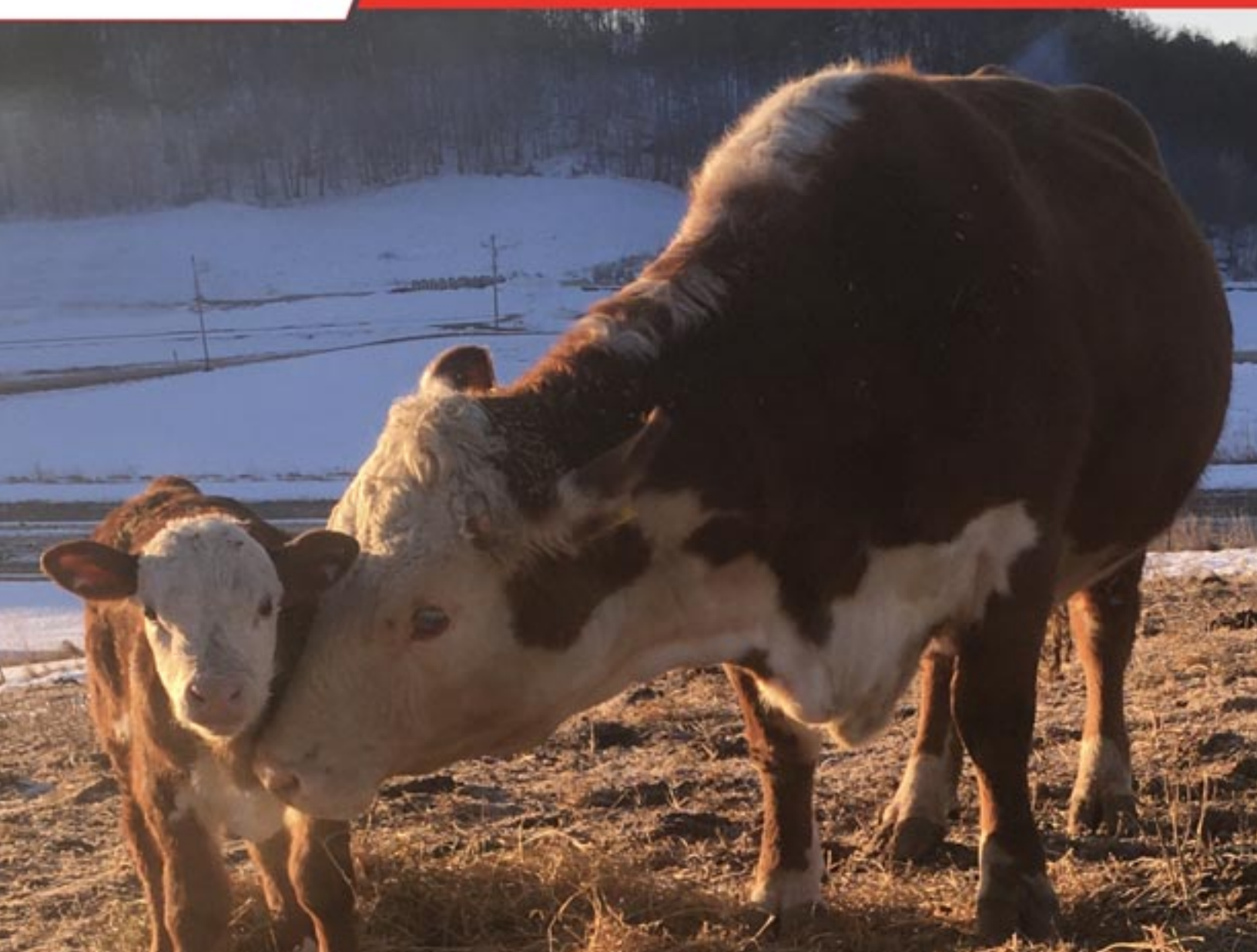




THE WISCONSIN REVIEW

The official publication of the Wisconsin Hereford Association | Spring 2024



Return Service Requested

The Wisconsin Review
P. O. Box 232
Plain, WI 53577

CRR 971 Levitate 142

Lead Bull in CRR's 2022 Denver Champion Pen
2022 Denver Reserve Champion



CRR Eclipse 8124
Dam of Levitate

Semen: \$50
(5 Unit Minimum)



NJW Levitate 68L
Son of Levitate at NJW



NJW Levitate 35L
Son of at NJW



CRR Eclipse 335
Daughter of Levitate
at CRR

Certs: \$75

We registered every daughter born at PHH.
Seven daughters averaged \$7,970. The rest stay here!
NJW - We're not selling any!

He must be doing something right!



Ken and Sandy: 608-434-0578
Travis and Megan: 608-434-2843

Jim and Veronica

E10645 Hatchery Rd.
Baraboo, WI 53913

Email: kenpierce254@gmail.com

Follow us on Facebook at Pierce's Hereford Haven

HEREFORDS...Our Only Business!

Wisconsin Hereford Association

2024 Executive Committee...

President: Rob Ash | Newton, WI | (920) 493-8173
Robert.ash@wisconsinpublicservice.com

Vice President: Steve Merry | Hartford, WI
(414) 881-5274 | steven.merry@aah.org

Secretary: Lisa Davis | Plain, WI
(608) 697-9633 | secretarywihereford@gmail.com

2024 Board of Directors...

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Shawn Prodel | Algoma, WI
(920) 255-1232 | shawnprodell@gmail.com

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608-547-8101 | oleson.kelly@gmail.com
Liz Johnson | Elroy, WI
608-343-9052 | liz.bowen1832@gmail.com

Rick Starck | Cadott, WI
715-313-3234 | starckfarm@gmail.com

Brucke Thorson | Rudolph, WI
715-570-2037 | bcthors@wctc.net

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(608) 628-2632 | jkent@adkinsenergy.com

Kim Johnson | Hartford, WI
262-573-4019 | kkjohnson19@hotmail.com

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(608) 346-9261 | calebahrens@gmail.com

Katrina Edge | Fennimore, WI
(608) 852-3108 | schwerk@yahoo.com

Dr. BJ Jones | Darlington, WI
(608) 482-2961 | BJ@wildcatcattle.com

President Letter

Hello everyone,

As I settle in as the 2024 WHA President I think about what the year will bring. I should probably start with a brief introduction. My wife Chris and I own and operate Point Creek Herefords, a small beef operation located in Newton WI, along the Lake Michigan shorelines. Although I have owned beef cattle since I was 9 years old, we got serious about Hereford cattle in 2005 when we purchased our first registered Hereford heifer from BJ Jones. Since then we have traveled many miles buying, selling and showing Hereford cattle.

For those who have started their calving season I hope things are going great. Mother Nature has thrown us a few curve balls, however I'm guessing most are used to that. It appears we went from some pretty cold days to a stretch of unseasonably warm weather. Keep those babies dry and healthy and this too will pass.

It was great to see many of you at the WHA Annual Meeting at The Lodge in Mauston. It felt good to be surrounded by other Hereford enthusiasts both young and old, large and small. The day was filled with many memories. Starting with our new Hall of Fame inductees the Bennett family of Sandrock Ranch. Hearing a few words from our newest National Hereford Queen Marie Prodel to crowning our new 2024 WHA Queen Madison Kegley. Saying "Thanks" to the outgoing board members and welcoming in the new board members. For me I will remember the words of seasoned cattle breeders and their passion to keep the WHA alive and strong.

Building on that thought, I'm guessing the WHA membership list is more diversified today than it has ever been. Meaning we have lifelong breeders that solely make their living with Hereford cattle to others that are just starting with a handful of cows or breeding stock. Some may have commercial cattle while others are purebred only. There may be folks that are interested in Black Herefords or mini Herefords. What's most important to me is for all of you to know that you matter to the WHA. Please know that whatever your angle is we want and need you to be involved. If you are on the fence about getting more involved give myself or any of the board members a call or send an email. Or look for a neighboring member that can get you in touch with the right folks.

Switching gears I want to highlight the upcoming WHA Spring Sale. The catalog is now available online at wisconsinherefords.org. Looks like another great set of cattle being offered by several WHA members. Don't forget to look up the Lot 1 donation heifer being offered by C&B Farms, Cheryl Graber and Bill Look. Remember the proceeds go directly to our Wisconsin juniors.

Wrapping up, let's all look forward to spring time with green grass and new crops growing. Take in one of the best sites you will ever see...those little white tipped tails sticking up as those babies prance around the lots.

Take care, all!



By: Rob Ash
WHA President

Calendar of Events...

March

- 1 WHA Spring Sale Banquet, Fennimore, Wis.
- 2 WHA Spring Sale, Fennimore, Wis.

April

- 4 Wildcat Cattle Co Frozen Genetics/Fall Born Online Sale
- 14 Sandrock Ranch Herefords 6th Annual Production Sale, Benton, Wis.

June

- 1 WJHA Open Jackpot Show, Jefferson, Wis.
- 1-2 WJHA/WLBA Preview Show, Jefferson, Wis.

The Wisconsin Review

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

Editor...

Jane Adolph | 815-297-5456
E-mail: jeadolph@gmail.com

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For your breeding needs

H B Distinct does it all...

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Triple Digit YW • REA 1.0
Sale Topping Offspring • Slick Haired
Herd Bull Type Sons
Tested Free of Genetic Defects

Semen \$40/unit • A.I. Certificates \$50

20 sons coming off test May 1st.
Available by private treaty



Selling Two Distinct bred heifers at the WHA State Sale, March 2!



Lot 14: Huth G017 Destini K017

Due May 2 with a heifer calf by GO King E33 (DBC)



Lot 15: Huth B076 Destini K034

**Due June 3 with heifer calf by
Huth C049 Advance J006, our high marbling sire!**

HUTH

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New Year... New Dreams!



WILDCAT Mardis Gras 34 ET
CHAMPION JR CALF 2024, OKC JR SHOW
Owned with May Cattle Co.



Proud to be named
PREMIER EXHIBITOR, 2023 AMERICAN ROYAL



HPH 756 Lady Luck 5480J
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www.wildcatcattle.com



**Proud to be your new Trans Ova Genetics
Satellite Center serving the tri-state area!**

Watch for Wildcat Genetics at these upcoming sales...
Frozen Genetics Online Sale: April 4, 2024 and Badger Southern Select Sale: Oct. 3, 2024



WISCONSIN *Hereford Association* **SPRING SALE**

Saturday, March 2, 2024

Noon

Fennimore Livestock Exchange • Fennimore, Wis.

This year's sale will feature the 7th Annual Donation heifer with all proceeds going to the WJHA. She sells at Lot 1 (Lottery Style). We would like to thank C&B Farms, Cheryl Graber and Bill Look of Livingston, WI for their donation in Memory of Bill "Uncle Bill" Graber. Additional features include embryo packages, bred heifers and cows, open heifers and herd bull prospects. If you are unable to attend the sale, the sale will be broadcast live on LiveAuctions.tv. Please see the catalog for more information. Lunch will be available for purchase from the Platteville Block and Bridle.

Join us Friday evening, March 1, 2024, at 6 p.m. as the WHA will again be hosting the Spring Sale Banquet and Fun'd Auction at Cottonwood Sports Bar in Fennimore. Please send your reservations to Melissa Berggren by February 23 either by email maggie99mae@yahoo.com or phone/text at 414-550-5114.

We will be offering a \$500 grant to WJHA members for the purchase of a female in the sale.
Contact Kelly Oleson 608-547-8101 for more info.

If you have any questions, contact Sale Manager, Melissa Berggren at 414-550-5114 or visit wisconsinherefords.org.

Show Ring Presence with Function and Production Mentality.



OFF CONTENTION MISS PAYDAY



OFF ENTICE RASCAL

Reserve Champion Hereford Bull at World Beef Expo
Class Winner at American Royal
BW 0.2; BW 3.4; WW 66; YW 105; DMI 0.6; SC 1.8; SCF 21.8
MM 32; MG 65; MCE 1.7; MCW 92; UDDR 1.40; TEAT 1.30
CW 97; Fat 0.021; REA 0.91; Marb 0.13
BMI \$465; BII \$550; CHB \$150



Josh, Kelly, Hannah and Ryan Oleson
1169 18th Dr. • Arkdale, WI 54613 • 608-547-0430

Email: 20oleson@gmail.com • Facebook: Oleson Family Farm

WISCONSIN *Hereford Association Spring Sale*



DONATION HEIFER

7th Annual Junior Donation Heifer

This year will feature a special Lot 1. All proceeds will go directly to the Wisconsin Junior Hereford Association. We would like to thank, C&B Farms Cheryl and Bill "Uncle Bill" Graber family of Mineral Point, WI for their gracious donation.



Lot 1 - CBF Laney K10

1

CBF LANEY K10 REG

P44500120 Calved: 4/9/22 • Tattoo: BE K10

CRR 5280 (CALVEE)

C&L MR PREMIER 5290 18F (CALVEE)

P43945330 TRM 4263 FAME 2018 ET (CALVEE)

WRR OWEN TANKERAY Y790 ET (CALVEE)

SCF Y790 EMMA 12E (CALVEE)

P43833846 BROOKVIEW 715T ANX AGATE 60A (CALVEE)

EMIS
307
BIS
366
CHS
110

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
-4.5	4.4	57	95	0.0	1.2	13.1	26	55
MCE	MCW	UDOR	TEAT	CW	FAT	REA	MARB	
-3.5	103	1.00	0.90	70	-0.029	0.35	-0.07	

The donation heifer this year comes to us from C&B Farms, Cheryl & Bill Graber. The Graber family have been long time supporters of the WHA. They are proud to be donating this heifer in memory of Bill "Uncle Bill" Graber. Bill was never a follower and the family wanted to change things up and donate a bred heifer. The dam and the sire of this heifer was purchased in the WHA State Sale. She is confirmed bred to BB Jack Jack (Reg. #44394751) who is Screenshot son. Jack Jack also comes from long time consigners to the WHA Sale. We are proud to support the youth of the WHA.

Consigned by: C&B Farms, Mineral Point, WI Cheryl Graber and Bill Look (808.482.1184) Bill

Selling Lottery Style

The final amount bid will denote the amount of the bidder's donation.

Example Round 1 – Final bid is \$300 to John Doe. John Doe will get 30 chances on the final drawing (each ticket represents one chance). At the end of the auction, one ticket per \$10 donated will be put into the drawing and the winner will be drawn and awarded the heifer.

Please contact B.J. Jones for more information or questions.

608-482-2961

Thank you to our past donors –

2018 - Steiny Herefords New Lisbon, WI

2019 - Windyhill Herefords Roberts, WI

2020 - SNL Farm Menomonie, WI

2021 - Owego Stock Farm Argle, WI

2022 - Bacon Branch Beef Platteville, WI

2023 - Wildcat Cattle Company Darlington, WI

WHA News

Kevin and Janice Bennett Inducted into WHA Hall of Fame

Written and presented by Steve Folkman, C & L Hereford Ranch at the 2024 WHA Annual Meeting

I would like to take a few minutes to introduce the 2024 Wisconsin Hereford Associations Hall of Fame inductee. Sand Rock ranch in Benton in southwest Wisconsin near Hazel Green, has been in the Hereford business since 1949 when Kevin's grandmother purchased the first registered Herefords. When Steve Merry was visiting with Kevin they were discussing that the Sand Rock program was different; different to most programs and honestly about 90% of the programs in the USA. While the Bennetts have always had registered cows and purchased registered bulls, the papers weren't as important as the quality in the cattle was.

How their program differs is that this is a true cow/calf operation that feeds out and finishes 240 head annually. Yes they're making their living off 475 cows: 250 registered and 225 commercial that are heavily Hereford influenced. Bennetts run 23 walking herd bulls. This is where my relationship started with Kevin as we have owned several top bulls together. In particular is Haviland that we purchased from Kevin Schultz at Sandhills Farm in Kansas. This bull has established himself as one of the elite carcass Herefords in North America with a CHB index of 229 and top 3% in marbling.

The ranch is run on 2000 acres of which 1200 are pasture and 800 are crops. What is most impressive is the six loads of fed Herefords that are marketed, grade and yield, that over 80% are choice/prime and the kill reports usually indicate a 200.00-250.00 premium per head.



Kevin and Janice Bennett / Sand Rock Ranch, Benton Wis.
2024 WHA Hall of Fame Inductees

The Bennetts are holding their 6th annual sale that consists of 50 registered bulls, BWF commercial and select registered Hereford heifers. Over the last 10-12 years, Kevin has AI'd their heifers and scanned their yearlings. I've also had the pleasure of owning our carcass cow, 17G, with the Bennett's. 17G actually scanned 9.5% on her marbling, and together we have been using IVF to add her genetics in both our herds.

If you drop in at any one time, you may see any of Kevin's family involved on the farm. Kevin and his wife, Janice, along with Stacey (daughter) and Eric Moltzan, Sarah (daughter) and Todd Munson and granddaughter Kylie and son, Scott, make this a true family operation.

WHA Hall of Fame Inductees

- 2024 — Kevin and Janice Bennett
- 2023 — Dave and Laurie Steinhoff
- 2022 — Kermit and Jana Rhiner
- 2021 — Harold and Connie Lietzau
- 2020 — Ken and Sandy Pierce
- 2018 — Jerry, Joyce, Fred and Lori Larson
- 2017 — Steve and Jill Folkman
- 2016 — Jerry and Maryann Huth
- 2015 — The Butch Boettcher Family, Fairchild
- 2014 — Joe and Amy Starr, Manawa
- 2013 — In memory of Dave Simmons, Oconomowoc
- 2012 — Gregg and Beth Wissner, Mukwonago
- 2011 — Jim and Mary Ann Miller, Rio
- 2010 — Terry & Dianne Kegley
- 2009 — Bruce & Bonnie Clemence
- 2008 — Ellis & Judy Kahn
- 2007 — Jule & Janice Zipper
- 2006 — John & Chris Oltman
- 2006 — Dr. Tom & Sue Beckett
- 2005 — Paul & Sylvia Baker
- 2004 — Elaine & the late Jim Pierce
- 2003 — Edwin & Borothy Sanftner
- 2002 — Marv & Ruth Espenscheid
- 2001 — Margaret & Emmett Langness
- 2000 — Gary & Marilyn Reinke
- 1999 — Marian & Gordon Merry
- 1998 — Robert & Connie Schuett
- 1997 — E. Darrell Shultis
- 1996 — Roy Brenizer
- 1995 — Warren & Isabel Brown
- 1994 — John Craig
- 1993 — Williard Allen
- 1992 — William Hanley
- 1991 — William Merry
- 1990 — Orville Owens

Cattle Bred for Profit!

Profit is Calving Ease, Sustained Fertility, REA, Marbling and CHB Index

**Selling at the WHA
Spring Sale
March 3, 2024
Fennimore, Wisconsin**



MGM Sensational Leader 26K (#44454049)

SCF 22.1 (Top 5% of the breed)

BW 88 lbs. • WW 682 lbs./Ratio 106 • Adj. REA 15.32

Full brother to second high selling bull at the 2023 WHA Sale

DB Free

**Vanguard Progeny Have
Topped 10 Sales in 5 States!**



MGM Vanguard Quantum Leap 18K (#44454034)

Performance reflects EPDs

Low BW (Actual BW 80 lbs.) with WW Ratio 110

Best calving ease bull in the sale (Top 6 % of the breed)

10 EPDs in top 20% including SCF top 15%, Marb top 4%
and REA top 10%

Maternal brother was high selling bull 2017

DB Free and Homozygous Polled



MGM Vanguard 730 Special 23K (#44454042)

Exceptional udders and longevity in this cow family

BW 68 lbs.- true to EPD BW of 1.6

Exceptional carcass EPDs with REA top 10%

Marb is highest in the sale and top 3% of the breed

IMF ratio was 133% of her contemporaries

DB Free and Homozygous Polled

Bred to JW 1857 Merit 21134 on 11/6/2023

Visit www.mgmpolledherefords.com
for videos of sale cattle and pictures
of dams and granddams!



Steve and Matt Merry

Steve: 414-881-5274 • Steven.Merry@aah.org

WHA Annual Meeting

The Wisconsin Hereford Association Annual Meeting was held January 20, 2024 at The Lodge, at Mauston, WI. Approximately 90 attendees enjoyed networking with other WHA Members, and a delicious beef luncheon followed by specially decorated cakes for dessert! The meeting's program included a review of year 2023, through WHA organization and committee reports. Information was presented for upcoming WHA events in 2024. The 2024 Wisconsin Hereford Royalty was named, and 2023 Wisconsin Hereford Queen and Current National Hereford Queen Marie Prodell crowned Madison Kegley as the 2024 Wisconsin Hereford Queen. Also, Caleb Ahrens presented information on the upcoming Southwest District Tour, Saturday August 24.

The 2024 Annual Meeting day had several new educational and informational aspects. Before the meeting, members enjoyed a tour at Wisconsin River Meats, Mauston, in the morning. The tour covered the retail, meat cutting, and sausage kitchen areas of Wisconsin River Meats. During the Annual Meeting, Shane Bedwell, Director of Breed Improvement at American Hereford Association, provided an update on the new Delayed Blindness (DB) genetic defect and a Question and Answer session regarding the DB. Dan Coulthard, Compeer Financial, provided a report summarizing the activities of the WHA working with Compeer Financial for Accounting Services. Also, Tressa Lacy, President-Elect of the Wisconsin Cattlemen's Association provided an update on WCA 2023 Activities to support and benefit Wisconsin's Beef Industry.

During the meeting, President Rick Starck presented two by-laws for amendment. Members voted to approve the two by-law updates. By-law 3, section 3 was amended to allow voting

by electronic methods in the future (such as email, through website, etc.), as prepared by the association. Members may request paper ballots if they wish. By-law 4, section 1 was amended to allow district representation by 2 Directors in each of the four districts, and up to 4 statewide Directors-At-Large. Notification of Director Elections will occur with the Annual Meeting notice. The Annual Meeting notice will be printed in the Fall Issue of The Wisconsin Review, and will be provided electronically to the membership 45 days prior to the Annual Meeting (via email and on the WHA Website). Both nominated and write-in candidates will be eligible for election. Ballots may be returned electronically, by mail, or brought to the Annual Meeting. For a complete copy of the WHA Bylaws, please visit the WHA Website Officers & Directors Page, and click on the "Bylaws" button.

Retiring WHA Directors Fred Larson (NW District), Steve Folkman (SE District), and Doug Schulz (NE District) were recognized for their service to the WHA. New and re-elected board members were announced: Katrina Edge, Larch Grove Farms (SW District), Liz Johnson, Steiny's Herefords (NW District), Kim Johnson, J&J Polled Herefords (SE District), and Bruce Thorson, Tower Hill Farms (Director At-Large).

The WHA says "Thank You" to all attendees at The Lodge, and on Zoom; we hope you enjoyed the meeting and networking time with the WHA Membership! The WHA is also very appreciative to the generous sponsors for the Annual Meeting. Also, "Thank You" to The Lodge for the great hospitality to the WHA and WJHA, and we look forward to the January 25, 2025 WHA Annual Meeting at The Lodge at Mauston!

— WHA 2024 Annual Meeting Sponsors —

Gold Level



Silver Level



Bronze

Central Star

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April 2, 2024 at 6 p.m. • 40 Angus and Hereford Bulls

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Hereford A.I. Sires:

Birdwell Vanguard 5022 9337
Gerber High Time H65
SHF Houston D287 Ho86

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Deer Valley Optimum 9246
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Polled Herefords

Lee, Cindy, and
Matthew Elzemeyer
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765-969-2243
lee@elzereford.com

WHA Annual Meeting



2024 WHA Royalty

Left to Right: Wisconsin Hereford Queen Madison Kegley
 Wisconsin Hereford Sweetheart Amari Edge
 National Hereford Queen Marie Prodell



2024 WHA Board of Directors

Front row, left to right: Liz Johnson, Katrina Edge, Rob Ash, Steve Merry, Kelly Oleson
 Back row, left to right: Rick Starck, BJ Jones, Shawn Prodell, Caleb Ahrens, Kim Johnson
 Not pictured: Jamie Kent, Bruce Thorson, Lisa Davis



WHA President Rick Starck thanks Retiring Director Steve Folkman for his years of service on the WHA Board.



WHA President Rick Starck thanks Retiring Director Fred Larson for his years of service on the WHA Board.



WHA President Rick Starck thanks Retiring Director Doug Schulz for his years of service on the WHA Board.



Flowers in the meeting entryway were donated by Cody Chauklin and Brittany Christopherson.

WHA Annual Meeting

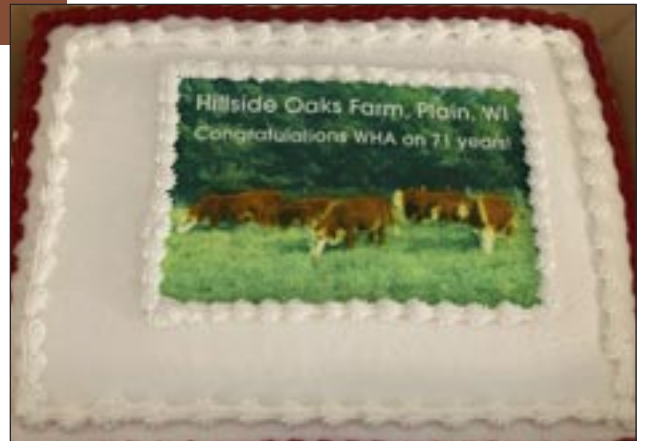


Bake Sale and Silent Auction Benefit Youth

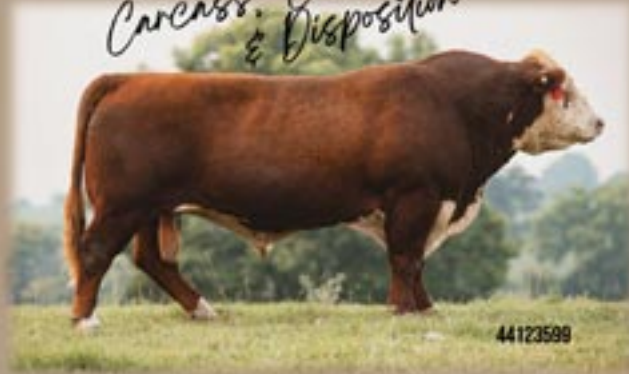
The WHA held a bake sale and silent auction during the 2024 Annual Meeting. Over \$300 was raised that will go to the WHA and Youth Outreach Programs. Thanks you to everyone who donated, bid and purchased items. Mary Maas, Triple J Herefords was the winner of the beautiful quilt pictured.



Cake Sponsors



*The Full Package
Carcass, Calving Ease
& Disposition*



44123599

Proven
HERD SIRES

SHF HAVILAND F 158 H028

CO-OWNED WITH C&L HEREFORDS

Only 8 bulls currently active in Hereford Breed with a higher MARB. He is currently 1.03 MARB. Current CHB \$228. *Semen Available*
His sons are selling in 2024 Production Sale April 14, 2024



44208618

EF BEEF C615 RESOLVED H615

Top 1% in REA, MARB, CHB *His sons are selling in 2024 Production Sale April 14, 2024*

*Major
Carcass Sires*



4469042

RHF 4013 RED RIVER 90216G ET

Top 1% WW, YW; Top 5% MARB; Top 10% CHB
His sons are selling in 2024 Production Sale April 14, 2024

Newest
HERD SIRE

CHURCHILL LONG HAUL 234K ET

CO-OWNED WITH CHURCHILL CATTLE CO, STEPHENS HEREFORD FARMS, & GENOA LIVESTOCK, LLC

Out of the BR7098 high marbeling female. A calving ease bull with great carcass numbers. Not something you easily find everyday.
Semen Available \$40/Straw \$50/Certificate



44378132

**6th SANDROCK RANCH HEREFORDS
Annual
PRODUCTION SALE**

APRIL 14, 2024 • 1:00 PM

Selling

LiveAuctions.TV

- 35 Yearling Bulls**
- 20 Yearling Baldy Heifers**
- 5 18-Month Old Bulls**

For sale information, view the catalog & cattle videos visit www.sandrockranchherefords.com

SANDROCK RANCH HEREFORDS | KEVIN BENNETT BENTON, WI | PH: 608.778.8685

MATERNAL EXCELLENCE SALE

Sunday, Sept. 1, 2024 • At the Ranch in Ixonia, Wisconsin

They All Sell...

Celebrating 51 years of Genetic Progress



77 MISS ELLISON 60D 17G (DLF,NYF,IEF,MSUDF,MDF,DBF)

P44015785 Calved: 1/17/2019 | Tattoo: BE 17G

CE	BW	NW	YW	DMI	SC	SCF	MM	M&G	MCE
8.4	1.7	50	86	0.2	1.0	22.6	28	53	3.8
WCW	UDDR	TIAT	CW	FAT	REA	MARB	BMS	BUS	CHBS
80	1.40	1.50	70	0.042	0.54	0.55	471	570	163

- ADI, IMF Actual Scan 9.37
- Owned with Sand Rock



SHF HAVILAND F158 H028 (CHB)(DLF,NYF,IEF,MSUDF,MDF,DBF)

P44123599 Calved: 1/30/2020 | Tattoo: BEH028

CE	BW	NW	YW	DMI	SC	SCF	MM	M&G	MCE
7.5	0.0	62	103	0.4	1.1	23.3	21	52	5.8
WCW	UDDR	TIAT	CW	FAT	REA	MARB	BMS	BUS	CHBS
77	1.40	1.50	90	0.072	0.62	1.03	524	668	230

- The only Hereford bull in the registry over 1 for IMF and 230 for CHB index.
- Owned with Sandhill Farms and Sand Rock

*She sells at the WHA Spring Sale
March 2, 2024 in Fennimore, Wis.*



Steve & Jill Folkman
Nicole, Alison, Austin & Curtis
N250 Highview Rd. • Ixonia, WI 53036
Cell: (262) 617-6346
Email: cnlfarm@hughes.net
www.cnlfarm.com



C&L Miss Magnolia 15E 1K ET (# 4370344)
Bred to AH 19Z Final Print K350 ET, due approximately 5/11/24.
Polled. OCV. Video available at cnlfarm.com

Queen Corner



Madison Kegley
2024 Wisconsin
Hereford Queen

Hello, my name is Madison Kegley and I am your 2024-2025 Wisconsin Hereford Queen! I was born and raised in Southeastern Wisconsin in East Troy. My family owns a Hereford beef cattle farm, and raise many other breeds as well. I have been showing Hereford cattle ever since I can remember. Many of my memories were made in the barn with the people that I love and the cattle that I love also. I truly cherish the hereford breed to a grand extent, especially considering that the hereford breed has been a staple for my family since 1997. I have had some great influences in my life that have made an impact in the hereford industry that I cherish every single day. My father, Kurt Kegley, my mother Jennifer Kegley, and my brother Wyatt Kegley have all driven me to do things that I have never thought were possible through the hereford breed. The hereford breed of beef cattle are caring, beautiful, and no two look the same.

I am a senior this year at East Troy High School, and am planning on attending the University of Wisconsin-River Falls to study Animal Science with an emphasis in Science and Meat Animals starting in the fall of 2024. I am also a two year FFA officer for my high school chapter. I have competed in events through FFA such as livestock judging and art competitions. I also help run multiple different events that FFA hosts including petting zoos, planting days for kindergartners, auctions, festivals, and alumni dinners. I am also a member of the National Honors Society through my school and compete in pole vaulting and sprinting for our track team.

I am over the moon to serve in this position as Wisconsin Hereford Queen and I cannot wait to help everyone in this wonderful organization this year. In my role as Queen, I hope to inspire others to join the Wisconsin Hereford Association and support our breed in both farms and breeding programs. I have many things planned for this year, and I cannot wait to serve this amazing organization!

Selling at the WHA Spring Sale

March 2, 2024 • Fennimore, WI

HGF MD Jewels Miles K14 ET

#44407756

Sire: C Bailees Miles 4312 ET (#43487323)

Dam: H H Jewel 113 ET (#P43188120)



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Cindy

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Watch for our consignments to the 2024 Cattlemen's Delight Sale in October.



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What Your Dollar Did in FY23



School Food Service

Over the course of fiscal year 23 (FY23), the Wisconsin Beef Council (WBC) increased school food service efforts to incorporate more beef on school lunch trays. We took 35 school nutrition professionals from across Wisconsin on a meat processor and farm tour. Also, a 36-page, all-encompassing beef resource guide was created incorporating beef nutrition facts, food safety tips and tricks, local beef procurement methods, over 15 new pre-credited and scaled beef recipes along with other information. This guide was created to help school food service professionals increase their knowledge about beef and the number of times it's served throughout the school year.



TV Segments

Angie Horkan "the beef lady" appeared 180 times on 8 stations in 6 TV markets from October 2022 through September 2023. Each month, she shares themed beef recipes centered around the time of year or a specific holiday, including beef nutrition messages, and preparation tips. Angie also conducted a few special segments highlighting events such as Farm Technology Days and Madison Burger Week.



E-Commerce Retail Advertising

The National Cattlemen's Beef Association participated in an e-commerce retail partnership with Walmart. Wisconsin bought into the campaign to extend local efforts and it was extremely successful. Beef It's What's for Dinner ads were served as consumers were online shopping, encouraging them to put beef in their cart. WI advertisements received 1,270,037 impressions, and the traceable WI beef sales that were derived from the advertisement totaled \$1,299,311. That does not include cash purchases of beef.

Social Media Presence

The Wisconsin Beef Council joined TikTok and increased Pinterest efforts to extend its social media presence this year. TikTok has allowed us to create content focused on reaching the younger generation and gaining their trust. We are featuring short clips of farmer stories and recipe videos. This platform earned 337,000 video views. Pinterest is becoming a highly used search platform for recipes - so we've capitalized on that opportunity with multiple ad placements. In FY23 it had 159,000 Pinners who saw or engaged with our beefy recipes. We also earned 246,000 impressions.

Foreign Marketing

In partnership with the U.S. Meat Export Federation, a contractor to the Beef Checkoff, WBC recently hosted a trade team of Japanese food service representatives to showcase the diversity and quality of beef raised and processed in-state. They toured a cow-calf operation, a local meat market, and a dairy farm. The visitors also toured beef processing plants in Green Bay to understand the quality and type of products available for export.



Build Your Base

This new program focuses on outreach to young athletes. In partnership with the Build Your Base with Beef program, we worked with the Green Bay Blizzards indoor football league. WBC presented beef nutrition messaging at multiple kids camps that the players help host and had a presence at three Blizzard games handing out education materials, beef jerky, and recipes for all game attendees.



Beef in the Classroom

11,535 students were able to cook with beef and learn about preparing beef through their food and culinary classes in Wisconsin with our Beef in the Classroom program. WBC approved 187 applications from school districts across the state. With each grant, they receive a library of online resources, and videos as well as the opportunity to receive print materials to aid in the education.

May Beef Month

During the month of May, we hosted a "Beef Fest" event at the Farm Discovery Center in Manitowoc with a 5k run/walk, and multiple stations centered around beef. Between the virtual and in-person events, there were over 75 participants. WBC raised \$2500 to donate to Feeding Wisconsin; with this donation, they purchased ground beef for the pantry.



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Brookview 254G Logan 39L P44463087 | 2/06/2023

CED	BW	WW	YW	MM	M&G	UDDR	TEAT	FAT	REA	MARB
4.5	3.4	63	99	31	62	1.40	1.40	0.091	0.48	0.09



Brookview 0036 Legacy 57L P44463793 | 02/13/2023

CED	BW	WW	YW	MM	M&G	UDDR	TEAT	FAT	REA	MARB
5.2	1.8	61	94	24	54	1.40	1.40	0.081	0.23	0.00

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These two open heifers sell at the 2024 WHA Spring Sale!

These February-born heifers are from our deepest cow families. They can both be shown successfully but their greatest value will be their future as brood cows.

WJHA News



2024 WJHA Scholarship Winners

Left to Right: Morgan Firlus, Jordan Lamb, Madison Kegley (Espenscheid winner) and Hannah Oleson

Congratulations to our four 2024 Wisconsin Junior Hereford Association Scholarship Winners, featured below. Scholarships are awarded each year at the Wisconsin Hereford Association Annual Meeting based on a candidate's application and personal interview. Four \$750-800 scholarships are awarded each year to WJHA members attending post-secondary education. Three scholarships are funded through the WHA/WJHA and one is funded by the Marvin Espenscheid Memorial.



2024 WJHA Board of Directors

Front Row (L-R): Membership Secretary Blake Brancel, President Hannah Oleson, Secretary Jordan Lamb, Director Tessa Smith. Back Row (L-R): Director Madison Kegley, Reporter Elayna Aue, Vice President Brooke Aue, Director Ryan Oleson, Director Jaydon Lietzau, Treasurer Brady Jones (2nd year)

Dates to Remember...

WJHA/WLBA Preview Show: June 1-2, 2024
WJHA Open Jackpot Show June 1, 2024
Jefferson County Fairgrounds, Jefferson, WI

Junior National Hereford Expo:
July 6-12, 2024 • Grand Island, NE

Member News

Become a Member of the Wisconsin Hereford Association...

Visit the WHA Website: wisconsinherefords.org and go to the "Members" page and click on Join/Renew. The membership form can be filled out online, or you can print a copy of the form (from button at the bottom of the page) and mail, or scan and email the form to: secretarywihereford@gmail.com. Membership dues checks should be payable to "Wisconsin Hereford Association", and should be mailed to the WHA Secretary at the following address:

Lisa Davis, WHA Secretary
P. O. Box 232
Plain, WI 53577

Thank you for your interest and enthusiasm for Hereford cattle, and membership in the Wisconsin Hereford Association!

Mark Your Calendars...WHA 2024 Tour August 24, 2024

The Southwest District will be hosting the 2024 Tour on Saturday, August 24th! The tour will begin at 9:00 a.m. and end with an evening meal. There will be four farm stops this year. The tentative schedule is as follows:

Stop 1- Plum River Ranch (9:00-11:30) - Breakfast & IVF presentation

Stop 2- CMA Herefords (11:30 - 1:30) - Lunch & AHA Update

Stop 3- Wildcat Cattle (2:15- 4:15) - Snack & IVF presentation

Stop 4- Sandrock Ranch / Thousand Hills Polled Herefords

(4:45-Done) - Dinner & Carcass type presentation

Additional details will be available on the WHA Website as the date gets closer. Please contact WHA Board Member Caleb Ahrens, CMA Herefords, at (608) 346-9261 or email atalebahrens@ymail.com with any questions.

Thank you to the Southwest District for hosting the 2024 tour. We hope to see you all there!



2024 WHA Fudge Fundraiser

The Wisconsin Hereford Association is partnering with Valley Fudge and Candy, Coon Valley, WI, to hold a Fudge Fundraiser!

The Fundraiser will be available through March 31, 2024. Proceeds from the fundraiser will benefit the Wisconsin Hereford Association.

Please visit the Fundraiser link at wisconsinherefords.org to view the delicious selection of fudge available! The fundraiser link is posted at the bottom of the main page.

Thank you for your support of the Wisconsin Hereford Association!



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Show Results Market Place

2024 Cattlemen's Congress

Oklahoma City, OK: January 3-6, 2024

WHA and WJHA Member Results

Jr. Show Champion Polled Junior Heifer Calf – WILDCAT L MAY MARDI GRAS 34 ET. Owned by Lauren, Brady and Nicholas Jones, Darlington, WI

Open Show Class 21 Polled Sr. Heifer Calves – WILDCAT POLISHED 219 ET. Owned by Lauren, Brady and Nicholas Jones, Darlington, WI

Open Show Champion Horned Intermediate Yearling Female PURPLE HB FINLEY 96K ET. Owned by Makenna, Austin and Tessa Smith, Hubertus, WI

Pen of Three Junior Heifer Calves First Place - Owned by Oleson Family, Arkdale, WI



*Wildcat Lmay Mardi Gras 34 ET
Champion Polled Junior Heifer Calf, Jr. Show
Owned by Lauren, Brady and Nicholas Jones*



*Purple HB Finley 96K ET
Champion Horned Intermediate Yearling Female, Open Show
Owned by Makenna, Austin and Tessa Smith*

FOR SALE... at Pierce's Hereford Haven. Great set of 2023 born bulls. Sound, hard, and semen tested. Also available, Registered females of all ages. 53 years of selection for real world production, udder quality, longevity and the look. As always everything is priced, not just a certain few. Ken: 9608) 434 0578, Travis: (608) 434 2843

FOR SALE... Semen and embryos available. Semen on CRR 971 Levitate 142 and our proven heifer bull Churchill Gambit 291K ET \$50 a unit. Inquire about availability of embryos by our power house donors PHH PCC 301 J-WOWW 025 ET and KJ 215F Country Girl J47 ET. Ken: (608) 434 0578, Travis: (608) 434 2843

FOR SALE... Polled Hereford Yearling Bulls and Heifers. Born April to June 2023. Bulls will be fertility tested in early May. You can buy bulls now and for a deposit we will hold until needed. Contact Hank at Whiskey Run Farms: 608-235-9417 or email hjh@whiskeyrunfarms.com.

"HALL OF FAMEOUS" BEEF RECIPES

Jerry and Maryann's Grilled Marinated Beef Tenderloin

*Submitted by Jerry and Maryann Huth
2016 WHA Hall of Fame Recipients*

One whole CHB tenderloin (3-5 lbs.)
1/4 c. soy sauce
1/4 c. wine vinegar or red wine
1/4 c. oil
Salt, pepper, garlic powder to taste

Combine all the fixings and put in a large ziplock bag with the meat.
Marinate 8-12 hours. Turn meat occasionally.

Cooking instructions:
Preheat grill to as hot as you can get it. Sear the meat 3-4 minutes/side. Lower temperature on grill to 300-350 degrees
Grill til you have an internal temperature of 130 degrees.
Take off and let it rest before serving. Serve with sauteed mushrooms/onions, salad, potato of choice and good red wine.

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FENNIMORE LIVESTOCK EXCHANGE | SATURDAY, MARCH 2, 2024



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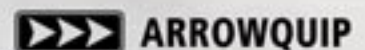
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Sale Results

17th Annual Greater Midwest Hereford Influenced Feeder Sale January 4, 2024 | Carthage, Ill. | Head Count 1,385

17 Hereford Steers 377#	\$2.70
40 Hereford Steers 433#	\$2.91
42 Hereford Steers 487#	\$2.89
94 Hereford Steers 531#	\$2.61
87 Hereford Steers 589#	\$2.54
82 Hereford Steers 633#	\$2.60 1/2
76 Hereford Steers 679#	\$2.57
70 Hereford Steers 731#	\$2.55
66 Hereford Steers 786#	\$2.21 1/2
58 Hereford Steers 851#	\$2.00
53 Hereford Steers 916#	\$2.04 3/4
17 BWF Steers 473#	\$2.83
29 BWF Steers 541#	\$2.86
51 BWF Steers 622#	\$2.73
32 BWF Steers 702#	\$2.52
32 BWF Steers 772#	\$2.39
27 Hereford Heifers 400#	\$2.42
43 Hereford Heifers 470#	\$2.45
59 Hereford Heifers 527#	\$2.31
51 Hereford Heifers 578#	\$2.29 1/2
68 Hereford Heifers 635#	\$2.23
34 Hereford Heifers 673#	\$2.16 1/2
41 Hereford Heifers 742#	\$2.05
33 Hereford Heifers 843#	\$1.88 1/2
10 BWF Heifers 476#	\$2.45
25 BWF Heifers 539#	\$2.38
39 BWF Heifers 621#	\$2.26

Bloomington Livestock Exchange Beef Feeder Sale Results Featuring Red Hided Cattle

January 5, 2024 | Bloomington, Wis. | Head Count: 2,716

5 Black Steers 359#	\$307.50
8 Black Steers 437#	\$295
12 Black Steers 439#	\$294
14 Black/Red Steers 536#	\$280
26 Black Steers 576#	\$300
44 Black Steers 629#	\$280.50
34 Black Steers 620#	\$272.50
70 Red Steers 723#	\$248.50
23 Black Steers 818#	\$241
19 Black Steers 801#	\$230
38 Black Steers 893#	\$225.50
58 Red Steers 840#	\$238
4 Black Heifers 390#	\$282.50
11 Black Heifers 432#	\$265
31 Black Heifers 598#	\$255
20 Black/Red Heifers 564#	\$255
16 Black Heifers 592#	\$242
49 Black Heifers 693#	\$225.50
60 Red Heifers 675#	\$225.50

Equity Livestock Focus on Red Sales Report November and December 2023

Stratford, Monroe, Altoona locations – 4 total sales

- 623 red hided calves fitting the Focus on Red Program Standards
- Monroe had the largest sale with nearly 300 red hided calves.

Red Hided Steers: (Prices indicate where the majority sold from)


Under 400#	\$195.00 - \$265.00
400-500#	\$190.00 - \$255.00
500-600#	\$185.00 - \$245.00
600-700#	\$180.00 - \$242.00
700-800#	\$170.00 - \$215.00
Over 800	\$155.00 - \$185.00

Red Hided Heifers: (Prices indicate where the majority sold from)

Under 400#	\$190.00 - \$255.00
400-500#	\$185.00 - \$227.50
500-600#	\$175.00 - \$225.00
600-700#	\$170.00 - \$220.00
Over 800	\$155.00 - \$180.00

**Note: Total sales volume >2000 head of feeder cattle.

Additional feeder cattle that did not fit the Focus on Red Program Standards are not included in the analysis above



THE WISCONSIN REVIEW
The Official Publication of the Wisconsin Hereford Association

2024 Publication Notice

The Wisconsin Review will only be published twice in 2024 (February and August). This is a reduction from quarterly due to increased printing and postage costs.

Advertising opportunities are available. Visit the WHA Website Publications page, and click on The Review, for information about contract and non-contract advertising rates at wisconsinherefords.org.

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KJ 7603

309J ET

AHA Reg# 44273830

Birthdate February 17, 2021
Homozygous Polled by Pedigree

Venture

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Certificates: \$75

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LOEWEN GENESIS G16 ET BR VALIDATED B413 5064 7603
LOEWEN 77 48 MISS 344N BR RED BULL 200Z 5064

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1.9	2.5	70	112	1.8	34	2.8	0.110	0.60	0.58

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Many breeders are so happy with their VENTURE calves that they're doubling down and re-ordering for the 2023 breeding season.

A few comments...

"Went in for lunch at 12:11 p.m. with a heifer starting to calve. Came back out at 12:38 p.m. and there he was! Has anybody asked you about his calving ease?" – Kansas

"When I go out to feed, these VENTURE calves present themselves to you. I like that!" – Iowa

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