

## **Stop #1 Plum River Ranch (9:00-11:30)**

Plum River Ranch - Eric, Rosie, Briana, Madison, and Rhett (Amanda) Katzenberger Family... have been actively raising registered Herefords with Nick and Lenore Katzenberger for more than 25 years. What originally started as 4H projects in 1978 for Eric and his brother Aaron, turned into raising and showing champions at all levels of competition for the next generation, as well as selling cattle and embryo's throughout the US. We manage a herd of 50 cows and primarily breed AI and embryo transplant. Some of our most memorable accomplishments include hosting the Pride of the Pasture production sale for several years, our numerous WI State Fair and WBE champion bulls and females leading to 5 x premier exhibitor awards, raising two WI State Fair Champion Steers in Bubba and Pepe, our 4x World Beef Expo Cow Calf Champions, winning National Champion Cow/Calf at NAILE in 2019 with a 3rd generation bred and owned female PRR Kisses 162D, Eighteen years of JNHE participation, and most recently, the unforgettable experiences and memories that came with Madison's reign as the 2023 National Hereford Queen. Despite all of these mentions, and more important than the cattle themselves, are all of the connections and friendships that we have made with the Hereford Families of Wisconsin and across the industry. We look forward to hosting you for breakfast as the first stop of the WHA Southwest Tour.

Our tour stop is being sponsored by our collection partners Boviteq and Stateline Vet Services (SVS), who will be doing a live aspiration for an IVF flush. We have had great success with the last 2 flushes of our donor's PRR Stormara 181F and PRR Kisses 162D ET, which produced more than 100 embryo's to mating's with BR GKB Winchester, ECR Copper Candi, KLD Marksman, and JTH Playmaker. SVS and Boviteq will be doing presentations starting at 9:30 am. Bring your tank for a "tour special" embryo deal.

## **Stop #2 CMA Herefords (11:30-1:30)**

CMA Herefords is located in Monroe, WI and is owned by Caleb & Alissa Ahrens. Our 20 head cowherd is focused on being as progressive as possible by stacking some of the most sought after genetics the breed has to offer through AI and embryo transplant. Cattle are primarily marketed each fall by private treaty. Bull calves in years past have been marketed through area bull test stations as well as the Wisconsin State Sale. In 2023, we were fortunate to have the 2<sup>nd</sup> high selling Hereford bull at the Midland Bull test in Montana.

Although our junior show years have long come to a close, we take pride in helping area exhibitors with their projects purchased from us. In the past few years, we have been lucky to sell calves and breeding stock to 12 different states. We are excited to be a part of this tour and look forward to visiting with everyone. Please join us for lunch as well as an update from the American Hereford Association.

This lunch stop is sponsored by Compeer Financial and Reddy Ag. Without their support, we would not have the opportunities each year to continue growing and improving our operation.

## **Stop #3 Wildcat Cattle Company (2:15-4:15)**

Wildcat Cattle Company is a family enterprise owned by Dr. BJ and Kim Jones, along with their children, Bailey, Brett, Riley, Lauren, Brady, and Nick. The foundation started in 1982 when BJ was a junior Hereford Member. Today, Wildcat Cattle Company is a 50-acre farm in the rolling hills of Darlington, Wisconsin.

Our herd consists of an expanding group of elite donor cows. We work with several cooperator herds to produce embryo transfer heifer calves from some of the most sought-after bulls in the breed.

This fall we will host the 10<sup>th</sup> Badger Southern Select sale at the farm on October 6<sup>th</sup>. It will feature top spring show heifer prospects and fifteen bred heifers, mostly carrying heifer pregnancies. These are the same genetics that have helped propel us to being named Premier Exhibitor at the last two Junior National Hereford Expo events.

At this stop you can also tour our new Trans Ova satellite facility. Representatives will be on-hand to answer any questions you may have and we will share some of the newest data and protocols on making the most of sexed semen.

This stop will feature the Lucky Cow ice cream truck, with make-your-own ice cream sundaes.

## **Stop #4 SandRock Ranch Herefords (4:45 to end)**

SandRock Ranch is a multi-generational family farm dating back just shy of 150 years. We are located in Benton WI overlooking the scenic fever river. It presently consists of 245 registered cows, 225 commercial cows, and 25 herd bulls. We hold an annual production sale every April, selling approximately 40 yearly bulls and 20 yearly baldy heifers. We finish out approximately 300 head of fat cattle that are enrolled in a non-hormone treated cattle program. All of our cattle are age and source verified.

## **Thousand Hills Herefords**

Thousand Hills Herefords is located in the rolling hills of Jo Daviess County in northwest Illinois. Twenty minutes south of the Wisconsin-Illinois boarder.

The cow herd is made up of 35 cows with calves and yearling heifers. We breed 7-10 yearling heifers a year. Breeding program in the past has consisted of time-AI breeding with clean up bulls; but because of time constraints created by the plumbing company, breeding the cowherd has switched to buying the best bulls possible to turn out with cows and heifers.

Thousand Hills Herefords concentrates on carcass merit and conformation. Teat and udders have always been a big factor in buying bulls and longevity of good cow families. Feed conversion is another factor as I only have 13 acres of crops to produce as much feed as possible and purchasing whatever else is needed. Disposition being another huge factor with this herd.

This year was the first year to be named "Gold Metal Breeder" along with three cows named to the "Dams of Distinction" honor list. I'm slowly doing more DNA testing along with ultrasounding all yearlings to watch carcass data progress.