

RED POLL JOURNAL

Beef

Summer 2010

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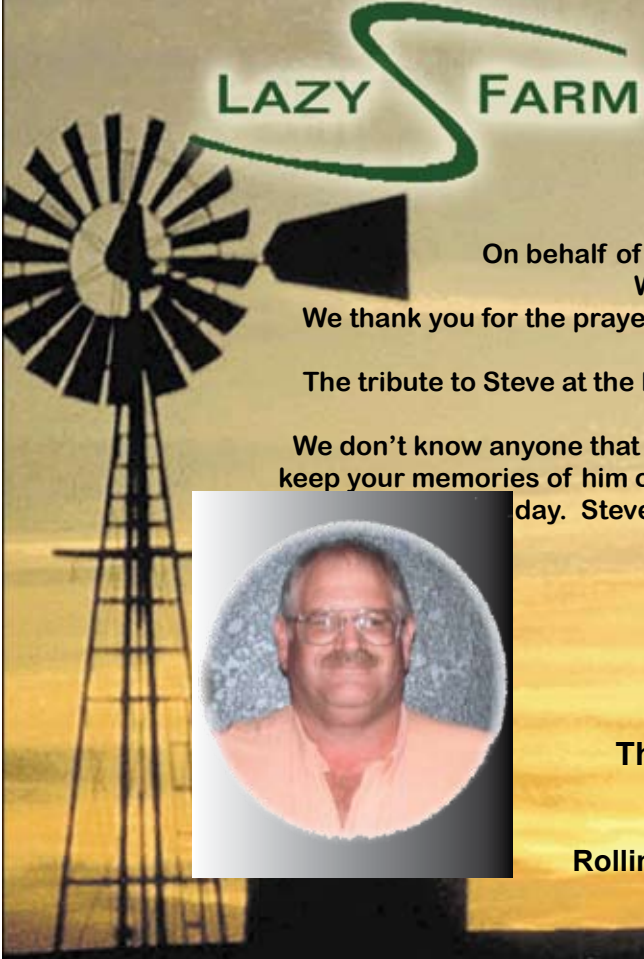


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On behalf of the family of Steve Scott, we say **THANK YOU** to our Red Poll Family.
We cannot begin to say how much you mean to our family.
We thank you for the prayers, phone calls, cards, visits, memorials and support in the loss of a very important man in our life.
The tribute to Steve at the National Sale in Sedalia with the memorial ribbons, the stained glass heifer and the overalls that Brent presented was so overwhelming.
We don't know anyone that had more fun out of life and could put a smile on your face than Steve could. Please keep your memories of him close to your heart and just know that he is in a much better world. This is how we get day. Steve was, as Beth Woods quoted in her card, "A big man with an even bigger heart."
Please continue your prayers for our family.
God Bless you all!

THANK YOU!!
Lorrie & Kim Scott and Chris & Becky Perdue
Neal & Shirley Scott and family

Thank you to our buyers at the National Sale in Sedalia, Missouri
Don Latte, Olean, MO - James Campbell, Granby, MO
Cecil Anderson, Russellville, MO - Doll's Red Polls, Union, KY
Rolling Prairie Ranch, Hatfield, MO for buying ½ interest in Lazy S Troubador



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Wiese Farms encourages all breeders to register their females and bulls kept for breeding, and transfer all they sell. We support Complete Herd Reporting to advance the quality of our herd and the breed, and encourage everyone to send in all carcass information that you are able to obtain.

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Pinpur Baron GR27

Calved 7/10/73 Reg. #96063 95142/GR25/CR124995B/S10CR133458

S: Pinpur Heritage GR34

D: Pinpur Queenmaker Beth GR19

EPDs: BW 1.9, WW 0, YW -2, MM 6, M&G 6

Pinpur Regulator GR25

95142 / GR25 / CR124995B / S10CR133458

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D: 139484 Pinpur Bona Ruby

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Sire: Bandaroo Landlord 2nd, #7576 Dam: Spegal's #302

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RED POLL JOURNAL

Beef

The Red Poll Beef Journal is the official publication of the
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Cover Photo — More than 60 members, neighbors and well-ness consumers gathered at Wilkshire in Burlington, NC on April 24, 2010 for the Blue Ridge Red Poll Association Field Day. Thanks to Jeff Wilkins and crew for a great day!

American Red Poll Association

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We invite all Red Poll breeders to come to Coffeyville, KS in
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A Tribute to Marshall Mohler

By Mike Parks

First and foremost, Marshall Mohler was a scientist...his field of study just happened to be animals. From the time WWII ended until the summer of 2008, Marshall's life was dedicated to animal breeding, animal research, and animal agriculture. The beneficiary of his work was the cattle industry, specifically, but not limited to the Red Poll breed.

Marshall passed away in late March of 2010, leaving behind a legacy of what one person can accomplish when they set their mind to a goal and pursue it.

Marshall was a stickler for details and accuracy. He was big on honesty and integrity and put forth little effort in being a "People Pacifier or a People Pleaser". Many cattlemen over the years proclaimed how much they respected Marshall for his views and opinions, but were uncomfortable with his sometimes abrasive nature. Yet, that was Marshall...brilliant but sometimes irritating.



On ARPA's website, there is a copy of the Mohler story, highlighting his accomplishments; I suggest you read them again. His love for data, records, and programs to promote beef cattle were amazing. His office, now a part of ARPA archives, was filled with hand printed documentation of all of his research. He never learned to use a computer, preferring longhand in very descriptive, legible handwriting.

He loved his wife, his children and grandchildren, his land and his cattle. Marshall's cattle were at the forefront of every national show and national sale from the late sixties until his retirement in 1985....dominating that period with more National Champions than anyone else. Yet, it was his study of the carcass and how to improve it that shall be his defining moment. To my knowledge, no one has ever duplicated his interest and excitement for carcass information.

He will be missed...in all of his single mindedness. One country, one University, one wife, one family, one job, one breed, one long lasting and ongoing dedication and love affair with the Red Poll breed. Always loyal, often frustrated, constantly thought challenging and highly opinionated, Marshall Mohler almost single-handedly made the Red Poll breed that all of us enjoy what it is today. As his life was drawing to a close, he was still telling me, "I don't think people understand all that we accomplished with these red cows". Rest in peace good friend, I think you made your mark. Long live the Red Poll breed.

Proposed By-law changes/amendments

The following proposed by-law changes will be voted on at the annual membership meeting in Little Rock, AR in October. Please refer to By laws as published on ARPA's web page - www.redpollusa.org

PROPOSAL 1 -

PAGE 6, ITEM 4: Place period after fiscal year and delete the rest of sentence that ends with Association

PROPOSAL 2 -

PAGE 9, ITEM 22: Change term "Association" to "Board of Directors"

PROPOSAL 3 -

PAGE 10, ITEM 29: Amend entire paragraph to read: The progeny resulting from artificial insemination, which satisfy the Conditions of Registry in all other respects, shall be eligible for registry by the owner of the dam. The sire must meet requirements as stated in the rules of the Association.

PROPOSAL 4 -

PAGE 10, ITEM 30C: Delete entire paragraph

If you have any questions please contact Dan Schmiesing, Chair of the By-Laws Committee.

Steve Scott Memorial Steer Carcass Contest to be Held as Part of Junior Show

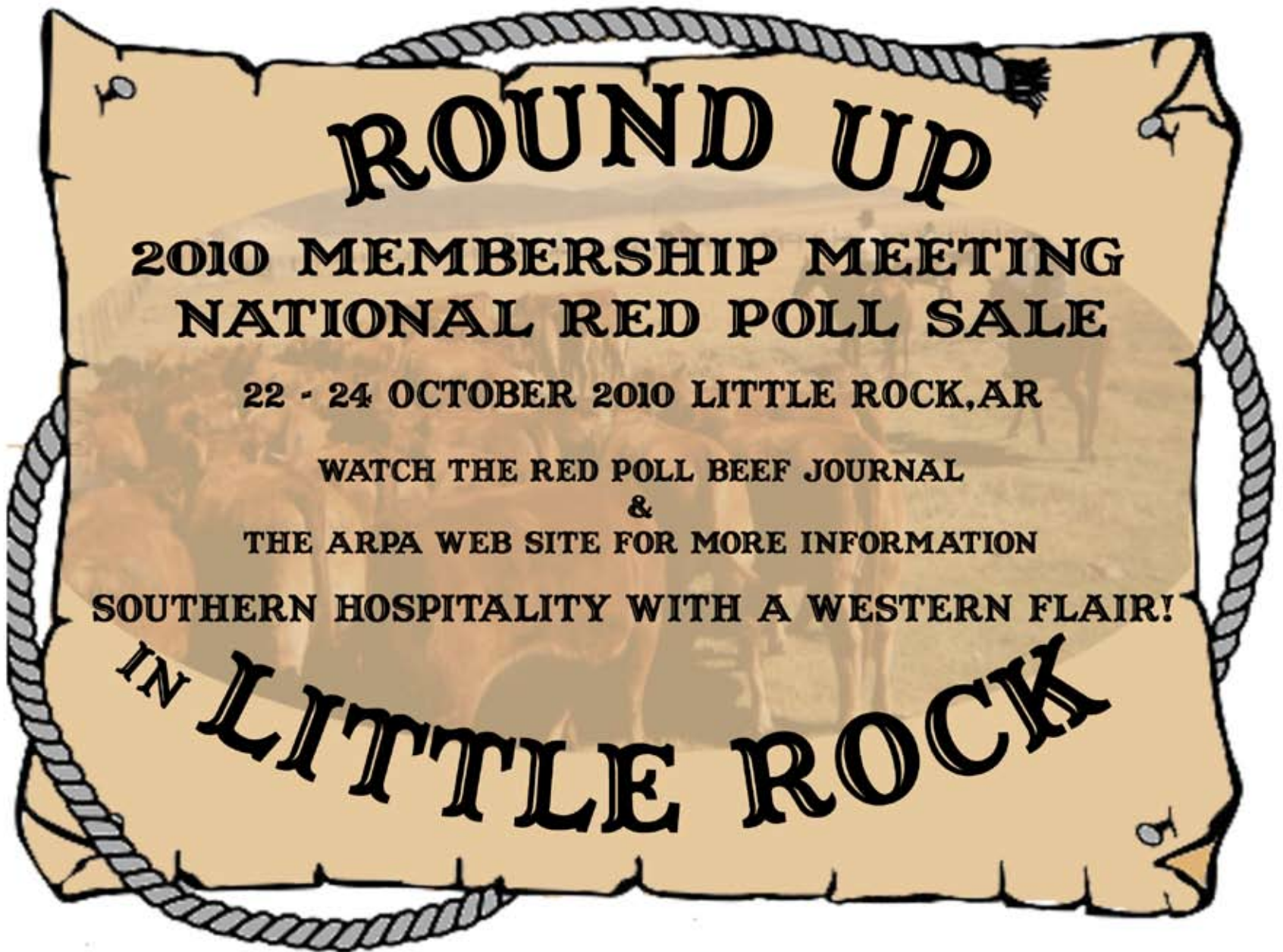
Steve Scott was one of the leading proponents in the Red Poll breed for measuring and documenting carcass quality. He practiced his belief by routinely collecting ultrasound carcass data on Lazy 'S' breeding stock replacement heifers and bulls. In honor of Steve's leadership in encouraging the application of new technologies in our breed and in Steve's memory, a carcass quality competition based on ultrasound measurements will be included as part of the Junior Preview Show in Coffeyville, KS. Any steer entered in the regular show will automatically be entered and may participate in the carcass contest. There will be no additional entry or ultrasound measurement expense for the junior entrants. Weights and ultrasound measurements will be collected on Saturday morning of the show. Winners will be announced and prizes awarded on Sunday during the steer competition of the regular show.

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ROUND UP IN LITTLE ROCK UPDATE

Phil Wyrick

A great deal of excitement continues to build for the up-coming “Round Up in Little Rock” National Red Poll Sale in October. We expect the offering to be the largest in many years. The opportunity to buy quality cattle from many different breeders will be enhanced by cattle being offered for sale both on halter and in pens. The pen cattle consignments will be from many farms that raise their cattle on “grass” only. We at Esquire Land and Cattle will be consigning around 15 lots.

I recently attended the Blue Ridge Red Poll Association’s Field Day at Wilshire in Burlington, NC. It was well attended by breeders from West Virginia, Virginia, Michigan, Pennsylvania, Arkansas, North Carolina and Tennessee. Many of these folks have marked their calendars to attend the National Sale in October.

We also have at least two breeders from the United Kingdom who are planning on attending this event and we hope to have other visitors from overseas as well.

For those of us who like entertainment other than viewing cattle; remember that tours are planned for Little Rock’s exciting River Market District, Heifer Project International Headquarters, the Clinton Presidential Library, Old State House and the Territorial Capitol Village. Restaurants catering to all tastes can be reached by Little Rock’s world famous trolleys.

Since we’re on the subject of eating – plan on joining us at the Southern – Western Bar-B-Que get together Saturday evening here at Esquire headquarters – free for all guests.

Wheee! Get your boots on and come – on down!

Spring in the Piedmont - Blue Ridge RPA Field Day

By: Dr. Jeff Wilkins

The Blue Ridge Red Poll Association Spring meeting and Field Day was held on April 24th at Wilkshire, north of Burlington, N.C. Green grass and red cattle greeted the visitors for the day. Our goal for the event was to educate the group about Red Poll cattle being a natural alternative in the beef industry. As the day arrived, cars lined the road on either side, as 87 people participated from the following nine different states: Virginia, Tennessee, West Virginia, Kentucky, Pennsylvania, Ohio, Arkansas, Michigan, and North Carolina. It was certainly interesting to see all the different license plates on the farm.

The purpose of this event was to reach out to five groups of people within the cattle industry: veteran breeders, grass finish breeders, commercial breeders, perspective beginners, and the wellness consumers. We wanted each of these groups to be exposed to how Red Poll cattle can benefit them. Purebred livestock breeders have all the tools to produce quality genetics. The commercial breeder can benefit from heterosis by crossing their herds with Red Polls naturally or with available semen. Live finished steers are obtainable for purchase as well as harvested beef for the wellness consumers. Everyone was exposed to why this breed is so gentle, fertile, great mamas, exceptional milk producers, feed efficient, great weight gainers, tender, nutritious, and healthy to consume. This is why all of us are promoting Red Polls.



BRRPA Spring Field Day Guests at Wilkshire, Burlington, NC

With a tight schedule, the Blue Ridge meeting started at 9 am with the minutes, treasurer's report, introduction of guests, and reports given. Our new Executive Secretary John Gerow and his wife Gennie from Louisville, Kentucky were introduced. He let us know that the office is up and running with plans to promote and serve Red Poll breeders to a new and productive plateau all under one roof. Next, Dr. Dan Schmiesing of Mardan Acres from St. Henry, Ohio discussed ARPA board news, as well as a report on a group of steers in a feed trial in Indiana. He also summarized the grass conference in Pennsylvania he attended with Jo Ellen Greene back in February. Mr. Phil Wyrick of Esquire Land and Cattle Co. addressed the group and began his promotion of the National

Sale and General Meeting entitled "The Roundup in Little Rock". This event will be held at his ranch in Little Rock, Arkansas from October 22-24, 2010. With the hard work in planning this highly anticipated event, it will definitely be one to remember for many years to come. With such a successful turn out here at field day, it was also exceptional to have the Executive Secretary as well as three national board members present. This allowed for more individual attention in promoting, educating, and encouraging Red Poll cattle to everyone present.

After the meeting portion was closed, our program began. First, Mr. John Gerow discussed what the American Red Poll Association can do for the Blue Ridge Association and how the Blue Ridge members can in turn help the ARPA. A lot of helpful information was shared that will aid the members in getting their transactions efficiently. Warren Mincey, our NRCA agent for the county, discussed how the EQIP program that developed on our farm resulted in a water system (automated drinkers and fresh well water), rotational grazing with fencing, improved critical areas, and animal trails. The group walked a short distance from the house and could see all the new projects completed and working. Dr. Dan Schmiesing then took the group down to the corral and discussed (by using cow/bull calves and cow/heifer pairs) what Red Polls can do for the commercial herd, as well as bull selection and replacement heifers. He explained how to produce weanlings at a 205 day actual weight to be one-half the size on their mothers. Successful examples were displayed



Dan Schmiesing discussing bull selection and replacement heifers

as bull calves ranging from 620 to 690 actual pounds and heifers ranging from 510 to 570 actual pounds, all on 1100 pound mothers.

Finally, Mr. Tom Chandler of Burlington, a client of mine and a commercial breeder, gave a very positive discussion explaining his breeding program. This past winter, he bred his entire herd to Red Poll genetics by artificial insemination and followed up with a good Red Poll bull for clean up. He is

Please continue on page 13

2010 NATIONAL AMERICAN RED POLL ASSOCIATION SALE ROUND UP IN LITTLE ROCK

Identification of entry _____
(Name) (Registration Number)

Sex of Entry: _____ Bull _____ Cow _____ Bred Heifer _____ Open Heifer (check one)

Health of Entry: _____ TB Accredited _____ Certified Brucellosis Free
_____ Vaccinated for Brucellosis (check as applicable)

Other Inoculations: _____
(List them please)

If a Cow, State _____
(Last calving date) (Next due date)

If calf at side _____
(sex) (date calved) (Name and registration number)

If a Bred Female _____
(date bred or inclusive dates of pasture exposed) (Name & Registration Number of Sire)

This entry sells: _____ Haltered _____ Unhalted (please check one)

Summary of Show Records: _____

On Entry's Sire: _____

On Entry's Dam: _____

On Sire's Sire: _____

On Sire's Dam: _____

On Dam's Sire: _____

On Dam's Dam: _____

Age of Dam: _____ Birth Wt: _____ Adj. 205 day Wt: _____ Adj. 365 day Wt: _____

Consignor's Judgment & Opinion. Briefly: _____

Consignor's signature certifies that consignor has read and understands by-law 38.
Public auction sales code & breeding guarantee and agrees to consign and sell under its
provisions.

(Farm Name of Consignor) (Mailing Address)

(Signature, Person Preparing Entry Form)

Return one form per entry to: American Red Poll Asso., P O Box 43515, Louisville, KY 40253

Entry Fee: \$50 per Bull \$25 per Female ENTRIES MUST BE RECEIVED AT ARPA BY August 1, 2010

Please furnish certificate for each entry, Certificate or Registration Application for each calf at side of dam,
Certificate of service for each bred or exposed female, not later than day of sale. Tattoo calves at side of dam,
apply for Registration for any calf dropped to consigned cows after entry. Check tattoos for legibility and
correctness prior to sale day. Arrange for Health Certificates for interstate shipment; inform your veterinarian of
sale location and date.

2010 NATIONAL AMERICAN RED POLL ASSOCIATION SALE ROUND UP IN LITTLE ROCK

Identification of entry _____
(Name) (Registration Number)

Sex of Entry: _____ Bull _____ Cow _____ Bred Heifer _____ Open Heifer (check one)

Health of Entry: _____ TB Accredited _____ Certified Brucellosis Free
_____ Vaccinated for Brucellosis (check as applicable)

Other Inoculations: _____
(List them please)

If a Cow, State _____
(Last calving date) (Next due date)

If calf at side _____
(sex) (date calved) (Name and registration number)

If a Bred Female _____
(date bred or inclusive dates of pasture exposed) (Name & Registration Number of Sire)

This entry sells: _____ Haltered _____ Unhalted (please check one)

Summary of Show Records: _____

On Entry's Sire: _____

On Entry's Dam: _____

On Sire's Sire: _____

On Sire's Dam: _____

On Dam's Sire: _____

On Dam's Dam: _____

Age of Dam: _____ Birth Wt: _____ Adj. 205 day Wt: _____ Adj. 365 day Wt: _____

Consignor's Judgment & Opinion. Briefly: _____

Consignor's signature certifies that consignor has read and understands by-law 38.
Public auction sales code & breeding guarantee and agrees to consign and sell under its
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apply for Registration for any calf dropped to consigned cows after entry. Check tattoos for legibility and
correctness prior to sale day. Arrange for Health Certificates for interstate shipment; inform your veterinarian of
sale location and date.

Blue Ridge Field Day (continued from page 10)

betting on heterosis for more pounds on his steers and a lot more milk in his F1 replacement heifers. All of these discussions elevated the quality of the event.

A break was taken for lunch and Mr. Robert Baker, the manager at our local Tractor Supply Company in Burlington, was introduced. He brought out useful merchandise for all cattlemen to see as he chose numbers out of a hat and gave each person a gift from the store. Robert was very instrumental in furnishing products for our farm projects. This company is here to aid farmers in the community and should be used by us.

Following lunch, folks loaded up the trailers for a hayride to view the farm. After reaching the pastures, Mr. Joey Knight, our neighboring Caswell County Agriculture Agent, went through in detail how to make the rolling hills of the region produce grass with no-till drilling. He discussed rotating pastures and avoiding washing away the soil into our watersheds. By mixing pastures with different grass and legumes, the cattle are able to graze longer into the summer and at the same time have healthier soil. The group then saw a few spring calves and replacement heifers before we made our way to the main herd. This prompted an at-length discussion of the farm's breeding program and grass genetics as some cows were grazing while others were lying down with their bellies full.

This year's Blue Ridge Red Poll Association Field Day and meeting was definitely a success. It would not have been achieved without everyone's help, contributions, and the overwhelming interest in attending. As a special note, Wilkshire would like to thank the Gerow's, Schmiesing's, and Phil Wyrick for coming early and helping get the farm and event prepared. They are each true diplomats for the breed in every way, and all Red Poll breeders should be very proud and appreciative of these folks. Well done!

We also hope our field day at Wilkshire was a preview for the "Roundup in Little Rock," and we encourage you all to participate in October for this important event.



The Discussion Moves Onto the Grass
Field Day visitors ride out to the pasture at Wilkshire

Annual Service Fee Renewals Due

ARPA Fiscal Year begins September 1, 2010.

Annual Service Fee Renewals are due in September - subscription to Red Poll Beef Journal is dependent upon paid annual service fee. October RPBJ will only be mailed to ARPA members with paid 2011 Service Fees.

RPBJ Subscriptions Due

If you receive the Red Poll Beef Journal by subscription and not by Annual Service Fee - subscriptions for 2011 are due in September. October RPBJ will only be mailed to subscribers paid for 2011

Don't let this be your last RPBJ!!

*At the sound of the tone,
please leave a message . . .*

**John & Gennie Gerow are
serving ARPA on a part-time basis.
They both have full time jobs beside
taking care of Red Poll affairs.**

**When you call ARPA
502-475-7850
please leave a message and John
will get back to you as soon as he
can.**

**We wish we could do more,
but it is what it is. Help us help
you; at the sound of the tone,
please leave a message . . .**

American Red Poll Association Fee Schedule

Description	Rate
Membership (Non Assessable) in ARPA	\$35.00
Annual Service Fee (From Sept. 1 - August 31)	\$35.00
Junior Membership (Enclose completed application)	\$25.00
Registration Fees	
Registration under 12 months of age	\$20.00
Registration 12 months to 24 months of age	\$25.00
Registration over 2 years of age	\$35.00
Complete Herd Reporting Fees	
Annual Cow Enrollment (billed January 1st each year)	\$15.00
Reinstatement of Lapsed Enrollment	\$25.00
Performance Recording	
Recording of performance (Free when done with registration)	\$0.50
Transfers (1999 and newer calves free if CHR fee paid on dam)	
Transfer (within 1 month after date of sale)	\$15.00
Transfer (between 1 and 3 months after date of sale)	\$18.00
Transfer (over 3 months after date of sale)	\$25.00
Other Fees	
Duplicate Certificate of Registry (for replacement of lost certificate)	\$4.00
5 Generation Pedigree Tabulated	\$15.00
Red Poll Journal	
Regular Subscription 1 Year	\$25.00
Forms	
Registration, Transfer, and Performance Forms	FREE

Please Note:

In an effort to hold down operating expenses, improve your Association's cash flow and simplify processing registrations and transfers, the Directors of the American Red Poll Association and the office staff request that correct fees accompany all applications sent to ARPA. Please call or email John Gerow if you have questions.

“ROUND UP IN LITTLE ROCK” EVENTS TAKING SHAPE

By: Dan Schmiesing

First let me apologize for my error in the last Red Poll Journal, right weekend, wrong dates. The correct dates are October 22 to Oct 24, 2010. Plans are proceeding nicely. We are getting a few (Pfizer, Central Arkansas John Deere, Central Arkansas Coop.) corporate sponsors to help defray expenses. This should be an very affordable event for all. Please reference the article in the last Journal since I will not repeat everything here. Any questions, do not hesitate to call or e-mail any of the Sale Committee: Phil Wyrich, Jeff Wilkins, John Droz, Gennie Gerow (at the office), or myself. Their contact information are in their ads in this journal.

The festivities begin Friday evening (Oct. 22) with a cookout at the sale site, There will be a cookout, roping demonstrations and “mutton busting.” Audience participation, especially the youngsters, will be encouraged so come prepared to get dirty and have some fun.

Saturday morning, the annual membership meeting will begin at 9 a.m. This will be held at the LaQuinta Hotel. Immediately after the meeting, there will be two programs that you may participate in. One program will include short seminars on different topics and a tour of Esquire Ranch and their cattle. The second program includes a trip to downtown Little Rock to the Rivermarket for shopping.; a 1:00 pm tour of Plum Bayer Farmstead (this must have reservations by individuals), the Arkansas Museum and Old State House and possibly the Clinton Library and Heifer International if there is interest. At. 3:30 pm we will head back to the hotel. Reservations for the second program are necessary. We need to know how many are going so we can arrange to have enough transportation.

At 5:00 pm there is a western style barbeque at the Esquire ranch (free to all) including live entertainment and visiting with Red Poll friends from all over the country.

Sunday at 10:00 a.m. the National Red Poll Sale will begin. This year in the hopes of expanding the genetics offered for sale, we will have both haltered and non-halterd cattle going through the same sale arena. Consignors, please make sure you designate on the entry form whether your cattle will be haltered or not, so we can allocate enough space in the appropriate area. To make the sale a success we are asking consignors to enter the top of their herds. This sale is a promotional tool for your herd. After the sale we want the buyers to be able to say two things: one “My purchases will be in the top 25% of my herd” and two “When can I come to see your herd because I need some more cattle like those you consigned.”

The National Sale is sponsored by your National Board of Directors and they are committed to hold down the expenses for the consignors and the association. To this end as many of the Board as possible will be there a few days ahead of time to set up and a few days after to clean up. If any non-Board member would like to help, great! The pay is a big THANK-YOU.

The Headquarters for the “Roundup” is the LaQuinta Hotel. We have a special rate of \$49.00 a night with breakfast included. It is only a few miles from downtown Little Rock or the Esquire Ranch. Details will be in the next issue of the Journal. Remember to let us know if you are flying into Little Rock. We will meet you at the airport and shuttle you around for the different events. There will be an hospitality room and table at Esquire throughout the event as needed.

If you have any questions call or e-mail any of the sale committee. We hope to see everyone at the “Roundup in Little Rock.”

SCHEDULE OF EVENTS:

- | | |
|--------------------------------|--|
| Friday Evening (Oct 22) | Cookout - Esquire Headquarters
Roping & “mutton busting” at Sale site |
| Saturday (Oct 23) | 9:00 a.m. National RP Membership Meeting
La Quinta Inn, Little Rock
10:30 a.m. Downtown Little Rock Tour
or
Seminars and Esquire Tour
5:00 p.m. Barbeque at Esquire |
| Sunday (Oct 24) | 10:00 a. m. National Red Poll Sale |

Western States Red Poll Association Field Day

August 6 & 7, 2010

Rolling Prairie Ranch - Hatfield, MO

Accommodations – A block of room is reserved at the Super 8 in Bethany Missouri.

Please make room reservations before July 16

Phone 660-425-8881 ask for Western States Red Poll Rooms

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Does Your Story Have Value?

By Christopher R. Raines, Ph.D.

Assistant Professor of Meat Science, The Pennsylvania State University

We are a small breed with a small association, yet that small association is populated by a group with big passion about its cattle. I recall ARPA's various marketing "strategies" employed over the past 20 years, and in my view, much of our association's energy was spent trying to establish its spot in the "industry." This worked to the breed's favor, in part, as many Red Polls entered commercial herds. Consequently, some herds were lost completely as was the breed identity of those cattle. In that time our herd book has not grown much and our membership has changed maybe a little. Something else that has not grown much is the value of our cattle, one reason being we sell them only as cattle, often at market price. In summary, our breed population and the value of the cattle in that population has not changed much.

At the same time, there are other breeds growing rapidly in popularity. For some perspective, I will outline the Red Poll status according to the American Livestock Breeds Conservancy (www.albc.org). Among their classification are Critical (fewest animals), Threatened, Watch, and Recovering (the most among the "rarer" breeds). Red Poll listed in Threatened category, while Ankole Watasi, Belted Galloway, Devon, Dexter and Highland are listed in the Recovering category. That information coupled with the science that we know and have consistently used to market our cattle (as obtained at USDA MARC; www.marc.usda.gov) makes the Red Poll algorithm unsolvable. I can only boil it down to: we lack a good story of historical recognition and let's face it, Red Poll is not a sexy name. Among the breeds listed as Recovering, those cattle farmers responsible for this growth often cite the breeds' importance as a "heritage breed" (which is loosely used since Highlands were imported to the U.S. only in the 1950's) and because of their meat quality (which is also highly variable and debatable). Those enjoying breed prosperity are selling a story, the notion that their cattle somehow represent what has been lost on the American farm.

Enter the USDA's loved and hated "Know Your Farmer, Know Your Food" (KYFKYF) program. As I understand it, this program is, if anything, a reality-check for everyone in the food continuum, providing a greater link for eaters with their food, and a greater sense of accountability and responsibility among food producers. As well, such direct farmer-to-consumer connections may mean greater profitability for the farmer. Presently, I think most Red Poll breeders are minions in an economy of scale, accepting of the status quo. Opponents of KYFKYF have dismissed it as not capable of "feeding the world" (which is true), yet if a producer can fill a niche in his or her area, then they are simply being entrepreneurial. Provided you have the market opportunity, fill that niche and let the other breeds feed the masses. That attitude is working for the other "rare breeds," providing them with a tool for breed sexification. They market the whole experience, from conception to consumption of beef (sound familiar?) – and include the people, the faces associated with that experience.

To become a successful direct marketer, you must, of course market your product. This takes time – as much time as it takes to do the farming – and a willingness to try new things. You must do market research; figure out what you can sell and for how much. You need a business plan. Often people ask me "how much can I charge for my beef?" I cannot answer that

because I do not know their customer's willingness to pay. I know of beef currently selling for as much as \$8 and as little as \$3 per pound (carcass basis). And nothing is special about that beef other than the brand – the farm name and its personality – that people have applied to it. Market research is tricky, you say? Find me a farmer who has never tried to find out for how much their neighbor has ever bought or sold something.

In addition to the marketing time investment, you must spend some time understanding the regulations associated with selling beef. This starts with the processor you choose and their inspection status. There are three categories of processing plants: USDA-inspected, State-inspected (there are 27 states with their own inspection system), or Custom-exempt. Here's the short version of what each means to you: (1) In order to sell individual pieces of beef, it must be slaughtered and wrapped under inspection; (2) state inspection means (usually – check in your state to be certain since each vary slightly) it can only be sold-in state, and USDA inspection means it can be sold anywhere in the U.S.; and (3) if selling quarters, sides or whole animals, they can be processed at any of those plant types. If using a Custom-exempt processor, you are no longer the animal's owner when it is slaughtered – it belongs to its new owner, your customer – you cannot sell or serve (for money) the beef to anyone. If you plan to retail products, make sure you have all of the right licenses, usually from your local health department and/or the state department of agriculture. And if you think this is minor stuff, think again. Investigations into people selling (1) non-inspected meat or (2) selling meat without a license are ongoing.

There are legal considerations to what you claim about your cattle or your beef. Claims that are not acceptable include "Hormone-free," "Antibiotic-free," and "Chemical-free." Why? Reasons include the fact that cattle can never, ever be free of hormones, and that at its fundamental basis, meat is a complex of chemicals. Rather, claims like "raised without added growth hormones or antibiotics" are acceptable – provided, of course, they are absolutely true. You must have records indicative of your claims. As well, there are claims like "grass-fed," which means that an animal can have never, ever eaten any form of grain. There are looser terms such as "pasture-raised" or "grass-finished." There are "natural" meats, which is independent of how animals are raised, and because of that there are "naturally-raised" meats. Definitions of each claim are available from USDA's Food Safety and Inspection Service (www.fsis.usda.gov).

Above all, honesty and integrity in your marketing is critical. I know of many producers wanting to make the grassfed claim yet also allow cattle to graze corn stalks and all that was missed by the combine or picker, as an example. Others try to make some safety claim. At this juncture, we know that all cattle, regardless of diet, are capable of harboring pathogens including E. coli O157:H7. We also have no evidence to support that beef raised one way is more or less healthy than beef raised another way. Instead, what can be different and therefore marketable points might include the story of the product or the flavor of the meat. Share the experience and celebrate the actual product, the meat we are raising, and charge for that experience. Otherwise, all we have is cheap protein, and that's not sexy.

McKees Honored for Lifetime Achievement

The American Red Poll Association honored Jim and Muriel McKee of McMarshall Farms, Washburn, IL at the 2009 Annual Membership Meeting Banquet in Sedalia, MO in October, 2009. The McKees were presented with ARPA's Lifetime Achievement Award for their contribution to building and promoting the Red Poll breed.

The "McKee Girls" (all six of Jim and Muriel's daughters and cousin Pam McKee Reed) told the McMarshall story from their unique perspective – focusing on femininity, uniformity and consistency of breeding.

Jim and Muriel started their Red Poll herd in 1947 after two years of visiting Red Poll herds around the country. They bought the best females that they could and selected El Paso Bill 62873 as their foundation sire. El Paso Bill was the National Grand Champion bull in 1948 and the McKees consider his daughters the real foundation of the herd. More than 90% of

the females in the McMarshall herd today carry his blood. Bill also sired the 1955 National Grand Champion bull McMarshall 28.

In 1950, McKees bought Elm's Juno Ladd 68466 to cross on El Paso Bill's daughters. Ladd was National Grand Champion in 1950 and sired the 1953 and 1957 National Grand Champions. With the addition of Ladd, the McKees embarked on a line breeding program that has served them well over the years.

In 1960, McMarshall Farms began performance testing their herd. The 205 Day Weights have become part of their heifer replacement selection program.

For more than 60 years, Jim and Muriel have worked to breed and develop quality Red Poll cattle that will perform in any purebred or commercial herd. They have tirelessly worked to promote the breed and in support of the Association. The McMarshall Farms contribution will long be a part of our breed's heritage.



The "McKee Girls" explain the McMarshall breeding philosophy - quality, style and consistency . . .

Left to Right: Meredith McKee, Sally McKee, Janet McKee Storms, Polly Kocher, Laurel McKee, Rebecca Lange, Pam McKee Reed



McMarshall 28 - 1955 National Grand Champion Bull

Styles may have changed over the years, but the McMarshall commitment to consistent quality has never waived.

RED POLLS IN THE SANDHILLS

Red Poll Breeder, Phil Wyrick of Esquire Cattle Company, Mabelvale, AR, recently traveled to the heart of cattle country in the Sandhills of Nebraska this Spring for a real-deal cowboy experience. Phil was visiting Western States Red Poll members, Steve and Pam Reed on their 5000 acre ranch on the Dismal River. The Reed's were busy with brandings as is tradition in this part of the country. Neighbor helps neighbor, gathering from section size pastures, sorting, roping, branding and vaccinating. All activities are preformed quickly, accurately and with few spoken words. Branding crews range in numbers from 10-50 depending on the size of the herd. It's not unusual for 600 calves to be worked in a morning. Then the crew heads off to headquarters for a feast and some socializing.



After over 20 hours of driving, Phil pulled into the Reed's headquarters just as they were serving up dinner but he and his horse, Cisco were able to take in a branding at the Johnston's the



next morning and move a hundred some pairs for the Jennings in the afternoon. The following morning was the Collins branding and then some story telling around the "table of truth" at Mick Collins' cabin by the river. A late afternoon ride on the Reed's ranch lead to much discussion about Red Polls in the Sandhills.

"The Red Polls are the reason we're here." Pam told Phil. It's Pam McKee Reed. She is the niece of the well respected Red Poll Breeder, Jim McKee of McMarshall Farms in Illinois. "My Dad, Uncle Jim's twin brother, was interested in bringing Red Polls to the west. In honor of his memory we've included Red Polls in our commercial cow/calf operation. We are pleased with the forage efficiency and maternal traits of the Red Polls and are working to develop a cross with enhanced range performance. There are not many ranchers using Red Polls here in Nebraska. We hope, through proven success, to increase that number."



Upper Left: Pam Reed and Phil Wyrick sky lined in the Sandhills.

Right Photo: Steve Reed drives a herd of cows

Lower Left: Pam and Phil check water tanks on the Diamond Arrow River pastures.



Dear Red Poll Friends,

I hope everyone is doing well. This was one of the best years that I have seen. I saw a lot of juniors coming together and a lot of people helping out others. This is truly a family breed. I am very honored to have been the Red Poll Queen. I had a great experience meeting all the new people and getting to know everyone a little more. This was a very extra special year and I can not wait for the years ahead that are sure to be like this past year.

Thank you,

Megan Jackson

J JACKSON FARMS J

THANK YOU BUYERS 2010 KBE SALE

Lot 18: **J** Shirley : Sired by Outlaw
McMarshall Farms, IL

Lot 22: **J** Beth Ann: Sired by Y2K
McMarshall Farms, IL

Lot 25: **J** Beverly: Sired by Y2k
David Hickman, MI

Lot 26: **J** Cheryl: Sired by Alex
Don Morrison, OH



JF Fast Track

Res Grand Champion Bull
2010 Kentucky Beef Expo
Purchased by: Harold Stephens
West Branch, MI

For Sale

September 2009 Bull

Sired by: JF Red Chief
2008 National Grand Champion
Bull

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Rockin C R&S Joey
Grand Champion Bull 2010 Houston Livestock Show



RSF Lil B's Ruby
Grand Champion Female 2010 Houston Livestock Show

Houston Livestock Show & Rodeo Red Poll Show Results

Class Num	Class Name	Animal Name	Exhibitor	City	State	Sire	Dam
1	Summer Heifer Calf	RSF Lil B's Ruby	Rockin S Farms	Milton	IA	RSF Fabian	RSF Sapphire Lace
6	Calf Champion Female	RSF Lil B's Ruby	Rockin S Farms	Milton	IA	RSF Fabian	RSF Sapphire Lace
9	Early Summer Yearling Heifer	RSF Covergirl	Rockin S Farms	Milton	IA	RSF Superman's Cryptonite	RSF Perfect Jewel
10	Spring Yearling Heifer	ROCKIN C LADY BETSY	Rockin C Acres	Milano	TX	DIAMOND T CAPTAIN BUTLER	ESQUIRE'S R LADY
11	Junior Yearling Heifer	Diamond R Amnada Rosa	Diamond R Ranch	Milano	TX	Diamond T. Captain Butler	Rockin c Rose Blossom
12	Junior Champion Female	Diamond R Amnada Rosa	Diamond R Ranch	Milano	TX	Diamond T. Captain Butler	Rockin c Rose Blossom
13	Reserve Junior Champion Female	RSF Covergirl	Rockin S Farms	Milton	IA	RSF Superman's Cryptonite	RSF Perfect Jewel
15	Two Year Old Heifer	ROCKIN C J.A. ROBIN	Rockin C Acres	Milano	TX	BAXTER'S ROBINS TREY	ESQUIRE'S R JAVA AR
16	Cow and Calf	Rebel "B" Sassy	Mary Brown	Milano	TX	King R&S Acres	Baxter's O. Queen
17	Senior Champion Female	Rebel "B" Sassy	Mary Brown	Milano	TX	King R&S Acres	Baxter's O. Queen
18	Res Sr Champion Female	ROCKIN C J.A. ROBIN	Rockin C Acres	Milano	TX	BAXTER'S ROBINS TREY	ESQUIRE'S R JAVA AR
19	Grand Champion Female	RSF Lil B's Ruby	Rockin S Farms	Milton	IA	RSF Fabian	RSF Sapphire Lace
20	Reserve Grand Champion Female	Diamond R Amnada Rosa	Diamond R Ranch	Milano	TX	Diamond T. Captain Butler	Rockin c Rose Blossom
21	Spring Bull Calf	RSF Fabio Fame	Rockin S Farms	Milton	IA	RSF Fabian	RSF Tootsie Pop
22	Junior Bull Calf	Rockin C Baron	Rockin C Acres	Milano	TX	Diamond T Captain Butler	Queen R&S Acres
24	Calf Champion Bull	RSF Fabio Fame	Rockin S Farms	Milton	IA	RSF Fabian	RSF Tootsie Pop
25	Res Calf Champion Bull	Rockin C Baron	Rockin C Acres	Milano	TX	Diamond T Captain Butler	Queen R&S Acres
26	Summer Yearling Bull	RSF Tribidore	Rockin S Farms	Milton	IA	RSF Superman's Cryptonite	Stewart's Miss Gold Riss
28	Junior Champion Bull	RSF Tribidore	Rockin S Farms	Milton	IA	RSF Superman's Cryptonite	Stewart's Miss Gold Riss
30	Senior Yearling Bull	ROCKIN C R&S JOEY	Rockin C Acres	Milano	TX	DIAMOND T CAPTAIN BUTLER	QUEEN R&S ACRES
32	Senior Champion Bull	ROCKIN C R&S JOEY	Rockin C Acres	Milano	TX	DIAMOND T CAPTAIN BUTLER	QUEEN R&S ACRES
34	Grand Champion Bull	ROCKIN C R&S JOEY	Rockin C Acres	Milano	TX	DIAMOND T CAPTAIN BUTLER	QUEEN R&S ACRES
35	Reserve Grand Champion Bull	RSF Tribidore	Rockin S Farms	Milton	IA	RSF Superman's Cryptonite	Stewart's Miss Gold Riss



**Young's King BA
Grand Champion & Top Selling Bull
2010 Kentucky Red Poll Show & Sale**



**Dolls "A" Spice
Grand Champion & Top Selling Female
2010 Kentucky Red Poll Show & Sale**

2010 Kentucky Red Poll Show & Sale

Grand Champion Bull:

Young's King BA Consignor: Young's Red Polls, Simpsonville, KY
Buyer: David Hickman, West Branch, MI Price: \$1150

Res. Grand Champion Bull:

JF Fast Track Consignor: Jackson Farms, Greenfork, IN
Buyer: Harold Stephens, West Branch, MI Price: \$950

Grand Champion Open Heifer:

Doll's "A" Spice Consignor: Doll's Red Polls, Union, KY
Buyer: Donald Burton, Hope, IN Price: \$2,500

Res Grand Champion Open Heifer:

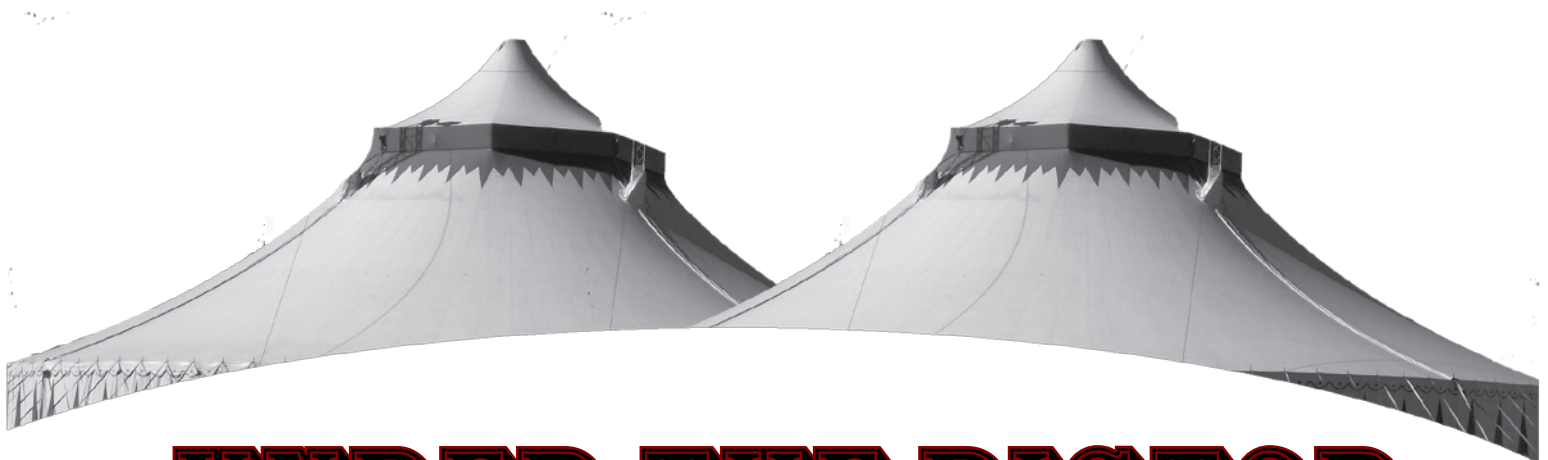
MB Anna Lee Consignor: Mattingly Farm, Junction City, KY
Buyer: Jeffery McCall, Crestwood, KY Price: \$2,000

Other Top Selling Lots

Female - \$1,500-Lot 11 consigned by Shuter Sunset Farms, Frankfort, IN
Purchased by Jessica McCall, Crestwood, KY

Female - \$1,475-Lot 9 consigned by Young's Red Polls, Simpsonville, KY
Purchased by Mattingly Farm, Junction City, KY

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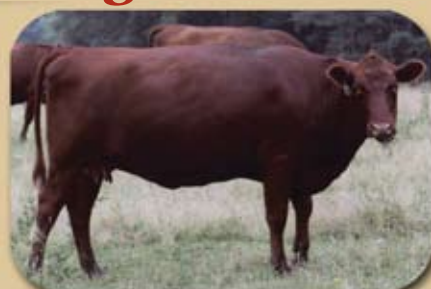


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Birth	83	98	
Weaning	684	104	4
Yearling	1,138	99	0
Mat. Milk			9
Mat. M&G			11
35.4 cm scrotal at 13 months			
Pictured at 15 months			

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