalante, UT, the youngest of three sons of George Ashley Allen and Matilda (Tillie) Riddle Allen.

Phil grew up in Escalante. He learned to work hard, helping his dad on their ranch. His father passed away when Phil was 16. Being the only one left at home, the responsibility of running the ranch fell to him. Phil's mother later sold the ranch and the day after his graduation from Escalante High School in 1942, they moved to Salt Lake City.

On his 18th birthday, Phil went to work for Remington Arms making ammunition for World War II. Six months

Sale Time: 1:00 cdt

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Exchange, Bloomington, WI

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Gabe Bauer

Reg. 43216162

	Anna and and and and		BW	ww	YW	ММ	M&G
CL 1 Domino 9120 CL 1 Domino 789 CL 1 Domino 5118	CL 1 Domino 1131Y 1ET	Reg. 43189582	2.5	58	97	41	70
	CL 1 Domino 9126J 1ET	Reg. 41113279	1.4	48	83	34	58
	CL 1 Domino 789T 1ET	Reg. 42788399	0.7	62	92	23	54
	CL 1 Domino 5118C	Reg. 43575894	3.7	58	91	28	57
	B&D L1 Domino 5112	Reg. 43635410	2.1	50	84	38	63

For catalog and sale information, photos and videos, please visit:

www.bauerherefords.com

HEREFORD AMERICA • March 2019 later, he was transferred to the state of Washington, where he continued to

later, he was transferred to the state of Washington, where he continued to work on a project for the war. He found out later that he had been making the components for the atomic bomb. Following Washington, he was again transferred and worked in Kentucky and Indiana.

But Phil had ranching in his blood and in April of 1946, he returned to Utah and moved to Antimony with only \$50 in his pocket and a suitcase of clothes.

In Antimony, Phil met his sweetheart, Billie Gleave. They were married June 1, 1948 in Salt Lake City. The marriage was solemnized Dec. 16, 1948 in the Manti Latter Day Saints (LDS) Temple. They began their married life in Antimony where they raised four children. They bought a general store where they sold everything from tires and saddles to clothing and food.

Also, in 1948, they bought their first registered Polled Herefords. In 1969, Phil bought Herb Gleave's ranch and expanded his small herd to become one of the largest and oldest Polled Hereford ranches in the West. Good business practices, integrity, and a keen eye for quality cattle has enabled Phil Allen and Son Polled Herefords to sell breeding stock throughout the western United States and into Canada and Mexico.

Phil was one of the founding members of the Utah Polled Hereford Association and served as a longtime president. He was one of the original founders of the Utah Beef Improvement Association (UBIA) and was the first president. He was a former recipient of the Utah Seedstock Producer of the Year. Because of his success and reputation, Phil received the Legacy Award from the Utah Cattlemen's Association and a Lifetime Achievement Award from the UBIA.

He was recognized by the Nevada Cattlemen's Association for his contribution to the livestock industry in Nevada and for being the longest, continuous consignor at the Fallon All-Breeds Bull Sale. He judged numerous cattle shows and fairs throughout the West including the National Western Stock Show in Denver several times. He served on the State BLM Advisory Board and on numerous grazing and irrigation company boards.

Phil was civic-minded and served as Antimony Town Board Member and as Mayor for a combined total of 22 years. He also served as a member of the Garfield District School Board. He was an active member of The Church of Jesus Christ of Latter-day Saints. He fulfilled several callings, including Antimony Ward Bishop, Panguitch Utah Stake High Council and Scoutmaster.

Phil loved his family and said that everything he did was for his family. He loved having family around. He loved hunting, the mountains, John's Valley, and Dutch oven cooking. His Dutch oven potatoes were the best.





Phil was preceded in death by his wife, parents, and siblings, Weldo (Jean) Allen and Eldon (Juanita) Allen.

He is survived by his children, JoAnn (Steve) Peters, Bradley (Bobbe) Allen, Shannon (Julie) Allen, and Tracie (Scott) Peterson; 15 grandchildren, 15 great-grandchildren and a few on the way.

Neil E. Priefert

Neil E. Priefert passed away at the Fairview Manor in Fairmont, NE on January 27, 2019 at the age of 89 years, 9 months and 3 days. He was born on the South Place, west of Fairmont, NE on April 24, 1929 to Elmer G. and Margaret E. (Boren) Priefert. He attended two different country schools near the farm and graduated from Fairmont High School in 1947. Neil met Jean Bernasek at "Ye Old Corral" roller skating rink in Geneva and they were married September 5, 1954 at Geneva's United Brethern Church. Neil and Jean were married for 63 years. Four daughters; Mary, Carol, Linda and Susan, made this family complete.

Neil made his decision to farm and care for the land when his dad offered college funds or a tractor to Neil and his two sisters. His sisters went to college and Neil chose the tractor.

Neil served in the National Guard with his unit being called into active stateside duty in 1955 at Ft. Benjamin Harrison in Indianapolis, IN. He was then stationed at Ft. Riley in Junction City, KS. In the 1960s it was guard buddies and their families that would come spend the weekend at the farm for 'personal guided pheasant hunts.'

The registered Polled Hereford herd began with animals purchased on a farm sale. At the time, the number of cows were dependent upon what would fit on the 40 acres of pasture on the home place. Of course, the pasture first had to provide for the 4 milk cows that were standard farm features in the 1950s.

As with many young farm families, gifts are farm oriented. The young couple received a monetary gift from her

SAVE THE DATE APRIL 11, 2019 SELLING AT TORRINGTON LIVESTOCK • TORRINGTON, WY • SALE: 1 P.M. SELLING: 40 POLLED HEREFORD BULLS - YEARLINGS AND 2'S • 40 ANGUS BULLS - 35 YEARLINGS AND 5 TWO YEAR OLDS 10 HEREFORD 2 YEAR OLD COW/CALF PAIRS • 10 ANGUS 2 YEAR OLD COW/CALF PAIRS

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parents for a clothes washer. Instead of a washer, this couple bought a cow. The year was 1957.

Social activities in West Blue Township in those days consisted of neighborhood card parties with plenty of snacks, conversation and laughter. The girls learned to dance on Neil's shoes at the Milligan Auditorium to the tunes played by Leonard Becwar's band.

Sunday dinner guests weren't relatives, they were the fieldmen for the Polled Hereford World. Family vacation destinations were not theme parks or the beach, it was wherever the tour was that year in Nebraska or Kansas. Women and kids in one vehicle, dads in another. (Looking back upon that arrangement, it was only Neil that got a vacation.) When the fences needed painting and the yard needed to be spruced up, there would be no vacation, it was time to host a tour stop. Neil and his family made many enduring friendships through these networks, with the family circle extending to include the Kansas cousins.

Neil served as an assistant 4-H leader when the girls were active in "Keep 'Em Growing" 4-H club, and he actively supported his daughters as they traveled with the judging teams, showing 4-H calves at area events and Junior Nationals around the country. He served on the Fairmont Co-op Board, Fillmore County Noxious Weed Board for 30 years, and the Nebraska Polled Hereford Association, serving as a Director and Vice-President on the board for many years. He was a member of the Nebraska Hereford Association and Exeter Feeders and Breeders Association, serving on its board as well. He was a member of the Fairmont Community Church, making certain the girls got to Sunday School and sang in Nancy Jo's children's choir when it was known as Grace Methodist Church. He was also a member of the Fairmont American Legion.

Neil was preceded in death by his parents; sister Vivienne Loge; and

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brother-in-law Robert D. Baker.

He is survived by his wife, Jean of Fairmont, daughters Mary (Dana) Scott of York, Carol (David) Priefert Wentworth of Chicago, Illinois, Linda (Kirby) Zuerlein of Fairmont, Susan (Brandon) Priefert Voss of Sisters, Oregon; grandchildren Zac (Amanda) Scott of York, Nick (Kelsey) Scott of Norfolk, Ryan (Sarah Stearns) Scott of York, Adam (Anna) Scott of Lincoln, Curt (Sydney) Scott of Gretna, Lindsay Carroll of Lincoln, Danielle (Dakota) Cooper of York, and Leslie Carroll of Fairmont; great- grandchildren, Hudson and Wyatt Scott, Dominic, Derrick & Dusty Cooper, Ethan Dodson, and Jane Scott; sister Wilma Baker of Norfolk; and nieces, nephew and friends.

Memorials are suggested to the Fairmont Community Church or the Nebraska Junior Hereford Association.

Donald Jones

Donald Harvey Jones, 86, of Wise River, MT passed away New Year's Eve, December 31, 2018 at St. Patrick Hospital. He was born March 22, 1932, in Butte, MT to Robert (Leslie) and Louise Jones.

He lived his entire life on the family ranch in Wise River. He attended grade school in Wise River, riding his horse to and from school every day and attended Beaverhead County High School in Dillon. He was drafted into the Army in 1953 and was based in Alaska. After his time in the army he returned home to the family ranch in 1955. He married Elizabeth Pilling, June 5, 1960 and for over 58 years they ranched side by side, raised their family and were involved in several organizations within their community and Beaverhead County.

Donald became a director on the Vigilante Electric Co-op board in 1961 and was an advocate of rural electrifications for 53 years when he retired from the board in 2015. He also served

(continued on page 10)

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TRICKYS SENSO C06 2504 F69 P43959584 • 4/2/18 Sire: UPS SENSATION 2504 ET CED 1.0 BW 2.3 WW 67 YW 98 M 34 M&G 67 REA .70 MRB .15 CHB\$ 112



TRICKYS SENSO C86 B13 F86 P43957694 • 4/9/18 Sire: TRICKY'S RED BULL Z04-200Z B13 CED -1.0 BW 2.4 WW 49 YW 82 M 28 M&G 53 REA .48 MRB .03 CHB\$ 112

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Obituaries (continued from page 8)

on the state board of Rural Electric Cooperatives, Western G&T and Northwinds Publishing. He served on the school board in Wise River for several years, was a superintendent for the Beaverhead County Fair in sheep and hogs and was instrumental in getting a new fire hall in Wise River by donating the land and helped to get the building off the ground. Don was a member of the Elks in Dillon since 1962 and enjoyed the many membership benefits of being an Elk. He also belonged to the Masonic Lodge of Wisdom, was a member of Stockgrowers and the Montana Woolgrowers. In his early years he owned a small plane and often would be found flying in the fall looking for lost cattle on the forest permits.

Don was a third generation rancher following in the footsteps of his father and grandfather who came here in 1910. Hereford Cattle and Sheep were always a part of the ranch and Don raised many fine registered and commercial Hereford cattle over the years. In 2002 he was named commercial man of the year by the Montana Hereford Association. Don was a true steward of the land and worked and managed his ranch tirelessly. In 2010 he and Liz celebrated their 50th wedding anniversary along with celebrating 100 years of the ranch being in the Jones family. Donald took a lot of pride in those two accomplishments. Donald loved to travel and spent a lot of time traveling with Liz and their special friends Jay and Jean Nelson. He also was an avid reader and in his later years he always had a book in hand.

He is survived by his wife Elizabeth Jones, his children, Keith Jones (Wendy) and children Nora and Nathan, Yvonne Jones, and Jodi Pauley with her children Dalton and Jesse. He is also survived by his two sisters Retha (Loren) Sigman and Lynn (John) Mugaas along with several nephews, nieces and cousins.

He is preceded in death by his parents, Robert and Louise Jones and his son Karl Jones.

Cremation has taken place and per Don's request no funeral services but a family celebration of life will take place in the summer of 2019. A special thank you from the family for all his care at Barrett Hospital, St. Patrick Hospital and Dr. Loge.

Memorials can be made to the Wise River Volunteer Fire Company, Beaverhead County 4-H Foundation, Friends of the Beaverhead County Fair, Barrett Hospital Foundation or donor's choice.



Bonnie Colyer

Bonnie Catherine (Black) Colyer, 92, of Bruneau, ID, passed away peacefully from natural causes on February 1, 2019. She was at home and surrounded by her loving family.

Bonnie Black was born on February 19, 1926 in Mountain Home, ID, to

Errol & Anna Black. Bonnie was the great granddaughter of early Bruneau p i o n e e r s , who settled in the valley in 1876. She grew up on the fam-

ily ranch in Bruneau with her brothers, John & Jim Black. She graduated in 1944 from Bruneau High School. After graduation, she worked at the Jones Store in Bruneau and soon after, a handsome young cowboy from Three Creek named Ray Colver stole her heart. Much to her father's chagrin, she eloped with Ray to Elko, Nevada as they desperately wanted to get married before Ray was shipped to Japan during WWII. The spontaneous trip was full of complications, such as their car breaking down and their hotel burning to the ground, but through persistence, Bonnie & Ray were married on June 25, 1945. After the war ended, Ray returned home the end of 1946. During that time, they lived at House Creek, near Three Creek, while Ray was working for the Hawes family. In September of 1947, their daughter, Catherine Rae was born. In 1949, they moved back to Bruneau and began ranching with Bonnie's family. They added a son, James Guy, in 1950. Through years of hard work and dedication, Colyer Cattle Company was created and became the foundation of the ranch that grew and evolved into what it is today. She looked forward each year to visiting with everyone at their annual bull & heifer sales. Bonnie remained on the ranch in Bruneau for her entire life.

Bonnie was a member of the Rebekah Lodge, a lifetime member of the Bruneau Legion Auxiliary, serving as secretary for many years. She was chairman of the Bruneau-Grand View School District Board during the time the elementary schools were built. She also served as secretary of the Bruneau Buckaroo Ditch Company for many years. In 2013, Bonnie was honored to be the Grand Marshall of the Bruneau Rodeo. At the age of 90, Bonnie received her Concealed Weapons Permit.

In her spare time, she enjoyed sewing satin pillowcases and cowboy scarves for family and friends. She was a talented seamstress and had made everything from prom dresses to leather chaps. One of Bonnie's favorite pastimes was gambling, and she was always up for a trip to Jackpot, Elko, or

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Reno. Most often, she returned home "a winner".

One of Bonnie's greatest accomplishments was writing her autobiography titled "Shoo-Fly & Alkali", which was published in 2013. She had kept a journal for over seventy years, so she had plenty of information to draw from. Over the last five years, Bonnie enjoyed doing book signings, and had personally signed over a thousand books.

Bonnie is survived by her husband, Raymond Colyer, her daughter Catherine Sellman (Chet), her son, Guy Colyer (Sherry), five grandchildren-Carla Sellman Carley, Crista Sellman-Jones (Destry), Chad Sellman (Kelly), Kyle Colyer (Bobby-Jean), Katie Colyer, and seven great-grandchildren-Emma Carley, Grayson Carley, Piper Colyer, Cruz Colyer, Dashen Jones, Addison Sellman, & Lola Jones, and nieces, nephews, and cousins. She was expecting her 8th great-grandchild in early May. She was preceded in death by her two brothers, John & Jim Black and her grandson, Robert John Sellman.

Donations may be made to one of the following: Bruneau American Legion or Auxiliary, PO Box 582, Bruneau, ID 83604, Bruneau Boosters, PO Box 604, Bruneau, ID 83604, or Bruneau Quick Response, PO Box 294, Bruneau, ID 83604.

Jerrold Gliko

Little Belt native and Belt, MT area resident, Jerry Gliko, 75, passed away quietly at Peace Hospice House in Great Falls, MT, February 10, 2019

from complications of Emphysema and COPD. Born in

Great Falls, MT on June 10, 1943 to Rudy Gliko and Edna Lee Gliko, Jerry began life on



the ranch in Little Belt. His life came full circle back to the ranch as he and his brother Gary have spent the last several years working together on the place. Doing what else, but picking rocks, spraying weeds and fixing fence.

Just shy of his third birthday, Jerry suffered the untimely loss of his father Rudy. Gary joined the family three months later and Edna moved everyone to Great Falls for a short period of time. They soon returned to the ranch. Aided by faith and trust in God with help from family and neighbors, they moved forward. In 1951 Edna married Tony Urick. Three sisters and a brother were added to the family. All the kids looked to Jerry as a big brother and friend.

Jerry attended one-room country

(continued on page 12)

75 Angus Bulls • 40 Polled Hereford Bulls • 80 Open & Bred Heifers



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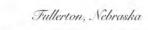
Frenzen Fu Manchu F28 KJ BJ 58Z Cat-Man-Du 288C X Frenzen Pride R50 CED+8.4 BW+2.8 WW+57 YW+88 M+22 \$CHB+99

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Polled



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Frenzen Lady F85 EF Drover D95 X Frenzen Redstone Z51 CED+4.4 BW+1.8 WW+51 YW+78 M+20 \$CHB+103

CATTLE RAISED

without creep

And developed on

a high roughage ration

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(continued from page 10)

schools around the ranch through grade eight and then graduated from Belt Valley High School. In 1961 he headed off to Montana State College in Bozeman to study Animal Science. After numerous interruptions, a college degree was obtained in the spring of 1969. He was then hired by the American Hereford Association as a Field Man. He then worked for the Association for several years based out of Kansas City, MO, living in various states and then went into ranch management. Eventually he found a spot with the Western Livestock Journal, where he was actively engaged for several decades. Livestock insurance added another industry dimension to his numerous capabilities. In addition, he produced the annual Stock Growers Association Directory. Agriculture and the cattle industry were his life-long occupations. His eternal optimism and gift of gab suited him well over the years.

While working in Ohio, the delightful manager of Jerry's apartment building caught his eye. Elaine Adams, raised in New Jersey and living in Ohio, brought a special dimension to Jerry's life. They were married in Kansas City, MO in December of 1973 and before long moved to Billings, where sons Josh and Aron completed their family. While there, Jerry, enjoyed many family activities that centered around

fishing and boating and spending time with his wife and sons. In 2008 Jerry and Elaine moved to their present residence north of Belt.

In recent years Jerry has found strength through his church and the Knights of Columbus activities. Not to mention, those special visits with relatives, family and old friends.

Jerry is survived by his wife of 45 years, Elaine of the family home; son Josh of Bozeman and San Diego, CA; son Aron of Bozeman; brothers Gary Gliko of Great Falls, Rick (Barb) Urick of Waxhaw, NC: sisters Debbie (Russ) Sorensen of Butte, Virginia (Bruce) Sorensen of Belgrade, and Becky Murray of Belgrade; sister -in-laws Jane of Pickerington, OH and Lin of Princeton, NJ; brother-in-law Joe Adams of Lancaster, OH; and fourteen nieces and nephews and their families.

Preceding Jerry in death were his parents, Rudy Gliko and Edna Gliko Urick; parents-in-law Joe and Ruth Adams, and nephew Drew Murray.

In lieu of flowers, donations may be made to the Belt Volunteer Ambulance, St. Mark's Knights of Columbus and Peace Hospice.

The family would to like extend their sincere thanks to all of those who have extended such loving care of Jerry.

Condolences for the family may be left at www.OConnorFuneralHome. com.



Kacie Lynn Wacker, 18, was the recipient of the James Carmichael Memorial Scholarship. Next fall she will attend Montana State University-Bozeman to major in Ag Business. She's a 5th generation on the J Bar E Ranch raising Herefords since 1898. The scholarship was presented at the Black Hills Stock Show in Rapid

City, SD, and is sponsored by the Carmichael family of Meadow, SD

Producing the Right Kind Year after Year! Wilson Lees HESELS HESELS TAKE ADVANTAGE OF THE FAVOURABLE EXCHANGE RATES! 2018 Value Added Bull Sale Friday, April 5, 2019 **Right Cross Ranch Sales Facility** Kisbey, Saskatchewan, Canada Only 60 miles north of the U.S. Border 2 PM sale start time 3% Volume Discount on 2 bulls 5% Volume Discount on 3 or more bulls **BLAIR-ATHOL 97B TROJAN 20E** C&T 106A FREEMAN 18F Free Delivery within 300 miles 978 ET X BLIAIR-ATHOL 6 Solid 1317 W Victor Boomer P606 NJW 735 222 Mighty Max 978 ET x BLAIR-ATHOL 6 Solid T BW: 0.1 WW: 47.8 YW: 67.6 MILK: 25.8 TM: 49.7 735 222 Mial ALL BULLS ARE ELIGIBLE TO BE EXPORTABLE (PE) BW: 4.7 WW: 60.0 YW: 91.9 MILK: 24.4 TM: 54.4 TO THE UNITED STATES HE SELLS SFLLS **Blair Athol Farms Glenlees Farm** 2018 **Duncan & Val Lees** 306-577-9703 George & Annette Lees 2018 306-455-2612 Jeff & Grace Lees Corey & Tasha Lees 306-577-1375 306-577-9971 www.blairatholfarms.com www.glenlees.com Haroldson's Polled Herefords C&T Cattle Co. Chad Wilson Chris & Tina Lees 306-577-7370 306-577-1256 www.haroldsons.com Kurt Lees 306-421-8318 For more information or catalogues contact HAROLDSON'S TOTEM 5D 20F **GLENLEES BNC 27C CONTACT 113F** T Bar C Cattle Co. Ltd

Tahoe RII7 TIOC BW: 4.1 WW: 56.6 YW: 89.5 MILK: 23.4 TM: 51.7

NJW 735 38W RIMITOCK 27C ET X GF 4L CONTENDER 220P BW: 3.4 WW: 51.8 YW: 83.8 MILK: 31.7 TM: 57.6

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Yearing Bulls Avg, WW — 730 lbs. Fall Bulls Avg, Weight on 12/14/18 — 1313 lbs. & all other perfor-= Mire mance data availa n sale dav.

OTHER SIRES:

Bruns Top Cut 373 6 Yearling sons sell **Jindra Medallion 475** 4 Yearling sons sell & 6 Fall sons sell **Jindra Kinetic 794** 9 Yearling sons sell & 6 Fall sons sell **Jindra Acclaim 134** 1 Yearling sons & 9 Fall sons sell **Baldridge Compass C041** 3 Yearling sons sell LT Forefront 6088 6 Yearling sons sell **Connealy Black Granite 133** 1 Yearling son sells & 7 Fall sons sell KG High Regard 2073 4 Yearling sons sell & 10 Fall sons sell SSAF Tiger 305 2 Yearling sons sell & 4 Fall sons sell **Evenson Stetson 100X** 3 Yearling sons sell & 5 Fall sons sell **Evenson Efficient 4603** 5 Yearling sons sell Evenson Top Cut 5408 4 Yearling sons sell

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Cross Five Cattle Coolers: A Product by the Rancher, for the Rancher

by Terra Ochsner

Sturgis, SD — Anyone involved in the agriculture industry can testify to the fact that it is hard, tireless, albeit rewarding, work. Down time comes at a premium, and days off are a thing of myth. Ryan and Keri Casteel have embraced this idea of hard work through their commercial cattle operation and have taken it to a whole new level. On top of their roughly 300 head of commercial Angus and Black Baldies, they occupy numerous roles: they are the parents of three children, Ryan is a real estate agent and correspondent for The Cattle Business Weekly, Keri is a part-time EMT, and together, they are the founders and co-owners of the upand-coming Cross Five Cattle Coolers company.

"We grew up working hard, and we like to work hard," said Keri, "we are just young and motivated."

The Casteels were both raised in agriculture, and it is those roots that instilled this gritty, "stay busy" mentality that has motivated Ryan and Keri to pursue so many ventures.

Keri's parents are the third generation on their ranch in Reva, SD. She grew up showing cattle and helping whenever she could.

"We were our parent's sidekicks and helped with every part of the ranch," Keri described.

Even though Ryan's family sold



Ryan and Keri Casteel and their beautiful daughters. A passion for the industry led to the development of the Cross Five Cattle Cooler. Photo by Chutin Flicks Photography

their operation and moved to town when he was young, that didn't stop him from getting his hands dirty and helping friends out on their own farms and ranches.

Keri explained that "any opportunity Ryan had to be horseback or behind a cow was where he preferred to be."

Following high school, Ryan went to Sheridan College and was a professional bull rider before returning to South Dakota. Keri graduated from college in Sioux Falls, SD and worked in Denver in finance before moving back and

meeting Ryan, who was ranching at the time. Together they grew their own herd and their family.

It was Ryan and Keri's persistent involvement in, and passion for, the farming and ranching industries that led them to their idea for Cross Five Cattle Coolers.

"We were trying to think of something to get for my dad, and we have ranched long enough where we have seen accidents with people giving the wrong vaccine, or [...] putting a vaccine in the wrong repeater," Keri explained.

So, they began researching different products that would eliminate those accidents, but the results were abysmal. The Casteels identified an obvious need for a product that just simply hadn't been done yet, and immediately assembled their own prototype out of a regular beverage cooler that would have everything a rancher would need during brandings, AI season, and everything in between.

Ryan and Keri developed their original prototype for her dad and for themselves. Over time, more people in the community caught wind of these coolers and wanted to own one.

"Fast forward a few months, and we were building them out of our shop, out of our home, and basically anywhere



Cross Five Cattle Vaccinating cooler.

Cardinal Creek Cattle Co. at **R&R** Family Farms Bully and Heifery

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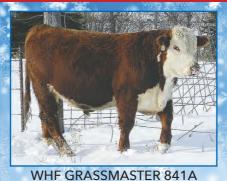
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Final prototype with color coding system.

we could find space for," Casteel said.

As demand for their product skyrocketed, Ryan and Keri were approached by Brock Hutchinson of Big Frig, a cooler and tumbler company out of North Sioux City, SD. With this partnership they were able to produce their coolers on a much larger scale while also incorporating the notably sturdy Rotomold technology. This allowed the Cross Five team to take a great idea and put it into a form that they believe is highly competitive in both quality and price.

Casteel explained how they strive to "have the highest quality product, but hopefully at a price that people can afford."

With this new and improved prototype, the Casteels wanted to ensure that their product was rancher tested and approved.

"We passed around the prototype to about 15 ranches, cow-calf operations, and feed yards in the community and told them to use it, abuse it, toss it around and see what this product can do," Keri described, "it really was a community effort."

Overall, this test group found the coolers to be reliable and durable. A few suggestions were made for tweaks to the design of the coolers. These comments were taken into account, and the Cross Five Cattle Cooler model that is currently on the market, was born.

Designed for Practicality

One of Ryan and Keri's biggest priorities in designing this product was to eliminate the possibility of accidents when cattle are being administered vaccines and medications.

"They truly are an organization system that is designed to prevent cross contamination," said Casteel

With that in mind, Cross Five Cattle Coolers feature various color-coded syringe holsters, with the option of choosing two, three, or four holster spaces, to ensure that cross-contamination doesn't occur. This is especially helpful on days when lots of hands are helping, and numerous shots are being administered.

"All you need to remember is that I am yellow all day, this is the only compartment that has my vaccination, and I am the only one who is going to dip in this," explained Casteel. The cooler is also divided into separate compartments that allow for complete temperature control. Hot water or hot packs can be placed in one side to ensure that thicker medications don't freeze, and the other side can be temperature controlled to remain cool for whatever your needs may be.

"There's inch-and-a-half polyurethane foam between our interior compartments which allows you to control the temperature on both sides of the cooler," Keri stated.

As the popularity of these coolers has grown, a new market has presented itself to Ryan and Keri: fishing.

As their cattle coolers were passed around and gained some notoriety, Ryan and Keri were approached by some fisherman who helped them realize that "boy there is also a market for this [product] in the fishing world."

Ryan and Keri met with top Anglers to learn about what features



The fishing cooler is the latest addition to the product line-up.



⁽continued on page 16)

Cross Five...

(continued from page 15)

a fishing cooler would need. With these expert opinions in mind, the Casteels introduced their Beers-N-Bait coolers. The holsters, originally designed for syringes and repeater guns, can be utilized for holding rods, and the dual compartments, each with their own individual drain, are handy to ensure that bait water and beverage water never mixes.

Now, from the outside looking in, it would seem as though the idea for Cross Five Coolers has been a smash hit since their first prototype hit U.S. soil one year ago. But despite their rising popularity, the Casteels have encountered their fair share of adversity.

"We hit closed doors one after another," said Keri, "but our customers are awesome, and they, along with us, have used this product, and [their positive feedback] helped us charge through those hard times."

Time and again, the Casteels continue to stand by their product and choose the value of hard work every day, because they are genuinely invested in what Cross Five Coolers has to offer their customers.

"They can carry a lot of abuse," described Keri, and even though the coolers carry a five year warranty, they were designed to "last a lifetime."

Keri explained that "our number one priority was that we really wanted to make sure we were hitting the market with the best product for our customers."

Values that Carry On

As for their family, Ryan and Keri are making sure they instill the same hard-working values in their own children.

"Each of our kids have their own small herd with a handful of cows," Casteel said.

Ryan and Keri work hard to ensure that their girls understand the in's and out's of the industry. They really stress that their daughters are informed cattle women and truly take responsibility for their herds in every way from calving to feeding.

"Ryan is really good at teaching them about mineral rations, feed rations, and really just teaching them the industry," Keri stated.

Keri also described how their oldest daughter, Whitney, spends a lot of her free time helping with the day-to-day needs of the Cross Five Cooler Company.

With their continued commitment to providing a quality product for their customers, and the up-and-coming interest their kids are displaying to help wherever they can, Ryan and Keri Casteel are confident that Cross Five Cattle Coolers will only continue to grow.

Please visit crossfivecoolers.com for more information or to order your own Cross Five Cattle or Beers-N-Bait cooler. They can also be reached through their Cross Five Cattle Company Facebook page.

Sale Reports

Mile High Night Hereford Sale Grosses \$836,450

The Hereford breed garnered attention this year at the National Western Stock Show (NWSS) in Denver at the Mile High Night National Hereford Sale. An estimated 5,000 attended the sale Jan. 18 on the stadium floor.

"The Mile High Night National Hereford Sale in Denver is a credit to the Hereford breed and breeders," said Joe Rickabaugh, American Hereford Association (AHA) director of seedstock marketing. "The consignors continue to bring advancing Hereford genetics to the National Western and these genetics are readily accepted by the many cattle enthusiasts of all breeds who flood the showring floor annually to witness this sale. This year's crowd at the Mile High Night Sale was one for the record books."

The elite 38-lot Hereford offering brought forth prominent genetics from established operations across the country. When auctioneer Eddie Burks silenced the gavel for the final time, the auction grossed \$8364,500. Nine bull lots grossed \$364,200 and averaged \$40,467. Twenty-six female lots grossed \$447,250 and averaged \$17,202. Three pregnancies grossed \$25,000 and averaged \$8,333.

The high-selling lot, shares of



the 2019 NWSS Reserve Champion Horned Hereford Bull, EXR Bankroll 8130 ET, out of two-time NWSS Supreme Champion Hereford, BR Belle Air 6011, commanded \$135,000. The lot was consigned by Express Ranches, Yukon, OK, and sold to the Bankroll Syndicate, Yukon, OK.

The second high-seller was Lot 16, C CJC Belle Heir ET, a bull lot consigned by Colyer Herefords, Bruneau, ID. The lot was purchased for \$92,500 by the Belle Heir Syndicate, Bruneau, ID.

The sale remained strong with the third high-selling lot, Lot 25, MSU Rachel 58Z ET, a female consigned by Jensen Bros. of Courtland, KS. GKB Cattle Company, Waxahachie, TX, paid \$60,000 for the opportunity.

The fourth high-selling lot, Lot 14 from Barber Ranch, Channing, TX, commanded \$50,000. Rosebrook Hereford and Angus, Dexter, OR, purchased BR Rare Air ET.

The high-selling lots were rounded out by Lot 3, consigned by DeLHawk Cattle Co., Earlville, IL. DeLHawk Gisella 83F ET sold for \$31,500 to Nate Kolterman, Garland, NE.

Knippling Hereford Annual Bull Sale Gann Valley, SD and Online at www.TheLivestockLink.com

Two-Year-Old Bulls — \$5,019

Top Bulls:

Lot 29, KR 50B Superstar 755E, 3/20/17 by R 0141 North Star 50B to Big Valley Ranch, \$9,000.

Lot 49, KR 1034 Domino, 4/3/17 by UPS Domino 1034 7102E to Wynia Ranch, \$7,500.

Lot 33, KR 50B Superstar 765E, 3/23/17 by R 0141 North Star 50B to Jeff Skrdla, \$6,500.

Lot 2, KR 1202 Domino 704E, 3/8/17 by KB L1 Domino 1202Y to Randy Nelson, \$6,000.

Lot 10, KR 8Z Domino 720E, 3/4/17 by R 955W North Star 8Z to Kirsch Farms, \$6,000.

Lot 34, KR 8Z North Star 767E, 3/23/17 by R 955W North Star 8Z to Leftboot LLC, \$6,000.

Lot 47, KR 50B Super Star 797E, 4/1/17 by R 0141 North Star 50B to Judy Fredrichs, \$6,000.



One of the Knippling bulls that was offered for sale.



Sale day pen panorama at Van Newkirk Herefords, Oshkosh, NE.

Van Newkirk Herefords Bull Sale Jan. 21, 2019 **Oshkosh**, NE

Most of the bleachers were filled with repeat buyers. Report and photos provided by Van Newkirk Herefords.

Auctioneer: Joe Goggins

57 Yearling Bulls — \$6,912 146 2-Year-Old Bulls — \$8,526 14 Registered Heifer Calves — \$2.111 **110 Commercial Hereford Heifer** Calves — \$1,575 168 Commercial F-1 Baldy Heifer Calves — \$1,350

Top Yearling Bulls:

Lot 173, UU Belmar 8082F to Stuber Ranch, Bowman ND \$26,000. Lot 215, UU Diablo 8289F to Brandon Jolly, MO \$15,000. Lot 160, UU Bakken 8027F to Stuber Ranch, \$13,000. Lot 157, UU Bakken 8002 to Jim Krajewski, Oshkosh, NE \$11,000.

Top 2 Year Old Bulls:

Lot 107, UU Bakken 7391E to JLB Ranch, KS, \$18,000. Lot 117, UU Belmar 7415E to Delmar Moellenburg, CO, \$18,000. Lot 110, UU Bakken 7394E to JLB, \$17.500. Lot 45, UU Drake 7245E to Tom Moore, WY, \$16,000. Lot 111, UU Bakken 7400E to JLB, \$16,000. Lot 84, UU Drake 7347E to Stotts, OK \$15,500.

Lot 90, UU Solution 7359E to Knott Co., \$12,500.

Sold to 16 states from California to New Jersey, and North Dakota to south Texas on the Rio Grande. 30 bulls sold to the High Country of Colorado and Utah.



Bull coming into the sale ring at Van Newkirk Herefords, Oshkosh, NE.

Churchill Cattle Company's World Class Bull Sale Jan. 22, 2019 Manhattan, MT

Auctioneer: Joe Goggins

117 Bulls — \$5,179 22 Registered Open Fall Yearling Heifers — \$2,627

Top Bulls:

Lot 2, Churchill Red Baron 8300F, 3/14/18 by R Leader 6964 to Wells Bekins Cattle Co., Buffalo, WY, \$25,000, for 1/4 Interest & 1/2 possession.

Lot 20, Churchill York 858F, 1/29/18, by SHF York 19H Y02 to Rees Bros. Herefords, Morgan, UT and Kent Thorne, Salt Lake City, UT, \$20,000.

(continued on page 18)



Beautiful scenery at Churchill Cattle Co. near Manhattan, MT. Photo by Lynn Terry

STUBER RANCH 51ST ANNUAL SALE SAT., APRIL 20, 2019

At the ranch 1 p.m.

Selling fall and spring yearling bulls, registered heifers and commercial females. Thick made, fast growing and eye appeal.

LOT 80 - 43930249

tive. Numbers are the best.

LOT 35 - 43954713

BW 3.6 WW 64 YW 110

M 24 REA .74 MRB .06

Eye appeal. Correct & volum

SON OF SENSATION

THE OFFSPRING:

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gest wean weight ever.

LOT 30 - 43954712

ree. Excell

LOT 103 - 43929818

BW 4.3 WW 59 YW 102

M 30 REA .33 MRB .04

Thick, longs, deep. Super sire group.

SON OF SOLUTION 5436

BW 3.6 WW 64 YW 110

M 24 REA .74 MRB .06

SON OF DOMINATOR 619

BW 4.7 WW 75 YW 120 M 33 REA .72 MRB .14

Explosive performance. One of the big-

FIVE GENERATIONS OF FAMILY RAISED HEREFORDS **EXCITING**



CL 1 DOMINO 6128D 1ET - 43691810

BW 2.0 WW 62 YW 93 BW 3.5 WW 73 YW 121 M 43 REA .53 MRB .24 M 32 REA .80 MRB .10 Very at uper first calf crop. BW ratio 100, WW ratio 104. Consistent, long



BCC DOMINATOR 619D 43732924 **SON OF DOMINATOR 619** BW 1.1 WW 67 YW 119 M 21 REA .56 MRB .10 Calf crop of low bw and eye appeal. deep sided and correct.



43572051 BW 4.0 WW 63 YW 105 M 26 REA .40 MRB .05 ing that are thick. First c BW ratio 101, WW ratio 104

M 29 REA .83 MRB .20

LOT 166 - 43847488 SON OF STOCKMAN 2059 BW 4.7 WW 46 YW 83 M 28 REA .43 MRB .22 Correct & think. Elite gr bulls.

GH RUGER 3786 NICHOLS 0945 DOMINO **DELUXE 17D - 43791596** 6100 ET - 43720948 Low BW, high REA and MARB BW 4.7 WW 74 YW 108 BW 0.4 WW 40 YW 84

CHURCHILL MARK DOM 697D - 43703078 Low BW high REA and MARB BW -1.7 WW 50 YW 88 M 30 REA .53 MRB .45

ALONG WITH SUPER PRODUCTION FROM OUR PROVEN SIRES: CHURCHILL SENSATION 028 - SR BAKKEN 62Z - SR RIGHT ON 2203Z BCC BILLY THE KID 330A - C STOCKMAN 2059 - SR INDIGO 1181 - SR DIABLO 613 – UU TURNING POINT – NAVARRO – BRC FACTOR Y19 POLLED SIRES: NJW 73S W18 HOMETOWN 10Y - MHPH521X ACTION 106A

M 31 REA .52 MRB .31



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(continued from page 17)

Delaney and Atkins Bull and Female Sale Jan. 28, 2019 Lake Benton, MN

Auctioneer: Jim Birdwell

Bulls — \$4.172 Breds Heifers — \$2,259

Top Bulls:

Lot 13, JDH 45C Homegrown 110F ET, 2/21/18 by NJW 73S 18W Homegrown 8Y ET to Hoffman Ranch, Thedford, NE, \$10,000.

Lot 25, JDH AH 117 Hometown 101F ET, 2/17/18 by NJW 135U 10Y Hometown 73C E to Fleisher Farms, \$9,000. Lot 50, JDH 9Y Leader 6964 65F ET, 2/4/18, R Leader 6964 by R Leader

6964 to Landon Laible, \$7,500. Lot 23, JDH AH 34X Hometown 97F, 2/15/18 by NJW 135U 10Y Hometown 73C ET to Springwater Polled Herefords, \$7,000.

> **Black Hills Stock Show Hereford Sale** Jan. 30, 2019 **Rapid City, SD**

Auctioneer: Lynn Weishaar

36 Bulls – \$3,681 4 Yearling Heifers – \$3,438 **3 Bred Heifers – \$5,833**

Top Selling Bulls:

Lot 56, K Rock 707 ET, 3/15/17 by ECR Whomaker 210 ET, consigned by Sage Krebs, sold to Ward Family Here-

> fords, Laramie, WY, \$12,000. Lot 32, ERNST 6027 Trusted 813, 2/27/18 by ERNST 163Z Trusted 6027, consigned by Ernst Herefords, sold to Fawcetts Elm Creek Ranch, Ree Heights, SD, \$10,500. Lot 19, ECR 628 Ivys

Advance 8923 ET, 4/618 by H FHF Advance 628 ET, consigned by Fawcett's



Ridder Bulls - Big, two-year-old bulls at Ridder Ranch, Callaway, NE, ready for sale day.

sold to Cody Jensen, Courtland, KS, Muller Cattle to Hansmeier and Son, \$9,750.

Lot 53, 7MI 4151 Red Time 708, 4/22/17 by CC 426T Bohannon 4151, consigned by 7 Mill Iron Ranch and Ryan Sellman, sold to Wayne Mrnak, Bowman, ND, \$6,500.

Lot 33, Ferdinand 8207, 2/22/18 by R Leader 6964 from Altena Show Cattle/

Inc., Bristol, SD, \$5,500.

Lot 37X, ECR 628 TSR Advance 8358 ET, 3/9/18, consigned by Fawcett's Elm Creek Ranch to John Laible, Howard, SD, \$4,750.

Lot 51, MC Rapid Rush 7465ET, 5/5/17 by NJW 98S R117 Ribeye 88X consigned by Muller Cattle, sold to



Delaney Sale Topper - JDH 45C Homegrown 110F ET a homozygous polled son of NJW 73S 18W Homegrown 8Y ET. Hoffman Ranch, Thedford, NE, purchased him for \$10,000. Elm Creek Ranch,



Beautiful sunset at Ridder Ranch

Marshall Kathrein, Little Falls, MN, \$4,750.

Top Bred Heifer:

Lot 11, ACR VLK 7115E ET, 3/30/17 by JLB Showtime Pugh Dynasty 1302, consigned by Carroll/Volek, sold to Brad Freking, Alpha, MN, \$9,000.

Top Yearling Heifer:

Lot 9, K Finona 823, 1/28/18, consigned by Sage Krebs, sold to Cody Nelson, Ansley, NE, \$5,750.

> **Ridder Herefords** Callaway, NE Jan. 31, 2019

Auctioneer: Jim Birdwell

9 Yearling Bulls — \$6,806 49 2-Year-Old Bulls — \$4,066 53 Open Heifers — \$1,367

Top Yearling Bulls:

R 4105 North Star 42F to Jerry Knippling & Sons, Gann Valley, SD, \$10,000.

R 5184 North Star ER 10F to Ron Struempler, Oconto, NE, \$9,000. R 4105 North Star 29F to Don & Kevin Klein, Roseland, ND, \$8,000.

Two-Year-Old Bulls

High selling two-year-old bull was R 330A North Star 107E, selling for \$9,500 to Ted Johnson, Raymond, NE.

R 3203 North Star 59E sold for \$9,000 to Jack Engelhaupt, Butte, NE.

R 0141 North Star ER 52E sold for \$7,000 to Randy & Clint Bentley, Miller, NE.

Heifers

Topping the heifer sale for \$2,100 was R Starlette 803 selling to Joe Ridder, Holdrege, NE and R Starlette J 804 to David Morehead, Bernard, IA. Both heifers were out of KB L1 Domino 623D.

Selling for \$1,900 were R Starlette 703, also out of 623D, to Dan Albrecht, North Platte, NE and R Starlette 878, out of HH Advance 4067B to Daryl Crook, Rising City, NE.



Ridder Ring - Sale day at Ridders. Pictured are ringmen Levi Landers and Jim Geis; on the block are John Ridder with Auctioneer Jim Birdwell.

Baumgarten Cattle Company Production Sale with guest consignor Nord Angus Feb. 1, 2019

38 Yearling Hereford Bulls — \$4,651

5 Two-Year-Old Hereford Bulls — \$3,450

11 Yearling Angus Bulls — \$3,669 **16 Commercial Hereford Open** Heifers — \$1,300 **63 Black White Face Open Heifers**

Top Yearling Bulls:

Lot 8129, BCC Spotify 8129F ET, 3/5/18 by CRR 109 On Point 559 ET to Kyndell Nichols, Ringwood, OK, \$12,000.

Lot 829, BCC Dominator 829F, 2/8/18 by BCC Dominator 619D to Larry Stangle, Marsland, NE, \$10,000. Lot 8111, BCC Point Blank 8111F ET. 2/28/18 by CRR 109 On Point 559 ET

to Casy Voigt, Zap, ND, \$9,000. Lot 814, BCC Dominator 814F, 1/30/18 by BCC Dominator 619D to Mrnak Hereford, Bowman, ND, \$8,500.

Top Selling Angus Bull: Lot 8020, Nords Cowboy Cool 8020,

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2/2/18 by HA Cowboy Up 5405 to Don Gibson, Enderlin, ND, \$7,500.

(continued on page 22)



Baumgarten High Seller - BCC Spotify 8129F ET by CRR 109 On Point 559 ET topped the sale in active bidding, going to Kyndell Nichols, Ringwood, OK for \$12,000.

Production Sale SAT., APR. 13, 2019 1:00 (CDT) • At the Ranch HEREFORD RAN Selby, South Dakota **THR THOR 4269B** reg# P43503524 BW 2.4 WW 59 YW 91 M 21 MG 50 REA .58 MRB .24 **Sires Include:** THR Thor 4269B Pyramid Domino 5123 **BAR JZ Audacious 294A** Selling B

Hereford & Angus

Plus

15 Registered Hereford Heifers 15 Angus Heifers

NJW 47X 8Y Homegrown 51A Pyramid Catapult 5176 **BAR JZ Federalist 106D**

Bill & Darin Thorstenson Bill: 605-845-6108 Darin: 605-321-6416 6804 Overholzer Ave. Selby, SD 57472

wpthorstenson@venturecomm.net www.thorstensonherefordranch.com

(Paid Advertisement from Greater Omaha) Greater Omaha Responds to Hereford Producer Questions

As of late, there have been a lot of producers calling with questions about Greater Omaha (GO). Colorful quotes from Mark Twain woven among the paragraphs seem like pretty good threads to tie this article together as we try to address the bulk of the questions. We hope this helps as a guide to clear up what has recently changed here, and more importantly, what has not. We think the most important message is what has <u>not</u> changed.

"The rumors of my death have been greatly exaggerated."

There has been some understandable confusion as of late regarding our affiliation with Herefords. In short, we are continuing with what has never been broken. We are in fact no longer a licensed Certified Hereford Beef® packer, but we are still kickin' and we are still committed to Herefords. As a matter of fact, we are more determined than ever to grow the program and so far, this year we are off to a record start. But let's not get ahead of ourselves. The reason for some producer confusion is because GO did indeed discontinue affiliation with the Certified Hereford Beef® brand. The rumor is not true that we discontinued buying Herefords and boxing Hereford beef.

Due to unanimous votes by our customer base and due to support from key Hereford feed yards and Hereford producers that depend on our blended program premiums... GO chose to continue servicing the customers that wanted to keep the blended box going. After extensive talks, the choice to continue marketing a blended Hereford product meant that GO would not have an option to continue under license from CHB, LLC.

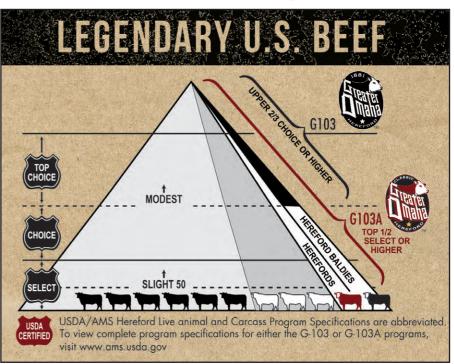
"It is wiser to find out than to suppose."

By now most Hereford producers are aware that the Certified Hereford Beef[®] program has made a change to become Choice or Higher as of Jan 1st of 2019. Because this was an all or nothing change, that meant eliminating the blended option (Choice and Select in the same box) was a requirement in order to remain a licensed packer by CHB, LLC. Unfortunately, after being partners for about twenty years with the CHB, LLC staff in marketing the Certified Hereford Beef[®] label, the decision to eliminate the blended option from the menu meant that 100% of our customers had to make a choice (no pun intended). That's the bad news. The good news is that now there are two Hereford brands that need your Hereford cattle.

When gueried earlier last year about their willingness to make that change by 2019, our Hereford customer base was a unanimous "no" to eliminating the blended option from Hereford program. Most felt that selling the blend based on the merits of the breed was not a broken model and the change did not make sense for their business. In the end the vote was a unanimous and emphatic "no" from our customers that they were not in favor of eliminating the blended option. When the proposed change became finalized in the months to follow; nearly every customer was wondering why the change had to be forced and why they didn't have any say in the matter.

After successfully marketing a blend (Choice and Select in the same box) for many years, the biggest impact of eliminating the blend would have been to the customer's bottom line. If they had to try to raise prices in order to make the switch, even a small increase in price is a big deal when selling large volume. The good news is, even though some of our customers had informed us they'd discontinue buying Hereford and look for another brand, none of those customers have left the program. Our customer base has remained 100% intact and they will all continue buying blended Hereford beef. A few have created their own Hereford label and the rest are marketing the product under Greater Omaha's new Hereford label. The new label was created in a rush at the end of 2018 in order save our customer base.

Greater Omaha felt that if the customer base would have been better off or better served with a Choice only program, then the customers would have migrated to that option years ago. That option has been available for most of the history of the brand. Both licensed packers had



Relation of Hereford in Greater Omaha's mix of cattle.

at least one type of Choice Hereford program offering already available under the Certified Hereford Beef[®] Label for many years. Choice Hereford boxes have been available as early as about 2003 and yet it never really replaced the blended program like we all thought it would at the time.

Straight Choice boxes worked for a few, but not the vast majority of Hereford beef customers. The vast majority of tonnage sold tells the compelling story of where program growth was coming from. The blended program continued to underpin the majority of growth. Blended Hereford boxes consistently grew GO's business for the last decade and in turn produced growth years for CHB, LLC. Mick Welch, now retired from CHB, LLC, built Foodservice business from a few million lbs. of tonnage into over 20 million lbs. sold annually. Prior to Mick's success, Foodservice used to be a small sliver of CHB, LLC's annual tonnage. As of 2018, it was about 1/2 of the whole pie. Of the top ten volume foodservice customers, 9 of them were blended customers, and 6 of the top ten retailers were blended customers.

In addition to blended boxes, nearly all Hereford customers bought a little straight Choice or Top Choice boxes in addition to the blend. The introduction of Choice options since about 2003 and later Top Choice options in 2010... has always been a positive. Some of the smallest customers purchased Choice or Top Choice only (no blend). Only one or two of the largest customers were not buying the blend or at least primarily buying the blend in their mix. All these same customers who bought the blend in the past are continuing to source and sell the blended Hereford product today, but the brand on the box has changed.

"Whenever you find yourself on the side of the majority, it is **time to pause and reflect.**"

GO and those maverick customers who do not focus on a grade, but rather choose to continue selling a breed and its merits on the plate, have done so with the best success. Those other few Hereford customers who focused on trying to sell a grade specific based breed program never really grew any tonnage. The customers in the last few years that have had the best growth were all using primarily Blended Hereford and as mentioned already, it was not just in retail stores. Not only has it been successful to stand apart from other brands and against the popular notion that a branded program needs to be Choice or grade specific in order to compete... the blend has outperformed the grade specific options.

The blended concept has also always been more profitable for the producer and the packer as well. For the producer the reason is obvious — more premiums on more cattle. For the packer it is a bit harder to sort out. There is no doubt that marbling enhances the product and that GO has long been a champion of the idea that the second-best improvement the Hereford breed can do to create more packer and boxed beef demand is to become better marbled (as a breed average).

There is an opportunity cost associated with buying and marketing Herefords due to seeing less Prime and due to slightly less desirable hot carcass yields for straight British cattle. Herefords still generate a few more Yield grade 4's than our other cattle. In order to compensate for those opportunity costs, the program has to counterbalance and exceed in other categories.

GO has many brand options. Some are Angus some are not. The part that makes economic sense for GO to stick with Hereford as a part of our portfolio of brands is that we have the ability to sell the Select Hereford product for more money than regular Select carcasses and most important we have a product that is consistently sold before it goes into the box. When the Choice vs Select price spread is wide, the margin is good for both us and the end-user buying the blend. Typically when the spread is widest, beef demand is peaking due to seasonal demand. When the spread is narrow, then we'd be better off sometimes not blending the product but we still do. We have to take the big picture into account and if the qualification rate of carcasses is high for our Hereford program

and the yield grade 4's are tolerable, then the program pencils for us.

We are pleased to see the strides the breed has made. Although we still see significantly more Prime from some of our other cattle, the Hereford breed is a much better marbling breed today than what we saw in our grading cooler 20-years ago. Hot carcass yields are a big opportunity for the breed to improve upon depending on the source and age of the cattle, but in general Herefords have narrowed the gap between other cattle.

Setting Herefords aside and considering all cattle and grading right now, the entire industry can't quite seem to write and talk enough about the end of the Select grade and the dawn of all Choice grading in the US. It is truly an amazing time as we are seeing some of the best grading across the board that we've ever had (at least so the charts say going way back to the 70's). The percentage of Select is at an all-time low and it would be nice if it would disappear. However, we don't believe that ship has sailed just yet, and we aren't quite ready to throw away our Select stickers for our generic commodity boxes. There's just as good of a chance of grading to go backwards as forwards for many reasons. A spike in the price of corn is just one.

"Never allow someone to be your priority while allowing yourself to be their option."

The Hereford product gives customers the opportunity, in most cases, to start with a clean slate from a



Quality standards for Hereford boxes.



New box for Greater Omaha's Hereford product.

consumer/end-user standpoint. That means the right customer can afford and confidently invest in a name that should afford maximum separation from competitors. That means we must be very selective of who we partner with in any given market. As much as we want to see volume and market penetration anywhere and everywhere sometimes there are limits. For example, our distributors have limits too when it comes to where logistics allow trucks to deliver, how often, and to "who." We believe that we still have to stand by those customers and protect them in the market whenever we can so long as they are growing and giving it their best effort. Some customer overlap is unavoidable, but we give it our best effort to avoid it.

That loyalty means doing our best to be sure the brand they invest into will not be bastardized in their marketplace. Without that ability to stand out as "different and better," generally customers will not invest in building equity of the name Hereford. We try to pick partners with strong commitment no matter how small and we try to protect customers from having someone across the street scream "me too!" Without the ability for any customer to stand apart in a marketplace, we quickly lose Hereford's brand building allure. Some would say competition is good. That'll be perfectly true the day the Hereford brand sells itself and is on autopilot for demand pull. That is a lot to expect any time soon but it is realistic in the short term to create demand with the right partners/ customers investing in the brand and providing product "push."

In short, there are some really strong advantages to being small enough to not have to do business with everyone, yet large enough to do business with the best. GO as a company has that reputation of servicing the best and our company's name has always helped open doors for Hereford boxes. Customers like to tell the Greater Omaha story when they sell Hereford and we support those customers in return.

"It's not the size of the dog in the fight, it's the size of the fight in the dog"

The best news for Hereford producers is that we will need additional cattle. 2019 has started out with a BANG! During the second week of January we harvested a record number of Herefords and qualified 2,726 carcasses. Pounds sold has also spiked due to new business and organic growth of existing customers. GO's portion of the fed cattle processed in the US is only about 2% of the pie. Small as that slice might be, since GO began selling Hereford beef in 1999, we have harvested millions of Hereford cattle and marketed hundreds of millions of pounds of Hereford beef. Our target in 2019 is to make the Hereford boxes about 15% of our production. That will mean we will require an additional 500-750 head of finished Herefords and Baldies each week

+++++++++

Henry Davis, the owner of Greater Omaha, is committed. He is providing the resources and push needed to maintain and grow demand for Hereford Beef and his packing plant is world renowned for providing the highest quality beef. We've raised the premium potential for our new Hereford program qualifiers (refer to last month's ad in the Hereford America paper for more information). We humbly ask you for your support as we grow our own brands and demand for your Hereford cattle.



(To be continued next month.)

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(continued from page 19)

Dvorak Herefords Bull Sale Feb. 1, 2019 Lake Andes, SD

Auctioneer: Seth Weishaar

35 Two Year Old Bulls – \$4,307 50 Commercial Replacement Heifers – \$1,115

Lot 41, DVOR 2025 253 Sensation 7217E, 3/21/17 by UPS Sensation 2025 to Summerville, Platte, SD, \$7,500. DVOR 124C 488 Judge 762E, 3/8/17 by JDH AH Dimaggio Rumbler 124C to Calvin DeBoer, Corsica, SD, \$6,500. Lot 5, Roudy 554 0705 Roughhouse 7301, 6/6/17 by DVOR 468Z 159P Zenner 554 to Gregory Anderson, Freeman, SD, \$6,500.

Lot 8, DVOR 554 1032 All PRO 7135E, 3/14/17 by DVOR 468Z 159P Zenner 554 to Mark Williams, Bonesteel, SD, \$6,500. Elkington Polled Herefords and South Devon Sale Twin Falls, ID Feb. 1, 2019

Auctioneer: Butch Booker

65 Hereford Bulls — \$3,042 14 South Devon Bulls — \$2,900 20 Polled Hereford Females — \$1,772 3 South Devon Females — \$2,166

High Selling Hereford Bulls:

Lot 438E, EPHR Elker Leader 438E, 3/17 by R Leader 6964 to Bill Stovall, Bridger, MT, \$5,500. Lot 414E, LE Elmer Macon 500E, 3/17 by EBE Elker Tractor 205C to Merrmac Cattle Co., Geyser, MT, \$5,000. Lot 483E, EPHR Elmer Tractor 483E, 3/17 by LE Tractor 400Z to Davis Cattle Co., Dillon, MT, \$4,750.

High Selling South Devon Bull:

Lot 443E, EBS Elker 523M 443E, 3/17 by EBS Elker 523Z to Lyle Woodberry, American Falls, ID, \$4,000.

High Selling Hereford Female: Lot 568E, EPHR Miss Elker Pathfinder



DVOR 2025 253 Sensation 7217E topped the Dvorak sale. He scanned a big 14.4 inch ribeye to ratio 113. Summerville Farm at Platte, SD, purchased him for \$7,500.

HEREFORD AMERICA • March 2019



Elkington's high seller was EPHR Elker Leader 438E by R Leader 6964. He sold to Bill Stovall of Bridger, MT for \$5,500.

568E, 3/17 by EPHR Pathfinder 4G 842B, to Robert Hawkes, Montpelier, ID, \$2,000.

Upstream Ranch Annual Hereford Production Sale Feb. 2, 2019 Taylor, NE

Auctioneers: Seth Weishaar & Lynn Weishaar

- 2 Spring Yearling Hereford Bulls — \$10,250
- 109 Fall Yearling Hereford Bulls — \$5,005 136 Coming Two-Year-Old —

\$3,919 243 Hereford Bulls — \$4,523 40 Hereford Bred Heifers —

40 Hereford Bred Heners — \$3,943 287 Total Hereford Lots — \$4,379

Top Yearling Bulls:

Lot 1, UPS Endure 8005 ET, 2/20/18 by NJW 79Z Z311 Endure 173D ET to Andrew Orsak, Wallis, TX, \$12,000. Lot 3, UPS Endure 8003 ET, 2/20/18 by NJW 79Z Z311 Endure 173D ET to Gary Romey, Hot Springs, SD, \$8,500.

Big, stout, well balanced

range ready 2 year olds and

fall yearlings.

Excellent quality and

unbeatable disposition.

Sires Represented:

CL 1 Domino 4164B

JA L1 Domino 5610C

CL 1 Domino 789T

AH JDH Cracker Jack 26U

HEREFORDS, INC.

High Selling South Devon Female: Lot 478E, EBS Miss Elker 642A 478E, 3/17 by EBS Elker 1121 642Ato Gnech Farms, Klamath Falls, OR, \$2,600.

Top Fall Yearling Bulls:

Lot 4, UPS Mighty 7850, 9/22/17 by NJW 79Z 22Z Mighty 49C ET to C.V. Ledbetter & Sons, Okmulgee, OK, \$30,000.

Lot 13, UPS 2504 Sensation 7616, 8/20/17 by UPS Sensation 2504 ET to NJW Polled Herefords, Sheridan, WY, \$28,000.

Lot 68, UPS 215Z Domino 7843 ET, 9/22/17 by CL 1 Domino 215Z to Arrowhead Ranch, Oklahoma City, OK, \$10,500.

Lot 81, UPS Mighty 7908 ET, 9/29/17 by NJW 79Z 22Z Mighty 49C ET to Andrew Orsak, Wallis, TX, \$10,000.

Lot 83, UPS Pioneer 7910, 9/29/17 by TH 403A 755T Pioneer 358C ET to 2S Cattle Co., Marshall, MO, \$10,000.

Top Two-Year-Old Bulls:

Lot 127, UPS On Target 7013, 3/22/17 by GR On Target 2625 to Hula Herefords, Weston, NE, \$12,000.

Lot 179, UPS Easy Money 7146, 4/7/17 by PERKS 0003 Easy Money 4003 to Douthit Herefords, St. Francis, KS, \$11,500.

Top Bred Heifer:

Lot 343, UPS Miss Mighty 7422 ET, 5/12/17 by NJW 79Z 22Z Mighty 49C ET bred to F Final Test 722, sold to Andrew Orsak, Wallis, TX, \$16,500. Lot 312, UPS Miss Mighty 7041, 3/29/17 by NJW 79Z 22Z Mighty 49C ET, bred to HS 0945 Domino 7167, sold to Harris Cattle Co., Taylor, NE, \$7,500.

> Ad deadline for the April/May issue of Hereford America is March 5th

HORNED AND POLLED HEREFORD BULLS FOR SALE BY PRIVATE TREATY



HM 5610 Domino X788 A fall yearling sired by JA L1 Domino 5610C. CED 7.6 BW 0.7 WW 40 YW 68 MM 24 M&G 44



HM 4163 Domino X672 A fall two-year-old sired by CL1 Domino 4163B 1ET. CED 4.2 BW 2.7 WW 43 YW 69 MM 23 M&G 45

Please call for more information. Videos can be viewed at www.melcherherefords.com Don & Jean • Matthew & Kristen • Kevin & Sherry • 86287 Voyager Rd., Page, NE Home: 402-626-7994 • Don: 402-336-7194 • Kevin: 402-340-6189 • Matt: 402-336-8182

Pelton Polled Herefords Cattleman's Choice Bull Sale Feb. 4, 2019 Halliday, ND

Auctioneer: Tony Heins

27 Hereford Bulls — \$3,971 16 Registered Bred Heifers -\$2.834 2 Registered Heifers — \$3,000 63 Commercial Open Heifers — \$1.050 8 Commercial Bred Heifers — \$1,800

Top Bulls:

Lot 40, CKP Warrior 8071, 3/10/18 by Whitehawk Warrior 845C to Bill Smith, Sheyenne, ND, \$8,250. Lot 43, CKP Stockman 8041, 3/6/18 by TH 89T 755T Stockman 475Z to Casey Boight, Beulah, ND, \$6,750. Lot 39, CKP Warrior 8030, 3/2/18 by Whitehawk Warrior 845C to Trevor Hauck, Dunn Center, ND, \$5,750. Lot 12, CKP Redline 8059, 3/8/18 by H Redline 513 to Double D Ranch, Dunn Center, ND, \$5,000. Lot 3, Redline 8020, 2/25/18 by H Redline 513 to Mike SonSulla Marmarth, ND, \$5,000.

River Run Elite Hereford Sale

Cane Creek Cattle Company, Stuwe Herefords, Coffin Butte Ranch and Dakota Border Cattle Co. **February 5, 2019 Mobridge Livestock Market** Mobridge, SD

Auctioneer: Seth Weishaar

17 Bulls — \$3,114 17 Bred Heifers — \$2,055 1002 Commercial Bred Heifers — \$1,540

Top Bulls:

Lot 25, CCCC 1729 Domino 347, 3/20/17 by JA L1 Domino 4300B, to Gene & Becky Bierman, \$5,250. Lot 45, CCCC Hoss 821F, 3/3/18 by Churchill TSC First Rate 6206D, to Wyatt Mollman, \$5250. Lot 27, CCCC 1747 Domino 4653, 3/3/17 by JA L1 Domino 4300B, to Kent Lahren, \$4750. Lot 40X, CCCC KSE Cash 028X 7223, 3/22/17 by Churchill Sensation 028X to Pat Thorstenson, \$4,250. Lot 31, CCCC 1768 Domino 2477, 4/12/17 by PH Dottie BA 2477, to J/M Mahar, \$3,500.

Top Selling Heifers:

Lot 56, CCCC KE 1701 Sensation 1556, 1/30/17 by Churchill Sensation 028X to J/M Mahar, \$3,200. Lot 57, CCCC Betsy 1732, by GR On Target 2625 to Dakota Border Boys, \$2,400. Lot 58, CCCC Tillie 1767, 4/10/17 by GR On Target 2625 to Dakota Border Boys. \$2,400. Lot 65, CCCC KE 1704 Sensation

3155, 2/4/17 by Churchill Sensation 028X to Perry Ryckman, \$2,400.

> **Stroh Herefords Production Sale** Feb. 7, 2019 Killdeer, ND

Auctioneer: Scott Weishaar

40 Bulls - \$4,249 12 Registered Bred heifers -\$2,067 12 Commercial Bred heifers — \$1,975

Top Bulls:

Lot 724, SHR L1 Domino Shep 724, 4/1/17 by CL 1 Domino 432B to Bromley Ranch, Drake, ND, \$6,500. Lot 780, SHR L1 Shep 780, 4/10/17 by CL 1 Domino 432B to Bromley Ranch, \$6,000.

Lot 744, SHR L1 Willow 744, 4/5/17 by CL 1 Domino 3146A to Dallas Miller, Mandan, ND, \$6,000.

Lot 725, SHR L1 Willow 725, 4/1/17 by CL 1 Domino 3146A to Simenson Land & Cattle Co., Bismarck, ND, \$5750.

Lot 743, SHR L1 Willow 743, 4/5/17 to Springhill Ranch, Wibaux, MT, \$5750. Lot 711, SHR L1 Domino B 711, 3/29/17 by BCC L1 Domino 489B to Sorenson Ranch Watford City, ND, \$5,750.

Lot 778, SHR L1 Willow 778, 4/10/17 to Phil Dukart, Killdeer, ND, \$5,750. Lot 714, STR L1 Domino Shep 714E, 3/10/17 by CL 1 Domino 432B to Springhill Ranch, \$5,500.

Lot 7158, SHR L1 Willow 7158, 4/19/17 by CL 1 Domino 3146A, to Sorenson Ranch, \$5,500.

Top Bred Heifers:

Lot 782, Miss Prairie Xpert 782, 4/10/17 by TP Desert Xpert 327 to Shawn Weishaar, \$2,300. Lot 786, Lady L1 Domino Z 786, 4/11/17 to Duane Keller, \$2,200.

> **Topp Herefords Annual Production Sale** Feb. 8, 2019 Grace City, ND

Auctioneer: Roger Jacobs

144 Polled Hereford Bulls -\$10,934 24 Registered Open Heifers -\$5,864 9 Registered Bred heifers - \$4,805

Top Selling Bulls:

Lot 95, TH 57B Strategy 183F, 2/10/18 by KCF Bennett Strategy to ST Genetics, Lavisota, TX, \$175,000.

Lot 23, TH 39B 358C Pioneer 48F, 1/12/18 by TH 403A 475Z Pioneer 368C to Parker Brothers, Bradyville, TN, \$45,000.

Lot 31, TH 745A 358C Pioneer 297F,

358C to Alta Genetics, Baraboo,WI, gill, OH, \$16,500. \$20,000.

Lot 97, TH 533B Strategy 74F, 1/15/18 Top Selling Female: by KCF Bennett Stategy Z303 to Lot 151, TH 312A 358C Reliance 60F, Springdale Polled Herefords, Decorah, 1/14/18 by TH 403A 475Z Pioneer IA, \$18,000.

Lot 81, TH 90U EL Dorado 73F, and Kim and Mary Mansfield, Austra-1/15/18, by TH A 208 39B EL Dorado lia, \$28,000.

3/17/18 by TH 403A 475Z Pioneer 57D to Dales Homestead Farms, Car-

368C to Springdale Farms Decorah, IA

(continued on page 24)



TH 57B Strategy 183F by KCF Bennett Strategy was the top selling bull in the Topp Herefords sale going to ST Genetics, Lavisota, TX for \$175,000.



Upstream sale topper was Lot 1, UPS Endure 8005 ET, 2/20/18 by NJW 79Z Z311 Endure 173D ET. He sold to Andrew Orsak, Wallis, TX, \$12,000.



Bill Smith (left) of Midway Polled Herefords, Sheyenne, ND, pictured with Craig Pelton. Smith purchased the top selling bull, CKP Warrior 8071 by Whitehawk Warrior 845C, at Pelton's Cattlemen's Choice sale.

(continued from page 23)

Amdahl Hereford and Angus with Jim Baker Herefords Production Sale Feb. 9, 2019 Rapid City, SD

Auctioneer: Doug Dietterle

61 Yearling Angus Bulls — \$3,970 18 Yearling Hereford Bulls — \$4,822 2 2 Year Old Angus Bulls — \$2,875 15 Hereford 2 Year Old Bulls — \$3,767 6 Angus Open Heifers — \$1,733 8 Bred Hereford Cows — \$2,038 1 Pregnancy — \$3,000 10 Bred Angus Cows — \$1,885

3 Open Hereford Heifers — \$1,600 Top Yearling Hereford Bulls:

Lot 112, KB L1 Domino 845F ET, 1/26/18 by CL 1 Domino 6104D to Hermann Ranch, Lemmon, SD, \$14,000. Lot 116, KB L1 Domino 850F ET, 1/30/18, by CL 1 Domino 6104D to Behm Hereford Ranch, Burlington, ND, \$10,500. Lot 120, KB L1 DOMINO 873F,

2/18/18 by CL 1 Domino 6104D to Behm Hereford Ranch, Burlington, ND, \$7,500.

Top Two-Year-Old Hereford Bulls:

Lot 98, KB L1 DOMINO 791E, 9/5/17, HH Advance 4344B to Helbling Herefords, Mandan, ND, \$5,000.

Lot 10, TA L1 Domino 7103E, 10/22/17 by HH Advance 4344B to OX Ranch, Sheldon, ND, \$5,000. Lot 97, TA L1 Domino 790E, 9/2/17 by HH Advance 4344B to J.D. Mutchler, Newell, SD, \$4,750.

Lot 86, TA L1 Domino 758E, 2/17/17 by HH Advance 4344B to Brownfield Ranch, Hammond, MT, \$4,500.

Lot 101, KB L1 Domino 7100E, 9/25/17 by HH Advance 4344B to OX Ranch, Sheldon, ND, \$4,500.

Top Bred Hereford Cow:

Lot 192, KB L1 Dominette 6105 A, 2/7/16, by KB L1 Domino 0186X to Paul Fontaine, Riverside, WA, \$4,100.

Top Open Hereford Heifer:

Lot 179, TA L1 Dominette 832F, 1/23/1 by CL 1 Domino 215Z to Jon-Dor Herefords, Rushford, MN, \$2,400.

Top Yearling Angus Bulls:

Lot 1, Amdahl Cowboy Up 830, 1/13/18 by HA Cowboy Up 5405 to Bill Henderson, Dupree, SD, \$7,500. Lot 3, Amdahl Cowboy Up 829, 1/12/18 by HA Cowboy Up 5405 to Vernon Sivage, Pierre, SD, \$6,000. Lot 29, Amdahl Big Sky 7202, 9/5/17 by Musgrave Big Sky to Powder River Angus, Arvada, WY, \$6,000.

Top Two-Year-Old Angus Bull:

Lot 84, Amdahl Consensus 6132, 3/10/16 by Schelskes Consensus 2327A to Ross Glanzer, Bridgewater, SD, \$3,000.

Top Bred Angus Cow:

Lot 164, Amdahl Erica FM 337-607, 1/15/16 by Mogck Frontman 1141 to Travis Waleton, Linwood, NY, \$2,400.



Selling: 50 Yearling Bulls and 45 Open Heiters

SIRES:

R 4067 North Star 5D HH Advance 4467B x R 0041 North Star 40U BW 3.4 WW 55 YW 95 Milk 29 M&G 57

R 3203 North Star T45C HH Advance 3203A x K 64H Ribstone LAD 157K BW 5.9 WW 56 YW 106 Milk 37 M&G 65

R 2Y North Star 56B YV 34W Major Mark Lad 2Y x R 157K North Star 54U BW 1.5 WW 45 YW 64 Milk 20 M&G 43

R 0141 North Star 28B CL 1 Domino 0141 ET x R 102J North Star 18M BW 4.4 WW 54 YW 94 Milk 41 M&G 68 **KB L1 Domino 463B** HH Advance 9027W x GB L1 Domino 175E BW 2.4 WW 42 YW 71 Milk 27 M&G 48

KB L1 Domino 408B HH Advance 1038Y ET x S Mile Wide 28U ET BW 3.4 WW 49 YW 76 Milk 20 M&G 44

KB L1 Domino 396A KB L1 Domino 121Y x KB L1 Domino 844U BW 3.9 WW 48 YW 83 Milk 26 M&G 51

R 2Y North Star 8C YV 34W Major Mark Lad 2Y x LCI BD 31R Stanmore 327U BW 3.2 WW 49 YW 81 Milk 21 M&G 45

ivestock Videos will be online at www.TheLivestockLink.com

Call or text for more information:

BARHHINCHHARAFORDS

Matt Bartling • Ph: 605-775-2275 • Cell: 605-830-1714 29045 349th Ave., Herrick, SD 57538 4½ miles east of Burke, SD on the Burke Lake road and ½ mile North.



Jack Holden (left), Holden Herefords of Valier, MT at the Amdahl and Baker sale visiting with Ryan Casteel, Cattle Business Weekly.

HEREFORD AMERICA • March 2019

Mrnak Hereford Ranch Production Sale Bowman, ND February 10, 2019

Auctioneers: Scott Weishaar and Seth Weishaar

82 Bulls — \$5,485 329 Commercial Open Heifers — \$1,192

5 Ranch Horses — \$4,160

Top Selling Bulls:

Lot 15, MH 4119 Advance 746 1ET, 3/30/17 by MH 2239 Advance 4119 to Scott Katus, Watauga, SD, \$18,000. Lot 23, MH 2239 Advance 789, 4/10/17 by H5 9075 Advance 2239 to Scott Katus, \$11,000. Lot 61, MH Frontier 7310, 5/19/17 by MH 9067 Domino 2249 to Marc Feller, Redfield, IA, \$10,000. Lot 11, MH 4119 Advance 735 1ET, 3/26/17 by MH 2239 Advance 4119 to Curt Kralicek, Manning, ND, \$9,500. Lot 17, MH 4111 Trust 755 1ET, 4/6/17 by MH Trust 4111 1ET to Milt Madison, Alexander, ND, \$8,500. Lot 10, MH 382 Domino 734 1ET, 3/26/17 by MH 9126J Domino 382 1ET to Larry Tinjum, Powers Lake, ND, \$8,000. Lot 3, MH Frontier 719 1ET, 3/22/17 by MH 9067 Domino 2249 to Wes Miller, Rhame, ND, \$7,500. (continued on page 26)



Ralph Brownfield from Hammond, MT was on the seats at the Amdahl and Baker sale. He purchased Lot 86, a son of HH Advance 4344B.



Full ring of bred heifers at the River Run Elite Hereford Sale in Mobridge. SD.

Black Hills Stock Show Hereford Champions

Rapid City, SD • January 30, 2019



Grand Champion Bull — K Rock 707 ET by ECR Who Maker 210 ET owned by Sage Krebs, Gordon, NE.



Reserve Champion Bull — 7MI 4151 Red Time 708 shown by 7 Mill Iron Ranch and Sellman Ranch Show Cattle. The April 22, 2017 bull was sired by CC 426T Bohannon 4151.



Grand Champion Female — K Finona 823, 1/28/18 by Churchill Kickstart 501C ET owned by Sage Krebs, Gordon, NE.



Reserve Champion Female — MC Sensational Jane 7046 ET, 6//10/17 by UPS Sensation 2296 ET, owned by Dolieslager/Muller Cattle, Agar, SD.



We keep only the best and cut the rest. 20 ELITE YEARLING BULLS AVAILABLE NOW



SHR 003 525 SNIPER 8011 ET 43921076 • 1/28/2018 Sire: STCC SHR SNIPER 525 ET Act. WW 770 • Adj. 205 723



SHR 003 MR LEADER 8023 ET 43921881 • 2/1/2018 Sire: R LEADER 6964 Act. WW 800 • Adj. 205 760



SHR 6033 17Y LAMBEAU 8031 43919357 • 2/3/2018 Sire: TH 22R 16S LAMBEAU 17Y WW 674 • Adj. 205 718



SHR 2044 SNIPER 8037 43919361 • 2/6/2018 Sire: STCC SHR SNIPER 525 ET WW 780 Adj. WW 743

For more information contact:

Chuck & Kathy Kohlbeck Garrett & Katelyn Knebel EREFORD RANCH BOZEMAN, MT Chuck (406) 580-8255 / Garrett (219) 508-2657

Katelyn (406) 580-9565

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(continued from page 24) Logterman Hereford and Angus Bull Sale Feb. 11, 2019 Valentine, NE

Auctioneer: Matt Lowery

24 Yearling Angus bulls – \$4,406 68 Two Year old Herefords bulls – \$3,350 64 Two Year old Angus bulls – \$3,871

Top Hereford Bulls:

Lot 7146, L=200 Churchill Red Bull 7146, 4/17 by Churchill Red Bull 200Z to Dexter Black, Spencer, NE, \$6,500. Lot 7004, L=215Z Domino 7004, 3/17 by CL1 Domino 215Z to Jake Gideon, Burwell, NE, \$5,750. Lot 7097, L=200 Churchill Red Bull

7097, 4/17 by Churchill Red Bull 200Z to Todd Rothleutner, Kilgore, NE, \$5,500.

Top Angus Bulls:

Lot 7374, DL 3146 Master Hi Line 7374, 5/17 by Master Hi Line 3146 to LB Haase & Sons, Valentine, NE, \$9,000.

Lot 5, LL Hero 1034 825, a 1/18 by VDAR Hero 1034 to LB Haase & Sons, \$8,250.

Lot 7483, RL Hoover Dam 7483, 3/17 by Hoover Dam to Matt Glynn, Belvidere, SD, \$8,000.

Fawcett's Elm Creek Ranch Feb. 11, 2019 Ree Heights, SD

Auctioneer: Lynn Weishaar

39 Two Old Herefords Bulls – \$4,051

3 Yearling Angus Bulls – \$4,000 2 Two Year old Angus Bulls – \$3,875 72 Commercial F1 Baldy Heifers

- \$1,350

Top Selling Bulls:

Lot 1, ECR 628 Advance 8014, 2/8/18 by H FHF Advance 628 ET to Genex CRI, WI; Baumgarten Cattle Co., Belfield, ND; and Freking Cattle, MN, \$55,000.

Lot 21, ECR 173D Endure 8111, 2/17/18 by NJW 79Z Z311 Endure 173D ET to Rausch Herefords, Hoven, SD, \$14,500.

Lot 11, ECR 628 Advance 8225, 2/25/18 by H FHF Advance 628 ET to Empire Ranch, Moorcroft, WY, \$10,000.

Lot 23, ECR 173D Endure 8125, 2/18/18, NJW 79Z Z311 Endure 173D, Rausch Herefords, Hoven, SD, \$8,750. Lot 25, ECR 173D Endure 8131, 2/20/18, NJW 79Z Z311 Endure 173D to Orville Klassen, Windom, MN, \$7,500.

Friedt Herefords (Mott, ND) Production Sale Dickinson, ND February 13, 2019

Auctioneer: Scott Weishaar

34 Bulls — \$3,801 14 Registered Yearling Heifers — \$1,379 30 Commercial Hereford Yearling Heifers — \$1,125 72 Commercial F-1 BWF Yearling Heifers — \$1,293

Top Sellings Bulls:

Lot 864, FH 2185 Domino 864, 2/22/18 by H5 9131 Domino 2185 to Dallas Miller, New Salem, ND, \$7,250.

Lot 874, FH 242 Navarro 874 LC, 2/27/18 by FH Navarro 242 MD to Blaine and Marlene Welstad, Newburg, ND, \$7,000.

Lot 882, FH 10Y Hometown 882 MD, 3/1/18 by NJW 738 W 18 Hometown 10Y ET to Lee Kathrein, Dickinson, ND, \$5,000.

Lot 801, FH 53A Scope 801, 1/18/18 by SR Scope 53A to Blaine and Marlene Welstad, Newburg, ND, \$5,000. Lot 7113, FH 53A Scope 7113, 3/18/17 by SR Scope 53A to Blaine and Marlene Welstad, Newburg, ND, \$5,000.

Hoffman Ranch Annual Bull Sale February 15, 2019 Thedford, NE

Auctioneers: Rick Machado, Joe Goggins and Cody Lowderman

- 10 Hereford Carload Bulls \$20,600

46 Fall Yearling Hereford Bulls — \$9,679

85 Yearling Hereford Bulls — \$5,394

24 Fall Yearling Angus Bulls — \$7,417 100 Yearling Angus Bulls —

\$4,803

20 Fall Yearling SimAngus Bulls — \$5,155

32 Yearling Simmental Bulls — \$3,702

- 51 Hereford Open Heifers \$1,889
- 22 Angus Open Heifers \$3,157

Top Hereford Bulls:

Lot 13, H Cuda 7934 ET, 8/9/17 by BEHM 100W Cuda 504C to Genoa Livestock, Minden, NV, \$60,000. Lot 3, H Pilgrim 8426 ET, 2/14/18, (Denver Carload Bull) by Churchill Pilgrim 632D ET to Buck Cattle Co., Madill, OK, \$50,000.

Lot 207, H FHF Outcross 810 ET,



HEREFORD AMERICA • March 2019

Fawcett's Elm Creek Ranch had a great sale day in the midst of some tough winter weather. Their Lot 1 bull, ECR 628 Advance 8014 by H FHF Advance 628 ET sold for \$55,000 to Genex CRI, WI; Baumgarten Cattle Co., Belfield, ND; and Freking Cattle, MN.



H Cuda 7934 ET by BEHM 100W Cuda sold for \$60,000 at the Hoffman Sale. He was purchased by Genoa Livestock, Minden, NV.



Marc Hotchkiss deep in conversation with Ron Behm at the Amdahl Baker sale where Behms bought several top lots.



Blaine and Marlene Welstad bought several of the top bulls at Friedt Herefords sale held in Dickinson, ND.



Little ringmen in the making. The Dukart boys excitedly look at the Friedt sale heifers while Great Grandparents Luella and William Friedt look on. Experienced ringmen Art Handel and Kirby Goettsch are to their right.

4/16/18 by Golden Oak Outcross 18U to Williams Hilltop Herefords, Rushford, MN & Rocking G Land & Cattle, Gull Lake, SK, \$37,500.

Lot 15, H GAT NST Sensation 7968 ET, 9/6/17 by UPS Sensation 2296 ET to Torrance Herefords, Media, IL, \$36,000.

Lot 17, H Cuda 7943 ET by BEHM 100W Cuda 504C to Bowling Herefords & Red Angus, Blackwell, OK, \$30,000.

Lot 6, H GAT NST Cowboss 4F ET, 2/15/18 (Denver Carload Bull) by NJW 78P 88X Cowboss 199B ET to Kroupa Cattle, LLC, Pukwana, SD, \$27,000. Lot 5, H Hometown 8439 ET, 2/18/18

(Denver Carload Bull) by NJW 135U 10Y Hometown 27A to Upstream Ranch, Taylor, NE & Dvorak Herefords, Lake Andes, SD, \$26,000.

Lot 57, H GAT NST Sensation 7967 ET, 9/3/17 by UPS Sensation 2296 ET to Kroupa Cattle, LLC, Pukwana, SD, \$25,000.

Top Angus Bulls:

Lot 287, Hoffman Cowboy Up 8491, 3/8/18 by HA Cowboy Up 5405 to Kroupa Cattle, LLC, Pukwana, SD, \$26,000.

Lot 255, Hoffman Cowboy Up 7792, 8/15/17 by HA Cowboy Up 5405 to Vin-Mar Cattle Co., Clinton, NE, \$22,500.

Lot 368, Hoffman Sensation 803,

(continued on page 28)



Made in America - Rick Weber, Weber Quarterhorses, Valentine, NE bought a Hoff-man bull, thus his name was entered to win this saddle made by professional rodeo cowboy, Brit Ellerman. Rick's horse sale is Aug 25, 2019 - I bet it will be a lot warmer @ that sale than it was today - Rick said he is reserving his best horse in the sale to wear this saddle Photos by Terri Licking

Kennedy & Hayden - 6th generation in the show ring in a few years.



; 1 H 1/1

HILLS-GALORE 44Z REWIND 147E | BD: May 10, 2017 | Polled | US Reg

KCF BENNETT REVOLUTION X51 size RST X51 REVOLUTION 4102 RST MS 1030 TOP SECRET 5128

JB 531 BRAXTON CAL 605U dam HILLS-GALORE 52R CALLI 44Z HILLS-GALORE 32G MAY 52R

 CED
 BW
 WW
 YW
 MILK
 BMI
 BII
 CHB

 8.5
 2.2
 53
 100
 28
 \$409
 \$488
 \$113

Thank you

BOOKCLIFF HEREFORDS AND FRANK HUG & SONS FOR PURCHASING A 2/3 INTEREST IN HILLS-GALORE 44Z REWIND 147E.

Rewind is a unique individual and a full brother to Hills-Galore 44Z Resolute 128D. He traces back to King Ten, 8020 & DH Yampa Dominator

🗹 BREED LEADING EPDS 🛛 🗹 MATERNAL STRENGTH

HOMOZYGOUS POLLED

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thomas.krauss@rwisp.com

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(continued from page 27) 1/14/18 by S A V Sensation 5615 to Bar H Land and Cattle Company, AB, \$20,000.

Lot 251, Hoffman Cowboy Up 7832, 8/23/17 by HA Cowboy Up 5405 to La Santina de Agrofin, Argentina, \$17,500.

Lot 284, Hoffman Cowboy Up 8348, 1/24/18 by HA Cowboy Up 5405 to Kroupa Cattle, LLC, Pukwana, SD, \$12,500.

Rausch Herefords Annual Bull And Female Sale Feb. 18, 2019 Hoven, SD

Auctioneer: Joe Goggins

138 Bulls — \$4,770 86 Two Year Old Bulls — \$4,368 52 Yearling Bulls — \$5,014 30 Registered Heifers — \$3,207 207 Registerable Heifers — \$1,326

14 Commercial Heifers — \$1,167

Lot 56, R Encore 4227, 3/1/17 by R Leader 6964 to Bouvier Farms, Louisana, \$9,000.

Lot 13, GR Anodize 2658, 2/5/18 by Gerber Anodyne 001A to 4B Herefords, OK, \$8,750.

Lot 3, R On Target 4788, 3/26/18 by Hyalite on Target 936 to CML Herefords, SD, \$8,500.

Lot 58, R On Target 6627, 4/18/17 by Hyalite On Target 936 to S & L Farms, SD, \$8,500.

Lot 59, \$8,500, R On Target 5387, 4/6/17, Hyalite On Target 936 to Kolousek, SD.

Top Selling Heifers:

Lot 155, R Miss Anodize 268, 3/8/18 by Gerber Anodyne 001A to Gerber Polled Herefords, IN, \$7,000. Lot 154, R Miss On Target 228, 3/5/18 by Hyalite On Target to Betz Farms, MO, \$6,250. Bar JZ Ranches Don/Peg/Seth Zilverberg Holabird, SD 70th Annual Production Sale Feb. 19, 2019 Thomas Ranch Sale Facility

Auctioneer: Sonny Booth

49 Polled Hereford Yearling Bulls — \$5,082 7 Polled Hereford Bred Females — \$3,500 45 Limousin and LimFlex Yearling Bulls — \$4,522

Top Polled Hereford Bulls:

Lot 33, Bar JZ Safekeeper 436F, a homozygous polled 3/20/18 son of NJW Trust 167Y to Dvorak Herefords, SD, \$15,500.

Lot 6, Bar JZ Puckster 370F, a homozygous polled 3/8/18 son of Bar JZ Kirby 638L to Thistle Tree Farm, VA, \$11,000.

Lot 26, Bar JZ Trailblazer 417F, a homozygous polled 3/17/18 son of Churchill Pilgrim to Wagner Herefords, SD, \$9,000.

Lot 15, Bar JZ Tested By Fire 395F, a homozygous polled 3/12/18 son of EFBeef Tested to Big Gully Farm, Saskatchewan, Canada, \$8,000.

Lot 16, Bar JZ Confidence 397F, a homozygous polled 3/13/18 son of NJW Trust 167Y to Helms Polled Herefords, NE, \$7,500.

Lot 11, Bar JZ Laramie 382F, a homozygous polled 3/11/18 son of TH Sheyenne to Kent Juhnke, SD, \$7,500.

Top Polled Hereford Bred Females:

Lot 63, Bar JZ Crimson 846E, 3/18/17 by Kickstart to Quinton Schrunk, NE, \$7,500.

Top Limousin and LimFlex Yearling Bulls:

Lot 117, Bar JZ Architect 416F, 3/17/18 homozygous polled, homozygous black, 49% LimFlex son of TMCK Architect to Jay Langdeau, SD, \$7,500. Lot 130, Bar JZ Corvette 457F, a 3/24/18 homozygous polled, homozygous black, 87% Limousin son of WZRK Corvette to Jordan Leier, ND, \$7,000.

Lot 104, Bar JZ Creed 374F, a 3/9/18 homozygous polled, homozygous black, 51% LimFlex son of CJSL Creed to Tom & Cade Opheim, SD, \$6,250.

Lot 109, Bar JZ Ace Ventura 396F a 3/12/18 homozygous polled, homozygous black, 54% LimFlex son of CHR Ace Ventura to Gangle Farm, SD, \$6,000. Volume buyers were Schulte Farms, Lee Kleinschmidt, Nielsen Ranch, John Heezen and Lazy Diamond M. Besides South Dakota cattle sold into North Dakota, Nebraska, Kansas, Iowa, Minnesota, Wisconsin, Virginia and Canada.

Bar JZ Ranches of Holabird, South Dakota hosted their 70th annual production sale. The Bar JZ program seeks to offer calving ease bulls that grow well and maintain superior carcass traits. All the sale bulls had been tested for the homozygous polled and homozygous black traits where applicable. Those bulls were well received. By raising Polled Hereford, Limousin, and Lim-Flex cattle, the Zilverbergs produce bulls and females to meet the needs of many crossbreeding systems.

More Sale Reports Next Month. Check our website or FaceBook page for averages.



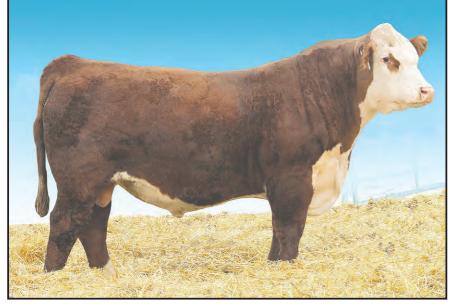
Boyd Dvorak (left) from Lake Andes, SD visiting with Kenny Beiber, Gettysburg, SD and Reese Wagner at the Bar JZ Sale. Dvoraks bought Lot 33 a homozygous polled son of NJW Trust 167Y for \$15,500; Wagners bought Lot 26 for \$9,000.



Phil Eggers and Jerry Rausch after the Rausch sale.



Quentin Shrunk from Nebraska purchased Bar JZ Crimson 846E, the top selling heifer in the Bar JZ Sale.



Headed for a warmer climate is Rausch's Lot 56, R Encore 4227 by R Leader 6964. He sold to Bouvier Farms in Louisana for \$9,000.



Alex Aman (left), Scott Moore of Glenn Moore and Sons, Forbes, ND and Darwin Aman visit and look at bulls at Aman's Hillsview Farms Private Treaty Bull Sale near Eureka, SD.

HEREFORD AMERICA • March 2019

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BW 1.5 WW 60 YW 94 Milk 23 M&G 53 CHB\$ 120

Lot 3 — KC L1 DOMINO 18011 (43971173) 3/18/18 by CL 1 DOMINO 420B 1ET • BW 84 • WW 712



BW 2.6 WW 53 YW 84 Milk 27 M&G 53 CHB\$ 102

Lot 5 — KC MR FRECKLES 18031 (43973312) 3/23/18 by KC MR FRECKLES 16059 • BW 85 • WW 669



BW 0.9 WW 59 YW 93 Milk 22 M&G 51 CHB\$ 112

Lot 13 — KC L1 DOMINO 18065 (43971297) 3/30/18 by CL 1 DOMINO 420B 1ET • BW 83 • WW 653

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BW 5.1 WW 61 YW 91 Milk 20 M&G 51 CHB\$ 100

Lot 24 — JC L1 DOMINO 7019E (43864119) 3/28/17 by JC L1 DOMINO 4044B BW 88 • WWR 105 • YWR 101



BW 0.4 WW 54 YW 86 Milk 33 M&G 60 CHB\$ 106

Lot 27 — KC L1 DOMINO 17006 (43820312) 3/16/17 by HH ADVANCE 2008Z ET BW 70 • WWR 111 • YWR 108



BW 0.8 WW 56 YW 86 Milk 32 M&G 60 CHB\$ 102

Lot 31 — KC L1 DOMINO 17026 (43833682) 3/26/17 by B&D L1 BARON 4273 BW 73 • WWR 112 • YWR 104





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(North Dakota card ads continued on next page)



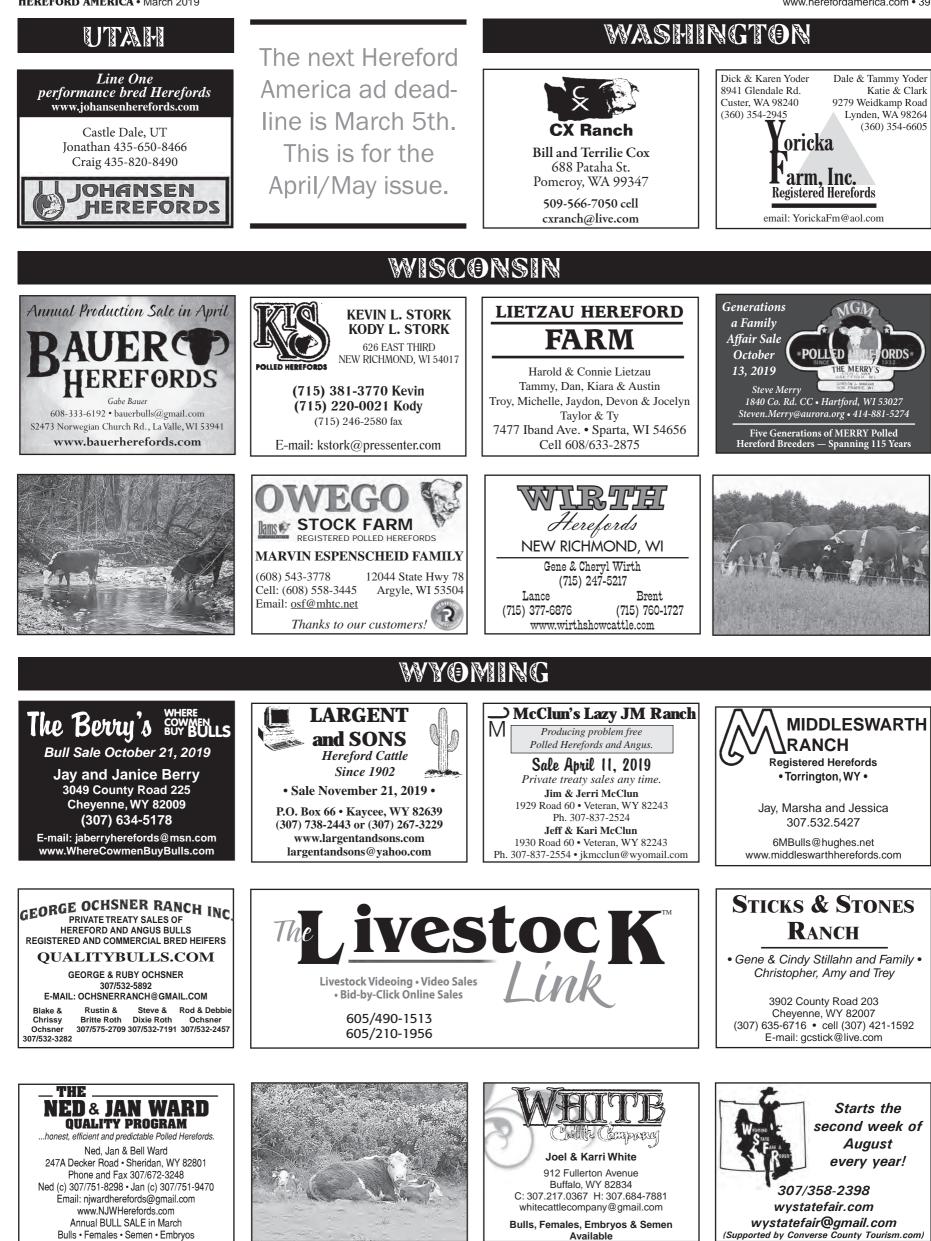


SOUTH DAKOTA

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- SCF: Top 25% of the breed
- YW: Top 25% of the breed Documented decreased cost of gain while increasing carcass value
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