

US BELTIE NEWS



PHOTO CREDIT: BROWN BROOK FARM (ME)

PRESIDENT'S MESSAGE



President Jack Bagley

With the arrival of October brings a change in the seasons (and temperatures) that prompts us to think about a variety of annual celebrations.... baseball playoffs, Fall harvest and Columbus Day festivals with pumpkins and corn mazes.

October also sees an increased tempo for those who are planning or participating in the NAILE Open and Junior Shows in Louisville, Kentucky and other events taking place in early November. This is the time to get your Belties ready for shows and making sure all the requirements for each entry are in good order. It is also important for each entrant to ensure they abide by the Official Rules of NAILE and BGS. Please review the updated rules at your convenience. Many people across the country are working hard to achieve a successful outcome.

October is also the time frame when the Belted Galloway Society seeks to fill Council vacancies that occur on a regular basis. The upcoming cycle vacancies occur in the Midwest and West with the term expirations of Paul Tarap (CA) and Pat Hipple (IA) who stepped down when Greg was selected to be Executive Director.

The Nominating Committee chaired by Past President, Dawson Masters (TX) has recommended two individuals, one from each of those regions.

The names and bios of those individuals are shown elsewhere in the News. The Nominating Committee also recommended a second two year term for Tommy Fey (TX).

A ballot and bios with the nominations from the Committee are on page 5. The ballot also provides space for anyone to write in their name for any of the slots that are identified as being open for re-election or new Council members.

Please exercise your right as a member of the Society to vote. This is your chance to choose the next addition of the Council. If you choose to mail in your ballot for voting, please remember to send in your ballots to the Executive Directors Office postmarked November 7th. We are also looking into an electronic option for voting so stay tuned for more information to come if this is a possibility.

I hope to see you all in Louisville next month!

COUNCIL MEMBERS

President

Jack Bagley
Fields of Athenrye
540.987.8604

Vice President

Sheri Riley
Ledgestone Farms
830.833.4457

Past President

Vacant

Council Member

Terry Etheridge
TEK Cattle
715.214.5773

Council Member

Don Henderson
River Rook Farm
585.245.3159

Council Member

Victoria Oatley
Oatley's Farm
401.808.9774

Council Member

Tommy Fey
Silver Tin Ranch
830.237.6534

Council Member

Paul Tarap
Stewart Ranch
707.738.3079

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Outreach & Membership

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(207) 249-2191
beltieoutreach@gmail.com

Newsletter Editor

Jayde Reilly
beltienews@gmail.com

NEW MEMBERS

New Members: We want to hear from you! Don't forget to submit a brief story about you and your farm to beltienews@gmail.com.

Lynette M Abt
22794 State Route P
Saint Mary, MO 63673

Kristopher Gawrych
7531 East Highpoint Rd
Yorkville, IL 60560

Jenna Miller
21969 Galaxy Rd
Laclede, MO 64651

Steve Axelrod
100 Commons RD 7-417
Dripping Springs, TX 78620

Gary Gross
1752 State Hwy 103
Wilber, NE 68465

Blanche Butler Montesi
PO Box 626 South
Royalton, VT 05068

Timothy & Kallie Boone
Boone Family Farm
1199 Coyote RD
Salem, AR 72576

Wyatt Koller
Butter Acres Farm
556 Butter Ln
Leesport, PA 19533

Scott Marinoff & Cameron Pedigo
480 Taghkanic Churchtown Rd
Craryville, NY 12521

Cheryl & Shania Braley
Bellarose Farm
222 Nyles Corner RD
St Albans, ME 04971

Andrea Laird
375 Lafay Dr
Livingston, TX 77351

The Ark Farmstead
c/o Matthew & Paige Weaver
Woodleaf, NC 27054

Kylee Campbell
1287 McCollum Rd
Barnesville, GA 30204

Aaron & Lindsey Lance
Take Flight Farmstead
2355 Bill Smith Rd
Martinsville, IN 46151

Autumn Tisdale
2835 Flores Bayou Bridge
Angleton, TX 77515

Jim Cottongim
7630 McWhorter Rd
Martinsville, IN 46151

Sean McStravick
2475 Little River Rd
Haymarket, VA 20169

Joseph Lynn Trahan
2578 Garrie Cut-Off
Vinton, LA 70668

Thomas Conningham
Three Lazy Dogs Farm
19 Turkey Top Circle
West Augusta, VA 24485

Mark Meyer
187 Meyer Lane
Uniontown, MO 63783

Karry A Williams
1493 Feernwood RD
Houtzdale, PA 16651

CALENDAR

American Royal Livestock Show

October 6-7, 2022

Kansas City, MO.

NEGG Semen Raffle

November 1, 2022

Two winners will be drawn. Contact a NEGG member for tickets.

NAILE

November 10-15, 2022

Louisville, KY.

Junior Show - Saturday, November 12th

Annual Meeting - Monday, November 14th

Open Show - Tuesday, November 15th

Hoosier Beef Congress

December 2-4, 2022

Indianapolis, IN. Sawyer Bales. Text: 260-705-

8099 Email: jbconcrete@centurylink.com

Cattlemen's Congress

January 2023

Oklahoma City, OK

BGS DUES

Effective January 1, 2023.

- Regular membership (new member) \$80
- Regular membership (new member with registration or transfer application) \$40
- Regular Membership (renewal) \$80
- Regular member (lapsed) \$80
- Associate Member \$40
- Associate Member (lapsed) \$45
- Life Membership \$1000

\$10 handling fee is no longer required per each order submitted to the CLRC.

BGS ANNUAL MEETING - YOU'RE INVITED!

Annual Meeting Location

The 2022 Annual Meeting will be held Monday, **November 14th at 7:30PM EST** in the Convention Center.

Reception

A reception with light refreshments will be served Monday, **November 14th at 6:30 EST** followed by the Annual Business Meeting. Reception/Meeting room will be in the Convention Center. Room location will be announced as soon as available.

Zoom Meeting Details

If connectivity allows, we will use the below zoom link to broadcast the Annual Meeting for others who were not able to attend in person. We will know once we get there if connectivity in the reception room will be adequate. If not, we will let those who register for the zoom meeting know via email. Please use the link below to REGISTER for the zoom meeting. Registrations will close 6 hours prior to the meeting.

<https://us02web.zoom.us/meeting/register/tZEqucqqTktHNFTz0pXb7t2LrOLP38v0Q1Q>

RSVP

If you plan to attend the Annual Meeting or Reception in person, please RSVP to Executive Director, Greg Hipple, via email at executivedirector.bgs@gmail.com

NAILE SHOW PROGRAM UPDATES

Please take note! There is an error on the dates for the Belted Galloway Bull and Steer classes in the NAILE Premium Book on pages 33 and 37. Please add a year to classes 29-32, 35-36, 39-40, 43-44 and 54-56 under the Open Show Classes and add a year to classes 126-128 in the Junior Show Classes.

Please reach out if you have any questions!

LEADERSHIP UPDATES



Corinna Caron, BGS Director of Breed Promotion and Member Outreach

We are still looking for sponsors for Juniors at this year's NAILE event in November. The 2022 Kathy Jurkowski Junior Show will be Saturday November 12. Beltie youth from all over the country will be making their way to Louisville to show off their animals in a stunning opportunity on the green shavings of this amazing venue.

It is my goal to ensure that our Juniors know how excited we are to have them representing our breed! We will have different levels of sponsorships available for farms and businesses that want to help make sure our youth leave Louisville with memories and reminders of this National Show.

If you want to make sure you get a sponsorship letter please email me at beltieoutreach@gmail.com

Our new website is days away from going live! Please follow the Belted Galloway Society Facebook page to see when the new launch date will be! If you would like to advertise on our new website let me know! We have a few spots left for banner ads - what a great way to reach a wide audience!

As we head into fall I hope to be able to help our Beltie members anyway I can so please feel free to reach out to me when you need it!

SOCIAL MEDIA & YOUR FARM



Social media has proven to be an effective way to educate others about your operation and, in turn, market your product. No matter whether your product is beef or genetics, social media should be leveraged in this modern era of production. Below are 8 tips to conquer social media which are adapted from Clemson Extension's Social Media Guide.

1. Be Active, Be Consistent

One of the most important factors for a successful social media presence is timely, consistent activity. If there is too little activity, not many people see your page or your posts. Too much activity and you run the risk of being seen similar to spam, and people may tune out your message. Most of the time, there is plenty of activity on a farm to post about.

2. Use Effective Visuals

People love to see beautiful photographs and engaging videos. Baby animal pictures, educational videos, and cooking demonstrations are great attention-getters. It is hard to pay attention to text, especially if it is long or difficult to read.

When making a post, try to incorporate something visual. Capturing a customer's attention will make them want to learn more. After they visit your site, fill them in on other details about your farm. Visuals allow visitors to quickly interpret what you are talking about. They can create an emotional response and engage a viewer's senses. With lots of content available online, it's important to be deliberate in how you reach your customers.

3. Engage with Your Customers and Community

In conjunction with Tip #1, part of your activity will be engaging with your customers and community. Make it a point to engage with producers and organizations within agriculture too. Restaurants, breweries, bakeries, and many other value-added producers are great people in your community to be in touch with. Grower associations, farm bureaus, departments of agriculture, extension, and other ag organizations can also be great advocates for you.

In general, the more followers and friends that interact with your page and posts, the more likely it is to be seen by others. Be creative in coming up with ways to connect with clientele. From a local standpoint, when you engage in the

community, potential customers see your page and your activity. You appreciate comments, likes, and shares on your page, so doing the same to others and being a good online contributor benefits everyone. An online presence and word-of-mouth are probably the two most influential marketing tools available.

4. The Goal is Farm Sales (Not Followers)

Social media is useful to help market and brand the farm. Using it effectively can greatly help you establish a customer base. List your page as a 'business' and separate it from your personal account. It is great to have lots of social media contacts, but you want to turn that into sales and revenue for the farm. It would be better to have fewer followers who visit your farm than hundreds of followers who never buy anything. Focus on content that directly and indirectly leads to sales. Encouraging them to visit your farm does not guarantee a sale, but chances are they will find something that interests them.

Make sure your page and posts make it clear how customers can purchase from you. If they find something they like, do not create barriers or difficulties in making a purchase. Make it clear what you have available, hours, location, and ways to buy from you. Occasionally you may point out these details as a reminder, especially for any new followers.

5. Develop Your Brand 'Voice'

Your brand voice is the tone, personality, and entity that you present online. This voice embodies the personality that is unique and authentic to your brand. Define your why, and show that through your social media posts. Accounts that are consistently engaging, educational or funny are examples of having a brand voice.

People do not buy what you do; they buy why you do it. What drives you? What drives your values? What makes your farm unique? By knowing and showing your why you appeal to consumers and gain their trust. Your brand voice puts a personal touch on the business. An online personality can set you apart from others and help customers identify your brand.

6. Be Professional

Treat social media the same way you treat other communication channels. Focus on providing clear information to your audience while giving them an opportunity to interact with your account. Be timely. Respond to comments and messages in a timely manner. Stick to the facts. Ensure posts and replies are based on facts about your farm and not opinions. Promote positivity. Negative comments and conversations are oftentimes not productive. Craft a timely, measured response and have someone else read it. If a professional response does not resolve the issue, consider removing the comments or blocking the account. Give respect. Consumers are looking for the truth behind their food. It is important to respect them and their beliefs or questions. Keep responses intentional and professional, and they will likely appreciate your honesty.

Continued on page 6.....

COUNCIL NOMINEES & BALLOT

BGS Members:

Please read the following BGS member bios. These individuals have been selected by the committee and have agreed to be on the ballot for the open BGS Council position. After reading the below bios, vote on the attached ballot and return to the BGS Executive Director office via mail by November 7th, 2022.

TOMMY FEY (TX)

Tommy Fey grew up raising cattle as 4-H and FFA projects and became interested in Belted Galloways when he purchased one as a Christmas present for his wife. They have been raising Belties since 2010 at Silver Tin Ranch in Texas. They immediately wanted more Belties and their herd has grown ever since. Fey says the breed has wonderful characteristics and he has enjoyed becoming acquainted with fellow Belted Galloway breeders over the years. Fey has served the Southwest Belted Galloway Association as a Director for 6 years including Vice President and President positions. He also has a passion for showing cattle which includes assisting youth with their show cattle prospects. "I know that showing is not for everyone but it provides great exposure for the public to become familiar with the breed." says Fey. Fey recently began his own hoof trimming business and travels across Texas serving the needs of area cattlemen and cattlemen. Hoof trimming has allowed him to develop stronger connections with youth and answer their questions on showing their animals. Tommy is running for his second term.

KIM LOHMANN (IA)

Kim Lohmann, a transplant to Iowa from Montana, met her husband while working on his family's farm, where she managed and tended to their herd of American Quarter horses. For the past 26 years, Kim has worked as a technician for a local veterinarian hospital, but her favorite and most important job is being a mother to two beautiful daughters. Kim is also a 4-H leader, helping to promote upcoming leaders in her community. Together with her husband, Scott, and two daughters, they now operate a small crop and cow-calf operation, along with their sheep, goats, and horses. Shortly after Kim married Scott, they purchased their first two crossbred cows. In 2010, Kim and her family purchased their first Belted Galloway bull and their Beltie herd has continued to grow since. Kim enjoys taking the family to local and regional Belted Galloway shows, as well as helping promote the breed in their community. Kim is running for her first term.

DANA JACOBSON (WA)

Dana Jacobson has raised Belted Galloway cattle for 8 years in Eastern Washington. Her and her spouse live on an 80 acre farm across the road where Dana spent several years of her childhood. Dana and her husband moved to their farm in 2013 after several years of living and working in big cities. They craved a rural homesteading lifestyle where they could raise their own food. Dana intentionally selected Belties because they are one of few breeds that are efficient, hardy grazers with beef that tastes amazing on when finished on forage. Dana has held many leadership positions over the years, and she is actively involved in her community. Dana is currently the Nursing Leadership Program Director at Gonzaga. In 2021-22, she served as president of the Wild Rose Prairie Community Association, a local grass roots nonprofit working to improve understanding of and access to local agricultural products. Dana's interest in serving as a board member for the US Belted Galloway Society is threefold; to support the great work already underway in promoting and sustaining the breed, to increase involvement of west coast members and to strengthen support for and involvement of youth. Dana is running for her first term.

BGS COUNCIL MEMBER ELECTION BALLOT

Vote for three (3) candidates for terms on the Belted Galloway Society's Council. Additional names may be written in if you wish. The ballot must be faxed/mailed to the office postmarked November 7th, 2022.

- ☐ Tommy Fey
- ☐ Dana Jacobson
- ☐ Kim Lohmann
- ☐ _____

Ballot submitted by: Member # _____

Member Signature: _____

SOCIAL MEDIA & YOUR FARM CONTINUED....

7. Use the Features of the Site

Every social media platform has unique tools that help engagement and can help brand the business. Below are some of the most common features:

Tagging (@) – Tagging other pages in a post expands your audience to reach followers of that page as well as your own. Tagging helps identify who or what is in a post. It can start a conversation with someone, provide information to viewers, and is an easy way to include others when you post.

Hashtags (#) – Hashtags group together similar posts, which makes it easier for content to appear in a search. Oftentimes they are used in online 'conversations' or can be a fun way to engage customers. If you have a particular hashtag you develop, you can run contests or can see each time a customer used that tag.

Analytics – Many platforms offer analytics (sometimes called insights) that give data on how well a post is performing. This allows you to see what works well and what does not. Paying attention to this can help hone in on what is most effective for your business.

Stories – Stories are posts that last for 24 hours. If there is information you want to share, but it will only be relevant for a short time, a story may be a good way to do that. Generally, they are not saved anywhere on the page.

Live Broadcast – Live broadcasts allow viewers to engage in real-time. They are great for showing current events, hosting sessions, and making important announcements. People can tune in, respond, and share as the event is happening. Videos can be saved and posted so they can be viewed later after the broadcast has ended.

Automatic Responses – Automatic responses are an easy to respond to customers in a timely manner. You can provide them with relevant information and follow-up later if need be. It is a great tool if someone is not able to monitor the page for a while.

Linking Across Sites – Many platforms allow you to coordinate and connect your posts. Connecting platforms can make your content more accessible to your audience. For example, sharing a link on your Facebook can direct viewers to your website or YouTube channel. Having a wide reach is an advantage but try to ensure you have one or two sites under control before jumping into several at one time. With social media, sometimes less is more. Choose sites and features that work for your farm, your products, and most importantly, your customers.

8. Show What's Happening at the Farm

Less than 2% of our population is directly involved in agriculture, but 87% of US agriculture products sold are produced on family farms and ranches. Although

this disconnect is present, Americans are still interested in food production and have questions about how their food is produced.⁶ Be prepared to answer questions in the comments and be professional and educational with your responses. This could be a great way for someone to learn about agriculture and provide a first impression of your farm.

You can show the public whatever you choose in an image or video format. Keep in mind that posts with forty characters or less result in 86% more engagement than longer posts.⁷ If you have more to say, you can include a link to a blog or the farm website. Your followers may not have a background or understanding of agriculture, but with text, you can give a brief description. Better yet, encourage them to visit so they can understand things first-hand.

Post topics could include (a) activities such as feeding livestock or scouting for pests on vegetables, (b) milestones such as first harvest or years in operation, (c) a public event on the farm, and (d) marketing your products and services through effective visuals. If you are not sure what to post, ask your followers what they would like to see!

Adapted by Jayde Reilly from Clemson University Extension's Social Media Guide.

FOR SALE

IA- Sutliff Belties has two April 2021 heifers available. Both heifers are halter broken and ready for breeding. Sutliff's Jackie 47280-B; DOB 04/08/2021, sired by Oatley's Farm Bugatti (AI) and Sutliff's Jewels 47275-B; DOB 04/22/2021 sired by Sutliff's Hercules F-17 (AI)(ET). Pat & Greg Hipple Sutliff Belties Solon, IA sbelties@gmail.com. PH 319-430-6664

IA- Wagner Farms, Kathleen & Michael Wagner, located in East Central Iowa, has purebred, registered animals available: Bred cows to calve this fall, exposed cow/calf pairs for spring calving, breeding age females, yearling hfrs, a 17 month old bull, and a 2 yr old proven breeding bull. All are black, many carry the red and dun genes in their pedigrees. Please text, call, or email at 563-357-6990 or wagnersbeltedgalloways@gmail.com for details, pics, and prices on what we have. Desired bloodlines, and quality animals with quiet dispositions.

WA- Cross the Tracks Farm has the following animals for sale 2022: 2 heifers by Sunnybrook Axel (41479-B) CTT Arnika 47079-B DoB 4-28-2021 CTT Marty 48038-B DoB 3-02-2022 1 cow by Bauernhofs Octavian (39569-D) Mudcreek's June 40964-B DoB 4-05-2016 2 cows by Goosewing Bradley (38034-B) CTT Jasmine 44749-B DoB 4-16-2019 CTT Josie 45978-B DoB 4-12-2020 These ladies have great belts, solid foundations and all the typical Beltie qualities. Please contact Patricia Hrab, 509-675-0290 or beltietracks@gmail.com

Y-KNOT Registered Belted Galloway Cattle



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Cateline, Savannah, Nina and Jeter Isely

Bird City, Kansas
 (785) 734 2380
yknotfarmandranch@gmail.com


FARM & RANCH

Y Knot Farm & Ranch yknotorganic.com

Tattoo Year Code

The year code on tattoos for animals born in year **2022** is

K



Ledgestone Farms




Bob & Sheri Riley
 Blanco, TX

830-833-4457
ldgstn@moment.net

Belted Galloways

Registered Belted Galloway Cattle

www.LedgestoneFarms.com



David Garbasz
 Owner

Nick Schoellig
 Farm Manager

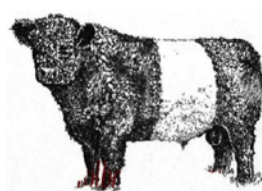
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SUTLIFF BELTIES

Greg & Pat Hipple - Solon, IA
 319-430-6664 - sbelties@gmail.com



FIELDS OF ATHENRYE

Jack and Delma Bagley
Jbagscovey@aol.com



Anderson Hill Farms

Mike Allen, Manager (802) 353-8606
 300 Anderson Hill Road, West Rutland, Vermont 00577
andersonhillmike@gmail.com
www.andersonhill.com

Office: (802) 438-4900 Fax: (802) 438-2898

About Classifieds: Your classifieds required contact information - name, farm, location, phone and email. All classified ads are automatically placed on beltie.org with a two-month limit on classified insertions. Photos are FREE when placed on belie.org. One photo per animal. Email ads to executivedirector.bgs@gmail.com or by fax (608) 527-4811 or phone (608) 220-1091. We encourage members to submit ads by the 25th of the month to be included in the upcoming issue.



Belted Galloway Society

Greg Hipple, Executive Director

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executivedirector.bgs@gmail.com

Phone (608) 220-1091 Fax (608) 527-4811

You're Invited!

BELTED GALLOWAY SOCIETY ANNUAL MEETING

HOSTED IN CONJUNCTION WITH THE NATIONAL BELTED GALLOWAY SHOW AT NAILE IN LOUISVILLE, KY.

MEETING WILL BE HELD ON MONDAY, NOVEMBER 14TH. PLEASE JOIN US FOR LIGHT REFRESHMENTS AT 6:30 PM EST FOLLOWED
BY THE ANNUAL MEETING AT 7:30PM EST