

CENTRAL WISCONSIN HEREFORD FIELD DAY – JUNE 24TH

Stop 1 – Next Generation Genetics – Tod, Sondra, Blake, and Bryce Brancel and Ben and Gail Brancel. W7842 Hwy 23, Endeavor, WI 53930. (608) 981-2409; cell (608)235-3881 or (608)597-9026. Located 5.5 miles west of I-39 or 12 miles east of Wisconsin Dells on Hwy 23.

Next Generation Genetics is owned and operated by Tod, Sondra, and family. Tod's parents, Ben and Gail, are partners on many of the animals there. They have small partnerships on individual animals with MGM, Wildcat Cattle Company, and Able Acres.

Their farm consists of approximately 280 acres, of which 200 are tillable and used for pasture. The farm has been in the Brancel Family for many generations, theirs being the fifth generation. The farm was a dairy for many years until the mid 1990's when the Holsteins were replaced by Angus cattle. The dairy buildings have been slowly modified to accommodate needed hay storage and calving areas, group pens added in the heifer shed, and the dairy unit converted into a working area, indoor washroom, collection facility and laboratory.

In 2005, Tod and Sondra were married and the first Herefords made their appearance. Sondra's family, the Merry's, have a tradition of Hereford cattle as long as Tod's family farm tradition, five generations of purebred Herefords. Over the last several years, the Hereford numbers have grown and have become their primary focus. Their initial investments into the Hereford breed were slow and methodical, a young female here, a set of embryos there. Over the last several years, they have added powerful females from influential cow families and herds around the country to continue developing a herd of powerful, productive females.

11:00 This stop will feature a judging class, cattle viewing, educational seminars including a presentation by Jack Ward, Executive Vice-President of the AHA. Jack will talk about genomics, their importance and role in the breed and herd improvement and the new genetic evaluation software, BOLT. Meal will be CHB burgers.

2:30 – Leave Brancels. Go west on Hwy 23 for 13.9 miles, continue on Hwy 13 south for 0.7 miles. Turn left toward Madison on 90/94 for 4.9 miles to Hwy 12 East. Go 8.1 miles on Hwy 12 to County W, take a left turn (west) for 1 mile and then a right onto Lovers Lane. Go 0.6 miles to Hatchery Rd, turn left and arrive at Pierce's on the left 0.1 miles.

Stop 2 – Pierce's Hereford Haven, Ken, Sandy, Travis, and Jim. E10645 Hatchery Rd, Baraboo, WI 53913. Ken (608)434-0578, Travis (608) 434-2843.

Established in 1969 by Jim, Elaine, and Ken Pierce. Pierce's Hereford Haven is a true family run operation. They are located in the Glacier Valley of Sauk County, surrounded by the Baraboo Bluffs. Unique to the Midwest, their 90 registered cows are their main source of income, no room for slackers. Their goal from the start was to produce high performance cattle with an emphasis on soundness, fertility, udder quality, and longevity and it hasn't changed. They don't breed for show cattle that might make cows, they breed for females that will make productive cows with the phenotype to show, They

sell 25 yearling bulls annually; show cattle and replacement females are available private treaty at all times.

3:15 – Pasture tours, view display cattle and visit with other cattle enthusiasts.

4:45 – Program on basic and economic practices implemented at PHH for a healthy and productive beef herd.

5:30 – Beef brisket dinner and refreshments until everyone is full. Feel free to stay as late as you would like and visit with friends, new and old.

Special Door Prize Drawings – Conventional #1 embryo by two Hereford icons. NJW 98S R117 Ribeye 88S and RST 1000 Ms Blazer 2029, the dam of Denver Supreme Champion, Times A Wastin along with 3 units of PHH PCC 812 True Grit 002. Must be present to win.

There are several motels in the Baraboo area for those wishing to stay over Saturday night. Best Western Baraboo Inn – (608) 356-1100. Campus Inn (608) 356-8366. Motel 6 (608) 355—0700 (north of town) These are all on Hwy 12.