



## New England Hereford Association

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# Hereford Headlines

Winter 2010



## President's Message

### Greetings

I hope everyone is having a decent winter season with calves on the ground and on the way. It is time for entries for the spring sale and I encourage all of you to put a high quality lot into the sale, let's make this a sale that our association can be really proud of. I have recently returned from the Denver National show and sale. The quality of the cattle was spectacular. There are some truly outstanding young herd sires out there to work with, do some background research and you should be able to make some gains in your program.

The Big East is moving forward, if you have a junior member in your family we encourage you to get them involved in this great event. It is time to think about the upcoming junior national, more details for our New England juniors who want to attend this event will be forthcoming.

We are always looking for members to become involved in our association, please contact myself or any board member if you would like to participate. If possible we will be organizing a field day for sometime over the summer. Good luck with your calving season. Again, we would definitely welcome some new faces in our organization.

Have a great day!

Dan — NEHA President

## 2010-2011 NEHA Directory

It is not too late to **advertise in the 2010—2011 NEHA Directory!**

Market yourself to all Hereford breeders in New England and then some! These are full color ads.

Full page \$ 160

1/2 Page \$ 110

Deadline extended— All artwork and information due by **February 20th!**

Contact Katie Murdock, email: [bluemoonherefords@sbcglobal.net](mailto:bluemoonherefords@sbcglobal.net) or phone: 860-601-1815

## Minute with the Meents

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New Year, New Decade, New Challenges, New Opportunities!

Happy New Year to everyone! On this snowy January morning, I remember sitting at my desk in 2005 and writing about how the breeding decisions to be made that spring would affect your herds in 2010. How time flies! 2010 sure seemed a long way away at that time. Now it is here, not only a new year, but a new decade. With this new decade, we have new challenges and new opportunities.

One of the biggest challenges that I see for this decade is the continued rise in cost of inputs. I will call these costs the three "F's". Feed, Fuel, and Fertilizer. The good news about this, is that you have Hereford cattle, and Herefords are the most efficient breed of cattle that walk.

Another challenge in this new decade will be demand. Not the demand for Hereford cattle, but the demand for beef. A slower economy, more unemployment, and potentially growing government taxation has people seeking cheaper protein sources, such as chicken and pork.

On the opportunity side, technology will continue to change and improve. While it seems that we already measure our cattle every imaginable way, I am sure that new technology this decade will bring new measurements for us to evaluate, discuss, and implement. Please, never forget my favorite index, the "CBI" - Check Book Index. If your check book balance does not have black ink at the end of the year, the Maternal Milk EPD, or the amount of intramuscular fat from your last load of steers harvested will not really matter.

I also see other opportunities for seedstock producers in marketing. The American Hereford Association recently did a major facelift with the AHA web site - [Hereford.org](http://Hereford.org). This was accomplished with the guidance of Hereford breeder Kim Jones, Darlington, Wis. (Hondo Group). Your new web site is fresh, crisp, informative, and user friendly, If you have Hereford genetics to market, advertising with POP UP ads on the new and improved [Hereford.org](http://Hereford.org) site is a sound marketing opportunity. For more information go to [www.hereford.org](http://www.hereford.org) or the 2009 December Hereford World, page 32.

Marketing cattle on the internet will continue to grow by leaps and bounds in this decade.

BuyHereford.com is a new web site that the American Hereford Association provides to its members. BuyHereford.com is an excellent opportunity for Hereford breeders small and large, to market their genetics on the world wide web. It puts a small breeder on the same playing field with a large breeder, giving them not only national exposure but global exposure. BuyHereford.com is a tremendous advertising and marketing tool. Any member of the AHA can sell bulls, heifers, semen, embryos, or commercial cattle, as well as equipment of all kinds on BuyHereford.com.

If you are not selling on it, you are missing a marketing opportunity. If you are not looking to buy on it, you are missing genetic improvement opportunities. Print media like the Hereford World and local newspapers along with internet advertising can take your Hereford operations to the next level.

Call me today for your marketing needs.

**REMEMBER TO MAKE YOUR CATTLE BETTER TODAY BECAUSE YOU HAVE TO MARKET THEM TOMORROW!**

John Meents  
Field Representative, American Hereford Association  
21555 State Route 698, Jenera, Ohio 45841  
Ph: 419-326-6921 Cell: 419-306-7480



The next newsletter will go out around the middle of April. This would be a great opportunity to promote your entries in the sale or your farm in general.

Advertising Rates:

Full Page \$ 110                      3/4 Page \$ 90

1/2 Page \$ 70                        1/4 Page \$ 40

Contact Katie Murdock via email:  
bluemoonherefords@sbcglobal.net or  
phone: 860-601-1815



**Thank you to our 2009  
Supporters and Buyers!**

## Tri-State Elite Sale IV

October 24, 2010 — 1 pm

Tom, Wanda, Sadie Ann & Marissa Mae Pay  
15120 Akron Canfield Rd, Berlin Center OH 44401  
Farm # 330-547-4712  
Tom Cell # 330-206-4755  
Wanda Cell # 330-206-5720  
Email: tlrherefords@hotmail.com

[www.TLR-HEREFORDS.com](http://www.TLR-HEREFORDS.com)

## NEJHA Attend 2010 National Western Stock Show

Excitement and activity abound from the yards to the hill the week of January 13—16th in Denver. This was my first time attending the Denver show and I had a great time watching the shows over the course of four short days. It was very nice to visit with old friends, while also making new ones. It was nice to see so many NEJHA members in attendance: Tanner Andrews, Kayla Deskus, Hattie Gushee-Kimball, Raymond Gushee-Frost, Rachel McIntyre, Skye Budney & Elliott Budney.

We are in the initial planning and organizing stages for the annual Semen sale Auction held in conjunction with the Spring Sale. Rachel McIntyre is in the process of sending out letters to top Hereford Breeders across the country for donations of elite Hereford genetics available today. If you have any suggestions that may make this event more successful please contact me to discuss your ideas.

It is important that we hold a junior meeting in march to go over the final agenda for the Semen Sale. Anyone with interest in attending/ participating at the Junior Nationals to be held in Indianapolis should plan on attending this meeting. In order to make plans we must have an exact number of participants. You and your families should begin to think about making travel plans, enter for the Junior Nationals, secure accommodations etc. We would like to make plans for an additional fundraiser before this event, bring your ideas to the March meeting.

March meeting—March 7th, Brattleboro VT 11:00 am. If you will be attending this meeting contact me via email hereford@earthlink.net or cell 603-443-0380 by February 21st so I can make reservations.

We still have NEJHA and NEHA apparel for purchase at very affordable prices. Pre-orders can be taken prior to the Spring Select Sale and Big East Show with payments made upon exchange. I hope everyone is in good health and hope you can make it to the meeting.

~Sarah Carter, NEJHA President

## 70th Annual Spring Sale

It's 8 degrees and the wind is whipping around outside making for a brutal wind-chill here in Connecticut. I can only imagine what those of you in the more northern climates are going through right now. It's hard to believe that we're already making plans for this year's sale, but the event is quickly approaching and we need your entries for this year's 70<sup>th</sup> Annual Spring Sale. I am calling on all breeders to help make this event a successful one for each of our members and our association. I know the economy has gotten to all of us, and we're doing more with less now than we have in recent years, but I am hopeful for our spring sale. Hereford sales across the country have been strong, good cattle are still bringing good prices. As consignors, I ask that you go through your 2009 calf crop and use a strong "editing-eye" to pick the best heifers, bulls and cow-calf pairs that best represent your farm. Monte Lowderman (this year's auctioneer) once told me that it should hurt a little to consign your best into a sale. I ask that each of our consignors asks themselves "does it hurt" when making your sale consignment selections.

In an effort to get more buyers to our sale, I strongly encourage every consignor to take a good picture of your sale consignment. We get inundated with catalogs in the spring and fall, and you should know from personal experience that catalogs that only feature reference sire and dam pictures quickly gets tossed aside. Take a day, get the hair trimmed up reasonably (I know its winter) and get a good shot of your sale entry during the brightest part of the day. We can edit out halters if you like!! Any consignor who takes a good picture of their sale entry will have their sale animal on the association website [www.newenglandhereford.org](http://www.newenglandhereford.org). We are making a special section in the classifieds so that potential buyers can easily see what our sale has to offer. Also, we will be running ads in Country Folks and Department of Agriculture newsletters for each of our states. The catalog will also be nicely displayed on the newly revised American Hereford website, [www.hereford.org](http://www.hereford.org). We still need your support, however, to get potential buyers to the sale. If you have ideas or suggestions, please contact me as soon as possible.

A couple of notes as the sale manager

1. I strongly suggest that if you choose to bring a cow-calf to the auction, please make sure the cow has a heifer at side. (We can substitute cows at the sale if your original cow in the catalog had a bull)
2. To sell a breeding bull, we are going to require that you also sell at least one yearling heifer or mature cow.
3. All bulls must be semen tested and have documentation at the sale indicating so
4. All animals for the sale need to have health certificates with Rabies vaccination, BVD testing, TB testing and be from an accredited Brucellosis free state or herd (indicate this on the health papers)
5. 2009 Spring Sale Facts:

Average Female: \$1543 avg. on 17 lots

Average Bull: \$1450 avg. on 9 lots

Thanks and lets work together to make the 70<sup>th</sup> Annual Spring Sale a huge success

Herb Holden Jr.

Sale Manager, New England Hereford Association

860-250-3311



## Count Pennies to Cut Cow Costs This Winter



By Dr. Steve Sachtleben, Kent Beef Nutritionist

In today's economic picture for commercial cow/ calf producers, the measure of profitability can be tied to small changes. This segment of the market has enjoyed profitability for many recent years due to cheap feed costs and being paid a premium for their product, a live calf. With the advent of high feed costs and a softening of the feeder market, cow/ calf producers must rethink their production strategies. There are numerous ways to cut costs and for the sake of this article most will pertain to feed inputs.

**Use Co-Products:** With the proliferation of ethanol plants in the central US, gluten and distillers grains are available to producers. Both wet and dry versions are acceptable to cows and which one you use is dependent on what's available from the closet plant, the cost delivered and the storage/ usage rate. Wet products do not have the storage life of dry gluten or distillers but often are less expensive per unit of dry matter purchased. Wet products can mold and moldy co-products must not be used in pregnant heifers or cows as abortions may occur. If these co-products are less expensive per ton of dry matter than corn and their use does not cause management issues, enhanced profitability for the operation should occur.

**Reduce Forage Waste:** have you ever watched cattle eat hay from a round bale feeder? How much waste is observed? Many experts say 20—30 % of the forage is trampled into the ground/ manure thus losing feeding value. To properly store bales it requires a site that has been developed with drainage in mind. Do not have the bales touch, preferably leaving 1.5 feet of space for air circulation. Having space between the bales also allows rain and snow to go to the ground rather than being held up touching the hay. Know what your bale weighs so feeding becomes more accurate and limits wastage.

**Utilize Crop Residues:** Think of the tons of corn and bean residues left on the ground after harvest! We continue to throw this material away year after year. Corn stover contains about 5—6% protein and almost hay-like NEg values. Not great, but if properly supplemented with co-products, corn and a co-product balancer can make a feed that's quite adequate. It is paramount that the cow's body condition be maintained and not allowed to slide. Crop residues should be put through a grinding process to enhance digestibility. The use of low moisture tubs like EnergiLass should be encouraged as these improve fiber digestibility by as much as 20% (Kansas State University).

**Know Your Cow Herd:** You cannot afford to keep a cow fro a year without having a viable calf. These cows should be culled (fed out for market) and replacements brought into the herd. Females in a herd are not all the same weight and body condition. To save feed and money, cows should be fed according to their body condition (gain or lose weight). On both ends of the body condition score index, females will not breed and maintain a calf efficiency. Dry cows require less "groceries" than a lactating cow. Develop diets for each stage of production and age and feed accordingly. Get a scale!

**Mineral Supplements:** Most feed programs for cows can be formulated to provide all protein, energy, and fiber with local inputs only requiring the purchase of a free-choice mineral. These minerals should be chosen for the geographic location and stage of production. Some locations are low in selenium and copper and other areas have surpluses of these trace minerals. Prior to and during breeding, research data have shown benefits from feeding complexed trace minerals to cows. Diets with co-products require a mineral with high calcium, no phosphorus, and fortified with thiamine to aid in preventing incidences of polio. This is an area where skimping must be avoided.

**Forage Analysis:** All forages are obviously not the same. Forages taken from the same field two years apart may not be the same as fertilization with commercial products or manure can change the nutrient content. Forages should be analyzed annually for protein, moisture, calcium, and phosphorus as a bare minimum. Build your nutritional supplementation around these assays. If using various energy sources, have these assayed as well and utilize the appropriate free-choice mineral.

**Management Tools:** Anything to enhance the efficiency of production should be used by the cow/ calf producer if they are cost effective and legal. Implants and the use of Rumensin or Bovatec should be employed religiously. Either option can save 5-10% on the cost of production. Together, they are at least additive. The use of implants should be the result of strategic planning based on the goals for each calf (i.e. herd replacement, age of the calf, etc.). Calves headed toward a natural beef program cannot generally use implants or ionophores during their lifetime to qualify.

**Summary:** To tighten one's belt in the cow/ calf industry in order to maximize savings means to take into account feedstuffs, proper nutrition, growth and/ or production phase, and management tools. They are all interrelated and impact one another and can make the difference between profit and loss.

## New England Hereford Association

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[www.newenglandhereford.org](http://www.newenglandhereford.org)



### A Little Humor . . .

A Montana rancher got in his pickup and drove to a neighboring ranch and knocked at the door. A young boy, about nine, opened the door "Is you Dad home?" the rancher asked.

"No sir, he isn't," the boy replied. "He went into town."  
"Well," said the rancher, "Is your Mother here?"

"No sir, she's not here either. She went into town with Dad." "How about your brother, Howard? Is he here?"

"No sir, he went with Mom and Dad."

The rancher stood there for a few minutes, shifting from one foot to the other and mumbling to himself.

"Is there anything I can do for you?" the boy asked politely. "I know where all the tools are, if you want to borrow one. Or maybe I could take a message for Dad."

"Well," said the rancher uncomfortably, "I really wanted to talk to your Dad. It's about your brother Howard getting my daughter, Suzie, pregnant."

The boy considered for a moment. "You would have to talk to Pa about that," he finally conceded. "If it helps you any, I know that Pa charges \$500 for the bull and \$50 for the hog, but I really don't know how much he gets for Howard."

### Upcoming Dates to Remember . . .

February 20, 2010—Deadline to advertise in NEHA Directory

March 6, 2010—Deadline to enter in the Spring Select Sale

March 7, 2010—Junior meeting in Brattleboro VT

May 1, 2010—70th Annual Spring Select Sale, Mallery Arena, Eastern States Exposition  
Annual Meeting

April 30—May 2, 2010—Big East Regional Youth & Jackpot Show