



THE WISCONSIN REVIEW

The official publication of the Wisconsin Hereford Association | December 2025

*Merry
Christmas
and
Happy
New Year!*



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The Wisconsin Review

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Wisconsin Hereford Association

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(414) 881-5274 | drstevemerry23@gmail.com

Vice-President: Kelly Oleson | Arkdale, WI
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Secretary: Lisa Davis | Plain, WI
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Dr. BJ Jones | Darlington, WI
(608) 482-2961 | BJ@wildcatcattle.com

President Letter

Greetings Hereford enthusiasts!

The World Hereford Conference was an amazing event! People from 40 countries attended. I was able to speak to delegates from Australia, New Zealand, Canada, Ireland, the UK, Norway, and Denmark. Some of them have memberships no bigger than the WHA. We need to appreciate the size of the AHA which allows us to be active in many areas promoting our breed. The enthusiasm and passion for the breed were quite evident and contagious! Hereford genetics are unique and a major contributor to the beef industry. It was very interesting to hear the data and science behind this statement. It was an event of the decade!



By: Steve Merry
WHA President

Since the last Review, the WHA Board has finalized the Spring Sale location and date. It will be at the Dutch Valley Building north of Platteville. It is a few miles due east from Lancaster. Many members of the Board toured the facility and were impressed. However, it is already booked for the first Saturday of March, so we had to move the date to the third Saturday of March 3/21/26. Also, we had to change auctioneers because of availability. Will Epperly is the new auctioneer and comes highly recommended. He won the World Livestock Auctioneer Championship in 2022.

The by-laws amendment eliminating the requirement of WHA directors from each quadrant of the state is coming up for vote at the annual meeting on 1/24/26. I hope to see you all there. As always, we love to hear your comments and concerns. We need volunteers to further carry forward the many activities of the WHA. We are in need of candidates for the 2026 Board. The Board is a good group of people to work with.

Wishing everyone a Merry Christmas and a profitable New Year !

Calendar of Events...

December

- 6 UW River Falls Falcon Beef Seminar, River Falls, WI
- 13 Minnesota Hereford Breeders GO-PHER The Purple Sale, Hutchison, MN
- 31 WJHA Scholarship Deadline

January

- 3 Greater Midwest Certified Hereford Feeder Calf Sale, Carthage, IL
- 24 WHA Annual Meeting, Mauston, WI

March

- 20 WHA Spring Sale Banquet, Platteville, WI
- 21 WHA Spring Sale, Platteville, WI

April

- 12 Sandrock Ranch Hereford Production Sale, Benton, WI

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

Front Cover Photo by Bergman Farms

EXPECT
NOTHING.
 APPRECIATE
EVERYTHING.



Thank you to all bidders and buyers at our annual sale. See you in Madison in 2026!



Wildcat Overtone 4061 ET
 Res. Champion Junior Yearling
 Elayna & Brooke Aue, A&W Farms, Wisconsin



Wildcat Prosperity 5027 ET
 Res. Champion Junior Heifer Calf - Junior Show
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Wildcat Versace 5068 ET
 Res. Champion Spring Heifer Calf - Junior Show
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2026 WHA ANNUAL MEETING ANNOUNCEMENT & NOTICE

Location:

The Lodge at Mauston

104 Lodge Lane
Mauston, WI 53948

Date:

**Saturday,
January 24, 2026**

Time:

12 p.m. Luncheon

Meeting will start immediately following
the luncheon at approximately 12:30.

For more information:

Contact Lisa Davis at
secretarywihereford@gmail.com

All WHA Members are welcome to attend the Annual Meeting. Please join the WHA for a delicious luncheon and social time, followed by the Annual Meeting. If your schedule for the day doesn't permit you to join for the meal, please feel free to still attend the meeting at approximately 12:30 pm. At the Annual Meeting, the year 2025 will be reviewed through WHA organization and committee reports. Information will be presented for upcoming WHA events in 2026.

The WHA's Annual meeting day will also include an educational program in the morning, prior to the Annual Meeting. In addition, the WHA will host a Bake Sale, Silent Auction, and Food Pantry Collection on the Annual Meeting day. It will be an educational and fun day of networking with fellow Hereford Enthusiasts, while supporting the WHA and the local community!

The details of the WHA Annual Meeting day activities, including meeting notice, luncheon, RSVP, meeting agenda, Board of Directors election ballots, and minutes of the previous year's Annual Meeting have traditionally been printed and postal mailed to the WHA Membership in the WHA Annual Mailing packet, 45 days prior to the Annual meeting. Due to rising postage and printing costs, the 2026 WHA Annual Meeting Announcement is printed in The Wisconsin Review, and serves as notification of the meeting to the WHA Membership. The 2026 Annual Mailing will be available electronically on the WHA Website page in December 2025, but will not be postal mailed, to save on printing and postage costs. WHA Members will be notified by email when the Annual Mailing information is available on the WHA Website. Please watch your email and visit the WHA Website for the 2026 Annual Mailing materials.

2026 Board of Directors Election Results will be announced at the Annual Meeting. Voting for 2026 Board of Directors Elections will occur via electronic method, as prepared by the WHA. Additional details regarding Director candidates, ballots, and electronic voting will be emailed to the WHA membership in December 2025, and will be available on the WHA website. Members may request a paper ballot for Director Election voting if they wish. To request a paper ballot, please contact Lisa Davis, WHA Secretary, at secretarywihereford@gmail.com or by phone at 608-697-9633.

Hope to see you at the WHA Annual Meeting on January 24, 2026!

Merry Christmas from P H H



A sincere Thank You to all our buyers of live and frozen genetics!



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Thank you to the buyers of our cattle at the Cattlemen's Delight Sale



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www.starckcenturyfarm.com

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HPI



Brrokview 58H Maria 88M

High selling bred heifer at the Cattlemen's Delight Sale
Purchased by C & B Farms / Cheryl Graber, Livingston, WI

Holiday Greetings from our family to yours!

Special thanks to our buyers at the Cattlemen's Delight Sale.

C&B Farms / Cheryl Graber, Livingston, WI

Julis Atkinson, Lake City, MN

Erwin Hoeschele, Black River Falls, WI

Teresa Green, Hillpoint, WI

Little Creek Ranch, Ettrick, WI

Bremer Polled Herefords, Zumbrota Falls, MN

Top-Ayr Herefords/Brenna Babcock, Wisconsin Dells, WI

Bechett Bohlinger, Strum, WI

Wade Olson, Bangor, WI

Miles Olson, Bangor, WI

Good selection of high performance, calving ease herd bull prospects sired by:
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SCF 25.8 MM 35 MG 64 MCE 4.8 MCW 70
UDDR 1.50 TEAT 1.50 CW 95 FAT 0.072 REA 1.07
MARB 0.65 BMI\$ 543 BII\$ 657 CHB\$ 182



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spaethherefords@gmail.com
spaethfarms.com

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SPAETH  **FARMS**

REGISTERED POLLED HEREFORDS

Show Results

Wisconsin State Fair Hereford Show

Junior Show

Champion Heifer & Third Overall Supreme Female –
BK MIRROR POINTS 4045M ET– Shown by Brady Jones

Reserve Champion Heifer – WILDCAT OVERTONE 4061 ET –
Shown by Elayna Aue

Champion B&O Heifer & 5th Overall Supreme B&O Female –
WILDCAT VIOLIN 4939 ET –Shown by Lauren, Brady & Nick Jones

Reserve Champion B&O Heifer – NEXT GEN 8426 KELLY 224 ET –
Shown by Blake Brancel

Champion Steer – Shown by David Schultz

Reserve Champion Steer & Reserve B&O Steer– Shown by Nick Jones

Champion B&O Steer & 4th Overall Supreme B&O Steer – Shown by
Makenna Smith

WJHA Showmanship Winners

13 Year Old – Makenna Smith

14 Year Old & Supreme Showman – Elayna Aue

Open Show

Champion Heifer & Reserve Supreme Female – WILDCAT
OVERTONE 4061 ET – Shown by Elayna Aue

Reserve Champion Heifer – PRCC MISS PRAIRIE LADY 402M ET –
Shown Wildcat Cattle Co

Champion Bull & 3rd Overall Supreme Bull – WILDCAT LEGACY
402 – Shown by Wildcat Cattle Co

Reserve Champion Bull – PRR SINISTER N181 – Shown by Plum
River Ranch



Junior Show Champion Heifer & Third Overall Supreme Female
BK MIRROR POINTS 4045M ET– Shown by Brady Jones



Junior Show Champion Steer – MR KLM 56 ET
Shown by David Schultz



Open Show Champion Bull & 3rd Overall Supreme Female
WILDCAT LEGACY 402 – Shown by Wildcat Cattle Co



Open Show Champion Heifer & Reserve Supreme Female
WILDCAT OVERTONE 4061 ET – Shown by Elayna Aue

Show Results

2025 American Royal



2025 Wisconsin State Fair Jackpot Hereford Steer Class

Top 5 Steers (left to right): Champion: David Schultz; Reserve: Nick Jones;
3rd Place: Makenna Smith; 4th Place: Tateum Speich; 5th Place: Alyssa Brandner



Junior Show Reserve Champion Spring Heifer Calf
WILDCAT VERSACE 5068 ET
Shown by Brady, Nick & Lauren Jones

WHA Jackpot Steer Show

The Jackpot Hereford Steer Class was August 7, 2025 at the Wisconsin State Fair. The Jackpot Class is a great way for WHA member breeders to support Wisconsin Junior Hereford Association members showing Wisconsin Herefords at the State Fair! The Class is sponsored by the WHA, and is for Hereford steers born in Wisconsin that were bred by WHA or WJHA member breeders.

2025 Jackpot Hereford Steer placings are as follows:

Placing	Payout	Exhibitor	Breeder
Champion	\$500	David Schultz	Clayton Cattle Company
Reserve	\$250	Nick Jones	Nick Jones
3rd	\$150	Makenna Smith	Makenna Smith
4th	\$100	Tateum Speich	Courtney Mullooly
5th	\$75	Alyssa Brandner	Plum River Ranch
6th	\$25	Gretta Huettl	Steiny's Herefords

Thank you to all of the exhibitors and breeders for their participation in the class. Many thanks to WHA member and Jackpot Steer Coordinator Kermit Rhiner for coordinating the 2025 Jackpot Hereford Steer class! Funding for the monetary awards in the class is supported by the Youth Outreach Programs Benefit Auction at the WHA Spring Sale Breeders & Friends banquet, as well as the class nomination and entry fees. Thanks to everyone that supported the auction in March 2025, and for the WHA and WJHA members that nominated and entered steers in the class. The Jackpot Hereford Steer Show is a great way to encourage youth participation in the cattle industry, support WJHA members showing Wisconsin Herefords, and showcase your farm's genetic program!



Junior Show Reserve Champion Junior Heifer Calf WILDCAT
PROSPERITY 5027 ET
Shown by Brady, Nick & Lauren Jones



Open Show Reserve Champion Junior Yearling Female
WILDCAT OVERTONE 4061 ET
Shown by Breanna, Brooke & Elayna Aue

2025 WISCONSIN HEREFORD ASSOCIATION TOUR — CENTRAL WISCONSIN

August 23, 2025 was the WHA Central Wisconsin Hereford Tour. It was a great day of touring, education, and networking with Hereford breeders and enthusiasts! Many thanks to host farms Oleson Family Farm, Steiny's Herefords, Crooked Creek Herefords, and Pierce's Hereford Haven, for providing the opportunity to see their farms and cattle. Approximately 110 people attended the tour.

At each farm, tour participants had the opportunity to participate in an educational program:

- At Oleson Family Farm, a presentation by Merck Animal Health about Sense Hub for beef cattle showcased data and efficiencies that the program provides for reproductive management.
- At Steiny's Herefords, American Hereford Association representative Corbin Cowles provided an update from AHA, including information about genetics, upcoming sales, meetings, tours, and the 2025 World Hereford Conference in Kansas City. Also, Marie Prodell, Account Executive for Certified Hereford Beef, updated the attendees on new support information, wholesale, and retail opportunities for CHB. Attendees were also treated to a variety of door prizes provided by sponsors!
- A presentation by Taranis at Crooked Creek Herefords detailed the efficiencies of monitoring crops, hay, and pastures by drone technology, and potential benefits for conservation programs.
- Ken Pierce of Pierce's Hereford Haven presented information at dinner about the Pierce's farm and breeding program. Also, the Pierce's provided door prize drawings for the group!

At each host farm, tour participants viewed Hereford breeding stock of all ages and of diverse genetic backgrounds, including bulls, cows, replacement heifers, and calves. Tour participants had the opportunity to visit with host farms about many topics, including cattle breeding, management, feeding, and housing systems. Tour participants also had the opportunity to network and discuss current and upcoming events and topics in the cattle industry at each stop.

Each stop also included delicious food and snacks! Oleson Family Farm provided breakfast, and Steiny's Herefords served lunch for the attendees. Crooked Creek Herefords served afternoon snacks, and the Pierce's provided a brisket dinner. Many thanks to the Oleson, Steinhoff, Firlus, and Pierce families for all the time they spent in preparing and coordinating the food and refreshments for the Tour!

The Wisconsin Hereford Association thanks Liz Johnson, Steiny's Herefords, for organizing the Tour and coordinating the activities and schedule for the day. The Wisconsin Hereford Association also greatly appreciates the sponsors for the tour stops:

- Merck Animal Health for Oleson Family Farm
- Allied Cooperative and Central Star Cooperative for Steiny's Herefords
- Taranis for Crooked Creek Herefords
- Pierce's Hereford Haven for the evening program and meal

The WHA "Travelling Tailgate" Silent Auction visited each stop of the Tour! At each stop, tour participants had the opportunity to bid on several items. Silent Auction winners are:

- Fall Garden Bucket: Weber Livestock
- Fly Control Bucket: Hockerman Family
- Fresh Chili Bucket: Narrows Creek Farm
- Mum Planter: CMA Herefords
- Oriole Feeder: Maple Crest Farm
- Puppy Chow Bucket: MGM Herefords

Many thanks to all Silent Auction winners for supporting the WHA. Over \$300 was raised through the Silent Auction, to benefit the programs of the Wisconsin Hereford Association!

Many thanks to all that attended the 2025 Wisconsin Hereford Association Tour - it was great to see everyone! Thank you to the host farms for providing a great day of education, Hereford cattle viewing, and networking for the WHA!





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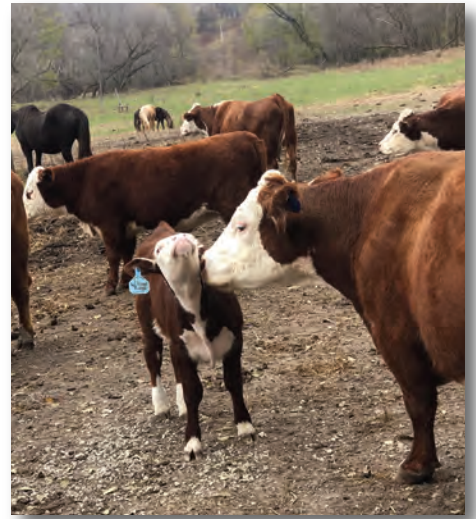
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Watch for our consignments at upcoming sales:

Iowa Beef Expo
Wednesday
February 18, 2026
11:30 a.m.

WHA Spring Sale
Saturday
March 21, 2026
Noon



— RUSHFORD, MN —

JOE: 507-722-6318 • JON: 507-429-3108 • DOROTHY: 507-429-3634

Find us on facebook at JonDor Herefords

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"Merry Christmas from Our Family to Yours!"

Best Wishes for a Healthy & Happy 2026!

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Christmas NEW YEAR**

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Queen Corner

By Morgan Firlus, 2025 Wisconsin Hereford Queen



Morgan Firlus
2025 Wisconsin
Hereford Queen

Hello Wisconsin Hereford Breeders,

As my time serving as the Wisconsin Hereford Queen begins to wind down, I've taken some time to reflect on what an incredible year it has been. This role has given me the opportunity to learn more about the Hereford breed, meet outstanding breeders from across our state and country, and grow both personally and professionally. I am deeply grateful for the support of the Wisconsin Hereford Association and all of you who make this breed community so special.

One of the highlights of my year came this past October at the American Royal, where I had the honor of competing for National Hereford Queen. Being in Kansas City during both the American Royal and the World Hereford Conference was a surreal and unforgettable experience. I truly enjoyed visiting with breeders from around the world, hearing about the diverse ways Herefords are raised, and gaining new insight into global agriculture.

Although I did not return home wearing white, I still left feeling like a winner because of the encouragement and support I received from the Wisconsin Hereford family. Your guidance, kindness, and belief in me have meant more than I can express.

Thank you for an incredible year. It has been an honor to represent you.

Fall Royalty Scenes





Honoring WHA Royalty History

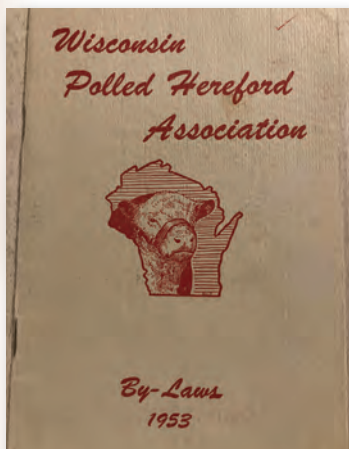


The Wisconsin Hereford Association Royalty serve as ambassadors of the Hereford cattle industry. The Royalty program is sponsored by the Wisconsin Hereford Association. Wisconsin Hereford Royalty are daughters or grand-daughters of Wisconsin Hereford Association members, and are members of the Wisconsin Junior Hereford Association and the National Junior Hereford Association. For more than 60 years, the Wisconsin Hereford Royalty have been representing Wisconsin Herefords at local, state, and national shows, sales, and cattle industry events. Over the years, ladies of the Wisconsin Hereford Royalty have carried several different titles: Miss, Queen, Princess, and Sweetheart, depending on the age of the participant, representation of Polled or Horned Herefords (or both), and the organizational structure of the Wisconsin Hereford Association and Royalty Program.

Due to changes in the organizational structure of the WHA many years ago, for instance when the state Polled and Horned Associations merged, some of the historical records of Royalty service have been lost. If you are aware of any young women that served in the Wisconsin Hereford Royalty leadership role years ago, but are not currently recognized in the Historical listing of Wisconsin Hereford Queens due to structural changes in the WHA, please contact Kelly Oleson, WHA Royalty Committee Chair & Communication Contact, kelly.oleson@gmail.com; or Lisa Davis, WHA Secretary, secretarywihereford@gmail.com.

The WHA would like to recognize these Royalty youth for their service by listing them on the WHA Website as "Additional Wisconsin Hereford Royalty." This will bring recognition to those young ladies for their service representing Wisconsin Herefords, while still maintaining the current structure of the historical Queen records. Thank you to all of the Wisconsin Hereford Royalty over the years for representing Wisconsin Herefords! Thank you also to the parents and Royalty committee members, for their time, mentorship, and support of the Wisconsin Hereford Royalty program!

The Wisconsin Hereford Association wishes to recognize and thank Barbara Williams Meyer, Log Point Hereford Farm, Monroe, WI, for her service as 1963 Miss Wisconsin Hereford. Thank you Barbara, for representing Wisconsin Herefords and the cattle industry!



Note: The Historical Listing of Wisconsin Hereford Queens is available on the WHA Website on the Royalty page, wisconsinherefords.org; choose "About," then "Royalty & NHW."





2025 WHA County Fair Scotch Comb Winners

Morgen Firlus-Sr
 Beau Barreau-Int
 Molly Grosskreutz-Sr
 Mariah Grosskreutz-Int
 Levi Nindorf-Beginner
 Greylen Boettcher-Sr
 Gavin Boettcher-Int
 Greta Boettcher-Beginner
 Ariana Pokorney-Jr
 Mia Olson-Sr
 Jase Luchsinger-Jr
 Olivia Brooks-Int
 Allison Bartlett-Int
 Chase Friedli-Jr
 Aubrey Wynn-Int

Sienna Bengtson-Sr
 Lillian Beres-Sr
 Emily Varney-Jr
 Myah Brickl-Int
 Kambree Crosby-Int
 Triston Anderson-Sr
 Piper Rein-Jr
 Killean Smith-Jr
 Makenna Smith-Int

Aly Czarnezki-Int
 Sabrina Johnson-Jr
 Drew Jereczek-Jr
 Caleb Pronschinke-Sr
 Jake Schafer-Jr
 Anna Kelly-Int
 Madyson Rasmussen-Sr
 Elijah Zick-Sr
 Olivia Klug-Int
 Kylie Anderson-Sr
 Greta Huetel-Int
 Thomas Hintz-Int
 Max Klussendorf-Sr
 Jay Ottum-Int
 Chloe Wynn-Jr





Member News

2025 Wisconsin Farm Technology Days

The 2025 Wisconsin Farm Technology Days was held August 5-7, at Clinton Farms, Bear Creek, WI. The WHA had a booth display in the Beef Tent. Thank you to Rick and Jenny Starck, Starck Century Farm, for setting up the WHA Booth on Monday, and staffing the booth on Tuesday.

The Wiechert Family, Maple Crest Farm, Iola, WI brought MCF Blueprint Beatrice 304L for display, and staffed the WHA booth during the show. Beatrice represented the Hereford cattle breed very well! Beatrice posed for a number of pictures, enjoyed greeting visitors to the WHA Booth, and provided a great opportunity to start conversations about Wisconsin Herefords. Thank you to the Wiechert Family taking the time to prepare and bring Beatrice to the show! Beatrice helped draw visitors to the booth and set a great example of Wisconsin Herefords. Many thanks to the Starcks' and the Wiecherts' for representing the WHA during the show, and for talking with visitors about the Hereford Cattle breed.

Visitors to the booth received WHA promotional materials, including brochures, pens, and magnets. Literature about the Hereford cattle breed was also available. The WHA Member Slide Show, created by Janet Wiechert, was also on display, showing pictures of WHA member families and farms. The Wiechert Family also set up a spinning prize wheel to help engage visitors at the booth!

Thanks to everyone that stopped by the WHA booth and visited about Herefords! Wisconsin Farm Technology Days will be July 14 – 16, at Redetzke's No Joke Dairy, Stratford, WI. The WHA hopes to see you there!

CHB Sizzle

By Steve Merry

At the World Hereford Conference CHB had a special session for about 50 clients and sales force of folks marketing CHB. This included a panel discussion of ranchers moderated by our own Marie Prodel. She did a great job of organizing and coordinating this full day event! The attendees were impressed with the passion and dedication of the Hereford breeders to make Hereford beef the best tasting and most consistent brand of beef produced.

We heard about new accounts and new programs being launched. Sales are up.

The Retailer of the Year was Rancho Markets in Utah. The Food Service Distributor of the Year was US Foods in Atlanta. The Rising Star Retailer of the Year was Miller's Markets in Indiana and Ohio. CHB is gaining a foot hold in many places. In Wisconsin we need to ask for CHB whenever the opportunity arises. Don't be afraid to ask for it even if you know the establishment doesn't carry it.

If enough people ask for it some will eventually carry it!

Scenes from 2025 Wisconsin Farm Technology Days:



Sale Results

Cattlemen's Delight Hereford Sale

October 5, 2025 | Black River Falls, Wis.

Auctioneer: Col. Al Conover

2 Pairs	\$8500
23 Bred Heifers	\$5276
16 Open Heifers	\$4303
3 Steers	\$3767
Gross.....	\$218,500
Average.....	\$5054

High Selling Pair:

\$9,500 – Lot 9, Brookview 10Y Honey Rose 10HET. Consigned by Boettcher's Brookview Acres, Fairchild, WI. Cow sold to Erwin Hoeschele, Black River Falls, WI. Heifer calf sold to Little Creek Ranch, Ettrick, WI.

High Selling Bred Heifer:

\$7,500 – Lot 6, Brookview 58H Maria 88M. Consigned by Boettcher's Brookview Acres. Sold to C&B Farms, Livingston, WI.

High Selling Open Heifer:

\$6,750 – Lot 18 Steiny's 289F Missy 272M. Consigned by Steiny's Herefords, New Lisbon, WI. Sold to Baker Polled Herefords, Elkhorn, WI.

Badger Southern Select Sale

October 5, 2025 | Darlington, Wis.

Auctioneer: Eddie Burks

31 Females.....	\$10,129
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High Selling Lots:

\$35,000 – Lot 1, Wildcat Providence 5347 ET. Sold to B4 Ranch, Sanger, TX.

\$33,000 – Lot 8, Wildcat Lemonade 502 ET. Sold to McDonald Farm, Grand Rapids, MI.

\$20,000 – Lot 3, Wildcat Prosperity 5027 ET. Sold to Huck Grey, Knightstown, IN.

\$17,500 – Lot 9, Wildcat Lyric 5069 ET. Sold to HC Diversified, Ashville, OH.

\$13,500 – Lot 5, Wildcat Pepsi 417 ET. Sold to Garman Cattle Co., Watts, OK.

\$12,000 – Lot 10, Wildcat Versace 5068 ET. Sold to Ryan Oleson, Arkdale, WI.



HUTH K031 MS ADVANCE J006 M103 #P44594207

CE 12.2 BW -0.3 WW 63 YW 98 DMI 0.5 SC 1.0 SCF 11.5 MM 35
 MG 67 MCE 5.7 MCW 110 UDDR 1.30 TEAT 1.30 CW 92 FAT 0.055
 REA 0.49 MARB 0.50 BMI \$323 BII \$425 CHB \$175

*Selling in the 2026 WHA Spring Sale
bred to Loewen Sandhill L70!*

/S C&L INFINITY 44090 #P44569150

CE 10.6 BW 1.5 WW 69 YW 109 DMI 0.2 SC 1.5 SCF 25.6 MM 40
 MG 75 MCE 3.6 MCW 100 UDDR 1.50 TEAT 1.50 CW 118 FAT 0.025
 REA 1.35 MARB 0.39 BMI \$580 BII \$686 CHB \$217

High Quality Semen Available!
 Conventional Semen: \$50/unit • Sexed Semen: \$125/unit
 Non-Cert Sire!

— Maisy and Nicky Folkman —

N250 Highview Rd. • Ixonia, WI 53036 • (262) 617-6346 • Email: Nickyfolkman_14@yahoo.com • www.cnlfarm.com

WJHA News

WJHA Announces 2026 Scholarship Opportunities

The Wisconsin Junior Hereford Association (WJHA) is pleased to announce several scholarship opportunities available to its members pursuing higher education. This year, three scholarships of \$800 each will be awarded to students continuing their studies at a college or technical school. Applicants will participate in an interview held on Saturday morning prior to the WJHA annual junior meeting at The Lodge at Mauston on January 24, 2026.

The 2026 Espenscheid Memorial Scholarship will also be awarded in honor of Marv Espenscheid, who devoted decades of service to agricultural youth across Wisconsin. Marv and his wife, Ruth, served as WJHA Advisors for 20 years, and the \$750 memorial scholarship continues their legacy by supporting a WJHA member pursuing an agriculture-related degree.

WJHA members interested in applying can find complete details and application materials at www.wisconsinherefords.org. All applications must be submitted by December 31, 2025.



Congratulations to WJHA members Jordan Lamb (left) and Hannah Oleson (right) for being awarded scholarships at the HYFA Scholarship Ceremony at the AHA Annual Meeting in Kansas City. Jordan received a \$2,500 Blin Family Scholarship while Hannah received a \$10,000 Vanier Family Scholarship.



Congratulations to WJHA member Elayna Aue, Champion Overall Jr. Heifer Showman at the 2025 American Royal.



Congratulations to WJHA member Hannah Oleson for being named the 2025 National FFA Proficiency Award Winner in Beef Production.



WISCONSIN Hereford Association SPRING SALE

Saturday, March 21, 2026 • Sale Time: Noon

Location: Dutch Valley Auction Building, 1877 County Road A, Platteville, WI 53818

For more information, contact: Sale Manager Melissa Berggren at (414) 550-5114.

Member News

Larry P. Firlus

July 15, 1948 - October 22, 2025

Larry P. Firlus, age 77 years, of rural Wonewoc, Wisconsin, passed away on Wednesday, October 22, 2025 on his tractor at the farm.

He was born on July 15, 1948 in the Town of Summit, Juneau County to Tony and Erma (Sloniker) Firlus and graduated from the Wonewoc High School.

Larry was united in marriage to June Larson on May 8, 1971 at East Lemonweir Lutheran Church, rural Elroy. They lived on the family farm in the Town of Summit for many years. She preceded him in death on July 7, 2022.

Larry worked as a Construction Supervisor at Friede & Associates in Reedsburg for many years. In addition, he also ran the family farm and raised Hereford Cattle. He enjoyed farming and hunting. He was a member of St. Paul's Lutheran Church in Mauston.

Survivors include his son, Scott (Kelly) Firlus; grandchildren, Dawson and Morgan; sister-in-law, Sandy Firlus and her children, Jesse Firlus and Julie Weier; nephews, Bill (Kathy) Zietlow and Wayne Zietlow and other family and friends.

In addition to his wife, June; he was preceded in death by his Parents; sister, Patricia (Paul) Zietlow; brother, Edward Firlus and nephew, Dale Zietlow.

Market Place

These ads are available free of charge to all members of the Wisconsin Hereford Association. Contact Jane Adolph at 815-297-5456 or jeadolph@gmail.com to place your ad in the next issue.

FOR SALE... Hereford females from Holler Hereford Farm. Contact Robin at 262-939-4286 or hollersherd@aol.com

FOR SALE... Polled Hereford bull and heifer calves. Born April to June 2025. Whiskey Run Farms. Call Hank @608-235-9417.

FOR SALE... Yearling bull whose grandsire is by R Leader 6964 and a two-year-old bull. Five cows bred for April/May 2026 and bred to a son of Churchill Red Baron 8400F. Also, have five calves born in 2025 that were born April to June timeframe. Contact: Spruce Hill Polled Herefords (Dean) at 608-513-2112.

FOR SALE: BULL CALVES

Visitors always welcome!

QUALITY BUILT ON COW FAMILIES
FOR 55 YEARS



Wishing everyone a
Merry Christmas &
Blessed New Year!

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Elkhorn, WI 53121
Bob 262.903.0513
Paul 262.742.3205
www.bakerpolledherefords.com



★ Embroidered Caps ★

Special Price: 12 caps for \$15/each

★ Patch Hats ★

A patch with your farm logo attached to the hat.
Patch can be embroidered or leather. Minimum
order of 25 hats. These are the HOT item right now!

★ Jackets, Vests, Hoodies ★

Call to discuss all options.
We can design a logo for you if you don't have one!

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1169 18th Dr. • Arkdale, WI 54613 • 608-547-0430
Email: 20oleson@gmail.com • Facebook: Oleson Family Farm



Schulz
POLLED HEREFORDS

Douglas, Rebecca, Abby and Emily Schulz
W3472 Wildcat Rd., Iron Ridge, WI 53035
Doug: (262) 224-7185 • Emily: (262) 397-5275



RHINER
SHOW CATTLE

W8838 Richards Rd. • Poynette, WI 53955
Kermit's Cell: (608) 445-1279
rhinerpolledherefords@yahoo.com



LININGER FARM

W1018 SPRING PRAIRIE RD.
BURLINGTON, WI 53105
CLININGER@WI.RR.COM

CHET LININGER

CELL 262-206-8241
PH 262-763-8846
FAX 262-763-8871

Klemme's Polled Herefords
From Our Farm to your Table, Taste the Difference

Michelle's Cell: 920-901-7373
Scott's Cell: 920-980-0998
Alisha's Cell: 920-838-6291
klemmeherefords@gmail.com



Whiskey Run Farms, LLC

Hank & Charlotte Handzel & Family
2791 Sime Road
Cottage Grove, WI 53527
608-235-9417 Hank
608-235-9816 Nathan
hjh@whiskeyrunfarms.com (email)
www.whiskeyrunfarms.com (website)



Quality Polled Herefords



Hillside Oaks Farm
— Plain, WI —

Paul & Lisa Davis: pldavis0325@gmail.com
608-697-3597 • 608-697-9633



OTTER CREEK
POLLED HEREFORDS

Charles & Tracy Badertscher
4313 Cannonball Tr.
Dodgeville, WI 53533
P: 608.935.3858
C: 608.574.2002
ctbad2@hotmail.com

Living The Hereford Dream

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Kevin L. Stork

715.381-3770

kevinlstork@gmail.com

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Visitors Always Welcome!

mkp
CATTLE CO.
EST. 2015
SHAWN, JENNY, MARIE, DILLON PRODELL

IT ALL STARTED

CONTACT INFO:
Marie Prodehl: 920-255-3893
mkplivstork2020@gmail.com
Jenny Prodehl: 920-255-1233
prodehl@hotmail.com
Shawn Prodehl: 920-255-1232

WITH A DREAM

Facebook and Instagram icons are present.

Holler Hereford Farm



Robin Holler Family
Union Grove, WI

262-878-4285

262-939-4286

hollersherd@aol.com

Weber
Livestock

HEREFORD CATTLE & OXFORD SHEEP

Tony, Charlene & Danica Weber

N5150 Inlynd Road Sullivan, WI

(Tony 414-702-6580 | Charlene 262-490-2501 | Danica 262-842-0395
Shalene.vweber@gmail.com)

Thousand Hills
Polled Herefords

Dan Irwin: (815) 266-1300

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920-262-1507

peterspolledherefords@gmail.com

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Jeff and Jenny White
E3057 550th Ave.
Menomonie, WI 54751

Jeff: 715-556-0526

Jenny: 715-308-4949

Email:

jwins@wwt.net



Kari and Jim Renn

4207 Campbell Trail • Hartland, WI 53029

Jim Cell: 414-217-7366 • Kari Cell: 414-614-4537

karirenn@sbcglobal.net

Cattlemen's Delight

HEREFORD SALE

THANK YOU...

TO ALL OF OUR BUYERS AT THE
2025 CATTLEMEN'S DELIGHT SALE!

SAVE THE DATE FOR OCTOBER 3, 2026
AT THE JACKSON COUNTY FAIRGROUNDS
FOR NEXT YEAR'S SALE!

CONSIGNORS:

REED STOCK FARM
HAMPTON, MN

WINDY HILLS HEREFORDS
ROBERTS, WI

BOETTCHER'S BROOKVIEW ACRES
FAIRCHILD, WI

STEINY'S HEREFORDS
NEW LISBON, WI

STARCK CENTURY FARM
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CATTLE BRED FOR PROFIT!

Profit from Calving Ease, Sustained Fertility, REA, Marbling and CHB Index.

Selling at the WHA Sale near Platteville on March 21, 2026



#44612486

MGM 634 Special Vanguard 27M ET
7 Traits in Top 10%



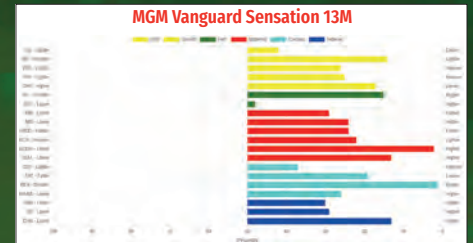
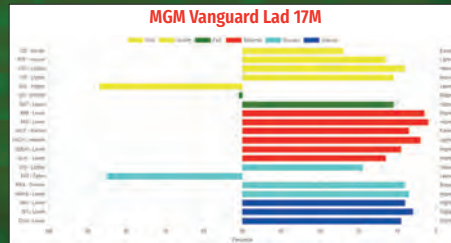
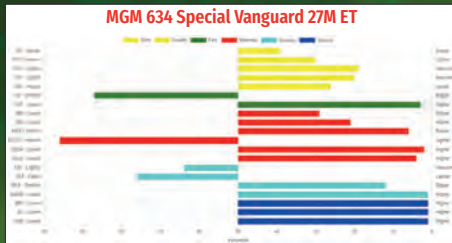
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MGM Vanguard Lad 17M
11 Traits in Top 10%



#44595924

MGM Vanguard Sensation 13M
ALL traits are POSITIVE! • REA is Top 1%
Bred to Huth Monumental Distinction



Selling at the IOWA BEEF EXPO on February 15, 2026



#44575139

Huth Monumental Distinction
9 Traits in Top 10% • CHB is 203!



#44597007

MGM 937 Quantum Leap 22M ET
Vanguard daughter bred to Huth Monumental Distinction
All but one trait goes to the right!



Proud to be a 2025
Platinum TPR Breeder,
meaning there is more
data behind our cattle.



Steve: 414-881-5274

Email: drstevemerry23@gmail.com

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