



THE WISCONSIN REVIEW

The official publication of the Wisconsin Hereford Association | February 2025



Return Service Requested

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

*Please join us for the
WHA Spring Sale on
Saturday March 1, 2025
at Fennimore Livestock
in Fennimore, WI*





After dedicating most of my life in the registered Hereford business, you gave us a tremendous send-off!

Thank you to all who bid, bought and attended our November dispersal sale!

**244 Cattle Sold • 102 Buyers
Buyers from 17 States**



Thank you for a great 62 years

May the Good Lord continue to bless your endeavors!

HUTH

POLLED HEREFORDS

JERRY AND MARYANN HUTH

W9096 COUNTY AS

OAKFIELD, WI 53065

(920) 251-0281

JERRY@HUTHCATTLE.COM

JOSH SCHARF, HERD MANAGER

S&H LIVESTOCK COMMERCIAL COW/CALF PARTNER





Fantastic Fall!



Wildcat Votive 407 ET
Spring Calf Champion, 2024 American Royal
Sold as Lot 1 – Clear Creek Cattle, IA



Wildcat Violin 4939 ET
Spring Calf Champion, 2024 American Royal (Jr. Show)
Sold as Lot 2



Wildcat Ophelia 4005 ET
Res. Jr. Calf Champion, 2024 American Royal (Jr. Show)
Sold as Lot 11 – Karley Shivers, IA



Wildcat Cocoa 4794 ET
Reserve Wisconsin Show, 2024 Badger Brawl
Sold as Lot 4 — Alisha Klemme, WI



Wildcat Porcelain 403 ET
Reserve Ring B, 2024 Boo Bash
Sold as Lot 17A – Haylie Reu, WI



PRCC Prairie Lady 402M ET
Reserve Supreme Wisconsin Show and
5th Overall Ring B, 2024 Badger Brawl



Watch for Wildcat Genetics at these upcoming sales...

Frozen Genetics Online Sale April 3, 2025
Badger Southern Select Sale October 5, 2025

Proud to be a TransOva Genetics Satellite Center!

Jones Family • Darlington, WI • BJ: 608-482-2961 • bj@wildcatcattle.com • www.wildcatcattle.com



HUTH LHF BADGER K02I (DLF,HYF,JEF,MSUDF,MDF,DBF)

P44370493

Calved: 4/26/22 - Tattoo: LE K02I/RE HUTH

NJW 160B 028X HISTORIC 81E ET (DLF,HYF,JEF,MSUDF,MDF,DBF)

H B DISTINCT (CHR)(DLF,HYF,JEF,MSUDF,MDF,DBF)

P44184682 H DS MISS SPICE 8082 (DLF,HYF,JEF,MSUDF,MDF,DBF)

/S MANDATE 66589 ET (DLF,HYF,JEF,MSUDF,MDF,DBF)

HUTH D080 MANDY H00I (DLF,HYF,JEF,MSUDF)

P44189426 HUTH T013 REVELLE D080 (DOD)(DLF,HYF,JEF,MSUDF)

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
7.5	1.0	76	120	0.6	1.7	24.3	44	82	1.0
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
99	1.60	1.70	92	0.052	0.87	0.27	508	615	158



SEMEN: \$50/Straw; Non-Certificate
 Contact: Fred Larson 715-495-0837

- PERFORMANCE: Top 18% CE and BW; Top 2% WW; and Top 3% YW
- PRODUCTIVITY: Top 1% MM and M&G
- LONGEVITY: Top 1% TEAT; Top 5% UDDR; Top 5% SC
- CARCASS: Top 3% REA, BMIS and BIIS; Top 5% CW; Top 7% CHBS; and Top 18% MARB
- On top of this documentation, Badger is homozygous polled and docile, with 100% pigment, smooth joints, fluid movement, perfectly shaped feet, proven genetics and great looks.
- Badger's first daughter offered for sale brought \$12,000.
- After his dam's records are added for her latest calf, she will qualify as the fifth consecutive Dam of Distinction in Badger's maternal lineage.



HUTH D080 MANDY H00I
Dam of Badger

LARSON
HEREFORD
FARMS
 SPRING VALLEY, WI

N8494 110th St.
 Spring Valley, WI 54767
 715-495-0837
 Eastern 715-495-6233
 Jerry 715-977-2817
www.larsonherefordfarms.com

Co-Owners:
S&H LIVESTOCK ENTERPRISES, LLC
HUTH POLLED HEREFORDS

Wisconsin Hereford Association

2025 Executive Committee...

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

Vice-President: Kelly Oleson | Arkdale, WI
(608) 547-8101 | oleson.kelly@gmail.com

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

2026 Board of Directors...

Northeast Region

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

Janet Wiechert | Iola, WI | (262) 955-3662
Janet_Wiechert@hotmail.com

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(608) 343-9052 | liz.bowen1832@gmail.com

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Bruce Thorson | Rudolph, WI
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Dave Steinhoff | New Lisbon, WI
(608) 344-0140 | steiny_48@mwt.net

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

Southwest Region

Caleb Ahrens | Monroe, WI
(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

Greetings Hereford enthusiasts!

I am honored to serve as your president! What a great time to have Herefords! Enthusiasm was quite evident at the WHA annual meeting just completed. I was especially inspired by the youth at the meeting! We have an outstanding group of Juniors which bodes well for the future. The enthusiasm of this group from it' officers, royalty, members, and advisors is palpable! If you know of Juniors who are not members of the WJHA encourage them to join. I know my children benefitted greatly from the Jr. Association's opportunities which are not matched elsewhere.

We are going back to four issues of the Review. We are able to lower the printing cost of the Review, so it becomes financially feasible to publish four issues. Bidding for the Prime Pages of the Review was brisk. There are pages available for contracting an ad in all four issues or you can also advertise in just one issue. If the 4-issue contract is paid before March 15, there is a 10% discount. We have probably the best state association magazine in the country, certainly the best of the ones I receive. 1,100 copies are sent out each mailing so you will reach a lot of people.

The Directory is published every two years and will be published again in 2025. Stay tuned for more information on ad submittal deadline. Many people keep a copy of the Directory for two years, so this is an opportunity to have your ad seen multiple times. Ads are available as quarter, half or full page.

The quality of Wisconsin cattle at national shows is indeed impressive. It makes one proud to be from Wisconsin! The recent shows at OKC and Denver saw Wisconsin cattle at or near the top of many classes and divisions. Congratulations to those who exhibited at these shows! Read about them in the Review!

Our State Sale is March 1 at the Fenimore Livestock facility. We have seen high quality cattle and good prices at recent sales. Many needs can be filled ranging from top notch herd sires, exceptional bred heifers and young heifers with show career potential. Buy some lottery tickets for the donation female. I guarantee she is a good one! Make this sale a priority!

I want to thank the out-going president Rob Ash and Board members Jamie Kent and Shawn Prodel for a good job. I am proud to be your president. My goal is to have a dynamic organization which will not do everything like it was in the past "just because that's the way we always did it " to quote Dr. Amy Radunz who spoke at the Annual Meeting. The Board and I are open to your suggestions. Contact any of us any time. We need your ideas and help as volunteers !



By: Steve Merry
WHA President

Calendar of Events...

February

- 26 WHA Heifer Grant Applications due
- 28 WHA Spring Sale Banquet, Fennimore, Wis.

March

- 1 WHA Spring Sale, Fennimore, Wis.

April

- 1-3 WPS Farm Show, Oshkosh, Wis.
- 3 Wildcat Cattle Co Frozen Genetics/Fall Born Online Sale
- 13 Sandrock Ranch Herefords 7th Annual Production Sale, Benton, 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



WISCONSIN *Hereford Association* **SPRING SALE**

Saturday, March 1, 2025
Noon

Fennimore Livestock Exchange • Fennimore, Wis.

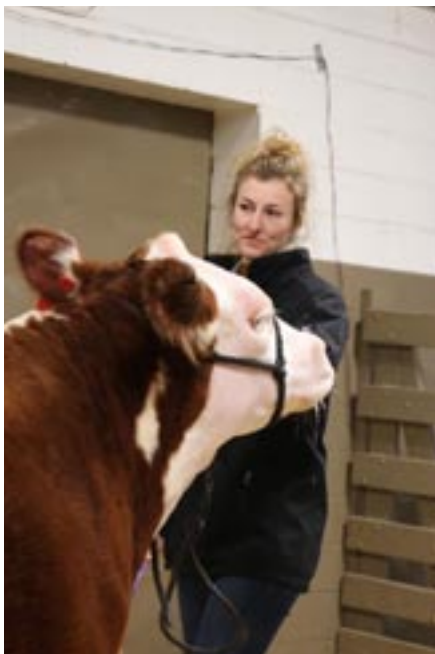
Featuring... The 8th Annual Donation female to the WJHA, selling lottery style as Lot 1. Special thanks to Steve and Jann Merry of Hartford, WI for their donation in memory of Gordon Merry. Additional features include embryo packages, bred heifers, open heifers and herd bull prospects.

Can't Attend in Person... If you are unable to attend the sale, the sale will be broadcast live on CCI.live. Please see the catalog for more information. Lunch will be available for purchase from the Platteville Block and Bridle.

Banquet and Fun'd Auction... On Friday evening at 6 p.m. the WHA will again be hosting the Spring Sale Banquet and Fun'd Auction at Cottonwood Sports Bar in Fennimore, WI. Please send your reservations to Melissa Berggren by February 21, 2025 either by email maggie99mae@yahoo.com or phone/text at (414) 550-5114.

WJHA Member Grants... The purpose of this grant is to assist WJHA youth members in purchasing a Hereford female to start building their own herd. The WHA would also like to encourage youth to participate in the Wisconsin Hereford Association Spring Sale. The grants will be funded by the Wisconsin Hereford Association and the consignors of the Wisconsin Spring Sale. There will be two \$500 grants awarded. Of the two grants, the consignor-sponsored grant can be used only at the Wisconsin Spring Sale. The WHA-sponsored grant could be used to purchase a Hereford female from any WHA member in good standing, and may be used at any date before December 31, 2025. Please contact Kelly Oleson at oleson.kelly@gmail.com or 608-547-8101.

Questions... Contact the Sale Manager, Melissa Berggren at (414) 550-5114.



8th Annual Junior Donation Female

DONATION FEMALE

In Memory of Dr. Gordon Merry

Lot 1 in the upcoming WHA Spring Sale. All proceeds will go directly to the Wisconsin Junior Hereford Association.

We would like to thank MGM Herefords, Dr. Steve and Jann Merry family, in memory of Gordon Merry of Hartford, Wisc. for their gracious donation.



Lot 1 — MGM 730 Special Leader 28K ET

1

MGM 730 SPECIAL LEADER 28K ET (SLE 91% ET MGSF MSF 38%)

P44467960 Calved: 9/2/22 • Tattoo: BE 28K

HYALITE ON TARGET 936 (SLE 91% ET MGSF MSF 38%)

R LEADER 6964 (SLE 91% ET MGSF MSF 38%)

P43580058 R MISS REVOLUTION 1009 (SLE 91% ET MGSF MSF 38%)

BECKLEY 758P ONTIME 9345 (SLE 91% ET MGSF MSF 38%)

MGM BOOMETE 730 (SLE 91% ET MGSF MSF 38%)

P43192986 MGM BOOM PROSPECT 227

CE	RW	WW	YW	DMI	SC	SCF	WM	MAQ
5.1	1.4	60	90	0.1	1.1	19.2	20	50
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARIS	
3.6	104	1.50	1.60	70	0.033	0.40	0.20	

EMIS
401
BUS
486
CHS
124

- We are proud to donate MGM 730 Special Leader 28K ET to the WHA.
 - She is a daughter of MGM Boomete 730 — the best cow ever bred by Gordon Merry. She generated more revenue than any other cow at MGM. When Ben Branco first saw her, he called her "special." This is how special became incorporated in her progeny's name.
 - This homozygous polled cow has the signature udder from 730. Three ET calves from 730 sold very well in the Folkman dispersal. She is donated in memory of Gordon Merry.
 - She is bred to Birdwell Vanguard 5022 9337 on 11/6/24. Vanguard has sired the high selling bulls in the last two WHA sales as well as 10 other sales in 5 states. Vanguard is one of the top 5 carcass sires at the Olson Ranch National Reference Sire Program. His progeny were No. 1 in REA, DMI, and BF. 50% graded prime and the rest graded upper 1/3 choice. In addition, Vanguard is a trait leader for BW, SCF, MM, MCE, UDDR, TEAT as well as REA and MARIS. We are retaining the first calf from 28K.
 - The EPDs on this calf should have 7 traits in the top 10% including BW, SC, UDDR, REA, MARIS, BW, and CHS. WW and BMI should be in the top 20%.
 - What a great cow for a young person to start/add to their herd!
- Consigned by: MGM Herefords, Hartford, WI 414-851-5274

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's 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
- 2024 — C&B Farms, Cheryl and Bill "Uncle Bill" Graber family, Mineral Point, WI

WHA Annual Meeting

The Wisconsin Hereford Association Annual Meeting was held January 25, 2025 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 2024, through WHA organization and committee reports. Information was presented for upcoming WHA events in 2025.

The 2025 Annual Meeting day had several educational aspects. Before the meeting, members enjoyed a presentation by Dr. Amy Radunz, Purina Animal Nutrition, "Adding Value to the Cowherd during a time of Historically Low National Cattle Inventory." The presentation was sponsored by Allied Cooperative. During the Annual Meeting, Corbin Cowles, American Hereford Association, provided an update 2024 registration statistics and Hereford-influenced feeder cattle marketing. Corbin also reported on the upcoming 2025 World Hereford Conference to be held in conjunction with the annual AHA meeting and the American Royal. Dr. Amy Radunz, President of the Wisconsin Beef Council Board of Directors, and provided an update on the activities of the Wisconsin Beef Council, to support and benefit Wisconsin's Beef Industry, including the Best Burger contest, Quality Beef Workshops, Beef in the Classroom, Direct Marketing into Schools, and the Beef Leadership Institute.

Jackie Bevan provided the Royalty report, thanking the 2024 Wisconsin Hereford Royalty for their service and representation throughout the year 2024. The 2024 Royalty were Madison Kegley, Allison Bartlett, Elayna Aue, Makenna Smith, Amari Edge, Charlie Kent, and Liberty Wetenkamp. 2024 Wisconsin Hereford Queen Madison Kegley gave her farewell speech. The 2025 Wisconsin Hereford Royalty was named at the meeting. Allison Bartlett and Tessa Smith will be the 2025 Wisconsin Hereford Princesses, and Amari Edge and Liberty Wetenkamp will be Wisconsin Hereford Sweethearts. Rosie and Madison Katzenberger reported on their membership and participation in the National Hereford Women Board, and encouraged ladies' membership in the National Hereford Women organization.

Steve Merry provided a report on The Wisconsin Review magazine and the upcoming 2025 – 2026 member Directory. The

Wisconsin Review magazine will be published 4 times in 2025. To help facilitate the economics of going back to 4 issues of the magazine per year, a change in the weight of the cover paper will occur, with the cover being the same paper as the interior pages. Prime pages were auctioned for the Review and the Directory.

Caleb Ahrens reported on a successful 2024 Summer Tour at host farms Plum River Ranch, CMA Herefords, Wildcat Cattle Company, and SandRock Ranch Herefords. Liz Johnson provided information about the upcoming 2025 Tour on August 23. Katrina Edge reported on Hereford Feeder Calf marketing opportunities. The Wiechert Family reported on a successful County Youth Awards Program in 2024. Approximately 50 scotch combs were mailed to top Hereford Showman at Wisconsin's County Fairs. A new supply of combs will be purchased for 2025 & 2026; the WHA and WJHA will cost-share the purchase of the combs. Steve Merry provided information on the upcoming WHA Spring Sale. The sale has a great selection of cattle to complement many different herd breeding programs. The WHA hopes to see everyone at the sale on March 1, 2025, at Fennimore Livestock!

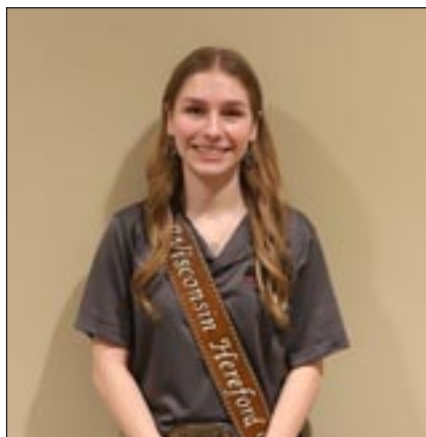
BJ Jones announced the WJHA Scholarship winners: Madison Kegley, Allison George, Jordan Lamb, and Hannah Oleson (Espenscheid Scholarship). 2025 WJHA president Hannah Oleson provided information on upcoming activities for the year, including the Spring Preview weekend and JNHE. Hannah and the WJHA thank C & B Farms for providing the Donation Heifer in 2024, and MGM Polled Herefords for the 2025 Donation Heifer. The WJHA greatly appreciates the support of the heifer donors and all ticket purchasers.

The WHA thanks retiring WHA Directors are Shawn Prodell (NE District), and Jamie Kent (SE District) for their service to the WHA. The WHA Hall of Fame Award, traditionally presented at the Annual Meeting, will be presented at the upcoming Spring Sale Banquet on February 28, at The Cottonwood, Fennimore, WI.

New and re-elected board members were announced: BJ Jones, Wildcat Cattle Company (SW District), Kelly Oleson (NW District), Janet Wiechert, Maple Crest Farm (NE District), and Dave Steinhoff, Steiny's Herefords (Director At-Large).



2025 WHA Princess Allison Bartlett



2025 WHA Princess Tessa Smith



2025 WHA Sweetheart Amari Edge

WHA Annual Meeting

Silent Auction and Bake Sale

WHA members participated in a Silent Auction and Bake Sale on Annual Meeting Day, fundraising for the WHA Youth Outreach Programs and the WHA. \$473 was raised through the Silent Auction and Bake Sale! The WHA greatly appreciates the generous donations of Silent Auction and beautiful Bake Sale items! Silent Auction Donors include:

- Triple J Herefords - Snack Pack & Cooler
- Larch Grove Farms - Baby Basket
- Maple Crest Farm - Hereford Sweatshirt
- Weaver Livestock - Discount Certificate
- Tower Hill Farm - Hereford Blanket
- Kegley Family - Walworth County Basket
- Hillside Oaks Farm - Keep Warm Bucket

Thank you to the Silent Auction Purchasers: Scott & Michelle Klemme; John Gillingham, Ben Babcock, Jim & Katrina Edge, Kelly Oleson, Heather Clarke, and the Maas Family. Thank you to everyone that provided and purchased items for the Bake Sale also! Thank you for supporting the WHA!

Food Pantry Donations

Thank you to everyone that brought donations for the Community Sharing Food Pantry at Mauston. 59 lbs. of non-perishable food and cleaning supplies were donated. The pantry was greatly appreciative of the WHA members' donation. Thank you for supporting the Mauston community!



Dr. Amy Radunz, Purina Animal Nutrition, presents the Educational Presentation sponsored by Allied Cooperative.



President Rob Ash and Vice President thank Shawn Prodell for his years of service on the WHA Board of Directors.



Vice President Steve Merry congratulates Rob Ash on his year as WHA President.



WHA Annual Meeting

— WHA 2025 Annual Meeting Sponsors —

Gold Level



Silver Level



Bronze Level

Festival Foods

Cake Sponsors

Neptune Ag Enterprises

Starck Century Farm

Hillside Oaks Farm

MGM Polled Herefords



Thank You
Sponsors!



It's Time to Turn up the Heat

With the Next Generation of Donors!



CMA 824A Primrose 1704

*2025 calf crop sired by
Gunsmoke, Liberty,
Contender and more!*

*Inquire about
embryo opportunities!*



CMA Bling 60I



CMA 480 Gypsy 1804



Caleb & Alissa Ahrens
W5177 Tschudy Road
Monroe, WI 53566
(608) 346-9261



Champion Hereford Jackpot Steer, 2024 WI State Fair
Congratulations Roden Family!

THANK YOU to our 2024 Private Treaty Buyers!

2024 WISCONSIN HEREFORD ASSOCIATION TOUR — SOUTHWEST DISTRICT

August 24, 2024 was the annual Wisconsin Hereford Association Tour, in the Southwest District. It was a great day of touring, education, and networking with Hereford breeders and enthusiasts! Many thanks to host farms Plum River Ranch, CMA Herefords, Wildcat Cattle Company, Thousand Hills Polled Herefords, and SandRock Ranch Herefords for providing the opportunity to see their farms and cattle. Throughout the day, tour participants had the opportunity to participate in several educational programs:

- Stateline Veterinary Services and Boviteq showed a live flush of oocytes from a breeding heifer at Plum River Ranch. The oocytes will be utilized to produce embryos through in-vitro fertilization.
- At CMA 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.
- Trans Ova gave a presentation at Wildcat Cattle Company about in vitro fertilization, including details of what makes a successful donor animal, as well as information about their satellite facility.
- Kevin Bennett of SandRock Ranch Herefords presented information at the Thousand Hills/ SandRock Ranch dinner about the benefits of building a breeding and sire selection program to optimize carcass quality of finished, marketed animals.

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.

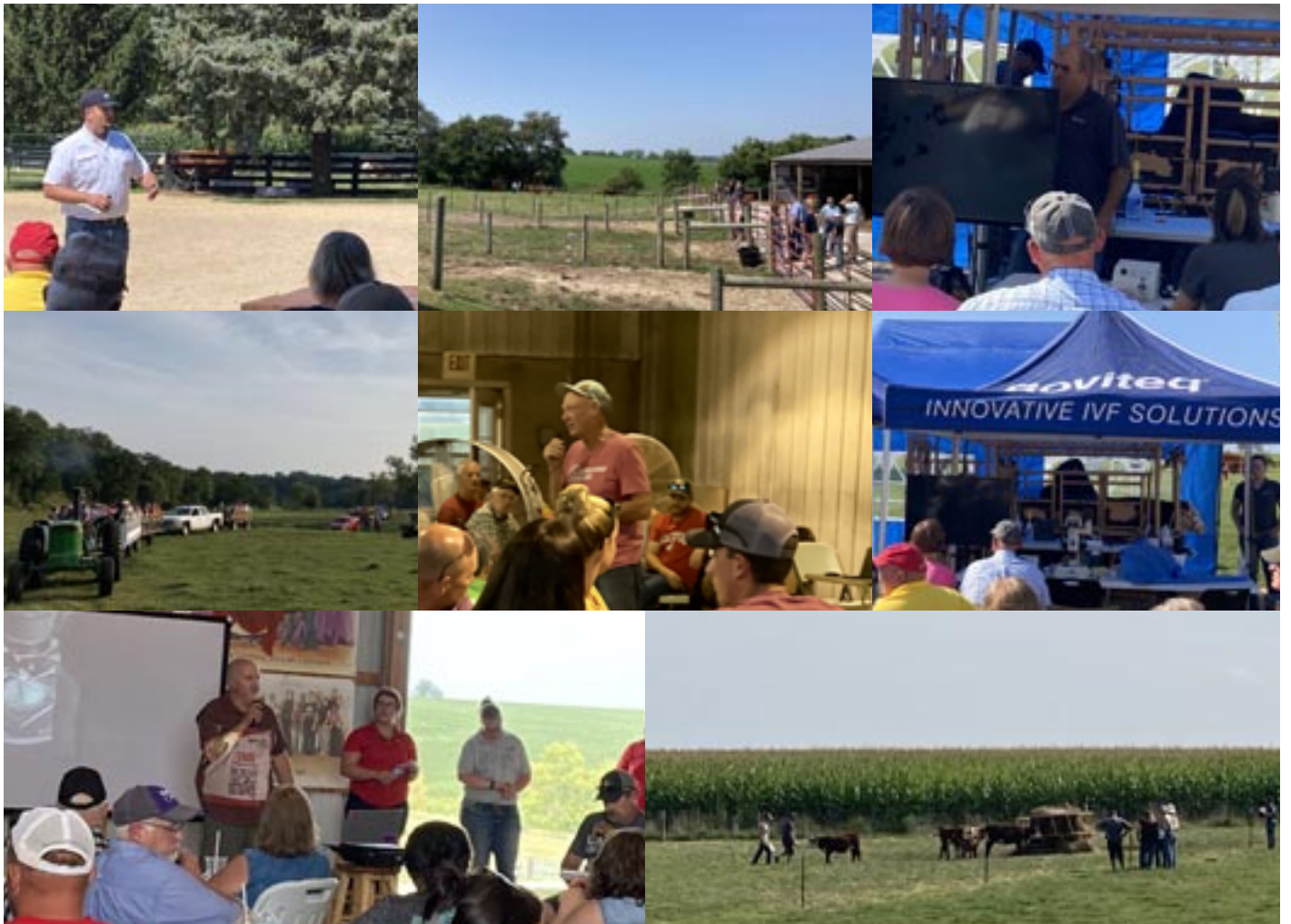
The Wisconsin Hereford Association also greatly appreciates the sponsors for the tour stops: Boviteq & Stateline Veterinary Services for Plum River Ranch, Compeer Financial & Reddy Ag for CMA Herefords, Trans Ova for Wildcat Cattle Company, and SandRock Ranch/ Thousand Hills Polled Hereford for the evening meal.

The WHA "Travelling Tailgate" Silent Auction visited each stop of the Tour! Several local farms and businesses donated items for the "Travelling Tailgate" Silent Auction, to benefit the WHA. Sponsoring businesses and Silent Auction winners are:

- Wisconsin River Meats Sausage & Cheese Gift Box: Caleb & Alissa Ahrens
- Prem Meats & Catering "King of the Grill" Gift Bag: Steve Folkman
- Shannahan's Orchard Honey Crisp Gift Bag: Kim Jones
- Eagle Glen Farm Mum Planter: Jann Merry
- Dodgeville Agri Service Bag of Calf Feed: Dean Fedkenheuer
- Hillside Oaks Farm Mum Planter: Kelly Oleson

Many thanks to all Silent Auction donors and winners for supporting the WHA. Over \$370 was raised through the Silent Auction, to benefit the programs of the Wisconsin Hereford Association!

Many thanks to all that attended the 2024 Wisconsin Hereford Association Tour! It was great to see everyone and we look forward to the Annual Tour in 2025!



Find us in Fennimore!



Brookview 07K Mystique 93M P44543098 | 2/27/2024

Brookview 0036 Maggie 59M P44542714 | 02/10/2024

CED	BW	WW	YW	MM	M&G	UDDR	TEAT	FAT	REA	MARB
3.5	2.3	60	92	29	59	1.20	1.30	0.003	0.48	0.31

CED	BW	WW	YW	MM	M&G	UDDR	TEAT	FAT	REA	MARB
5.7	2.6	64	97	25	57	1.30	1.30	0.033	0.46	0.12

Boettcher's Brookview Acres
Est. 1908

Butch & Maryellen Cell: (715) 828-7271 • Brandon Cell: (715) 533-2470
E-mail: cmboettcher@centurytel.net www.brookviewacres.com

These two open heifers sell at the 2025 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.



Starck Century Farm

small but Mighty

- Whole herd DNA tested
- Genetically enhanced EPDs
- Free of all known genetic defects
- Known polled status

100% AI bred for:

- Optimum maternal and terminal traits
- Cattle that look great and last!

Thank you to all our past customers for your confidence in our program!

Rick, Jenny, Ryder and Ricki Starck
Cadott, WI • Cell 715-313-3234



**7th Annual
Production Sale
April 13, 2025**

**SANDROCK RANCH
HEREFORDS**

Wisconsin's largest hereford herd!

**A LEGACY OF EXCELLENCE.
A FUTURE OF PROFITABILITY.**

Top-Quality Bulls & Heifers: Handpicked based on genetics that emphasize calving ease, growth and sustainability in diverse environments. Whether you're a commercial producer looking to improve your bottom line or a purebred breeder looking for the next cornerstone of your herd, the SRR 7th Annual Production Sale offers something for everyone.

Join our mailing list to experience where quality, expertise and customer-first service come together to help you grow your operation.



Kevin & Janice Bennett | 3752 Ollie Bell Road, Benton, Wisconsin

PH: 608.778.8685 | sandrockranchherefords@gmail.com | www.sandrockranchherefords.com

The Final Chapter...

Three Yearling Bulls For Sale

These calves are the result of our embryo program at Shaw Cattle Co. in Idaho and are for sale private treaty.

We will offer the bred heifers this fall!

C&L Desmond E189 M02 ET

#P44545218 • Calved: March 3, 2024

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
3.4	4.6	72	117	0.3	1.3	18.5	26	63	3.1
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
131	1.40	1.30	82	0.012	0.75	0.38	431	537	169



C&L Generator 0333 M12 ET

#P44546298 • Calved: March 14, 2024

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-2.0	5.2	65	109	0.2	1.0	15.7	26	58	-0.8
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
109	1.40	1.30	85	0.062	0.58	0.33	377	473	160

77 Miss Ellison 60D 17G

Dam of C&L Desmond E189 M02 ET



C&L General 0333 M03 ET

#P44546293 • Calved: March 5, 2024

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-0.1	3.6	63	109	0.2	1.2	18.2	30	61	-2.2
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
103	1.40	1.40	83	0.082	0.46	0.41	412	514	163



Steve & Jill Folkman

Nicole, Alison, Austin & Curtis

N250 Highview Rd. • Ixonia, WI 53036

Cell: (262) 617-6346

Email: cnlfarm@hughes.net

www.cnlfarm.com

DVOR 1032 206E Mystique 987 ET

Dam of C&L Generator 0333 M12 ET and

C&L General 0333 M03 ET

Thanks to everyone who attended, bid and bought cattle at our Maternal Excellence Sale!

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: Lisa Davis, P. O. Box 232, Plain, WI 53577

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



2024 Wisconsin Farm Technology Days

The WHA had a great show at the 2024 Wisconsin Farm Technology Days held at the Country Fest Grounds and Close Farms, Cadott, WI. The WHA Booth in the Beef Tent featured information about the WHA and Hereford Cattle, as well as pens, magnets, and Certified Hereford Beef Sticks for those that visited the booth.

A Hereford Cow-Calf pair was on display to showcase the quality of Wisconsin Herefords. The WHA says "Thank You" to Jack Johnson, Double J Ranch, Medford, WI for bringing the Cow-Calf pair. Thank you to Rick Starck, Chair of the 2024 WHA Advertising Committee, for coordinating the WHA Booth. Many thanks to Rick and Jenny Starck, Starck Century Farm, and Butch and Brandon Boettcher, Boettcher's Brookview Acres, for staffing the WHA Booth at the 2024 Wisconsin Farm Technology Days. Many visitors stopped by the booth to talk about Wisconsin Herefords and enjoyed seeing the Hereford Cow-Calf pair!

Several celebrity guests also visited the WHA Booth. Halei Heinzl, 2024 Alice in Dairyland greatly enjoyed seeing the Cow-Calf Pair, and Wisconsin Governor Tony Evers visited with Butch Boettcher and Jack Johnson! The WHA appreciates all of the visitors that stopped by to say hello at the booth and we hope to see you at the 2025 Wisconsin Farm Technology days, August 5-7, at Clinton Farms, Bear Creek, WI!

WHA at 2025 Driftless Region Region Beef Conference

January 23-24, 2025 | Grand River Center, Dubuque, IA

The WHA had a sponsorship and display booth at the 2025 Driftless Region Beef Conference, Dubuque, IA. The Driftless Region Beef Conference is focused toward beef producers in the Driftless Region, and highlights current industry trends in cattle genetics, feeding efficiencies, reproduction, pasture management, and fed cattle marketing. Average attendance at the conference is 150, and approximately 2/3 of the attendees identify as cow-calf operations, and 1/4 as feedlot operations.

Due to the generosity of the Bennett Family, SandRock Ranch Herefords, in sponsoring the evening meal at the 2024 WHA Tour, the WHA was able to purchase a sponsorship for the 2025 Driftless Region Beef Conference. The WHA thanks Kevin Bennett, SandRock Ranch Herefords, for staffed the WHA display during the conference.

At the WHA Annual Meeting, Kevin reported that there is very good interest and opportunity for Hereford Bulls in the Driftless Region. The WHA thanks Kevin and the Bennett Family for promoting the WHA and Wisconsin Herefords at the 2025 Driftless Region Beef Conference! For more information on the Driftless Region Beef Conference, please visit <https://www.regcytes.extension.iastate.edu/beef/>.

Scenes from 2024 Wisconsin Farm Technology Days:





By: Corbin Cowles
 AHA Territory 5
 Field Staff
 270-991-2534
 ccowles@hereford.org

Greetings friends,

I hope the new year has kicked off with optimism for each of you and your operations. From Cattlemen's Congress to the National Western, and feeder cattle trade and spring sale season rounding into full form, our team at the AHA has attacked this new year with no signs of slowing down.

As we start 2025, I find it beneficial to look back and see from where we left off in 2024. Wisconsin has a lot to be proud of, both from an anecdotal standpoint as well as what the statistics bear. In AHA Fiscal Year 2023-2024, your state ranked 16th for registrations nationally with 1,651. Additionally, the database in Kansas City shows there were more than 1,000 transfers of ownership of Hereford cattle along with 2,232 total registered Hereford cows attributed to Wisconsin breeders for the same time span. The abundance of enthusiasm that has been evident since my first day on the job is backed up by what our data shows, and you as breeders should be applauded for your efforts.

So, where do we go? The minute details from various sources may be different, however it is the consensus is the national cow herd inventory is hovering at historic lows. The public demand for high quality beef is in stronger force now than ever before. The correlated prices in the commercial market are as strong as we have ever seen. All factors point to the fact that it is the best time to be in the beef business. My challenge to you as breeders is this: continue to charge forward and make the improvements in your herd you see fit. With these economic indicators showing no signs of slowing down anytime soon, it is safe to say your investments in quality genetics will yield great results in the years ahead.

In closing, please know my phone is on and I would be excited to hear from you. If I can assist in your advertising efforts, marketing your products, or in seeking out a new herd bull, donor female, or any other need you may have, feel free to reach out to discuss. I appreciate the warm reception you all have given me since I took the position, and I look forward to what we can do together moving into the future.

**QUALITY BUILT ON COW
 FAMILIES FOR 56 YEARS**

2025 State Sale Entries



Amber 336L Bred Heifer



Charlie 329L 2 year old Bull

A deep-bodied, thick-muscle bull, good on his feet.

Google-eyed cherry red Trust daughter, confirmed pregnant to Haviland, due 3.24.25.

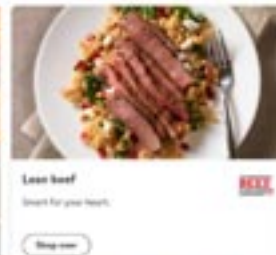


**N7850 US Hwy 12, Elkhorn, WI 53121
 Paul, Sylvia, Bob 262.903.0513
 www.bakerpolledherefords.com**



WISCONSIN BEEF COUNCIL

Driving demand for beef.



WHAT YOUR DOLLAR DID IN 2024

BEST BURGER CONTEST

This year we hosted the inaugural Wisconsin Best Burger contest. We opened nominations for one month, and had nearly 5,000 entries submitted. After selecting the Elite 8, those with the most nominations, we sent out three secret judges to evaluate each burger. In all, we had a potential editorial reach of over **113 million across TV, social, print and radio**, with an advertising value equivalence of **\$1.1 million!** The winner of the contest, Pickle's Bar and Grill in Hazelhurst, experienced a **530% increase in weekly burger sales** from April 1 to June 1. They have hired an additional sous chef and are opening an hour early to help decrease wait times at the restaurant.

INFLUENCER EVENTS & FARM TOURS

This year we worked with Chef Jeff Igel with Fox Valley Technical College to host a Beef & BBQ event at Riveredge Farms near Chilton. The day included a farm tour as well as a tasting and cooking demonstration. We gained great social media traction and established lasting relationships with this group of website bloggers and social media content creators.

We had over **15 participants** along with some media partners and a former WBC Board Member. Total online presence from all participants was over **48,000 followers**, and many of them shared the experience throughout the day on their social media stories. We were also featured in a few reels and static posts that were created after the event, which lead to more positive publicity.

This year we also were invited to be a part of a farm tour with Aldi's sustainability team. This spring we took two college groups, **Milwaukee Area Tech College** and **Waukesha County Tech College** on tours of Broedlow Farms and Country Meat Cutters. There were **over 45 students** on the tour.

ECOMMERCE CAMPAIGN

Checkoff dollars were invested into an ecommerce campaign focused on February Heart Health Month and March Nutrition Month. Ads were placed on the retailers online store as well as placed on popular consumer sites (called offsite ads – placed on influencer sites, cooking sites, lifestyle sites, etc.)

Wisconsin had **1,438,142 impressions**, which totaled **\$914,646 of traceable beef sales**. (Meaning those were the dollars spent by those who saw the ads and purchased beef within 14 days). For each **\$1** we spent in advertising **\$91.46** worth of beef was purchased.

EXPORT MARKET DEMAND

The Wisconsin Beef Council has been investing Beef Checkoff dollars into growing demand for beef in foreign markets for several years. This year we were able to **extend efforts** and investments with the **U.S. Meat Export Federation** through grant funding provided by the Wisconsin Department of Agriculture, Trade and Consumer Protection's 'Ag Export Initiative.' Two beef producers, and WBC board members, along with 13 other beef industry members from across the US traveled to **Japan** and **South Korea** to present on the Wisconsin beef industry and products available for export, as well as explore market conditions. The January-August 2024 beef export value average was **\$414.88 per head**, up 5% over last year. Since the initial Wisconsin Beef Council export focus increased on Japan, **three companies have started sourcing WI beef**.

Today's Beef Consumer

Source: State of the Consumer Survey, NCBA (a contractor of the beef checkoff)

72% of consumers eat beef at least once a week.



71% of consumers consider how food was raised or grown when making purchasing decisions. Animal Welfare is the most reported concern and farmers/ranchers and veterinarians are viewed as the most credible source of information when it comes to US beef practices.

More than 80% of consumers plan to eat more or maintain their beef consumption levels. Consumers who plan to eat more are motivated by the taste, those who plan to eat less report it being due to price sensitivity and health concerns.



Consumers who order meals online to go are choosing beef 76% of the time, including beef tacos, enchiladas, and burritos 65% of the time and beef steak 50% of the time.



When it comes to a "pleasurable eating experience" and "great tasting" consumers rank beef more than 20 points higher than other animal proteins.



WJHA News



2025 WJHA Scholarship Winners

Left to Right: Madison Kegley, Alison George, Hannah Oleson (Espenscheid Scholarship winner). Jordan Lamb (not pictured)

Congratulations to our four 2025 Wisconsin Junior Hereford Association Scholarship Winners. 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.



2025 WJHA Board of Directors

Front Row (L-R): President - Hannah Oleson, Director - Elayna Aue, Membership Secretary - Blake Brancel, Director - Alison George. Back Row (L-R): Treasurer - Brady Jones, Director - Joe Renn, Reporter - Madison Kegley. Not pictured: Vice President - Jordan Lamb, Secretary - Morgan Firlus and Director - Ryan Oleson

Dates to Remember...

WJHA/WLBA Preview Show: June 6-8, 2025

WJHA Open Jackpot Show: June 8, 2025

Jefferson County Fairgrounds, Jefferson, WI

New this year...

Stall in Barns
Arrival Friday Afternoon
Junior Show Saturday
Saturday Evening – Picnic Dinner and Fun Night
Open Show Sunday
Contests

Junior National Hereford Expo:

July 12-18, 2025 • Louisville, KY

SELLING AT THE WHA STATE SALE

FENNIMORE LIVESTOCK EXCHANGE | SATURDAY, MARCH 1, 2025

Lot 7 – Bred Heifer

JMP RJ Tequila Sunrise M2L

Reg. #: P44436088 • BD: 2/12/23



Lot 34 – Open Heifer

JMP RJ Jane 5424 G13M

Reg. #: P44558646 • BD: 5/4/24



Lot 49 – Bull

JMP RJ Granite M4M

Reg. #: P44558989 • BD: 2/12/24

JONDOR HEREFORDS | RUSHFORD, MN
JOE: 507-722-6318 • JON: 507-429-3108 • DOROTHY: 507-429-3634

Member News

Charlotte "Char" Ann Handzel

Sept. 2, 1947 — Jan. 5, 2025

Charlotte "Char" Ann Handzel, age 77, of Cottage Grove, was called home by The Heavenly Father. She passed peacefully on the afternoon of January 5, 2025, in Madison, Wisconsin, with the love of her life holding her hand.



She was born on September 2, 1947, in Jeffersonville, Indiana, to the late John George and Velvia Marie (Bentley) Haney. She attended Marengo High School in Crawford County, Indiana, and was a lifelong learner. A voracious reader, Charlotte kept up with news, current events, and frequented Christian book stores to restock her bedside bookshelf.

Charlotte met the love of her life, Henry "Hank" James Handzel, Jr., originally of Buffalo, New York, by chance one evening in Kentucky after a friend convinced her to go out. Hank and Charlotte married on January 20, 1973, at St. Rita Catholic Church in Louisville, Kentucky. They spent over 50 years together and had many wonderful memories like riding horses, traveling to Custer State Park, having Sunday breakfast at The Village Café, attending church services, and many family gatherings.

They moved to Wisconsin in 1978 because of its beauty and Hank's career as an attorney. Later, they worked hard to build their farm, Whiskey Run Farms, along with the rest of the family. Family was very important to Charlotte. She adored children, and they needn't be family for her to shower them with love. She and Hank raised four kids: Shary Lynn Tenjum of Cottage Grove, Megan Ann Senatori of Madison, Laura "Lola" Helen Handzel of San Diego, and Nathan Daniel Handzel of Cottage Grove. Charlotte also helped raise her beloved grandchildren who say they'll miss her smile the most, and her great granddaughter who says she is irreplaceable. Charlotte was a devoted and faithful daughter, wife, mother, grandmother, great grandmother, aunt, sister, and friend. She was a caretaker to all, and she was a hero for tenderly providing end of life care for both her mother and Hank's dad, who called her his angel.

Her enduring Catholic faith was of the utmost importance to her and helped carry her through good times and bad. She became Catholic after she met Hank, and she cherished her faith.

Charlotte is survived by her husband, Hank; her children, Shary Tenjum (Carl), Megan Senatori (Adam), Laura "Lola" Handzel, and Nathan Handzel (Elizabeth Jacobson); her brother, John D. Haney (Karen, deceased) of Palm Bay, Florida; her sisters, Sharon Dunn (James, deceased) of Central, Indiana and

Joni Heishman (Nelson) of Corydon, Indiana; her grandchildren, Amanda Sheldon, Caitlin Sheldon, Jordan Wendt, and Samuel Senatori; and her great granddaughter, Harlee Sheldon-Zarn. She is also survived by the many animals on the farm deeply mourning her loss.

Charlotte was preceded in death by her mother and father, Velvia M. and John G. Haney; her sister, Terry M. Kintner (Mike) of Corydon, Indiana; and her brother, Shannon Haney (Robin) of Carefree, Indiana.

James George Miller

Sept. 14, 1933 — Dec. 1, 2024

James George Miller, Poynette, formerly of Rio, passed away peacefully on December 1, 2024.

He was born on September 14, 1933, to George and Alice (Dvorak) Miller of Antigo, WI. Jim grew up on a dairy and potato farm north of Antigo, home of the Wisconsin state soil, Antigo silt loam. He graduated from UW-Madison Farm and Industry Short Course and returned to the family farm in Langlade County. He met and married the county Home Economist Mary Ann Kennedy, and they started their own dairy and egg farm near Antigo.



Jim loved being the town Santa, in Antigo, providing great memories and joy for area children. Moving to Watertown, and later Rio, Jim and Mary Ann raised Polled Herefords. After leaving dairy farming, Jim began working for several farmer cooperatives, including the former Midland and Cenex where he later took on regional roles. As the hardware manager for the Johnson Creek Cooperative, he was known as "JC Jim" due to his photo in a weekly ad in the Watertown Daily Times.

Jim was preceded in death by his wife, Mary Ann, of 65 years; granddaughter, Amelia Heider; and daughter-in-law, Elena Miller; and brothers, Edward and William.

He is survived by his children, Clarence (Susan), of Lodi, WI, Josephine (Thomas) Heidt, of Lockridge, IA, Katherine (Bryan Malkowski), of Greenfield, WI, Samuel (Nadine), of Appleton, WI, Jack (Rhonda), of Rockland, WI, Maureen (Daniel) Heider, of Lodi, WI, and Michael, of Baraboo, WI; as well as 16 grandchildren and 11 great-grandchildren; sister, Ann Grall; and sisters-in-law, Jeanette Thomas and Barbara Shaw; and many nieces and nephews.

Sale Results

18th Annual Greater Midwest Hereford Influenced Feeder Sale
 January 4, 2025 | Carthage, Ill. | Head Count 1,306

The 18th annual Greater Midwest Certified Hereford Feeder Calf Sale took place at Carthage Livestock on January 4, 2025. A great set of cattle was met with exceptional demand! When the 1,306 head of cattle sold, here were the results:

19 Hereford steers 371#.....	\$3.61
32 Hereford steers 430#.....	\$3.78
68 Hereford steers 480#.....	\$351.50
69 Hereford steers 531#.....	\$3.31
94 Hereford steers 585#.....	\$3.00
88 Hereford steers 627#.....	\$2.89
78 Hereford steers 681#.....	\$2.7825
20 Hereford steers 678#.....	\$2.61
68 Hereford steers 730#.....	\$2.705
62 Hereford steers 783#.....	\$2.585
54 Hereford steers 839#.....	\$2.485
41 Hereford steers 906#.....	\$2.3975
7 BWF steers 396#.....	\$3.93
10 BWF steers 474#.....	\$3.35
39 BWF steers 544#.....	\$3.255
30 BWF steers 617#.....	\$3.10
31 BWF steers 688#.....	\$2.87
8 BWF steers 749#.....	\$2.51
34 Hereford heifers 391#.....	\$2.95
72 Hereford heifers 473#.....	\$2.83
55 Hereford heifers 528#.....	\$2.68
56 Hereford heifers 575#.....	\$2.64
38 Hereford heifers 628#.....	\$2.50
37 Hereford heifers 681#.....	\$2.37
38 Hereford heifers 738#.....	\$2.40
20 Hereford heifers 826#.....	\$2.345
4 BWF heifers 395#.....	\$3.325
13 BWF heifers 477#.....	\$3.175
33 BWF heifers 539#.....	\$2.72
12 BWF heifers 617#.....	\$2.50
8 BWF heifers 669#.....	\$2.47
15 BWF heifers 798#.....	\$2.37

Congratulations to Brent & Kris Lowderman for another impressive display of marketing Hereford genetics, and thank you to all the consignors as well as buyers for helping make it a phenomenal event!



Crooked Creek
 H E R E F O R D S

Selling Lots 25 and 27 in the WHA State Sale

Private Treaty Calves Available!

N540 Geier Rd. • Woneowc, WI 53968
 Dawson: 608-847-3530 • Scott: 608-350-9661



★ Embroidered Caps ★

Special Price: 12 caps for \$15/each

★ Patch Hats ★

A patch with your fam 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!

Bruce: (715) 570-2037 • Cheryl: (715) 570-4889

CHB Sizzle

CHB Named Peoples Choice — Again

Certified Hereford Beef (CHB) tri-tip was named People’s Choice of the premium beef brands offered at the prestigious Stockyards Beef and Wine Festival on Januar 15th during the National Western Stock Show in Denver. It was the second consecutive year CHB earned the acclaim. This year besting tenderloin, brisket and beef tacos from three other brands.

Approximately 400 people attended the event, which is designed to bridge the gap between agricultural production and the public. “The goal is to invite the downtown Denver crowd that doesn’t necessarily connect agriculture with where their food comes from, or the reason for the National Western Stock Show,” explains Tayler VanWinkle, superintendent of the event. Producers also attend the Stockyards Beef and Wine Festival, but she says the mass majority of attendees are from the downtown Denver area.

Moreover, judging by the number of people lined up to take pictures of the display cattle, including Herefords, entering the Hutchinson Events center in the Denver Yards, it’s not a stretch to think many were seeing live cattle for the first time in their lives

Along with providing the public with premium fare, VanWinkle emphasizes there’s an educational component to each event, such as sharing where different beef cuts are located in the carcass and the temperature for various degrees of doneness.



2025 Ad Rates

Full Page: \$355 • 1/2 Page: \$195 • 1/4 Page: \$120

Four-issue contracts available to include ads in:

May 2025, August 2025, November 2025, and February 2026.

If 4-issue contract is pre-paid by March 15, a 10% discount is available. Please contact Secretary Lisa Davis if you would like to purchase a 4-ad contract, at secretarywihereford@gmail.com

2025 Ad Deadlines

The Wisconsin Review will be published four times in 2025 (February, May, August and December).

Deadlines are as follows:

January 27, 2025 - Mail Date: February 10, 2025

April 18, 2025 - Mail Date: May 9, 2025

July 18, 2025 - Mail Date: Aug. 8, 2025

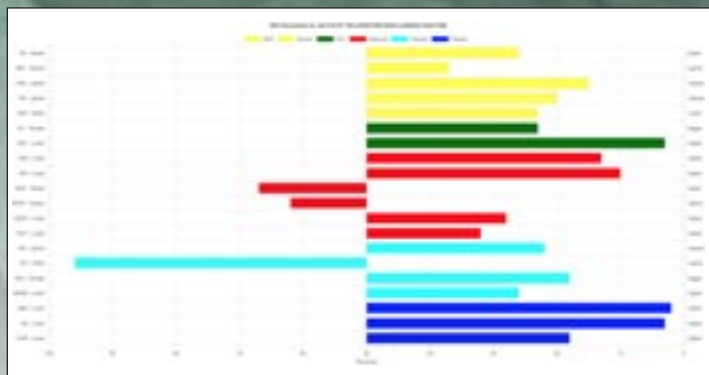
November 14, 2025 - Mail Date: December 5, 2025

Note: If you no longer wish to receive this magazine, please contact Lisa Davis at secretarywihereford@gmail.com.



It Happens!

A mistake was made in the production of the WHA Spring Sale Catalog. Check out our bull selling as Lot 37...



★ ★ Lot 37 ★ ★ J&J 81E ET Yellowstone M403

#P44617038 • Calved: Feb. 9, 2024

Sire: NJW 160B 028X HISTORIC 81E ET

Dam: J&J 6964 MS FELT F803

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
6.2	2.1	66	103	0.1	1.3	26.0	34	67	0.4
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BI\$	CHB\$
96	1.30	1.30	80	0.072	0.65	0.22	519	615	142

J&J Polled Herefords

Kim & Herb Johnson

5891 E. Waterford Rd. • Hartford, WI 53027

262-573-4019 • kkjohnson19@hotmail.com

Also check out our Bred Heifers!

Lot 5 – J&J 309J ET Angel L307

Lot 6 – J&J 6964 Bella L308

Market Place

Member News

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... Polled Hereford Heifers. Born April to June of 2024. Quality replacement heifers. Offspring of BCC Sunrise, Churchill Red Barron, KCF Bennett Homeland, KCF Bennett Noble, and Loewen Mendel. Call Hank: 608-235-9417.

FOR SALE... Polled Hereford Bulls. Born April to June 2024. Good calving ease. Offspring of BCC Sunrise, Churchill Red Barron, KCF Bennett Homeland, KCF Bennett Noble, and Loewen Mendel. Will have breeding soundness examinations in early May. Buy now and for a down payment we will hold him until you need him. Call Hank: 608-235-9417.

FOR SALE... 3 yearling bulls born in 2024 sired by CHRUCHILL KINGDOM, BG LCC PERFECTO 84F, an R Leader grandson that is dark burgundy herd to tail, top to bottom born 7/2023. Contact: Spruce Hill Polled Herefords (Dean) at 608-513-2112.

FOR SALE... Bred cows due between Mid-March to May bred to A.I. Sires that have balanced EPDs. Contact: Spruce Hill Polled Herefords (Dean) at 608-513-2112.

FOR SALE... Choice of 3 bred yearling heifers out of 12. Some are bred to BCC Sunrise 243K ET bull that is semen sexed with heifer calves. Contact: Spruce Hill Polled Herefords (Dean) at 608-513-2112.

Welcome New WHA Members...

Covenant Cattle Ranch - Pardeeville, WI
G4 Herefords - Richland Center, WI
Gerlach Cattle Company - Winslow, IL
Lawin-Girls Livestock - Mineral Point, WI
Lone Oak Livestock - Neenah, WI
PAW Livestock LLC - Pleasantville, IA
Rockin J Genetics - Rushford, MN
5S Farms - Marshall, WI
Slayton's Beardance - Bedford, PA

Producing Quality Beef Workshops Available


Sponsored by Wisconsin Department of Agriculture, Trade & Consumer Protection, Wisconsin Beef Council, and UW Madison Division of Extension Livestock Program

February 12 - Bloomington Livestock Exchange
February 26 - Altoona Equity Coop Livestock
February 28 - Milwaukee Stockyards

Please see the WHA Website calendar page for registration links.

**Our Inaugural
Consignment to the
WHA State Sale!**

#P44603908
Calved: January 13, 2024
Sire: Churchill Kickstart 501C ET
Dam: Wildcat Serenity 2080 ET



Lot 19 – KPH Stella 139

Klemme's Polled Herefords

Scott, Michelle, Alisha and Danica Klemme | N6236 State Road 57 • Plymouth, WI 53073
Michelle: 920-901-7373 • Alisha: 920-838-6291 • Scott: 920-980-0998


Christ the Rock
Creek Farm

POLLED HEREFORDS
ST. CROIX FALLS, WI



REV. MARK & DEB SCHOEN
www.CTRHEREFORDS.COM (715) 483-1184


BAKER'S
Polled Herefords



N7850 U.S. Hwy. 12
Elkhorn, WI 53121
Bob: (262) 903-0513
Paul: (262) 742-3205
E-mail: psbakerph70@gmail.com
www.bakerpolledherefords.com

Your visit is always appreciated!

RHINER



SHOW CATTLE

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

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



Hillside Oaks Farm
— Plain, WI —



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

Schulz
POLLED HEREFORDS



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

LININGER FARMS



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

WISWELL FARMS
GRANT & JUDY WISWELL
LEE, JENA, HADLEY & KAIDEN PASZEK

N5920 Connaughton Lane • Elkhorn, WI 53121
www.wiswellfarm.com • wiswellfarms@gmail.com
262.215.6499 • Grant | 920.210.7449 • Lee | 920.319.2505 • Jena

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

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

P
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PROGRESSIVE BREEDERS



Kevin L. Stork

715.381-3770
kevinlstork@gmail.com

1569 Co. Rd. A
New Richmond, WI
54017

Visitors Always Welcome!

IT ALL STARTED **WITH A DREAM**

CONTACT INFO:
 Marie Prodehl: 920.252.2822
 marieprodehl@mkpcattle.com
 Jenny Prodehl: 920.252.2222
 jennyprodehl@gmail.com
 Shawn Prodehl: 920.252.2222

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

16750 Weynd Road Sullivan, WI
 Tony: 414-262-4880 | Charlene: 262-495-2287 | Danica: 262-447-2284
 www.weberlivestock.com

Thousand Hills

Polled Herefords

Dan Irwin: (815) 266-1300
1709 Summit Drive • Stockton, IL 61085
Located four miles west of Stockton, Illinois off U.S. Hwy. 20

PETERS POLLED HEREFORDS

N8804 Highview Road • Ixonia, WI 53036
920-262-1507
peterspolledherefords@gmail.com
Follow us on Facebook!

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

**JOIN US MARCH 1 IN
FENNIMORE, WI FOR THE
WHA STATE SALE**

Plum River R A N C H

Monroe, WI Pearl City, IL

www.plumriverranch.com

Eric 608-214-1154



Lot 18

PRR EK Sequin 623L ET



Lot 2

3 Embryos

**PRR EK Sequin 623L ET
Thomas County**



Lot 40

**PRR Artemis L16
2 Year Old Bull**



Lot 13

**PRR Willow 2L
Bred Heifer**

NEED A FEW EBRYOS FOR SPRING?

Stormara x Copper Candi



Stormara x Playmaker



Stormara x Winchester



Kisses x Winchester



For more
information,
check out our
website or find us
on Facebook!

BULLS, HEIFERS AND EMBRYOS AVAILABLE FOR PURCHASE

Cattle Bred for Profit!

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

Selling at the WHA Spring Sale

2 OUTSTANDING VANGUARD SIBS

Vanguard is the #1 sire in REA at the Olson Ranch National Sire Reference

IN ADDITION is a trait leader for BW, SCF, MM, MCE, REA as well as MARBLING!



MGM Vanguard Sensation 24L

Highest REA EPD of bulls in the sale cattle at 0.93 which is

top 2 % in the breed with an actual REA 17.2!!

HIGHEST CHB and 2nd HIGHEST MARBLING

TOP 4 for MCE and SCF

LOW BW and curve bending performance

Homozygous Polled



MGM Vanguard Gem 14L

Highest REA in the entire sale (0.98) & top 2% of the breed

2nd HIGHEST Marbling

#2 and #3 in MCE BMI and SCF

BW 72 lbs. and 205 Adj. WW 643 lbs.

Homozygous Polled

Calf due in February by Merit



Next Gen MGM Tremendous 2M

Low BW with HIGHEST M&G in the sale...Top 3% in the breed

2nd HIGHEST REA of the bulls and 3rd HIGHEST CHB of the bulls

Homozygous Polled



Videos at www.mgmpolledherefords.com

Steve: 414-881-5274

Email: drstevemerry23@gmail.com



Cattle Available for Private Treaty Sales

30+ BRED HEIFERS available

Private treaty with due dates from January to May

40+ OPEN HEIFERS available

Many to top A.I. Sires

2024 BULL CALVES available

Sired by Profit, American Classic, Long Range and Big Country

H FHF RITA 8444 ET

Embryos available from multiple donors with matings to American Classic, Profit, Genesis, Majestic and Oshoto.



FHF ILR D287 Rita 9K ET



Glenless 69H Eclipse 38M

Introducing . . .

Churchill Jack Frost 458M ET

#44567107 • Calved: 1/11/2024

Semen Package Available:

20 straws and 10 certificates for \$4,000

CE 7.3 BW -0.4 WW 61 YW 95 DMI 0.7 SC 1.3

SCF 25.7 MM 32 MG 64 MCE 8.1 MCW 70

UDDR 1.50 TEAT 1.50 CW 95 FAT 0.072 REA 1.07

MARB 0.72 BMI \$ 549 BII \$ 573 CHB \$ 197



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