

TEXAS HEREFORD

The Official Publication of the Texas Hereford Association

January 2025



PHOTOS BY JOHNNY JOHNSTON



*Congratulations,
BR Lonestar!*



BR LONESTAR K017 ET

Loewen Genesis G16 ET x BR Anastasia E109 ET • AHA P44350485

Selected by Canadian breeders Double H Cattle Company & Edenrun in the 2023 GKB Cattle & Barber Ranch Spring Bull Sale & recently named Supreme Champion Bull at the 2024 Royal Agricultural Winter Fair!

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Loewen Genesis G16 ET x BR Brook F072 ET
AHA P44223221

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top 4% for CW, Marb and BMI; top 10% for WW and YW.
Several of his sons sell March 20th in Desdemona!

**Special thanks to all of the bidders & buyers
at our November Bull Sale in San Saba and at
the GKB/Barber Female Event in December.
Muchas gracias from Barber Ranch!**



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TEXAS HEREFORD



Official publication of the Texas Hereford Association

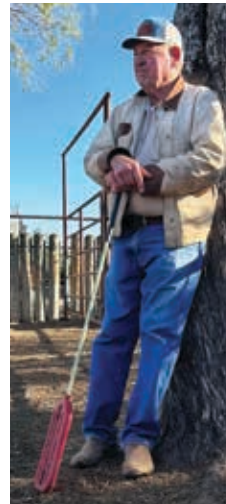
January 2025 • Vol. 74, No. 3

Mission Statement

The Texas Hereford Association will provide the leadership to unite, foster and protect the interest of the Hereford breed; and promote fairly the production and consumption of Hereford beef universally.

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Cover

In celebration of the upcoming Fort Worth activities, here's a throwback to the 1972 Hereford champions found in the THA vault!

Grand Champion Female: Judge Dick Sellman, Owner Harold Titus, Kelli Box, George Schlickau, Director American Hereford Assn, Ray Forbes, Post Rock Hereford Ranch.

Grand Champion Bull: Dick Sellman, Leon Turner, Jake Hess, Kelli Box, Alfred Meeks at the halter from Taylor, Nebraska

Champion Heifer Jr. Show: Judge Sellman, Kelli Box, David Edwards, Clyde, Texas

Champion Steer, Jr. Show: Judge Herman Purdy, Kelli Box, Jamie Dyer, Fort Davis, Texas

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THA Nominating Committee Selected

THA President EC Rosson has appointed the nominating committee to recommend officers and directors for 2025. Terri Barber will serve as chairman with Scott Nolan and Gary Buchholz on the committee. ★

Scholarships for High Placing Juniors in Fort Worth

The THA Foundation has again committed to present scholarships to Texas Junior Hereford Association members exhibiting in the 2025 Jarold Callahan National Open Hereford Show in Fort Worth on February 3, 2025. These funds will be distributed to high placing juniors. To be eligible to receive these awards, the exhibitor must be a member of the TJHA and be eligible to show in the junior show the previous week (exhibitor does not have to exhibit at the junior show) and be at the halter of his/her heifer. No cow/ calf is eligible. The ownership rules for the junior show must be met as stated in the FWSSR premium book. ★

Silent and Live Auction during Annual Meeting

A highlight of the annual meeting each year is the silent auction and this year's will offer some items that were set aside from last year's sale of the THA building. But if you have something you would like to donate we would appreciate your donation! Do you have a condo on the beach? Airline points? A basket of goodies with a bottle of wine always sells well along with tickets to events. Whatever you are willing to donate! If you can let Diane know ahead of time, it will help tremendously in the

planning and organizing. Drop an email to texashereford@sbcglobal.net, call or text to the THA number too - 817-831-3161. The proceeds go towards the annual meeting expenses which keeps the reception as a complimentary occasion. ★

Annual Membership Meeting of the Texas Hereford Association

President EC Rosson will preside over the 2025 annual meeting beginning at 4 pm in Fort Worth, Texas. The location is the Hilton Garden Inn Fort Worth Medical Center, 912 Northton St, Fort Worth, TX 76104. The special honorees, who are featured in this issue, will be recognized at the meeting along with official business including election of new officers. A social with drinks and light appetizers will follow upon adjournment of the meeting. The location is near I-30 and Forest Park which is just south and a bit east of the fairgrounds. ★

Membership Dues for 2025

You should have received a notice for your dues for 2025 by now. If you have not or are not yet a member, let us know! We want to grow our membership and subscription base and are working on several campaigns for this right now. If your

Reminder

ADVERTISING
DEADLINE
for the
February issue
is **Jan. 10**

address has changed, it is very important to let the office know. It costs money when we get returned mail so please help us save money! ★

Annual Texas Hereford Auxiliary Meeting

Saturday

February 1, 2025

La Puertita at Joe T. Garcias
2201 North Commerce, Fort Worth

10.30 AM



Lunch served at 11AM
\$25 per person
A cash bar will also be provided.

CAUSE TO CELEBRATE

Our bulls are more than ready to burst onto the scene in San Antonio and Houston.

February 12

San Antonio All Breed Bull Sale

February 28

Houston Livestock Show All Breed Bull Sale

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Editor's Note

by Diane Johnson | Editor | Manager

Happy New Year

As I write this I am in the back seat, passenger side of my vehicle while my brother “Drives Miss Di” (opposed to Miss Daisy) back to Texas from being with our parents in Kansas for Christmas. To be honest, I could get used to this – however the back seat sure is bumpy compared to the driver’s seat! Traffic on I-35 continues to be miserable and I will be glad to get back to Fort Worth.

So...I’ve been thinking on my message for January and have more thoughts than pages, so I’ll try and condense.

First and foremost, Happy New Year! I can’t believe that it was 26 years ago that the world was allegedly going to implode when the Y2K debacle was occurring. Remember when the media had it hyped that computers were going to go down, travel was going to be disrupted, and we would never have water again? I’m sorry for those of you who hoarded canned goods, and you might still have some of those baked beans in your cupboard.

I’ll never forget December 31,

1999. My friend, Lea, and I had crafted a plan for that day to defy all media hype. She flew up from San Antonio and we went directly to my house to get on the computer and figure out where we were going that night. Las Vegas? No. Nashville? No. We ended up going to back to DFW airport and selected Chicago. We took a first-class flight at 4 pm, to a deserted O’Hare Airport, took the train downtown, found a hotel for \$89 and hit the streets in our warmest wear. We strolled up and down the Magnificent Mile, watched fireworks displays and the crazy New Year’s crowds. We made it back to the hotel at 4 am after meeting some very curious Chicagoans. We got back on a mid-morning flight and called it a success.

But I digress as my original thoughts for this column is the handshake. Yes, I *continued on page 36*



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3 Locations

- ✓ South Texas Hereford Association
Annual Spring Bull and Female Sale
February 1, 2025 • Beeville, TX
Selling 6 Bulls
- ✓ San Antonio All Breed Bull Sale
February 12
Selling 2 Bulls
- ✓ Houston Livestock Show
All Breed Bull Sale
February 28
Selling 3 Bulls

Don't miss out on the opportunity to upgrade your herd with the **best of the best** O H Triangle bulls offered at the top Hereford Sales – Spring 2025.

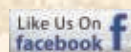


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Herefords and Horses



Photo by Rebecca Cowan Photography.



The Days market between 130-150 show steers a year and they utilize Hereford genetics strongly in their program. Rusty Day is pictured moving a set of Hereford females on the ranch.
Photo by Rebecca Cowan Photography.



Ryder, Katie Jo, Rusty and Riffin Day.

by Texas Hereford Staff

For Katie Jo Yates, the combination of Hereford cattle and working cattle on horseback sparked a love that led her to Rusty Day. This blossomed into a life centered on ranching, family, and success in the show ring. Together they've built a legacy rooted in their shared passions, while raising two sons eager to carry on the family cattle business.

Katie Jo and Rusty's journey began in the junior show circuits, as both their families were deeply involved in ranching and farming. Katie's first Hereford steers came from Tee Knox in Tarzan, Texas and Dale and Mary Barber of Barber Ranch in Channing, Texas. In that inaugural year of her show career, Dale gifted her a wooden show stick and encouraged her to always use a wooden stick when

continued on page 30

showing Herefords—a tradition that stuck and has been passed down to their sons, Ryder and Riffin.

"Mr. Dale's advice left a lasting impression on me as an 8- or 9-year-old," Katie Jo recalled. "Lesia Schnitker gave Ryder his first wooden show stick when he was born and has crafted a couple more for the boys as they have grown. They've become a meaningful tradition for our family."

Growing up in Tarzan, Texas, Katie Jo showed other breeds but always held a special place in her heart for Herefords. Rusty, meanwhile, grew up showing crossbreds. Their paths often crossed in show rings across Texas, and their friendship evolved during college into a partnership—both in cattle and in life.

"When I was graduating college and preparing to start ranching, I found a set of cows to buy but didn't have



A Family Legacy
Built on Hard Work
and Passion



Rusty and Katie Jo Day at sunset after a day of work. Photo by Rebecca Cowan Photography.

Katie Jo and Rusty Day's relationship started over horses and Herefords and they continue to work their cattle by horseback. Photo by Rebecca Cowan Photography.

Day Hereford Steers Shine in National Western's Catch-A-Calf Program

Each year, Day Cattle Co. sends 30-35 of their predominantly Hereford steers to the National Western Stock Show's (NWSS) Catch-A-Calf program. The 2025 event will mark their fourth year of involvement in this unique youth initiative, which they describe as "a really neat opportunity for both the kids and us."

"This is similar to calf scramble programs in Texas," explained Katie Jo. "Youth catch a calf during the rodeo, but instead of receiving a monetary voucher, they are awarded a Hereford steer."

The Days became involved when Craig Huffhines, then CEO of the American Hereford Association, approached the Barber Ranch about sourcing calves for the NWSS program. Mary Barber referred him to the Days, and the partnership has flourished ever since.

Every May, the Days transport 30-35 Hereford steers—castrated, dehorned, and halter-broken—to the NWSS grounds in Denver. These steers are paired with successful calf scramblers through a lottery system, made possible by sponsors who fund the program.

The selected youth take their steers home to raise and return to the NWSS in January to compete. The competition includes traditional showing, showmanship, record books, interviews, and even a carcass evaluation. NWSS also offers clinics throughout the year to help participants, many of whom are new to livestock care and showing, prepare for the program. The docile nature of Hereford steers has made them an excellent choice for beginners and families with limited experience.

"This partnership has been incredibly rewarding for us. We're passionate about supporting youth and agriculture," said Katie Jo. "Leon Vick, vice president of rodeo and horse show operations, who manages the program, works tirelessly to ensure each exhibitor has a positive experience."

Vick is quick to praise the Days and calls them "huge friends of the NWSS."

"Our experience with Katie Jo and Rusty has just been nothing but great. In the past we had issues with temperament. These are novice exhibitors, and they would just have trouble handling some of the steers. But these Hereford steers come to the kids in May ready for them to learn together. The Days see to it that these calves are docile, used to being on a halter and ready to be handled," said Vick.

The 2025 Catch-A-Calf competition will be held on January 11th. Since its inception in 1943, the program has awarded nearly 3,000 calves to young agricultural enthusiasts. It serves as a cornerstone of the NWSS, providing 4-H and FFA members with invaluable hands-on experience in beef cattle management. Through the guidance of their sponsors, participants learn the responsibility of raising their calves to market steers while fulfilling program requirements.

This long-standing initiative not only teaches practical skills but also instills a lifelong appreciation for agriculture, ensuring its future in the hands of dedicated youth.



The 2020 Fort Worth Champion Steer exhibited by Ryder Day was purchased by Gary and Kathy Bucholz for \$300,000, which was a record at the time. Katie Jo Day (Ryder's mom) purchased her first show steer from Kathy Bucholz's dad, Tee Knox.



Ryder Day won the 2020 Fort Worth Stock Show and Rodeo Steer Show with his home raised Polled Hereford steer.

THA to Honor Jarold Callahan as Namesake of 2025 National Show



The THA is proud to honor Jarold Callahan as the honoree for the 2025 National Hereford Show, to be held at the Fort Worth Stock Show & Rodeo, Fort Worth, Texas on February 3. The THA is recognizing him for his numerous contributions in leadership roles he made including the Vice Chair of the OSU Board of Regents, former Oklahoma Cattlemen's Association (OCA) Executive Vice President and one of the most prestigious honors in the livestock industry when he was inducted into the Saddle & Sirloin Portrait Gallery just weeks prior to his passing. ★

His full bio was published in the December 2024 Texas Hereford.

BOOSTER OF THE YEAR

Colyer Herefords, Bruneau, Idaho

Guy Colyer began his registered herd as a 4-H project while growing up on his family's commercial Hereford ranch. In 1976, the same year he married his wife, Sherry, they purchased cattle from the Stone Hereford dispersion and BB Cattle Co. and the entire cow herd from Tom and Ardis Dashiell. Together, they built the ranch and cowherd to what it is today. Colyer Hereford and Angus in Bruneau, Idaho, consists of 300 registered Hereford cows and 75 replacement heifers and a large recipient herd. Guy's parents, the late Ray and Bonnie Colyer, began building the Angus herd in 1993 to provide two breeds for their commercial customers. The Colyer's have been producing ET calves since 1983, and now more than 90% of their calf crop is a result of artificial insemination (AI) or ET.

Always on the cutting edge, the Colyer's hosted the very first internet sale in 2003 to market their females. In October, they hosted their 23rd annual female sale and this coming February, the Colyer's will host their 45th annual bull sale. Their main objective is to produce a volume of range *continued on page 12*

THA POWERHOUSE

HEREFORD FEMALE SALE

55th Annual Powerhouse Hereford Show & Sale
Sat., February 1, 2025
1PM | West Arena
Fort Worth Stock Show Grounds

SELLING

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Heifers calved
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Spring Production Sale
Friday, April 11, 2025 • 12:30 (cst)



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Jeff Chaffin, Ranch Manager
Cell (254) 396-2785
Office (254) 635-4444
e-mail: jeff@w4ranch.com
P.O. Box 9 • Morgan, Texas 76671

BOOSTER OF THE YEAR

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bulls, but they are also proud to have produced the world-record selling Hereford bull as well as owning four of the six Hereford bulls that have been two-time Denver champions.

A graduate of the University of Idaho's animal science department, Guy helped start its "Steer-A-Year" program. He was awarded the U.S. Livestock Industry Leader of the Year honor in 2017 by the National Western Stock Show. Colyer Hereford and Angus was recognized as the U.S. Senate Small Business of the Month for March 2018 on the Senate floor. Guy has represented the breed in many capacities, including having served on the AHA Board from 1992-1998. He served on the merger committee during that time and also chaired the nominating committee in 2006. He

attended the World Hereford Conference in Uruguay in 2017 and went on a trade mission to Mexico in 2018. Guy was inducted into the Hereford Hall of Fame in 2019.

Being major proponents of Hereford youth, the Colyer's have hosted the Idaho Junior State Hereford Field Day and Show for four years and the Northwest Regional Show for two years. They have also hosted the Faces of Leadership Conference, then known as PRIDE. Guy is quick to note Colyer Hereford and Angus is a family operation with everyone working together. He, Sherry, and their children, Kyle and Katie, along with and Kyle's children Piper and Cruz, all play an active role in keeping the operation at the forefront.

"You can find Guy driving around in his Jeep Cherokee chewing Redman while checking on cattle any given day, unless there is a Yankees game on TV," notes Aaron Wilbourn with W6 Herefords. "All kidding aside, Guy is an example of what I think a good cowman is. His family is his priority and what a great family he has."★

THAPOWERHOUSE
HEREFORD FEMALE SALE

55th Annual Powerhouse
Hereford Show & Sale
Sat., February 1, 2025
1PM | West Arena
Fort Worth Stock Show Grounds

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e-mail: jdranch@cooke.net

THA FRIEND OF THE YEAR

Scott Nolan is an eighth-generation Texan whose roots run deep in the North East Texas area. Scott, his wife Alise, and daughters Ilissa, Bethany, and Audrey are proud owners of Nolan Herefords outside Gilmer, Texas. He and his family along with ranch manager Steve Decker breed, raise, and show their cattle across the United States, which they also market throughout Texas, Oklahoma, Louisiana, and the Arkansas areas. Nolan Herefords is proud to have exhibited Grand Champion Hereford Heifers at the State Fair of Texas, Fort Worth Stock Show & Rodeo, and Houston Livestock Shows.



Scott is also the owner and broker at Nolan Properties - a boutique real estate brokerage and Partner at Open Door Group, LLC, a property management service in Longview, Texas with their daughter Bethany. Scott is proud to have all three of his daughters in his real estate firm with Broker Associate Bethany, and realtors Ilissa and Audrey, among other realtors who work at Nolan Property. Scott also owns and operates Scott Nolan Painting,

continued on page 14

Headed to the San Antonio & Houston All Breeds Sales



*with two-year-old Bulls
and Bred Heifers*

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Rocking Chair Ranch

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THA FRIEND OF THE YEAR

continued from page 12

Incorporated for the last 36 years.

As a past president of the Texas Hereford Association, Scott was proud to assist the executive board in a leadership capacity and on the board and as a part of the nominating committee for several years. He also served on the Texas Junior Hereford Association as lead advisor with his wife Alise multiple times helping plan the largest state junior show in the nation. All three of his daughters served as president of the junior association and were very active in the Texas and National Junior Hereford Associations shows and competitions in Texas and across the nation at both Scott and his wife Alise's encouragement. Giving back to both associations with his time and energies is a cornerstone for Scott and his family and one of his proudest accomplishments. Raising their daughters in the Texas Jr. Hereford Association and the Hereford breed, as well as serving in leadership capacities has been a huge part of their lives. It introduced them to many valued and cherished experiences, helped them make invaluable connections, and most of all make lifelong friendships that mean the world to the Nolan family.

Scott is humbled to be named a Friend of the Texas Hereford Association for 2024 as he realizes what an honor it is to be selected and wishes to thank the executive board and our members for this award. ★

**1 Pen of 11 BRED
HEREFORD
HEIFERS**

Selling

Born April - June 10, 2023
Pasture exposed to 3/4 Angus 1/4 Jersey bulls November 15,
2024 to sale date | Pregnancy check prior to sale

THA POWERHOUSE
HEREFORD FEMALE SALE
Saturday, February 1, 2025
1PM | West Arena
Fort Worth Stock Show Grounds

**Also, watch for our bulls in the
South Texas Hereford Association
Sale on February 1, 2025**

Rafter J
CATTLE

Colt Johnson 325-280-7975
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THA HONORARY MEMBER

Mark McClintock of San Angelo, Texas, will be awarded an Honorary Membership in the Texas Hereford Association (THA). A lifelong advocate of the Hereford breed, McClintock has played a significant role in its growing popularity across Texas.



Although McClintock's early years were spent near a racetrack in Los Angeles, where his father worked as a horse trainer and jockey, he found his true passion with cattle rather than horses. He grew up showing cattle and later attended Cal Poly University, where he majored in animal science and was part of the livestock judging team. His career has taken him around the world, evaluating cattle of all types, and he has contributed to notable programs such as Bright Bros. Herefords in California, Lone Star Herefords in Texas, and spent nearly 30 years at Rocking Chair Ranch (RCR) in Texas.

After college, McClintock worked at Bright Herefords before moving to Texas as the herdsman for Lone Star Herefords. It was during this time, while showing cattle at the National Western Stock Show (NWSS), that he met his wife, Teresa. Together, they raised two sons, Ryan and Mason.

In the early 1980s, McClintock joined Rocking Chair Ranch, where he was charged with developing an elite Hereford herd. His efforts were rewarded in 1981 when he was named Hereford Herdsman of the Year. Over the next 25 years, McClintock helped establish the RCR herd, which achieved numerous accolades, including raising the grand and reserve champion horned females at the 2000 Junior National Hereford Expo and the reserve champion female at the NWSS. His work was also key in creating a market for RCR's bulls, selling Hereford sires to Brahman breeders to develop the Queen of the South cross.

In 2009, McClintock launched a consulting business, assisting Hereford breeders across the country with their marketing efforts while continuing to judge major cattle shows. His lifelong dedication to the breed remains steadfast and he continues to be an influential figure in the Hereford community.

This honorary membership is a testament to McClintock's tireless commitment to the Hereford breed and his significant contributions to its success in Texas and beyond. ★

THA HONORARY MEMBER CHARLES SMITH

continued on page 26



South Texas HEREFORD ASSOCIATION

Spring **BULL SALE** and Pride of Texas Female Sale **FEBRUARY 1, 2025**

Beeville Livestock Commission | 2218 HWY 59 E Beeville, TX 78102

Sale Starts at Noon

Pride of Texas Female Sale

- Registered or Purebred Commercial Hereford
- Registered or Purebred Brahman
- Certified Braford
- True F1 Crossbreds (1 parent being Hereford)
- Super Baldy's being black or red Baldy (1 parent being Hereford)

Heifer Consignors

- Nick's Livestock
- Edward Roeder
- Roy Steindorf
- Felux Cattle Company
- Moscatelli Herefords,
- Schmidt Herefords
- B & C Cattle Co,
- Schatte Herefords Hartmann Ranch
- WD Cattle Company
- Rancho De Santos

SELLING 49 BULLS

Bull Consignors

- Case Ranch
- Schmidt Herefords
- OH Triangle Ranch
- Moscatelli Herefords
- B & C Cattle Co
- Smith Herefords
- Rafter J
- Brymer Ranch

Watch our Website for Updates on Sale

Southtexashereford.org or check us out on Facebook

LiveAuctions.TV



LISSY & ECKEL



For more info, contact:
Sara Lanham | Sale Manager | 210-844-4806
southtexashereford@gmail.com



55TH ANNUAL POWERHOUSE

HEREFORD SHOW & SALE

Sponsored by the Texas Hereford Association

Saturday, February 1, 2025

1:00 pm at the West Arena during the Fort Worth Stock Show & Rodeo

Selling 127 Hereford and F1 Baldy Females from some of the most respected ranches in Texas. Showing and selling pens of 10. Some pens will offer option to split pen into groups of 5. Many of the females will sell with registration papers at the buyers request.

Class 1: Heifers calved after September 1, 2023

All sell open. 10 head in each pen. All Herefords

CONSIGNORS

Brainard Cattle Co., LLC

Swasey Brainard, 806-898-1026

Cocanougher Ranches

Gabe Cocanougher, 940-389-4519

Dangelmayer Bros. Ranch

Jack Dangelmayer, 940-759-4236

Flying 5 Herefords

Steve Whitaker, 806-774-7598

Flying S Herefords

James Strode, 214-823-6895

Pfluger Herefords

Audrey Meyer, 830-765-0642

Rose Herefords

Steven Rose, 806-774-3031

Rosson Ranches

EC Rosson, 254-582-2998

Class 2: Heifers calved 1/1/23 to 12/31/23

10 head in each pen

Rafter J Cattle Co.

Larry and Colt Johnson, 325-201-2001 (all bred)

W4 Herefords

Jeff Chaffin, 254-396-2785 (PE 5/7/24 - 8/2/24)

Heritage Heifers (see page 18)

Two lots of 10 Herefords will sell and one lot of seven black, white-faced English cross.

All calved after September 1, 2023 and will sell as open yearlings.

For more information contact **Missy Coffelt, 682-309-7555**
or sale manager, **Dustin Layton, 405-464-2455**

FOR FREE ADMISSION and parking go to the Justin Arena Garage Parking Lot and tell the gate keepers you are attending the "Powerhouse Female Sale."

Texas Hereford Association Activities during the Fort Worth Stock Show & Rodeo

SATURDAY, JANUARY 25, 2025

8:30AM Texas Junior Hereford Association Meeting

FRIDAY, JANUARY 31, 2025

Noon Judging of Commercial Heifer Sale consignments
Judges: Justin Barber, Ervin Bludau, Bradley Hodde

SATURDAY, FEBRUARY 1, 2025

10:30AM Texas Hereford Auxiliary Annual Meeting & Luncheon
La Puertita at Joe T Garcias
2201 North Commerce, Fort Worth

1PM Powerhouse Commercial Heifer Sale including 27 head of donated heifers for the Heritage Pen to benefit the Texas Hereford Association, Watt Arena on the WRMC grounds

4PM Annual Meeting of the THA and recognition of award honorees
Hilton Garden Inn
912 Northton St., Fort Worth

For reservations please call 817-921-0788 for special THA rate of \$150/night + tax. Check the THA website and Facebook page for more updates.

Followed by social

MONDAY, FEBRUARY 3, 2025

8AM Jarold Callahan National Hereford Show
Judge: Blake Nelson



Consigning cattle to the STHA sale on February 1, 2025
in Beeville, TX

Genetics

**Selected for top to bottom
uniformity from top
producing bloodlines
across the U.S.**

Build

**Deep bodied
with structured
soundness and
adaptable to any
environment**

Performance

**High fertility rates mixed
with excellent carcass
quality & durability for
longevity in
breeding programs**

H MJB DOMINATE 19J (44306696)

Pictured with his offspring



Contact: pete@caseranch.com Telephone: 325-650-6209

www.caseranch.com

Ranch located between Eldorado and Mertzon TX on FM 915



THANKS DONORS

★ These Texas Hereford Association members generously donate heifers from some of the best Hereford genetics in the state to the 2025 Heritage Pen Sale. *The proceeds are used to fund promotional and educational activities for the THA.* ★

BRAINARD CATTLE CO. | Swasey Brainard | Canadian, TX | 806-898-1026

COATES RANCH | Steve Coates | Mertzon, TX | 325-226-4184

DUDLEY BROS. | John Dudley | Comanche, TX | 325-642-0745

LAZY O | Van Owen | Abilene, TX | 325-665-2320

GRAY WYNN KLEIN RANCH | Jana Johnson | Henrietta, TX | 940-636-4699

MCKNIGHT RANCH | Robert McKnight | Odessa TX | 432-634-4351

NOACK HEREFORDS | Steve Noack | Rockdale, TX | 979-218-0065

O H TRIANGLE RANCH | Ryan Akers | Mertzon, TX | 805-709-2289

POWELL HEREFORDS | David Neal | Fort McKavett, TX | 325-456-0669

RANCHO VIESCA HEREFORDS | Mark Ellison | Rosebud, TX | 979-676-2601

ROCKER B RANCH | Cody Webb | Barnhart, TX | 325-450-6395

ROCKING CHAIR RANCH | Wade Perks | San Angelo, TX | 817-269-9263

SCHARBAUER RANCHES | John Scharbauer | Midland, TX | 432-416-0280

SMITH HEREFORDS FAIRVIEW FARMS | Ward Smith | George West, TX | 830-255-9788

SNEED-POOL CATTLE CO. | Cody White | Amarillo, TX | 806-679-5220

W4 RANCHES | Jeff Chaffin | Morgan, TX | 254-396-2785

WHITE ROCK HEREFORD RANCH | E.C. Rosson | Milford, TX | 254-582-2998

 **GENEROSITY APPRECIATED** 

POWERHOUSE HEREFORD

Sale



SATURDAY, FEBRUARY 1, 2025

1PM West Arena | Fort Worth Stock Show Grounds
Sale Manager Missy Coffelt | 682-309-7555

World Class **BULL SALE**

TUESDAY, JANUARY 28, 2025
1 P.M. AT THE RANCH IN MANHATTAN, MONTANA



FIND US ON FACEBOOK & INSTAGRAM OR VISIT
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2025 HERITAGE PEN SALE DONORS



COATES RANCH

Coates Ranch was established in 1905 by P.H. Coates in Reagan County. The registered cowherd originated in 1927 with the purchase of 15 heifers and two bulls at the Anxiety 4th sale in Snyder, Texas, and our cowherd now traces back to that purchase. We also raise registered Quarter Horses, and have expanded our operation to Crockett, Menard, and Upton counties. Our goal is to raise functional cattle and horses that the cattle industry and commercial customers demand, and we sell horses and approximately 100 bulls by private treaty annually.

DUDLEY BROS RANCH

Dudley Bros Ltd is a family-owned and family run registered Hereford operation in Comanche County Texas. Now operated by fourth generation cousins, J.H.

Dudley Jr acquired land on the Comanche/Mills counties line in 1885, part of which continues to be operated by DB Ltd. Gail, Tom and Eltos Dudley, grandsons of J.H. Dudley established a partnership

in 1927. Originally in the auto, tire and gasoline business the brothers began to acquire additional ranchland throughout the 1930's and 1940's and entered the registered Hereford business in 1938. The principals of the partnership are John, Ginger, Jim, Margaret, T.J., Kerry, Julia (Allison), Tom, Melissa, Ray, Monica, Harry, and Rhonda Dudley.

Lane and Jordon Dudley fifth generation) are full-time with the ranch. (The clan numbers 65). Dudley Bros. Ltd produces bulls for the commercial cowman and will host its 64th Annual Sale, October 2, 2025. Females and baldies are sold private treaty.



EH ED BRAINARD LL

E. H "Ed" Brainard II (1927-1999) joined his parents ESF "Bud" & Sallie Lee Brainard in their operation after military service in occupied German. In the tradition of early pioneers of the Panhandle, Ed was allowed for three years to select 25 head for his own out of his parent's herd. He branded his commercial Herefords with Lazy B- but with a bar added. In 1977 he would purchase the Lewis Humphry's
continued on page 22



to the Powerhouse Hereford Female Sale
They all sell on February 1, 2025.

WHITERock
HEREFORD RANCH
E.C. Rosson & Family
817-922-3152 • Milford, Texas

Flying S Herefords

11th Annual **LINE ONE PRODUCTION SALE**
TUESDAY, MARCH 18 • AT THE RANCH, PALUXY, TEXAS

55 READY-FOR-SERVICE LINE ONE BULLS

Top Quality Fall Long Yearlings & Spring Yearlings with Performance & Ultrasound Data plus GE-EPDs

40 ELITE LINE ONE FEMALES

Open Yearling Heifers, Fall Bred Heifers, Fall Bred Cows & Spring Pairs



Calving ease,
growth &
marbling

Owned with
Holden Herefords

HH ADVANCE 0043H

AHA 44128619 • 1/7/20

SIRE: HH Advance 8132F • MGS: HH Advance 5148C ET

CED	BW	WW	YW	SC	MILK	CW	REA	MARB	BMIS	BIIS	CHBS
+12.4	-1.0	+70	+119	+1.6	+29	+82	+18	+44	+341	+453	+138



Growth,
maternal &
carcass

Owned with
Holden Herefords

HH ADVANCE 3037L ET

AHA 44454182 • 1/6/23

SIRE: HH Advance 0159H • MGS: HH Advance 7034T ET

CED	BW	WW	YW	SC	MILK	CW	REA	MARB	BMIS	BIIS	CHBS
+6.4	+4.6	+69	+101	+1.6	+40	+86	+63	+42	+529	+640	+168



CHB sire
& 6-star
Trait Leader

Owned with
Holden Herefords

HH ADVANCE 8120F ET

AHA 43896810 {CHB} • 1/13/18

SIRE: HH Advance 6007D ET • MGS: HH Advance 8203U ET

CED	BW	WW	YW	SC	MILK	CW	REA	MARB	BMIS	BIIS	CHBS
-3.0	+5.1	+66	+110	+1.2	+28	+111	+75	+26	+358	+450	+168



Growth &
superior
maternal

Owned with
Holden Herefords

HH ADVANCE 2025K ET

AHA 44346689 • 1/1/22

SIRE: CL 1 Domino 001H • MGS: HH Advance 221 ET

CED	BW	WW	YW	SC	MILK	CW	REA	MARB	BMIS	BIIS	CHBS
-3.0	+2.9	+66	+100	+1.2	+37	+88	+59	+05	+474	+559	+118

All EPDs current 12/10/24

Please call or text to request your Flying S sale catalog today!



James Strode 214.533.9669

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Located 1 hour southwest of Fort Worth

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SALE MANAGER

Dustin N. Layton • 405.464.2455

laytond@yahoo.com • laytonauction.com

Chisolm Kinder • 405.747.4683



2025 HERITAGE PEN SALE DONORS



family of Kansas commercial Hereford cattle & lease their brand "IV". Upon his parents' death in 1993 & 1996, Ed would hold together their land and their two cattle operations Brainard Cattle Co & Bud Brainard. When the Heritage Pen was formed to support the Texas Hereford Association, he instructed his son, Swasey, to send two heifers: one from his herd...one from his gather's herd. Ed's wife Lilith & his five children continue to honor his wishes and support the Texas Hereford Association. Three centuries Canadian River Valley, Century Commercial Herefords, Seven Generations Beef Industry.

BUD BRAINARD

E.S.F. (Bud) Brainard (1904-1996) was a son of the pioneer rancher E.H. (Ed) Brainard & Kittie Belle Fullerton. Lazy B was registered by Bud's father E.H. who proved up a homestead in

1895 in Roberts County, known as John's Creek, four sections at a time and secured other land through dissolution of large ranches such as the Bar CC and the Hansford Land & Cattle Co. Bud's parents bought their first Herefords from Lee Bivins Family of Amarillo, Texas 1903. They engaged in commercial Hereford cow/calf, yearling/stocker, and feedlot operations.

In 1944 Bud and his nephews, Ben and Bill McIntire, and niece, Mary K. McIntire Christner, formed the Brainard Cattle Co. Bud would buy out his partners in 1990. Bud Brainard's Hereford cattle continue to roam the Canadian breaks as they did in the early days and the herd continues the standards of high quality that has been characteristic of Brainard cattle for over 100 years. Bud is in the American Hereford Association Hall of Fame.



RANCHO VIESCA HEREFORDS - MARK ELLISON

The Ellison family began raising registered Hereford cattle in the early 1930s. My grandfather and grandmother received a Hereford bull for their wedding gift from my grandmother's father. My grandfather, Carlton Wright Ellison, purchased his first registered females from the Texas A&M College registered herd in the early 1930s and members of our family have been raising Herefords in Milam County since then. We are now in our fifth generation of Hereford breeders and operate our herd as Rancho Viesca Herefords. We focus on producing seedstock that can thrive in Central Texas and that can meet the needs of our commercial cattlemen customers.

LAZY O RANCH

We manage about 60 registered Hereford cows and focus on maintaining top genetics in our herd bulls. We also engage in artificial insemination and embryo transfer work. Additionally, we sell registered Hereford bulls to nearby ranchers and have around 250 commercial cows. My grandfather, Bob Owen, raised Hereford cattle in Jack County, as did my father, Raymond E. Owen. We continue to run cattle in both Jones and Jack counties, with our headquarters located in Nugent, just north of Abilene.

McKNIGHT RANCH COMPANY

McKnight Ranch Company is a family operated ranch. Headquartered near Fort Davis, Texas, MRC has raised Hereford and crossbred cattle in far West Texas for many generations. Hereford cattle have been the mainstay and strength of the generations for 100+ years. A small, registered herd of Herefords has been maintained on the ranch for many years to provide breeding bulls for the commercial cattle. Their registered herd is closely monitored for performance and carcass quality to use on our commercial herd.



continued on page 23

Look sharp

and support THA with a custom-made pocketknife by MooreMaker, Inc.



Stockman
3 blades
length 3 7/8"
\$145



Trapper
White with smooth bone handle
2 blades
length 4 1/8"
\$170

Proceeds benefit the Texas Hereford Assn.

To place your order, call Missy Coffelt 682-309-7555 or send her an e-mail texashereford4609@gmail.com

Price includes state sales tax and shipping.

GRAY WYNN KLEIN RANCH

The 2017 Commercial Hereford Show and Sale was dedicated to the memory of Jimmy and Cheryl Klein of Gray Wynn Klein Ranch, LP. Gray Wynn Klein Ranch, or GWK as the family calls it, was founded in 1873 by the Sanzenbacher family, one of the first families to settle in Clay County. The ranch has been in continuous operation in Clay County for 144 years, raising Hereford cattle for most of that time, and is named for the daughters who have kept the family ranching tradition alive: great-grandmother Ida Sanzenbacher Wynn, grandmother Maxine Wynn Gray, mother Cheryl Gray Klein, and daughters Jana Beth Klein Johnson, Jennifer Klein, and Mary Sue Klein.

Cheryl and her husband Jim were involved with the Texas Hereford Association over the years, and were annual contributors to the Heritage Pen at this sale. After Cheryl's passing in 2013, Jim and the girls continued to support the Texas Hereford Association, and Jim began donating an extra heifer for the sale to start a scholarship in memory of Cheryl. Jim passed away suddenly, but the girls and grandson, Jackson Johnson, continue on the tradition of raising quality Hereford cattle and supporting the Texas Hereford Association.



NOACK HEREFORDS

Noack Herefords originated in 1921 with a focus on breeding for efficiency and quality. We breed practical cattle for practical cattlemen, and blend tradition with modern day knowledge to ensure the production of a quality herd.

Noack Herefords prides itself on continuing the legacy that has been passed down from previous generations. Over 75 percent of our cattle go to repeat buyers- There must be a reason, we invite you to come see why!

O H TRIANGLE RANCH

The O H Triangle Ranch has been a landmark of West Texas owned by the Sugg family since 1898. It is spread out over several counties in the Concho Valley with a large portion of the Middle Concho River running through it.

The Sugg family has been running Hereford cattle for nearly 100 years and has one of the oldest closed, pure horned Hereford commercial herds in the state. Currently the O H Triangle Ranch runs roughly 1,000 head of commercial Herefords, 200 *continued on page 23*

HORNED HEREFORDS raised and developed for **LONGEVITY, FERTILITY and PREDICTABILITY**

LW 3006 MISS ADVANCE 720E ET
REG: 43826850

LW 7131 DOMINO 075H ET
REG: 44147154

CL 1 DOMINETTE 7209E
REG: 43864503



L BAR W
CATTLE COMPANY

9TH ANNUAL PRODUCTION SALE

MARCH 12, 2025 | AT THE RANCH | ABSAROCKE, MT

Selling horned yearling and age advantaged Hereford bulls, select females & commercial heifers.

For SEMEN SALES, catalog request, and more information

visit www.LBarW.com

Carl & Denise Loyning Mike & Jeannette Walen
(406) 425-2252 (c) (406) 425-2484 (c) lbarwherefords@gmail.com



2025 HERITAGE PEN SALE DONORS



head of commercial black Angus and 250 head of high-end registered horned Herefords. We consign cattle of all classes across the state and consign some of the top selling bulls at some of the best sales in Texas.

We hope to raise and provide good-doing, hardy cattle that will perform well for us and our customers wherever they may be. Let some proven power from O H Triangle Ranch improve your herd this year. Look for us all around Texas!



POWELL RANCH

The Powell Family has been ranching in Texas for five generations. Today, Jimmie Powell's family ranch operation is raising registered Hereford cattle, commercial Angus and Hereford cattle, and Rambouillet sheep. The

registered herd was started decades ago by Jimmie's father, Virgil. The operation will be holding its 28th annual bull sale this coming October 2025 and are proud to be a part of this year's Heritage sale.



ROCKER b RANCH

The history of the Bar S Ranch, later known as the Rocker b Ranch, showcases a legacy of innovation and growth in cattle ranching and horse breeding. Beginning in 1871, Philetus Sawyer acquired land along the Middle Concho River, and by 1887, the Sawyer Cattle Company was born following the acquisition of the Bar S Brand. As pioneers in West Texas ranching, they were the first to fence holdings and drill water wells. The ranch expanded from a single section to 172,000 acres by 1910, emphasizing quality Hereford cattle and horses under successive

THA POWERHOUSE
HEREFORD FEMALE SALE
Sat., Feb. 1, 2025
1PM | West Arena
Fort Worth Stock Show Grounds
Selling 1 Pen
Open Hereford Heifers
calved after September 1, 2023

ROSE HEREFORDS

Steven Rose • 806-774-3031
ssrose3031@gmail.com
190 W. US Hwy 70 • Olton, Texas 79064

leadership, including L.L. Farr, Sr., and Jr.

The ranch's influence extended beyond Texas, with notable acquisitions like the San Cristobal Ranch in New Mexico. Its reputation for quality breeding grew, registering its first AQHA horse in 1940. William A. Blakley's 1954 purchase introduced the Rocker b brand, which thrived under his leadership, culminating in its donation to the Texas Scottish Rite Hospital for Children in 1964.

Through decades, the ranch evolved with advancements in breeding practices, reintroducing registered Herefords in 2016 and emphasizing performance-based horse bloodlines. From its origins as a frontier operation to a modern-day ranch, the Rocker b Ranch remains a symbol of agricultural excellence.



ROCKING CHAIR RANCH

Loyd Whitehead has been ranching since the day he was born in Brady, Texas. Loyd's grandfather, C.B. Whitehead, began breeding Hereford cattle in 1903. In 1958, Loyd bought Rocking Chair Ranch, and in 1963, Loyd began developing his herd of Hereford cattle. Loyd and his wife, Carol, have two children and four grandchildren. Loyd has committed many years of his life

continued on page 26

Where's the Beef?

COURSE NOW AVAILABLE ONLINE

Legal, economic considerations for direct beef sales to consumer highlighted

by Paul Schattenberg, *Texas AgriLife Today*

Direct beef sales have skyrocketed across the country, and the Texas A&M AgriLife Extension Service offers an online course to help cattle producers explore this avenue of selling their beef.

The Where's the Beef?: Legal and Economic Considerations for Direct Beef Sales three-hour online course is designed for cattle producers, ranchers and others interested in direct selling. It's an abbreviated online version of the popular Where's the Beef? program that is presented in person at various locations throughout the state.

The course is designed to provide information that will allow participants to expand beef sales by learning about legal and economic considerations related to selling beef directly to the consumer.

The online course will be available for \$50 for the first 100 registrants and \$75 thereafter. It can be found on the AgriLife Learn site at <https://agrilifelearn.tamu.edu/s/>, using the product code AGEC-CO-032.

"Several hundred people have already participated in the course in person and 100% of them said they would recommend it to a friend," said Tiffany Lashmet, JD, AgriLife Extension agricultural law specialist with the Department of Agricultural Economics, who is based in Amarillo.

The course is being offered online since many people interested in direct beef sales cannot attend an in-person program or one might not be offered in their area.

About the direct beef sales course

Online course instructors are Lashmet; Davey Griffin, Ph.D., AgriLife Extension meat specialist and professor in the Department of Animal Science; and David Anderson, Ph.D., AgriLife Extension economist for livestock and food product marketing and professor in the Department of Agricultural Economics. A certificate of completion will be available at the end of the course.

Participants will learn:

- Legal considerations for direct beef sales.
- Economic considerations for direct beef sales.
- Permitting requirements.
- Marketing avenues.
- Labeling considerations.

It is presented in three modules:

- Farm to Plate.
- Legal Considerations.
- Economic Considerations.

Funding for the course is provided by the Southern Extension Risk Management Education Center. ★

Facial recognition... *he's good at that.*



(clockwise, from top) Robert Duvall, Ginger & John Dudley, Jack Chastain, Terri Barber, Curtis Younts, Jr. and Claudia & Jimmy Atlas.



Louis Daniel

Illustration and Design

817-334-0039

louisdaneilartist@gmail.com
3205 Hamilton Ave., Suite 108
Fort Worth, TX 76107

Northeast Texas
Hereford Association

73rd Annual Sale

Saturday, April 12, 2025, at 12 noon

Auctioneer: Tommy Carper

New Sale Facility:

Stone Livestock Commission, LLC

730 E 16th Street

Mount Pleasant, Texas

Consignments due by February 12

Sale Managed by:

St. John Marketing & Consulting, LLC

Locke St. John


(615)-427-8979

Lockestjohn93@gmail.com

Barbara Metch

(903)-436-2774

barbarametch@gmail.com

 Northeast Texas Hereford Association

THA HONORARY MEMBER

continued from page 14



The Texas Hereford Association is proud to honor Charles Smith for raising sound profitable, hardy registered and commercial Herefords in South Texas. And also proudly being a part of one of the oldest Hereford operations in Texas.

Smith Herefords is a fourth generation, family-owned ranch in George West, Texas. It got its start in 1914 when Sidney Smith of Beeville, Texas bought his first registered Herefords. Years later his son, Leonard C. Smith, returned home after graduating from Texas A&M University to expand the operation. Leonard was called back into active duty with the outbreak of World War II leaving his father to operate the farm and ranch.

After returning home Leonard and his two sons, William (Bill) and Charles, grew the registered cattle herd to nearly 500 head and continued to grow their farming operation. By the mid-1960's Leonard Smith and sons had produced their own production sales at the ranch. Sidney died in 1974 at 101 years old, Leonard passed in 2006 at 102 years old. Both ranched up until their final days. Billy passed in 2020 leaving his son, Sidney Smith, to continue his ranching operation. Charles's wife, Sammie, were married 55 years. In 2014 she had the desire to continue the family tradition and purchased the Grand and Reserve bred registered heifers at Fort Worth, to expand their genetic pool. Today Smith Herefords is operated by Charles and



Sammie's son, Ward, and is looking forward to the next generation!

In 1937 Sidney, Leonard and 28 other Hereford breeders in Bee and surrounding counties formed the South Texas Hereford Association which continues to hold consignment sales today. ★

★ sale **REPORTS**



December 14, 2024

GKB & Barber Ranch The Female Event Volume II

Desdemona, Texas • Auctioneer: Dustin Layton

	Gross	Avg.
72 Females	\$1,379,500	\$19,160
22 Embryos	\$34,200	\$1,555
150 Semen	\$26,620	\$177

TOP SELLING SPRING OPEN FEMALE

Lot #2 GKB 229G MIRAGE M113 ET for \$160,000 to Cruz Colyer, Bruneau, Idaho.

TOP SELLING BRED HEIFER

lot #23 GKB E133 GWEN 3111 for \$33,000 to Burns Farms, Pikeville, Tennessee & Double Seven Ranch, Fort Cobb, Oklahoma.

TOP SELLING SPRING PAIR

lot #31 BR GKB HARLOW 1125 for \$29,000 to Hawk Livestock, Earlville, Illinois.

2025 HERITAGE PEN SALE DONORS

to service and the Hereford breed. Loyd is a past president of the American Hereford Association and served as a director. He is a former president of the Texas Hereford Association and spent 15 years as a director.



SCHARBAUER CATTLE COMPANY

Founded in 1883, Scharbauer Cattle Company is a fifth generation operation that began in Marienfeld (now Stanton), Texas. It grew to have ranches in other areas of West Texas, the Texas Panhandle and southeastern New Mexico. For over 140 years now only the best registered Hereford bulls have been used to generate the base of the cow herd. The cattle are all now raised on the North Curtis Ranch, just north of Midland, the Alamositos Ranch west of Amarillo and Scharbauer Farms in the north Texas Panhandle.

SMITH HEREFORDS

Smith Herefords is a fourth generation family owned and operated ranch located in George West, Texas. Smith Herefords takes great pride in raising sound, profitable, hardy, registered and commercial Herefords in South Texas. The ranch is operated by third generation rancher, Charles Smith. His late wife of 55 years, Sammie, was an integral part of the operation. They worked side-by-side doing what they both were born to do and that was to ranch. They have three children and their son, Ward Smith, is the fourth generation that is carrying on his family's Hereford legacy. Smith Herefords have been raising quality cattle for 110 years and is one of the oldest Hereford operations in Texas.



continued on page 29

OKLAHOMA'S OLDEST ANNUAL SALE

Saturday February 1, 2025

64TH ANNUAL PRODUCTION SALE



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and 60 Hereford and Angus Pairs

Other Angus Herd Sires	BW	WW	YW	SC	MILK	REA	MARB	SC
CONNEALY HIGH COTTON 7603	-1.5	75	136	.34	40	0.72	0.86	324
CONNEALY ENHANCE 4248	0.5	83	147	.87	20	0.78	0.50	251
CONNEALY EMERALD 7134	1.6	77	142	1.03	25	0.89	0.82	283
CONNEALY STRONGHOLD 6631	-1.7	72	134	1.70	34	0.87	0.90	311
SITZ ACOMPLISHMENT 745H	0.4	68	130	1.42	25	0.22	0.12	232
SITZ POWERBALL 562E	2.7	75	134	1.63	17	0.73	0.47	247

Other Hereford Herd Sires	BW	WW	YW	SC	MM	REA	MARB	CHBS
CL 1 DOMINO 116J 1ET	2.4	59	94	1.7	24	0.24	0.33	146
CL 1 DOMINO 034H 1ET	3.9	64	101	1.3	36	0.22	0.19	127
HH ADVANCE 0019H	3.0	66	106	1.4	26	0.41	0.16	123
CL 1 DOMINO 8165F 1ET	3.3	64	95	1.5	37	0.18	0.06	100
CL 1 DOMINO 7151E 1ET	2.9	60	100	1.2	25	0.38	-0.01	111
HH ADVANCE 9293G	2.0	73	112	0.7	31	0.51	0.25	134



CL 1 DOMINO 136J 1ET

BW	WW	YW	SC	MM	REA	MARB	CHBS
2.1	56	93	1.5	21	0.28	0.50	165



CONNEALY BOMBER 318E 4340

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0.7	91	157	.63	31	1.07	0.64	298

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Brooke Rollins Named Secretary of Agriculture *by President-elect Donald Trump*

Brooke Rollins, President and CEO of the America First Policy Institute (AFPI), has been selected by President-elect Donald Trump to serve as the next Secretary of Agriculture. Announcing the appointment, Trump commended Rollins for her “unwavering dedication to American farmers, safeguarding U.S. food self-sufficiency, and revitalizing agriculture-dependent small towns.”

A native of Glen Rose, Texas, Rollins leads AFPI, a think tank established by former Trump administration officials to advance conservative policies. Under her leadership, the organization has prioritized initiatives such as limiting foreign ownership of U.S. farmland, particularly by Chinese entities—an issue that has garnered bipartisan support in Congress.

As Secretary of Agriculture, Rollins will oversee a department of over 100,000 employees and manage more than 3,000 county offices. Her responsibilities will encompass farm and nutrition programs, forestry, rural development, food safety, agricultural research, trade, and more. With a 2024 budget of \$437.2 billion, Rollins will also spearhead the administration’s efforts to advise Congress on the Farm Bill.



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Rollins has personal ties to agriculture; her four children are actively involved in cattle showing, including Herefords, reflecting her strong connection to rural communities.

Rollins has a distinguished career in conservative policy advocacy. From 2003 to 2018, she served as President and CEO of the Texas Public Policy Foundation (TPPF), transforming it into a nationally prominent think tank. During Trump’s first term, she held key roles as Director of the Domestic Policy Council and Assistant to the President for Strategic Initiatives, shaping landmark domestic policies across multiple sectors.

Her extensive network within Trump’s inner circle, including connections to figures like Jared Kushner, positions her strategically to address USDA priorities effectively. Before joining the Trump administration, Rollins served as an aide to then-Energy Secretary Rick Perry and led the Texas Public Policy Foundation.

Rollins earned a Bachelor of Science in Agricultural Development from Texas A&M University, graduating cum laude in 1994 and becoming the university’s first female student body president. She later received her Juris Doctor from the University of Texas School of Law. Growing up on a Texas farm and serving as a Texas State FFA officer cemented her deep roots in agriculture.

Currently residing in the Fort Worth area with her

continued on page 31

New Program to Benefit Hereford Breeders and Youth

Watch for a big announcement during the annual meetings of the Texas Junior Hereford Association and the Texas Hereford Association for monies that will be paid out to Hereford winners!



Per the Texas Cattle Feeders Association (TCFA) site: The TCFA Junior Fed Beef Challenge was designed to encourage young people to gain practical experience in feeding commercial beef cattle. This program stresses the importance of proper animal husbandry and financial management. Over the last 25 years, TCFA has introduced hundreds of young people to the cattle feeding industry through the Junior Fed Beef Challenge.

A new program for our junior members has been developed and approved by the Texas Hereford Association Executive Committee. The THA is teaming up with the TCFA and will be adding in award monies for three different divisions developed by THA. The three divisions for the steers will be 1) Registered Herefords 2) Commercial Hereford (at least 50% Hereford) and 3) Black or Red Baldy. The junior must be a TJHA member.

The established rules for the TCFA program will be followed and then the THA Foundation will add in the monies for qualifying steers. Things to note:

- Calves are spring born calves
- Weaned in Sept / Oct @ 450 + lbs.
- Usually run on wheat pasture until March
- At March entry date calves should be weighing 8 - 900 lbs.
- Calves can be fed at home or a feedlot.
- At mid July delivery / slaughter steers are going to weigh about 1400 lbs.

Find complete information on the TCFA website and click on the youth tab. Breeders need to consider the advantage of selling your steers to these participants that will help promote your genetics. Mark Ellison, Rancho Viesca Herefords, is our lead in this portion of the program and can be contacted at 979-676-2601 or ranchoviesca@yahoo.com. ★

2025 HERITAGE PEN SALE DONORS

continued from page 26



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continued on page 35



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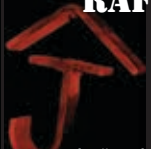


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Herefords and Horses

continued from page 9

enough money," Rusty explained. "Katie offered to partner with me, and when that partnership worked, it led to marriage in 2004.

Katie Jo was equally thrilled. "When I realized Rusty wanted to raise Herefords and work cattle on horseback like my family did, I knew this was the life I wanted forever."

Today, the couple operate Day Show Cattle in Meadow, Texas, about 45 miles southwest of Lubbock. Their operation includes farming wheat, peanuts, milo, and hay crops, along with a focus on producing show steers for 4-H and FFA exhibitors. Their herd features a mix of registered Herefords and high-percentage Hereford crosses tailored for competitive club calf genetics.

Their steers have achieved remarkable success in junior show circuits. In 2020, their son Ryder's home-raised Polled Hereford steer won breed champion at the Fort Worth Stock Show & Rodeo (FWSSR) and went on to claim the overall grand championship, setting a FWSSR sale record at \$300,000 at the time. Fellow Hereford breeders, Gary and Kathy Buchholz of GKB Cattle purchased the steer.

Riggin has also shined in the show ring, exhibiting two Hereford breed champions at Fort Worth, while Day Cattle Co. steers claimed the Hereford and Polled Hereford division titles for customers at the 2024 FWSSR. Ryder and Riggin have shared victories, including both winning breed champions in Houston during the same year—a moment the family cherishes.


"That walk down to the Reliant Center floor together was breathtaking," Katie Jo said. "It was overwhelming to see what we had accomplished as a family."

While their personal wins are memorable, Rusty and Katie Jo prioritize the success of their customers. "Customer service is key," Rusty said. "We help with everything from nutrition to showmanship, grooming, and fitting, and we attend as many shows as possible to support our exhibitors."

continued on page 34

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Brooke Rollins

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husband and four children, Rollins maintains close ties to the agricultural community through her family's involvement in cattle showing.

Following her appointment, Rollins expressed gratitude on X (formerly Twitter):

“It will be the honor of my life to fight for America’s farmers and agricultural communities. This is big stuff for a small-town ag girl from Glen Rose, TX—truly the American Dream at its greatest.”

Rollins has pledged to advocate for American farmers, emphasizing food self-sufficiency and the revitalization of rural communities. She will face critical challenges, such as navigating Trump’s proposed tariffs while balancing domestic production incentives with maintaining vital export markets for U.S. agriculture.

Her background and connection to rural America uniquely position her to address issues like rural economic development, food assistance programs, and agricultural trade. Rollins’ expertise in agricultural policy and her commitment to strengthening rural communities will play a pivotal role in advancing the USDA’s mission under the Trump administration. ★

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Herefords and Horses

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Their dedication has earned them loyal customers, including families without ranching backgrounds drawn to the growing popularity of FFA and 4-H in suburban areas. It also has earned them a strong repeat customer base with families, who buy all their kids a Day bred steer. Day Cattle Co. markets 120-150 steers annually through a live auction, multiple online sales, private treaty, and a partnership with the National Western Stock Show's Catch-a-Calf program (See sidebar).

Rusty and Katie Jo credit their parents for instilling their strong work ethic and providing support that helped them grow their operation. Located near Rusty's family in Meadows, they've steadily acquired land and expanded their ranch.

Their sons, Ryder, a high school senior, and Riggan, a freshman, are following in their footsteps. Both have a shared goal of continuing the family legacy after college. The family has always looked at their showing as a business, also.

"Winning Fort Worth was a tremendous blessing, and we're committed to stewarding that success wisely," Rusty said. "The boys have college funds, plus have purchased some land near us and have started building their own herd. Their operation has grown to the point they now have a few calves in our sales."

Katie Jo added, "It's a joy to see their passion for ranching remain strong. Watching them grow in this life is the greatest reward."

From the beginning, the Days have lived by their motto: *Work hard, win big*. But for them, the "win" isn't about trophies and banners—it's about the life lessons gained through hard work and perseverance.

"To us, it's the experiences and values learned with a show steer that truly matter," Katie Jo emphasized.

For Rusty and Katie Jo, a day spent working red-and-white-faced cattle on horseback isn't just a scene from a movie—it's the life they've chosen to live together. And for their family, it's the perfect life. ★

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W4 RANCH

The original ranch, consisting of 1000 acres which borders Lake Whitney, was purchased by James Walker in 1961. Today, the ranch consists of over 12,000 acres and is actively operated by family owners, James, Joe, and Joey Walker, with the help of Ranch Manager, Jeff Chaffin. W4 Ranch is committed to the Hereford breed. With over 700 cows, the ranch offers registered and commercial breeders top quality animals. We host two sales each year – the third Saturday in April and the third Friday in October. In addition to producing their own cattle, W4 Ranch has purchased cattle from many other breeders including Weldon Edwards, Westmoreland Cattle, Lee Campbell, K74, Coopers, Holdens, Churchill and Marvin Berry. After purchasing the K74 herd in 2002 to enhance the genetics of the W4 herd, the ranch is focusing on producing future generations of quality Hereford cattle.



WHITE ROCK HEREFORD

White Rock Hereford Ranch, located 45 miles south of Fort Worth, Texas, is a proud producer of purebred Hereford and Hereford cross cattle. Family owned and operated for over 70 years, the ranch currently has over 80 horned and polled cows. White Rock Hereford Ranch, established in 1953 in Hill County, Texas, has a long-standing legacy of breeding high-quality Hereford cattle. The ranch's journey began when O.C. Rosson and Eldon C. Rosson purchased their first Herefords. Since then, the ranch has been dedicated to preserving and advancing the Hereford breed. Today, Eldon C. Rosson, Jr. (EC) and his family continue this rich tradition, focusing on producing top-tier cattle known for their performance, conformation, and genetic excellence. While his children and grandchildren are not on the ranch full-time, they were actively involved at the junior level with their show cattle and are still involved at high level with the ranching operations. The ranch remains a respected name in the Hereford industry, committed to quality and sustainability. ★

- Jan 3:** SandHills Stock Show & Rodeo, Odessa, TX
- Jan 9:** Cattleman's Congress, Hereford Eve in OKC, Oklahoma City, OK
- Jan 10:** Cattleman's Congress, Hereford Night in OKC, Oklahoma City, OK
- Jan 16-18:** National Western Stock Show, Denver CO
- Jan 25:** Fort Worth Stock Show Junior Heifer Show, Ft. Worth TX
- Jan 28:** Churchill Cattle Company's World Class Bull Sale, Manhattan, MT
- Feb 1:** Texas Hereford Association's 55th Annual Powerhouse Hereford Sale, Ft. Worth, TX
- Feb 1:** Texas Hereford Association's Heritage Hereford Sale, Ft. Worth, TX
- Feb 1:** Texas Hereford Association Annual Meeting, Hilton Garden Inn, Ft. Worth, TX
- Feb 1:** South Texas Hereford Association Annual Spring Bull and Female Sale, Beeville, TX
- Feb 1:** Messner Ranch 64th Annual Production Sale, Slapout, OK
- Feb 3:** Fort Worth Stock Show, Jarold Callahan National Hereford Show, Ft. Worth, TX
- Feb 6-7:** Fort Worth Stock Show, Junior Market Steer Show, Ft. Worth, TX
- Feb 14:** San Antonio Stock Show, Junior Heifer Show, San Antonio, TX
- Feb 20:** San Antonio Stock Show, Junior Market Hereford Steer Show, San Antonio, TX
- Feb 24:** Colyer Herefords 45th Annual Production Sale, Bruneau, ID
- Mar 1:** Perks Ranch Bull Sale, Rockford, IL
- Mar 3-6:** Houston Livestock Show, Hereford Show, Houston, TX
- Mar 8:** Doyle Hereford Ranch Annual Bull Sale, Wolfe City, TX
- Mar 14:** Houston Livestock Show, Junior Heifer Show, Houston, TX
- Mar 18:** Flying S Herefords 11th Annual Production Sale, Puluxy, TX
- Mar 20:** GKB Cattle and Barber Ranch 3rd Annual Spring Bull Sale, Desdemona, TX
- Mar 20:** Houston Livestock Show, Junior Market Steer Show, Houston TX
- Apr 1:** Texas Junior Hereford State Show entries open online
- Apr 1:** Texas Hereford Queen/Sweetheart applications are open
- Apr 3-6:** BOLD (Building on Leadership Development) Conference @ GKB Hi-Point Ranch, Desdemona, Texas
- Apr 10:** Bowling Ranch's 5th Annual Spring Production Sale, Newkirk, OK
- Apr 11-13:** TSCRA Cattle Raisers Convention and Expo, Fort Worth, TX
- Apr 11:** W4 Ranch Spring Production Sale, Morgan, TX
- Apr 12:** Northeast Texas Hereford Association 73rd Annual Sale, Mt. Pleasant, TX
- Apr 26:** Express Ranches Annual Grass Time Sale, Yukon, Ok
- Apr 29-30:** Hemphill County Beef Cattle Conference, Canadian, TX

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Editor's Note

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know, deep thoughts by Diane.

I remember at the beginning of the pandemic people were convinced to not shake hands (among everything else). A friend of mine posted on Facebook that he was glad that handshaking was going to have to go away. He claimed his job required him to be very social at events, hence shaking lots of hands and then getting sick after events. I think it was his tone that got to me, and, at the time we were in a miserable condition in the world, so I unfriended him. So there. I won.

I have always said that I know about a person as soon as I shake their hand. We all know that ugly "fish" handshake, the "politician's" handshake where they never let go and then the "I'm sorry for your loss" handshake where one hand goes over the handshake. In our business I watch the greeting when we all greet each other with a handshake...always.

Now you might not know but it used to be an etiquette "rule" that a man should never extend his hand to a lady without the lady making the initial move. That is now an old-fashioned rule that has been taken off the books. Shake my hand and I'll shake yours.

However, I recently was at one of our Hereford breeder's sales and observed something that maybe probably no one else noticed. A heifer was selling at a decent price. I watched two well knowledgeable Hereford breeders, same row, five open seats apart, suddenly make eye contact, agree to partner on the lot selling and then shake hands. The agreement to partner on that lot was made in a split second but it was sealed with that handshake. It made me think about the honesty in our industry that starts and continues with a handshake.

Let's make sure we keep that going. And don't disappoint me. I might unfriend you.★

We are thankful!



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A hearty thank you to all breeders, association staff, and other supporters of our great breed!

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