



The Wisconsin Review

Winter 2010

The official publication of the Wisconsin Hereford Association

www.wisconsinherefords.org



2010 Fall Show Season Review

Congratulations WHA members!

Supreme Champion Bull, 2010 Wis. State Fair and World Beef Expo
Exhibited by Pierce's Hereford Haven, Baraboo, Wis., Lamb Brothers,
Wilson, Wis. and Windy Hill Herefords, Roberts, Wis.



Champion Cow/Calf Pair, 2010 American Royal
Exhibited by Wirth Polled Herefords, New Richmond, Wis.

Reserve Champion Heifer, 2010 American Royal
Exhibited by Starr Polled Herefords, Manawa, Wis.

Merry Christmas and Happy New Year from the WHA!

PRRST STD
U.S. Postage
PAID
MANHATTAN,
KS
Permit No. 580

Change Service Requested

THE WISCONSIN REVIEW
P.O. Box 296
Argyle, WI 53504

Happy Holidays
from
Our Pastures
to Yours

Thank you to all the breeders
that have shown confidence
and supported our program
over the last year.

Brookview 408 Wisconsin 40W

BW 3.8 WW 54 YW 88 MM 30 REA +.31 IMF +.28 CHB \$27

"When you say Wisconsin, You've Said It All"

Lots of Wisconsin calves to hit the ground, Spring 2011!!

Boettcher's Brookview Acres

Fairchild, WI •

Butch & Maryellen: (715) 597-2036 • Brandon: (715) 597-5004

www.brookviewacres.com

Brookview 66M Anx Shamrock 68P

Brookview bred DOD from the Foundation of our Program.

Progeny Available at the Farm!

Brookview 4037 Cas Upfront 20U

Thank You to Kristin Clark for your Confidence in Upfront.

Good Luck in the Show Season to Come!

TH 3J 63N Tundra 77U (A.I. Sire)

BW 4.4 WW 49 YW 79 MM 14 REA +.20 IMF +.11 CHB \$22

Bull Calves available for Selection at the Farm.

Several Tundra 77U calves to arrive, Spring 2011!!

2010 Wisconsin Hereford Association

OFFICERS

President:

Sondra Brancel (NW)
(608) 604-2333

Vice-President:

Bob Baker (NE)
(262) 742-3131

Secretary:

Ruth Espenscheid: (608) 543-3778
P.O. Box 296 • Argyle, WI 53504
Fax: (608) 543-3824

Treasurer:

Melissa Dahnert: (920) 386-0126
N4674 St. Helena Road
Juneau, WI 53039

BOARD OF DIRECTORS

Northeast

Blaise Denault (920) 988-7176
Jean Potter (715) 228-3602
Scott Klemme (920) 892-4442

Northwest

Mark Friedrich (715) 749-4137
Dave Steinhoff (608) 344-0140

Southeast

Steve Merry (262) 628-3649
Grant Wiswell (262) 723-4861

Southwest

Amy Stolee (618) 444-2681
Eric Katzenberger (608) 214-1154
Kermit Rhiner (608) 445-1279

WISCONSIN REVIEW

Jane Adolph, Editor

Phone: (815) 297-5456

E-mail: jeadolph@gmail.com

Jean Potter, Wisconsin Coordinator
(715) 228-3602

The Wisconsin Review, a publication of the Wisconsin Hereford Association, welcomes member and non-member advertising. 1,300 copies mailed

www.wisconsinherefords.org

President's Message

from Sondra Brancel, 2010 WHA President



Dear Hereford fans,

What a great fall; the show and sale ring have been busy with highlights of Wisconsin Hereford breeders and their successes all across the county! It makes me so proud to be a part of this

organization! Harvest has been plentiful and the weather has been beautiful! Our fall cows have had some great days for giving life to a new crop of calves and as we prepare for our first snowfall, I can't help but think of the joys the season brings to us and the pains of snowfall and cold weather, too!

Certified Hereford Beef is coming on strong in Wisconsin and we have a team of people that are very busy marketing to grocers and to distributors of restaurants. We hope to post some of the establishments serving and selling CHB in future issues of the Review and on the website so you and others can enjoy CHB! Do your part in contributing to CHB by considering marketing your calves in the Greater Midwest Hereford Feeder Calf Sale in January. Please contact myself or Jerry Huth for more information!

It is hard to believe it is time to plan for our annual meeting again. I encourage everyone to mark your calendars for the annual meeting to be held at the Wintergreen Resort in Wisconsin Dells on February 12th. The annual meeting will be a joint venture with the Wisconsin Cattlemen's Association and other breed associations from across the state. The program the Cattlemen put on is always very informative and I would encourage you to attend on February 11th as well and enjoy networking with the other breeders in the state.

I want to thank everyone for your support over the last year as president; particularly my family for their encouragement. There have been a number of changes that have made my role challenging and rewarding, and I have appreciated everyone who has shared their thoughts and concerns. I want to continue to encourage all who I have not had the chance to visit with to always feel free to call or write. I have enjoyed serving all of you in 2010!

Please take the time to enjoy your family, friends and this upcoming holiday season! I know I will.

Sincerely,

Sondra Brancel
WHA President

Cattlemen's Corner

December

1 State Sale Nominations Due
4-5 Badger Classic Prospect Show,
Milwaukee

January

13-15 National Western Hereford Show and
Sale, Denver

February

11-12 WHA Annual Meeting/WCA
Conference, Wintergreen Conference
Center, Wis Dells

March

4 State Sale Banquet, Platteville
5 State Sale, Lancaster

Wishing you a Merry Christmas with
Peace and Happiness in 2011!

**Reserve Champion
Cow/Calf Pair**

2010 World Beef Expo

PSB Lady Boomer 29F Sara 502R
and January son by LaGrand Reload
Bull for sale at the farm!



Thanks to our customers.
We wish you much success!

Jack Nosko
Reese Bros. Herefords, Utah
Crooked River Polled Herefords
David Vance
Douglas Erikson
BBC Farm
Ridgeview Farm, Mich.
Kaci Keppen
Kristine Kampen, Ill.
Larry Vance
Jeffrey George
Cody & Caitlyn Eulgen

*We are offering a partnership
in our herd sire*

RB 29F 002 Right Now 630S
#P42791674 (Kilo x 29F)
Please call for more information.

"Quality Built on Cow Families"

Baker's Polled Herefords

N7850 U.S. Hwy. 12 • Elkhorn, WI 53121
psbakerph@elknet.net • (262) 742-3205
A Johnes Class A Tested Herd.

News & Notes

WHA to Host Annual Meeting

The Wisconsin Hereford Association will host their annual meetings in conjunction with the Wisconsin Cattlemen's Association Winter Conference the weekend of February 11-12, 2011 at the Wintergreen Conference Center in Wisconsin Dells.

The Wisconsin Hereford Women will hold their meeting at 9 a.m. Saturday morning, followed by the Wisconsin Junior Hereford Association meeting at 10 a.m. The WHA Annual Meeting will be held at 1 p.m. after the noon banquet on Saturday.

Friday will be filled with seminars and activities, sponsored by the WCA. More information will be included in the membership mailing in December. Be sure to mark that weekend down on your calendars!

Search is on for State Princesses

Wisconsin has been well represented this year with Morgan Wiswell, Elkhorn, at the helm as Wisconsin Hereford Queen, and Nicky Folkman, Ixonia, and Elizabeth Bowen, New Lisbon, as Wisconsin Hereford Princesses. The association was also pleased to include a new ambassador program this past year and have appreciated the services of Karen Eby, Shell Lake; Ariel Phillips, Cambria; and Briana Katzenberger, Monroe.

We are looking for some old and some new faces to represent our breed during the coming year. If you are interested, please contact Ruth at 608-543-3778 or at wlbaosf@mhtc.net.

WHA Spring Sale Nominations Due

Breeders are reminded that nominations for this year's State Sale are due December 1. All that is needed at this time is a \$75 nomination fee for your herd. A selection committee will come to your farm or ranch in December and work with you on selecting animals they feel will best meet market demands for Hereford cattle. If you have any questions, please contact Michael Boettcher at mpboettcher@yahoo.com.

Looking for New WHA Directors

The WHA is looking for members from the southwest and northeast districts to fill open board members positions. Please let Ruth know if you're interested in serving on the board.

*The Paulson Family
(Virgil, Holly & Jamie Paulson,
along with Brad & Lesley Halverson)
would like to wish
everyone a safe and
happy holiday
season!*

Thanks to our 2010 buyers...

Jim Quade
The Kind Family
The Fowler Family
The Bakken Family
The Katzenberger Family
Ellis Kahn, Stone Creek Farm

Paulson Farm

1754 Rinden Road • Deerfield, WI 53531
(608) 873-9590 • Cell: (608) 358-3805
paulsonfarm@wildblue.net

CROOKED RIVER POLLED HEREFORDS

The Seedstock Source
Where Quality is the Name of the Game!



Jule, Janice and Mark Zipperer
2812 J-Mar Road • Cato, WI 54230
Phone: (920) 682-5672
Fax: (920) 682-6421

Visitors Always Welcome!

Located at Branch Wisconsin.

The Region's Red Angus and Polled Hereford Performance Leader!



Olson's Red Power

Performance Tested Bull Sale

At the ranch ~ Argusville, ND ~ Noon meal ~ 1:00 Sale

February 17, 2011

12 Polled Hereford Bulls - 10 Polled Hereford Heifers
50 Red Angus Bulls - 10 Red Angus Heifers

Our cattle are bred to excel in a balance of traits with performance as a priority! A special emphasis is placed on udder quality, carcass traits, muscling and calving ease with structural soundness and fertility always a must. Call or go to our website and see our excellent cows, powerful sires and more sale info!

Other Reference Sires:

SHF Rib Eye M326 R113, PCR 286 Mr Advisor 502R, Remitall Olympian ET 262L, OHR Prime N71 31U ET, RJH Momentum H45 & KT John Wayne 7167.

Olson's Red Power Advantage:

- + More performance, muscle & maternal excellence.
- + Complete carcass & performance data available.
- + Bulls developed on roughage ration to ensure soundness.
- + Free wintering on bulls over \$2500, 300 mile delivery.
- + National Red Angus & Hereford performance leader.
- + Breeder of high quality registered cattle since 1936.
- = More resulting PROFIT for you!

Watch for our consignments to the
North Star Classic - Dec. 4th - Valley City, ND
and the Santa Sale - Dec. 6th - Fargo, ND.

Contact us for more info!

OLSON Hereford Ranch

2713 166 Ave SE - Argusville, ND 58005
Carl Olson - 701.361.0684 - olsoncandc@aol.com
www.olsonherefordranch.com
"We Breed Excitement!"



OHR herdsires:



2010 Wisconsin State Fair

Hereford Leadership

WHA members made a strong showing at this year's Wisconsin State Fair. Open show results are as follows:

- Champion Hereford Bull and Supreme Champion Bull – PHH PCC 750P Moler 934, Pierce's Hereford Haven, Baraboo, Lamb Bros., Wilson and Windy Hill Herefords, Roberts
- Reserve Champion Hereford Bull – PHH 812 In Time 002, Pierce's Hereford Haven, Baraboo
- Champion Hereford Female – PHH PCC 512 Daneel 966, Pierce's Hereford Haven, Baraboo
- Reserve Champ Female – HSR Torah 101, Hidden Springs Ranch, Poynette
- Champion Cow/Calf – MSU Rachael 6U, Starr Polled Herefords, Manawa
- Res Champ Cow/Calf – Brookview L067 Natalia12N, Paulson Farms, Deerfield
- Top Get of Sire – Pierce's Hereford Haven
- Best Six Head – Kiara Steinbrink
- Premier Breeder – Pierce's Hereford Haven
- Premier Exhibitor – Robert Weston

The junior show at Wisconsin State Fair saw over 35 junior exhibitors leading out Hereford cattle in this year's show. Results are as follows:

- Champion Hereford Steer - Paige Poad, Richland County with a 1250# calf.
- Reserve Champ Hereford Steer – Calli Bayer, Marathon County
- Grand Champion Heifer and Champion Bred and Owned Heifer – Kayla Kegley on KF Amillie 79
- Reserve Champion Heifer – Brett Jones on WRB Delhawk Millie 1309
- Reserve Champion B/O Heifer – Tayton Stolee on OSF Ms Loaded Lady 270
- Champion Cow/Calf Pair – Alexis Butler in PRR Country Gal 51U
- Reserve Champion Cow/Calf Pair – Jacob Jones on PHH PCC 083 Miley

For a complete listing of all the state fair winners, visit www.wistatefair.com.



*Supreme Champion Bull Overall Breeds
PHH PCC 750P Moler 934
Exhibited by Pierce's Hereford Haven,
Lamb Bros. and Windy Hill Herefords*



*Champion Hereford Heifer
PHH PCC 512 Daneel 966
Exhibited by Pierce's Hereford Haven*



*Champion Hereford Cow/Calf
MSU Rachael 6U
Exhibited by Starr Polled Herefords*



*Jr. Show Champion Hereford Heifer
KF Amillie 79
Exhibited by Kayla Kegley*

Save the Best and Cut the Rest

What a great time to be in the cattle business! What a great time to be in the Hereford business! I read that cow numbers across the United States are at a fifty-plus year all time low. I also understand that of what cows there are in the United States, 70 percent or more are black hided. Thus, with the advantage of heterosis, commercial producers across the land are turning to Hereford bulls.

Hereford genetics give commercial cattlemen not only more pounds at weaning, but increases fertility, survivability, longevity and disposition in their cow herds. Research shows that commercial producers have fewer open cows, lower death loss, along with more growth, milk and efficiency when using Hereford genetics to maximize the benefits of heterosis.

Several Hereford seedstock producers have seen a rapid demand for Hereford bulls. I have one challenge to all Hereford breeders...**SAVE THE BEST BULLS AND CUT THE REST!** I have worked marketing purebred seedstock for over thirty years now. I have seen many breeds come and go with great success when their bull demand grew rapidly. When seedstock producers keep the wrong kind of bulls because of greed, the popularity of the breed went down as fast as it went up.

Let us, as Hereford breeders, not make the same mistake other breeds have made by keeping inferior bulls. Your market will be stronger for decades to come if you **SAVE THE BEST AND CUT THE REST.**

Remember to make your cattle better today, because you have to market them tomorrow!



*By: John Meents,
AHA Fieldman*

- **Supreme Champion Bull, Wisconsin State Fair and World Beef Expo**

- Owned with...
Lamb Bros. Beef and
Windy Hill Herefords



PHH PCC KJ 750P **Big Country** **934 ET**



PHH PCC 512 Daneel 966
Champion Heifer, Wis. State Fair; Res. Champion Heifer World Beef Expo
Owned with McDonald Farms

For Sale at the Farm...



12 Outstanding Bulls

Calves sired by Online,
Outcross, Authentic,
About Time and others!



26 High Quality Heifers



PHH 812 In Time 002
Res. Champion Bull, Wis. State Fair and World Beef Expo
Res. Calf Champion, American Royal

Pierce's Hereford Haven

E10645 Hatchery Rd. • Baraboo, WI 53913
Ken and Sandy: 608-434-0578 • Travis: 608-434-2843, Jim
ken254@centurytel.net • www.piercesherefords.com

World Beef Expo Show Results



*Champion Hereford and Supreme Champion Bull
PHH PCC 750P Moler 934, Exhibited by Pierce's
Hereford Haven, Lamb Brothers, Windy Hills
Herefords*



*Champion Hereford Heifer
CPH Viola 927, Exhibited by
Stephanie Camden, Pierceton, Ind.*



*Champion Cow/Calf Pair
NPH FPC Molers Lass 704
Thousand Hills Herefords, Stockton, Ill.*



*Reserve Champion Hereford Bull
PHH 812 In Time 002
Exhibited by Pierce's Hereford Haven*



*Reserve Champion Hereford Heifer
PHH PCC 512 Daneel 968
Exhibited by Pierce's Hereford Haven*



*Reserve Champion Cow/Calf Pair
PSB Lady Boomer 29F Sara 502R
Exhibited by Baker's Polled Herefords*

2011 WHA State Sale

**Saturday, March 5
Noon**

**Grant County Fairgrounds
Lancaster, WI**

**Hand Selected, Premier Bulls
and Females Will Sell!**

For more information, contact
Michael Boettcher: (414) 339-2516
Kermit Rhiner: (608) 635-4683

*Join us for the Breeders and Friends Banquet
Friday night, March 4 in Platteville!*

American Royal Results

Wisconsin Hereford Breeders took part in the recent American Royal open and junior Hereford shows and the Ladies of the Royal Sale. Champion Cow-Calf honors went to Wirth Polled Herefords, New Richmond, on NJW 0047 5M Lola 55S, a 2006 daughter of Kairuru Aberdeen 03 0047. Reserve Champion heifer awards in the open show went to the Starr Family, Manawa on MSU Keepsake 24W. (Editor's Note: Champion Cow/Calf and Reserve Champion heifer pictures are located on the front cover.)

Other Wisconsin exhibitors at the Royal included Wyatt and Kayla Kegley, Burlington, Deidra Payne, East Troy, Hidden Spring Ranch, Poynette, Larson Hereford Farm, Spring Valley, Allison Folkman, Ixonia and Pierce's Hereford Haven.

In the Ladies of the Royal Sale, Larson Hereford Farm, Spring Valley, sold LHF 3T Paris 021X, a February heifer calf sired by FCC 7M Pride 3T, for \$7,800. Kegley Farms and Wirth Polled Herefords were also consignors in the Ladies of the Royal Sale.



*Reserve Junior Bull Calf Champion
PHH 812 In Time 002
Exhibited by Pierce's Hereford Haven*

"Merry Christmas to All"

Best Wishes for a Healthy and Happy 2011
From Our Family to Yours,
The Wiechert Family



Registered Herefords
James and Diana Wiechert
Janet, Jeff and Julie
809 Granville Road
Cedarburg, WI 53012
(262)377-4758
MapleCrestFarm@msn.com



Thanks to MGM East...

for purchasing the Lot 1 Flush of Star P28 Libbey
195T at the 2010 World Beef Expo Sale. Their
confidence in our program is appreciated.



Steven, Jill, Nicole, Curtis,
Alison and Austin Folkman
N250 Highway Rd.
Ixonia, WI 53036
(920) 474-7403
(262) 617-6346
cnlfarm@execpc.com
www.cnlfarm.com

Offering a group of select weaned
spring heifers and spring calving cows
for sale... You may purchase one or
group discounts available. Calves by
M326, Route 66, Recruit, Battle Chief



Celtic Cattle

By Steve Merry
and Jenny Brown

A different perspective on the Hereford breed is always enlightening. Recently Steve, Matt & Jan Merry along with Jenny Brown had the opportunity to visit an Irish Polled Hereford breeder, Mr. Eric Humphreys and his family. The Humphreys live near Newbliss, in County Monaghan, and have been breeding Polled Herefords for several decades. Humphreys are one of only two fully Polled herds in Ireland, while the rest are either Horned or mixed. Eric also recently served several terms as the President of the Irish Hereford Breed Society, similar to our American Hereford Association. When we asked why he chose Herefords, Eric cited both the Hereford temperament and the easy-doing nature in rugged conditions.

On a tour of the farm consisting of several hundred acres, we were impressed with how easy fleshing the cows and calves were on grass alone. Two of the cow/calf pairs are pictured above, with the pair in front showing quite a bit more white than we would find desirable in the U.S.

“Cattle with more white,” Eric explained, “are considered to be easier fleshing by European standards, and we have definitely noticed it first hand in our herd. This amount of white is acceptable with both herd and show animals.”

We also learned ‘Irish Hereford Prime’ recently won a prestigious award at the World Cup of Taste, coming out on top in a rib eye steak taste test by an expert panel of judges. Eight major beef producing countries submitted their steaks to be judged based on tenderness, flavor, texture, as well as visual appearance. Ireland’s Hereford beef known as Hereford Prime beat New Zealand’s Wagyu, Argentinean Angus, United States Angus, Florentine from Italy, Charolais from France, Bison from Canada, and German Simmental.

Humphreys’ herd consists of about 35 cows with a total of approximately 80 animals. Last year, of the 18 bulls born, 15 have sold as sires already! Eric obtained his current herd bull from England. He also uses AI bulls with Australian, Canadian as well as USA breeding.

As is the Irish nature, the Humphreys were very hospitable hosts. We swapped Hereford tales well into the night!



Eric Humphreys and his family are one of only two exclusive Polled Hereford herds in Ireland.

Introducing our New Donor

NJW 30N 63P Never Miss 28S

Sire: GHC Never Look Back ET 30N
Dam: NJW 80L Cowtown Prairie 63P



Congratulations, Alexis, on a successful show season...



SF MS 517 Purple Milsap W2

- Class winner, 2010 Spring Preview Show
- Class winner, 2010 Wis. State Fair Open Show
- Supreme Champion Female, 2010 Dodge County Fair



PRR Country Gal 51U

Many-time Champion Cow-Calf.
Gallie will join Never Miss in our Donor Pen!



Overall Res. Champion
Livestock Showman



Champion Overall Beef Showman



Champion Senior Swine Showman



Dahnert's Hickory Grove Farms LTD.

Phillip, Michel, Melissa and Edward Dahnert and Alexis Butler
N4674 St. Helena Rd. • Juneau, WI 53039
920-386-0126 Home • 414-550-5114 Melissa's Cell
E-mail: Maggie99mae@yahoo.com

Sale Reports

The Family Affair XIV

Beautiful weather was in store for the 14th Family Affair Sale, hosted by MGM West and East, in Sun Prairie in mid-September. Monte Lowderman was the sale auctioneer.

2 bulls averaged \$2,488
38 females averaged \$1,702

Top selling bull was MGM Prospect Time 3008 26W and sold to Richard Merry, Hillsboro, for \$3,500.

Top selling female was MGM Boom Prospect 22T her April bull calf. The cow was purchased by MGM West, Sun Prairie, and the bull calf sold to Stan Kurtzbaugh of Madison. The lot sold for \$5,200.

World Beef Expo Sale

A large crowd was on hand to view the offerings of this year's World Beef Expo Sale held at Wisconsin State Fair Park in Milwaukee. Gene Steiner was the auctioneer for the sale.

12 females averaged \$1,929
1 flush sold for \$3,500
3 embryo packages averaged \$525

PHH Return 645 sold to Schrick and Wagner, Green Valley, Illinois. Her April heifer calf was purchased by Crooked River Polled Herefords, Cato. The lot sold for \$6,100.

A flush out of Star P28 Libbey 195T was consigned by Nicole, Curtis, Allison, and Austin Folkman, Ixonia. The lot sold to MGM East, Hartford, for \$3,500.

WHA Hosts Field Day

Fallen Oaks Farm, the home of Norbert, Rose, and Jean Potter, Coloma, Wisconsin was the site for the 2010 Wisconsin Hereford Association field day this fall.

Visitors to the farm not only enjoyed viewing their registered Polled Hereford herd and participating in judging and weight guessing contests, but also were able to take a pasture walk and explore various pasture management grasses and programs, hosted by the Waushara County extension service.

The Potters run a small, select herd of cattle and specialize in selling club calves and breeding animals. They also raise green beans, sweet corn, and peas for nearby canneries. Their herd started with commercial cattle, which they upgraded to purebreds. Herefords have been the ideal choice for the family as the cows are self-sufficient and easy going for their grazing operation.

Guests to the farm were also treated to a Certified Hereford Beef meal.

— Submitted by Ruth Espenscheid, WHA Secretary



Photo by Jean Potter

Ultimate Hereford Sale

The Ultimate Club Calf sale was held October 31 at the UW Research Facility in Arlington. Rick Garnhart was the auctioneer.

Sale average was \$1,294. High selling steer sold was consigned by Tower Hill Farms, Rudolph, Wis. and sold for \$2,050 to Zach Wangen Ellendale, Minnesota.

Second high selling steer sold was consigned by Paulson Farms, Deerfield, Wis. and sold for \$1950 to the Kind family, Jefferson, Wisconsin.

Steers sold in this sale qualify for the special jackpot shows during the 2011 Regional Junior Hereford Show in Monroe and at the Wisconsin State Fair.



High Selling Steer
Consigned by Tower Hill Farms.



Second High Selling Steer
Consigned by Tower Hill Farms.

Klemme POLLED HEREFORDS



— Kids, Cows & Calves are our Passion —

Scott, Michelle,
Alisha & Danica Klemme
N6236 STATE ROAD 57
PLYMOUTH, WI 53073

Home: 920.892.6742
Michelle cell: 920.901.7373
Scott cell: 920.980.7323
Email: klemmeherefords@gmail.com

Thank you Dennis Eberhardt and
Jim Quade for buying our heifers in the
World Beef Expo Sale.

Check out our new website: www.garialanfarm.com

GARI-ALAN FARM

Gary & Marilyn Reinke & Family
N6060 Hilltop Lane Johnson Creek, WI 53038
(920) 699-3126 • E-mail: gafcattle@tds.net

Polled Herefords Since 1960 • Production Tested Since 1968

A Program that Works — Put it to work for you.



The Marv Espenscheid Family
 12044 Hwy. 78; Argyle, WI 53504
 Marv and Ruth: (608) 543-3778
 Amy Stolee: (608) 444-2681
 E-mail: wlbaosf@mhtc.net

*“With our sincere appreciation
 for your business and
 warmest wishes for a
 Happy Holiday Season
 and a Prosperous New Year!”*

*Looking forward to an exciting year in 2011 with the
 addition of two new herd sires...*

K&B Jakadiamonds 0088X
Son of AH JDH Crackerjack 26U

ROF 25H Durham 419X
Son of MXU BR Hallmark 25H

As Wisconsin's largest ag lender,
 Badgerland Financial has an
 intimate understanding of livestock
 producers' unique financial needs.

Our team of lending, insurance,
 tax and accounting specialists
 concentrate on those needs and
 provide the customized financial
 services you've come to expect.

Visit **badgerlandfinancial.com**
 to find out how we can help you,
 or contact your local Badgerland
 Financial office.



Rural Dreams: Realized.

WJHA News

WJHA to Host 2011 Regional Junior Hereford Show

The WJHA will host the 2011 Regional Junior Hereford Show at the Green County Fairgrounds, Monroe, Wis., June 24-26. This will serve as the official state preview show for 2011 in place of the WLBA Spring Preview Show. The WLBA will still sponsor a Spring Preview Show in Jefferson with Hereford classes, if you would like to attend that as well. The juniors are looking for help in organizing and planning the Regional Show. Contact BJ Jones at 608-482-2961 for more information.

World Beef Expo Special Lot Raises \$575

WJHA members would like to thank Jenny Brown for purchasing the special lot at the 2010 World Beef Expo Sale. "Little Doggies," an original print by artist Jerry Gadamus raised \$575 for the junior association.

Thanks also to the donors of the lot... C&L Herefords, Huth Polled Herefords, J&J Polled Herefords, Kegley Farms, Kegley Show Supplies, MGM East, Next Generation Genetics, Owego Stock Farm and Wildcat Cattle Co.

WJHA Meeting Date Set

The WJHA will meet in conjunction with the WJHA Annual Meeting on February 12, 2011 at the Wintergreen Conference Center in Wisconsin Dells. The juniors will meet at 10 a.m., followed by the WJHA banquet at noon.

Headquarters
For All Your
Show & Grooming Supplies

**KEGLEY'S
SHOW
SUPPLIES**

We Sharpen All Clipper Blades,
Repair Clippers and Blowers

TERRY & DIANNE KEGLEY
W891 HONEY CREEK ROAD
BURLINGTON, WI 53105
262 642-5283



Wisconsin Junior Hereford Association

— 2011 Membership Form —

Membership in the WJHA entitles you to participate in...

Voting at WJHA meetings
PRIDE Convention
WLBA District Shows
World Beef Expo

Spring Preview Show
WI State Fair Junior Show
Badger Kick-Off
World Beef Expo Sweepstakes

Jr. Nationals
Jr. National Activities
Pioneer Showdown

Membership in the WJHA is **REQUIRED** to show in WJHA sponsored events!!

Join today – \$10/year

Please send the completed form below and \$10 to the Membership Secretary:

Julie Wiechert, WJHA Membership Secretary
809 Granville Road, Cedarburg, WI 53012
(Checks should be made out to the WJHA)

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone: _____

E-mail: _____

Age as of 1/1/2011: _____

Birthdate: _____

Breeding for Consistent Quality

Season's Greetings and Thank You to all our 2010 Buyers.



Thank you to Windview Farms
for purchasing BBC Ultra Thick 257V.



Thank you to Beck's Polled Herefords
for purchasing BBC Thick Summit 256V.

Thank you to the Reinke Family for fitting and showing our cattle this year.

8104 W15379 Loomis Drive
Muskego, WI 53150

BBC FARMS

Bruce & Bonnie Clemence
(414) 425-8134
hbefarms@gmail.com
www.hbefarms.com

REGISTERED POLLED HERFORDS SINCE 1976

GWF

Wiswell Farm

Grant, Judy, Jena and Morgan Wiswell

*Merry Christmas
&
Happy New Year*



*Best Wishes from
Grandpa Grant,
Grandma Judy
&
the Wiswell Kids*

N5920 Connaughton Lane
Elkhorn, WI 53121

(262)723-4861
(262)215-6499
wisph@elknet.net

Thank you to our 2010 Buyers
Joe & Rachel Daul; Hayden Keltner;
Bob Goble—Ridgeview Farms;
Ellis Kahn—Stone Creek Farms;
Larry & Judy Vance; David Vance



*Kermit & Jana Rhiner
Sheena & Ryan Rangelstetter*

*Congratulations
Sheena & Ryan!*



*Happy
Holidays!*



RHINER

SHOW CATTLE

W8838 Richards Rd.
Poyntette, WI 53955
Home: 608-635-4683
K. Cell: 608-445-1279

rhinerpolledherefords@yahoo.com



705 N Main St Lodi, WI.....608-592-7755
Toll Free.....800-729-3231

Visit our web site www.lodivet.com
email: lodivetfa@charter.net

Drs: Dave Kolb, Scott Pertzborn, Mike Etter, Bob Steiner,
Darren Zimmerman, Nate Dorshorst, Ryan Leiterman

Providing a Full Range of Veterinary Services:

- Breeding Bull Semen Evaluations
- Reproductive Ultrasound & Fetal Sexing
- Hospital Facility with Surgery Suite
- In House Cattle Handling Facility

-- AETA CERTIFIED EMBRYO TRANSFER

- Certified for Export to the European Union
- Donor Housing Available
- Recipients Options Available



ANNOUNCING OUR NEW PARTNERSHIP WITH Minitube of America!!

We now offer:

- Donor aspiration for In Vitro Fertilization
- Embryo biopsy for sexing & splitting
- Cloning services

~ Call for more information ~





**DeL Hawk
CATTLE CO.**

David & Marcia DeLong
6625 E. Elm Drive
Janesville, WI 53546
Home: 608.765.3109
Cell: 608.751.6473
delcoph@aol.com

Tom & Mandy Hawk
1880 S. Paw Paw Rd.
Earlville, IL 60518
Home: 815.246.4103
Cell: 815.739.3171
thawk@delhawkcattle.com

Koens Polled Herefords

Eric and Sue Koens
W13075 Christianson Rd. • Bruce, WI 54819
(715) 868-4442

BREEDING STOCK FOR SALE PRIVATE TREATY
www.koensherefords.com

Kegley Farms

W891 Honey Creek Rd.
Burlington, WI 53105

Hereford • Angus • Club Calves

Kurt Kegley Cell: 414-254-2379

Terry Kegley Cell: 262-470-7931

• Hoof Trimming • Clipping • Fitting Available

www.kegleyfarms.com | kjkegley@yahoo.com

Look for our consignments to WBE and Kansas City Sales!



**FIRSHADE FARM
POLLED HEREFORDS**



Sandra and Harry Thompson
6413 Ice Age Lane
Rosholt, Wisconsin 54473
715-341-3937



Stanton Farm

W9308 Territorial Road
Whitewater, WI 53190
(608) 883-6722

E-mail: edstan4@att.net

Breeding stock for sale.

Kermit, Jana and Sheena Rhiner

RHINER



SHOW CATTLE

W8838 Richards Rd. • Poynette, WI 53955
Home: 608-635-4683 • K. Cell: 608-445-1270
rhinerpolledherefords@yahoo.com

TS Cattle Co.

P.O. Box 262 • Argyle, WI 53504
(608) 444-2681

E-mail: stoleea@yahoo.com

Starr

Polled Herefords

Joe and Amy Starr and Family
E5198 N. Water Dr. • Manawa, WI 54949
(920) 596-2580 • Fax: (920) 596-2380

LEMAR

Polled Herefords

— Since 1968 —

Emmett & Margaret Langness
932-140th Avenue • New Richmond, WI 54017
(715) 246-5464 • Cell: (715) 781-7056

Richard & Laura Matthews: (715) 781-0927
61-3rd Ave. • Clear Lake, WI 54005

REGISTERED STOCK

Dahnert's

Hickory Grove Farms

Phillip, Michel, Melissa and Edward Dahnert
Alexus Butler

N4674 St. Helena Rd. • Juneau, WI 53039
Home: 920.386.0126 • Melissa's cell: 414.550.5114
E-mail: maggie99mae@yahoo.com

P
R
O
G
R
E
S
S
I
V
E
B
R
E
E
D
E
R
S

The Wisconsin Review

A publication of the Wisconsin Polled Hereford Association.

The Advertising Rates and Deadlines for 2011

Advertising Deadline	Mailing Date
January 20, 2011	February 10, 2011
April 20, 2011	May 10, 2011
July 20, 2011	August 16, 2011
November 1, 2011	November 22, 2011

Advertising Rates:

Back Page	\$.260
Inside Back Page	\$.230
Inside Front Page	\$.230
Full Page	\$.190
Half Page	\$.110
Quarter Page	\$.70
Eighth Page	\$.45
Sixteenth Page	\$.30
Breeders Directory, 4 issues	\$.100

Contract ads: A 15% discount is available to advertisers wishing to pre-pay for any size ad for four consecutive issues of the Review. The discounted ads may all be the same size or any combination of sizes. Prime locations are available on a "first come, first serve" basis.

For all your advertising needs, contact:

Jane Adolph
18541 Slick Road, Mt. Carroll, IL 61053
(815) 297-5456

*Our present mailing list consists of 1400 breeders.
This is a tremendous advertising value.*

NEXT GENERATION GENETICS

Tod, Sondra & Blake Brancel
W7842 State Road 23 • Endeavor, WI 53930
Tod: (608) 697-9026 • Sondra: (608) 604-2333
brancel@nextgenerationgenetics.com
www.nextgenerationgenetics.com



Kevin Stork
715.246.2582
kstork@presenter.com

626 E. Third St. • New Richmond, WI 54017

PROGRESSIVE BREEDERS

Christ the Rock
Creek Farm
POLLED HEREFORDS
ST. CROIX FALLS, WI
REV. MARK & DEB SCHOEN
WWW.CTRHEREFORDS.COM (715) 483-1184

Thousand Hills Polled Herefords

E-mail:
thousandhillsherefords@yahoo.com

Dan Irwin
1709 Summit Dr.
Stockton, IL 61085

Home:
815.947.2954
Cell: 815.266.1300

FALLEN OAKS FARM

Norbert, Rose & Jean Potter
W14077 State Road 21
Coloma, WI 54930

Phone: 715-228-3602
Email: rpotter@unison1.net

CLUB CALVES ARE OUR SPECIALTY

BAKER'S Polled Herefords



N7850 U.S. Hwy. 12
Elkhorn, WI 53121
psbakerph@elknet.net
(262) 742-3205

Your visit is always appreciated!



Thank you from Family Affair!

31 buyers from 4 states • Average: \$1,885

We appreciate your confidence and wish you great success as well as a Happy and Prosperous New Year!

Christina Kampen • Dave Zander • Jeff Warmka • Doug Schulz • Isabel Brown • Stan Haack
Andy Lamb Family • Wildcat Cattle Co • Jonathan and Dorothy Pettit • Dan Wohlfert • Gordon Merry
BBC Farms • Grace Margaret Tollefson • Kaci Keppen • Ridgeview Farms • Joe and Rachael Daul Hayden
Keltner • Oak Shade Farm • Chuck Baderscher • Annah Dobson Lucienne Van De Pas • Tyler Kutz •
Kevin Eulgen • Mitch Bakken • Ellis Kahn • Plum River Ranch • Jim Quade



High Selling Female
MGM Next Gen Glory Be 170 ET
Sold to Ladwig Family, Cascade, Wis.



High-selling bull
MGM Prospect Time 3008 26W
Sold to Richard Merry, Yuba, Wis.

From Harvard Epidemiology and Prevention

From Harvard Epidemiology - 1.2 million people and 20 studies concluded **NO RISK** for RED MEAT

By Renata Micha, RD, PhD; Sarah K. Wallace, BA; Dariush Mozaffarian, MD DrPH

Background – Meat consumption is inconsistently association with development of coronary heart disease (CHD), stroke and diabetes mellitus, limiting quantitative recommendations fro consumption levels. Effects of meat intake on these different outcomes, as well as of red versus processed meat, may also vary.

Methods and Results – We performed a systematic review and meta-analysis of evidence for relationships of red for any cohort study, case-control study, or randomized trial that assessed these exposures and outcomes in generally healthy adults. Of 1,598 identified abstracts, 20 studies met inclusion criteria, including 17 prospective cohorts and 3 case-control studies. All data were abstracted independently in duplicate. Random-effects generalized least squares models for trend estimation were used to derive pooled dose-response estimates. The 20 studies included 1 218 380 individuals and 23 889 CHD, 2280 stroke and 10 797 diabetes mellitus cases. Red meat intake was not associated with CHD (n=4 studies; relative risk per 100-g serving per day=1.00; 95% confidence interval, 0.81 to 1.23; P for heterogeneity 0.36) or diabetes mellitus (n=5; relative risk=1.16; 95% confidence interval, 0.92 to 1.46; P=0.25). Conversely, processed meat intake was associated with 42% higher risk of CHD (n=5; relative risk per 50-g serving per day=1.42; 95% confidence interval, 1.07 to 1.89; P=0.04) and 19% higher risk of diabetes mellitus (n=7; relative risk=1.19; 95% confidence interval, 1.11 to 1.27; P<0.001). Associations were intermediate for total meat intake. Consumption of red and processed meat were not associated with stroke, but only 3 studies evaluated these relationships.

Conclusions – Consumption of processed meats, **but not red meats**, is associated with higher incidence of CHD and diabetes mellitus. These results highlight the need for better understanding of potential mechanisms of effects and for particular focus on processed meats for dietary and policy recommendations (Circulation. 2010;121:2271-2283)

Mark your calendars...

Family Affair XV Sept. 9, 2012

MGM EAST AND WEST • BROWN NURSERY FARM • OWEGO STOCK FARM
LININGER FARMS • BAKER'S POLLED HEREFORDS • STONE CREEK FARM • WISWELL FARM
STAN HAACKS AUTUMN BLAZE VIEW • NEXT GENERATION GENETICS
TS CATTLE CO. • K&J POLLED HEREFORDS • PAULSON FARM

Wishing You the Joys of the Season!

Merry Christmas and Happy New Year.



Quality Hereford Genetics

Lininger Farms
Chester and Kathy Lininger

W1018 Spring Prairie Rd Burlington, WI 53105

Farm 262-763-8846 • Cell 262-206-8241

CLININGER@WI.RR.COM

Farm Manager: Donna Strissel • Cell 262-758-4142



Special Thanks to all our 2010 Buyers

