February 2021

www.wisconsinherefords.org

The WISCONSIN REVIEW

The official publication of the Wisconsin Hereford Association

Photo by Christ The Rock Herefords, St. Croix Falls, Wis.

In this issue... WHA Spring Sale: March 6, 2021 New Location...Fennimore Livestock Exchange

> Wisconsin Juniors Excel at National Shows

The Wisconsin Review E5054 490th Ave. Menomonie, WI 54751



C&L Miss Lace 66589 2H Reg #: 44144259 • DOB: 1/29/2020 Calving Ease, Mandate January daughter with upper 10% Marbling!

C&L Miss Arrow 4111 18G

Herd Building Kind!

Reg #: 44057647 • DOB: 2/20/2019 Down Home x About Time Bred to 9032 for a Spring Calf

Also Selling...

C&L MISS DREAMER 13B 34F Reg #: 44068972 Fall calving 2-year-old with 1109 bull calf.

Rebred to 9032 by sale time.

Check out our new website: WWW.CNLFARM.COM

Style, Grace, Beauty!

Hereford Ranch

Steve & Jill Folkman Nicole, Alison, Austin & Curtis N250 Highview Rd. • Ixonia, WI 53036 Cell: (262) 617-6346 • Phone: (920) 474-7403 E-mail: cnlfarm@hughes.net

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The Wisconsin Review

The official publication of the Wisconsin Hereford Association welcomes member and non-member advertising.

Editor and Ad Sales... Jane Adolph | 815-244-5456 E-mail: jeadolph@gmail.com

President Letter

Hello Wisconsin Hereford Members and Breeders,

I hope you and your family are staying as healthy as possible during this ongoing pandemic. We definitely have been blessed with a more mild winter than previous years.

There have been a few shows that some of our members have been able to go to which is great to see. Let's hope there are more opportunities for shows this year as the time goes by.



By: Jim Renn WHA President

In case you haven't heard, Wisconsin will NOT be hosting

the 2021 Junior National Hereford Expo. Instead we will start planning for the 2023 Junior National Hereford Expo which will be held in Wisconsin. We are thankful that the JNHE will still take place this year in Kansas City.

Our annual meeting was done virtually because of the pandemic. I hope to see many of you at our Hereford Banquet on March 5th, and then the next day at our WHA Spring Sale on March 6th. We plan on doing the award ceremony at the banquet. Please get your reservations in to Melissa for the banquet meal and note the sale has moved to a new location due to the pandemic. Look inside this issue of The Wisconsin Review to find all the details.

May your calving season be safe, prosperous and healthy!

Come Home to Hereford, Jim Renn

Calendar

February

- 15 Online donations open for WJHA Heifer at www.lowdermanauctionoptions.com
- 20 WJHA Virtual Annual Meeting

March

- 5 WHA State Sale Banquet, Fennimore, Wis.
- 6 WHA Spring Sale, Fennimore, Wis.
 - Drawing held for WJHA Donation Heifer
- 24 Performance Unlimited Bull Sale, Creston, Iowa

May

1

1

1

6

- WLBA Spring Preview show entry deadline
- WJHA Jackpot Show/Contest entry deadline
- Faces of Leadership Wisconsin Scholarship Deadline

OSF LADY SENSATION 452H {DLF,HYF,IEF,MSUDF,MDC}

Here is one sweet Sensation daughter! She will work in the show ring or as a front pasture female. Her birth weight was 77 lbs with a weaning weight of 841 lbs. She ratioed 111 in the OSF herd. Her EPDs, her performance record and her confirmation maker her one outstanding female. GE EPDs have been performed and please note that she is a carrier for MD.

Purchase tickets...

- From any WJHA Member
- Online at lowdermanauctionoptions.com

How It Works...

Each \$10 donation earns a chance to win the heifer. For example, donating \$250 will give you 25 chances to win the heifer. Sponsors will also be recognized at these levels:

Gold Sponsors \$500+ Silver Sponsors \$250-499 Bronze Sponsors \$100-249 P44140062 — Calved: Feb. 18, 2020 — Tattoo: RE 452H CHURCHILL SENSATION 028X UPS DOMINO 3027

UPS SENSATION 2296 ET UPS JT MISS NEON 7811 1ET

VIN-MAR HOMETOWN 460 OSF HOMETOWN GIRL 422F 460 OSF COOPERS LADY 360A UPS DOMINO 3027 CHURCHILL LADY 7202T ET GH NEON 17N LCC TWO TIMIN 438 ET

NJW 73S W18 HOMETOWN 10Y ET VIN-MAR LADY SAGE 046 SL T44 EXCEL 06 LCG DORA BENNETT 139U

CED 4.3; BW 3.2; WW 68; YW 101; Milk 37; M&G 71; CEM 3.8 CW 76; Fat 0.014; REA 0.63; Marb 0.09

Special thanks to ...

Owego Stock Farm, and the family of the late Marv Espenscheid, Argyle, Wis. for their gracious donation.

All proceeds go to the Wisconsin Junior Hereford Association for the 2023 Junior National Hereford Expo in Wisconsin!

Contact BJ Jones for more information Call or Text: 608.482.2961 • Email: bj@wildcatcattle.com

Online donations open February 15! Drawing on Facebook Live at 3 p.m. on March 6, 2021.



Get your chance to take this heifer home!

SNL'S FARM



ARE YOU WIRED TO WIN?

FIND THESE TWO AT THE WHA STATE SALE ON MARCH 6TH FOR YOUR NEXT CHAMPION RIBBON



PHONE: (715)505-6510 EMAIL: SNLSFarm@outlook.com

Minute with Meents

With the Covid-19 issues going on, the 2021 National Western Stock Show and the Ft. Worth Stock Show were both cancelled. The American Hereford Association Board of Directors made a great decision by designating the Inaugural Cattlemen's Congress in Oklahoma City, Oklahoma, a National Hereford Show in 2021. Many thanks to the Cattlemen's Congress Committee, their staff, Kevin Stitt, governor of Oklahoma, along with Mr. Bob Funk and Mr. Jerald Callahan of Express Ranch for making this a FIRST CLASS EVENT.

Here are some facts from the first Cattlemen's Congress:
There were 85 Hereford bulls shown, 307 Hereford females shown, 8 Pen of 3 heifers shown, 4 Pen of 5 bulls shown, and 12 Pen of 3 bulls shown.



By: John Meents, AHA Field Staff 419-306-7480 jmeents@hereford.org

• The Cattlemen's Congress National Hereford Sale seen 14 bulls average \$32,250, 7 bred heifers average \$15,393, 11 open heifers average \$9,932, and 8 Pick of the Herd lots average \$14,125.

I want to recognize many Wisconsin Hereford Association members that did an extremely outstanding job at the 2021 Cattlemen's Congress. Congratulations to each of them on their successes:

• Next Generation Genetics, Endeavors, WI on having the top selling female in the National Sale at \$30,000. She was Nest Gen 36Z Lady 739 ET, the September 2019 daughter of NJW Long Haul 36E ET.

• Lauren May, Mineral Point, WI exhibited the Grand Champion Horned Hereford Female and Supreme Champion over all breeds at the 2021 Cattlemen's Congress. The heifer is Purple Iris 145G ET, the May 2019 daughter of UPS Sensation 2296 that was also grand at the 2020 NAILE, American Royal, and Junior National Hereford Expo. In addition, Lauren May also showed the Champion Polled Hereford Female in the Junior Show, Purple HB LMAY Star 189G, the August 2019 daughter of 2296.

• Lauren, Brady & Nicholas Jones, Darlington, WI showed the Reserve Champion Intermediate Polled Hereford Yearling Female at the National Show. She was DelHawk Callen 48G ET, the May 2019 daughter of CRR 109 Catapult 322 that was also Reserve Grand Female at the 2020 NAILE in Louisville, KY.

• Another past member of the Wisconsin Hereford Family, Stephanie Ernst Murnin, and her husband Chad Murnin, Bar Star Cattle, Musselshell, MT sold the high selling bull in the National Sale at \$100,000. He was Bar Star Fresh Prince 018 ET, the February 2020 son of BR Belle Air 6011, and a member of their Pen of Three bulls.

I look forward to seeing all at the 2021 Wisconsin Hereford Association Sale, March 6 in Fennimore, WI. Yes, please note the **NEW LOCATION** is Fennimore!

MAKE YOUR CATTLE BETTER TODAY BECAUSE YOU HAVE TO MARKET THEM TOMORROW!

Reminder...

The Wisconsin Hereford Association is offering an electronic version of our newsletter, The Wisconsin Review. If you would like to receive a copy please email Loxi Smythe at snlfarm@outlook.com. Hard copies of the newsletter will continue to be mailed to all WHA members.

Sale Results

Greater Midwest Certified Hereford Influenced Feeder Sale January 4, 2021 | Carthage, IL

The 14th Annual Greater Midwest Certified Hereford Influenced Feeder Sale was held January 4, 2021 at Carthage, IL. Total head count was 1476. Jack and Cody Lowderman were the auctioneers and the sale was hosted by Brent and Kris Lowderman.

The following were are the sale results: 20 Hereford Steers 375# @ \$1.64 28 Hereford Steers 430# @ \$1.56 86 Hereford Steers 477# @ \$1.52 85 Hereford Steers 527# @ \$1.50 1/2 86 Hereford Steers 582# @ \$1.50 43 Hereford Steers 579# @ \$1.50 81 Hereford Steers 627# @ \$1.42 24 Hereford Steers 640# @ \$1.42 75 Hereford Steers 678# @ \$1.39 41 Hereford Steers 683# @ \$1.40 79 Hereford Steers 734# @ \$1.36 67 Hereford Steers 777# @ \$1.36 1/4 26 Hereford Steers 776# @ \$1.34 43 Hereford Steers 832# @ \$1.31 1/4 46 Hereford Steers 925# @ \$1.26 3/4 27 BWF Steers 456# @ \$1.80 28 BWF Steers 540# @ \$1.64 22 BWF Steers 604# @ \$1.54 1/2 18 BWF Steers 853# @ \$1.27 3/4 32 Hereford Heifers 393# @ \$1.48 80 Hereford Heifers 470# @ \$1.32 54 Hereford Heifers 532# @ \$1.36 53 Hereford Heifers 579# @ \$1.35 58 Hereford Heifers 626# @ \$1.33 1/2 38 Hereford Heifers 679# @ \$1.30 1/2 41 Hereford Heifers 753# @ \$1.29 1/2 22 Hereford Heifers 855# @ \$1.24 3/4 16 BWF Heifers 387# @ \$1.53 1/2 13 BWF Heifers 491# @ \$1.43 22 BWF Heifers 553# @ \$1.33 1/2 18 BWF Heifers 612# @ \$1.24 15 BWF Heifers 790# @ \$1.24 1/2

Thanks to the Lowderman Family, the consignors and buyers for allowing this event to be such a success!



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THE BEST VACCINE FOR SCOURS, ISN'T A VACCINE.

Calf Vet

Marissa Hake, DVM



Calf scours are not inevitable. A strong prevention program is non-negotiable. Dependable scour prevention is essential for calf welfare, employee morale and business profitability. The immune system's response to vaccination is variable and unpredictable. That's why giving preformed antibodies instead of relying on a vaccine to stimulate antibody production is so important. I'm all for removing uncertainties. So yes, I stand by this product. (And no, I'm not.)

EULL OF CRAP?

Show Results



Supreme Champion Female and Champion Horned Female Purple Iris 145G Exhibited by Lauren May, Mineral Point, Wis.

Cattlemen's Congress January 8-10, 2021 | Oklahoma City, OK Judge: Brandon Callis, Minco, Okla.



Polled Reserve Champion Intermediate Yearling Female DeLHawk Callen 48G ET Exhibited by Lauren, Brady and Nicholas Jones, Darlington, Wis.

North American International Livestock Exposition November 17, 2020 | Louisville, KY

Judge: Donnie Robertson, Yukon, Okla.



Champion Female (Jr. and Open Shows) Purple Iris 145G Exhibited by Lauren May, Mineral Point, Wis.

Reserve Champion Female (Jr. Show)

DelHawk Callen 48G ET

Exhibited by Lauren, Brady and Nicholas Jones,

Darlington, Wis.



Champion Bull SSF KKH 26ZRibeye 801 ET Exhibited by BJ Herman & Sons, Edgerton, Ohio; Golden Maples P H Haven, Deer Park, Wis.; and Tod, Kim and Kasey Herman, Lima, Ohio



Reserve Jr. Heifer Calf Champion (Jr. Show) Wildcat Purity 010 ET Exhibited by Lauren, Brady and Nicholas Jones, Darlington, Wis.



Champion Cow/Calf Pair MF 308N Caitlin 13C ET Exhibited by Lauren, Brady and Nicholas Jones, Darlington, Wis.



Reserve Spring Bull Calf Champion (Open Show) Wildcat MF EI Chapo 013 Exhibited by Lauren, Brady and Nicholas Jones, Darlington, Wis.

--- Premier Exhibitor ----Wildcat Cattle Co. -- Lauren, Brady and Nick Jones, Darlington, Wis.

FOUNDATION FEMALES

Selling March 6, 2021 at the Wisconsin Hereford Association Spring Sale in Fennimore, Wisconsin



Lot 24: Huth E094 Ms Tested A250 G023

#44055117 • Calved: 04/28/2019
Super feminine daughter of the A250 bull. Top 1% marbling and CHB. Carrying a called heifer calf due in May. CED 4.7; BW 1.4; WW 61; YW 99; DMI 0.4; SC 1.2; SCF 19.6; Milk 31; M&G 61; CEM 3.0; MCW 84; UDDR 1.45; TEAT 1.40; CW 73; FAT 0.083; REA 0.25; Marb 0.58; BMI \$419; BII \$531; CHB \$157

Lot 25: Huth C006 Shelly G057

#44087491 • Calved: 05/06/2019

Homozygous polled daughter of JDH Victor 719T 33Z ET. Big bodied, super EPD profile. Carrying a called heifer calf due in April.

CED 4.6; BW 2.2; WW 57; YW 102; DMI 0.1; SC 1.4; SCF 19.2; Milk 29; M&G 57; CEM 2.8; MCW 92; UDDR 1.50; TEAT 1.40; CW 76; FAT 0.043; REA 0.32; Marb 0.31; BMI \$416; BII \$505; CHB \$151



WATCH FOR OUR CONSIGNMENT TO THE PERFORMANCE UNLIMITED BULL SALE CRESTON, IA, MARCH 24, 2021!

YEARLING BULLS COMING OFF TEST MAY 1 AT THE FARM. THEY WILL BE FOR SALE PRIVATELY AND READY TO GO!

VIDEOS OF THE SALE CATTLE WILL BE ON OUR WEBSITE: WWW.HUTHCATTLE.COM W

HUTH

POLLED HEREFORDS

JERRY AND MARYANN HUTH W9096 COUNTY AS OAKFIELD, WI 53065 (920) 251-0281 HUTH@WILDBLUE.NET

WJHA News

Dates to Remember...

Virtual WJHA Annual Meeting - February 20, 2021 Watch email for zoom link

WJHA Online Raffle Heifer Sale - March 5-6, 2021 \$10 a chance to win a beautiful Sensation 2296 heifer from Owego Stock Farm

WJHA/WLBA Preview Show - June 4-6, 2021 WJHA Open Jackpot Show - June 6, 2021 Jefferson County Fairgrounds, Jefferson, WI

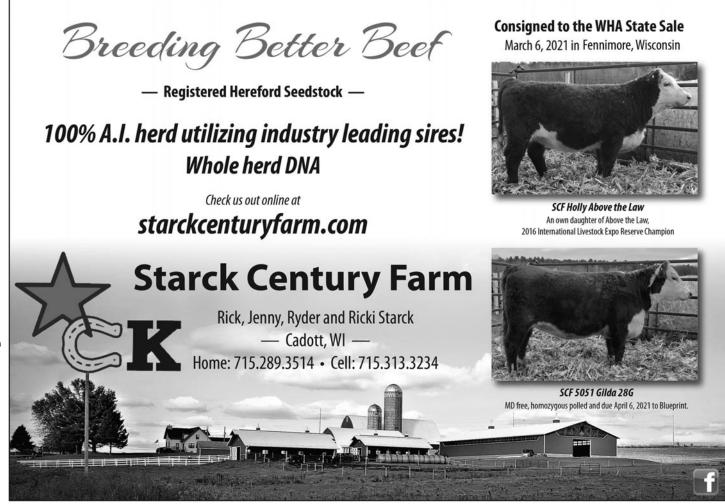
WLBA Spring Preview Show entry deadline - May 1, 2021 WJHA Jackpot Show/Contest deadline - May 1, 2021 Faces of Leadership Wisconsin Scholarship Deadline - May 1, 2021

Watch www.wisconsinherefords.org for more information

2021 Junior National Hereford Expo Update

The venue for the 2021 Junior National Hereford Expo (JNHE) is being moved to Kansas City, Missouri from Madison, Wisconsin. Covid-19 has presented many challenges for hosting events of this size and scale, and the Madison facility cannot guarantee it will be open this summer. While we are disappointed the JNHE will not be in Wisconsin in 2021, we are happy to announce that the JNHE will be coming back to Madison on July 8-14, 2023! We look forward to being your hosts in the future, but most of all, we look forward to having a show we can all attend this summer. We are thankful for the efforts of the AHA to plan ahead and make sure that is a reality! Juniors, mark your calendars for The Hereford Spectacular, July 3-9, 2021 at the American Royal Complex.

> BJ Jones & Sondra Brancel Host Committee Chairs





Friday, March 5, 2021 • Cottonwood Sports Bar & Supper Club

4715 Green River Road • Fennimore, WI 6 p.m. Social Hour • 7 p.m. Beef and Fish Dinner (Cost: \$15.50)

No Carry Ins Allowed

Donations welcome for the Fun'd and Pie Auctions. Proceeds will go to the queen fund and junior scholarships.

Everyone is Welcome!

For dinner reservations, call Melissa Berggren by February 19, 2021 at 414-550-5114

WHA News



Marvin J. Espenscheid, age 80, of Argyle, Wis.

passed away at his home on Monday, December 7, 2020. Marvin was born on October 5, 1940, in Rockford, Ill. the son of Milton and Leona (Yokers) Espenscheid. Marvin graduated from Pecatonica High School in 1958 and attended the University of Illinois. He was united in marriage to Ruth Lehto on September 12, 1961 in Rockford. He loved his family and his Hereford cattle. Marvin is survived by his wife: Ruth Espenscheid; six

children: Sarah (Kevin) Lueschow, Ben (Bev) Espenscheid, Jon (Shannon) Espenscheid, Thad (Meredith) Espenscheid, Amy Espenscheid, and Carrie Espenscheid; sixteen grandchildren; four great-grandchildren; one sister: Marilyn Bicksler. He is preceded in death by his parents; and one brother: Gary Espenscheid.

Marvin was a member of the Argyle Lutheran Church in Argyle, American Hereford Association, Wisconsin Hereford Association, Wisconsin Livestock Breeders Association, and Wisconsin Beef Improvement Association. Marvin was in the purebred cattle business for over 52 years. He will be fondly missed by his family, friends, and neighbors.

Eugene M Wirth (Gene), age 77, of New Richmond, WI passed away at Regions Hospital suddenly on Friday, January 8, 2021. He was born on October 4, 1943 in River Falls, Wis. the son of Marvin and Beatrice (Deiss) Wirth and lived on a dairy farm outside of Prescott. The family then moved to Boardman and ran the Wirth General Store. He graduated from New Richmond High School in 1961 and served in the National Guard from 1964 to 1970 and worked for Relander Dairy. He was united in marriage to Cheryl Hinz on August 5, 1972 in East Farmington, Wisconsin. He started driving for Cemstone Ready Mix and eventually become a dispatcher for 39 years and retired in 2004. He started working for River Valley Ford in 2006 until he retired in 2019.

Some of his early hobbies included bowling, softball, fishing, hunting, and dancing. After his first retirement, he took up the game of golf. He loved his family, playing cards, high school sports, an occasional pull-tab and listening to old country and polka music and watching westerns. He enjoyed watching NASCAR and the Badgers sports teams and cheering on his Milwaukee Brewers and Green Bay Packers. He loved nothing more than to visit with someone while having a cold beverage and discussing his beloved Hereford cattle and cats. Every summer, the family would travel thousands of miles to exhibit at fairs and shows.

Gene is survived by his wife, Cheryl Wirth; four children: Tracy, Matthew (Melinda), Brent, and Lance; 2 step granddaughters; Ashlee (John) Duff and Alyssa (Jared) Hentz; 2 step great grandchildren; Kaylee and Avalee Duff; 3 sisters, Verla Baker, Corinne (Don) Cardell, Nancy Cavegn; one brother, Allyn (Michelle) Wirth. He is preceded in death by his parents and in laws, Paul and Rita Hinz.

Gene was a member of the Immaculate Conception Church in New Richmond, American Hereford Association, Indianhead Hereford Association Hall of Fame member, Wisconsin Hereford Association and Minnesota Hereford Breeders.



Congratulations Ryder and Mallory Starck, who were married on September 12, 2020.



Congratulations, Kelley and Kyle Dappen, who were married on October 17, 2020 at Windy Hills Farm.

Market Place

FOR SALE... Yearling bulls for sale private treaty. Bulls sired by Innisfail 4013, Historic and a Mohican Revved up son. We also have heifers for sale. Contact Christ the Rock Herefords at 715-483-1184. See us on Facebook at Christ the Rock Herefords or check out our website www.CTRherefords.com

FOR SALE... Polled Hereford heifers and bulls born April to June 2020. Call Hank at Whiskey Run Farms: 608-235-9417.

FOR SALE... Circuiteer II blower/dryer. Like new. Call Hank: 608-235-9417.

FOR SALE... A March 12, 2018 Crackerjack daughter bred to UPS Sensation 2296 due 9/1/21. This will be her second calf. Her first was a 2296 sharp steer calf. Also 2020 spring calves for sale. Contact: Rhiner Polled Herefords: 608-445-1279.

Consignments to Wisconsin State Sale

March 6, 2021 · Fennimore Livestock Exchange in Fennimore, WI at Noon



Lot 45 – PF Miss Carol Ann P44186768 Calved: June 2, 2020 • Sire: PHH PCC 812 True Grit 002 CED +3.4 BW +1.4 WW +50. YW +75 Milk +22. M&G +47

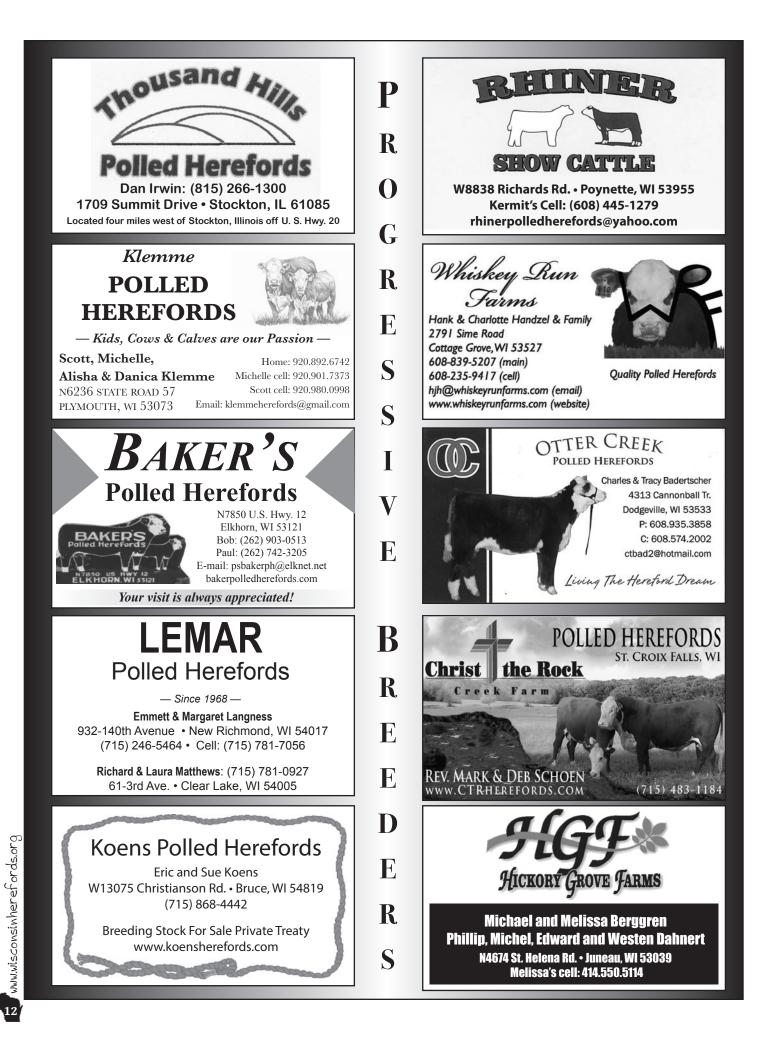


Lot 42 – PF Miss Candice P44186767 Calved: March 26, 2020 • Sire: NJW 73S 3304 Taylor 112D ET CED +7.2 BW +1.2 WW +50 YW +83 Milk +26 M&G +51

Paulson Farm

1754 Rinden Road • Deerfield, WI 53531 Virgil: 608-381-0246 • Holly: 608-358-3805 • Email: Paulsonfarm04@gmail.com





Selling at the WHA Sale in Pennimore MEAT (REA), MARBLING and MONEY (CHB - The Profit Index)



MGM Kessey's Star 38G Tremendous carcass bull!! REA, MARBLING and CHB are in the TOP 5% BY FAR THE BEST REA of the bulls in the SALE at 0.71! HIGHEST CHB in the SALE! Second best MARBLING Bull in THE SALE! LOW Birth Weight and Calving Ease.



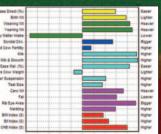


Homozygous Polled with Sensation 028X on both sides Curve Bending Performance: BW 88% and WW 106%

REA 0.72 which is 3rd Highest REA and CHB of the cows in the sale

Pregnant to Churchill Red Bull 200Z with HEIFER calf

MGM Valaint Line 6H Curve Bending performance BW ratio 89% • WW ratio 117% 10 year-old dam with 8 calves in 4 herds SECOND HIGHEST CHB of the bulls in the Sale BEST MARBLING in the SALE! Homozygous Polled



Exciting September Show Calf...

MGM One In A Blue Moon 32 Lots of style and show ring look Definite JNHE material Maternal sister to MGM Kessey's Star 38G



Steve & Jann Merry: 414-881-5274 Steven.Merry@aah.org See videos at: www.mgmpolledherefords.com

Reserve National Champion 2020 NAILE

NORTH AMERICAN INTERNATIONAL IVESTOCK EXPOSITION

2020

JUNIOR HEIFER SHOW

Owned with Hawk Livestock



WILDCAT PURITY 010 ET Reserve Jr. Calf Champion, 2020 NAILE Jr. Show Owned by Brooke Davis, Indiana



Dr. BJ & Kim Jones Family / Darlington, WI BJ: 608-482-2961 / bj@wildcatcattle.com wildcatcattle.com



LIVESTOCK EXPOSITION 2020 HEREFORD INTIONAL SHOW 220 HEREFORD INTIONAL SHOW 220 HEREFORD HERE

MF 308N Caitlin 13C ET National Champion Cow/Calf Pair 2020 NAILE

Proud to be named PREMIER EXHIBITOR AT THE 2020 NAILE!

Watch for Wildcat Genetics at these upcoming sales:

WHA Spring Sale – March 6, 2021 selling a powerful Logic Bull Frozen Genetics Online Sale – April 8, 2021 at Lowderman Auction Options Badger Southern Select Sale – October 3, 2021 at Wildcat Cattle Co.