



LIMOUSIN Heart Beat

OFFICIAL PUBLICATION of the HEARTLAND LIMOUSIN ASSOCIATION • SEP/OCT 2021

NEWS

Back In Time.....3 & 18
 Covering Ground..... 4
 Fullblood Limousin Alliance 21
 Heartland Calendar..... 3
 Heartland Highlights 22
 Heartland Regional28-30
 Junior Beat..... 8
 NALJA Summer Show24-27
 On The Road Again..... 6
 Recipe of the Month 6
 Sale Reports34-36

STATE NEWS

Iowa News.....10-11, 32
 Kansas News12-13
 Minnesota News..... 14
 Missouri News15-17
 Nebraska News.....18
 South Dakota News20

ADVERTISERS

ACH Holdings LLC..... 7
 B.F. Evans Limousin Cattle Co.....30
 Brown Eden 8
 Bruner Limousin.....31
 Crockett Rose Branch Farm 3
 Edwards Limousin..... 11
 Foundation Sale 7
 Garrison Limousin 17
 L365 29
 Leonard Limousin 9
 Linhart Limousin 23
 MC Marketing Management.....37
 Minor Limousin.....27
 Mill Road.....35
 Ollar Limousin.....21
 ROM'N Limousin 5
 Super C.....IFC
 Thomas Farms.....39
 Tretz Limousin..... 19
 Vorthmann Limousin.....33
 Wulf CattleOBC

Dry? Consider Early Weaning



Rainfall ranks as one of the most important factors that influence ranchers' management decisions, according to North Dakota State University Extension specialists.

This year is no different. Parts of the region are experiencing severe dry weather while others have adequate to plentiful moisture. This situation drives management of native pasture, crop residue and cover crop acres.

Typically, even with good moisture at this time of year, the nutritional value of native pasture is in decline. This decline is accelerated under dry conditions.

"Early weaning is one of the management decisions that can help reduce pressure on native pastures and extend forage supplies for adult beef cows," says Janna Block, Extension livestock systems specialist at NDSU's Hettinger Research Extension Center.

"Early weaning simply means weaning calves at an earlier age to reduce forage usage, while not compromising calf health and performance," she adds.

Beef calves can be early weaned successfully from 60 to 150 days of age. Most producers will notice that nursing calves also will consume forage,

whether through grazing or being fed harvested forages. Research shows that early weaned cows will consume as much as 35% to 45% less forage than normally weaned cow-calf pairs.

Early weaning typically results in improved body condition of dams due to decreased nutrient requirements. A cow weighing 1,400 lbs. would require about 16 lbs. of total digestible nutrients (TDN) and 2.5 lbs. of crude protein (CP) on a daily basis in late lactation. This same cow's requirement would decrease to 12 lbs. of TDN and 1.7 lbs. of protein after weaning. In addition, water requirement would decrease by about 55% to 65%.

Distinguishing between early weaning and creep feeding is important based on goals of each strategy. Creep feeding is providing supplemental feed to nursing calves. The primary goal of creep feeding is to increase weaning weight of calves.

While creep feeding may result in some substitution of forage for creep fed, it does not reduce nursing pressure on cows. Therefore, this practice will not provide the same forage savings and increases in cow condition that can be gained from early weaning. Block says.

Time-Dated Material
Volume 29 • Issue 4
 Heartland Limousin Association • 619 139th Ln NW, Andover, MN 55304

BUILD SUCCESS

One champion at a time

GRAND CHAMPION LIMOUSIN FEMALE
2021 NATIONAL JUNIOR LIMOUSIN SHOW & CONGRESS



Successful in the show ring, legendary in the pasture



Contact Super C for good looking sound structured females that produce the next generation of champions.

11535 Thomas Rd Altoona, KS 66710
Randy, Nancy, & Ashlee Corns | 620.750.0924
Jordan, Randee, Jocelyn, & Paislee Ruppert | 217.827.2564

Super C

continued from page front cover

Early weaning should not compromise calf health, and performance should be enhanced.

“The key to successful early weaning is to treat groups of calves as unique,” says Gerald Stokka, NDSU Extension veterinarian and livestock stewardship specialist. “Weaning by pasture group is preferred, with no commingling of other groups after weaning for at least 45 days. Even though all calves have been born and raised on the same ranch or farm, the pasture group is the stable unit as it relates to shared organisms and social pecking order.”

If weaning includes commingling all pasture groups at the same time into a common weaning pen or pasture, be prepared to begin treating calves for respiratory disease 10 to 14 days postweaning. Alternatively, make provisions to bring all cows and calves together so the social order and shared organisms of calves can be re-established prior to the stress of weaning. The more space that is provided (pasture weaning), the less the pressure on re-establishing social structure and the less transmission of organisms during this stressful time.

Other potential risk factors may influence health at this time as well.


“Lack of passive immunity, temperature fluctuations, heat stress, nutritional stress prior to weaning, dusty pens, and handling stress may negatively impact the healthy transition to weaning,” Stokka says. “The lack of adequate passive

transfer of immunity from birth mother to the calf increases the risk of postweaning morbidity.”

Temperature fluctuations may compromise the normal respiratory defense mechanisms, as do heat stress and dusty pen conditions. Dry conditions may result in nutritional stress prior to weaning, so make sure to provide appropriate protein, energy, an mineral supplements prior to and after weaning.

“If calves need processing, such as vaccination, deworming, etc., do so in the early morning hours or delay processing until the temperatures moderate,” Stokka says. “Processing can be done at the time of weaning; however, only products that benefit the animal at weaning and do not compromise the immune response should be used. Processing done at least three weeks prior to early weaning is preferred and provides the opportunity to administer booster doses postweaning if necessary.”

Facilities may need some remodeling if weaning calves are significantly smaller than normal. Calves become adept at finding ways to return to their dams or at least escaping from the weaning facility. Because smaller and younger calves may have difficulty competing for feed and water, sorting calves into several pen groups based on size and age may be a good idea.

“Early weaning is a management tool that can significantly reduce forage and water demand,” Block says. “In addition, with proper preparation, calf health and performance are not compromised.” 

HEARTLAND CALENDAR

SEPTEMBER

- 1 Nebraska State Fair Open Show – Grand Island, NE
- 4 Minnesota State Fair Open Show – St. Paul, MN
- 16 Kansas State Fair Open Show – Hutchinson, KS
- 17 Fullblood Limousin Alliance Meeting – Bowling Green, KY
- 18 The Foundation Sale VII – Bowling Green, KY
- 25 Vorthmann Limousin “Focus on Family Values” Sale, at the farm – Treynor, IA

OCTOBER

- 3 Kansas Limousin Breeders Association Picnic and Social – Fort Scott, KS
- 14 Buck Ridge Online Bull Sale – L365 Online Sales
- 16 American Royal Limousin Junior/Open Show, West Side Hale Arena – Kansas City, MO
- 23 Linhart Limousin Fall Harvest Production Sale, at the farm – Leon, IA
- 24 Minnesota Beef Expo Junior Show, State Fairgrounds – St. Paul, MN
- 28 ROM’N Limousin “Spooktacular” Heifer Sale - Show Cattle Connection

NOVEMBER

- 6 Thomas Farms Fullblood Dispersion - Damascus, AR
- 9 Edwards Limousin Annual Online Sale – L365 Online Sales
- 11 ATAK Limousin Online Sale - L365 Online Sales
- 13 Iowa Limousin Association Annual Meeting, Banquet/Benefit Auction, Iowa Cattlemen’s Building - Ames, IA
- 16 Boyce-Dill Online Sale – L365 Online Sales
- 18 Red Revival Annual Online Sale – L365 Online Sales
- 20 Heart of Missouri Limousin Sale – Lebanon, MO
- 27 Bosch Farms Annual Private Treaty Sale, at the farm – Indianola, IA

DECEMBER

- 11 “A Night on the Town Sale” – Las Vegas, NV
- 14 B-Bar Annual Production Sale – Saskatoon, SK, Canada
- 16 Glendenning’s J Bar J Holiday Classic Online Sale

“BACK IN TIME”

Do You Know the Answer?

I thought it might be interesting to do some research on the history of cattle in the United States. While doing this, I also found some unique facts about cattle in America today. Check to see how many of these questions you can answer.

Can you answer these questions?

- 1.) Do you know what year and where the first cows arrived in what is now the United States?
- 2.) As the cattle moved West, Longhorn cattle were spread across the plains. By 1830, how many cattle were said to be located in Texas?
- 3.) Because cold storage was not common back then, what methods were used to preserve meat?
- 4.) What year was the refrigerated rail car introduced?
- 5.) Moving ahead to the current times, what nine states have more cattle than people?
- 6.) What Heartland state ranks 3rd in beef production in 2021?

See answers on page 18.

THANKS

TO THE EXHIBITORS AT THE 10TH NATIONAL FULLBLOOD LIMOUSIN SHOW IN PRYOR, OK.

WE HOPE TO SEE YOU SEPTEMBER 18 AT THE FOUNDATION SALE IN BOWLING GREEN, KY.

CROCKETT ROSE BRANCH FARM

DANNY & CONNIE CROCKETT
518 SW 20TH LANE • LAMAR, MISSOURI 64759
FARM: 417.682.2710 • CELL: 417.214.4828

COVERING GROUND ...

By Dean Summerbell



The summer is almost over and moisture conditions range from extremely wet to extremely dry. Record setting temperatures did little to help the drought stricken upper Midwest. It was the first time in recent memory

when 2021 spring pairs headed to sale barns across North Dakota as early as June, and they showed no let up at the time of this writing, which is the middle of July. Commercial and seedstock producers are facing

dispersions because of the lack of grass and hay. It is very tough for producers who have built their herds to have to sell deep into their herd because of the lack of feed.

A few positives happened over summer including having events scheduled once again and people were able to attend these activities without a mask. This brought a feeling of normalcy and a return to life as it was before the pandemic.

The junior field days took place in Kansas, Iowa, Missouri, and South Dakota. The Heartland Regional was held in Norfolk, Nebraska. The summer NALJA show in Grand Island, Nebraska, attracted a great set of cattle and an even greater group of juniors who proudly participated in the satellite activities as well as showing their Limousin and Lim-Flex cattle.

I had the pleasure of judging the Novice Sales Talk competition. What a great experience it was to talk with juniors ages 4-8 who were eager to participate and do a great job. Congratulations to all of the juniors who attended "The American Showdown".

Beverly and I always enjoy working with the junior exhibitors at the local, state, regional and national events. They are the best!

The livestock complex in Grand Island is the best arena and stalling in the Heartland. I want to take this opportunity to thank Ann Vorthmann and the NALF staff for coordinating this year's event. I also want to thank the Nebraska State Fair staff for their outstanding service, guaranteeing the success of the NALJA show. Also, congratulations and good luck to my friend, Bill Angell, who retired after this year's breed shows in Nebraska. Bill did a wonderful job for the Limousin breed and we wish him all the best in his retirement.

We want to thank Wulf Cattle of Morris, Minnesota, for providing the Tri-Tip steak for the

Award Dinner. In addition, members of the Stevens County Cattlemen drove down with their grill to prepare the steaks. We also want to thank Charles Linhart and everyone at Linhart Limousin of Leon, Iowa, for sponsoring the burgers and hot dogs that were served at the "Grab and Go" meal following the Opening Ceremony. Hunt Limousin of Oxford, Nebraska, generously provided a gift certificate to all the junior exhibitors to enjoy ice cream, sno cones, and cotton candy at the stand just outside the arena. THANKS to these generous sponsors as well as all the breeders who sponsored the awards presented throughout the week!

The state fair Open Shows for Limousin are in full swing. The results of the state fairs will be featured in the November/December issue of the Heart Beat. We will look forward to the fair season with all the pronto pups and specialty items to eat. Beverly loves to look at all the commercial displays. I prefer to stay in the barn.

September signifies the switch from Limousin shows to Limousin sales and from 90-degree temps to cooler, more tolerable conditions. Beverly and I look forward to the fall season and we hope to see you somewhere down the road!



Heartland Limousin Association Executive Secretary Dean Summerbell and HLA President Randy Corns had the pleasure of judging novice sales talk at the 2021 National Junior Limousin Show & Congress in Grand Island, Nebraska, this past July. Kaydee Thomas (5) of Wolfforth, TX, was a delight.



OFFICERS

Randy Corns President
 Emmett Edwards Vice President
 Jason Boyer Secretary
 T.J. Callahan Treasurer
 Jim Venner Ex-Officio

EXECUTIVE SECRETARY & ADVERTISING SALES
DEAN SUMMERBELL
 619 139th Lane, Andover, MN 55304
 Cell: (612) 963-3799
 e-mail: bjsummerbell@gmail.com

DIRECTORS

IOWA
 Jason Boyer (641) 340-5963
 Weldon, IA

KANSAS
 Randy Corns (620) 750-0924
 Altoona, KS

MINNESOTA
 Casey Fanta (320) 288-6128
 Starbuck, MN

MISSOURI
 Emmett Edwards (816) 726-1919
 Higginsville, MO

NEBRASKA
 Rob Brawner (402) 376-4002
 Wood Lake, NE

SOUTH DAKOTA
 Matt Bruner (605) 480-0217
 Carthage, SD

MEMBERS AT LARGE
 Matt Duff (651) 245-1591
 Hampton, MN

T.J. Callahan (816) 215-0482
 Centerview, MO

William Long (641) 340-1676
 Afton, IA

Bart Mitchell (608) 553-8070
 Boscobel, WI

FINANCIAL SECRETARY
 Ann Vorthmann (402) 981-1093
 324 Buena Vista Circle
 Council Bluffs, IA 51503

EDITOR
BEVERLY SUMMERBELL
PUBLISHED AT
 Modern Litho - Jefferson City, MO

GRAPHIC DESIGN
PRECISION MARKETING
 Kyle Haley - kbhaley2@gmail.com
 (405) 260-3775

HEARTBEAT AD RATES

SPACE	MEMBER	NON-MEMBER
Full page	\$950	\$1,000
2/3 page	\$630	\$680
1/2 page	\$600	\$650
1/3 page	\$480	\$530
1/4 page	\$425	\$475
1/8 page	\$215	\$265

Contract Rates Available contact Dean for more info.

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.

PAGE SPECIFICATIONS

Full page8" x 10.4375"
Full Bleed 8.75" x 11.25"
 2/3 page8" x 7"
 1/2 page8" x 5.16" or 3.95" x 10.4375"
 1/3 page8" x 3.5" or 3.25" x 10.4375"
 1/4 page3.95" x 5.16"
 1/8 page3.95" x 2.5" or 1.85" x 5.16"



ROM'N LIMOUSIN FALL OCT 28

SPOOKTACULAR

ONLINE SALE

SHOW CATTLE CONNECTION



Featuring the

"BEST OF THE HERD"

Purebred and LimFlex Show Heifer Prospects



ROMN GOOD GOLLY MISS MOLLY



ROMN HEEBIE JEEBIES



ROMN GO GO DANCER

ROM'N LIMOUSIN

and club calves

ADAM, MICHELLE, GREYSON & PALMER NIELSON
20129 450th Avenue
Arlington, SD 57212
605-203-0733 605-203-0732
ROMNLIMO@MSN.COM

4 MILES WEST AND 75 MILES NORTH OF ARLINGTON, SD



WWW.ROMNLIMO.COM



"On the Road Again"



By Bev Summerbell

Another NALJA show is "in the books"! I fondly remember the 2017 NLAJA show, also at the Nebraska State Fairgrounds in Grand Island, put on by the Heartland Limousin Association. The theme was "Escape to the Island", and we had a lot of fun decorating. It was a lot of work; however, it was well worth it! The crew who organized this year's show did a great job! I'm sure they're now spending time relaxing after a busy year planning and preparing for the show.

Dean and I enjoyed not only attending the shows, but also taking part in the satellite events and the

hospitality area. The highlight of the week for Dean was judging the Novice Division of the Sales Talk. He said he would gladly do that every year. He and Randy Corns made a great team. I enjoyed working with three of the NALJA board candidates while I evaluated the Magazine Ads. There was a wide range of creativity exhibited in the ads.

I also popped popcorn every day, much to the delight of the juniors as well as those watching the various activities. Unfortunately, the popcorn popper broke on Thursday morning. Dean and I had gone to Walmart to get plenty

of supplies for the long day of shows, but I was only able to use a little of the popcorn and oil before the machine decided it had "had enough". The part that held the gears to the top of the machine broke into several pieces. It is now at Gold Medal, the company that made the machine, getting repaired.

Dean and I were impressed with not only the quality of the cattle at the show, but also the respect shown by the juniors and those in attendance. Whenever they came over for popcorn, breakfast pizza, doughnuts, or juice, they always said "thank you". We also heard compliments about the Limousin breeders and juniors from people in town as well as the vendors. This makes us proud to be part of the "Limousin family"!

It will be fun to once again be able to attend the state fair open shows. Last year some states had junior shows even though they were not able to hold their fair. The excitement of the state fair crowds, unique food, wild rides,

interesting exhibits, and cattle shows are things we look forward to every year. This will be my 21st year working in an Information Booth at the Minnesota State Fair. I wonder how many people will attend, if there will be changes in procedures, or if there will be any new rules put in place. Time will tell!

Our HLA schedule has changed this year with some added sales as well as sales and shows that have moved their dates. That affects other events so we have to make sure we get everything written down. We are "creatures of habit", and we don't want to accidentally go to a sale, show, or Limousin event on the wrong date.

We look forward to seeing you at the upcoming Limousin activities scheduled for the fall. They provide a great opportunity to reconnect with Limousin friends and meet new breeders. Our juniors who attend regional shows and the NALJA show make lifelong friends at these events. As I close, I want to share this:

Recipe of the Month

As the weather starts to turn cooler, a piping hot bowl of soup always "hits the spot". This is an easy recipe for vegetable beef soup. My only problem with all my recipes for soup, I end up making too much for just the two of us to eat. As a result, we either freeze some or eat the same meal for three days straight.

Bev Summerbell

Crock Pot Hearty Cowboy Soup

2 lbs. ground beef
4 Yukon Gold potatoes
2 cans mixed vegetables
1 can sweet corn, undrained
1 can condensed tomato soup
1 can diced tomatoes
1 can cut green beans, undrained
Pinch of salt
Dash of pepper
2 Tbsp. sugar



Directions:

- Peel potatoes and cut into small cubes.
- Brown and drain hamburger.
- Place beef and potatoes in large slow cooker.
- Add all cans of vegetables, soup and diced tomatoes.
- Salt and pepper to taste.
- Add the secret ingredient that sets this apart – sugar.
- Mix together well and cook on low for 2-3 hours in slow cooker.

"Recipe for Friendship"

- Blend conversation, fun and laughter together.
- Add trust, love and acceptance, mix really well.
- Stir gently, soften with teardrops and sweeten with understanding.
- Sprinkle with memories, enrich with hugs and smiles.
- Enjoy for a lifetime.

Caleb and Tara Minor of Strafford, Missouri, announce the birth of daughter, Reagan Marie. She was born June 14, 2021, weighing 7 lbs. 4 oz. and she was 20 inches long. She joins her brother, Gabe.



Congratulations to Reed and Jenna Kampmeier and big brothers, Weston and Carson of Chokio, MN, on the birth of their baby girl. Payson Rae was born July 1, 2021, weighing 8 lbs., 12 oz. and was 22 inches long. Proud grandparents are Jon and Lori Moser of Morris, MN.

Congratulations to Jordan and Weston Corbett on the birth of their daughter, Montana Renee, on February 19, 2021. She weighed 8 lbs. 5 oz. and was 21 in. long. Proud grandparents are Owen and Robin Mudd, Whiskey River Limousin of Knob Noster, MO.



The 7th Annual Foundation Sale

Saturday, September 18, 2021 • 1:00PM (CST)

United Producers Facility • Bowling Green, Kentucky 42101

OFFERING 80+ LOTS

Fullblood Limousin, Red & Black

Purebred Limousin & Lim-flex Genetics

Featuring: Jim Leffler, Tipton, - IN. Complete Herd Retirement Dispersal

Also: Consignors from several States and Canada.



Stephen, Emily & Carter Haynes
760 Emily Court, Bowling Green, KY 42101
270.799.8685 or 270.799.8684 or 270.799.0196
achhlimousin@twc.com
www.achhlimousin.com
sales@superioronesource.com
[facebook.com/achhlimousin](https://www.facebook.com/achhlimousin)

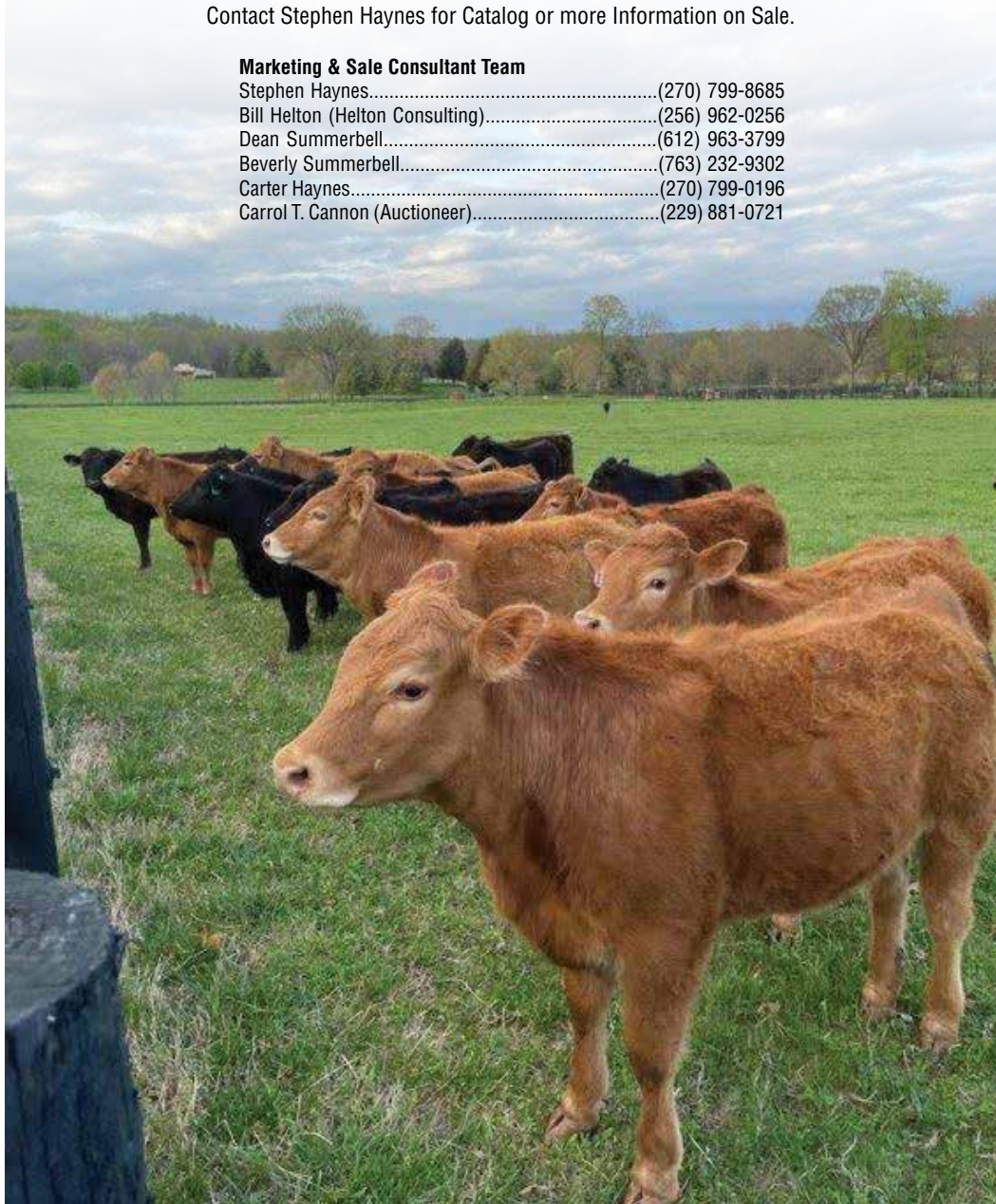


“To build anything, you must start with a strong foundation”

Contact Stephen Haynes for Catalog or more Information on Sale.

Marketing & Sale Consultant Team

Stephen Haynes.....	(270) 799-8685
Bill Helton (Helton Consulting).....	(256) 962-0256
Dean Summerbell.....	(612) 963-3799
Beverly Summerbell.....	(763) 232-9302
Carter Haynes.....	(270) 799-0196
Carrol T. Cannon (Auctioneer).....	(229) 881-0721



Junior Beat



McKenzie Schultz of Eddyville and Branzely Kurtz (right) of Grimes had fun entertaining eight-month-old Emmeline Kurtz at the Iowa Field Day.

Look at those smiles! Three-month-old Paislee Sue Ruppert, daughter of Jordan and Randee Ruppert of Altoona, Kansas, had a great time at the Heartland Regional cattle show in Norfolk, Nebraska.



Elizabeth Hanson of Velva, ND with her heifer purchased from Ellsworth Limousin of Elkhorn, WI, at the Sioux Falls Red Carpet Sale in January. Her grandparents are Jerry and Norma Effertz.

Missouri Junior Board Members and cousins Corbin Brockhaus and Sam Callahan had a great time helping each other at the fair. They both took showmanship honors.



Two-year-old Thane Jackson (T.J) Mueller of Hunter, KS, had fun at the Kansas Jr. Field Day in Winfield, KS.



Congratulations to Drake Wood of Lee's Summit, MO, who won the Public Speaking Contest at the Heartland Regional in Norfolk and the Future Professionals Interview at the NALJA Show. Drake is studying to be a lawyer at Simpson College in Indianola, IA.



Five-year-old Payton Lewis, daughter of Ryan and Tiffany Lewis of Anderson, MO, was focused on showing her heifer at the Missouri Field Day.



Ryleigh Morris of Walnut Grove, Missouri, took home the **Supreme** Champion Overall Breeds banner at the Ozark Empire Fair in Springfield, Missouri, with AUTO Crowning Day 204G, a 1/5/19 homozygous black, polled 68% Lim-Flex daughter of Riverstone Crown Royal out of AUTO Casper C.



Violet Mitchell of Boscobel, WI, celebrated her birthday with a cake at the NALJA summer show in Grand Island. Happy Birthday



Congratulations, Wiley! He was elected NALJA Vice President at the meeting in Grand Island, NE. Wiley is the son of Casey and Kelly Fanta of Starbuck, MN.

Sullivan Supply/Stock Show University Scholarship Winners

Two juniors from Heartland states were named winners of the 2021 Sullivan Supply/Stock Show University scholarship program. Congratulations to Brady Edge of West Branch, Iowa, and Tanner Walden of Tonganoxie, Kansas.

There were 1,211 applicants from 45 states and Canada this year, and 20 recipients. Since the inception of this scholarship program in 2008, over \$260,000 has been gifted to young individuals.

John Sullivan, founder of Sullivan Supply and Stock Show University, stated that it's been a blessing to see this generation flourish in the barn, show ring, academics, and their communities. He went on to thank the scholarship selection committee of industry leaders (non-Sullivan Supply employees or family members) who spent many volunteer hours going over the applications.



Brady Edge



Tanner Walden



BROWN EDEN LIMOUSIN

768 Zion Road
Little Britain, Ontario
KOM 2C0

Neil & Suzanne Brown

705-786-1605

nsbrown@bell.net

browndenlimousin.com

POLLED - FULLBLOOD BREEDING STOCK - BIO TESTED BULLS

IOWA'S FOUNDATION LIMOUSIN HERD

LEONARD LIMOUSIN IS THE OLDEST ACTIVE LIMOUSIN OPERATION IN THE STATE OF IOWA. FIFTY TWO YEARS AGO THE FIRST UNITS OF LIMOUSIN SEMEN WERE USED AT LEONARD LIMOUSIN, PUTTING THE FAMILY ON A COURSE OF ADVENTURE THAT CONTINUES TODAY. DURING THE PAST DECADES, 10 VERY BASIC BELIEFS ABOUT RAISING BEEF CATTLE HAVE PREVAILED. IT WAS OUR PHILOSOPHY IN 1969 AND IT IS STILL EVIDENT IN THE BREEDING DECISIONS BEING MADE TODAY.

- A COW HAS TO CALVE BY HERSELF, FIRST TIME, EVERY TIME.
- A COW HAS TO GET PREGNANT EVERY YEAR.
- A COW HAS TO RAISE A CALF GOOD ENOUGH TO SELL AS BREEDING STOCK EVERY TIME.
- A COW HAS TO BE QUIET ENOUGH SO YOU DON'T WORRY ABOUT THE KIDS GETTING HURT.
- A GREAT CARCASS WITHOUT HIGH PERFORMANCE IS NOT MUCH GOOD.
- HIGH PERFORMANCE WITHOUT A GREAT CARCASS IS NOT MUCH GOOD.
- A BIG, DEAD CALF WON'T PAY ANY BILLS (EXCEPT FOR THE RENDERING OUTFIT).
- IF A COW CAN'T WALK, HER CALVES WON'T EITHER.
DON'T START TRIMMING FEET OR YOU'LL DO IT FOREVER. JUST GET RID OF HER.
- A COW SHOULD WORK HARDER FOR YOU THAN YOU DO FOR HER.
- TREAT YOUR CUSTOMERS LIKE THEY ARE YOUR BEST FRIEND—BECAUSE THEY ARE.



CALL TODAY

100 BRED LIMOUSIN, LIM-FLEX AND ANGUS FEMALES FOR SALE PRIVATELY THIS FALL.

AS ALWAYS, YOU'LL FIND LARGE GROUPS OF HALF BROTHERS IN OUR BULL PENS FOR COMMERCIAL PRODUCERS.

CONTACT MARK TODAY TO SCHEDULE A VIEWING APPOINTMENT.
MARK & SHERYL LEONARD & FAMILY
1362 HWY. 59, HOLSTEIN, IA 51025
WORK: 712-368-2601 • CELL: 712-830-9032
MARK@AGCOMFINANCIAL.COM
IN THE LIMOUSIN BUSINESS SINCE 1969

LEONARD
LIMOUSIN & ANGUS *since 1969*

Performance is Our Trademark

Iowa News...

Mark Your Calendars

Members of the Iowa Limousin Association (ILA) and board of directors are planning their annual meeting, banquet and benefit auction. The event will be November 13, 2021, at the Iowa Cattlemen's Association Building, 2055 Ironwood Court in Ames.

The annual meeting was postponed last year from November to February due to the COVID pandemic. It took place during the Iowa Beef Expo, and the association held a silent auction rather than a live auction. They are looking forward to once again having meetings for the senior and junior associations, the annual meeting for the members, a catered meal followed by the benefit auction.

This is always a great time to reconnect with breeders from across the state as well as meet new Limousin enthusiasts. The juniors receive scholarships and awards at this time, and they also spend time planning for upcoming events.

Please contact Grant or Brenda Anderson, secretary/treasurer, to let them know how many are coming and what you are bringing for the benefit auction.

Scholarship

A \$250 scholarship, given by the ILA, is available to all high school

seniors or college-attending students. Applications can be found on the ILA website (www.iowalimousin.org) or you can call Grant or Brenda Anderson, junior advisors, at 641/587-2198. Applications are due by the beginning of November and the winner will be announced at the annual meeting.

Thank You

Thanks to Ann Vorthmann, general chairman of the 2021 NALJA Show in Grand Island, Nebraska – “The American Showdown”. Many hours went into preparing for this big event! Also, a big shout out goes to the Iowa Limousin members who helped prepare and serve the meals throughout the week; Roger and Ann Vorthmann, Sarah Long, Lowell Hermon, Dana and Becky Duckett and Bob and Mary Bosch. In addition to the work in the kitchen, these men, along with Grant Anderson and William Long, also grilled burgers and hot dogs.

Also, thank you to Linhart Limousin of Leon for donating the hot dogs and ground beef for the week. The juniors, their families and other Limousin enthusiasts at the NALJA show appreciated your generous donation.

Roger Vorthmann and Grant Anderson also took care of the stalling

for the show. Thanks to all! It takes many volunteers to put on a show of this size!



Numbers That are Very Hard to Beat

Congratulations to Konrad Boyer of Weldon, Iowa, for winning the Live Carcass contest at the Clarke County Fair in Osceola, Iowa in July.

Boyer's steer had terrific carcass data. His steer, JASB Hank, graded Choice, was a yield grade 1, had a ribeye of 20.3 sq. in. with a dressing percent of 67.3%. The steer's hot carcass weight was 984 pounds with a .44 inch of backfat. He had the highest retail value per day on feed at \$5.392. All live cattle were sent to Tyson and the information reported is based on what they did on the rail, not just ultrasound data.

This son of FILL Elevate 260E is an example of what Limousin can do using the right genetics. Limousin cattle have come a long way to overcome the reputation of a lower quality grade with decreased marbling.

Commercial cattlemen should take note of what Limousin can do to not only increase yield but provide respectable quality grade as well. These types of numbers increase the bottom-line profit for all of our customers to consider.



Congratulations to Roger and Ann Vorthmann of Council Bluffs, Iowa, who celebrated their 50th wedding anniversary on July 18, 2021.



Paul Millhollin of Winterset, Iowa, had a great time judging the bottle calf show at the Madison County Fair.



"Best Buddies" is one way to describe the cattle at Tom & Charlene Doyle's farm in Eddyville, IA.



David and Lana Linhart relaxed after the Iowa Junior Field Day show in Osceola.



Iowa Juniors at their Field Day in Osceola.



Iowa Junior Board Members are Konrad & Kacey Boyer and Riley, Peyton & Emmet Long, President. Not pictured, Maria Long, Secretary.

Iowa Juniors Hold Field Day at Clarke County Fairgrounds

Members of the Iowa Junior Limousin Association traveled to Osceola for their annual field day. The show took place on a very warm day, June 13, 2021, at the Clarke County Fairgrounds. Judge Ben Kelly of Dallas Center, Iowa, evaluated the 37 head of females, steers and bulls exhibited by 24 Iowa juniors.



The Reserve Grand Champion Lim-Flex Female was DEBV Hot Shot, a 4/1/20 daughter of DEBV Coal Miner, exhibited by Ava Miller of Treynor.



The Reserve Grand Champion Purebred Female was RGMA Hadley, a 5/8/20 daughter of TASF Crown Royal, exhibited by Jaelyn Anderson of Garner.



Winning in the showmanship competition were: Pee Wee, McKenzie Shultz of Eddyville; Junior, Ava Miller of Treynor; Intermediate, Emmet Long of Afton; and Senior, Zane Gavette of Leon. Zane Gavette went on to win the "Winners" class for all juniors who have been named champion showman in all current and past junior shows.



Dalton Miller of Treynor exhibited the Grand Champion Market Animal with a 1,245 lb., April of 2020 steer, DEBV Harris, sired by DEBV Coal Miner.



The Grand Champion Bred & Owned Lim-Flex Female was SL Honest Angel, a 10/25/20 daughter of MAGS Dylan, exhibited by Brendyn Myer of Logan.

The Grand Champion and Reserve Grand Champion Purebred Females were also selected as the Champion and Reserve Champion in the Bred & Owned division.

The Best Pair of Females from one exhibitor were shown by Zane Gavette of Leon. The Best Three Head shown by one family went to the Miller family of Treynor.



Iowa Limousin Breeders Mary and Bob Bosch of Indianola and Lowell Hermon we're busy cutting cake for the NALJA Award Banquet July 7, 2021.



The Reserve Grand Champion Market Animal was also an April of 2020 steer, SL Duramax, sired by MAGS Antelope weighing 1,215 lbs. exhibited by Dawson Book of Logan.



Taking home the Reserve Grand Champion Bred & Owned Lim-Flex Female title was SL Heidi, a 10/21/20 daughter of MAGS Dylan, exhibited by Brooklyn Kline.



Brooklyn Kline of Logan exhibited the Grand Champion Bull, BLYN Homeboy, a 4/3/20 son of SL 859F.




Kylie Anderson of Garner exhibited the Grand Champion Purebred Female with RGMA Harriet, a 3/5/20 daughter of FWLY Can Do.



Judge Perry selected CELL 0202, a 1/19/20 daughter of MAGS Ali as the Grand Champion Lim-Flex Female, exhibited by Zane Gavette of Leon.

EDWARDS LIMOUSIN ONLINE
OFFERING OUR BEST OPEN HEIFERS AND EMBRYOS

SALE NOV. 9



SEE HOCUS POCUS

AUTO POWER PLUS 133B X AUTO LUCKY III 210B
2021 NORTH DAKOTA STATE FAIR SUPREME CHAMPION FEMALE
SHE SOLD IN LAST YEAR'S SALE.

A MATERNAL SIB SELLS NOV. 9 ON L365AUCTIONS.COM

EMMETT & DEBBIE • SCOTT & SHAUN
21853 HWY. AA • HIGGINSVILLE, MO 64037
EMMETT: 816-726-1919 • SHAUN: 660-441-0811
SCOTT: 660-641-0409 • DEDWARDS@CTCIS.NET

EDWARDS LIMOUSIN



Kansas News...



Gun Raffle

The gun raffle fundraiser ended at the Kansas Junior Limousin Breeders Association Field Day on Sunday, April 25, 2021. Dustin Moore, KLBA board member and gun raffle chairman, announced the winners of the raffle. Congratulations to Mark Beikmann and Derek Waitley for holding the winning tickets.

The KLBA would like to extend our sincere thanks to everyone who bought tickets to help the association in their funding of activities for the upcoming year. We appreciate your support!

Annual Social to be Held in Fort Scott

Mark your calendars for Saturday, October 3, 2021 for the annual Kansas Limousin Breeders Association (KLBA) picnic and social to be held at the farm of Hubert and Jo Thomas, O.T. Farms, 242 180th Street, Fort Scott. This is a fun time for breeders to relax, visit, and enjoy time at the lake.

You are invited to arrive anytime after 9:00 a.m. The meal will be served at 1:00 p.m. and everyone is asked to bring a dish to share; salad, appetizer/dip or dessert. You are also encouraged to bring lawn chairs. There will be a short meeting during the picnic.

Please contact a member of the KLBA board of directors if you have questions about this event. We hope to have a large contingent of Limousin breeders, their families and friends attend this event.

State Fair

The annual Kansas State Fair Open Show will be held at the fairgrounds in Hutchinson on Thursday, September 16, 2021. The show will begin at 9:00 a.m. in the Prairie Pavilion.

For more information about the show, contact Assistant Superintendents Cash Schilling of Edson or Randy Corns of Eureka.

Thank You

Members of the KLBA want to express our thanks and appreciation to Schilling Cattle of Edson and GV Limousin of Garnett for stepping up and sponsoring the Champion and Reserve Champion Banners for the Kansas Junior Livestock Show. This is a great way to show your support for the juniors who are exhibiting Limousin and Lim-Flex cattle.



Members of the Kansas Limousin Breeders Association board of directors met the night before the KLBA junior field day. Pictured are Nancy Corns, Secretary/Treasurer; Mark Beikmann, President; Dustin Moore, Bruce Schrag, Vice-President; D.J. McCarley, Kyle & Terri Dye, and Elicia Mueller, board members.

In Memoriam



Doris Marie Craft, 90, passed away June 10, 2021, at her home in Goodland, Kansas. A memorial service was held June 25, 2021 at the Goodland United Methodist Church in Goodland. Doris is the mother of Marsha (Ron) Schilling of Edson, Kansas.

She was a lifelong Sherman County resident and Wallace County farmer and rancher. She graduated from Edson High school and married Jesse Craft a few months later. They started

farming just two miles from where they both grew up. Doris served her church and community in various clubs and boards. She and Jesse supported 4-H and served on the fair board for many years.

Doris is survived by three daughters; Marsha (Ron) Schilling, Karen (Les) Lampe, and Shirley (Ron) Buss, a brother, two sisters, eight grandchildren, twenty great-grandchildren, many nieces, nephews, cousins and friends.



Congratulations to Brooke Falk of Harveyville, Kansas, for receiving a \$1,500 Vet Student Scholarship from Merck Animal Health Cartridges. This scholarship was given as part of the Kansas Livestock Foundation (KLF) scholarship program. This year KLF awarded 29 scholarships totaling \$30,000.

*Congratulations to Morgan Wise of Topeka, Kansas, for showing the **Supreme Champion** in one ring and **Reserve Supreme Champion** in the other ring at the SC Classic Showdown in Fort Scott, KS. DL Holy Cow 22H is a 4/3/20 homozygous black, polled 68% Lim-Fex daughter of RLBH Air Force One out of SSTO Round Robin 3805A raised by Davis Ranches of Brownwood, TX.*



Judge John Emerson of Fort Scott selected Keli Huddleston-Fecteau of Rossville, Kansas, with her Cockatoo, and Dawn Vermillion of Kincaid, Kansas, with her rabbit, as the champions in the adult showmanship division at the KLBA field day.

Lacey McCarley, junior advisor, thanked Brett, Christine, and Cadie Thomson of Winfield, Kansas, for serving as the host family for the Kansas Field Day.



Good Luck with your fall sales.



www.facebook.com/HeartlandLimousinAssociation

Kansas Juniors Hold Field Day at Winfield Fairgrounds

The Kansas Junior Limousin Breeders Association held their annual field day at the fairgrounds in Winfield, Kansas, April 25, 2021. Limousin families and other enthusiasts enjoyed a brisket dinner the night before the show. This was followed by the annual meeting of the junior and senior associations.

PUREBRED SHOWS

John Emerson of Fort Scott, Kansas, evaluated the Limousin and Lim-Flex females, bulls and steers exhibited by 13 Kansas juniors on a sunny day. The association would like to thank Jerry Meek of Longview, Texas, for serving as the announcer and Randy Corns of Altoona, Kansas, who worked in the ring.



The Grand Champion Purebred Bred & Owned Bull was TV Henry Stickman, a 3/28/20 son of GV Red Man, exhibited by Truett Vermillion of Kincaid.



The Grand Champion Purebred Female was OT Cookie Cutter, a 4/29/20 daughter of Zack's Moonshine, exhibited by Ella Snyder of Fort Scott.



The Reserve Grand Champion Lim-Flex Female, exhibited by Cadie Thomson of Winfield, was CTHM Beatrice, an 11/3/19 daughter of RLBH Air Force One. She was also the Grand Champion Bred & Owned Lim-Flex Female.



The Reserve Grand Champion Purebred Bred & Owned Bull was SMLA War Paint, a 3/9/21 son of LFLC Bank Account, exhibited by Maddix Small of Neodesha.



The Reserve Grand Champion Purebred Female was SC Gertrude, a 10/4/19 daughter of TMCK Durham Wheat, exhibited by Tara Muller of Hunter.



The Grand Champion Steer, sired by SCRN Bentley, was exhibited by Tara Mueller of Hunter.



The Grand Champion Purebred Bred & Owned Female was AS BK, a 3/14/20 daughter of BKBS 20D exhibited by Ashley Schrag of Mound Ridge.

LIM-FLEX SHOWS



The Grand Champion Lim-Flex Bred & Owned Bull was SMLS Hooligan, a 5/21/20 son of SCAS Ronald, exhibited by Maddix Small of Neodesha.



The Grand Champion Lim-Flex Female honors went to SHSK Stevie, a 4/14/20 daughter of Silveiras Style, exhibited by Adysin McCarley of Girard.

The Reserve Grand Champion Steer, sired by LNSR Gibson, was exhibited by Aliston McCarley of Girard.



Vermillion's very patriotic puppy enjoys attending Limousin shows.



Showmanship honors in the Senior division, (ages 17-21) went to Ani Rexwinkle of Coffeyville, champion, and Dexter Small of Neodesha, reserve; Intermediate champion (14-16) was Cadie Thomson of Winfield and Adysin McCarley of Girard, reserve; Junior champion (10-13) was Ashley Schrag of Moundridge and Timber Vermillion of Kincaid, reserve; and in the Novice division (5-9), Ella Snyder of Fort Scott was crowned champion and Tara Mueller of Hunter was reserve. The Champions are standing left of the judge, reserves are on the right.



Prizes at the Kansas Junior Limousin Breeders Association Field Day.

Minnesota News...



Annual Meeting, Banquet/ Benefit Auction

Members of the Minnesota Limousin Association traveled to Litchfield June 12, 2021, for their annual meeting, banquet and benefit auction. The festivities took place at the American Legion Club.

Following the delicious meal prepared by the American Legion staff, Don Biscoe, President, called the meeting to order. He welcomed everyone to the meeting and recognized the veterans in attendance.

Secretary and Treasurer reports were given as well as an update on the Heartland Limousin Association, presented by Matt Duff, HLA board member. He discussed the HLA benefit auction, spring sales in the Heartland, the HLA Regional Show in Norfolk, Nebraska, and the NALJA Show in Grand Island, Nebraska.

Casey Fanta reported that eight Minnesota juniors were entered in this year's NALJA show. That is a great representation for our state.

Upcoming events in the state were discussed including the Minnesota Beef Expo, the State Fair, and the State Fair 4-H Auction. The Beef Expo will be held at the state fairgrounds in St. Paul, October 21-24, 2021. Please contact Kevin Bachmeier if you would like to be a class sponsor. In addition, the association is looking for a breeder to donate a heifer for MYBEP, Minnesota Youth Beef Experience Program.

Commercial Producer

Shane Killen of Greenbush, Minnesota, has been nominated as this year's "Commercial Producer of the Year". His dad started using Limousin bulls 40 years ago. He runs around 175 cows and backgrounds his calves. He will be presented with a plaque at the Minnesota State Fair.

Cattlemen's Congress

Last year the NWSS in Denver, Colorado, was cancelled due to the COVID pandemic. As a result, the shows were moved to Oklahoma City, Oklahoma. The NALF board of directors voted to hold their annual

meeting, National Sale, Genetics on Ice banquet, the junior, open and pen shows in Oklahoma City in January of 2022. There will also be regional junior, open and pen/carload shows at the NWSS in Denver later in January of 2022. Watch for more details in the November/December Heart Beat.

Election

The terms of Casey Fanta and Don Biscoe are up. Casey Fanta has agreed to run for another term. Don Biscoe will be retiring from the board. We appreciate the dedication and service that Don has given the association over the years. Thank You! Sue Schatz of LeCenter was nominated to serve on the board of directors. A unanimous ballot was cast for these two candidates. Congratulations!



Featured Speaker

Jerry Wulf, Wulf Cattle of Morris, Minnesota, and a member of the NALF board of directors, was the featured speaker. He talked about his experience serving on a recent NCBA committee that discussed the challenges facing the beef industry and the possible ways to combat these challenges. He also explained about the new programs at NALF including the development of the North American Limousin Research Fund (NALRF).



Benefit Auction

Following the meeting, John Goelz of Franklin, Minnesota, served as the auctioneer for the benefit auction. There were a variety of items donated for the benefit auction including an Iron Silhouette, American Flag, a wine basket, a grease gun, the "Final Drive" painting, a mystery box,

semen and other cattle supplies. Thanks to everyone who donated and/or purchased items on the auction. The money raised goes to support upcoming Limousin activities throughout the year.



Thank You

The NALJA juniors, their families, and other Limousin enthusiasts want to thank Wulf Cattle of Morris for donating the Tri-Tip steaks for the 2021 NALJA Award Dinner on July 7 in Grand Island, Nebraska. We appreciate your generous donation. Also, thanks to the Stevens County Cattlemen for bringing the grill and preparing the Tri-Tip steaks. They were delicious!

Thanks to Paul Bartsh of Rushford, Minnesota, who volunteered his time to help prepare and serve the meals at the 2021 NALJA Show. It takes many volunteers to put on a show of this size!

Minnesota Beef Expo

The annual Minnesota Beef Expo will be held October 21-24, 2021, at the state fairgrounds in St. Paul. The event was canceled last year due to the COVID Pandemic. Juniors and their families are looking forward to once again coming to the Expo, taking part in the satellite events, the sale, and the shows.

The weekend is packed with youth events, educational opportunities, a high-quality sale, and junior shows. This year's featured breed is Charolais. The Expo will also be a sanctioned show for the 2021 North Star Points Series (NSPS). It will be the last show of the season for this series.

Because the show was canceled last year, the Expo is extending the age limits to allow for those who missed taking part in 2020. For the 2021 Expo only, youth may exhibit animals or participate in junior activities provided that they are at least in second grade and have not reached their 23rd birthday on opening day of the Expo.

Youth will also have an opportunity to receive a donated heifer through the Minnesota Youth Beef Expo Program (MYBEP). New for 2021 only, MYBEP recipients must be 12-17 years old, participate as a 4-H, FFA, or junior

breed association member and live in Minnesota, Iowa, North Dakota, South Dakota or Wisconsin. For more information, go to: info@mnbefexpo.com or call 651/643-6476.

North Star POINT SERIES

North Star Point Series

Paul Bartsh, one of the founders of the North Star Point Series, sent an update on the juniors showing in the Limousin breed. In its first year, the shows began on April 23 and will end October 24, 2021 with the Minnesota Beef Expo held at the state fairgrounds in St. Paul, Minnesota.

The season concludes with a North Star Points Series Banquet at 12:00 p.m. on November 7th in Wells, Minnesota. Tickets are \$15.00 and exhibitors will eat free. There are 23 sanction shows and 90 juniors participating. They are looking for sponsors for the Limousin heifer class. Contact Paul Bartsh if you would be willing to sponsor this new series of shows.

Points tabulated as of August 4th show that Paige Peine of Hastings is in first place in the Limousin standings and in 2nd place overall breeds. Scott Swanke of Dexter is in second place and Lindsey Nielson of Albert Lea is in third place in the Limousin portion of the series. Riley McCormick of Ogilvie is in first place with his Limousin steer.



*Congratulations to Paige Peine, Peine Cattle Co. of Hastings, MN, for exhibiting the Champion Limousin in Ring A and the Reserve **Supreme** Female in Ring A at the University of River Falls Block & Bridle Prospect Winners Show. CHHF Holly 07H, a 5/2/20 76% Limousin raised by Herman Farms of Hastings, MN, was also the Rice County Open Show Reserve **Supreme** Open Show Champion Female and the West Central MN Junior Livestock 4th Overall Female.*

Missouri News...

Annual Meeting, Banquet/ Benefit Auction

The Missouri Limousin Breeders Association (MLBA) held their annual meeting on Friday, May 21, 2021. The meeting was originally set for the outdoor patio at the Sand Springs Resort. Due to rainy weather, the meeting was moved to the Bennett Room Banquet Hall.

A large crowd of Limousin breeders, their families, and other Limousin enthusiasts enjoyed the delicious brisket meal and all the trimmings prepared and served by the staff at the Gravel Bar & Grill at the Sand Spring Resort.

Meeting

TJ Callahan, MLBA president, welcomed everyone and recognized special guests in attendance. Nathan Hunt went over the treasurer's report. Melanie Brockhaus gave a report on the junior activities. Dean Summerbell reported on Heartland Limousin Association activities over the past year.

Election

An election was held to fill three seats on the MLBA board of directors. Mark Middleton, Ryan Lewis and Gina Kuda were elected to fill those spots. We want to thank the three retiring board members; Shaun Edwards, Grant Jones, and Andrew Kautsch, for their service on the MLBA board. We appreciate your dedication to the association.

Benefit Auction

Live and silent auctions were held following the annual meeting. A variety of items were auctioned off including a Pit Boss 1,000 Pellet Grill, an iron silhouette American flag, float trips, a two-night stay in a silo, cinnamon rolls and pie, sponsorship in the MLBA herd book, and sleeve advertisement for the MLBA field day. In addition, there were also cattle supplies such as lick tubs, mineral, and semen.

Raffle tickets were sold by the juniors and the winning tickets were drawn throughout the evening. Thanks to everyone who donated and/or purchased items at the benefit auction and raffle. The money raised supports the junior and senior associations throughout the year.



T.J. Callahan, MLBA President, welcomed everyone to the annual meeting on May 21, 2021.

The Missouri juniors served the lunch and pie at the Great American Pie Sale.



A large crowd gathered at the Bennett Room Banquet Hall for the Missouri Limousin Breeders Association annual meeting, banquet, and benefit auction.



A wide variety of items were donated for the MLBA benefit auction.



Melanie Brockhaus, Junior Advisor stands with Missouri Junior Board officers Sam Callahan, President; Corbin Brockhaus, Treasurer; Jackson Dill, Vice-President; Chelsea Pinnell, Secretary; Ellie Dill, Reporter, and Miranda Pinnell, Princess.



Morris Bros. Inducted into the Missouri Limousin Breeders Association "Hall of Fame"

Sue and the late Denny Morris, Morris Bros. Cattle Company, of Ash Grove, were inducted into the Missouri Limousin Breeders Association (MLBA) "Hall of Fame" on May 21, 2021. The ceremony took place during the MLBA annual meeting, banquet and benefit auction at the Bennett Room Banquet Hall near Lebanon, Missouri.

Both Denny and Sue Morris grew up together, showing cattle at local fairs and shows. They were married in 1974, set their roots down in the Fair Grove, Missouri, area and raised their two sons, Chad and Dusty.

They began with Chianina show cattle, but soon met up with Zyback/McMurtrey Limousin. Alan McMurtrey was the MLBA president, and he was a big influence on the Morris family taking a liking to Limousin cattle.

Morris Bros. Cattle Company developed and displayed their cattle at a variety of shows. The boys maintained the show cattle as well as working for

Dennis Alt and Kent Abele at the Missouri State Fair. Their annual Morris family vacation every fall was their trek to NAILE in Louisville, Kentucky, spending ten days working together and showing cattle.

While the boys were young, Morris Bros. Embroidery was started as a way to provide extra income. The boys helped at the shop and continued to focus their attention on the show cattle during junior and senior high school while Denny kept the cattle operation going. Through their embroidery enterprise, Denny and Sue donated significantly to the Limousin Senior and Junior Associations.

Sue spent 15 years working for the Missouri State University Agriculture Department, retiring in 2018. Dennis passed away in March of 2019 following

heart surgery. Chad and his wife, Sarah, have a four-year-old son, Max. Dusty and his late wife, Jill, have two daughters, Kelsey and Ryleigh. The Morris girls have shown cattle and taken home many championship titles at the state, regional and national levels. Dusty has a cattle fitting business and is also a professional photographer, taking pictures for cattle shows, advertising and catalogs.



Jack Glendenning presented the MLBA "Hall of Fame" plaque to Morris Bros. Cattle Company on May 21, 2021. Accepting the award are Ryleigh, Kelsey, Chad and Sue Morris.



Missouri Juniors Gather at Sedalia for Annual Field Day

The Missouri Junior Limousin Association Field Day took place June 12, 2021 at the Missouri State Fairgrounds in Sedalia. This event was held in conjunction with the Missouri Cattlemen's All-Breed Show. The show took place in the Donnelly Arena. Riley Bradshaw of Labelle, Missouri, evaluated the 44 head of Limousin and Lim-Flex cattle exhibited by 24 Missouri juniors. The Missouri Association would like to thank Melanie Brockhaus, junior advisor, for organizing the show and helping in the ring. They also appreciate Bart Brackman for helping in the ring and Miranda Pinnell, princess, for handing out the prizes.

FEMALE SHOW



Judge Bradshaw chose GALD Glamour Girl 907G, a 9/7/19 Lim-Flex, exhibited by Carson Hoth of Anderson, as the Grand Champion Female. She was the Division VI Champion.



The Reserve Grand Champion Female was GETZ Honor Roll 53H, an 11/7/20 Lim-Flex, exhibited by Jackson Dill of Marshfield. She was the Division I Champion.

Division Female Winners

Division I Reserve Champion: LDIL Hallie 053H, an 11/20/20 NXM female, exhibited by Ellie Dill of Marshfield.

Division II Champion: AUTO Harriette, a 10/27/20 NXM female, exhibited by Corbin Brockhaus of Holden.

Division II Reserve Champion: AUTO Haylee, a 10/28/20 Lim-Flex female, exhibited by Austin Hunt of Frohna.

Division III Champion: AUTO Hilda, an 8/7/20 Lim-Flex female, exhibited by Case Brockhaus of Holden.

Division III Reserve Champion: SEEE Hope, a 5/1/20 Lim-Flex female, exhibited by Chelsea Pinnell of Cuba.

Division IV Champion: SEEE Harrietta, a 4/16/20 Lim-Flex female, exhibited by Tenley Edwards of Mayview.

Division IV Reserve Champion: CB Hennessy 0789H, a 3/15/20 Lim-Flex female, exhibited by Sam Callahan of Centerview.

Division V Champion: CELL High Class 0209H, a 1/22/20 Lim-Flex female, exhibited by Karlee Favor of Marshfield.

Division V Reserve Champion: AUTO Haley, a 1/5/20 Lim-Flex female, exhibited by Chelsea Pinnell.

Division VI Reserve Champion: AUTO Gwen, a 10/6/20 NXM female, exhibited by Kole Lewis of Anderson.

BULL SHOW



Sam Callahan exhibited the Grand Champion Bull with CB Heavy Metal 0114H, a 3/14/20 Lim-Flex bull. He was the Division IV Champion



Ellie Dill took home the Reserve Grand Champion honors with LDIL Houston 040H, an 11/5/20 Lim-Flex bull. He was the Division I Champion.



Taking home the Reserve Grand Champion honors with her steer, CC's Lydia's Big Red 640H, a NXM 1,175 lb. steer, was Lydia Hunt of Frohna.

Division Bull Winners

Division II Champion: JDIL Hannity D28H, a 9/25/20 Lim-Flex, exhibited by Jackson Dill.

Division II Reserve Champion: FBFL Hulk 289H, a 9/3/20 NXM bull, exhibited by Gracie Brackman of Concordia.

Division III Champion: XKLX Hypotonic, a 6/2/20 NXM bull, exhibited by Kole Lewis.

Division III Reserve Champion: KRLE Holden, a 5/11/20 Lim-Flex bull, exhibited by Karley Favor.



Showmanship winners were: Junior - Case Brockhaus, Intermediate - Chelsea Pinnell, Senior - Carson Hoth.

STEER SHOW



The Grand Champion Steer was CV Henry 001H, a NXM 1,165 lbs. steer, exhibited by Joe Callahan of Centerview.



Words to take to heart printed on the back of the show shirt at the Missouri Field Day.



Missouri Juniors at their field day in Sedalia.

MLBA Holds Summer Open Show in Sedalia

The Missouri Limousin Breeders Association (MLBA) held their annual Summer Open Show at the Missouri State Fairgrounds in Sedalia on June 12, 2021. Judge Cole Johnston of Fair Grove, Missouri, evaluated the 45 head of Limousin and Lim-Flex females and bulls shown by 26 Missouri exhibitors. The show took place at 1:00 p.m. following the Junior Show. The association served a sub sandwich lunch

between shows for exhibitors, their families, and all those in attendance.

FEMALE SHOW



Judge Johnston selected GALD Glamour Girl 907G, a 9/7/19 Lim-Flex, as the Grand Champion Female, exhibited by Carson Hoth of Anderson. She was the Division VI Champion



The Reserve Grand Champion Female was LDIL Hallie 053H, an 11/11/20 NXM Female, exhibited by Ellie Dill of Marshfield. She was the Division I Champion.

Division Female Winners

Division I Reserve Champion: GETZ

Honor Roll 53H, an 11/7/20 Lim-Flex, exhibited by Jackson Dill of Marshfield.

Division II Champion: AUTO Honor, a 10/21/20 Lim-Flex, exhibited by Kole Lewis of Anderson.

Division II Reserve Champion: AUTO Harriette, a 10/27/20 NXF Female, exhibited by Corbin Brockhaus of Holden.

Division III Champion: AUTO Hilda, an 8/7/20 Lim-Flex, exhibited by Case Brockhaus of Holden.

Division III Reserve Champion: SEEE Hope, a 5/12/20 Lim-Flex, exhibited by Chelsea Pinnell of Cuba.

Division IV Champion: SEEE Harrietta, a 4/16/20 Lim-Flex, exhibited by Tenley Edwards of Mayview.

Division IV Reserve Champion: CB Hennessy 079H, a 3/15/20 Lim-Flex, exhibited by Sam Callahan of Centerview.

Division V Champion: AUTO Haley, a 1/5/20 Lim-Flex, exhibited by Chelsea Pinnell of Cuba.

Division V Reserve Champion: CELL High Class 0209H, a 1/22/20 Lim-Flex, exhibited by Karlee Favor of Marshfield.

Division VI Reserve Champion: AUTO Gwen, a 10/6/19 NXM Female, exhibited by Kole Lewis of Anderson.

BULL SHOW



The Grand Champion Bull in the Open Show was WFL Hennessy, a 6/2/20 Lim-Flex, exhibited by Route 66 of Marshfield, Missouri, and Wilder Family Limousin of Snook, Texas. He was the Division IV Champion.



The Reserve Grand Champion Bull was LDIL Houston 040H, an 11/5/20 Lim-Flex, exhibited by Ellie Dill of Marshfield. He was the Division I Champion bull.

Division Bull Winners

Division II Champion: JDIL Hannity D28H, a 9/25/20 Lim-Flex, exhibited by Jackson Dill of Marshfield.

Division II Reserve Champion: FBFL Hulk, a 9/3/20 NXM bull, exhibited by Gracie Brackman of Concordia.

Division III Champion: MIDL Hector Lives, an 8/18/20 Lim-Flex, exhibited by Middleton Limousin of Boubon.

Division III Reserve Champion: XKLX Hypotonic, a 6/2/20 NXM bull, exhibited by Kole Lewis of Anderson.

Division VI Champion: AKLF Power Load 956G, a 9/24/19 Lim-Flex, exhibited by Kautsch Farms of Russellville.



Missouri junior champions and reserve champions received great awards, Blue Tooth speakers.



SONS OF PUB FULLBLOODS

THESE TWO HERD SIRES REPRESENT THE TYPE AND KIND WE STRIVE TO PRODUCE. CONTACT US TODAY TO RESERVE SEMEN ON THESE BULLS FOR FALL DELIVERY AND TO INQUIRE ABOUT THE OTHER BULLS AND HEIFERS WE HAVE FOR SALE PRIVATELY.



GARS HARVEST PUB

PUB X AUTO EVER 233E · 4/30/20

GARS HARVEST PUB IS A SON OF PUB. HE IS A DOCILE, LONG BODIED FULLBLOOD WHO SHOWS OFF SOME OF THE FOUNDING CHARACTERISTICS OF THE BREED. HIS LEGENDARY PEDIGREE INCLUDES THE SIRES PUB, HARVEST OLYMPUS AND CLIFF HANGER AND SPECIAL K ON THE DAM SIDE. GARS HARVEST PUB RANKS IN THE TOP 3% OF THE BREED FOR REA AND MILK TO AID IN PRODUCING FAST GROWING OFFSPRING.



GARS BRIDLED PUB

PUB X GARS 098F · 5/6/20

GARS BRIDLED PUB IS AN IMPRESSIVE FULLBLOOD WHO IS DEEP BODIED AND HEAVILY MUSCLED. HIS PEDIGREE IS FULL OF LEGENDS OF THE BREED AS HE IS A SON OF PUB AND OUT OF A FIRST CALF CLIFF HANGER HEIFER WHOSE PEDIGREE INCLUDES ENDG UNBRIDLED 832U AND STBR DEMETRIA 669D. GARS BRIDLED PUB IS A FAST GROWING FULLBLOOD WHO WILL WORK IN ANYONE'S PROGRAM AS HE RANKS IN THE TOP 3% FOR REA, 4% FOR MILK AND A CED OF 12.

SEMEN AVAILABLE THIS FALL. CONTACT THE FARM.

GARRISON LIMOUSIN • RON GARRISON • 417-838-1872 • GARRISONLIMOUSIN@GMAIL.COM

Nebraska News...

Congratulations, Wesley

The Nebraska Agricultural Youth Institute (NAYI) held their annual state dinner on July 16, 2021. Alumni committee members of the Nebraska Agricultural Youth Council (NAYI) presented two, \$1,000 scholarships to deserving Council members for their work and dedication to the agriculture industry.

This year's \$1,000 scholarship awards went to Wesley Wach of Wauneta and Felicia Knoerzer of Elwood. They were recognized for their work throughout the year promoting and sharing information about agriculture with Nebraska youth.

Wach is a senior at the University of Nebraska – Lincoln (UNL) majoring in agricultural economics. He is serving as secretary of the 2020-2021 Council. Wesley is the son of Limousin breeders Lorán and Nancy Wach.



During the scholarship presentation, NAYC Alum Amanda Kowalewski thanked Knoerzer and Wach for giving generously of their time and talents to Nebraska agriculture. "Felicia and Wesley go above and beyond in everything they do, and we're fortunate to have them here in Nebraska leading the way in agriculture."

Thanks!

Thanks to the Nebraska Junior Beef Expo for opening up the show to the Heartland Regional Junior Limousin Show. They had a great time taking part in the satellite events and exhibiting their Limousin and Lim-Flex cattle.

We would also like to thank the staff at the Nebraska State Fair for doing such a great job during the National Junior Limousin Show. They helped make it a very successful event.

We also appreciate the work that Mark and Marian Nutter of Theford did helping Ann Vorthmann and her crew prepare and serve the meals

during the week. Your work is much appreciated. We also want to thank Hunt Limousin for donating gift certificates for the junior exhibitors.

They enjoyed their treats of ice cream, sno cones and cotton candy!

It takes many volunteers and supporters to put on a show of this size!

In Memoriam



Holly Jean Crook, 35, of O'Neill, Nebraska, formerly of Rising City, Nebraska, passed away June 9, 2021, after a battle with cancer. A memorial service was held at the Butler County Fairgrounds Event Center in David City, Nebraska, on June 14 and a funeral service the following day, June 15, at the Word of Life Christian Center in O'Neill.

She loved farm life, grew up showing cattle, taking care of her cats and dogs, and making friends with neighbors. Holly was involved with 4-H and was a member of the Nebraska Junior Limousin Association and the Heartland Limousin Association.

Holly graduated from David City High School in 2004 and attended Hasting Community College, Wayne State College, and she graduated from Southeast Community College in Lincoln. She held a variety of jobs, but her passion for people led her to mission work in Brazil. Holly enjoyed singing and serving as a worship leader in church.

She is survived by her mother, Connie Svododa of Lincoln, Nebraska; her father, Michael Crook of Rising City, Nebraska; brother, Daryl Crook, of Rising City; her grandparents, and many other aunts, uncles, relatives, friends and family.



The Limousin Heart Beat wants to help target your marketing DOLLARS!



Send us the address of your new customers and we'll add them to our FREE subscription list. Include their mailing address, or if you have an address correction, send that as well.

LIMOUSIN HEART BEAT
DEAN SUMMERBELL

619 139th Ln NW • Andover, MN 55304 • bsummerbell@gmail.com

Dr. Duane Wulf Received SDSU Distinguished Alumni Award



Dr. Duane Wulf, formerly of Morris, Minnesota, received the 2021 South Dakota State University (SDSU) Department of Animal Science Distinguished Alumni Award on April 16, 2021. The award was given at the department's annual awards program.

This Distinguished Alumni Award recognizes alumni of the department whose accomplishments have impacted the agriculture industry, communities, and individuals across the state, nation, and world. Contributions of Distinguished Alumni include outstanding professional accomplishment, sustained service to agriculture, or distinguished leadership.

Wulf graduated from SDSU with a bachelor's and master's degrees in animal science in 1989 and 1993, respectively. He was a member of the 1987 SDSU meat judging team, academic quadrathlon team, and Block and Bridle. He later received his doctorate from Colorado State University.

He worked as an assistant professor and state meat extension specialist at the Ohio State University. Three years later he transitioned back to SDSU as a professor of animal science, with

teaching and research appointment. He was a faculty member at SDSU for 10 years, receiving a multitude of awards.

In 2009 Wulf, his wife, Ann, and family moved to Mexico to pursue mission work, providing practical education, training, and career opportunities to underprivileged youth. He did this by establishing The Fatted Calf, a nonprofit organization dedicated to glorifying and obeying God by providing training and career development to the youth.

After dedicating 10 years to mission work, Wulf moved back to the U.S. and is currently serving as an associate professor at the University of Arizona.

Dr. Rosie Nold, Department of Animal Science assistant department head, said, "I can think of no one that practices the core values of SDSU's current mission and vision any better than Dr. Duane Wulf. He has used his animal and meat science skills to help bring life-changing improvement to the quality of life of youth and others."

Editor's Note: This article was taken from a news article printed in The Cattle Business Weekly.

"BACK IN TIME"

Do You Know the Answer?



Answers:

- 1.) The first cattle arrived in 1624 and they were brought to Plymouth Colony. These early Pilgrims are recorded to have imported a bull and three cows from England.
- 2.) In the West, cattle were brought into Texas from Mexico. The Texas Longhorn breed spread across the plains and by 1830, there were said to be 100,000 head in Texas.
- 3.) Getting beef from hoof to rail was an added challenge of the time. Cold storage was not common, so drying, curing and salting were normal methods of preserving meat.
- 4.) The introduction of the refrigerated rail car in the 1860's completely revolutionized the ability to get the product across the country.
- 5.) Today, cows actually outnumber people in nine states; Idaho, Montana, Wyoming, North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, and Iowa.
- 6.) Missouri ranks number 3 in beef production in the United States, topped only by Texas and Oklahoma.

Questions

on page 3.

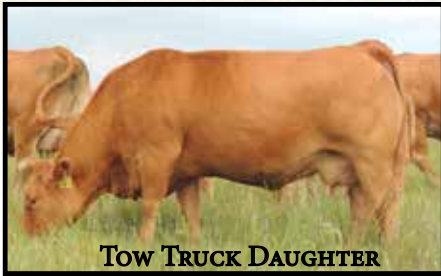


ONE IRON, ONE TATTOO, ONE PROGRAM



25 RED AND BLACK, REGISTERED PUREBRED SPRING AND FALL BORN HEIFERS WITH 38 YEARS OF SELECTIVE BREEDING BEHIND THEM. AI'D TO TREF EZ STREET, TREF Hardcore, TREF Gunpowder, and B Bar Bentley. A powerful set of home raised heifers sure to raise the same kind of bulls that top our sale!

ULTRASOUND DATES WILL BE AVAILABLE.



TOW TRUCK DAUGHTER



BUSINESSMAN DAUGHTER



YES MAN DAUGHTER

RIGHT FROM THE FACTORY

WITH A SHORTAGE OF HAY GOING INTO WINTER, WE'VE DECIDED TO REDUCE OUR COW NUMBERS BY 30%. AN OPPORTUNITY TO BUY FROM THE HEART OF OUR HERD MAY NOT ARISE AGAIN. BROODY, FERTILE COWS THAT RAISE THE HEAVY MUSCLED BULLS THAT HAVE BROUGHT ATTENTION TO OUR PROGRAM THE LAST SEVERAL YEARS. ALL WITH ONE BRAND AND ONE TATTOO.

BRED TO: TREF Hardcore, TREF Gunpowder, Anchor B Gold Rush, TREF Hotshot, TREF Grand Slam, TOMV Diesel and more. ULTRASOUND DATES WILL BE AVAILABLE. WATCH OUR WEBSITE FOR DETAILS!



SPECIAL!

25 TOP END PUREBRED HEIFERS CALVES WEANED OFF THE COW!



South Dakota News...



Thank You

Members of the South Dakota Limousin Association would like to thank the breeders who sponsored the belt buckles for the South Dakota Junior Spotlight Show. We appreciate your support of the show and the juniors exhibiting their projects.

Buckles were sponsored by: Tretzf Limousin of Wetonka, Champion Purebred Heifer; J LX Limousin of Elk Point, Champion Lim-Flex Heifer; McLellan Ranch of Eagle Butte, Champion Steer; Nolz Limousin of Mitchell, Champion Senior Showman; J LX Limousin of Elk Point; Champion Junior Showman; and South Fork Ranch of Fort Pierre, Champion Beginner Showman.



Ambassador Program Runs in the Family

The South Dakota Junior Beef Ambassador program has been developed and carried out by the South Dakota Cattlewomen. The program provides an opportunity for young beef leaders to engage and promote our product. "Our youth continue to be our future and we have to prepare them and encourage them to be proud of their heritage and willing to promote our beef product," states Suzy Geppert, Executive Director.

The program is open to any youth ages 5 to 18. This is an opportunity for the young people to advocate for the beef industry and share your passion.

The Radke family of Mitchell has a history with the Ambassador program. Amanda (Nolz) Radke served in this role as a South Dakota Junior Beef Ambassador in 1998 when she was 10 and then again in

2006 when she was 18 years old. Her grandma, Carol Wienk of Lake Preston, got her involved in the program, and through the support of several others, Amanda learned the "ins and outs" of promoting beef at consumer events.

Amanda went on to win the National Beef Ambassador Contest, a checkoff-funded program. She spent a year traveling from coast-to-coast promoting beef at various events including the Boston Marathon, the World Ag Expo, Washington, D.C. grilling events, and more. Amanda now works as a motivational speaker, blogger and writer for BEEF Magazine, and she's a dedicated advocate for the Beef Industry.

Moving down a generation, her two children, Scarlett and Thorne, are now Junior Ambassadors. Scarlett was also an Ambassador last year, where she learned more about cattle production, beef preparation, nutrition, by-products, and more. Amanda and her husband, Tyler, said that it was a wonderful experience for their daughter last year, and are grateful to the South Dakota Beef Industry Council (SDBIC) for giving the youth the opportunity to be a voice for the state's beef producers.

State Fair

There is a change to the 2021 State Fair Open Shows for this year only. The shows had to be moved up and took place prior to the opening of the fair due to the fire that destroyed the Open Class Beef Complex. The Limousin Open Show was held on Tuesday, August 31 in the 4-H Livestock Complex.



Wedding Bells

Congratulations to Courtney Tretzf of Rapid City, South Dakota, who was united in marriage to Andrew Rios on June 12, 2021 in Keystone, South Dakota. She is the daughter of Glenn Tretzf of Wetonka, South Dakota.

Juniors Take Part in South Dakota Spotlight Show

Junior exhibitors took part in the 2021 South Dakota Summer Spotlight Show the weekend of July 21-25 at the South Dakota State Fairgrounds in Huron. This all-breed show featured competitions for swine, sheep and cattle as well as a showmanship contest. The Spotlight is designed to showcase South Dakota youth and their livestock. Judge Curtis Doubet of Laramie, Wyoming, evaluated the Limousin and Lim-Flex cattle that were shown at 3:00 p.m. on Saturday, July 24th.



Greyson Nielson of Arlington took home the Reserve Grand Champion banner with ROMN Heebie Jeebies 39H, a 4/3/20, black, double polled daughter of AUTO Lucky Guy 140D ET out of ROMN Aretha 50A.



The Grand Champion Lim-Flex Female was AUTO Hudsyn 235H ET, a 4/1/20, homozygous black, polled, 50% Lim-Flex daughter of Colburn Primo 5153 out of AUTO Luckie TOO 423Y, exhibited by Chloe Hazel of Beresford.



The Grand Champion Steer, weighing 1,306 lbs., was SYES Hadi 367H, a 4/7/20, red, double polled, purebred son of JYF Extra Chunk 518E out of MISS SYES Zone 369C exhibited by Owen Symens of Amherst.



Kaylee White of Woonsocket, exhibited the Reserve Grand Champion Lim-Flex Female with AUTO Harmony 216H ET, a 2/24/20, homozygous black, polled, 50% Lim-Flex daughter of Colburn Primo 5153 out of AUTO Luckie 246W.



In the Limousin showmanship competition, Rory Peterson of Pukwana won the beginner division. Kai Thomsen of Madison was named champion in the junior division and went on to be selected as the 3rd overall champion. Chloe Hazel of Beresford took home the top prize in the senior division and she was named 4th overall showman. Glenn and Sherri Johnson of Pipestone, Minnesota, served as the judges for this contest.



The Grand Champion Limousin Female was KINS Envy 07H, a 4/19/20, double black, double polled daughter of TASF Crown Royal 960C ET out of FT Envy 211E, exhibited by Kai Thomsen of Madison.

Fullblood News...

The Fullblood Limousin Alliance (FLA) held a meeting on June 11, 2021, in conjunction with their 10th Annual National Fullblood Show in Pryor, Oklahoma. A large group not only attended the meeting but also enjoyed a delicious meal.

Nominations for the two board positions will be taken at the next FLA



meeting. In addition, the members will also discuss and select a site for the 2022 National Show. It would be helpful if members would come with suggestions for not only locations but also dates for the show.

The FLA recognized members and supporters of Fullblood cattle who have passed away recently; Wayne Foley of Kellyville, Oklahoma; and Ed Pinegar of Springfield, Missouri.

We want to thank everyone who donated and/or purchased items

Members of the Fullblood Limousin Alliance board of directors enjoyed getting together during their National Show.

at the junior auction held at the National Show. We raised \$185 for the juniors. We also want to thank Danny and Connie Crockett, Crockett Rose Branch Farm, for their donations for the FLA juniors.

We also want to thank everyone who sponsored the classes in the open and junior shows. Jim and Bertha Jarnigan, Jarnigan Limousin of Mascot, Tennessee, sponsored the Award Buckles. Thank you for your support!

Mark your calendar for Friday, September 17, 2021, for the next FLA meeting. It will be held in Bowling Green, Kentucky, in conjunction with the Foundation Sale VII.



This beautiful farm sign was given to Danny and Connie Crockett, Crockett Rose Branch Farm of Lamar, Missouri, by the Fullblood Limousin Association as a thank you for their many years of service and dedication.

Fullblood Limousin Alliance Holds 10th Annual Show

Members of the Fullblood Limousin Alliance (FLA) traveled to Pryor, Oklahoma, for their 10th annual National Show June 12, 2021, at the Mayes County Fairgrounds. They held a quarterly meeting followed by a grilled burger and brat supper on Friday, June 11th. Although it was a very hot day, the members enjoyed the opportunity to watch the show and renew friendships with breeders from several states.

Memorials were given at the meeting in honor of Wayne Foley, Sr., Ed Pinegar, and Viola Barnard. These three FLA members and supporters will be missed for their unique contribution they made to the Limousin breed and the Fullblood Association.

OPEN SHOW

The judge was PJ Budler, who was raised on a 5th generation cattle operation in South Africa. He has judged 55 different cattle breeds and has become the first ever cattle judge to judge a National Show on all six continents.



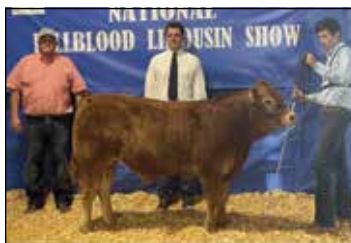
The Grand Champion Female was SVL Novelty 816H, a 9/12/20 daughter of SVL Magic Touch 515E out of SVL Polled Nadine 459T, exhibited by Coleman Kitchens of Cashion, Oklahoma.



The Reserve Grand Champion Female was GTMO Harbinger 08H, a 5/27/20 daughter of GTMO Eastwood 55E out of CCRA Taboo 08T, shown by GTMO Partnership of Thornfield, Missouri.



The Grand Champion Bull was SVL Mr. America 709G, a 6/2/19 son of PH Polled Yellowstone out of SVL Polled Amazing 9712, exhibited by Carter Kitchens of Cashion, Oklahoma.

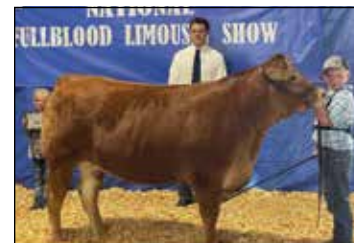


Taking home the Reserve Grand Champion honors in the bull show was SVL Magic Wonder 818H, a 10/15/20 son of SVL Magic Touch 516E out of SVL Polled Nancy 151A, shown by Stone Valley Limousin of Cashion, Oklahoma.

The Get of Sire title was earned by Stone Valley Limousin

JUNIOR SHOW

The Grand Champion Female was also the Grand Champion in the Open Show; SVL Novelty 816H, a 5/12/20 daughter of SVL Magic Touch 515E out of SVL Polled Nadine 459T, exhibited by Coleman Kitchens of Cashion, Oklahoma.



The Reserve Champion Female was SVL Magic Tilly 716G, a 9/4/19 daughter of SVL Magic Touch 516E out of SVL Prudence 502F, exhibited by Connors Sommers of Lindsay, Oklahoma.


The Grand Champion Bull was also the Grand Champion Bull in the Open Show; SVL Mr. America 709G, a 6/2/19 son of PH Polled Yellowstone out of SVL Polled Amazing 9712, exhibited by Carter Kitchens of Cashion, Oklahoma.

The Junior Showmanship award was presented to Coleman Kitchens of Cashion, Oklahoma.



FOR SALE

Polled Fullblood Limousin Bulls, Cows and Heifers



OLLAR LIMOUSIN
Paul Ollar

2822 Highland Dr. • Rogers, AR 72756 • paulollar@hotmail.com • 479-366-0541

Visit www.ollarfarms.com for photos and additional information.

Highlights from the Heartland

Michelle Nielson congratulates Greyson for exhibiting the 4th Overall Female at the NALJA show.



Bev Summerbell listens to the Kansas Field Day announcer, Jerry Meek, who came from his residence in Longview, TX, to support his former state's field day.



Everyone enjoys reading the Heart Beat, even Betty Williamson's cat.

Dean Summerbell and Mark Blake discuss the events at the Nebraska Beef Expo and HLA Regional Show in Norfolk, NE.



Susan Little of Eldon, MO enjoyed visiting with Judy Robinson and Mashelle Trimble of Unionville at the Missouri Field Day in Sedalia.



Tub and the Ratliff crew congratulate McKenna Richardson on her success in the show ring with a Ratliff heifer.

Fletcher Hennessy's heifer (SEEE Hocus Pocus ET) was **Supreme** Champion Overall Breeds at the ND State Fair Junior Show. The heifer was raised by Edwards in MO.



Eric Zeltwanger & Jon Moser of Morris, MN, were busy slicing the Tri-Tip Steak, prepared by the Stevens County Cattlemen, for the 600 attendees at the NALJA Award Ceremony Banquet in Grand Island, NE, on July 7, 2021.



Ty Heavin of Springfield, MO, and George Hubbard of Miami, OK, kicked off the Sullivan Stock Show U Clinic competing in a fitting contest called the Showmanship Showdown.



Amy Boyer along with Sarah and Maria Long were all smiles as they served lunch after the Iowa Field Day.



Dean Summerbell and Bob & Elaine Yackley of Onida, SD, took in the SD Spotlight Show in Huron on a very hot afternoon.

There's never a dull moment at Minor Limousin of Strafford, MO. Their bull, Graffiti, says, "a little help, please!"



Rosalie Smith of Sedalia, MO, and Dean Summerbell enjoyed visiting and looking at the Heart Beat after the Missouri Field Day.

Your Search for
ELITE SHOW HEIFERS STARTS HERE.

Folks, the influence these two legendary donors continue to express upon the breed is without parallel, and we are proud they are the bedrock of our show heifer program! This October 23 marks your opportunity to invest in direct daughters and genetic opportunities that project not only to be top flight show heifers, but also big-time donor females. The bottom line is, your search for elite show heifers in volume starts in Leon, Iowa - seize the moment, hang a banner **AND INVEST IN YOUR PROGRAM'S FUTURE!**



LINHART LIMOUSIN

FALL HARVEST SALE OF 2021

SAT, OCTOBER 23 1PM CST
 AT THE FARM NEAR LEON, IA

New Date!

MARKETING TEAM

MC MARKETING MANAGEMENT

Kiley McKinna 402.350.3447

Wiley Fanta 320.287.0751

GRASSROOTS GENETICS

Mark Smith 515.229.5227

R&R MARKETING

Randy Ratliff 615.330.2735

HELTON CONSULTING

Bill Helton 256.962.0256

Selling 75 Limousin & Lim-Flex Lots

40 ELITE SHOW HEIFER PROSPECTS

30 BRED HEIFERS

5 GENETIC OPPORTUNITIES

LINHARTLIMOUSIN.COM

CALL, TEXT OR E-MAIL ANY MEMBER
 OF OUR MARKETING TEAM WITH QUESTIONS.

**LINHART
 LIMOUSIN**

27195 175TH ST • LEON, IA 50144

CHARLES LINHART, 641.340.1306

AARON LINHART, 641.414.5060

Heartland Juniors Take Part in “The American Showdown”



5th Overall Limousin Female and Division I Champion was Ratliff Purple Harmacy, an 11/16/20, black, polled, purebred daughter of TASF Crown Royal 960C ET out of FWLY Purple Ribbon, exhibited by McKenna Richardson of Eureka, Kansas.



5th Overall Lim-Flex Female and Reserve Division IV Champion was SHSK Benjie 205H ET, a 3/17/20, double black, homozygous polled, 43% Lim-Flex daughter of Silveiras Style 9303 out of WLR Prada, exhibited by Carly Kolterman of Garland, Nebraska.

Hearthland Juniors and their families traveled to Grand Island, Nebraska, July 3-8, 2021, for the National Junior Limousin Show & Congress. The activities took place at the Nebraska State Fairgrounds.

The shows started off July 7th with the Prospect and Progress Steers, Purebred and Lim-Flex Cow/Calf Pairs, Purebred and Lim-Flex Bred-and-Owned Bulls, and Purebred and Lim-Flex Bred-and-Owned Females. A total of 137 head were evaluated by Blake Nelson of Platte City, Missouri.

The following day, July 8th, the shows continued with the Purebred and Lim-Flex Owned Females. Troy Thomas of Harrold, South Dakota, sorted through the 267 animals in the two shows.

Heartland Division & Class

Limousin Female Winners:

Division I 3rd Overall: Ellie Dill of Marshfield, MO, with LDIL Hallie 053H, an 11/11/20 daughter of TASF Crown Royal 960C ET.

Division III Reserve Champion: Carly Kolterman of Garland, NE, with CKLT Elvera 710H, a 6/25/20 daughter of SSK 807F.

Division IV Champion: Greyson Nielson of Arlington, SD, with ROMN Heebie Jeebies 39H, a 4/3/20 daughter of AUTO Lucky Guy 140D ET.

Division IV 3rd Overall: Kai Thomsen of Madison, SD, with KINS Envy 07H, a 4/19/20 daughter of TASF Crown Royal 960C ET.

Class 40: Delaney Peterson of Chamberlain, SD; Class 45: Kole Lewis of Anderson, MO.

Heartland Division & Class

Lim-Flex Female Winners:

Division I Champion: Jackson Dill of Marshfield, MO, with GETZ Honor Roll 53H, an 11/7/20 daughter of CJSL Creed 5042C.

Division III Reserve Champion: Morgan Wise of Topeka, KS, with DL Heaven Can Wait 550H, a 6/18/20 daughter of ELCX Kings Landing 599D ET.

Class 1: Jonathan Swanek of Dexter, MN; Class 20: Memphis Peterson of Pukwana, SD.

LIMOUSIN FEMALE SHOW



The Grand Champion Limousin Female and the Division V Champion was SC Halle 430H, a 2/26/29, double black, polled, purebred daughter of TASF Crown Royal 960C ET out of SCRN Claire 125C, exhibited by Jack Sullivan of Groveton, Texas.

LIM-FLEX FEMALE SHOW



The Grand Champion Lim-Flex Female and Division V Champion was DL Hush Money 502H, a 2/4/20, double black, double polled, 65% Lim-Flex daughter of ELCX Kings Landing 599D ET out of SSTO Courtney 5877C, exhibited by Sara Sullivan of Dunlap, Iowa.

Bryntlee Wilkerson of Canton, Texas, took home the Reserve Grand Champion and Division III Champion banner with ELCX Hollywood 410H, a 5/6/20, homozygous black, homozygous polled, 39% Lim-Flex daughter of ELCX E-Town 736E ET out of CJLM San Jose 410D ET.

PROGRESS STEER SHOW



The Grand Champion Progress Steer was FLEX 038H, a 4/29/20, 1,176 lbs. steer with a WDA of 2.73, sired by Trust in Me out of LMO 3890, exhibited by Aiden Hinniker of Pipestone, Minnesota.



Brooke Heavin of Springfield, Missouri, took home the Reserve Grand Champion banner with AUTO Steve 549H, a 6/9/20, 1,159 lb. steer with a WDA of 2.97, sired by RLBH Days of Thunder ET out of PBRS First Dawn 815F.



Sara Sullivan of Dunlap, Iowa took home the Reserve Grand Champion Limousin Female and the Reserve Division V Champion banner with Ratliff Howboutit 998H ET, a 1/30/20, homozygous black, double polled, 84% daughter of FWLY Can Do out of Riverstone Charmed.

Mission Statement of the Heartland Limousin Association

The purpose for which the HLA is organized is to serve as a service organization designed to promote and further enhance the Limousin breed of cattle in the seven state area comprised of IA, KS, MN, MO, NE, SD and WI.

The goals for the Association shall include promotion, strengthening state and junior associations within the region; development of a regional publication; improvement of communication and a unified attitude of breeders; to provide market information and expertise; to serve as a coordinator of events between the Association and the industry; to increase breeder involvement; and to strengthen ties between the NALF and the Heartland Limousin Association.



LIM-FLEX COW/CALF SHOW



The Grand Champion Lim-Flex Cow/Calf Pair was AUTO Crowning Day 204G, a 1/5/19, homozygous black, polled, 68% Lim-Flex daughter of Riverstone Crown Royal out of AUTO Casper C ET, exhibited by Ryleigh Morris of Walnut Grove, Missouri.

Class 13 Winner: Cadie Thomson of Winfield, KS.

LIMOUSIN COW/CALF PAIR



The Grand Champion Limousin Cow/Calf Pair was Boss Lake MS Molly 812F, a 2/5/18, black, homozygous polled, purebred daughter of Cottage Lake Border Agent out of AUTO Olga 498A, exhibited by Wiley Fanta of Starbuck, Minnesota.

BRED-AND-OWNED LIM-FLEX BULL SHOW



The Reserve Grand Champion and Division II Champion Bred-and-Owned Lim-Flex Bull was JDIL Hannity 028H, a 9/25/20, homozygous black, homozygous polled, 45% Lim-Flex son of CJSJ Creed 5042C out of CELL 8441F ET, exhibited by Jackson Dill of Marshfield, Missouri.



3rd Overall Lim-Flex Bred-and-Owned Bull and Reserve Division II Champion was UAUPH Houston 55E, a 9/6/20, double black, double polled, 55% Lim-Flex son of MAGS Firestone 218F out of AUPH Miss Elsa 41E, exhibited by Austin Hunt of Frohna, Missouri.

Heartland Division Bred-and-Owned

Bull Winners:

Division I Champion: Ellie Dill of Marshfield, MO, with LDIL Houston 04GH ET, an 11/5/20 son of CJSJ Creed 5042C.

Division III Reserve Champion: Karlee Favor of Marshfield, MO, with KRLE Holden, a 5/11/20 son of WBCF Dominic 07.

BRED-AND-OWNED LIMOUSIN BULL SHOW



The Reserve Grand Champion and Division III Champion Bred-and-Owned Limousin Bull was L7 Huckleberry 0011H ET, a 3/8/20, 87% Limousin, red, homozygous polled son of MEMP 0011H Alter Ego out of L7 Uma exhibited by Memphis Peterson of Pukwana, South Dakota.

Heartland Division & Class Bred-and-Owned Limousin Bull Winners:

Division II Reserve Champion: Delan Keyes of Knapp, WI, with MRL Hooley 074H, a 9/19/20 son of DELK 074H RPY Paynes Diesel 37D.

Class 28: Kole Lewis of Anderson, Missouri.

BRED-AND-OWNED LIM-FLEX FEMALE SHOW



The Reserve Grand Champion and Division II Champion Bred-and-Owned Lim-Flex Female was TBG Hula Hoop 035H, a 3/11/20, double black, double polled, 68% Lim-Flex daughter of DHVO Deuce 132R out of STLX Daisy 648D, exhibited by Garrett Walden of Tonganoxie, Kansas.

Heartland Division Winner:

Division II Reserve Champion: McKenna Richardson of Eureka, KS with MKNA Hu Hot 412H, a 4/12/20 daughter of WA Thor C12.

BRED-AND-OWNED LIMOUSIN FEMALE SHOW

Division II Reserve Champion: Carly Kolterman of Garland, NE, with CKLT Elvera 710H, a 6/25/20 daughter of SHSK 807F.

Class 50: Kylie Anderson of Garner, IA; Class 51: Riley Long of Afton, IA.

Audrey Brawner Wins NALJA Carcass Contest

Audrey Brawner of Wood Lake, Nebraska, took home the top prize in the steer carcass competition at the North American Limousin Junior Association Show in Grand Island, Nebraska, July 7, 2021.

The steer, BRAW Eagle 0252H, a 3/31/20, double black, double polled, 56% Lim-Flex son of Wulfs Eaglestone Y711E out of BRAW MS Bond 026X, weighed 1,461 lbs. with an average weight of gain of 3.18 lbs. per day.

The carcass data showed the steer had .36 in. backfat, a ribeye of 18.25 sq. in., and a carcass weight of 920 lbs. He was a Choice minus quality grade. He received a \$10.02 quality grade premium and a \$5.00 yield grade premium. Brawner received \$213.69 per hundred weight for a per head total of \$1,960.85.



Dean Summerbell, HLA Executive Secretary, congratulated Audrey Brawner of Wood Lake, NE, for winning the Virtual Carcass Contest Competition at the 2021 NALJA Show in Grand Island, NE. Dad, Rob, (right) is proud of his daughter's award.

KANSAS • MINNESOTA • MISSOURI • NEBRASKA • SOUTH DAKOTA

Six States. One Goal.



heartlandlimousin.org

IOWA • KANSAS • MINNESOTA • MISSOURI • NEBRASKA

NALJA Satellite Events Attract Heartland Juniors at “The American Showdown”



Heartland Juniors took part in a variety of activities during their week-long stay at the 2021 NJLSC “The American Showdown” July 3-8 in Grand Island, Nebraska. Those Heartland members who placed in the satellite events or received special honors were recognized at the awards ceremony July 7th.



Honorary NALJA Members: Randy and Nancy Corns of Altoona, Kansas.



Team Fitting: 1st, SD/ND – Taylor Adcock – Sullivan Supply, Sutton Hennessey, Delaney Peterson, Memphis Peterson, Fletcher Hennessey, and Judges Alex Kimerling & Jesse Hoblyn.



Junior Board: Front Row: Clayton Schowe, MD, Ex-Officio; Wiley Fanta, MN, Vice-President; Shelby Hubbard, OK, President; Riley Smith, IL, Secretary; Zane Gavette, WA, Treasurer; Back Row: Directors Samantha Moore, VA, Tristan Gulotta, LA, Colton Barton, TX, Brady Edge, IA, Mikayla Askey, AZ.



State Herdsmanship – Large State, Missouri

Top Ten Sweepstakes Contest: 7th Emmet Long, IA; 8th Ashley Schrag, KS

State Sweepstakes Competition: 3rd, Missouri

State Poster Contest: 3rd, Iowa

Photo Contest – Non-Cattle: (Novice) 4th, Ava Miller, IA; 5th, Aliston McCarley, KS; **(Junior)** 1st, Annabelle Vander May, NE; 2nd, Kole Lewis, MO; 3rd, Brooke Mitchell, WI; 5th, Josie Johnson, NE; **(Intermediate)** 1st, Emmet Long, IA; 3rd, Adysin McCarley, KS; 5th, Peyton Long, IA; **(Senior)** 4th, Kaylee White, SD.

Photo Contest – Cattle: (Intermediate) 1st, Riley Long, IA; 3rd, Ryleigh Morris, MO; 4th, Elizabeth Fectau, KS; 5th, Lily Mitchell, WI; **(Senior)** 5th, Samantha Callahan, MO.

Magazine Ads: (Junior) 3rd, Truett Vermillion, KS **(Intermediate)** 4th, Elizabeth Fectau, KS; **(Senior)** 2nd, Wiley Fanta, MN.

Sales Talk: (Junior) 1st, Memphis Peterson, SD; 3rd, Maria Long, IA; **(Intermediate)** 1st, Emmet Long, IA; 4th, Clara Johnson, NE; **(Senior)** 5th, Delaney Peterson, SD.

Judging Contest: (Novice), 1st, Tara Mueller, KS; **(Intermediate)** 1st, Tyra Meyer, KS; 2nd, Trace

Falkenstien, KS; 3rd – tie John Swanek, MN; Gage Baker, MO; 4th, Adysin McCarley, KS; **(Senior)** 1st, Ani Rexwinkle, KS.



Quiz Bowl: (Junior) 2nd – Iowa Golden Girls – Brooklyn Kline, Ava Miller, Jaelyn Anderson, Maria Long



Quiz Bowl: (Senior) 1st – MO Chance – Lydia Hunt, Carson Hoth, Sam Callahan, Drake Wood

Donna Etherton Memorial Limi Booster Scholarship, each received a \$500 scholarship: Nikki Keeton of Wolfforth, TX; Samantha Moore of Raphine, VA; McKenna Richardson of Eureka, KS.

Limi Booster Sponsored Future Professionals, received \$200: (Senior) Drake Wood of Independence, MO.



The NALJA Senior Showmanship competition, ages 17-21, judged by Chris & Sharee Stanley of Council Grove, KS took place on July 5, 2021. Pictured from right to left: Champion, Eva Hinrichsen of Westmoreland, KS; 2nd, Sara Sullivan of Dunlap, IA; 3rd, McKenna Richardson of Eureka, KS; 4th, Mackenzie Neal of Lewisburg, OH; 5th, Colton Barton of Jarrell, TX; 6th, Riley Smith of Macomb, IL; 7th, Kathy Lehman of Shelby, OH; 8th, Morgan Wise of Topeka, KS; 9th, Carson Hoth of Anderson, MO; and 10th, Collin Ochsner of Kersey, CO.

OPENING CEREMONY



Iowa



The NALJA board was riding in style at the opening ceremonies in style with a 1930s fire truck.



Wisconsin



Kansas



South Dakota



Missouri



Minnesota



Nebraska



Homo Black
Polled
89% Limousin
S: AUTO Lucky Guy
D: ROMN Alexis 66A
CE: 13 BW: 2.9
WW: 79 YW: 122
MK: 27 CM: 8 SC: 1.00
DC: 11 YG: -0.43 CW: 38
REA: 1.20 MB: -0.11 \$MI: 54

- 2020 National MOE Gold Medal Bull
- 2020 National Western Stock Show Division Champion Bull
- His first calves are hitting the ground and look very promising.
- Semen Available Private Treaty

Homo Black • Homo Polled • 57% LF
S: CJSJL Creed 5042C D: AUTO Callie 403D
CE: 14 BW: 2.1 WW: 80 YW: 134 MK: 20 CM: 8 SC: 0.72
DC: 12 YG: -0.10 CW: 38 REA: 0.75 MB: 0.48 \$MI: 73

This young donor was raised in our program and illustrates the quality we have available. Now that her successful show career is over we look forward to her many years of production. Call or come by to see the many noteworthy genetic packages we have available for you.



MINO Fiona

Take Note

of one of Missouri's Premier
Limousin operations

Minor Limousin is a program on the move. We are relying on some of the breed's most progressive genetics to help raise quality Limousin seedstock for our customers.



Watch for our offering of bulls and genetic opportunities at sales this fall.

Caleb, Tara and Gabriel Minor
1201 Flint Rock Rd. • Strafford, MO 65757 • Caleb (417) 576-6364 • Tara: (443) 605-6127
minorfarms930@gmail.com • website: www.minorlimousin.com • Facebook: www.facebook.com/minorlimousin

**Bulls Available
Private Treaty**

Heartland Regional Combines with Nebraska Junior Beef Expo

The Heartland Regional Show was held the weekend of June 4-6, 2021, in Norfolk, Nebraska. This show took place in conjunction with the Nebraska Junior Expo Show, at the Northeast Community College Ag Complex.

This was a new format for the Heartland Regional Show, having had a stand-alone show in the past. The Heartland Limousin Association board of directors wanted to give the juniors the opportunity to take place in the various satellite events offered at the Nebraska Junior Beef Expo. The Satellite events took place Friday evening, June 4 and all day on Saturday. The weekend events culminated with the shows, starting at 9:00 a.m. on Sunday, June 6, 2021.

Judge Brian Fox of Fort Morgan, Colorado, evaluated the 27 head of Limousin and Lim-Flex cattle, exhibited by 20 juniors from eight states; Arkansas, Illinois, Iowa, Kansas, Missouri, Nebraska, South Dakota, and Wisconsin.

LIM-FLEX FEMALE SHOW



Ben Spencer of Gibbon, Nebraska, exhibited the Grand Champion Lim-Flex Female with J6 Caitlyn 275H, a 3/19/20, daughter of WLR Final Call out of SSTO Caitlin 581BC. She was the Division IV Champion. She went on to be named **Supreme** Champion over all breeds. J6 Caitlyn also was the Grand Champion Bred and Owned Female.



Maria Long of Afton, IA, took first place in the Junior Division of the judging competition and Claire Dorsey of Moro, IL won the Senior Division.



Claire Dorsey of Moro, Illinois, exhibited the Reserve Grand Champion Lim-Flex Female with Legacy's Halle Berry, a 4/4/20 daughter of SHSK Mufasa 608E ET out of Betzold Nancy Faye B753. She was the Division IV Reserve Champion as well as the Reserve Grand Champion Bred & Owned Female.

Lim-Flex Division Winners

Division I Champion: CELL D545H, an 11/7/20 daughter of Musgrave Headway out of MAGS Zooid, exhibited by Emmet Long of Afton, Iowa.

Division I Reserve Champion: BC Juliette, a 1/19/21 daughter of DANH Durham 54D out of BL Gingersnap 919F, exhibited by Anabelle Vander May of Chadron, Nebraska.

Division II Champion: PRF Hollywood, a 9/23/20 daughter of RLBH Air Force One out of Mandalay Bay, exhibited by Jemma Dorsey of Moro, Illinois.

Division V Champion: AUTO Harmony 216H ET, a 2/24/20 daughter of Colburn Primo 5153 out of AUTO Luckie 246W, exhibited by Kaylee White of Woonsocket, South Dakota.

Division V Reserve Champion: CELL 0216H ET a 1/24/20 daughter of MAGS Ali out of LLJB Absolute Style 3056A, exhibited by Maria Long of Afton, Iowa.

PUREBRED FEMALE SHOW



The Grand Champion Purebred Female was AUTO Hope ET, a 10/29/20 daughter of TASF Crown Royal out of AUTO Lucky Clover 469E, exhibited by Jacey Smith of Decatur, Arkansas. She was the Division II Champion.



The Reserve Grand Champion was SC Hattie 456H, a 12/4/20 daughter of ROMN Floyd Mudhenkey 101F out of Schilling's Ya-Ya, exhibited by Jocelyn Ruppert of Moro, Illinois. She was the Division I Champion.



Junior exhibitors at the HLA Regional Show.

The juniors concentrated on the cattle during the judging competition at the Nebraska Beef Expo.



Ben Spencer of Gibbon, NE shakes the judge's hand after taking home the grand champion banner with his Lim-Flex female, and he went on to be named **Supreme** Champion Overall Breeds.



The Grand Champion Bred & Owned Purebred Female was the Division V Champion, LONG Lady Honeysuckle, a 2/23/20 daughter of CELL 8033F out of LLJB Holly 126Y, exhibited by Riley Long of Afton, IA.



The Reserve Grand Champion Bred & Owned Purebred Female was LONG Lady Hazel 99H, a 4/9/20 daughter of CELL 8033F out of RMKR Elvirea 743E, exhibited by Peyton Long of Afton, Iowa. She was the Division V Champion.

Purebred Division Winners

Division I Reserve Champion: SEEE Jinny, a 1/7/21 daughter of FWLY Purple Haze out of MAGS Uahuka, exhibited by Drake Wood of Lee's Summit, Missouri.

Division III Champion: RMKR Heaven Sent 097H, a 7/1/20 daughter of CELL Easy Rider 7014E

out of RMKR Ellie May 716E, exhibited by Hayden Holden of Carlisle, Iowa.

Division IV Champion: SC Hope 431H, a 3/19/20 daughter of ROMN Floyd Mudhenkey 101F out of Schillings Angel, exhibited by Jemma Dorsey of Moro, Illinois.

Division IV Reserve Champion: LOHE Havana 001H, a 4/9/20 daughter of TASF Crown Royal 960C out of LOHE Yendl 101Y, exhibited by Olyvia Miller of Carlisle, Iowa.

BULL AND STEER SHOW



The Grand Champion Bull was MRL Hooey 074H, a 9/19/20 son of RPY Paynes Diesel 37D out of Zeva Tomr, exhibited by Delan Keyes of Knapp, Wisconsin



The Grand Champion Progress Steer was RMKR Healthy Choice 053H, a 4/2/20 steer sired by CELL Easy Rider 7014E out of RMKR Exclusive 781E, exhibited by Hayden Holden of Carlisle, Iowa.



The Reserve Grand Champion Progress Steer was BRAW Eagle 0252H, a 3/31/20 steer sired by Wulfs Eaglestone Y711E out of BRAW MS Bond 026X, exhibited by Audrey Brawner of Wood Lake, Nebraska.

SHOWMANSHIP



Claire Dorsey of Moro, Illinois, was selected as the Grand Champion Senior Showman for the Limousin breed. She then went on to receive **Supreme** Grand Champion Showmanship honors competing against juniors from all breeds! Kaylee White of Woonsocket, South Dakota, was the Reserve Senior Showman in the Limousin show. Jemma Dorsey of Moro, Illinois, was the Champion Junior Showman and Anabelle Vander May of Chadron, Nebraska took home the Reserve Champion title.

Join The Crowd 

Become part of the Limousin365 online community.



NORTH REGION
Will Bollum
507.244.0833
will@Limousin365.com

SOUTH REGION
DeRon Heldermon
405.850.5102
DeRon@Limousin365.com



Heartland Banner Winners



Hayden Holden, Carlisle, Iowa



Jacey Smith, Decatur, Arkansas



Jocelyn Ruppert, Witt, Illinois



Riley Long, Afton, Iowa



Claire Dorsey, Moro, Illinois - Claire was also named **Supreme** Senior Showman Overall Breeds, she took first place in the Senior Division Judging Competition, and she won the **Supreme** Overall in the Satellite Competitions



Peyton Long, Afton, Iowa



Delan Keyes, Knapp, Wisconsin



Ben Spencer, Gibbon, Nebraska - Ben went on to be named **Supreme** Champion Female Overall Breeds.

YOUR OPPORTUNITY TO GET IN ON PROVEN GENETICS WITH A WONDERFUL TWIST. FARFELU 001F SPORTS BETTER BIRTH WEIGHT INDEXES THAN HIS CONTEMPORARIES WHILE COMING TO US IN A HOMOZYGOUS POLLED PACKAGE UNIQUE TO THIS MATING. ADDITIONALLY, WE ADMIRE HIS MUSCLE DEFINITION, SMOOTH SHOULDER, LENGTH AND EXTENSION.



LHFC FARFELU 001F

TMCK DURHAM WHEAT 6030X X HSF YOUR FANSTASY
THE HOMOZYGOUS POLLED FULL SIB TO "LARISSA" RIVERSTONE CHARMED SOC.

CE	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
9	2.9	60	87	25	6	0.95	13	-0.38	15	0.97	-0.17	45

SELLING SEMEN PACKAGES & ON DISPLAY AT THE FOUNDATION SALE SEPTEMBER 18, 2021 BOWLING GREEN, KY

FEMALES WE ARE OFFERING IN THE FOUNDATION SALE CARRY HIS SERVICE.

CONTACT B.F. EVANS FOR PICTURES AND VIDEOS OF HIS CALVES ON THE GROUND.

RAISING CATTLE SINCE 1892 - VERSAILLES, KY
HOME OF PAST AND FUTURE CHAMPIONS
DIRECT: 859.509.8046 • BFEVANSATTLECOMPANY@GMAIL.COM



FOR MORE INFORMATION CONTACT:

Lake House Farms

KA-CHING

MORE POUNDS... MORE PROFIT

The genetic performance of our cattle is better for your business. We have modified birth weights, expanded growth rates, enhanced ribeye area and marbling while keeping docility, milk and scrotal mainstream. The sires we are currently using supply us with genetics for More Pounds AND More Profit.

HIGH PERFORMANCE SIRES:



CELL Envision 7023E

HP • HB • PB

AHCC Barn Burner B907 x PBRs Zsa Zsa 246Z

CE: 9 BW: 3.0 WW: 102 YW: 166 MK: 13 CM: 5 SC: 2.4
DC: 22 YG: -0.38 CW: 60 REA: 1.52 MB: 0.18 \$MI: 71



R&R Beefmaker 116D

P • DB • PB

R & R Beefmaker 7Z x R & R Milkmaid 40W

CE: 2 BW: 6.5 WW: 107 YW: 173 MK: 27 CM: 1 SC: 1.7
DC: 14 YG: -0.78 CW: 46 REA: 2.03 MB: -0.28 \$MI: 59



TMCK Cash Flow 247C

HP • HB • 43% LF

MAGS Ali x TMCK Nina 17X

CE: 6 BW: 3.4 WW: 102 YW: 169 MK: 32 CM: 2 SC: 1.6
DC: 20 YG: 0.11 CW: 70 REA: 0.86 MB: 0.38 \$MI: 74

CALVING EASE SIRES:

MARK YOUR CALENDAR: GENETIC POWER BULL SALE

March 28, 2022

Madison, SD Auction Barn



Master BRUN Anapolis 612R

DP • B • PB

CE: 16 BW: -0.6 WW: 68 YW: 110 MK: 20 CM: 12 SC: 1.3
DC: 22 YG: -0.27 CW: 19 REA: 0.49 MB: 0.14 \$MI: 58



SYES Encore 315E

HP • HB • PB

LFLC Checking Account 701C x Miss SYES Roscoe 316X
CE: 19 BW: -2.3 WW: 73 YW: 108 MK: 22 CM: 12 SC: 0.8
DC: 14 YG: -0.8 CW: 19 REA: 1.54 MB: -0.26 \$MI: 49

*"We did not come to take part.
We came to take over."*



**BRUNER
LIMOUSIN**

E. JOHN BRUNER & FAMILY

605.482.8202 (o) • 605.270.9016 (m)

22289 442nd Ave. • Winfred, SD 57076

brunerlimousin@yahoo.com



Breeders from Iowa, Kansas and Missouri Exhibit at Iowa State Fair

Breeders from Centerview, Missouri, and Tonganoxie, Kansas, joined 14 breeders from Iowa who paraded 28 head of Limousin bulls and females before Judge Blake Lehman of Eureka, Illinois, at the Iowa State Fair in Des Moines, August 16, 2021. The show drew a very nice crowd of spectators to watch the show on a beautiful summer day.



The Grand Champion Lim-Flex bull was CB Heavy Metal 0114H, a 3/14/20 son of TMCK Alfalfa exhibited by Sam Callahan of Centerview, Missouri.



The Grand and Division II Champion purebred Limousin bull was JBV Epic 023H, a 9/6/20 son of ROMN Floyd Mudhenky exhibited by Jim and Becky Venner of Breda, Iowa. He also claimed the Iowa Champion bull award, given to a bull that is bred and born in Iowa.



Venner Family Limousin also captured Reserve Grand & Division II Reserve Champion purebred bull honors with JBV Springsteen 101H, a 12/21/20 son of ROMN Floyd Mudhenky.



The Grand and Division IV Champion Lim-Flex female was DEBV Hot Shot 039H, a 4/1/20 daughter of DEBV Coal Miner 363C exhibited by Ava Miller of Treynor, Iowa.



The Reserve Grand and Reserve Division IV Champion Lim-Flex female was VL Heloise, a 2/4/20 daughter of TASF Crown Royal 960C exhibited by Mason Shipman of Treynor, Iowa.



The Grand and Division III Champion purebred female was RGMA Hadley 64H, a 5/8/20 daughter of TASF Crown Royal 960C exhibited by Anderson Limousin of Garner, Iowa. She was also the Iowa champion purebred female, bred and born in Iowa.



The Reserve Grand and Division IV Champion purebred female was RGMA Harriet 16H, a 3/5/20 daughter of FWLY Can Do shown by Anderson Limousin.

Venner Family Limousin exhibited the champion Junior Get-of-Sire and Breeders Five Best Head.



The Division Champion and Reserve Champion results will be printed in the November/December issue of the Heart Beat.

The Long family of Afton, Iowa, received the Herdsman of the Year award.

Limi Lady Classic

Following the open show, a special class of heifers that were purchased from Iowa breeders was shown in the Limi Lady Classic. It is the third year for heifers that were purchased from Iowa breeders to have this show at the Iowa State Fair. Breeders selling heifers for the "Limi Ladies" donated \$100 per head in prize money for the class, resulting in \$1,000 to be divided about the exhibitors.

Mason Shipman won the Limi Lady Classic with his Reserve Grand Champion Lim-Flex female. Ava Miller was reserve with her Lim-Flex champion female. The class was judged by Jordan Vandermollen of Pella, Iowa.

Following the events in the ring, the traditional after show lunch was provided by the Iowa Limousin Association.

VORTHMANN LIMOUSIN FOCUS ON FAMILY VALUES

18th ANNUAL PRIVATE TREATY DAY SALE

VORT HELOISE 018H

TASF Crown Royal 960C x SEEE Eternity
 shown by Mason Shipman
 Heloise was offered on our 2020 Private Treaty Day Sale.
 She has been shown five times by Mason,
 (Res. Champion, 3rd in class at 2021 NALJA,
 competitive class, Supreme Female at Westfair 2021,
 again a competitive line up, Res. Champion Iowa State
 Fair and Grand Champion Lady Limi Classic).

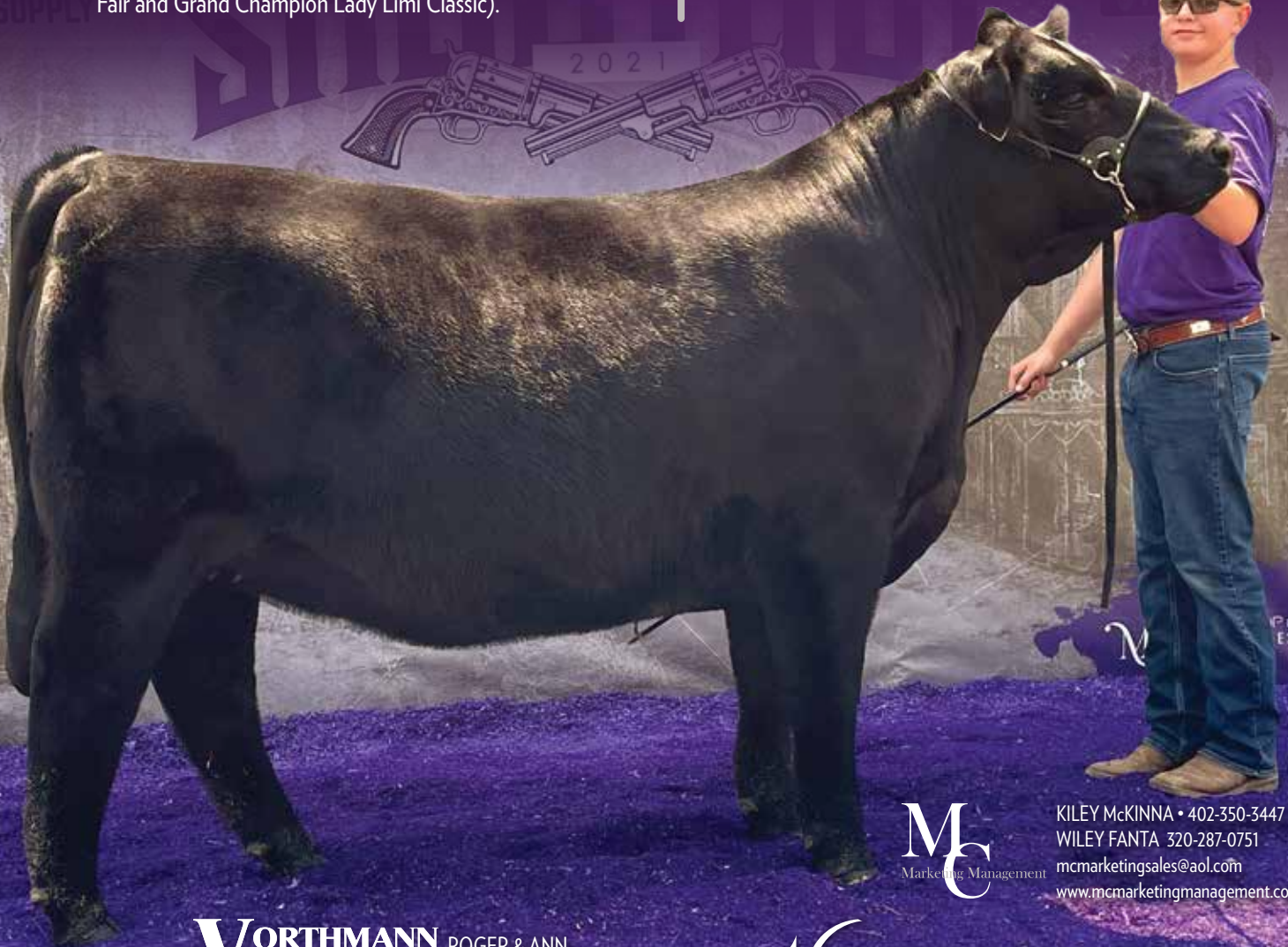
SATURDAY, SEPTEMBER 25

At the Farm

Offering a select group of our best Purebred and Lim-Flex females and bulls as well as steers and bred females.

- Join us for Lunch
- Final bid time is 2 pm CDT

Check out www.vorthmannlimousin.com in early September for pictures/videos and catalog information.



KILEY MCKINNA • 402-350-3447
 WILEY FANTA 320-287-0751
mcmarketingsales@aol.com
www.mcmmarketingmanagement.com



ROGER & ANN
 Roger 402/981-1621
www.vorthmannlimousin.com



DEB & GEORGE MILLER II
 402/515-7714

31112 Hwy 6
 Treynor, IA 51575-6231



Heartland Sale Reports

16th Annual “Great American Pie Sale” Held in Phillipsburg

The 16th Annual “Great American Pie Sale” was held May 22, 2021, at the Mid Missouri Stpockyards in Phillipsburg, Missouri. The sale was sponsored by the Missouri Limousin Breeders Association (MLBA) and the Heart of Missouri Limousin Breeders Association (HMLBA).

The weekend of May 21-22, 2021, was filled with events, starting with MLBA annual meeting, banquet, and benefit Friday evening. The festivities culminated with the Great American Pie Sale on Saturday, May 22. The crowd of bidders came to the sale to bid on the 67 females, bulls and genetic opportunities offered by 21 breeders from six states; Arkansas, Iowa, Illinois, Kansas, Missouri, and Texas.

Col. Sonny Booth gaveled the sale to order and sold the high-selling lot #1 to get the event off to a great start.

The high-selling female was AUTO Gabrianna 244G, a 3/3/19, homozygous black, homozygous polled, 56% Lim-Flex daughter of PBRS Bunk House 48B out of MAGS Zenova, bred to AUTO King David 120E for an August calf. This lot was consigned by Pinegar Limousin of Springfield, Missouri, and sold to Diamond S Limousin of Macks Creek, Missouri, for \$5,000.

AUPH Miss Xcel 61G, a 9/30/19, double black, double polled, purebred daughter of NAHU Excel

38E ET out of CELL Delta 6568D, consigned by 4H Limousin of Frohna, Missouri, sold bred to COLE Genesis for a December calf to Pinegar Limousin for \$3,600.

ATAK Flower Girl ET, a 2/28/18, homozygous black, polled, 71% Lim-Flex daughter of TMCK Cash Flow 247C out of AUTO Poppy, consigned by ATAK Limousin of Avon, Illinois, sold along with her 4/4/21, 61% Lim-Flex heifer out of TMCK Chavez to Van Horn Farms of Malta, Ohio, for \$3,100.

AUTO 680E, a 9/16/17 homozygous black, homozygous polled purebred daughter of AUTO Cruze 132X out of AUTO Sienna along with her 3/7/21 homozygous black, homozygous polled bull out of AUTO Blaque Blazer consigned by Pinegar Limousin sold to Friend Brothers Limousin of Duck, West Virginia, for \$3,100.

Two genetic lots were offered by Linhart Limousin of Leon, Iowa. Three embryos, full sibs to CELL Envision (AHCC Barn Burner B907 out of PBRS Zsa Zsa 246Z) were sold for \$4,500 to Misty Morning Limousin of Versailles, Missouri. The right to flush PBRS Zsa Zsa sold to Blair Springs Limousin of Gurley, Alabama, for \$4,000.

ATAK Limousin purchased two genetic opportunities; the right to flush Ratliff Hallucinate 006H, a 1/27/20 homozygous black, double polled,

Lim-Flex daughter of Silveiras Style 9303 out of Riverstone Charmed. ATAK also bought the right to flush SSTO 9810C, a homozygous black and polled daughter of HA Cowboy Up 5405 out of Riverstone Charmed, both consigned by Red Rock Limousin of Gary, Texas, for \$3,500 each.

Gary Walker of Napton, Missouri, purchased the high-selling bull consigned by Middleton Limousin of Boubon, Missouri. MIDL Heart Breaker 011H, a 3/31/20, homozygous black, double polled, 75% Lim-Flex son of HBRL Equalizer 7510E out of MIDL Monica 25Y, brought \$3,800.

Clyde Compher of Scio, Ohio, had the final bid of \$3,700 on SEEE Heat Wave, a 1/2/20, homozygous black, homozygous polled, 46% Lim-Flex son of SSTO Best Bet 456B out of SEEE Eternity ET, consigned by Edwards Limousin of Higginsville, Missouri.

The top-selling open female was SEEE Hermione ET, a 1/4/20 homozygous black, polled daughter of AUTO Power Plus 133B ET out of AUTO Lucky III 210B, consigned by Edwards Limousin. She was purchased by Jason Evavold of Dalton, Minnesota, for \$3,000.

Volume buyers of five head included Barry and Norma Hughes of Marbury, Alabama, and Gene Smith of Anderson, Missouri. M & B Limousin of Lee’s Summit, Missouri, purchased three pair plus a bred heifer.

Averages:

21 Fall bred females.....	\$2,519
16 Pairs.....	\$2,600
8 Genetic lots.....	\$4,093
8 Open heifers.....	\$1,868
14 Bulls.....	\$2,596
<u>Total:</u>	
67 Lots.....	\$2,665

Auctioneer: C.K. “Sonny” Booth
 Sale Management: MC Marketing Management
 Sale Consultants: Grassroots Consulting,
 Helton Consulting



Deb, Emmett & Scott (right) Edwards of Higginsville, MO, appreciated Donald Carter of Meadow Bridge, WV, for his purchase of an Edwards consignment at the Great American Pie Sale.



Barry & Nora Hughes of Chestnut Creek Farm, Marbury, AL, purchased five head including consignments from Mark Middleton and Jeanne Hamilton of Bourbon, MO.



Lonnie and Gwen Howell of Waynesville, MO, purchased an open heifer from Tom Hill, T Hill Limousin, of Dover, AR.



Andy Murray of Springfield, MO, purchased 2 pairs and a bull from the sale.



The Schmalshofs of Avon, IL, thanked Estelle Williams of Bunceton, MO, for his purchase of their cow/calf consignment.

MARK YOUR CALENDAR

2022 Heartland Regional Show

May 27-28, 2022

Union County Fairgrounds, Afton, Iowa

The Heartland Limousin Association Board of Directors met in Grand Island, Nebraska, and voted to hold next year's HLA show at the Union County Fairgrounds in Afton, Iowa.

We were hoping to have it on our usual date, the first weekend in June. Unfortunately, the fairgrounds were not available on that weekend, so the show was moved back a week. It will be May 27-28, which is Memorial weekend.

The Iowa Field Day will be at the same location Sunday, May 29.



SHOW STEERS FOR SALE

We have papered Limousin steers available sired by Majority Rules, King Cobra and others. The quality of our steers this year is the best it's ever been. Save yourself time and miles—visit us first.



AVAILABLE THIS FALL

A select group of bred heifers AI'd to Floyd Mudhenkey, STLX Double Down and KF Alchemist (Angus). These heifers are bred for a combination of eye appeal and functionality. They have the genetics behind them to raise your next champion.




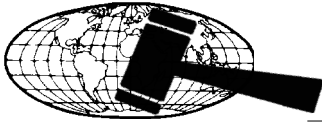
Cattle (steers and heifers) sold on a first come, first served basis after September 20.



**MILL ROAD
CATTLE**

JEFF & CHERYL KEYES • (612) 644-6607 • DEL KEYES • (715) 308-7049
E2036 672ND AVE. • KNAPP, WI 54749 • INFO@MILLRD.COM • WWW.MILLRD.COM

Watch Mill Road Cattle
 page for updates.



Heartland Sale Reports

Sale of Sales Held in Grand Island During NALJA Show

The annual Sale of Sales was held July 6, 2021, at the Nebraska State Fair Livestock Complex in Grand Island, Nebraska. A large group of Limousin breeders were on hand to bid and buy the 40 lots of genetic opportunities including semen packages, flushes, embryos, and live females consigned by 28 breeders from 16 states.

The top-selling lot was a heifer pregnancy by FLWY Can Do out of Riverstone Charmed, consigned by Linhart Limousin of Leon, Iowa. P Bar S Ranch of Sand Springs, Oklahoma purchased one sexed heifer pregnancy and commercial receipt due 9/15/21 for \$31,000.

Pinegar Limousin of Springfield, Missouri consigned a 50% embryo interest in Cell Miss Responder, a 2/8/16, homozygous black, homozygous polled, purebred daughter of COLE Absolute out of MAGS Yodh. Davis Ranches of Brownwood, Texas, purchased the cow along with 50% interest in AUTO Helen, a 12/17/20, homozygous black, homozygous polled heifer out of Riverstone Crown Royal at side for \$30,000.

A syndicate of 17 buyers purchased 15 units of semen each of FWLY LHC Capital, a 4/10/20, homozygous black, homozygous polled, 62% Lim-Flex son of MAGS Cable out of CLLL Crystal 334W, consigned by ATAK Limousin, of Avon, Illinois, and

Fawley Farms Limousin of Hillsboro, Ohio.

Linhart Limousin consigned a sexed heifer pregnancy by SSTO Guns and Roses 9408G out LLJB Absolute Style 3056A. P Bar S purchased the pregnancy, a double black, double polled, 75% Limousin due 1/22/21 for \$13,000.

Misty Morning Limousin of Versailles, Missouri, purchased Wulfs Hadith, a 2/20/20, red, polled, 50% Lim-Flex daughter of Bieber Gladiator C386 out of Wulfs Fifty T804F, consigned by Wulf Cattle of Morris, Minnesota, for \$10,000.

DLCN Halo 918H was consigned by Red Rock Limousin Ranch of Gary, Texas. Lynn Webster of Corsicana, Texas, purchased the 9/18/20, homozygous black, double polled, 75% Lim-Flex daughter of DHVO Deuce 32R out MAGS Blue Rose for \$10,000.

A 75% Lim-Flex sexed heifer pregnancy by DHVO Deuce 32R out of WLR Eden, offered by Freed Show Cattle of Fairbury, Illinois, was purchased by P Bar S Ranch for \$10,000.

Average:
40 Lots \$6,819

Auctioneer: C.K. "Sonny" Booth, Ronn Cunningham
Sale Marketing Team: MC Marketing Management, R&R Marketing, Grassroots Consulting, American Cattle Services.



Karen Favor and Chase Wilson of Route 66 Cattle Co., Anderson, MO, stand with Brad and Traci Davis of Davis Ranches, Brownwood, TX.



Ken Holloway of American Cattle Services stands with Kendra and Houston Prescott of Geary, OK.



Jessi and Layton Schurr of Schurr Limousin, Plainview, TX, stand with Kelly and Casey Fanta of Wulf Cattle, Starbuck, MN.



David Byers (left) and Jimmy Byers (right) of Cross Creek Farm, Gray, TN, stand with Nicholas Edwards of Edwards Land & Cattle Co., Beulaville, NC, and Ty Heavin of Pinegar Limousin, Springfield, MO.



Jon Freed (left) and Ron Freed (right) of Freed Show Cattle, Fairbury, IL, are shown with Aaron, Sara and Heather Linhart of Linhart Limousin, Leon, IA.

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



Water: A Nutrient That Deserves Respect

Water might be the Rodney Dangerfield of nutrient – it just doesn't get any respect, says Warren Rusche, South Dakota State University, in a press release. We could use the latest edition of "Nutrient Requirements of Beef Cattle" as an example. Of the six classes of nutrients discussed in that resource, water is the last topic and the shortest chapter, even though water makes up 99% of every molecule in an animal.

It is easy to fall into a trap of assuming that as long as water is present, the animal's needs are being met. However, the availability of water does not guarantee consumption. Water intake is strongly linked to feed intake, so any factors that cause cattle to drink less will lead to reduced feed intake and consequently reduced performance.

Water and heat stress

Water intake and water quality issues become more pronounced during the summer. Cattle need to drink more during hot weather to relieve heat stress. Some of the dams or streams that non-confirmed cattle use in the summer may have less than optimal water quality due to sulfate or dissolved solids issues. Warm weather also leads to increased microbial and algae growth, further compromising water quality, especially if there is also fecal contamination.

Contamination issues

Researchers in Canada observed that yearlings that drank from clean water sources (from a well or stream directly into a trough) gained 20-23% more weight compared to yearlings that drank from a pond, either directly or if the pond water was pumped into a trough. Calves on cows showed a similar response with a 10% advantage to drinking from a clean water source.

These researchers also studied the effect of fecal contamination on water

preference as well as water and feed consumption. They found that cattle tended to avoid water with as little as 50 ppm fecal contamination. Cattle ate less feed at 2500 ppm manure contamination. That represents as little as a half an ounce of fecal material in a gallon of water.

Effect on calf success

Monitoring waterers and water quality is critically important for starting calves. Insufficient dry matter intake during receiving can impact immune response, health outcomes, and ultimate cattle performance. Keeping waterers clean is important for any class of confined cattle, but especially true for just-weaned calves.

In some cases, the issue is less water quality but whether the calves know how to get a drink. Calves could not drink (and consequently eat very little) if they have never seen a waterer or water tank before. Letting waterers run over for a day or so will mimic the sights and sounds of natural water sources and help entice calves to drink.

Testing is key

Some regions are plagued with water quality issues. High sulfate levels can be particularly challenging as they are associated with reduced intake, poorer mineral metabolism, an increased risk of animal health.

Sulfates are one concern, but other substances such as Total Dissolved Solids also can affect livestock performance. Testing the water offers the surest method to determine if the water consumed by livestock could pose any issues. Water from natural sources that varies with weather conditions such as drought or precipitation runoff should be sampled more frequently compared to well water, which should be more consistent.



Charging into FALL

It's with a positive approach and cautious optimism we are looking forward to an exciting sale season!

UPCOMING 2021 SALE DATES

See A Complete List of Sale Dates on our Website

- 9.7.21 CREDIT FOR KIDS AUCTION *L365 Auctions*
- 9.11.21 PINNACLE VIEW INAUGURAL SALE *Quesnel, BC Canada*
- 9.11.21 EDWARDS LAND & CATTLE PRODUCTION SALE *Beulaville, NC*
- 9.25.21 VORTHMANN FOCUSED ON FAMILY VALUES SALE *Treynor, IA*
- 9.30.21 DAVIS RANCHES ONLINE SHOW HEIFER SALE *L365 Auctions*
- 10.5.21 WILDER FAMILY AGGIE TRADITIONS SALE OF 2020 *L365 Auctions*
- 10.7.21 COLEMAN'S DISCOVERY SALE OF 2021 *Charlo, MT*
- 10.8.21 DAVIS RANCHES ONLINE OPEN HEIFER SALE 2.0 *L365 Auctions*
- 10.16.21 JYF YORGA'S FALL PRODUCTION SALE *Flintoff, SK Canada*
- 10.16.21 THOMAS & SONS ONLINE SHOW HEIFER SALE *SC Online Sales*
- 10.18.21 HUBBARD CATTLE CO ONLINE FEMALE SALE *SC Online Sales*
- 10.23.21 LINHART LIMOUSIN FALL HARVEST PRODUCTION SALE *Leon, IA*
- 10.26.21 LAWRENCE FAMILY LIMOUSIN ONLINE SALE *SC Online Sales*
- 10.28.21 ROM'N LIMOUSIN FALL SPOOKTACULAR HEIFER SALE *Show Cattle Connection*
- 10.30.21 GEMS OF IDAHO FEMALE SALE - BECKMAN LIVESTOCK *Idaho Falls, ID*
- 10.31.21 P BAR S ANNUAL PRODUCTION SALE *Sand Springs, OK*
- 11.2.21 DAVIS RANCHES ONLINE OPEN HEIFER SALE *L365 Auctions*
- 11.4.21 GIRLS ON FILM ONLINE SHOW HEIFER SALE *SC Online Sales*
- 11.9.21 EDWARDS LIMOUSIN ANNUAL ONLINE SALE *L365 Auctions*
- 11.11.21 ATAK LIMOUSIN ONLINE BRED HEIFER SALE *L365 Auctions*
- 11.16.21 BOYCE-DILL ONLINE SALE *L365 Auctions*
- 11.20.21 HEART OF MISSOURI LIMOUSIN SALE *Lebanon, MO*
- 12.11.21 A NIGHT ON THE TOWN SALE, LIMOUSIN EDITION *Las Vegas, NV*
- 12.14.21 B-BAR ANNUAL PRODUCTION SALE *Saskatoon, SK Canada*
- 12.16.21 GLENDENNING'S J BAR J HOLIDAY CLASSIC ONLINE SALE *L365 Auctions*
- 12.30.21 TUBMILL CREEK FARMS STEEL FOUNDATIONS ONLINE BULL SALE *L365 Auctions*



MC Marketing Management

KILEY McKINNA, *Owner*
402.350.3447 • Kiley@MCMarketingManagement.com

WILEY FANTA, *Junior Sales & Service Associate*
320.287.0751 • Wiley@MCMarketingManagement.com

MCMARKETINGMANAGEMENT.COM

Your Trusted Livestock Brokerage Firm

Reducing Development Costs for Replacement Heifers

by Kiernan Brandt
South Dakota State University Extension

Regardless of how efficiently reproductive success is managed on the ranch, beef producers are tasked annually with incorporating new females into the herd in the form of replacement heifers. Whether purchasing females off the farm or retaining heifers from this year's cohort of marketable calves, both represent significant input costs to replace the 10–15% of cows leaving the herd annually, plus any additional heifers to expand the size of the operation in years when conditions allow. To reduce dependence on purchased or harvested feeds and susceptibility to poor weather or market conditions, there is growing interest in developing replacement heifers at a lower cost without compromising reproductive performance.

Much of the lifetime success of a beef female is determined by her performance in her first breeding season. The overall objective of any heifer development program should be for those females to conceive a pregnancy early in a defined breeding season and to calve for the first time prior to two years-of-age. Since bred heifers will still only be approximately 85% of their mature weight at calving, having a large proportion deliver early in the calving season allows these females maximal time to go through uterine involution and prepare to gestate their second calf, while affording them extra nutrients to heal and continue developing, which is why many producers begin calving heifers 21–30 days ahead of the mature cows.

Historical Recommendations

To maximize the number of heifers that have reached puberty prior to the breeding season, it has been traditionally recommended that heifers weigh 60–65% of their mature body weight. This threshold was developed at a time when cattle production systems were transitioning from calving heifers at three years-of-age to calving them as two-year-

olds. As this shift occurred, it indirectly required producers to select females that reach puberty at a lighter weight and younger age. Likewise, over the past several decades, consistent selection for increased scrotal circumference in young bulls may have indirectly decreased the age at which heifers reach puberty, as these traits are moderately correlated. Despite average mature cow sizes increasing as result of constant selection for larger yearling weights, heifers continually demonstrate the ability to reach puberty sooner and at lighter weights than have occurred historically.

Opportunities For Change


Acknowledging these changes in cattle genetics provides opportunities for producers to reduce development costs during the post-weaning period leading up to the breeding season. One caveat of dealing with such specific target percentages is the need for replacement heifers to be managed separately from the cowherd to monitor growth and development more accurately. Whether this is accomplished through allocating pastures for heifers or feeding them in a drylot, the opportunity costs associated with these options must be evaluated on an operation-to-operation basis.

Several studies in recent years have investigated whether heifers can be developed to lower bodyweight thresholds, ranging from 50–57% of their expected mature weight, without sacrificing reproductive performance. Regardless of whether heifers were developed on crop residue or dormant winter forage, collective studies from three different states all found economic benefits compared to drylot development, with savings of \$37 to \$99 per pregnant heifer.

Acceptable pregnancy rates were achieved by all groups, which is the ultimate indicator of a successful development protocol. The interesting

part of these collective datasets is that by restricting heifer intake leading up to the breeding season and then turning them out on lush pasture, these heifers experienced higher rates of average daily gain (ADG) compared with heifers developed in the drylot. Grazing habits are a learned behavior, so heifers who have been out grazing appear to perform better when turned out after breeding, and, despite entering the breeding season at a lighter weight, this compensatory gain resulted in similar weights at calving between groups.

Takeaways

Maintaining a positive plane of nutrition leading up to and immediately following breeding is crucial for the successful establishment of pregnancy, so developing heifers to a lighter bodyweight may provide advantages in adapting heifers to perform well during the breeding season in a range setting. Additionally, there is a growing body of literature suggesting economic advantages of developing heifers to lower bodyweight thresholds, without compromising conception rates. Heifers developed in low-input systems using grazed forages may gain more experience consuming forage, which aids their performance and eliminates any adaptation period when they are turned out into the environment they will be expected to perform on as mature cows. If you are breeding heifers later in the summer when forage quality is declining, consider providing additional protein to ensure adequate metabolic status. Heifers should still enter the breeding season at a body condition score of five-to-six and be in an environment that provides enough nutrients to be gaining weight. When transitioning to a low-input development system, it is recommended to retain more replacements than needed to help monitor how herd genetics respond to a nutritional challenge. 



THOMAS FARMS

FULLBLOOD DISPERSION

November 6, 2021
1 p.m. CST

Pruitt's Mid-State Stockyards
Damascus, AR

FEATURING

70+ head of Fullblood Bred Females and Pairs

PLUS

30+ Purebreds—Breds and Pairs
Fancy Open Heifers
Polled Fullblood Bulls

SALE MANAGEMENT:



KILEY MCKINNA • 402-350-3447
WILEY FANTA 320-287-0751
mcmarketingsales@aol.com
www.mcmarketingmanagement.com

SALE CONSULTANTS:

Grassroots Consulting, (515) 229-5227
Helton Consulting, (256) 962-0256

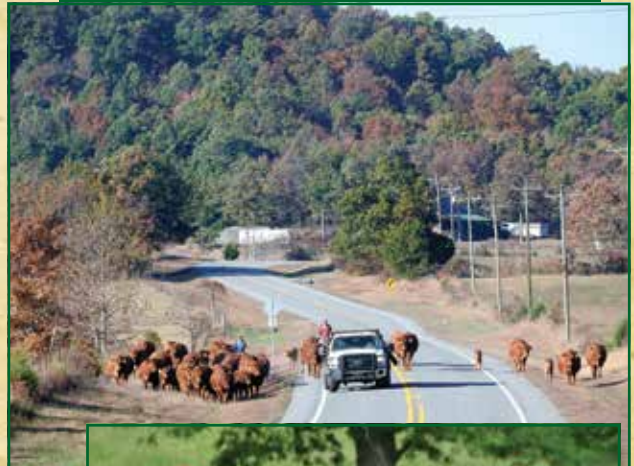
AUCTIONEER.

C.K. "Sonny" Booth, (918) 533-5587



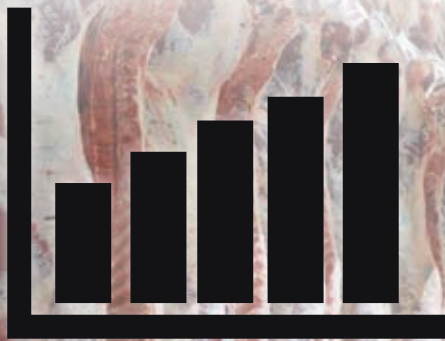
RICK & SANDY THOMAS

204 Express Lane, Leslie, AR 72645
(H) 501/745-8728 - (M) 501/757-1088 - (O) 501/745-8484
mail@expressforestry.com - www.thomascattlefarms.com



Thanks to our customers of the 2021 Opportunity Sale

Genetics



Production Data



**Feeder to Fed
Cattle**



26406 470th Ave. / Morris, Minnesota 56267

Office: (320) 392-5802 / Fax: (320) 392-5319/ wulf@wulfcattle.com

Casey Fanta: (320) 288-6128 / casey.fanta@wulfcattle.com



www.wulfcattle.com