

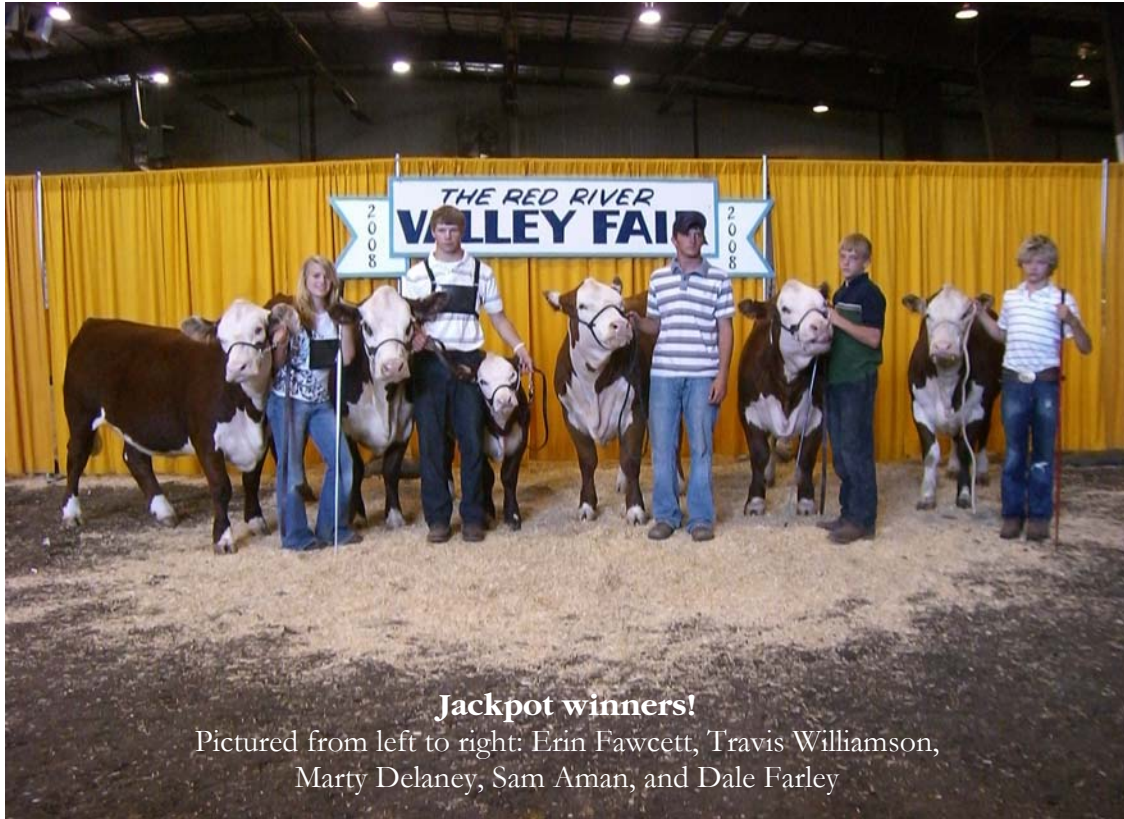


# Minnesota Bulletin

Vol. 08 No. 2

June 2008

## GoPher Sale Jackpot Results



### Jackpot winners!

Pictured from left to right: Erin Fawcett, Travis Williamson, Marty Delaney, Sam Aman, and Dale Farley

**Red River Valley Fair, Fargo, ND** – The GoPher the Purple Jackpot class was held on Tuesday, June 18. Erin Fawcett collected top honors with JRR Miss Tobey 711T purchased from Reed Stock Farm. Placing second was Travis Williamson with Werk Forever Lady 514 purchased from Werk Polled Herefords. Third place was Marty Delaney with AH JDH Wrangler Queen 16T ET purchased from Delaney Herefords, fourth place Sam Aman with JRR Miss Tabitha 703T purchased from Justin

Reed and fifth place Dale Farley with JDF Ms 19D Violet 2T ET purchased from Paul Atkins. Congratulations to all exhibitors and to the Minnesota breeders that consigned these heifers.

Other Minnesota highlights from the show include Michael Delaney with Champion cow/calf pair in the open show and the Minnesota State group placing second.

***Thank you to Jeri Hanson for submitting the picture from Red River Valley Fair.***

### Thanks to this issue's sponsor –

**Carlson Farms of Murdock, MN.**

Sponsoring an issue entitles you to a full page insert that is distributed to MHB junior and senior members.

*Upcoming sponsors include:*

**Delaney Herefords** – September issue

**Springwater Herefords** – November issue

The newsletter is sent out in February, June, September and November. The cost to sponsor an issue is \$100 payable to the MHB.

# ***MHB Spring Board Meeting Minutes***

Green Mill Pizza Holiday Inn, Willmar

11:30 am March 15, 2008

Meeting was called to order at 11:25 am by President Bonnie Reed. Directors present: Troy Williamson, Ross Carlson, John Schafer, Jim Hanson, Jerry Delaney, Kent Heins and Les Krogstad. Not present: Dan Lind

John Schafer gave a report on the winter Minnesota Extension Cow/Calf Days. He contacted AHA to send out materials to be used with the booth. The extension people were willing to carry the booth with them again this year to each site throughout the state. Members were contacted by John in each of their areas and asked to man the booth. John agreed to take care of cow/calf days again next year. He will be contacting members in the areas that the meetings are held and asking them to take care of setting up the booth for 2009. (If you are contacted by John and do not attend or aren't going to take care of the booth please contact someone else in your area to do it in your place.)

Discussed which area would do the 2008 Fall Tour. The members around the Metro area have not hosted a tour, but it was decided that they would not be ready to host one this fall and will look into doing so in 2009. The next area up for hosting the Fall Tour will be the West Central Area.

Lengthy discussion on State Feeder Calf Program. Les Krogstad gave a report on the Hereford Feeder Calf Sale in Bagley. He said that there were about 500 head of calves sold. Most of these are made up by two people and the rest are small bunches from individuals. Options were talked about for different feedlots, ways of marketing your calves, selling calves right away to the feedlot versus retaining ownership of your calves. How would we manage a program so that we could get data back on the calves in the feedlot? It was decided that we are not ready at this time to do a state wide Hereford or Hereford influenced feedlot program as an association. Jerry Delaney felt that it should be done regionally by the individuals within that region. Kent Heins will put information on the website about individuals taking on regional grouping of calves to put in feedlots or market as a group, if they would like to. A motion was made and passed to put the information on the website.

President Bonnie Reed talked about updating the booth with new pictures and colors. Jim Hanson reported that the juniors are willing to do the work on the updates for new pictures on their panel of

the booth. They are also working in new banners, end of stale signs and stale cards using a new color theme. The juniors will cover the expense of the updates and change the colors of the booth.

Ross Carlson reported on the quarterly MHB newsletter that Beth is writing, mailing out to members and posting on the MHB website. There are card sized ads available for \$40 per year or \$10 per issue or you can sponsor an issue for \$100. Bonnie Reed reported on a promotional brochure that she developed and distributed.

Secretary gave a report on the costs of the last directory, the connivance of using AHA and their creative service department. Discussed dates for the ads to be submitted and time line for directory completion. John Schafer volunteered to check on getting some commercial ads for the 2009-2010 directory. It was decided that we should have no more than 8 pages of commercial ads in the directory.

Kent Heins and Jim Hanson talked about the information they have gotten from both the annual meeting and from talking with South Dakota members about having a ribeye steak sandwich booth at FarmFest. Some of the concerns were that we may not be a big enough group, have enough interest, and have the membership to draw from for workers at the booth. Jim and Kent may go out to Dakota Fest and see how the South Dakota Association runs their booth. Jerry Delaney expressed that he thought we should let South Dakota know if we are not interested in doing the booth this year at FarmFest. The committee will do more research.

Jim Hanson reported that the MHB will have an account set-up to put money aside for the Beef Expo to help with the expenses to be incurred in 2010 when we are the featured breed. This money will come from the donated heifer sold at the GoPher Sale.

Discussion was held on selection of the heifer that will be purchased by the adult association from a member and given as a donated heifer at the Minnesota Beef Expo. The selection of the heifer will be done by the GoPher Sale committee. The feeling was that this donation heifer will need to go on until at least 2010 and then may not have to be continued after that.

Kent Heins volunteered to be in charge of the State Fair Open Show. He will get members to help him with lining up the cattle the day of the show.

Meeting adjourned.

*Submitted by Bob and Phyllis Werk, MHB Sec/Tres*

## Talkin' Herefords with the Pres'

In the fall of 2006 I was appointed by the Secretary of Agriculture to represent Minnesota on the Cattlemen's Beef Promotion and Research Board (often referred to as the Beef Board or CBB) Our MHB President, Bonnie Reed, has asked me to write this column explaining the CBB, how it functions, and what it does. Its mission is to administer the Beef Checkoff program that collects \$1 per head when cattle are sold and uses the money to promote beef. By law, none of the money can be used to influence government policy. The CBB consist of 104 members representing producers and importers from across the country. All the producers are nominated by industry organizations in their home state and appointed by the Secretary of Agriculture. The 8 members representing importers are nominated by their industry. All imported beef is assessed the \$1 just like domestic beef. Half of each dollar stays in the state of origin for that state's beef council to spend on research and promotion. The other half is sent to the CBB for national programs.

Programs include print and radio advertising. Our slogan, "BEEF, IT'S WHAT'S FOR DINNER" is universally recognized and our theme music, "RODEO" composed by Aaron Copeland, is also familiar to most consumers. Other marketing programs include consumer information, retail service, food service, and new product development. Our overall budget for marketing programs is about \$25 million. (Anheuser-Busch spent \$20 million on TV ads for the Super Bowl.)

Some of our most important work involves research. We have an active scientific research program working in the areas of beef safety, human nutrition, and product enhancement. (I am a member of the product enhancement committee.) We also do extensive market research to determine what our customers think of our product.

About \$5 million is spent promoting beef exports around the world through financial support of the US Meat Export Federation which has a presence in many countries. Mexico, Japan, and Canada are currently our largest foreign customers. South Korea, China, Russia, and Europe are promising markets for the future. Egypt and the Middle East are important and growing markets for variety meats.

Some resources are also used for industry information programs like Beef Quality Assurance to improve beef quality through better management practices.

The spending decisions on how much to spend on these and other programs are made by the Beef Promotion Operating Committee which consists of

10 members elected by CBB and 10 members elected by a Federation representing the State Beef Councils. I was elected to represent CBB on this committee for the coming year.

All organizations who do work for the Beef Checkoff do so on a cost recovery basis. They are prohibited by law from making a profit. All programs receive an annual evaluation to determine their effectiveness and compliance with the rules.

This is just a brief overview of what the Beef Checkoff program does to increase demand for beef. More information can be found at [www.beefboard.com](http://www.beefboard.com). The website includes detailed financial reports, the annual evaluations, research reports, recipes, much more detailed information on the programs including many I didn't mention here, information on the committees, and much more. I would also welcome any questions, comments or suggestions. Contact me at 320-582-1458 or [schaferj@hutchtel.net](mailto:schaferj@hutchtel.net).

Finally, USDA has asked the CBB to make suggestions for changes to the Beef Checkoff program. Many organizations, including AHA and Minnesota Hereford Breeders will be asked for input. Contact an AHA director and/or MHB President Bonnie Reed with your suggestions. John Schafer

Bonnie Reed

[bonbonreed@hotmail.com](mailto:bonbonreed@hotmail.com)

### **MHB Fall Tour postponed until next year.**

A fall state Hereford tour will not be held. The metro area considered hosting but was unable to come up with numbers and the west central are breeders met and will consider hosting the following year.

### **People In The SPOTLIGHT**

***It's a boy!!*** Christian James Heins was born to Kent and Michelle on 4/1/08 weighing 8 lbs 5 oz.

***It's a girl!*** Greg and Marla Harris welcome home a new granddaughter, Amellia Ireland Harris born in Ireland at Clarihan County Tipperary.

**Congratulations graduates:** Jody Hanson, Brett Carlson, Travis Williamson and Jared Flower.

**Jessica Reed**, UWRF Junior, is the WAIC Conference Champion for Indoor Track in the 55 meter hurdles and holds the field house record for UW-Superior.

**Happy 50<sup>th</sup> Anniversary** to Jerry and Joyce Larson, Larson Hereford Farms of Spring Valley, WI.

### **Advertisement Information**

**Sponsor an issue!** You can sponsor an issue for \$100. As a sponsor you receive a full page insert in our mailing. Inserts can be something you have already had designed and printed or we can set up a page for you including your pictures and copied in black and white. Business card ads sold for \$10/issue or \$40 per year. To advertise on this page simply mail your business card to Beth Carlson, 1470 10<sup>th</sup> St NE, Murdock, MN 56271. Issues will be mailed in January, July, September and November. The newsletter is mailed to MHB junior and senior members and is posted on the MHB website.

## **Minnesota Beef Expo**

**Oct. 16-19 State Fair Grounds**

Herefords are the featured breed in 2010. Plan on attending, consigning and or showing at the 2008 event!

We have long heard of the enthusiasm of youth at the Minnesota Beef Expo. It is important to have our breed represented at this event through our booth advertising, showing and sale cattle. Please consider consigning a show quality heifer to the sale. If you are unable to consign consider attending to help our breed better prepare for 2010.

*Thank you to Mark Frederickson and the MHB for donating a heifer to the MYEB program.*

### **2008 Schedule of Events**

**Thursday, Oct 16** – Barns open

**Friday, Oct 17** – Judging contest and youth workshop

**Saturday, Oct 18** – Sale cattle show and sale followed by awards banquet

**Sunday, Oct 19** – Junior show and supreme row selection

### **Board Reps Needed!**

**Minnesota Beef Expo Board** – Mark Frederickson has resigned from his position and Beth Carlson will fill that spot. Tim Sanborn would like to end his term. There are only a few meetings a year and they have been done by teleconference. Anyone interested should contact Bonnie Reed at 651-438-3882

**Minnesota Beef Cattle Improvement Association** – Tim Sanborn's term has ended and we need a replacement. This board has an annual meeting in conjunction with the Simmental field day June 28<sup>th</sup> in Harmony at noon at the Oak Meadows farm (Dr. Lynn Aggen).

## 2008 Midwest Classic

The Midwest Classic will once again be held this year for all juniors who wish to participate in the show and all Hereford enthusiasts are invited to join in the fun! It will be held **July 26 & 27** at the **Pipestone County Fairgrounds** in Pipestone, Minnesota. A CHB steak fry will again be held on Saturday evening following showmanship, if you would like tickets please contact Jenna Schmidt. A brief schedule and premium payout is also listed below.

### Schedule of events:

**Friday, July 11<sup>th</sup>** – Entries Due at \$30/head (late entries will be \$40/head-until July 26<sup>th</sup>)  
Entry Fees include bedding and exhibitor T-shirts.

**Friday, July 25<sup>th</sup>**- 12noon cattle may enter barns

### **Saturday, July 26<sup>th</sup>**

Noon: All cattle must be in place  
3p.m.: Junior Activity  
5p.m.: Showmanship  
Steak Fry – (please contact by **July 18<sup>th</sup>** if you would like tickets)

### **Sunday, July 27<sup>th</sup>**

9a.m. – Cow/Calf  
Bred & Owned Heifer  
Owned Heifer  
Bred & Owned Bulls  
Steers

### Premiums/Awards:

Class winners-Leather Show Halter & Premium (premium is dependent on number of animals)

Overall Winners - \$150 & Trophy  
Reserve Winners - \$75 & Trophy  
Showmanship – Fitting Supplies, Show Harness, Trophy

All juniors would appreciate any Hereford breeder or family that would like to contribute to the Midwest Classic in any form. Any contributor will have a sign displayed in the show arena along with their name on the award; if applicable. Please contact prior to **July 15<sup>th</sup>**.

### **For entry information, steak fry tickets, or donation contact:**

Jenna Schmidt  
787 70<sup>th</sup> Ave.  
Pipestone, MN 56164  
(507) 215-1720  
e-mail: [Jenna.Schmidt@ndsu.edu](mailto:Jenna.Schmidt@ndsu.edu)

### **Dates to Remember**

**Jr. National Expo, Kansas City**.... July 12-19  
Contact:  
Website: [www.hereford.org/juniors](http://www.hereford.org/juniors)

**Midwest Classic, Pipestone**..... July 26-27  
Contact: Jamie Brown or Jenna Schmidt

**MN State Fair Open Show**. Aug. 29 – Sept. 1  
Contact: Chuck Schwartau  
Website: [www.mnstatefair.org](http://www.mnstatefair.org)

**Minnesota Beef Expo**..... Oct. 16-19  
Contact: [info@mnbeefexpo.com](mailto:info@mnbeefexpo.com)  
Website: [www.mnbeefexpo.com](http://www.mnbeefexpo.com)

**GoPher the Purple Sale**..... 2<sup>nd</sup> Sat in Dec.  
Contact: Kent Heins

**Please send us pictures and or information from your summer shows. We would like to include them in the September issue. E-mail your info and photos to [rbmrc@tds.net](mailto:rbmrc@tds.net). We also appreciate news for the in the spotlight section – anniversaries, births, awards and accomplishments. Help us keep in touch!**