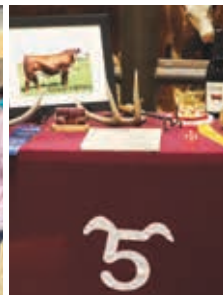


# TEXAS HEREFORD

The Official Publication of the Texas Hereford Association

March 2025





3<sup>rd</sup> Annual

# GKB CATTLE & BARBER RANCH SPRING BULL SALE

*in Desdemona*

**THURSDAY, MARCH 20, 2025**

12 noon at the GKB Cattle Sale Facility

Desdemona, Texas



### GKB GUARDIAN L100 ET

44424562 • 1/5/23 • Horned

C GKB Guardian 1015 ET x BR Belle 4082 ET

CED +2.0, BW +4.5, WW +79, YW +119, MILK +30,  
SC +1.8, REA +1.08, MRB +.40, CHB +197



Outstanding GE-EPD profile for this maternal brother to Belle Air.



### GKB HOUSTON L149 ET

P44497864 • 9/12/23 • Homozygous Polled

SHF Houston D287 H086 x Boyd 31Z Rita 7208 ET

CED +1.9, BW +2.6, WW +81, YW +121, MILK +33,  
SC +1.6, REA +.89, MRB +.14, CHB +146



Top 1% WW; top 2% BMI, BII; top 3% YW, SCF, M&G, REA.



### GKB ENCORE 3488

P44502215 • 10/17/23 • Polled

BR E085 Encore 0143 x BR Annie 1203

CED +8.2, BW -0.3, WW +69, YW +105, MILK +31,  
SC +1.8, REA +.74, MRB +.06, CHB +129



Top 1% CEM; top 3% SC; top 7% BW.



### GKB 8123 BELLE AIR 3628

P44514048 • 11/19/23 • Polled

BR Belle Air 8123 x GKB 44608 On Target 8672

CED +1.7, BW +3.8, WW +62, YW +98, MILK +29,  
SC +1.8, REA +.46, MRB +.44, CHB +157



Top 3% SC; top 5% Marb.



### GKB FINAL CHAPTER L181 ET

P44515851 • 11/26/23 • Polled

EKS DWK B26 Final Chapter J10 x Aubrey's Seafire 4E

CED +5.5, BW +3.1, WW +60, YW +104, MILK +28,  
SC +0.6, REA +.73, MRB +.03, CHB +152



Top 5% CW.



### GKB COPPER 3444

P44500577 • 10/7/23 • Homozygous Polled

BR 128Y Copper 8108 x KJC15 Lady Diana 178F

CED +1.9, BW +1.8, WW +58, YW +97, MILK +33,  
SC +0.8, REA +.47, MRB +.13, CHB +114



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# 110 service-age bulls sell March 20th in Desdemona



**100 18-month-old Hereford Bulls** *Horned, Polled & Homozygous Polled*

**10 2-year-old Red Angus Bulls**

*Each buyer will be entered in a drawing to win  
a custom built trailer from Hughes Trailers!*



**BR F007 TRADEWINDS 3301**

P44536928 • 10/17/23 • Homozygous Polled

BR Rare Air ET x EXR Dew Drop 2029 ET

CED +4.5, BW +3.4, WW +75, YW +123, MILK +26,  
SC +0.8, REA +.84, MRB +.22, CHB +145

Top 2% WW, YW; top 4% REA.



**BR 1202 MILLENIAL 3268**

P44497575 • 9/25/23 • Scurred

BR Genesis 1202 x BR Kate 7134

CED +4.1, BW +2.2, WW +63, YW +121, MILK +32,  
SC +1.5, REA +.50, MRB +.36, CHB +180

Top 2% CHB; top 3% CW.



**BR SMOOTH OPERATOR 3326**

44536949 • 12/1/23 • Horned

BR Genesis J005 ET x BR Belle E083 ET

CED +3.1, BW +2.4, WW +62, YW +97, MILK +29,  
SC +1.4, REA +.60, MRB +.52, CHB +166

Top 1% BMI, BI; top 2% SCF; top 3% Marb; top 5% CHB.



**BR MCGREGOR 3237**

P44497555 • 8/30/23 • Polled

BR Charles Hutton 6033 x BR Goldriel 0278

CED +6.0, BW +1.7, WW +58, YW +99, MILK +29,  
SC +1.2, REA +.38, MRB +.07, CHB +116



**BR 1202 PARAMOUNT 3265**

44497572 • 9/25/23 • Horned

BR Genesis 1202 x BR Amber H023 ET

CED -0.7, BW +4.0, WW +75, YW +115, MILK +31,  
SC +1.6, REA +.82, MRB +.21, CHB +151

Top 2% WW; top 3% CW; top 5% REA.



**BR 1033 MATLOCK 3297**

44536925 • 10/16/23 • Horned

BR 8123 Belle Air 1033 x BR Goldriel 6637 ET

CED +4.2, BW +2.3, WW +64, YW +102, MILK +24,  
SC +1.1, REA +.70, MRB +.13, CHB +132



*Sale catalog online and mailed on request. Please contact the sale manager.*



Dustin N. Layton (405) 464-2455  
laytond@yahoo.com  
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# TEXAS HEREFORD

Official publication of the Texas Hereford Association

March 2025 • Vol. 74, No. 5

## 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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 Dena Jackson, Ranger  
 Lee Larson, DeSoto  
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**SATURDAY, MARCH 8, 2025**

12 NOON CST • WOLFE CITY, TEXAS

## 82 Registered Hereford Lots Sell

**60 Bulls** *Horned & Polled*

**22 Females**

Choice of 2 Fall 2024 Heifer Calves *Sired by SR Pinpoint 225K*

7 Open Yearling Heifers *The tops from the keeper pen!*

4 Fall Bred Heifers • 8 Fall Bred Cows • 2 Late Spring Bred Cows



**DHR GUARDIAN 1015 LADY 464ET**

P44593840 • 1/2/24 • Polled

C GKB Guardian 1015 ET x NJW 98S R117 Ribeye 88X ET  
*Full sister to 417 (right).*

CED +6.9, BW +1.5, WW +57, YW +88, MILK +24,  
REA +.55, MARB +.31, BMI +371, BII +535, CHB +148



**DHR GUARDIAN MOLASSES 417ET**

P44593841 • 1/3/24 • Homozygous Polled

C GKB Guardian 1015 ET x NJW 98S R117 Ribeye 88X ET  
*Full brother to 464 (left).*

CED +8.7, BW +0.2, WW +60, YW +87, MILK +26,  
REA +.60, MARB +.13, BMI +494, BII +576, CHB +128



**DHR GUARDIAN FINAL TEST 448 ET**

P44545648 • 3/2/24 • Polled

C GKB Guardian 1015 ET x F Final Test 722  
*Outstanding growth, maternal & marbling.*

CED -1.7, BW +3.4, WW +72, YW +114, MILK +27,  
REA +.47, MARB +.44, BMI +484, BII +599, CHB +151



**DHR 1103 7131 215Z DOMINO 372**

44557093 • 9/28/23 • Horned

LW 7131 Domino 1103J ET x F 215Z Domino 620

CED +0.7, BW +3.1, WW +63, YW +103, MILK +31,  
REA +.45, MARB +.18, BMI +364, BII +447, CHB +137



**DHR STARDANCE 672 DOMINO 381**

44557104 • 9/19/23 • Horned

Stardance M8086 ET x F 215Z Domino 672

*Top 1% SC, Milk, MCE, CW, Marb & CHB.*

CED +8.3, BW +1.0, WW +64, YW +108, MILK +42,  
REA +.72, MARB +.61, BMI +482, BII +599, CHB +196



**DHR 960 DIABLO 1449 ADV 3139**

44573912 • 12/12/23 • Horned

DHR Diablo 955 3027 Domino 960 x CX 2185 Advance 1449

*Top growth & carcass bull.*

CED +3.6, BW +3.9, WW +63, YW +114, MILK +36,  
REA +.83, MARB +.23, BMI +450, BII +539, CHB +175

Catalogs mailed on request & available for viewing on our website. Videos online prior to sale day at LiveAuctions.TV



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 Mike Doyle, Wolfe City  
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 Jordan Glaze, Gilmer  
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 Colt Johnson, College Station  
 Gretchen Halfmann, Lipan  
 Lee Haygood, Canadian  
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 Ronnie Schlegel, Olney  
 Harrison Smith, Gatesville  
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## to a Whopping 34 New Members Recruited since January 1, 2025

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 AA Cox Ranch, Corsicana  
 Alan James, Littlefield  
 Big 5 Enterprise LLC, Huntsville  
 Bill Parham, Stephenville  
 BRB Equipment, LLC, San Antonio  
 Brice Boyd, Hamilton  
 Brown Ranch, New Braunfels  
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 Covered M Ranch, Floresville  
 Circle Bar D, Richard Davis, Alvin  
 David Lindsey, Jacksboro  
 Eddie Everette, Palacios  
 Edward Meier, Stonewall  
 Ervin Bludau, Hallettsville  
 Frank Moreno, FJM, Houston  
 Hayter Ranch, Fort Stockton  
 Irvin Herefords, Whitesboro  
 Jeffrey Gray, Scurry

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 Ronnie McClendon, Lavon  
 Meischen Polled Herefords, Robert  
 Meischen, Yorktown  
 Morrison Crops & Cattle, Dublin  
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 Huntsville  
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 Travis Mason, Justin  
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 Meeks, Taylor, NE  
 Van Quack Ranch LLC, Franklin  
 Vitalyx Inc., Sidney  
 Wes Butler, Caddo

## Abbey Jo Receives THA Foundation Scholarship

Abbey Jo Wohleb Receives THA Foundation Scholarship

A familiar face in the show ring, Abbey Jo has represented Texas the past three years as the Texas Hereford Queen. Her vast activities include membership in FFA where she has excelled in contests on local, district and state levels. She has participated in Texas and National Junior Hereford Association as well and serves as the reporter on the TJHA board. She also was third runner up in the National Hereford Queen competition this past October.

A portion of her essay included with her application answers the topic of "What a college education means to me".

"A college education represents a crucial stepping stone toward my long-term goals and it means an opportunity for growth, learning and meaningful impact. My educational journey is shaped by my passion for agriculture and a strong commitment to the Hereford cattle industry. Attending West Texas A&M and pursuing their Pre-Veterinary Program is the first step in my path to becoming an animal chiropractor for large animals. With a clear vision of attending Texas A&M or Texas Tech for veterinary school, my goal is to combine my love for animals with a professional career that helps livestock thrive. One of the primary reasons I am drawn to this field is my deep love for Here-

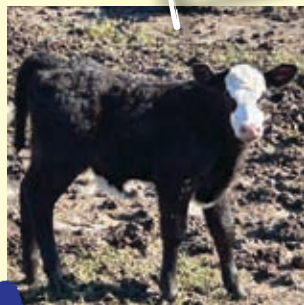
ford cattle and the agricultural industry. It's more than just a career choice for me; it's a chance to advocate for the things I care about. Being able to positively influence and promote the values of the beef industry is incredibly meaningful. Through this career, I can give back to the industry that has given so much to my family."

She will receive \$1500 which is made possible by generous donors to the Foundation. Congratulations Abbey Jo! ★





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## Editor's Note

by Diane Johnson | Editor | Manager

### It was 1990.



Marci, Diane, and Brooke.



Look at all of these familiar faces, many who are still involved in the breed today. Marci is front row, second from the left.

I was enjoying my round one of working at the Texas Hereford Association. Our junior association was on fire and, my dear friend, Marci McKinzie (now Schnitker) was leading the juniors as the TJHA president.

Marci grew up in east Texas and she and her family

were very involved in the TJHA when I was with the association from 1987-1991. Her parents served as advisors and her brother, Marty, was also a part of many Hereford activities. We have always remained close friends.

*continued on page 31*

# In it for the long haul.

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Fort Worth Stock Show Junior Show  
*Congratulations Landry Allan!*



**BACC 978 KILEY 350 ET**  
Supreme Champion Heifer  
Sandhills Stock Show  
*Congratulations Ryder Day!*



**BACC 629 GEORGIA KAY 359 ET**  
Division Champion II  
Fort Worth Stock Show Open Show  
*Congratulations Grinnel Shanks Cattle Co. & Abby Hill Farm!*



**BACC 77E SPICE 438 ET**  
Reserve Division I  
Cattleman's Congress Open Show  
*Congratulations Landry Allan & Fitz Genetics!*



**BACC 629 GEORGIA KAY 356 ET**  
Champion Division IV  
Cattleman's Congress Open Show  
*Congratulations Harper Starnes!*



**BACC 953 GEORGIA KAY 406**  
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Cattleman's Congress Junior Show  
*Congratulations to the Ray Family!*



**BACC 77E SPICE 437 ET**  
Champion Division I  
Cattleman's Congress Open Show  
*Congratulations Hayes Devine!*



**BACC 629 GEORGIA KAY 357 ET**  
Reserve Division IV  
Cattleman's Congress Junior & Open Show  
*Congratulations Landry Allan!*

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COX  
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**JANUARY 2026**  
**SANDHILLS HEREFORD SHOW**



# Financial Gains



by LINDSAY L ALLEN

In today's day and age, people pay for convenience on daily basis. When you look at the beef production industry, you will find that uniform calf crops, which bring added convenience for the producer and buyer, are desirable purchases that bring a premium for the seller.

The advantages of a uniform calf crop lend itself to these premiums due to the reduced risk and decreased labor and management costs, as well as other benefits.

Dr. Saulo Zoca, assistant professor and extension beef cattle specialist at the University of Tennessee, said that in his experience, after a seller has built a reputation and consistently sold uniform calves that produce well in the

feed yard (which he admits can take years), the uniform calves won't even make it to the sale barn as the seller will be called prior and sought out for his calf crop.

"In the cattle industry, when you know you are buying a good product that will be profitable, you will pay extra for that because you know you can get it back. When you don't know what to expect from those calves, you will be willing to pay less because you don't know whether they will perform well and be profitable or not," he stated.

As Dr. Tom Troxel, professor emeritus and associate department head, University of Arkansas, echoed, "It's also beneficial for a buyer who can fill a truck load by purchasing groups of uniform calves verses individual



# FOR UNIFORM CALVES



purchases. Additionally, these calves will already be comingled and familiar with each other, which is added convenience and certainty for the buyer.”

A uniform calf crop, one where the animals in a group look very similar – be it height, muscle thickness, and weight and/or color – provides the confidence buyers are seeking to fill their trucks.

Zoca pointed out that the genetics of the cow herd, and thus, the calves, also play a role in uniformity. “If your cows are not uniform, it will be hard to produce a calf crop that is uniform,” he shared.

“It’s important to have cows of similar body type, frame scores, muscling and depth of rib and it can take a

number of years to develop this uniform cowherd,” Troxel said, “Keeping the uniform goal in mind when selecting or replacing females for the herd too and it’s also important to breed your cows to similar bulls. I know many breeders who use half-brother bulls, who are similar in performance and will complement the cow herd, during breeding season to help produce the calves they want to market,” he said.

Apart from similar genetics making up a uniform calf crop, producers can also find it easier to manage their herd when the calving window is shorter. “With a uniform calf crop it is easier to manage those calves because  
*continued on page 14*



11<sup>th</sup>  
ANNUAL

# Flying S Herefords

## LINE ONE PRODUCTION SALE

**TUESDAY, MARCH 18, 2025**

**12 NOON, AT THE RANCH, PALUXY, TEXAS**

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AHA 44633233 • 1/8/24

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CED +7.2, BW +2.9, WW +52, YW +87, MILK +30,  
SC +0.5, REA +.45, MARB +.25, CHB +131  
Selling choice of 4006M and 4017M (right).



**FS MISS ADVANCE 4017M**

AHA 44633000 • 1/24/24

FS Advance 1060J × HH Advance 6116D  
CED +6.4, BW +2.6, WW +53, YW +88, MILK +26,  
SC +1.0, REA +.39, MARB +.25, CHB +139  
Selling choice of 4017M and 4006M (left).

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AHA 44454182 • 1/6/23

HH Advance 0159H × HH Advance 7034T ET  
CED +6.5, BW +4.6, WW +69 YW +101, MILK +40,  
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## FS ADVANCE 3101L

AHA 44629040 • 10/27/23

HH Advance 1069J ET × HH Advance 5107C ET  
CED +3.7, BW +2.9, WW +66, YW +94, MILK +26,  
SC +0.9, REA +.60, MARB +.20, CHB +135



## FS ADVANCE 3051L

AHA 44628432 • 9/11/23

HH Advance 1069J ET × CL 1 Domino 883F 1ET  
CED +1.9, BW +3.1, WW +67, YW +104, MILK +29,  
SC +1.0, REA +.67, MARB +.25, CHB +148



## FS ADVANCE 4012M

AHA 44632998 • 1/21/24

HH Advance 1069J ET × HH Advance 6250D ET  
CED +2.9, BW +3.6, WW +61, YW +99, MILK +29,  
SC +1.0, REA +.57, MARB +.21, CHB +143



## FS ADVANCE 3038L

AHA 44628421 • 9/2/23

HH Advance 0043H × HH Advance 8059F ET  
CED +6.7, BW +2.1, WW +69, YW +109, MILK +30,  
SC +1.3, REA +.25, MARB +.28, CHB +129

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continued from page 11

they are in similar production stages. So, if they need vaccines, dewormer, to be castrated, etc., you can do it all in one group. Additionally, having a shorter calving window is beneficial for the cow as well. Several studies have shown that heifers calving in the first 21 days of their first calving season are more profitable, on average, and stay longer in the herd (approximately one year longer) and they wean more pounds of calves until their sixth calf, when they were compared with heifers that in their first calving season calved after the first 21 days of the calving season,” Zoca stated.

Adding to that, Troxel said that the single most cost-effective management practice a producer can implement is to shorten their breeding season to 60 or 90 days. “At the University of Arkansas we did a study that found that reducing the breeding season from one year to 90 days can take four years, but the results are that the direct cost of animal unit is reduced by 32% and the break-even price dropped by 30% as well,” he continued, “By reducing your breeding season window,



*The goal of uniformity is not a new management method. This photo from the archives proves it.*

you are able to apply all your management practices in ‘one big sweep’ verses multiple times and you can better target your feeding program because the cattle and calves will be in the similar seasons of life.”

Dr. Charley Martinez, assistant professor for the Department of Agricultural and Resource Economics at the University of Tennessee, affirmed Zoca and Troxel’s statements and acknowledges the efficiency of labor that is achieved through a uniform calf crop and also adds that the value of uniformity is found in maximizing

continued on page 16



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*Champion Hereford*

Saige Beerwinkle • Houston 2022



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San Antonio 2024



Sloane Beerwinkle 1st Place Middleweight Hereford Steer  
Fort Worth 2025

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March 2025 • TEXAS HEREFORD 15

continued from page 14

your profit. "If you have a good product to market, then you have even more of that product to market and sell, when you have a uniform calf crop, especially if you know who you are marketing toward and when," Martinez said.

He recommends two marketing options for producers; graded feeder calf sales and load lot sales. "For producers with a small to medium size herd, graded feeder calf sales provide a great option. The buyer knows his/her risk is reduced when buying at these sales and is willing to pay the premium associated with this reduced risk. When a buyer has certainty in the product they are purchasing, they are willing to pay for the added value," he continued, "For those able to sell in load lots, the risk to the buyer is really reduced and the value for the seller grows. The large-uniform the calf crop (load) provides opportunities for the buyer. When the buyer knows they are buying a quality uniform cattle in volume, they could even start coming back to that source and as demand goes up, the price does too! Buyers want to know that the calves are going to perform and be healthy and uniformity in your calves gives them the confidence that they are buying the

healthy and performance-driven cattle they need."

The benefits of a uniform calf crop and shorter breeding season also extend beyond the labor efficiency and marketing potential. Zoca pointed out that some vaccines need to be mixed at the time of injection and they vary on the number of doses per vial and are required to be used within 24 hours. "Imagine a small producer (20 cows or less) that calves year-round; What would be the variation in age of those calves until they could have 10 calves to vaccinate? This would also impact the efficacy of the vaccine and the health challenges those calves would be exposed to until they get their vaccines," Zoca continued, "However, a 60-day window for calving has other benefits. The producer will only need to check cows for calving during 60 days; which allows for more intense checks and potentially decreases the number of calf losses because of the intense watching and condensed calving."

It all boils down to the need for the revenue to outpace the cost, according the Martinez. "There are costs associated with raising cattle (vaccinations, castrations, preconditioning, etc.) and you have to know your break

even cost to know what your premium is when you sell your cattle. You also have to be aware of what else is happening. If the corn market is high, buyers are going to be looking for heavier calves that require less inputs. If you know this, you can market your cattle appropriately and benefit from the demand of having heavier calves," Martinez said.


He also pointed out that if you don't have enough cattle to have the uniform size calf crop you desire, you can join forces with a neighbor. "It's not uncommon to see producers in nearby areas working together in regards to their breeding, calving and management schedules so that they can combine their calves together in a group and market them as a larger uniform calf crop and capture the value found in this group."

No matter the size of your herd, a uniform calf crop is possible and profitable! With benefits for both buyer and seller, the marketing options for your uniform herd is not only expanded, but comes with a pretty premium! ★

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



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# SPRING PRODUCTION SALE

**Friday, APRIL 11, 2025**

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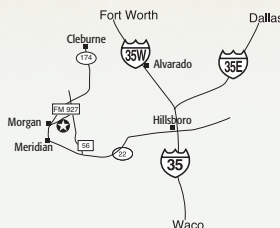
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One of my fondest childhood memories was made around my mom's kitchen. Growing up with a working mom who was an educator, she was always in teacher mode teaching us about life, cooking, and being a kind ear full of sage advice for any life challenge that came our way.

My mom always cooked for a crowd, much like I do, and as her mother, my Granny did. Her meals were never from a box or premade even though after a long day at work could have easily called for shortcuts. One meal that stands out to me that has stood the test of time was her Cowboy Beans. She would make these beans into a main course by adding in beef from my grandfather's ranch. Looking back I think we ate it for a week....well not seriously, although it always felt that way, but we enjoyed it nonetheless. With a side of cornbread and sweet tea, her Cowboy Beans were always a hit with our family and friends. My mom learned early on that to get my picky brothers to eat she'd throw the word 'cowboy' in the recipe title and they'd eat it up like no one's business!

In my mom's later years as she frequented the farmers markets more, she'd freeze fresh pinto beans for us all to enjoy. The difference between fresh-frozen and dried pinto beans is huge in my opinion now, and I rarely cook dried.

Upon my dear mom's passing over a year and a half ago, along with the many keepsakes she gave us, we each inherited one of her four freezers stocked full of frozen peas, fish, beef, venison, and vegetables from her garden and mine. I think the freezer, along with her huge collection of hand-written recipes is one of her legacies to us as even in her passing, she is keeping us fed. She once almost fell into her large box freezer trying to get something at the bottom. She laughed and said we'd find her in the freezer when we needed peas. Always witty, always fun, my mom is missed so very much...but her peas and beans live on!

So today I share one of my mom's most cherished recipes, a one-pot meal, simple to make, with few ingredients. It's one of my husband, Scott, and new son-in-law to be, Josh's favorites and as we all know beans of any kind like soups and stews are better the next day...and next, and next!

So, make a huge pot, add a little water if needed to your Cowboy Beans the next day before reheating, and crumble up that cornbread on top if you like it that way. This stick-to-your-ribs meal is just the kind of meal the first cowboys and modern cowboys and cowgirls today will enjoy for generations to come.

For more recipes like Cowboy Beans, check out my website at The Ranch Kitchen and search through the recipe tabs. Enjoy! ★



## The Ranch Kitchen's Cowboy Beans

### INGREDIENTS:

- 6 cup(s) pinto beans, rinsed & drained well (at least 3 times)
- 1 quart of water or about 9 cups to cover the beans to 4 inches or more above
- 1 quart of tomatoes or one large 16 ounce or larger can of stewed tomatoes
- 1 onion, sliced
- 2 green chilies, seeded and chopped (optional)
- 1/4 cup chili powder
- 1 teaspoon salt, or more to taste
- 1 teaspoon black pepper or more to taste
- 2 cloves garlic, chopped fine
- 2 pounds of ground beef

### INSTRUCTIONS:

- Rinse and drain pinto beans until water runs clear or use a colander.
- Place pinto beans in a cast iron Dutch oven or a large pot and add water.
- Bring pinto beans to a high boil for five minutes and then down to a low boil.
- Add black pepper, tomatoes, onions, green chili, garlic, and chili powder, and continue to cook on low covering with a lid.
- After 1 hour add ground beef, sausage, or turkey that has not been cooked. Break off pieces of meat into 2 x 2-inch chunks and place directly in the cooking pot of pinto beans. The meat will cook as the pinto beans do and also help season them.
- Continue to cook Cowboy Beans on low for 1 1/3 to 2 hours or until beans are fork tender.
- Add salt in the last thirty minutes. Adding salt at the first of your cooking will render hard-skinned beans that are tough to the taste.
- Taste Cowboy Beans for salt and pepper. Add more water as needed if the pot runs low as this will affect the cooking time and take your beans longer to cook and may scorch them.

Serve Cowboy Beans with cornbread or white rice.

*The Ranch Kitchen Original Recipe by Virginia Young Goudarzi - 2015*



# THA Award Winners

and annual meeting attendees



◀ National Hereford Show Honoree - Jarold Callahan represented by his family Ryan, Jennfer and Taylor Gazda



Honorary Member - Charles Smith



Honorary Member - Mark McClintonckwith his family



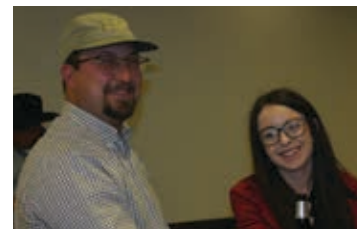
National Polled Hereford Show Honoree - Meischen Polled Herefords



Friend of THA - Scott Nolan (represented by Bethany Nolan)



Booster of the Year - Colyer Herefords





January 28, 2025

## Churchill Cattle Company's World Class Bull Sale

Manhattan, Montana

Auctioneer: Joe Giggins

	Gross	Avg.
111 Bulls . . . . .	\$1,290,7500 . . . . .	\$11,628

Top selling bull lot #1

CHURCHILL STAMPEDE 486M ET . . . \$175,000

to Boyd Meyer, HC Herefords, Manns  
Polled Herefords, Joe Walls and Sons,  
Udy Cattle, Stellpflug Cattle Co., Harrell  
Herefords, Rode House Black Herefords



February 1, 2025

## Texas Hereford Association's 55th Annual Powerhouse Commercial Female Sale

Fort Worth, Texas

Auctioneer: Dustin Layton

	Gross	Avg.
92 Comm. Females . . .	\$245,000 . . . . .	\$2,663



February 1, 2025

## Texas Hereford Association's Heritage Pen Sale

Fort Worth, Texas

Auctioneer: Dustin Layton

	Gross	Avg.
27 Females . . . . .	\$74,650 . . . . .	\$2,764

February 1, 2025

## South Texas Hereford Association's Annual Spring Bull Sale and Pride of Texas Spring Female Sale

Beeville, Texas

Auctioneer: Lane Marbach

	Gross	Avg.
34 Bulls . . . . .	\$225,600 . . . . .	\$6,635
53 Comm. Females . .	\$103,100 . . . . .	\$1,945

Top selling bull lot #1

CR 1021 SEN PON 1393 . . . . . \$10,750



February 1, 2025

## Messner Ranch's 64th Annual Production Sale

Slapout, Oklahoma

Auctioneer: Ronn Cunningham

	Gross	Avg.
39 Bulls . . . . .	\$220,000 . . . . .	\$5,641
27 Females . . . . .	\$100,700 . . . . .	\$3,730
9 Comm. Females . . .	\$44,100 . . . . .	\$4,900

Top selling bull lot #76

M 136 DOMINO 3256L . . . . . \$9,000  
to Weston Givens, Arnett, Oklahoma.



Champion Pen of Hereford Females consigned by W4 Ranch, Morgan, Texas. Pictured (l to r) Abbey Wohleb, Nataleigh Belcher, manager Jeff Chaffin, Colleen Chaffin, Joey Walker and Kim Walker, THA President EC Rosson, Reese Pinkerton, Lauren Eaton.



Reserve Champion Pen of Hereford Females consigned by Flying 5 Cattle Co, Hart, Texas. Pictured (l to r) Abbey Wohleb, Nataleigh Belcher, Steven Whitaker, Whit Whitaker, Kirby Williams, THA President EC Rosson, Reese Pinkerton, Lauren Eaton.



# Bulls for Sale



*Welcome to our latest herd sire acquisition.*



HH ADVANCE 8392F ET [CHB,DLF,HYF,IEF,MSUDF,MDF]

CL DOMINO 1195J 1ET [CHB,DLF,HYF,IEF,MSUDF,MDF]

CL 1 DOMINETTE 055X [DOD,DLF,HYF,IEF]

## **BR COOPER L070**

BR LANSING 3060

BR GABRIELLE 5501 ET [DLF,HYF,IEF]

BR GOLDRIEL 3029 ET [DLF,HYF,IEF]

### **BR COOPER L070 ET** [DLF,HYF,IEF,MSUDF,MDF,DBF] #4437994 • 03/01/2023

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE
1.3	4.6	64	102	0.5	1.7	12.1	33	65	-1.2
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI	BII	CHB
86	1.10	1.10	79	0.032	0.85	0.18	\$309	\$389	\$133

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# New Program to Benefit Hereford Breeders and Youth



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:

- 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 [rancho-viesca@yahoo.com](mailto:rancho-viesca@yahoo.com). ★





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**HCC COWBOY 3060 L**

P44561001 • Calved: 3/15/23 • Polled

Sire: 77 MR COWBOY 8389F 32H • MGS: NJW 135U 10Y HOMETOWN 63A ET



**HCC MORGAN 4006 MET**

P44624943 • Calved: 2/21/24 • Polled

Sire: HILLS-GALORE 44Z RESOLUTE 128D • MGS: GOLDEN OAK OUTCROSS 18U



**HCC OKLAHOMA LADY 4011 M ET**

P44624951 • Calved: 2/18/24 • Polled

Sire: HILLS-GALORE 44Z RESOLUTE 128D • MGS: GOLDEN OAK OUTCROSS 18U

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# 2025 Fort Worth Stock Show & Rodeo Results

**Jr Market Steer Show** | February 6 | Judge: Mark Hoge, Good Hope, Illinois

## HEREFORD



*Grand Champion Hereford Steer, Ethan Parkinson, Levelland, TX*



*Reserve Grand Champion Hereford Steer, Braydn Mimms, Acuff, TX*

## POLLED HEREFORD



*Grand Champion Polled Hereford Steer, Riggin Day, Meadow, TX*



*Reserve Grand Champion Polled Hereford Steer, Aidyn Barber, Channing, TX*

**Jr Breeding Heifer Show** | January 25 | Judge: Will Coor, Greenfield, Ohio

## HEREFORD



*Grand Champion Hereford Female,  
BRGKB RUBY L178ET, Aidyn Barber, Channing, TX*



*Reserve Grand Champion Hereford Female,  
BACC 629 GEORGIA KAY 361 ET, Landry Allan, Nocona, TX*

*continued on page 26*



# Meischen Polled Herefords Recognized in Fort Worth

**M**eischen Polled Herefords was named the 2025 National Polled Hereford Show Honoree this past February. Owned by Robert and Marilyn Meischen of Yorktown, Texas, the operation has been a cornerstone of the Polled Hereford breed at the national, state, and local levels for decades.

Robert has been deeply involved in breed associations, serving as a board member of the South Texas Polled Hereford Association (STPHA) for many years, a director of the Texas Polled Hereford Association for three years, and most recently as treasurer.

The Meischen family's history with Polled Herefords spans generations. Robert's parents raised the breed, and in 1964, he purchased his first Polled Hereford after winning a calf scramble certificate from the Houston Livestock Show. This early start led him to build his own herd while working alongside his parents.

In 1970, Robert married Marilyn, and together they have traveled extensively, selecting top-tier genetics and continuously improving their calf crop. Their daughter, Deanna, and her husband, Randy Roeder, operate RDR Cattle in Seguin, Texas, partnering with the Meischens in genetics and marketing. Collectively, the two operations market approximately 25 registered bulls, 25 registered heifers, and 25 black baldie replacement heifers annually as they also maintain 100 head of commercial Brangus cows. Most of their cattle are sold through private treaty or consignment sales, including the STPHA Sales and the DeWitt County All Breed Sale.

Meischen bulls are well known across South Texas, thriving in Brahman, Brangus, and Charolais-influenced cowherds. Since 1990, the ranch has sold to 157 different cow-calf operators and consistently tops the DeWitt County All Breed Bull Sale. Their deep belief in the breed stems from its strong docility and the valuable growth traits it adds to a calf crop.

The couple both worked for the Yorktown ISD while building and managing their herd. Robert served as business manager for 32 years and Marilyn as teacher/coach for 30 years. In addition to their daughter, Robert and Marilyn have a son, Harlan, and his wife, Christine, who reside in New Braunfels, Texas. They are also proud grandparents to four grandsons and one granddaughter.★



*E.C. Rosson (l) presented Robert and Marilyn Meischen with a bronze as the 2025 National Polled Hereford Show honorees during the Fort Worth Stock Show & Rodeo.*



*Meischen Polled Herefords received the DeWitt County All Breed Bull Sale Champion English with one of their Polled Hereford bulls. They have topped this grading many times.*

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## POLLED HEREFORD



Grand Champion Polled Hereford Female,  
T/R 1816 FAYE 25L ET, Jarrett Worrell, Mason, TX



Reserve Champion Polled Hereford Female,  
GGSC CHESNEY 44L ET, Kanin Crisp, Gainesville, TX

## Open Show | February 3 | Judge: Blake Nelson, Dearborn, Montana

## HEREFORD



Grand Champion Hereford Female,  
KD LUCKY FOR YOU 363L ET, Fallon Gohr, Madras, OR



Reserve Grand Champion Hereford Female,  
BR GKB RS RUBY L178 ET, Aidyn Barber, Channing, TX



Grand Champion Hereford Bull,  
C CJC 4264 ADVANCE 3125 ET, Colyer Herefords, Bruneau, ID



Reserve Grand Champion Hereford Bull,  
B&C STOCK OPTION 2300K, Austin Breeding, Miami, TX



## POLLED HEREFORD



Grand Champion Polled Hereford Female,  
BKMCC LOVE DISTINCTIVE 372LET, Ella Weldon, Piedmont, OK



Reserve Grand Champion Polled Hereford Female,  
PSC NCC GAIA 3008 ET, Colyer Herefords, Bruneau, ID



Grand Champion Polled Hereford Cow/Calf,  
PCC NEW MEXICO LADY 1107 ET, Perez Cattle Co, Nara Vista, NM



Reserve Grand Champion Polled Hereford Cow/Calf,  
KAKG KICKOFF 205K ET, Hadley Dorris, Stephenville, TX



Grand Champion Polled Hereford Bull,  
BR GKB LUCCHESI L177 ET, Barber Ranch, Channing, TX



Reserve Grand Champion Polled Hereford Bull,  
K MCLINTOCK 4815, Kynsleigh Krebs, Gordon NE



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In the Horned Hereford Open Show and winning the \$2500 scholarship money from the THA Foundation is Gage Creamer, Waxahachie. Second place and \$1500 is Teagan Roughton, Morgan.



In the Polled Hereford Open Show Mason Roder, Yorktown, was awarded the \$2500 with Wyatt Breeding, Miami receiving the \$1500.



The Helen Louise and John Henry Dean Jr. Memorial award is presented with a silver tray each year to the exhibitor of the champion Hereford heifer in the junior show. This year's award went to the exhibitor of the Champion Horned Hereford Heifer in the junior show. This year's award went to Aidyn Barber. Shown with Aidyn is Abbey Jo Woehle, Pat and Clyde McCall with Courtney and Jimmy Anderson and Robbie Schacher representing Simmons Bank and the Stock Show.



# Bill McInnis | 1943 - 2025

Bill McInnis, 81, passed away on Thursday, January 30, 2025, at his home. A lifelong resident of Brown County, Bill was born July 28, 1943, in Brownwood, Texas, to Claude and Lillie Mae McInnis. He attended school in Williams and May and was a 1961 graduate of May High School. Following graduation, he attended Texas Tech University, where he was the president of the Block and Bridle Club. Bill graduated from Texas Tech with a degree in Animal Science in 1965, and immediately started a professional cattle fitting service, where he traveled across the nation exhibiting cattle.



In 1969, Bill and his father, Claude, formed McInnis Cattle Company, a registered Hereford operation. In 1973, while showing bulls at the Southwestern Livestock Show in El Paso, he met his future wife, Jessica Gearhart. They married the same year on his birthday and celebrated 51 years of marriage this past summer.

Bill was a farmer and rancher and was known by all as a hard worker. He loved to tell stories and poke fun at his friends. If he didn't make fun of you, or give you a nickname, you knew he didn't like you. He loved good livestock, his family, and to entertain.

Bill was a member of the Texas Hereford Association, American Hereford Association, and Texas and Southwestern Cattle Raisers Association. He was a Director and member of the Executive Committee for the Texas Hereford Association, and had the privilege to serve as a classifier and judge at various Texas shows. Bill was a member of Central United Methodist Church for over 40 years.

Bill was preceded in death by his parents, and his sister, Claudette Thomas. He is survived by his wife, Jessica, and children, Ben McInnis and wife, Rachel, of May, and Rachel Myers and husband, Scott, of Claude. Bill was proud of his ranching roots in Brown County, on land that has been in his family since 1857, but more importantly, that his family legacy will continue with his five grandsons, Levi, Ty, and Tanner McInnis, and Brooks and Reece Myers.

Graveside services were held at Pleasant Valley Cemetery on Friday, February 14, 2025, under the direction of Blaylock Funeral Home. A celebration of life will be held later in the spring.

In lieu of flowers, any memorial gifts can be made to Bloys Campmeeting Association, Attn: Angela Becker, 6 Desta Drive, Suite 2670, Midland, Texas 79705, or your favorite charity. ★

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**Mar 8:** Doyle Hereford Ranch Annual Bull Sale, Wolfe City, TX

**Mar 11:** Cooper Hereford Ranch 59th Annual Production Sale, Willow Creek, MT

**Mar 14:** Houston Livestock Show, Junior Heifer Show, Houston, TX

**Mar 18:** Flying S Herefords 11th Annual Production Sale, Paluxy, 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

**Mar 25:** Harrison Cattle Co. 8th Annual Production Sale, Arapaho, OK

**Apr 1:** Texas Junior Hereford State Show entries open online

**Apr 3-6:** BOLD (Building on Leadership Development) Conference @ GKB Hi-Point Ranch, Desdemona, Texas

**Apr 6:** Bar A Cattle Elite Heifer Sale (online)

**Apr 6:** Express Ranches Annual Grass Time Sale, Yukon, Ok

**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 29-30:** Hemphill County Beef Cattle Conference, Canadian, TX

**May 15:** Texas Junior Hereford State Show entries close and late entries begin

**May 15:** Junior National Hereford Expo early bird entry deadline

**June 1:** Texas Hereford Queen/Sweetheart application deadline

**June 1:** Junior National Hereford Expo final entry deadline

**June 4-7:** Texas Junior Hereford State Show, Belton, TX

**July 12:** Junior National Hereford Expo, Louisville, KY

**July 19-20:** Texas Ranch Rodeo Round Up, Wichita Falls, TX

**July 28:** Faces of Leadership Conference, St Louis, MO

# It's only fitting.

## Advertising Specs for *Texas Hereford* magazine.

Issue	Deadline
January . . . . .	December 10
February . . . . .	January 10
March . . . . .	February 10
April . . . . .	March 10
May . . . . .	April 10
June/July . . . . .	May 10
August . . . . .	July 10
September . . . . .	August 10
October . . . . .	September 10
November . . . . .	October 10
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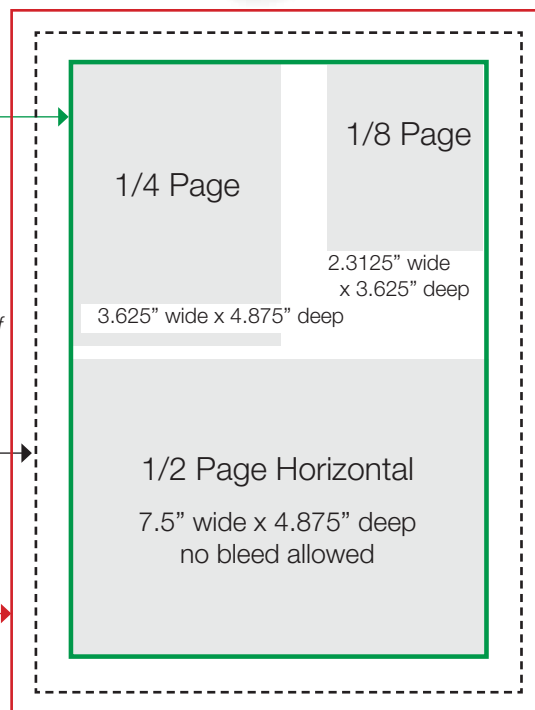
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As an active member of FFA Marci made her mark and eventually ran for an office at the state level. She was in it to win it and I wanted to see it happen.

I went to Lubbock to the State Convention that summer and got to see Marci become a State Officer. What an accomplishment. And who else was elected to that Texas FFA team? A young lady from Glen Rose, Texas. Her name? Brooke Rollins. Yes, I witnessed our new USDA Secretary of Agriculture be elected to the largest FFA organization in the country along with our very own Marci.

Now let's go to three weeks ago. The Hereford steer show is going on in the grand ol' coliseum here in Fort Worth. And what a steer show it was!

And who do I spot? Marci and Brooke chatting it up.

My first thought is I want to hug Marci's neck. And the question was, would Brooke remember me? So, I approached Marci from the ring into the front rows where they were sitting.

I don't know if you all have been around dignitaries who have Secret Service protection but, to me, they are quite obvious, so I decided to just visit with Marci and leave it alone. (That earpiece gives it away every time.) But then thinking about it I decided to go around into the stands and get a picture with the two of them and make it official. Hence the photo.

I did get to visit with Brooke whose son was showing a Shorthorn steer that day and it was delightful to get to visit with her. I understand that she is very involved in her kid's activities, and it was neat for her to be there watching the show.

I'll also mention that with my career in the event planning world, and in agriculture, I have been in on the task to get the current Secretary of Ag to attend. It really is a big deal to

continued on page 35




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Submit your high-resolution (300 dpi) digital image (jpg, approximately 10" x 12") for consideration directly to the Texas Hereford Association office via e-mail – texashereford@sbcglobal.net. Please use the subject line: Cover Submission. Deadline is the 10th of each month.

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**Hey Juniors**  
MARK YOUR CALENDARS / April 1  
Texas Junior Hereford State Show entries open online

Editor's Note  
continued from page 31

get the Secretary to attend an event. A few years ago I was coordinating an event in Ohio and we invited Tom Vilsack. There are many channels to go through and then you hope and pray that nothing changes the plans. Remember "the cow that stole Christmas". Well, he made it, it was a successful accomplishment and a proud moment for me.

So, Brooke will be receiving the Texas Hereford in her Fort Worth office and I'm adding the USDA Washington office to the list as well. Who knows? Maybe we've got some Hereford lovin' folks in DC.

But now, the bigger issue is how do we switch them from showing Shorthorns to Herefords. I'll get with Marci and let you know how we get along.

A few things to note:

We have recently launched a membership campaign along with updating our subscription process. If you have not paid for a subscription for the magazine, please do so as we have to update our files for the postal system. You must have paid for your subscription which is \$25.00 per year (by check) or use this QR code to pay by credit card (\$30). It will start in January and run on a fiscal year. This might be your last magazine and that would be sad. You can use this QR code to pay immediately and we thank you for supporting the association.

Thank you to all of you who have sent in both membership dues and pre-paid your card



ads for the year. This eliminates a lot of extra time and expense for the association and for you. If you still need to pay and need to know what is owed, please contact the office. ★

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