



Spring Sale Season

# LIMOUSIN Heart Beat

OFFICIAL PUBLICATION of the HEARTLAND LIMOUSIN ASSOCIATION • MAR/APR 2020

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## Schrempp Receives NALF “Commercial Producer of the Year” Award

Dean Schrempp of Lantry, South Dakota, was selected as the NALF “Commercial Producer of the Year” by the North American Limousin Foundation (NALF) January 13, 2020. He was nominated for the award by the South Dakota Limousin Association and the Heartland Limousin Association. The ceremony took place at the DoubleTree Hotel during the National Western Stock Show (NWSS) in Denver, Colorado.

The family ranch is located in Dewey County on the Cheyenne River Indian Reservation. The cattle run along Bear Creek where they have lots of trees and hills for protection against the snow and bitterly cold weather. Dean and his late wife, Mavis, have ranched in that area since the 1950s. He and his

five sons currently run about 1,000 cows on 20,000 acres of land. The majority of the cows are home-raised. They are a spring-calving ranch that sells their product either to Fort Pierre Livestock or private treaty. One year the family; Dean, his three daughters and five sons, branded 500 head in one day.

The Schrempp family have used Limousin bulls from Schott Limousin of McLaughlin, South Dakota, and Wulf Cattle of Morris, Minnesota. Since 1975, the Schrempps have purchased many bulls and according



to Dean, “the genetics in Limousin cattle is the way to go”. He looks for bulls that are easy calving, have strong legs, and a good disposition. Their goal

*Schrempp, Continued on page 3*

## Wulf Named NALF Promoter of the Year

*By Mark Anderson*

Wulf Cattle of Morris, Minnesota, was named the North American Limousin Foundation (NALF) Promoter of the Year January 13, 2020, at the DoubleTree Hotel during the National Western Stock Show in Denver, Colorado.

This award recognizes individuals and companies who have made lasting

contributions promoting the Limousin breed. Wulf Cattle has, and continues to make lasting

contributions to the improvement of beef cattle and has had a major



role in acceptance of performance reporting and documentation as the primary means to make genetic change in beef cattle.

In business for more than 60 years, the Wulf operation spans across Minnesota, South Dakota and Nebraska, and partners with Riverview LLP, a dairy enterprise. Wulf Cattle manages 2,000 head of registered Limousin and Lim-Flex females, finishes 100,000 head of fed cattle annually; and has a 12,000-head grass stocker operation in western South Dakota. The operation continues to rank annually in National Cattlemen's Beef Association's Top 25 Seedstock Producers.

*Wulf, Continued on page 3*



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Purebred »» HOMO Polled

S: COLE Architect 08A D: EMF Poll Zill

BW: 4.5 WW: 90 YW: 133 MK: 12

CW: 38 YG: -.65 RE: 1.36 MB: -.50 \$MTI: 44


**SEMEN \$45**



## Schrempp, Continued from OFC

is to improve the herd and produce the best livestock for the people at the lowest price. Dean says that the most important thing when taking cattle to market is to get the kill sheet to see how they grade and yield. The Schrempps use all their own feed; oats, corn silage, hay and alfalfa.

Dean has been a supporter of his community representing Dewey County in the South Dakota legislature for 20 years. He has been a county commissioner, president of the Cenex

board, president of the airport board, president of the parish council, and he started the Eagle Butte medical board clinic, serving as president for 30 years. He received the governor's "Volunteer of the Year" award in 1991. Dean was a boxing coach for 45 years for the youth of the county, and he was a golden gloves boxer for six years. He is also the author of a book, "Wide Open Spaces" about the Schrempp life in Dewey County. 

## Wulf, Continued from OFC

An industry leader in the development of expected progeny differences and indexes, Wulf Cattle has contributed a tremendous amount of data toward the development of the first docility EPD in the beef industry at the North American Limousin Foundation. They were some of the first to collect large quantities of feed efficiency data and worked closely with staff at NALF to produce an across-breed feed efficiency index for in-house selection and index's they supply their customers.

Wulf Cattle is now on the forefront of dramatically increasing the accuracy of carcass trait EPDs by the submission of thousands of head of actual carcass phenotype data gathered from cattle that have been fed through their feedyards throughout the central United States. That data will soon be incorporated in IGS cattle evaluations and will eventually increase progeny equivalents on genomically enhanced cattle similar to those of weight trait data.


Due to their fully integrated operation, which captures data on cattle from birth to harvest, Wulf Cattle is also in a unique position to capture health data on cattle individually which will also be used to apply in improved beef cattle selection tools.

The Wulf team, headed by Jerry Wulf, a recent BIF Pioneer Award winner, are visionaries and leaders within the beef industry. They have taken every goal of the Beef

Improvement Federation in objective selection and made it a practical reality. For more than 50 years, they have been on the cutting-edge of the beef industry leading the way in improving beef cattle genetics and selection systems throughout the U.S.

The Wulf Cattle team was a driver behind increasing use of genomics in selection and collected thousands of samples from the earliest days of genomics until today. They fully understand the value of increased accuracy on EPDs early in the animal's life for selection purposes.

Wulf Cattle has also developed the Beef Builder Program, which is heavily utilized in dairies throughout the United States. Through strict regimens and protocols, Limousin sires have been utilized to add value to both Holstein and Jersey cows providing dairymen with an opportunity to produce an actual high-quality beef animal that adds value to their bottom line.

Due to the superior muscling and feed efficiency advantages of Limousin cattle, Limousin has vaulted forward as the one of the few breeds that can actually change a dairy carcass enough to enable these dairy cross cattle the ability to make a high-quality beef carcass. Wulf Cattle has nearly a decade of fine tuning the Beef Builder program and has become the leader of superior beef cattle genetics that can be utilized by dairyman throughout the United States to enhance their bottom lines. 

# HEARTLAND CALENDAR

## MARCH

- 7 Linhart Limousin "Business Done Right" Annual Bull Sale, at the farm - Leon, IA
- 8 Boyer Limousin Annual Production Sale, at the farm - Liberty, NE
- 17 Vaughn Farms "Genetics for the Future" Sale - Napoleon, ND
- 21 Pinegar Limousin "Herdbuilder XXVI" Sale, at the farm - Springfield, MO
- 21 Minnesota Limousin Association Annual Meeting, Banquet/Benefit Auction, American Legion Club - Litchfield, MN
- 25 Schilling Ranch Annual Bull Sale - Oakley, KS
- 27-28 Kansas Limousin Breeders Association Social Friday night, meeting, benefit & sale on Saturday

## APRIL

- 4 Ludens Family Limousin Annual Production Sale, at the farm - Viborg, SD
- 8 Wulf Cattle Pre-Sale Educational Seminar, Sandy Ridge Ranch - Atkinson, NE
- 9 Wulf Cattle "Opportunity Sale of 2020", Sandy Ridge Ranch - Atkinson, NE
- 14 Hager Cattle Co. Annual Bull Sale, at the farm - Karlsruhe, ND
- 15 Peterson's L7 Bar Limousin 42nd Annual Production Sale, at the farm - Pukwana, SD
- 17 Missouri Limousin Breeders Association Annual Meeting, Banquet/Benefit Auction - Lebanon, Missouri
- 18 The "Great American Pie Sale", Laclede County Fairgrounds - Lebanon, MO
- 21 Linhart Limousin Divas Fall-Born Online Sale - L365
- 25 Limousin Association of Wisconsin Annual Meeting, Banquet/Benefit Auction - Log Cabin Restaurant - Bangor, WI

## MAY

- 8 Glendenning's J Bar J The Next Generation Sale of 2020 - Lebanon, MO
- 29-30 Heartland Limousin Association Junior Show - Tongonoxie, KS
- 31 Kansas Limousin Association Junior Field Day - Tongonoxie, KS



## "BACK IN TIME"

*Do You Know the Answer?*

There was an interesting article about the plans for the new American Royal complex that will be built in Kansas City, Kansas. I thought it would be fun to look back at some of the history of the current facility, located in Kansas City, Missouri.



*Can you answer these questions?*

- 1.) What year did the American Royal begin?
- 2.) How did it get its name?
- 3.) What organization was formed during the 1928 American Royal?
- 4.) What happened to the original home of the American Royal in 1925?
- 5.) What was the American Royal complex used for during World War II?
- 6.) When were the new facilities built?

*See answers on page 14.*

# COVERING GROUND ...

By Dean Summerbell



**B**ull buying season has begun. So far early sales reflect an increase in prices over 2019. Fall sales in livestock were severely affected by the inclement weather forcing a very late

harvest. Uncertainty in the market also impacted prices. Hopefully, prices for high quality bulls will bring about a better year for the producers and their cattle production.

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1/8 page	\$200	\$250

Rates include Full Color

## DEADLINES & TERMS

### THE 1ST OF THE PREVIOUS MONTH

#### DEADLINES

January/February ..... Dec. 10  
March/April ..... Feb. 10  
May/June ..... April 10  
Sept./Oct. .... Aug. 10  
Nov./Dec. .... Oct. 10  
*Deadlines are subject to vary.*

*Terms: All accounts due & payable as billed.*

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1/3 page ..... 8" x 3.5" or 3.25" x 10.4375"  
1/4 page ..... 3.95" x 5.16"  
1/8 page ..... 3.95" x 2.5" or 1.85" x 5.16"



Rob Brawner of Bullis Creek Ranch, Wood Lake, NE, presented Dean Summerbell with a ranch-branded knife.



I think the use of Limousin genetics in the commercial industry is a sound program to follow. Crossbreeding has its advantages, especially considering heterosis. Crossbred cattle can receive up to 25% free growth using the right kind of mating. Obviously, British-based maternal cattle, for the most part, provide adequate marbling. Continental cattle provide adequate yield. Limousin can build a strong feeder calf with muscle and the ability to grade choice. It does not appear that packers will return to a lower harvesting weight. Harvesting at 1,400 pounds, hypothetically, will be an advantage for Limousin genetics. Recent closeouts on over 100,000 Limousin and Limousin-crossed cattle averaged over 75% choice and 65% yield. Premiums for choice and yield make for a better bottom line.

Limousin still ranks NUMBER 1 for docility according to the BOLT data. The calves are healthy and show hybrid vigor from the get-go. It is no secret that commercial producers who have used Limousin bulls in their operation tend to stay with Limousin because they like the results.

The month of January was a warm-up for the second month of the year. Three events spaced out over three weeks guaranteed at least one slick road experience. The snow was heavier to the

west of us but freezing rain was the challenge. The trip to Denver was no problem (we flew). The trip to Sioux Falls, South Dakota, was good on the way to the event, but freezing rain made for a slow go on the way home.

The trip to Wood Lake, Nebraska, was dry until the last 20 miles returning home. Driving was a little complicated because my left knee decided to shed the meniscus that had protected the ligaments and cartilage for many years. The bad news is, it hurt like the "underworld". The good news is that I will not have to worry about any more tearing. The Orthopedic surgeon did a great job relieving the original pain. Surgery took place January 29, and I had a few days to rest up before heading "on the road" again. Now I think I can outlast the pain from the incision.

The month of February was a serious test with 12 events in 19 days in five states. I will report the outcome in the next issue of the *Heart Beat*. At any rate, Beverly and I look forward

to serving the many good people in the Heartland in 2020. Life is still great if one likes to drive, drink coffee, and visit with friends about Limousin cattle. We hope to see you at the upcoming Limousin sales and banquets. **Thanks** for your support and we will see you down the road!



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29<sup>th</sup> Annual

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**HUNT** *Credentials* 37C

Purebred • Homo Polled • Red  
BW: 0.7 WW: 75 YW: 115 MK: 14 MB: .03 \$MTI: 57  
*Four Progeny Sell!*



**TMCK** *Camden Yards* 195C

56% Lim-Flex • Homo Polled • Homo Black  
BW: 0.2 WW: 80 YW: 134 MK: 26 MB: -.01 \$MTI: 57  
*Four Progeny Sell!*



**MAGS** *Eagle*

50% Lim-Flex • Homo Polled • Homo Black  
BW: 1.4 WW: 82 YW: 135 MK: 21 MB: .27 \$MTI: 65  
*Three Progeny Sell!*



# "On the Road Again"



By Bev Summerbell

I was working as a substitute teacher in a 4th grade class and saw an interesting question written on the board: "How can **one** person make a difference?" After thinking about that for a while, I came to the conclusion that this can be applied to every aspect of our lives including our job with the Heartland Limousin Association.

We appreciate each and every **one** who serves as officers and directors on the national, regional and state association boards. Those people commit their time to attend meetings, contact members, travel to various

Limousin events, and keep Limousin producers informed on the "news of the day". We have two members of the Heartland board retiring this year, Glenn Trefitz of South Dakota and Mark Nutter of Nebraska. Thanks for your service!

The winter sales season is well underway by the time this issue comes out. Dean and I will have attended 12 sales, six shows, and four Limousin association annual meetings, banquets and benefit auctions in the months of January and February. Needless to say, it takes "many hands" to put on these

events every year. It is no small task, but it takes just **one** person to get the ball rolling.


The Heartland Limousin Association banquet was held Tuesday, February 11 in Des Moines in conjunction with the Iowa Beef Expo sale. We want to extend our thanks to everyone who helped with this event, especially those who set up the FFA Building and those that prepared the food for the meal. It may start with just **one** but then many people pitched in to help, making it a successful event. This is always a fun time for producers to gather together and visit. We send a special thank you to those who donated and/or bought items on the benefit auction. This is our major fundraiser for the year, and the money raised keeps us "on the road" for another year.

Dean has worked as an announcer at many of the shows that we attend. He appreciates those that help by passing out ribbons, keeping the program up-to-date, and working in the ring. It begins with **one** but all the others involved in the show are needed in order for it to take place.

We enjoyed attending the many sales throughout the region. It is nice to be able to talk to the seedstock and commercial producers at these annual events. It's hard to imagine that we

have been attending these sales for the past 19 years. When we started this job on August 1, 2001, we might have only known **one** person at a sale, but over the years we have made many great friends. We do appreciate their support of the Heartland Limousin Association and the *Heart Beat*. We could not do this job without you!

We have now spent three months in our home in Andover. Dean and I have adjusted to living in the suburbs. The move was monumental—25 years of "stuff" had to be sorted, packed, and moved. Once we got into the home, it looked like we were living in a "sea of boxes". It felt overwhelming, but eventually everything was put away. Now the problem is remembering where we put things. Of course, the garage is still full. That's what happens when you move in December. It's too cold to work outside, so that task will be waiting for us come spring and summer. I wonder what we will find out there?

Dean and I appreciate everyone who helped with the move! It took more than **one** to get that job done. For those who did not see our new address printed in the last *Heart Beat*, it is: 619 139th Lane NW, Andover, MN 55304. 

## Recipe of the Month

This recipe could be enjoyed as an appetizer or a light supper. It makes four servings, but you could easily double the recipe.

### Chicken Bundles

4-6 oz. cream cheese, softened, or one  
3 oz. pkg. (depending on taste)

2 Tbsp. milk

2-3 Tbsp. onion, finely chopped  
(optional)

2-3 cups cooked chicken, cubed or shredded

1/2 cup sour cream

1 tube Crescent Rolls

Salt & pepper to taste

#### Directions

- Mix chicken, cream cheese, milk, sour cream, onion & salt/pepper together.
- Take 2 Crescent Roll triangles, put them together to form a square.
- Put 1/3 to 1/2 cup of the chicken mixture on the crescent rolls.
- Bring edges together & pinch to seal.
- Dip in melted butter.
- Roll in crushed Cornflake crumbs or Panko crumbs.
- Place on a baking sheet and bake for 25 minutes at 350 degrees.



## One

**One** tree can start a forest;

**One** smile can begin a friendship;

**One** hand can lift a soul;

**One** word can frame a goal;

**One** candle can wipe out darkness;

**One** laugh can conquer gloom;

**One** hope can raise your spirits;

**One** touch can show you care;

**One** life can make the difference,

Be that **One** today.



Anna Radcliff and Payton Rivera of Davenport, IA, announce the birth of their daughter, Nellie Ann, January 23, 2020. She weighed 8 lbs. and was 19.5 in.



# 42<sup>nd</sup> Annual PRODUCTION SALE

## APRIL 15

1 PM CDT

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DC: 13 YG: -.81 CW: 18 RE: 1.34 MB: -.32 \$MTI: 48  
BW: 84 · Adj. WW: 755



#### L7 9025G

LIM-FLEX 71% · 2/26/19 · DP/B  
TMCK Cash Flow 247C x Miss L7 407B  
BW: 1.1 WW: 75 YW: 121 MK: 21 TM: 58 SC: 1.2  
DC: 16 YG: -.42 CW: 29 RE: 1.07 MB: -.01 \$MTI: 56  
BW: 82 · Adj. WW: 667



#### L7 9033G

PERCENTAGE 81% · 3/14/19 · HomoP/HetB  
CELL Envision 7023E x Miss L7 567C  
BW: 1.6 WW: 81 YW: 127 MK: 24 TM: 64 SC: 1.1  
DC: 15 YG: -.54 CW: 34 RE: 1.18 MB: -.22 \$MTI: 51  
BW: 80 · Adj. WW: 829

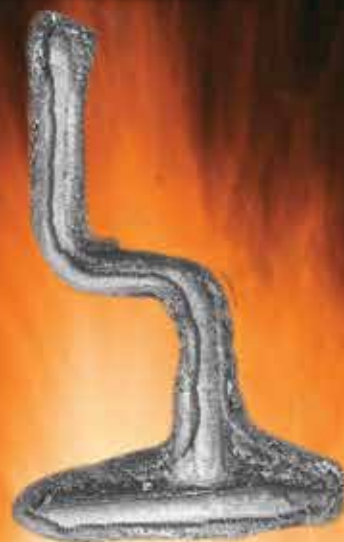


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# Junior Beat

## Drake Wood Completes HLA Internship

*Editor's Note:* Drake Wood of Lee's Summit, Missouri, was the 2019 recipient of the Heartland Limousin Association scholarship. He is a freshman at Simpson College in Indianola, Iowa. One of the requirements is to complete a three- to five-day internship at a farm, ranch or ag-related business. When that is completed, the student will then write a short report for the Heart Beat. Below is Drake's report.



**I** chose to shadow Williams Grain and Livestock LLC this past summer. It is a small cow-calf operation that raises Commercial Simmental cattle and Hampshire pigs. During my time on the farm, I learned the different breeding techniques used to maximize production. Instead of focusing on the "show side" of cattle, they stressed the development of cattle that will increase growth and hopefully, perform better on the rail.

Overall, stepping out of my comfort zone of the Limousin breed and "show cattle" expanded my view of the entire cattle industry. While there are differences, the hard-work, good people, and great cattle remain the same. 



Palmer Nielson of Arlington, SD, thought Dean Summerbell's hat fit.

Junior Brawner (5) still likes to put on Dean Summerbell's hat; however, he now prefers white like his grandpa's new hat.



Owen Symens of Amherst, SD, thanked Lincoln Schuck for purchasing his bred-and-owned bull at the Black Hills Stock Show.

Heston Schuck (7-months old) of Carson, ND, took in his first sale at the Treftz sale near Wetonka, SD.



Rory Peterson (daughter of Cade and Erica Peterson) of Pukwana, SD, looked spiffy at the South Dakota Banquet.



## HEARTLAND REGIONAL SHOW

**MAY 29 & 30, 2020**

Fairgrounds in Tonganoxie, Kansas


### SCHEDULE OF EVENTS:

**FRIDAY:** Check-in, lunch, Junior Meeting Games & Welcome Meal

**SATURDAY:** 9:30 a.m. HLA Regional Show

**ENTRY FORM:** See page 34.

## Boyer Scholarship

**J**ay and Carol Boyer of Liberty, Nebraska, honor students who are actively involved in agriculture, exhibiting Limousin cattle, and excelling in school by awarding a scholarship. The winners of this scholarship are students who have shown their projects at a variety of shows at the local, county, state, and regional levels. This year's recipient is Carter Siems of DeWitt, Nebraska. He showed JTBO Faint of Heart 890F, a daughter of CJSJL 3062A out of JTBO Irish Accent 3910A. Carter had a successful show career, winning grand champion Limousin among strong competition. 



# Super C

For more information  
contact us.

Randy - 620.750.0924  
Nancy - 620.432.5056  
Ranee - 620.583.2959  
Ashlee - 620.953.2210

## **SCAS Felix 511F**

Lim-Flex - 43%

DOB: 10.06.18

Sire: Colburn Primo 5153

DAM: JNKL Daisy 511C

Het Polled | Homo Black



**Bulls of similar quality and pedigree available**

## **SCAS Finley 215F**

Lim-Flex - 40%

DOB: 09.14.18

Sire: MAGS Undoing

DAM: SCAS Zara 215Z

Homo Polled | Homo Black



**Also available for purchase**  
**Fall and Spring Commercial Heifers**

# Flint Hills Choice Sale



March 28, 2020

1 p.m.

El Dorado, KS



# Iowa News...

## Field Day in Council Bluffs

The 2020 Iowa Junior Limousin Association annual field day will be held Sunday, June 7 at the Westfair fairgrounds in Council Bluffs, Iowa.

There will be a supper Saturday night for all juniors, their families, and other Limousin enthusiasts. The juniors will also hold a meeting that evening. The show will begin the next day, Sunday, June 7 at 9:30 a.m.

Entry forms may be obtained from the ILA website or from Grant and Brenda Anderson, junior advisors. Watch for further details on the ILA website: [www.iowalimousin.org](http://www.iowalimousin.org) and in the May/June issue of the *Heart Beat*.

## Our Sympathy

Our sympathy goes out to former president, Brian Hait, on the death of his father-in-law, David Kisilewski, 70, of Mason City, Iowa January 28, 2020. He is the father of Jessica (Kisilewski) Hait of Carlisle, Iowa. Services were held February 3, 2020 at St. Joseph's Catholic Church of Epiphany Parish in Mason City.

He was a school psychologist with AEA 267 in Clear Lake, Iowa, for many years. David retired in 2010 and enjoyed golfing, woodworking, and spending time with family and friends. He is



survived by his wife, Mary, daughters (Brian) Hait, three grandchildren, two Jennifer (Ben) Jauquet and Jessica sisters and many other relatives.



*Iowa Commercial Producer of the Year recipients Ron and Jolene Lammert of Treynor were honored at the NALF banquet in Denver.*

# Kansas News...

## Mark Your Calendar

Mark your calendar for Friday and Saturday, March 27-28, 2020. Those are the dates for the Kansas Limousin Breeders Association (KLBA) annual meeting, benefit auction, and state sale. The sale will be held March 28 at 1:00 p.m. at the El Dorado Livestock Auction in El Dorado, Kansas, located in south-central Kansas.

Jerry and Pat Meek will once again serve as the sale manager for the KLBA. There will be a pizza supper Friday night for consignors, their families, and other Limousin enthusiasts. This will take place in the breakfast area of the headquarters hotel, the Days Inn & Suites, 3200 W. El Dorado Ave., El Dorado, Kansas 67042. The number for making reservations is 844/406-4383.

Members of the Kansas junior and senior Limousin Associations will hold their annual meetings in conjunction with the sale. They will take place at 9:30 the morning of the sale, in the El Dorado Livestock Auction. There will be a guest speaker at the meeting and he will talk about minerals for cattle.

There will also be a silent auction, with items on display Friday and

Saturday. If you are unable to attend, please contact any member of the board of directors to leave a bid. The money raised from this auction goes to support the associations and their activities for the upcoming year.

We hope to have a large contingent of Limousin breeders, commercial cattlemen, and other Limousin enthusiasts join us for this state sponsored activity.

## Calf Record Book

The KLBA is putting out a Calf Record Book this year. All of the ads have gone to the printer, and the goal is to have the book ready for distribution by the middle to end of February. We want to thank everyone who helped support this project by placing an ad.

## Field Day

The 2020 Kansas Junior Limousin Breeders Association field day will be held Sunday, May 31 at the fairgrounds in Tonganoxie, Kansas. This event will take place in conjunction with the Heartland Regional Show, which will be held Saturday, May 30.

There will be a supper and meeting Saturday night for all juniors and their

families. The show will begin the next day, May 31 at 9:30 a.m. Entry forms may be obtained from the KLBA website or from Lacey McCarley, junior advisor.

Watch for further details on the KLBA website or in the May/June issue of the *Heart Beat*.

*Glenn Treftz of Wetonka, SD, thanked first-time Limousin buyers Bob and Brock Hanf of Atchison, KS, for their purchase of three head on his sale February 8.*



*Congratulations to McKenna Richardson of Eureka, KS, who was selected as the Supreme Overall Showmanship Champion at the Kansas Classic in Hutchinson, KS, February 7-9, 2020. Her Lim-Flex heifer, Ratliff Gabby 901G ET was named Champion Lim-Flex in Rings A and B and fifth overall in both rings.*

# American Royal Plans for New Complex

The American Royal Association is one step closer to its future home after purchasing 115 acres in Kansas City, Kansas. In the Fall of 2019, the American Royal submitted its preliminary development plan to the Unified Government of Wyandotte County. The plan was approved December 9, 2019.

The \$1million-plus square foot complex along with an outdoor plaza/arena will allow for an expansion of the current 14-week programming to 365 days of the year. The facility features over 800,000 square feet of indoor, programmable event space including barn and exposition areas, three performance arenas, one

warm-up arena, a large educational area with integration throughout the entire complex, and over 50,000 square feet of high-end exhibit space.

The American Royal began in 1899 as the National Hereford Show and has evolved into a comprehensive season of food and agriculture activity, hosting a variety of events. The 2019 Kansas City tradition celebrated its 120-year anniversary.

A ceremonial groundbreaking is expected in the spring of 2020, with construction beginning in the summer of 2020. The core complex is to be completed by the winter of 2021.



# Minnesota News...

## Annual Meeting Scheduled for March 21

Members of the Minnesota Limousin Association cordially invite you to their annual meeting, banquet and benefit auction Saturday, March 21, 2020, at the American Legion in Litchfield, Minnesota. The address is: 222 North Sibley Avenue, Litchfield. There is additional parking in the back of the building.

The meeting will begin with a social hour at 11:00 a.m., a junior meeting, and the meal at noon. The senior meeting starts at 1:00 p.m. followed by the benefit auction.

Please contact Don Biscoe at 651/238-4487 or biscoe3423@aol.com

or Merle Anderson at 507/736-2413 with your reservation. They would also like to know what you are bringing for the benefit auction so they can compile a list. If you are not able to attend, the board would appreciate it if you would contact them with your bids for the benefit auction. The money raised from this auction goes to support the junior and senior associations throughout the upcoming year.

## Bus Tour to Wulf Cattle Sale

The Minnesota Limousin Association is offering a unique experience for the members that would like to attend the annual Wulf Cattle

"Wulf Opportunity Sale of 2020" April 8-9 in Atkinson, Nebraska.

Members of the association and their guests are invited to take a charter bus, leaving Marshall, Minnesota, at Noon April 8, arriving at the Fort Randall Hotel and Casino. Guests will check-in to the hotel and leave the hotel at 4:00 p.m. for the evening meal, served at the ranch between 4:30-6:00 p.m. at the Wulf sale facility. After the seminar the bus will return to the hotel.

The sale will take place the next day, April 9. The bus will leave the hotel at 10:00 a.m. for lunch at the ranch, beginning at 10:45 a.m. The sale starts at 12:00 p.m. There will be a meal

immediately after the sale. The bus will leave for Marshall after the meal.

The cost of the bus will be \$75 per person. The hotel has offered a special rate of \$75.55 +tax for a room with two queen beds.

There are a limited number of seats on the bus. Contact Matt Duff at 651/245-1591 or matthewaduff@gmail.com or Merle Anderson at 507/736-2413 for your bus reservation. Contact the casino at 800/362-6333 and ask for the Wulf cattle bus tour block of rooms. The website for the casino is [www.fortrandallcasino.com](http://www.fortrandallcasino.com).

# Missouri News...

## State Sale Scheduled for April

The annual "Great American Pie Sale", sponsored by the Missouri Limousin Breeders Association (MLBA) and the Heart of Missouri Limousin Association, is set for April 18, 2020. Mark your calendar for this event. The sale meeting starts at 1:00 p.m. in the Legacy Building on the Laclede County Fairgrounds in Lebanon, Missouri.

## Directions to the Fairgrounds

Take #129 to the Lebanon exit, go west on Jefferson (Hwy. 64) 0.6 miles to Elm Street. Turn right (east) 0.4 miles to the Laclede County Fairgrounds.

## Annual Meeting, Banquet/ Benefit Auction

The MLBA annual meeting, banquet and benefit auction will be Friday, April

17, 2020, on the Laclede Fairgrounds, in a building across the street from the cattle stalls area, the former sale arena. The festivities will take place in conjunction with the state sale Saturday.

This is a great opportunity to meet and socialize with breeders from across the state as well as other states, enjoy a delicious meal, help support the association by donating and/

or purchasing items on the benefit auction, and attending the state sale.

## Field Day

The 2020 Missouri Limousin Breeders Association field day will take place the weekend of June 12-14. The show will be held in conjunction with the Missouri Cattlemen's Association All-Breeds Show at the Missouri State Fairgrounds in Sedalia.



Andy and Sandy Murray were chosen by the Missouri Limousin Association as the 2019 Commercial Producer of the Year. They were honored at the NALF banquet in Denver, CO, during the NWSS.



Commercial Producer Bruce Burdick of Lewellen, NE, attended the Black Hills Stock Show in Rapid City, SD.



The Smalley Brothers from Emerson, NE, enjoyed watching the Limousin sale at the Black Hills Stock Show in Rapid City, SD.

# Nebraska News...

## Nebraska Junior Beef Expo

The 2020 Nebraska Junior Beef Expo will be held at the Chuck M. Pohlman Agriculture Complex on the Northeast Community College campus in Norfolk, Nebraska, the weekend of June 5-7. For more information about the Expo, contact Jim and Kennetha Amos, junior advisors, at 308/636-2446 or by email [amoslimousin@yahoo.com](mailto:amoslimousin@yahoo.com).

Entries are due Friday, May 30 and late entries are accepted until Saturday

morning, June 6. The Expo gives juniors an opportunity to participate in a variety of satellite events as well as an opportunity to exhibit their cattle. We hope that Limousin juniors will take part in the Nebraska Junior Beef Expo.

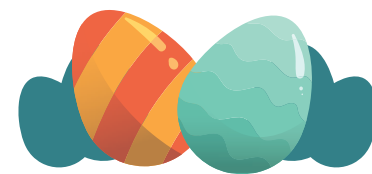
## Nebraska Breeders Take Part in Inaugural "Best of the Yards" Online Sale

Congratulations to Hunt Limousin Ranch of Oxford and Lonely Valley

Seedstock of Creston for consigning bulls to the inaugural "Best the Yards" Online Bull Sale hosted by L365 Auctions. This sale featured bulls that were on display in the Yards during the National Western Stock Show. Buyers had the opportunity to view the bulls, talk to the breeders, and bid online.

This was a successful event, with 14 bulls averaging \$6,518. Hunt Limousin Ranch topped the sale with HUNT Gambler 140G, a 3/1/19 black,

homozygous polled, purebred son of HUNT Credentials 37C out of HUNT Miss Ace 135C. John Stoll of Pavilion, Wyoming, purchased full possession and 50% semen interest for \$11,500.



# South Dakota News...

## Annual Meeting, Banquet/Benefit Auction Held with BHSS

Members of the South Dakota Limousin Association (SDLA) along with Limousin enthusiasts from Iowa, Minnesota, Wisconsin, and Canada traveled to Rapid City for their annual meeting, banquet and benefit auction Thursday, February 6, 2020. This event was held at the Ramkota Best Western Hotel in conjunction with the Black Hills Stock Show.

The evening began with a delicious steak dinner followed by the introduction of guests, recognition of the "Commercial Producer of the Year" recipient, and benefit auction. Matt Bruner, president, welcomed everyone and thanked them for attending the banquet and benefit auction.

Congratulations to the Shuck Brothers of Union Center, South Dakota, for being named 2020 South Dakota "Commercial Producer of the Year". Dean Schrempp of Lantry, South Dakota, was the 2019 winner and he went on to be named as the North American Limousin Foundation (NALF) "Commercial Producer of the Year" recipient. He received his award at the NALF banquet in Denver, Colorado January 13, 2020. Dean thanked the South Dakota breeders for the award and for their support.



A great crowd of Limousin members and consignors from four states and Canada enjoyed the South Dakota banquet and benefit auction at the Ramkota Hotel on February 6th.

## Benefit Auction

Chisum Peterson of Pukwana, South Dakota, auctioned off a variety of items on the benefit auction. These unique items were displayed by members of the South Dakota board of directors; Curt Wiczorek, Dale McLellan, Matt Bruner, and Jay Langdeau. Mike Ludens, treasurer, along with Kelly Fanta, were busy keeping track of the buyers.

Among the popular items were Shirley's famous apple pie, Peg's delicious caramel rolls, a variety of metal cutout wall hangings, children's toys, a quilt, a goat toy box, and a book written by Dean Schrempp. In addition, there were also cattle supplies, semen, and advertising opportunities.

The auction concluded with the traditional "mystery bucket". When the final gavel came down, Julie Montagne, J LX Limousin, of Elk Point, South Dakota, purchased the bucket, which contained a little bit of everything.

The South Dakota Limousin Association would like to **thank** everyone who donated and/or purchased items on the benefit auction. The money raised goes to support the junior and senior associations throughout the upcoming year.

## Shuck Brothers Selected as South Dakota "Commercial Producer of the Year"

Loren, Lincoln, and Cody Shuck of Union Center, South Dakota were selected as the 2020 South Dakota Limousin Association "Commercial Producer of the Year". The award was presented Thursday, February 6 at the South Dakota annual meeting and banquet. The event took place at the Ramkota Hotel in Rapid City, South Dakota, in conjunction with the Black Hills Stock Show.

The brothers raise close to 600 Limousin-influenced commercial cows on approximately 15,000 acres covering three counties in northwestern South Dakota. Their grandparents homesteaded in western South Dakota in 1909. The brothers began using Limousin bulls in 1988. They have purchased bulls from Wulf Cattle of Morris, Minnesota; Venner Limousin of Breda, Iowa; and Wiczorek Limousin of Mount Vernon, South Dakota. In addition, they are also big supporters of the Black Hills Stock Show, purchasing multiple lots over the years. This year they bought three bulls from South Dakota consignors. They mainly buy purebred Limousin bulls to obtain that F1 cross.



Dean Summerbell presented the 2020 South Dakota "Commercial Producer of the Year" award to Loren and Lincoln Shuck of Union Center, SD.

They like the Limousin vigor of the calves and the docility of the bulls. They market their entire spring production at the Philip Livestock Exchange at the end of March and have topped the sale for several years. They place importance on hybrid vigor, weight gain, and longevity of the cows.

Lincoln and his wife, Annette, have two sons, Logan and Lawson. Loren and Cody are bachelors. Congratulations to the Shuck Brothers for receiving this prestigious award!

## In Memoriam



Joyce Aline Halverson, 59, of Huron, South Dakota, passed away January 2, 2020, after a three-year struggle with colon cancer. Services will be held later this spring. She is the sister of Julie Montagne, Limousin breeder from Elk Point, South Dakota.

She was raised on the family farm near Bancroft, South Dakota. Joyce excelled in 4-H where she was active in the cattle, poultry, photography, and food projects. She served as the 1979 South Dakota

Limousin queen. She loved the South Dakota State Fair. Joyce worked for Geiger's Western Wear in Huron and Magness Livestock Market and Mid-Com. She attended Calvary Baptist Church in Huron, and she often performed solos at the Presbyterian Church in her hometown of Bancroft.

Joyce is survived by her two sisters, Carol (Ken) Olsen and Julie Montagne along with many other friends and relatives.



Tom and Jill Arnesen of Watertown, SD, paid top dollar for one of Shirley Symens famous apple pies at the South Dakota banquet.



President of the NALF board of directors and a member of the SD board, Curt Wiczorek of Mt. Vernon, SD, took part in the Limousin events at the Black Hills Stock Show.

Dale and Terri McLellan of Lantry, SD, proudly display the quilt and pillow shams that were donated to the SD benefit auction. Jim Schott of McLaughlin, SD, had the final bid on the quilt.





# Vaughn Farms Genetics for the future Production Sale

## SELLING 64 HEAD

- 42 Purebred & Lim-Flex Bulls (many suitable for heifers)
- 41 Yearlings • 1 Two-year-old
- 22 Bred Purebred Heifers (Red & Black)
- AI'd to TREF EZ Street • PE'd to RUNL Branch

**TUES., MARCH 17**

**NEW SALE DATE • 1 PM**

Napoleon Livestock, Napoleon, North Dakota



**TOMV Gatorade 919G**

Purebred • HomoP/R • 3/6/19  
HUNT Credentials 37C x Miss Tom 118Y  
CD: 15 BW: -0.8 WW: 59 YW: 89 MK: 26 TM: 56 CM: 11  
SC: 0.9 DC: 18 YG: -.70 CW: 19 RE: 1.07 MB: -.24 \$MTI: 45  
BW: 84 • Adj. WW: 749 • Adj. YW: 1,221  
Maternal brother to TOMV Diesel



**CRVL Good Guy 903G**

Purebred • HomoP/R • 2/27/19  
TOMV Diesel 619D x Miss Tom 905W  
CD: 11 BW: 0.7 WW: 68 YW: 103 MK: 22 TM: 55 CM: 7  
SC: 0.3 DC: 19 YG: -.80 CW: 14 RE: 1.28 MB: -.45 \$MTI: 41  
BW: 90 • Adj. WW: 738 • Adj. YW: 1,218

## SALE MANAGER:



KILEY MCKINNA (402)350-3447  
mcmarketingsales@aol.com  
www.mcmmarketingmanagement.com

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# Wisconsin News...

## Mitchell Joins NALF Board



Bart Mitchell, Spring Creeks Cattle Company of Boscobel, Wisconsin, was elected to serve a three-year term on the

North American Limousin Foundation (NALF) board of directors. The election took place during the NALF annual meeting at the National Western Club January 13, 2020. Bart follows in his father, Bob's, footsteps by serving as a

leader in state, regional and national organizations. Bob was a member of the NALF board of directors for six years, and he served as president, vice president, and treasurer.

Their farm is nestled in the rolling hills of Southwest Wisconsin. It was started by Bart's parents, Bob and Rhonda Mitchell, in 1976. They raised their three sons; Bart, Matt and Scott, on this land and are proud that it now supports their sons and grandchildren. The Mitchells raise approximately 600 head of registered and commercial Limousin, Lim-Flex, and Angus cattle. In addition, they

also have 800-1,000 acres of corn and beans and 500-600 acres of hay. They sell bulls and females at their annual production sale in February as well as private treaty.

In 2010, Spring Creeks Cattle Co. was presented with the NALF "Commercial Marketing Booster of the Year" award. This was given in recognition of their commitment to commercial cattle producers.

## Mark Your Calendars

The annual meeting, banquet and benefit auction for the Limousin Association of Wisconsin will be

held at the Log Cabin restaurant in Bangor. The festivities will begin at 5:00 p.m. with a social hour followed by the banquet.

We hope to have a large crowd of Limousin enthusiasts attend this event. It is a great opportunity to visit with seedstock and commercial breeders from across the state. Contact Dennis Karlsbroten, president, or any member of the board of directors with your reservation. If you are not able to attend, please call with a bid for the auction.



# Fullblood Limousin Alliance...

Members of the Fullblood Limousin Alliance (FLA) traveled to Springfield, Missouri January 25, 2020, for their winter meeting. It was held at the Pinegar sale facility just outside of town.

Ryan Reed, president, opened the meeting and thanked those members who were in attendance as well as those taking part by calling in. He also said that the FLA has two new members! He thanked Ty and Susie Heavin for providing a chili lunch for the meeting as well as the members who brought side dishes and desserts.

The show committee recommended that the National Show be held June 13, 2020, at the Mays County Fairgrounds in Pryor, Oklahoma. The entry fee is \$35 and the deadline for entering is May 1. Late entries will be accepted;

however, the fee will double. Contact Ryan Reed, president, or any other board member with your sponsorship for the show.

Darcy Hahn, junior advisor, reported that they can purchase backpacks to be given to juniors exhibiting Fullblood cattle. There will not be a date printed on them so they can be carried over to another year. The backpacks also have a USB port.

Chris Connor is working on getting the FLA website up and running. It will include a lot of information about the Limousin breed and the Fullblood Limousin Association. You can purchase a sale page for \$5 and the ad will be deleted after 90 days. Banner ads are also available to members. You can send your ads to: ChrisDConnor@hotmail.

com. Once the website is live, then use: admin@fullbloodlimousinalliance.org.

The advertising committee stated that ads have been placed in the *Heart Beat*, the *Limousin Today*, and they are looking at placing an ad in the *Progressive Cattlemen* magazine. Members are also promoting Fullblood cattle at various shows including the Kentucky Farm Machinery Show.

According to the NALF website, there were 31 more head of Fullblood

cattle registered this past year. We encourage members to continue to register and transfer your cattle.

The next meeting will be held April 18, 2020, in Lebanon, Missouri. The board will meet at 8:30 a.m. and the general membership meeting will take place at 9:30 a.m. It will be held in conjunction with the "Great American Pie Sale" at the Laclede County Fairgrounds.

*Ty Heavin and Stephen Haynes discuss the latest Fullblood news at the FLA winter meeting January 25.*



*Ryan Reed, FLA president, led the meeting in Springfield, MO.*



*Members of the Fullblood Limousin Association enjoyed a chili lunch at their winter meeting January 25 at the Pinegar sale facility.*

## "BACK IN TIME"

*Do You Know the Answer?*

### Answers:

- 1.) The American Royal began as a cattle show in 1899.
- 2.) The name "American Royal" was inspired by a 1901 editorial in a beef industry publication, *Kansas City Drovers Telegram*, that said it needed to be called the "American Royal" since the Royal Agricultural Society in England has a similar event called the "Royal Show".
- 3.) During the 1928 American Royal, 33 agriculture students who came to judge livestock held a meeting at the Baltimore Hotel in downtown Kansas City. They formed the Future Farmers of America. The group proceeded to hold a convention every year during the American Royal in Kansas City until 1998.
- 4.) The original home of the American Royal was destroyed by fire in 1925 during an Automobile Show.
- 5.) During World War II, the Royal complex was converted into a glider factory.
- 6.) The new complex was constructed in 1992 consisting of a museum, visitor center, three exhibition halls, Hale Arena, and a theatre.



*Questions on page 3.*



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**MARCH 7**

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**Offering 78  
Bulls**



Lot 1



Lot 3

### 15<sup>TH</sup> ANNUAL *Great* AMERICAN PIE LIMOUSIN SALE

**APRIL 18**

Lebanon, MO

**Offering  
Bred Heifers**  
Similar to these.



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641-414-5060

# Pinegar's HERD



**AUTO**  
**Golden Nugget 403G**

**SAT., MARCH 21**  
**1 P.M. • AT THE FARM • SPRINGFIELD, MO**

**Special Sale Note:**

The fancy Fall Show Heifers usually slated for our April sale will be in this March offering.



**AUTO**  
**Good Girl 284G**



**AUTO**  
**Babe 280E**



**AUTO**  
**Morning Dew 402E**



**AUTO**  
**Emery 674E**



**AUTO**  
**Decaf 675E**



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HANNAH MCCALL, SHOW BARN

**AUTO GOLDEN NUGGET 403G**

10/24/19 • DP/HB • 50% LF  
AUTO Power Plus 133B x AUTO Ajay 206A  
BW: 2.3 WW: 63 YW: 100 MK: 26 SC: 1.8  
DC: 11 YG: -.28 CW: 31 RE: .82 MB: .11 SMTI: 56  
Show-Heifer Prospect

**AUTO GOOD GIRL 284G**

10/12/19 • HetP/HB • 79% Limousin  
MAGS Aviator x AUTO Luckie Too 423Y  
BW: 1.7 WW: 58 YW: 86 MK: 17 SC: 0.6  
D: 11 YG: -.45 CW: 19 RE: .88 MB: -.22 SMTI: 43  
Show-Heifer Prospect

**AUTO BABE 280E**

9/4/17 • HP/HB • Purebred  
Riverstone Crown Royal x SBLX Xtra Special  
BW: 2.1 WW: 58 YW: 84 MK: 23 SC: 1.1  
DC: 12 YG: -.61 CW: 13 RE: .98 MB: -.47 SMTI: 35  
Due 4/8/2020 to HBRL Deluxe Package (HP/HB)

**AUTO MORNING DEW 402E**

9/27/17 • HetP/B • Purebred  
Riverstone Crown Royal x Carrouseals Peaches  
BW: 1.3 WW: 50 YW: 74 MK: 23 SC: 0.8  
DC: 9 YG: -.60 CW: 4 RE: .80 MB: -.47 SMTI: 32  
Due 5/13/2020 to HBRL Deluxe Package (HB/HP)

**AUTO EMERY 674E**

9/6/17 • Fullblood  
AUTO Cliff Hanger 194D x AUTO Gierra 269C  
BW: 3.0 WW: 58 YW: 87 MK: 26 SC: 0.1  
DC: 6 YG: -.96 CW: 6 RE: 1.45 MB: -.50 SMTI: 37  
Due 4/3/2020 to COJR High Tide (Fullblood)

**AUTO DECAF 675E**

10/9/17 • HP/HetB • Purebred  
AUTO Black Coffee 512A x AUTO Alike 615A  
BW: -.02 WW: 64 YW: 97 MK: 21 SC: 0.7  
DC: 12 YG: -.48 CW: 21 RE: .77 MB: -.18 SMTI: 47  
Due 4/4/2020 to MAGS Aviator (HP/HB)





# BUILDER XXVI

## SELLING 100 LOTS

Limousin - Lim-Flex - Fullblood

30 Bulls

30 Spring Bred Heifers • 15 Fall Bred Heifers

25 Fall & Spring Elite Show-Heifer Prospects



**AUTO**  
**Denali 746F**



**AUTO**  
**Flex 135F**



**AUTO**  
**Fortunate 747F**



**AUTO**  
**4x4 132F**



**AUTO**  
**Fleet 137F**



**AUTO**  
**Trax 762F**

### **AUTO DENALI 746F**

10/14/18 • HB/HP • 54%LF  
AUTO Lucky Strike 118B x AUTO Lou 429B  
BW: 1.4 WW: 66 YW: 106 MK: 22 SC: 0.9  
DC: 10 YG: -.23 CW: 30 RE: .67 MB: .10 SMTI: 56

### **AUTO FLEX 135F**

9/27/18 • HP/HB • 65%LF  
HBRL Deluxe Package 6114D x AUTO Rebeca 292S  
BW: 0.4 WW: 71 YW: 116 MK: 20 SC: 1.0  
DC: 12 YG: -.23 CW: 37 RE: .61 MB: .06 SMTI: 56

### **AUTO FORTUNATE 747F**

10/10/18 • HP/HB • 64%LF  
AUTO Lucky Guy 140D x AUTO Lizzy 299B  
BW: 2.7 WW: 75 YW: 116 MK: 20 SC: 0.6  
DC: 10 YG: -.37 CW: 35 RE: .86 MB: -.01 SMTI: 55

### **AUTO 4x4 132F**

9/26/18 • HB/HP • 57%LF  
MAGS Cable x AUTO Bliss 265Y  
BW: 0.5 WW: 70 YW: 110 MK: 16 SC: 1.0  
DC: 14 YG: -.21 CW: 51 RE: .93 MB: .38 SMTI: 68

### **AUTO FLEET 137F**

10/14/18 • HP/HetB • PB  
Cottage Lake Big Star x AUTO Olga 498A  
BW: 3.2 WW: 72 YW: 109 MK: 19 SC: 0.6  
DC: 9 YG: -.69 CW: 30 RE: 1.24 MB: -.50 SMTI: 39

### **AUTO TRAX 762F**

9/24/18 • HB/HP • 75%LF  
AUTO Real Deal 150B x AUTO Riley 294B  
BW: 2.1 WW: 66 YW: 100 MK: 20 SC: 1.0  
DC: 8 YG: -.48 CW: 20 RE: .89 MB: -1.7 SMTI: 48

## MARKETING TEAM

### **R&R Marketing**

Randy Ratliff • 615.330.2735

### **American Cattle Services**

Ken Holloway • 580.581.7652

### **Grassroots Genetics**

Mark Smith • 515.229.5227

### **Helton Consulting**

Bill Helton • 256.962.0256

### **MC Marketing Management**

Kiley McKinna • 402.350.3447

## AUCTIONEER

C.K. "Sonny" Booth



# LIMOUSIN

## NALF Holds Annual Meeting in Denver

**T**he North American Limousin Foundation (NALF) held its annual membership meeting and election of board members Monday morning, January 13, 2020, at the National Western Stock Show in Denver, Colorado. This took place in conjunction with the National Western Stock Show.

Three new members were elected to serve three-year terms on the board. They are Austin Hager of Karlsruhe, North Dakota; Bart Mitchell of Wauzeka, Wisconsin; and Jay Wilder of Snook, Texas. Dan Hunt of Oxford, Nebraska, and Joe Moore of Raphine, Virginia, were elected to a second, three-year term on the board.

The NALF board would like to thank the retiring board members for their service. Those retiring are Bret Begert of Allison, Texas; Joey Freund of Elizabeth, Colorado; and the late Gene Raymond of Garnett, Kansas.

The annual meeting included the "State of the Breed" review given by Mark Anderson, NALF Executive Director. In addition, a financial review was presented by Robert Loewen, Certified Public Account, and the minutes from the last meeting were voted on and approved.

Dr. Tonya Amen, Performance and EPD Consultant (NCBE) gave the Performance report, and outgoing president Gary Fuchs thanked the committee chairmen for their hard work during the past year.

The morning concluded with the election of officers. Curt Wieczorek was elected president; Dan Hunt will serve as vice president; Wade Beckman is secretary; Dr. Mark Barker will continue as treasurer; Bruce Lawrence was elected to the member-at-large position; and Gary Fuchs will serve as ex-officio.



*The 2020 NALF Board of Directors: (front row) President Curt Wieczorek, Vice President Dan Hunt, Secretary Wade Beckman, Member-at-Large Bruce Lawrence, Ex-officio Gary Fuchs, Executive Director Mark Anderson; (2nd row) Jay Wilder, Randy Corns, Troy Gulotta, Bart Mitchell, Ronn Cunningham; (3rd row) Jerry Wulf, Kevin Ochsner, Joe Moore, Charles Linhart, Austin Hager.*

# GENETIC POWER 38

March 28, 2020 • 1:00 p.m. CST

Madison Livestock Sale Barn, Madison SD

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brunerlimousin@hotmail.com



*Mark Anderson, NALF Executive Director welcomes the membership to the annual meeting.*



*Retiring President Gary Fuchs presented retiring Board member Joey Freund of Elizabeth, CO, an appreciation gift.*



*Attendees at the 2020 NALF Annual Membership Meeting.*



# Lawrence Named Commercial Marketing Booster of the Year

Like most successful seedstock producers, the roots of the North American Limousin Foundation Commercial Marketing Booster of the Year are planted firmly in the commercial cattle industry. The Bruce and Paula Lawrence Family of Anton, Texas, first became involved with Limousin cattle in 1988 with the purchase of a Limousin heifer calf from Stewman Ranches for their son, Paul. The award presentation took place January 13, 2020, at the DoubleTree Hotel during the National Western Stock Show in Denver, Colorado.

Through their children's (Paul, Amber and Leroy) involvement with Limousin show heifers, the Lawrence family developed an appreciation for Limousin cattle and more importantly, the Limousin people. When they

decided to diversify their program and expand their cattle operation in 1993, Limousin seedstock was the logical choice.

Bruce has been actively involved in a variety of leadership positions, including the Texas Limousin Association where he served two years as president. He has also served many terms as a NALF board member including two years as vice president.

Today, the LFL operation has 115 head enrolled in the LIMS program and additionally manages a 200 head commercial herd that is utilized in an aggressive embryo transplant program. In addition to the cattle operation, the family's diverse farming program includes cotton, corn, wheat and native grass, as well as a thriving custom bailing enterprise.



*Congratulations to Bruce Lawrence and his family of Anton, TX for being awarded the NALF Commercial Marketing Booster of the Year. Pictured are Jonny, Amber, Colt and Tucker Parkinson; Bruce and Paula Lawrence; Mark Anderson and Ken Holloway. Bruce was named "Herdsman of the Year" at the NWSS Limousin Show.*



## Heartland Exhibitors Honored for MOE Standings

Results of the 2019 Medal of Excellence (MOE) standings were announced at the annual membership banquet held at the DoubleTree Hotel in Denver, Colorado, January 13, 2020. Congratulations to the following Heartland exhibitors for their success in the show ring this past year.

### NATIONAL STANDINGS

**Purebred Female - Silver Award** - SHSK Elvera 710E ET owned by Carly Kolterman of Garland, Nebraska, the **gold** winner from the Mid-Western Regional.

**Lim-Flex Female - Silver Award** - AUTO Crowning Day 204G ET owned by Ryleigh Morris of Walnut Grove, Missouri, the **gold** winner from the Central Region.

**Purebred Bull - Gold Award** - Wulfs Fifty T804F owned by Wulf Cattle of Morris, Minnesota; D-M Beach Limousin Ranch of Bristow, Oklahoma, the **gold** winner from the Central Region.

**Gold Award** - WLR Evidence ET owned by Wies Limousin Ranch of Wellsville, Missouri, the **gold** winner from the Central Regional.

**Gold Award** - ELCX Kings Landing 599D ET owned by Wies Limousin Ranch, White Valley of Adair, Oklahoma and Edwards Land & Cattle Co. of Beulaville, North Carolina, the **gold** winner from the South-Central Region.

**Silver Award** - ROMN Floyd Mudhenkey 101F owned by ROM'N Limousin of Arlington, South Dakota, and Super C Limousin of Altoona, Kansas, the gold winner from the Mid-Western Region.

**Lim-Flex Bull - Gold Award** - JLX Exceed owned by Alexa Montagne of Elk Point, South Dakota, the **gold** winner from Mid-Western Region.

**Dam - Gold Award** - Riverstone Charmed owned by Madison Ratliff of Westphalia, Kansas.

**Silver Award** - WLR Prada owned by Deb Vorthmann of Silver City, Iowa; Shelby Skinner of Bolivar, Missouri; and Wies Limousin Ranch.

**Bronze Award** went to AUTO Luckie Too 423Y owned by Pinegar Limousin of Springfield, Missouri.

### REGIONAL STANDINGS

#### Purebred Female

**Central - Gold** - TASF Envy 161E ET owned by Kinnick Paulsen of Preston, Iowa.

**Silver** - AUTO Fenna ET owned by Kole Lewis of Anderson, Missouri.

**Mid-Western - Silver** - AUTO First Lady 253F ET owned by Ben Spencer of Gibbon, Nebraska.

**Bronze** - J6 Caitlyn 104G ET owned by Ben Spencer.

#### Lim-Flex Female

**Central - Silver** - AUTO Lucky Clover 469E ET owned by Pinegar Limousin.

**Bronze** - AUTO Great One 203G ET owned by Pinegar Limousin.

**Mid-Western - Gold** - PBRs Flower Girl ET owned by Alexa Montagne.

**Silver** - Schilling's Evil Katy owned by Ben Spencer.

#### Purebred Bull

**Central - Silver** - EANL Electric ZAP 313C owned by Emily Norris of Mountain Grove, Missouri.

**Silver** - WLR Last Call ET owned by Wies Limousin Ranch.

**Bronze** - AKLF Freeman 850F ET owned by Andrew Kautsch of Russellville, Missouri.

**Bronze** - AUTO Kingdom Kom 131E ET owned by Pinegar Limousin.

*Congratulations to everyone on their MOE Standings and for promoting the Limousin breed through your travels.*

## APPLICATION FOR MEMBERSHIP

The Heartland Limousin Association is comprised of Limousin breeders including the states of IA, KS, MN, MO, NE, SD & WI.

Name \_\_\_\_\_ Most used herd prefix assigned by NALF \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone/Email \_\_\_\_\_

The undersigned herein applies for membership in the HLA with all rights and privileges outlined in the HLA constitution and bylaws.

Signature \_\_\_\_\_

Please make checks payable to the HLA,  
clip and return this membership application & \$50 to:  
Dean Summerbell, HLA, 619 139th Lane NW,  
Andover, MN 55304

# NWSS Junior Show Crowns Champions

The National Western Stock Show (NWSS) Junior Limousin show took place Tuesday, January 14, 2020. Craig Sand of Stillwater, Oklahoma, evaluated the 48 head of Limousin and Lim-Flex Females.

## PUREBRED SHOW

Colt Parkinson of Levelland, TX, took home the grand champion banner with LFL Fiesta 8126F, an 11/4/18 homozygous black, homozygous polled daughter of LFL Deluxe Edition 6029D ET out of LFL Dandy 6095D. She was the Division II champion.

The reserve grand champion and Division IV champion was TASF Whiskey 222F ET, a 3/4/18 homozygous black, homozygous polled daughter of CJSL Dauntless 6257D ET out of TASF Whiskey Lullaby exhibited by Callie Hicks of Midway, KY.

## Heartland Division and Class Winners:

Division I reserve champion: Morgan Wise of Topeka, Kansas, with TASF Guardian Angel 300G, a 2/21/19 daughter of TASF Crown Royal 960C ET.

Class 792B: Wiley Fanta of Starbuck, Minnesota, with Boss Lake Ms Molly 812F ET, a 2/5/18 daughter of Cottage Lake Border Agent.

## LIM-FLEX SHOW

The grand champion Lim-Flex female was the Division I champion exhibited by Sara Sullivan of Dunlap, IA. JSCZ TSSC Larissa 38G ET is a 3/8/19 homozygous black, polled Lim-Flex 50% daughter of Silveiras Style 9303 out of Riverstone Charmed.

Kinnick Paulsen of Preston, IA, showed the reserve grand champion and Division I reserve champion

with ELCX Gone Shoppin 923G ET, a 3/22/19 homozygous black, polled Lim-Flex 43% daughter of EXAR Classen 1422B out of ELCX Twilight 114X.

## Heartland Division Winners

Division II champion: Kinnick Paulsen with WSCC Bell 176F ET, an 11/2/18 daughter of Silveiras Style 9303.

Division II reserve champion: Alexa Montagne of Elk Point, South Dakota, with PBRS Flower Girl ET, a 10/11/18 daughter of RLBH Air Force One.

Division III champion: McKenna Richardson of Eureka, Kansas with MRRC Flash 816F ET, a 5/20/18 daughter of BVII MLA Next Up 015.

Division III reserve champion: Aven Nichols of Saint James, Missouri, with SEEE Felicia, a 6/5/18 daughter of SEEE Common Law.

## Heartland Class Winners


Class 795A: Maycee Ratliff of Westphalia, Kansas, with Ratliff Gossip 923G, a 5/2/19 daughter of MRCC Legal 441E ET.

Class 795F: Maycee Ratliff with Ratliff Gigi 902G ET, a 2/5/19 daughter of Silveiras Style 9303.

Class 795G: McKenna Richardson with Ratliff Gaby 901G ET, a 1/9/19 daughter of Silveiras Style 9303.

Class 796A: Maycee Ratliff with Ratliff Giggles 903G ET, a 12/26/18 daughter of Silveiras Style 9303.

Class 796D: Morgan Wise with SCAS Frida 979F ET, a 9/13/18 daughter of Colburn Primo 5153.

Class 798C: Wiley Fanta with TMCK Flip Flop 589F, a 1/27/18 daughter of CJSL Creed 5042C. 



The grand champion Lim-Flex female was SCZ TSSC Larissa 38G ET exhibited by Sara Sullivan of Dunlap, IA.



Kinnick Paulsen of Preston, IA, showed the reserve grand champion Lim-Flex female ELCX Gone Shoppin 923G ET.

## Limousin Bull Tops RFI List Of Top 150 Proven Bulls




GrowSafe Systems recently released its 2020 Top 150 Proven Bulls for Residual Feed Intake (RFI). As would be expected, there were several Limousin bulls in the listing including the Number 1 overall bull, Wulfs Xcellsiar X252X. Additionally, the Limousin breed boasted 3 of the top 10 bulls and 6 of the top 30 bulls.

According to Gareth Llewellyn, Chief Executive Officer for GrowSafe Systems, "The GrowSafe feed efficiency database is the world's largest multi-breed repository with over 238,530 individual EPD animals. For the first time, GrowSafe is publicly releasing the top proven feed efficiency bulls. Each phenotyped animal strengthens the data producers use to make profit-bearing decisions regarding feed efficiency and performance. Together, with the GrowSafe Network, we invite you to review and incorporate this elite list of bulls in your future breeding decisions."

Residual feed intake (RFI) is a measure of feed efficiency calculated as the difference between an animal's actual feed intake and its expected feed intake, for a given level of production. Feed costs can be as much as 70 percent of a beef producer's total production costs. As such, low residual feed intake (RFI) cattle experience an improvement in feed conversion rates from 9-15 percent.

"The selection for low RFI cattle (efficient) can have great dividends for the cow herd by reducing hay costs, maintaining body condition during feed restriction, such as drought, and producing more valuable offspring," said Monty Kerley, Ph.D.

The public list includes all bulls with at least a 0.6 accuracy rating on their RFI EPD and can be download at <https://growsafe.com/breeding-values/> 





## NWSS Level 1 MOE Show Winners

The National Western Stock Show Level I MOE Limousin Show took place January 14, 2020, in Denver, Colorado. Placing the 51 Limousin and Lim-Flex females and 13 bulls was Scott Bush of Britton, South Dakota.

### FEMALE SHOW

Sara Sullivan, Dunlap, Iowa, led out the grand champion female with her Division I champion. JSZC TSSC Larissa 38G ET is a 3/8/19 homozygous black, double polled, 50% Lim-Flex daughter of Silveiras Style 9303 out of Riverstone Charmed.

The reserve grand champion female was TASF Forever Classy 216F ET, a 3/21/18 homozygous black, homozygous polled, 65% Lim-Flex daughter of CJS� Dauntless 6257D ET out of MAGS With Class exhibited by John Crawford, Big Pool, Maryland. She was the division V champion.

#### • Heartland Division Winners

Division I reserve: champion: Maycee Ratliff of Westphalia, Kansas, with Ratliff Gossip 923G, a 5/2/19 daughter of MRRC Legal 441E ET.

Division II champion: McKenna Richardson of Eureka, Kansas, with

Ratliff Gabby 901G ET, a 1/9/19 daughter of Silveiras Style 9303.

Division II reserve champion: Maycee Ratliff with Ratliff Gigi 902G ET, a 2/5/19 daughter of Silveiras Style 9303.

Division III champion: Kinnick Paulsen of Preston, Iowa, with WSCC Bell 176F ET, an 11/2/18 daughter of Silveiras Style 9303.

Division III reserve champion: Alexa Montagne of Elk Point, South Dakota, with PBRS Flower Girl ET, a 10/11/18 daughter of RLBH Air Force One.

Division IV champion: McKenna Richardson with MRRC Flash 816F ET, a 5/20/18 daughter of BCII MLA Next Up 015.

#### • Heartland Class Winners

Class 5: Morgan Wise of Topeka, Kansas, with TASF Guardian Angel 300G.

Class 8: Maycee Ratliff with Ratliff Giggle 903G.

Class 11: Morgan Wise with SCAS Frida 979F.

### BULL SHOW

The grand champion bull and Division V champion was WLR Final Call ET, a 5/26/18, heterozygous black, homozygous polled, 50% Lim-Flex son of Silveiras Style 9303 out of CWCL Gangnam Style 135A exhibited by Ben Spencer of Gibbon, Nebraska, and Wies Limousin Ranch of Wellsville, Missouri.

Ludens Family Limousin of Viborg, South Dakota, showed the reserve grand champion bull. CWCL Ludens First Dakota, a 3/2/18 black, homozygous polled, 75% Lim-Flex son of LFLC Bank Account 701B out of MAGS Phantoms Prize was the Division IV champion.

#### • Bull Show Division Winners:

Division I champion: ROM'N Limousin of Arlington, South Dakota,

with ROMN Graffiti 103G, a 3/16/19 son of AUTO Lucky Guy 140D.

Division I reserve champion: Maycee Ratliff with MAYC Gold Buckle 624G, a 4/20/19 son of MRRC Legal 441E.

Division II champion: Chase Ratliff, Westphalia, Kansas, with Ratliff George 333G ET, a 1/3/19 son of GCC New Game 5654C.

Division VI champion: Alexa Montagne with JLX Exceed, an 11/4/17 son of JLX Charisma.

#### • Heartland Class Winners

Class 17: Maycee Ratliff with MAYC Gold Buckle 624G.

The Premier Breeder award went to Madison Ratliff, Westphalia, Kansas. Ratliff Cattle of Westphalia, Kansas, won the Premier Exhibitor award. Bruce Lawrence of Anton, Texas, was name the Herdsman of the Year.



Sara Sullivan, Dunlap, IA, led out the grand champion female with JSZC TSSC Larissa 38G ET.



The grand champion bull was WLR Final Call ET who is owned by Ben Spencer of Gibbon, NE, and Wies Limousin Ranch of Wellsville, MO.



Ludens Family Limousin of Viborg, SD, showed the reserve grand champion bull with CWCL Ludens First Dakota.



The Ratliff family holding their premier breeder and exhibitor awards.



# LIMOUSIN Pen & Carload Show Held for the Last Time in NWSS Livestock Auction Arena

The 2020 Pen & Carload Limousin Show was held Wednesday, January 15 in the Livestock Center Auction Arena on the National Western Stock Show (NWSS) grounds in Denver, Colorado. Many changes will be taking place over the next few years, including replacing buildings that have held the shows for many years.

Eleven exhibitors brought 19 pens and one carload for judges John McCurry of Burrton, Kansas; Jason Barber of Fort Worth, Texas; and Taylor Graham of Miami, Oklahoma, to evaluate.

## LIMOUSIN PEN OF THREE SHOW

The grand champion pen of three was exhibited by Coleman Limousin Ranch of Charlo, Montana. This pen, the Division III champion, of black February bulls had an average weight per day of age (WDA) of 3.58 lbs. and an average weight of 1,177 lbs. They also won the "People's Choice" award.

The reserve grand champion pen and the Division I champion came from Running Creek Ranch of Elizabeth, Colorado. The April black bulls had a WDA of 2.96 lbs. and an average weight of 1,915 lbs.

## Heartland Division Winner

Wulf Cattle of Morris, Minnesota, took home the Division III reserve champion banner with their Pen of Three March bulls that had a WDA of 3.44 lbs. and an average weight of 1,033 lbs.


## LIM-FLEX PEN OF THREE SHOW

Winning the grand champion banner was Magness Land & Cattle of Platteville, Colorado, with their January and February black bulls. This Division II champion had a WDA of 3.70 lbs. and a average weight of 1,307 lbs. The people in the stands agreed

with the judges and voted them as the winner of the "People's Choice" award.

The reserve grand champion pen of three was exhibited by Lawrence Family Limousin of Anton, Texas. These September black bulls won Division I and had a WDA of 3.42 lbs. and an average weight of 1,657 lbs.

## CARLOAD SHOW

Magness Land & Cattle exhibited the grand champion carload with their January and February 2019 bulls. They had a WDA of 3.55 lbs. and an average weight of 1,256 lbs. 



Coleman Limousin Ranch of Charlo, MT, exhibited the People's Choice and Grand Champion Limousin Pen of Three bulls.



The Reserve Grand Champion Limousin Pen of Three bulls was shown by Running Creek Ranch of Elizabeth, CO.



Magness Land & Cattle of Platteville, CO, led out the Grand Champion Lim-Flex Pen of Three bulls that were also the People's Choice winner.



The Reserve Grand Champion Lim-Flex Pen of Three bulls was shown by Lawrence Family Limousin of Anton, TX.



Winning the carload show was Magness Land & Cattle.





Rita Vaughn and Nancy Hunt from North Dakota and Nebraska



The Meridiths and Paul Junkans from Missouri.



Wiley Fanta of Starbuck, MN, clips on a Wulf bull.



Adam and Michelle Nielson from South Dakota.



Jim Schott and Cookie Nielson from South Dakota and Dean Summerbell from Minnesota.



Ken Holloway, Andy Rest and Sonny Booth from Oklahoma and Montana.



Former Minnesota Limousin Junior Ross Potter of Spearfish, SD, helped fit cattle for the open show in Denver.



Deb Vorthmann of Silver City, IA, touches up the Lonely Valley pen bulls.

The Pen and Carload judges discuss the latest class of bulls.



Danny and Melanie Brockhaus from Missouri.





# Heartland



Congratulations to the commercial producers who were honored at the NALF Banquet: Ron & Jolene Lammert of Treynor, IA, Dean Schrempp of Lantry, SD, and Andy and Sandy Murray of Springfield, MO.



Casey Fanta and Tom Vaughn at the National Sale.



January in the Sandhills? The Brawner pens of sale cattle are free of snow.



Cookie Nielson of Arlington, SD, visited with former Commercial Producer of the Year Bernie Larson of Hendricks, MN, at the Sioux Falls Red Carpet Sale January 22.



NALF board director Troy Gulotta of Independence, LA, purchased embryos at the National Sale in Denver. He will be busy coordinating the NALJA show in Louisiana.



Donna and Roger Potter of Braddock, ND, attended the Treftz sale.



Andy Rest, representing Cattle Business Weekly and Dean Summerbell were busy with pre-sale activities at the Bullis Creek Ranch sale in Wood Lake, NE.



Merlin "Speed" Siegfried, Dean Summerbell, and Jim Thomas were at the Glenn Treftz sale near Wetonka, SD.



Kiley McKinna of MC Marketing Management and John Symens of Amherst, SD, discussed the Symens Brothers upcoming sale February 27.



Herman Symens of Sisseton, SD, enjoyed visiting with Lori Hill at Treftz Sale February 8.



The consignors meeting at the Black Hills Stock Show in Rapid City, SD.



Bruce, Gail and Kaitlyn Sperr from Donelly, MN, were buyers at the Treftz sale.



Jim and Becky Venner of Breda, IA, thanked Toby and Connie Peters of Sturgis, SD, for their purchase of a bull at the Red Carpet Show and Sale.

WISHING  
YOU A VERY  
HAPPY  
EASTER



# LUDENS PRIDE *of the* DAKOTAS LIMOUSIN PRODUCTION SALE

APRIL 4, 2020 • 1 PM  
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*Selling*  
**30 BULLS**  
2 show heifers • embryos

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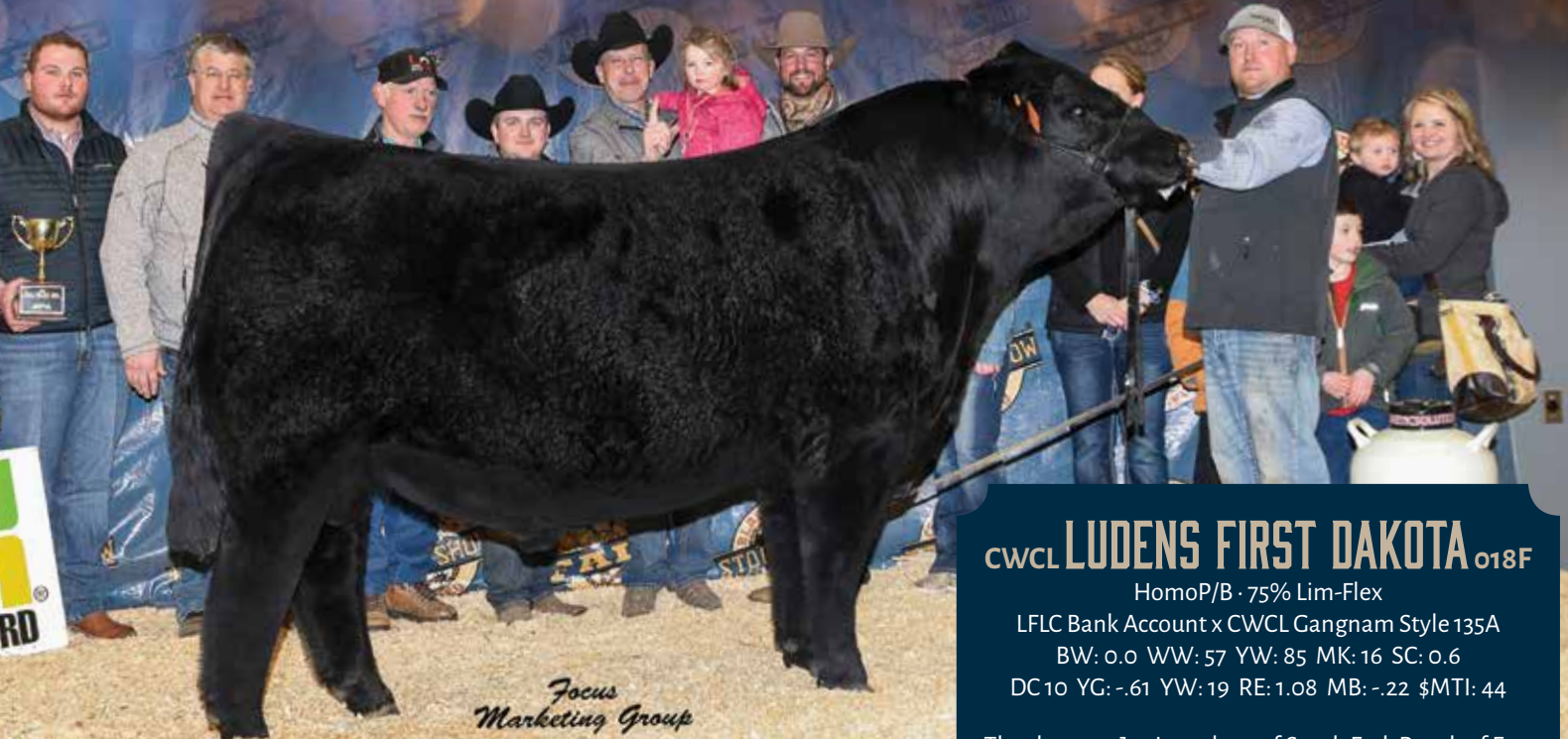
LFLC Denver



LFLC Dollar Bill

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Gordy 605.661.6470 Mike 605.360.1191



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Marketing Group*

## SUPREME CHAMPION BULL

2020 BLACK HILLS STOCK SHOW

### CWCL LUDENS FIRST DAKOTA <sup>018F</sup>

HomoP/B • 75% Lim-Flex

LFLC Bank Account x CWCL Gangnam Style 135A

BW: 0.0 WW: 57 YW: 85 MK: 16 SC: 0.6

DC10 YG: -.61 YW: 19 RE: 1.08 MB: -.22 \$MTI: 44

Thank you to Jay Langdeau of South Fork Ranch of Fort Pierre, SD, for purchasing First Dakota!

**SEMEN AVAILABLE**

CONTACT LIMIGene or Grassroots Genetics





# Heartland Sale Reports

## National Limousin Sale Held at National Western Club

The 2020 National Limousin Sale was held January 12 at the National Western Club on the NWSS grounds in Denver, Colorado. It was the kick-off to four days of Limousin activities and events at the National Western Stock Show.

The high-selling lot was the heifer pregnancy offered by KLS Farms of Chatham, Louisiana. AUTO Dana 265D is a homozygous black, homozygous polled Lim-Flex 77% daughter of TASF Crown

Royal 960C out of AUTO Dana 265D ET. Rocky Spring Ranch of Springtown, Texas had the final bid of \$7,250.

The top-selling open heifer was LFL Go Go Girl 9042G ET, a 4/11/19 homozygous black, homozygous polled Lim-Flex 55% daughter of LFL Dividend 6084D ET out of MAGS Double D. She was consigned by Lawrence Family Limousin of Anton, Texas, and purchased by Lake Side Limousin of Ionia, Missouri, for \$7,000.

Linhart Limousin of Leon, Iowa, offered a pick from approximately 35 elite bred heifers from the heart of their program. Jones Brothers of La Monte, Missouri purchased this lot. LaMonte, Missouri, purchase this lot of \$6,500.

The top-selling bred heifer was MAGS Furiosa 1015F ET, a 1/20/18 homozygous black, homozygous polled Lim-Flex 50% daughter of MAGS Cable out of EF Zamora 350Z. She was consigned by Magness Land & Cattle of Platteville, Colorado, and purchased by Diamond Hall Cattle Co. for \$5,250.



Ed and Teri Moore of Eudora, KS, purchased a lot consigned by Lonely Valley Limousin of Creston, NE, at the National Sale.



Chase Wilson of Marshfield, MO, bought an open female at the National Sale.

### Averages:

1 Open heifer.....	\$7,000
2 Pick of fall bred.....	6,500
2 Heifer pregnancies.....	6,375
4 Bred heifers.....	3,375
3 Flush choices.....	2,917
136 Embryos.....	566
<b>Total Sale Gross .....</b>	<b>\$132,025</b>

Auctioneer: C.K. "Sonny" Booth

Sale Consultants: American Cattle Services,  
MC Marketing Management, R&R Marketing &  
Grassroots Consulting

# ENVISION THE FUTURE

with these  
Powerful Sires



**CELL ENVISION 7023E**



**AHCC HEARTLAND 901F ET**



**DEBV GLADIATOR 917G**



**ALTER EGO**

**CELL Envision 7023E**  
HomoB/HomoP • PUREBRED 87%  
AHCC Barn Burner B907 x PBRS Zsa Zsa 246Z  
SEMEN \$40 • Grassroots Genetics

**AHCC Heartland 901F ET**  
HomoB/HomoP • PERCENTAGE 81%  
MAGS Anchor x LVLS 9066U  
SEMEN \$40 • Grassroots Genetics

**DEBV Gladiator 917G**  
B/HomoP • PERCENTAGE 84%  
CELL Envision x DEBV Copper Penny  
SEMEN PACKAGES AVAILABLE

**Alter Ego**  
HetB/HomoP • LIM-FLEX 75%  
EF Xcessive Force x CJSL Tequila Sunrise 7003  
FEMALE SEXED SEMEN AVAILABLE  
SEMEN \$40 • Grassroots Genetics

**VORTHMANN LIMOUSIN**  
ROGER & ANN VORTHMANN  
31112 Hwy. 6 • Treynor, IA 51575  
Roger 402/981-1621 • Deb 402/515-7714  
ann-roger@cattleplanet.com  
www.vorthmannlimousin.com

**DEBV**  
DEB VORTHMANN  
402/515-7714  
deb@cattleplanet.com





# Heartland Sale Reports

## Red Carpet Sale Draws Buyers from Three States

**T**he annual Red Carpet Limousin Show and Sale took place at the W.H. Lyon Fairgrounds in Sioux Falls, South Dakota, Wednesday, January 22, 2020, in conjunction with the Sioux Empire Livestock SHOW

Show. This was a new day for the Limousin activities, which have been held on Thursday in previous years.

Judge Brody Mackey of Leigh, Nebraska, evaluated the cattle in the morning as a way to determine the

order for the afternoon sale. The superintendent for the Limousin show is E. John Bruner of Winfred, South Dakota.



*The grand champion bull was JBV Pay Raise 905G, a 3/21/19 homozygous black, homozygous polled purebred son of COLE Businessman 104B out of JBV Carrie 155Y. He was consigned by Jim and Becky Venner, Venner Family Limousin of Breda, IA.*

### SALE

**A**uctioneer Chisum Peterson of Pukwana, South Dakota, gavelled the sale to order at 2:30 pm. There was active bidding online as well as in the seats for the buyers from South Dakota, Iowa, and Nebraska.

The high-selling bull, LFLC Mr. Ludens, was consigned by Ludens Family Limousin. Brady



*The reserve grand champion bull was LFLC Mr. Ludens 914F consigned by Ludens Family Limousin of Viborg, SD. He is an 8/1/18 red, double polled purebred son of Wulfs Ziplock N922Z out of LFLC Brinley 914B.*

Rinehart of Highmore, South Dakota, held the final bid of \$4,100 for the right to take home the reserve champion bull.

The second high-selling bull was SYES Family Guy 529F consigned by Symens Brothers of Amherst, South Dakota. Kelly and Laura Sieh of Clear Lake, South Dakota, purchased the 4/23/18



*The grand champion female was EL Lady Style, a 3/6/19 black, double polled Lim-Flex 50% daughter of Silveiras Style 9303 out of EL Lady Zen 3C. She was consigned by Ellsworth Limousin of Elk Horn, WI.*

black, homozygous polled purebred son of Wulfs Devils Lake K118D ET out of Miss SYES Roscoe 529U for \$3,900.

Jay Meyer, Meyer Oakview Limousin of Pleasant Dale, Nebraska, purchased MSTT Fireman, a 12/5/18 red, double polled purebred son of LFLC Big Country 759B out of MSTT Showgirl consigned by Lura Limousin of Delavan, Minnesota, for \$3,600.

Toby Peters of Sturgis, South Dakota, purchased JBV Eveready 827F consigned by Venner Family Limousin for \$3,100. He is an 8/29/18 homozygous black, homozygous polled purebred son of SYES Backstage 466B out JBV Bond Girl 629D.

### Averages:

7 bulls ..... \$3,150

1 female ..... 1,900

Auctioneer: Chisum Peterson



*Brady Rinehart of Highmore, SD, purchased the high-selling Limousin bull at the Red Carpet Sale.*



*Kelly and Lori Sieh of Clear Lake, SD, purchased a high-selling bull at the Red Carpet Sale.*

## Prepare Now for Spring Calving Rush

**S**omeone once said "success occurs when opportunity meets with preparation". Planning and preparing for next spring's calving season can help increase the chances of success, says Glenn Selk, Oklahoma State University.

There are several key preparation steps that would be good to conduct to ensure success in March and April. Before calving season starts do a walk-through of pens, chutes, and calving stalls. Make sure that all are clean, dry, strong, safe, and functioning correctly. Check the gates and the squeeze panels to make certain they are ready for use.

Do you have the extra barbed wire and steel posts, as well as grass seed and motor oil stored in the calving shed? Now would be a good time to make certain these items are placed in another facility or at least out of the way. This is a lot

easier to do on a sunny afternoon than on a cold dark night when you need to have the calving area ready in a short time.

If calf diarrhea has been a significant issue in your herd in the past, now is a good time to visit with your large animal veterinarian. Ask about a scours vaccine given to the cows before calving, and about other management strategies that help reduce the pathogen exposure to calves when they are most vulnerable.

Larger cow-calf operations may want to learn about the Sandhills Calving System. This is a strategy that is meant to reduce the incidence of calf diarrhea by keeping cow-calf pairs pastured together by calving date. This system requires several pastures and weekly movement of cows that are yet to calve. Here is a link to more information from the University of Nebraska: <https://bit.ly/35vALMa>



# Heartland Sale Reports

## Limousin Reigns Supreme at Black Hills Stock Show

The Limousin portion of the Black Hills Stock Show and Sale was held Friday, February 7, 2020, at the Rapid City Convention Center. The Supreme Row Judging and Parade was Saturday evening, February 8 during the PRCA Rodeo in the Barnett Arena. Congratulations to Ludens Family Limousin of Viborg, South Dakota, for exhibiting the **Supreme** Champion Bull, CWCL Ludens First Dakota 018F.

Since 1986, Hubbard Feeds has honored the overall bull and female champions at the Black Hills Stock Show. Champions in each of the 10 breeds are evaluated by a panel of judges. The Supreme Bull

and Female are awarded \$3,000 to the consignor and \$2,000 to the buyer.

### SHOW

Breeders from South Dakota, Iowa, Minnesota, and Wisconsin brought 31 bulls for judge Randy Daniel of Macon, Georgia, to evaluate. The stands were packed with commercial and seedstock breeders for the 9:00 a.m. MST show.

### Division Winners

Champion Junior Bull: Wulfs Gold Rush, a 3/23/19 red, polled 75% son of Wulfs Ozark K15E

ET out of Wulfs Cake Top 5032C exhibited by Wulf Cattle of Morris, Minnesota.

Reserve Champion Junior Bull: Wulfs Gumby 0989G, a 1/31/19 homozygous black, homozygous polled 59% son of TMCK Cash Flow 247C out of LRFF 589X exhibited by Wulf Cattle.

Reserve Champion Fall Bull: JBV Cash 835F, a 9/5/18 black, scurred 79% son of MAGS Aviator out of RMKR Doodle Bug 6960 exhibited by Venner Family Limousin of Breda, Iowa.

Reserve Champion Senior Bull: JBV Expresso 822F, a 5/5/18 red, homozygous polled purebred son of JBV Solution 613D out of JBV Rose Tatoo 515C exhibited by Venner Family Limousin.



The grand champion, who went on to be named **Supreme** Champion, was CWCL Ludens First Dakota 018F, a 3/2/18 black, homozygous polled 75% son of LFLC Bank Account 701B out of CWCL Gangnam Style 135A exhibited by Ludens Family Limousin. He was the Senior Champion bull.

### SALE

A great crowd filled the stand to bid on the Limousin bulls on the sale, that began at 1:00 p.m. MST.

The top-selling bull was the grand champion, CWCL Ludens First Dakota 018F. This bull, consigned by Ludens Family Limousin, was purchased by South Fork Ranch of Fort Pierre, South Dakota, for \$12,000. The bull went on to be named **Supreme** Champion

The second high-selling bull was the champion Junior Bull, Wulfs Gold Rush consigned by Wulf Cattle. He was purchased by Drew Edleman of Willow Lake, South Dakota, for \$7,750.

Another popular bull was Wulfs Gumby 0989, the reserve champion Junior Bull consigned by Wulf Cattle, who was purchased by Marlin Maude, Maude Ranch, of Hermosa, South Dakota, for \$5,500.

Kelly Yorga, JYF Ranch, of Flintoft, Saskatchewan,

had the final bid of \$5,250 on JASB Felling Good 57F, a 9/17/18 black, polled purebred son of KTBO Denver 13D out of LFLC Booboo 919B consigned by Boyer Family Farm of Weldon, Iowa.

Two bulls brought \$4,750 on the sale. MSTT Freeze Frame, a 12/5/18 red, polled purebred son of LFLC Big Country out of PSLP Umion Grill, consigned by Lura Limousin of Delavan, Minnesota, was purchased by Randy Shannon of Broadus, Montana.



Gordy and Mike Ludens of Viborg, SD, thanked Jay Langdeau of Ft. Pierre, SD, for his purchase of the champion and high-selling Limousin bull. The bull went on to be named Supreme bull at the Stock show.



Kelly Yorga of Flintoft, SK, purchased a high-selling bull from Jason Boyer and daughter, Kaitlyn, of Weldon, IA.



Chuck and Karen Glassgow of Ellsworth, NE, purchased a bull from the Mitchell Family of Boscobel, WI.



Also bringing \$4,750 was L7 Freddie 8087D consigned by Peterson L7 Bar Limousin of Pukwana, South Dakota. This 9/12/18 black, polled 68% son of LFLC Denver 857D out of Miss L7 476B was purchased by Rick King of Philip, South Dakota.

Leonard Limousin of Holstein, Iowa, consigned WJ 561F, a red, double polled purebred son of R&R Mr. Jock 9W out of LLR Lucky Lady WJ561C. He was purchased by Jake Rinehart of Highmore, South Dakota, for \$4,600.

**Average:**

31 Bulls.....\$4,011

Auctioneer: C.K. "Sony" Booth

Breed Representative: Chisum Peterson



Mark Leonard of Holstein, IA, sold three bulls at the Black Hills Limousin sale.



Casey, Wiley and Kelly Fanta of Wulf Cattle, Morris, MN, thank Marlin Maude of Hermosa, SD, for his purchase of a Wulf consigned bull.



Tyrel Shannon and Sarah Tuttle along with Randy and Aletta Shannon from Broadus, MT, purchased bulls from the Venner family of Breda, IA, and the Willettes, Lura Limousin, of Delavan, MN.



Tyler and Amanda Radke and Amanda's sister, Kaley, Nolz Limousin of Mitchell, SD, thanked John Sedlacek and his son of Tindell, SD, for their purchase of a Nolz-consigned bull.



Travis Bies of Fairfield, SD, purchased a bull from Steve and Matt Duff, Duff Limousin of Hampton, MN, and a bull from Del Keyes, Mill Road Limousin of Knapp, WI.

**"Our success isn't just about hard work. It comes down to our focus on genetics, our passion for good cattle and the way we treat our customers." GV Limousin**

# Thank You!

We are proud to be able to serve the commercial and seedstock sectors of the industry. This year marked our 39th Annual Production Sale and we thank those for your support.



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Virginia Raymond

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# Heartland Sale Reports

## Bullis Creek Holds 20th Sale at New Location

**R**ob, Brenda, Neil, and Audrey Brawner, Bullis Creek Ranch, held their 20th annual "Generations of Predictability" production sale at their ranch near Wood Lake, Nebraska, January 27, 2020. This is a new location after holding the sale at the Burwell Livestock Market in Burwell, Nebraska, for the past 19 years.

A large crowd of seedstock and commercial producers gathered for the 1:00 p.m. sale, including many repeat buyers. The Limousin and Red Angus long-age bulls, commercial and registered bred heifers represented decades of performance testing. The Brawners said that the cattle are "bred right, fed right, and represented right". Their focus is on maternal growth and carcass.

Three bulls brought \$4,750 on the sale. Trent Colburn of Wood Lake, Nebraska, had the final bid on BRAW Defend 8209F, a 2/27/18 black, homozygous polled 84% son of Wulfs Defend K909D ET out of ARRC Christie 602D.

Also bringing \$4,750 was BRAW Fortress 8249F, a 3/16/18 black, homozygous polled Lim-Flex 50% son of K C F Bennett Fortress out of BRAW Blackbelt 355A purchased by John Wheeler of Wood Lake, Nebraska.

Dwight Comer of Hordville, Nebraska, took home BRAW Defend 8251F, a 3/16/18 red, homozygous polled Lim-Flex 75% son of Wulfs Defend K909D ET out of BRAW Ms Stout 1109 for \$4,750.

John Wheeler bought two Limousin bulls and a commercial bull, BRAW BC 6F, a 3/17/18 black polled 50% son of LFLC Big Country 759B out of BRAW 3B. He was purchased for \$4,300.

NRBL Topper 8216F, a 2/28/18 homozygous black, homozygous polled purebred son of LFLC ZZ Top 70Z out of NRBL Dewdrop 671D was purchased by Alan Steinke of Idaho Falls, Idaho, for \$4,250.

Also bringing \$4,250 was BRAW BC 8238F, a 3/7/18 black, homozygous polled purebred son of LFLC Big Country 759B out of BRAW Ms Blackbelt 354A. He was purchased by Lazy K Bar Ranch of Ainsworth, Nebraska.

Ludens Family Limousin of Viborg, South Dakota, purchased BRAW Ms Cheap Trick 8243F, a 3/12/18

black purebred daughter of LFLC Big Country 759B out of BRAW Ms Cheap Trick 5175C bred to Flat Top for \$2,400.

Volume buyers were Taylor Farms of Philipsburg, Kansas, purchasing 13 head; and Lincoln and Wes Winter of Lincoln, Nebraska, with nine head.

### Averages:

30 Limousin & Lim-Flex bulls.....\$3,385

8 Limousin & Lim-Flex bred heifers.....\$2,610

4 Commercial Lim-Flex bred Hheifers.....\$2,100

Auctioneer: Tracy Harl



Trent Colburn of Wood Lake, NE, purchased the high-selling bull.



Rob Brawner (right) of Bullis Creek Ranch thanks John Wheeler of Wood Lake, NE, for purchasing three bulls.



Gordy Ludens of Viborg, SD, along with Jamie and Jim Watts of Fairfield, NE, purchased females at the Brawner sale.



Rob Brawner presented commercial producer Ken Colburn of Valentine, NE, an appreciation gift of a presentation knife for being a loyal customer for 20 years.



Rick and Deanna Campbell of Axtell, NE, were buyers at the sale.



Gordy Ludens, Ludens Family Limousin, and Casey Fanta, Wulf Cattle, were buyers of females at the Bullis Creek sale.

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# Heartland Sale Reports

## Treftz “Where Muscle Still Matters” 9th Sale Held at the Ranch

**T**reftz Limousin of Wetonka, South Dakota, held their 9th annual production sale, “Where Muscle Still Matters” at the ranch February 8, 2020. They offered a quality set of fall yearling and yearling homozygous polled, homozygous black and red bulls as well as bred and open females on the sale.

Over the years, Treftz Limousin has stood behind this motto: Develop a product you are passionate about. Commit to your product, market your product, and stand behind your product. Most import, believe in your product. Bidders from several states and Canada traveled to Wetonka, South Dakota, to evaluate and bid on the cattle. In addition, internet bidding was also available for those unable to attend. Muscle “reigned supreme”, topping the sale on many of the lots. When the final gavel came down, cattle were sold into 11 states and Canada.

Following a hamburger lunch provided by the Hutterite Colony, Chisum Peterson gaveled the video sale to order.

The top-selling bull was TREF Gunpowder 290G, a 3/1/19 double black, homozygous polled purebred son of SYES Easy Going 77E out of TREF Dakota Love 290D. He was purchased by Vaughn Farms of Cavalier, North Dakota, for \$11,250.

Eric Boone, B Bar Cattle of Lucky Lake, Saskatchewan, and Tim Andrews of Youngstown,

Alberta, teamed up to purchase TREF Freewheeling 051F, an 8/20/18 red, homozygous polled purebred son of Wulfs Caper 3303C out of TREF Breeze 051B for \$9,250.

Another popular bull was TREF Game Changer 623G, a 4/3/19 red, homozygous polled purebred son of TOMV Diesel 619D out of TREF X-Periment 623X. Zach and Jordan Leier of Tappen, North Dakota, purchased this bull for \$8,750. They purchased four bulls on the sale.

Nick Noot of Kathryn, North Dakota, purchased TREF Full of It 975F, a 9/3/18 red, homozygous polled 85% son of Wulfs Caper 3303C out of TREF Allie 975A for \$8,250.

TREF Gold Star 807G, a 3/16/19 red, polled purebred son of TOMV Diesel 619D out of TREF Zaylie 807Z was purchased by Bob and Brock Hanf of Atchison, Kansas, for \$7,600.

Verrick and Sarah Schock of Carson, North Dakota, had the final bid of \$7,500 on the lead-off bull on the sale, TREF Grand Slam 111G, a 2/28/19 red, homozygous polled purebred son of TREF Coal Train 707C out of TREF Chanel 111C. They bought a total of two bulls, two breds and two open heifers.

Allan Maddy of Alberta, Canada, purchased TREF Granite 106G, a 3/4/19 red, homozygous polled purebred son of TOMV Diesel 619D out of TREF Clementine 106C for \$7,000.

Two bred heifers sold for \$2,400. TREF Fruity Tuity 407F, a 3/12/18 double black, homozygous polled purebred daughter of Wulfs Caper 3303C out of TREF Asia 907A bred to LFLC Checking Account was purchased by Behrends Limousin of Lincoln, Nebraska.

Also bringing \$2,400 from Verrick and Sarah Schock of Carson, North Dakota, was TREF Farrah 479F, a 3/2/18 double black, homozygous polled purebred daughter of LFLC Checking Account 701C out of TREF Cocoa 178C bred to TREF EZ Street 107E.

The top-selling open heifer was TREF Gemma 577G, a 3/24/19 red, homozygous polled 88% daughter of COLE Dazzle 74D out of TREF Cassie 177C. She was purchased by Ben Roberts of Marengo, Iowa, for \$4,000.

### Averages:

7 Fall Yearling bulls ..... \$5,929

36 Yearling bulls ..... 4,920

10 Bred heifers ..... 2,160

10 Open heifers ..... 2,520

### Total:

63 Lots ..... \$4,212

Auctioneer: Chisum Peterson

Sale Consultant: MC Marketing Management



Glenn Treftz (center) thanked Zach and Jordan Leier of Tappen, ND, for their purchase of four bulls.



Glenn Treftz appreciated the high bid from Tom Vaughn of Cavalier, ND, who purchased the top-selling bull.



Larry Roberts and grandson, Ben, purchased the high-selling open heifer from Glenn Treftz.



Nick and Samantha Noot of Kathryn, ND, purchased bulls from the Treftz production sale.



Canadians Eric Boone and Tim Andrews purchased one of the high-selling bulls.



Verrick and Sarah Schuck of Carson, ND, purchased four head from the Treftz offering. Seven-month-old Heston attended his first cattle sale.





## Factor in Hidden Cost of Cow Depreciation

**W**hen asking cow-calf producers what it costs to raise cattle, often they will list feed and equipment as two of the largest expenses they have. Others might include labor on the list. Experts at Kansas State University say one cost not often thought of or accounted for is the decreasing value of the cow over time. “Labor, interest, machinery and feed are all cash expense,” economist Dustin Pendell said during a recent Beef Cattle Institute podcast. “Cow depreciation is a non-cash expense, which is why a lot of times people don’t think about it.”

In accounting for cow depreciation, Pendell said cattle producers need to calculate the purchase price minus the salvage value divided by the productive life of the animal, according to a university new release. “The price you pay for the cow or replacement heifer will have a huge impact on the depreciation value,” he said.

As an example, veterinarian and Beef Cattle Institute director Brad White said, “As you think about your herd, there might be years when a pregnant replacement heifer could be added for \$1,300, and other years when that same heifer might cost \$2,100 depending on the cattle cycle. That purchase price greatly impacts the level of depreciation.


Another factor is the span of time the cow is in the herd. White advises producers to think broadly about the whole herd. “We are talking about more

than just one cow. How long do she and her cohorts stay in the herd on average?” he said.

Then there is the final sale price. Market trends will influence that decision, according to Pendell. “Producers need to decide if it is better to sell her as a cull cow now or feed her over the winter and try for a better price in the spring,” he said.

Along with accounting for cow depreciation, White recommended producers consider a dollar cost average approach. With this strategy, cow-calf operators budget a fixed dollar amount annually for buying or raising replacements.

“White made an analogy to the stock market. “Think about how we invest in the stock market. We don’t know when the highs and lows will be, so we just allocate a set dollar value to invest,” he said. “That is the difference between keeping 15 heifers every year vs. keeping \$15,000 worth of heifers. With the second approach, that \$15,000 will buy us 20 heifers in some years and in other years just 10.”

According to White, this approach allows producers to plan more and take some of the guesswork out of their budgeting. “This is a cost that producers can manage that will impact the overall profitability of the herd,” he said. 

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Silent Benefit Auction

**SAT., MARCH 28**  
Silent Benefit Auction Continues  
9:00 A.M. Cattle Available for Viewing  
9:30 A.M. KLBA Annual Meeting  
1:00 P.M. Flint Hills Choice Sale  
Lunch available at sale barn café.

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# 2020 Limousin Regional Junior Show Entry Form

Send all entries to North American Limousin Foundation, Attn: Activities Director, 6205 S Main Street, Suite D-280, Aurora, CO 80016

Name \_\_\_\_\_ NALJA Member # \_\_\_\_\_  
 Address \_\_\_\_\_ Age as of 1/1/2020 \_\_\_\_\_ Date of Birth \_\_\_\_\_  
 City/State/ZIP \_\_\_\_\_ Phone \_\_\_\_\_

Parent's Name \_\_\_\_\_

E-mail address \_\_\_\_\_

Hometown Newspaper - Name & e-mail address:

\_\_\_\_\_

Adult Shirt Size ☐ S ☐ M ☐ L ☐ XL ☐ 2XL

Youth Shirt Size ☐ YS ☐ YM ☐ YL ☐ YXL

Extra Shirt (\$20) Size \_\_\_\_\_ QTY \_\_\_\_\_

## Credit Card Payment

☐ Master Card

☐ Visa

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

Credit Card Zip Code \_\_\_\_\_



### Heartland Regional Show

May 29-30 - Tonganoxie, KS

**EARLY ENTRY Deadline: May 1, 2020**

**Entry Fee:** \$25 per animal

**Late entries:** \$50 - accepted until check-in

**Bedding Fee:** \$15/head

*Families must be a member of the Heartland Limousin Association (\$50).*



### Eastern Regional Show

June 12-14 - Murfreesboro, TN

**EARLY ENTRY Deadline: May 1, 2020**

**Entry Fee:** \$25 per animal

**Late entries:** \$50 - accepted until check-in

**Bedding Fee:** \$30

☐ Enter all cattle in Southeast Summer Classic (additional \$25 per head)



### Western Regional Show

June 18-20 - Klamath Falls, OR

**EARLY ENTRY Deadline: May 1, 2020**

**Entry Fee:** \$25 per animal

**Late entries:** \$50 - accepted until check-in

☐ Enter all cattle in Western Limousin Exposition (additional \$25 per head)

## STEER ENTRY FORM

Birthdate

% Limousin

Herd Prefix & Tattoo

Registration Number


Refer to Show Rules for animal qualifications. If you need more entry space, please make a copy of the entry form.

## FEMALE/BULL ENTRY FORM

Birthdate

Sex

Herd Prefix & Tattoo (required)

Registration #

Animal's Name

Bred-&Owned


Refer to Show Rules for animal qualifications. (Note: Bulls **must** be bred-and-owned.) If you need more entry space, please make a copy of the entry form.

## COW-CALF ENTRY FORM

Birthdate

Herd Prefix & Tattoo (required)

Registration #

Animal's Name

Bred-&Owned

Cow				
Calf				

Refer to Show Rules for animal qualifications. If you need more entry space, please make a copy of the entry form.

I verify that I have read the rules and regulations related to participation and exhibition in the regional junior Limousin shows and agree to adhere to all rules and regulations accordingly. NALF is not responsible for misinformation on any entries. It is the exhibitor's responsibility to complete the entry form correctly. (Must be signed by both exhibitor and parent/advisor to validate entry).

**Exhibitor's Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Parent's/Advisor's Signature:** \_\_\_\_\_



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**1 PM CST**

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Fullblood - Purebred - Lim-Flex

## SCHEDULE OF EVENTS

**FRI., APRIL 17**

6:00 p.m. - Social

7:00 p.m. - MLBA Banquet & Benefit Auction

**SAT., APRIL 18**

11:30 p.m. - Lunch

1:00 p.m. - Great American Pie Sale

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