

US Beltie News



THE OFFICIAL PUBLICATION OF THE BELTED GALLOWAY SOCIETY, INC.



© Leanne Musselman Fogle



President Michelle Ogle

Spring is finally here! Well--at least the calendar says it has arrived. We have experienced more snow and cooler-than-normal temperatures for this time of year, so I am hoping the weather begins to agree with the calendar very soon. One definite sign that spring is still on schedule is the spring calves. Over three-quarters of our Belted Galloway herd has calved, and so far, no assistance has been needed. I am always in awe when I witness how our breed can have a calf up, cleaned and nursed so quickly.

Spring also brings one of my favorite events. This year I will be attending the National Belted Galloway Sale for the twentieth time since I purchased our first Belted Galloway in 1994. The New



England Galloway Group has been very busy in planning a spectacular event in honor of the twenty-fifth anniversary for the sale. A preview of the animals offered is included in this newsletter.

The first Northeast Regional Junior National for our youth members will also be held. Please check out the information here and on beltie.org for more information about the event.

As we progress through calving season, the time for breeding will soon be upon us. Remember to have your bulls' fertility checked, research bulls for sale, and invest in semen for an AI program. Herd health is especially important at this time of year. Before cattle go out on green pasture, it is a perfect time to vaccinate, worm, and evaluate your herd for future sales and replacements.

I hope the warm weather is soon on its way and I hope to see many breeders in Maine at the end of this month.

RULE CHANGES EFFECTIVE JANUARY 1, 2015

Vic Eggleston Executive Director

The Council of the Belted Galloway Society approved the following rule changes for clarification purposes.

Page V-23, Rule 3., C., (2), (b). Add a second sentence *"For purposes of registration, "extraneous white" is defined as any white hair from white skin (white being defined as being without pigment), that has been genetically produced, other than in a complete white belt or list between the front legs and the hind legs and for a female any white hair above the top level of the dewclaw."*

Page V-23, Rule 4., B. Insert the words *"Belted Galloway"* after the word purebred in the first sentence.

Page V-23, Rule 4., C., (1) add a "," in the first sentence after the word belted. Add a second sentence *"Solid color cannot be white (white being defined as being without pigment)."*

Page V-24, Rule 6. Add a second paragraph *"No white hair from white skin (white being defined as being without pigment) that has been genetically produced is permitted on an animal's head or tail."*

Page V-24, Rule 6. Add as a third paragraph *Should extraneous white hair be found to exist or appear on an animal after registration, the owner of record shall immediately surrender said registration in the Herd Book to the Canadian Livestock Records Corporation and the animal and its offspring will be deleted from the Herd Book."*

Canadian Livestock Records Corporation (CLRC)

All Registrar Services
2417 Holly Lane
Ottawa, Ontario, CANADA K1V 0M7

Registrars

Betty Foti
betty.foti@clrc.ca
Phone 877-833-7110 or 613-731-7110, Ext. 310
Fax 613-731-0704

Lisa Hutt
lisa.hutt@clrc.ca
Phone 877-833-7110 or 613-731-7110, Ext. 312
Fax 613-731-0704

Office Hours

8:00 a.m. to 4:00 p.m. Eastern Time, Monday to Friday.
Lisa may also be reached from 4:00 to 6:00 p.m. from Monday to Wednesday and until 5:30 p.m. on Thursday. She is not in the office on Friday, but Betty is still available to assist you that day.

IN MEMORIAM

**Janet Louise Sherbine
(1934-2014)**

Janet Louise Sherbine, 80, Somerset, Pennsylvania passed away November 13, 2014. For 3.5 years, she fought a battle with pancreatic cancer with courage, dignity and grace. Janet was born July 30, 1934, in Spring Run, Pennsylvania, the daughter of the late Fred and Eva (Rhine) Kling. She is survived by her husband, Marlin Carl Sherbine, with whom she celebrated 58 years of marriage, and her children, Karl (Ramona) Sherbine, Kirk (Heather) Sherbine, and Kelly (Terry) McMahan, and eight grandchildren. Janet graduated from William Penn High School, York, Pennsylvania, and Shippensburg State Teachers College with majors in Spanish and English. She taught high school in Portage, Chambersburg and Mercersburg, Pennsylvania. She was an active member of St. Paul's Presbyterian Church, Somerset; Somerset Historical Society; and Somerset Welfare League. Her hobbies included tennis, knitting, gardening, cooking, travel, walking with her friends, entertaining and caring for her family.

Janet and her husband, Marlin, raised Belted Galloway cattle for over two decades at Highland Farms. They were very active lifetime members of the Belted Galloway Society. Marlin served on Council for many years and became the President of the Society and later President of Belted Galloway Foundation. Marlin and Janet hosted the Annual General Meeting at Highland Farms in 1996. Janet often traveled with Marlin to Society functions and was always willing to volunteer when needed.

Tattoo Year Code

The Year Code on tattoos
for animals born in year
2015 is

C



Belted Galloway Society, Inc. Breed Promotion

Dr. Victor Eggleston, Executive Director
executivedirector@beltie.org
Phone (608) 220-1091
Fax (608) 527-4811

Vic's phone hours are Monday through Friday
1 p.m. - 4 p.m. (CST).

A detailed message may be left at any time.
Address: N8603 Zentner Rd., New Glarus, WI 53574.

25th National Belted Galloway

APRIL 25, 2015 ~ FRYEBURG FAIRGROUNDS, FRYEBURG, MAINE

1ST ANNUAL NORTHEAST JUNIOR NATIONAL BELTED GALLOWAY SHOW



Scot Adams, NEGG President

The New England Galloway Group will host the 25th National Belted Galloway Sale and Fryeburg Youth Show on Saturday, April 25, 2015. The auction will be streamed live on the web by DVAuction.com. The sale catalog is available on beltie.org. Please remember, in order to participate and

bid, you must register with DVAuction in advance to the sale at www.dvauction.com. The Fryeburg Youth Show will be held in conjunction with the sale. The NEGG will announce the 2015 New England Heifer Project. A Belted Galloway heifer will be awarded at the beginning of the sale. The winner and their new heifer will show during the youth show.

Prock Ridge Farm

Waldoboro, ME
(207) 832-4715
1. Prock Ridge Squiggles (BH)

Breezy Knoll Farm

Gorham, ME
(207) 671-7680
2. Breezy Knoll Julia Robin (OH)

Moonshadow Farm

Starks, ME
(207) 696-3812
3. Moonshadow Luau (OH)
4. Moonshadow Leona (OH)

Diamond B Farm

New Durham, NH
(603) 762-0190
5. Diamond B Jordyn (BH)

Colby Woods Cattle

Jay, ME
(207) 491-5159
6. Colby Woods Blossom (OH)

Magnolia Trace Farm

Brookhaven, MS
(601) 754-3993
7. Magnolia Trace Ginny's Magic (B)
8. Magnolia Trace Xanadus Bonita (OH)

Meadowlark Homestead Farms

Brownfield, ME 04010
(207) 935-3434
9A. MHF Brandy (OH)
9B. MHF Brenda (OH)

Ponderosa Farm

Livermore, ME
(207) 897-3596
10. Ponderosa Irene 3A (OH)

Meadowood Farms

Cazenovia, NY
(207) 491-5980
11. Meadowood Adelaide 112A (BH)

JAW Farm

Harordsburg, KY
(540) 280-5388
12. Driftwood Julia 25Y (F)

Bumpus Farm

Oxford, ME
(207) 831-9204
13. Bumpus Farm Zoey (OH)

Blue Fire Farm

Farmersville Station, NY
(585) 689-0754
14. Blue Fire Omen (S)

Holbrook Hill Farm

Bedford, NH
(603) 472-2205
15. Holbrook Hill Andrew Jackson (B)
16. Holbrook Hill Aretha Franklin (OH)
17. Mar-Pine Maurice x Rigeview Fontana (E)
18. Park Perseus (S)

Driftwood Plantation LLC

Awendaw, SC 29429
(843) 200-2046
19. Driftwood Kristine 40A (OH)
20. Driftwood Limelight 43B (OH)
21. Driftwood Lady 19B (OH)
22. Driftwood Wally 02S x Clanfigon Limelight (E)
23. Driftwood Red Oak 18Y (S)

Marben Farms

Sharon, CT
(860) 364-2161
24. Marben's Bell Tower (B)
25. Marben's Peanut Butter (BH)
26. Marben's Hailey (BH)

Journey's End Farm

Rockport, ME
(207) 236-2739
27. Journey's End Fern (OH)

Aldermere Farm

Rockport, ME
(207) 236-2739
28. Choice of 2015 Calf Crop
29. Southfield Ronaldo (S)

Countyline Belties

Piercetown, IN
(574) 594-5722
30. Southdown Unique 9U (S)

Red Barn Farms

Bargersville, IN
(317) 422-8137
31. Sunnybrook Liberty (S)

Mitchell Ledge Farm

Freeport, ME
(207) 865-9695
32. Mitchell Ledge Yaquish (OH)
33. Mitchell Ledge Jarow (OH)

Summer Hill Farms

Lodi, NY
(607) 582-6406
34. Moonshadow Kahlua (S)

N.C.A. High School

Walpole, MA
(505) 846-0706
35. NCAHS Ms Amelia 720A (OH)

Pine Creek Show Cattle

Rumford, ME
(207) 357-8900
36. PCSC Step Aside 5A (F)

Rocking M Ranch

Granby, MA
(413) 320-5394
37. RMR Zest (BH)
38. RMR Ashley (OH)

Southdown Farm

Bedminster, NJ
(908) 419-9677
39. Southdown Brute 21B (B)
40. Southdown Belisama 35B (OH)

Belted Galloway Junior Association

(207) 431-3510
41. Semen tank & semen

B&J Cattle Company

Greencastle, IN
(765) 720-2353
42. Driftwood Sonic x Anderson Hill Faylee (E)
43. Driftwood Sonic x B&J Princess Caroline (E)

Legend:

(BH) = Bred Heifer
(OH) = Open Heifer
(B) = Bull
(S) = Semen
(E) = Embryos
(F) = Flush

AH CHATFIELD JR. MEMORIAL SCHOLARSHIPS

APRIL 30, 2015 DEADLINE

The 2015 A. H. Chatfield, Jr., Memorial Scholarship applications are available. Three \$1000 scholarships are awarded annually. Forms may be requested from Executive Director, Victor Eggleston, Phone (608) 220-1091; email: executivedirector@beltie.org or may be accessed at www.beltie.org.

The recipients must meet the following criteria:

1. Be a member of the Belted Galloway Junior Association, the Belted Galloway Society Inc., or be a child or grandchild of a BGS member;
2. Be either a graduating high school senior or a college student, or be enrolled in an advanced education program;
3. Submit the completed application form along with a written essay explaining why you are the best possible candidate for the scholarship. Added consideration will be given to applicants enrolled in animal/agriculture-related courses, and those experienced with Belted Galloway cattle. Extracurricular and out-of-school activities will also be taken into consideration.

Completed applications must be submitted to Executive Director, Victor Eggleston, N8603 Zentner Rd., New Glarus, WI 53574, and must be postmarked by **April 30, 2015**.

NEW MEMBERS

3C Ranch, Andrew Seamans, 424 North Virginia, Port Lavaca, TX 77979 (361) 552-2977.

David Alexander, 9489 US Hwy 41A, Henderson, KY 42420 (270) 831-8051.

Heidi Bingham, 745 N 4700W, Ogden, UT 84404-9411 (801) 710-4791.

Emo Hites, 5945 Bruce Dr., Pleasanton, CA 94588 (925) 487-6987.

Ethan Hornbuckle, LeClaire, IA 52753.

Juniors Laura & Luke Jaquet, L and L Belties, 134 S. Lincoln, Toluca, IL 61369 (815) 452-2674.

Dorothy Nichols, c/o Douglas Nichols, 4713 Chiappero Trail, Austin, TX 78731 (214) 507-9751.

Red Rock Ranch, Jerrell & Charlotte Morton, 101 FM 22 East Hwy 69S, Jacksonville, TX 75766.

Melisa Richardson, 65005 McDermott Rd., Deer Island, OR 97054 (503) 397-7999.

Roxanne & Robert Roehl & Jason Terres, RBJ Farms, 12225 West Lake Rd., Rice, MN 56367 (320) 267-9885.

LEASE AGREEMENTS

- A lease agreement must be on file with the CLRC by July 1, 2015 for animals to be shown under the lessee's name.
- Exhibitor Points will be awarded to the Lessee of the animal.
- If animal is shown under the lessee one day of a multiple day show, the animal must continue to be exhibited under the lessee for the duration of the entire show. The lease cannot be terminated halfway through an event. The owner of the leased animal may use the animal for group classes.
- Lease fees are waived for juniors members.

Belted Galloway Population by State 1995 versus 2015

State	1995	2015
AL	108	168
AR	92	243
AZ	12	39
CA	32	364
CO	15	275
CT	97	385
DE	27	131
FL	26	232
GA	180	407
IA	23	799
ID	12	93
IL	121	1020
IN	173	574
KS	68	155
KY	172	394
LA	29	69
MA	15	386
MD	27	57
ME	338	1327
MI	241	629
MN	20	383
MO	254	500
MS	113	175
MT	4	16
NC	362	684
ND	0	7
NE	8	9
NH	274	326
NJ	23	151
NM	0	0
NV	0	7
NY	100	1389
OH	76	300
OK	30	280
OR	34	242
PA	248	585
RI	15	57
SC	60	677
SD	0	62
TN	318	347
TX	45	1119
UT	23	131
VA	248	391
VT	79	1050
WA	39	212
WI	239	1463
WV	29	75
WY	142	5
Total	<u>4591</u>	<u>18390</u>

LOOKING BACK OVER TWO DECADES

Leanne Fogle—US Beltie News

Twenty years ago there was no Twitter, Facebook, blogs, TiVo, Wikipedia, YouTube, online shopping or WiFi. GPS was three random letters. Kindle was what you did to a fire on a chilly evening. Hmm ... an iPhone, iPad, iTunes, snapping a photo with your telephone? Who are you – George Jetson? An app was still something you filled out to get a job and clouds were filled with rain. Amazon was still known as a river, and Google and Tumblr were something you enjoyed watching your toddler do.

So, what about the Belted Galloway breed two decades ago? We dug through the archives of the Society and we found some interesting facts. Back in 1995, the good old post office or snail mail as it is called today, the *US Beltie News*, and the landline telephone were the three methods of communication between the membership and the Belted Galloway Society. It wasn't until 1996 that the Belted Galloway Society had a presence on the information highway known as the Internet.

Prior to January 1, 1995, red Belted Galloway cattle were not recognized as registry eligible in the United States. Red Belted Galloway cattle were developed in Scotland for many years and breeders in the United States became interested in doing the same. Thus, Council changed the rules that year and admitted properly marked red Belted Galloway cattle into the Herdbook January 1, 1995. Subsequently, a large quantity of US animals were tested for the recessive red gene so that two recessive red gene carriers could produce a red animal. Red genetics were in huge demand back then, and many breeders enjoyed a decade-long bubble of lucrative sales of red cattle.

During 1995, amendments to the rules regarding registration were adopted. Identifying the color of an animal by adding a B (Black), D (Dun), or R (Red) after an animal's registration number was implemented. Also in the Appendix recordation category, all numbers would begin with an A. Rules regarding the use of base cows for upbreeding were amended, and were changed to state all base cows must be naturally polled (free of horns or scurs).

What about cattle numbers? We have provided a table to show our readers' cattle numbers by state. The table compares cattle numbers by state from mid-1995 versus the beginning of 2015. What an astonishing growth of Belted Galloway populations in many states!

We found that during 1995, 1,215 animals were registered or recorded which included 283 Bulls, 599 Females, and 333 Appendix females (steers were not recorded at that time). We were surprised by the totals regarding bulls and Appendix females registered in 1995. Our most recent report (*US Beltie News* - March 2015) showed our current membership registered 295

bulls and recorded 111 Appendix animals.

Based on the numbers published in 1995, our breeders were registering one bull for every 2.4 registered or recorded females. Fast forward to the March 2015 report, and our breeders registered one bull for every 3.4 females registered or recorded. **The numbers also show that our breeders are recording exactly two-thirds fewer Appendix animals than recorded in 1995.**

The first edition of the *Belted Galloway Breeders Handbook* was printed in late 1995—thanks to many breeders who sponsored the project through advertising. The *Handbook* was a first for the breed and it provided all types of breed information to the membership. It has been revised, reprinted, and rewritten several times. It is now available on CD to every new member of the Belted Galloway Society.

Belted Galloway cattle populations were increasing in the western states of the US. As a result, The Western Belted Galloway Association began in 1995 and officially turns 20 this year! *Congratulations!*

Showing Belted Galloway cattle at national venues has a history of only 20 years or so. The Belted Galloway Show at the Big E (Eastern States Exposition) in Springfield, MA turns 20 in 2015! Fifty animals were shown at the inaugural show and a young woman named Michelle O'Brien (NJ) served on the show committee and was the show organizer. Twenty years later, Michelle O'Brien is now Michelle O'Brien Ogle (NJ) and our current president. 1995 was the second year that a Belted Galloway Show was held at the North American International Livestock Exposition in Louisville, KY. The show is now known as the National Belted Galloway Show. Executive Director Vic Eggleston (WI) was showing his cattle in Louisville

that year – there is a photo in the December issue of the *US Beltie News* to prove it! Back in 1995, the Belted Galloway Show at World Beef Expo was experiencing a successful two-year run with strong participation and was held in Madison, Wisconsin.

Sales of Belted Galloway cattle were brisk during 1995. The National Belted Galloway Sale in Fryeburg, ME, which is celebrating its 25th anniversary this month, reported the top-selling female at the sale—Anderson Hill Kitten—brought \$11,500. The top-selling bull was Anderson Hill Kennilworth for \$1,400. Eight bred heifers averaged \$4,650 that year. The Southern Belted Galloway Association was still going strong and sponsored the Deep South Sale which also included a member's herd dispersal. The top selling female was Beaver Dam Blythe for \$5,500; and the top selling bull was CVF's 007 for \$1,000. Twenty-nine purebred females averaged \$2,293.

Looking back over two decades, the best news is that the Belted Galloway breed has exploded and QUADRUPLED in total cattle numbers! The western expansion of the breed across the United States is very exciting! *Salute!*

Herdbook Twenty Year Comparisons

	6/1995	1/2015
Bulls	283	295
Females	599	930
Appendix	333	**111
Totals	<u>1215</u>	<u>1336</u>

**Includes eight steers.

REGIONAL OPPORTUNITIES TO NETWORK WITH OTHER BELTED GALLOWAY BREEDERS



FRYEBURG FAIRGROUNDS -- FRYEBURG, MAINE
NEW ENGLAND GALLOWAY GROUP
NORTHEAST REGIONAL JUNIOR NATIONAL
FRYEBURG YOUTH SHOW
25TH NATIONAL BELTED GALLOWAY SALE
APRIL 23-26, 2015



The *inaugural* Northeast Regional Junior National for all Belted Galloway Junior Association youth will be held in conjunction with the Fryeburg Youth Show and the 25th National Belted Galloway Sale. Plan to support our youth and attend April 23-26, 2015 for the busy, four-day event. The Northeast Regional Junior National is open to *every* Belted Galloway junior across the United States and will include a cook-off, a photo contest, team events, marketing, showmanship, a steer show, and a heifer show. **Juniors do not need to be present to enter in the photo contest!** The Fryeburg Youth Show will have fitting clinics held by Stock Show University/Sullivan Supply.

The most up-to-date information and the schedule of events will be posted on fryeburgyouthshow.com. Contact Diane Gushee (207) 256-7798. **The entry deadline for the contests is April 17, 2015.** Photography must be submitted by 6 p.m. April 22, 2015. All photography will become the property of the Fryeburg Youth Show and NEEG. The photos will be used for marketing. Plan to attend and support our Belted Galloway Junior Association.



TEXAS A&M AGRILIFE EXTENSION
-- FREDERICKSBURG, TEXAS
THE SOUTHWEST BELTED
GALLOWAY ASSOCIATION
FIELD DAY
APRIL 25, 2015



The Southwest Belted Galloway Association is holding a one-day event packed with education and plenty of time to socialize. The day will begin at 9 a.m. at the AgriLife Extension Conference room, 95 Frederick Road, Fredericksburg, TX. Brad Roeder, AgriLife Extension Agent, will speak about livestock for new ranchers. Dr. Rick Machen, a TAMU Livestock Specialist, will discuss safe livestock handling, grazing management, and new livestock issues. Dr. Travis Halfmann, a veterinarian with the Gillespie Animal Center, will review veterinarian services and will discuss differences in Belties versus other breeds. Kipp Thompson of Harvest House Farms, a butcher, will suggest cuts of meat for personal use. He will also discuss his observations of Belted Galloway carcasses. Following lunch, the group will travel to Rockyhill Orchards, 279 Hill Lane, Fredericksburg. Don't miss this opportunity to observe three different grazing systems. Following that, one of our experts will conduct animal evaluations of the Rockyhill herd. Later in the afternoon, guests will travel to Timber Rose Farm—also in Fredericksburg—and will view the Beltie herd plus their Bed & Breakfast. Hors d'oeuvres, including Beltie tenderloin sliders, salad, cheese and a relish tray will be served—all hosted by Dan & Mary Rohrer (TX), Josh & Natalie Jones (TX), and Tim & Rose Markowitz (TX).

Contact Tom Shaw thomas.te@gmail.com or (972) 653-0993 to confirm a reservation. For lodging options visit the website visitfredericksburgtx.com. Also email Devon Harrison at diamondhranchtx@yahoo.com for bed & breakfast accommodations with Belties on site.



**Red Barn Farm
Bargersville, Indiana
Great Lakes
Belted Galloway
Association
Field Day & Meeting
May 29-31, 2015**



A weekend event for the whole family! The Doug and Sherry Abney family from Bargersville are rolling out the ol' Red Barn carpet and inviting all Belted Galloway breeders, or those interested in learning about the breed, for a fun and educational experience. An informal outdoor gathering will begin at 6 p.m., Friday, May 29, 2015 at the Abney family home, 4960 W. 150 N. Bargersville, IN 46106. Saturday activities will begin with registration at 9 a.m.. The program will begin at 10 am with speakers from the Indiana State Department of Agriculture, Indiana Farm Bureau, and Purdue University Department of Agriculture. Presentations will include an overview of a certified livestock producer program, livestock producer community relations, and selecting the right animals for your operation. The Johnson County Cattlemen's Association will grill Beltie burgers for lunch. In the afternoon, a grazing specialist from the NRCS will discuss rotational grazing. Doug Abney will take guests on a pasture walk and farm tour. Angela, Allie and Dougie Abney of Red Barn Meats LLC will discuss product marketing.

GLBGA will hold their annual auction to raise funds to benefit junior members in Area 5 of the Belted Galloway Junior Association. Financial support of the Area 5 junior membership is so appreciated as the largest population of Belted Galloway youth live in the region. A live auction will take place – so plan to participate in some lively bidding to ensure that you win that unique and one-of-a-kind Belted Galloway item. Donations of merchandise will be accepted that day, or items may be mailed to Doug Abney, 4960 W. 150 N. Bargersville, IN 46106. An evening social hour and dinner including grilled Belted Galloway steak will conclude the Saturday program. The annual meeting will be held at 10 a.m., Sunday, May 31, 2015 at hotel headquarters, the LaQuinta Inn and Suites. Total cost per person for the three-day event: \$40. Please RSVP to Doug Abney at redbarnfarms.dsa@live.com by May 24, 2015. Fees may be paid at the door. For accommodations, contact the LaQuinta Inn and Suites, 1281 South Park Drive, Greenwood, IN, either by phone: (317) 865-0100 or email: lq6566gm@laquinta.com. A block of 30 rooms has been reserved May 29-30, 2015 for a group rate of \$89/night – just mention that you are with the GLBGA. Make reservations by May 8 2015 to secure the rate.

Calendar reminders:

25th National Belted Galloway Sale & Fryeburg Youth Show

April 23-26, 2015. Fryeburg Fairgrounds, Fryeburg, ME. Sale April 25. Contact Scot Adams (207) 696-3812 or mnshadowfarm@gmail.com.

Southwest Belted Galloway Field Day

April 25, 2016. Texas A&M Agrilife Extension Service – Gillespie County Conference Room, Fredericksburg, TX. Contact Thomas Shaw (972) 653-0993 or email thomas.te@gmail.com.

Rock County Beef Preview Show

May 16, 2015. Rock County Fairgrounds, Janesville, WI. Contact: Julie Willis (815) 547-6912 or sbfarms@hotmail.com.

Spring Council Meeting

May 15-16, 2015. Country Inn & Suites is 5630 Flight School Drive, Indianapolis, IN Contact Vic Eggleston (608) 220-1091 or executivedirector@beltie.org.

Great Lakes Belted Galloway Association Field Day

May 30, 2015. Red Barn Farms, Bargersville, IN. Contact Doug Abney (317) 422-8137 or redbarnfarms.dsa@live.com.

Southwest Belted Galloway Show & Sale

June, 6, 2015. East Texas State Fairgrounds, Tyler, TX. Contact Thomas Shaw (972) 653-0993 or email thomas.te@gmail.com.

Belties Unlimited Show

June 13, 2015. Cedar County Fairgrounds, Tipton, IA. Contact Greg or Pat Hipple (319) 430-6664 or sbelties@southslope.net.

Skowhegan State Fair

August 13-22, 2015. Skowhegan, ME. Contact Scot Adams (207) 696-3812 or mnshadow@tdstelme.net.

Union Fair/Maine Wild Blueberry Festival

August 22-29, 2015. Union, ME. Contact (207) 785-2978 or guiniridge@gmail.com.

Wisconsin Farm Technology Days

August 25-27, 2015. Dane County, Sun Prairie, WI. Contact: Terry Etheridge (715) 835.4043 or tekcatte@yahoo.com.



MARKETING BEEF FOR SMALL-SCALE PRODUCERS

© 2009 Arion Thiboumery & Mike Lorentz

If you are a small-scale producer, marketing fewer than 100 beef a year, the way to market your beef for the least amount of time and money is to direct market in halves, quarters, and bundles. If you are a small producer, you probably don't have a ton of free time to spend making small sales, and you also don't have a ton of money to sit on while you wait for inventories of odd cuts to sell. You need a way to:

1. Move meat in volume to keep your transaction costs low.
2. Sell directly to people who are eating it to keep your prices reasonable.
3. Sell all the cuts that come from an animal together to enable minimal inventory management.

Selling meat in halves, quarters, or bundles does all three. How do you resolve common problems when selling halves, quarters, or bundles? Here are ten common reasons why people don't buy meat in halves, quarters, or bundles and *what to do*.

Reason One

I don't know how much meat or the cuts I will get.

Response: Meat from a typical half of beef (1,000 - 1,200 pound live animal) approximately consists of:

- (14) T-bone steaks (3/4" thick)
- (14) Rib steaks (3/4" thick)
- (8) Sirloin steaks (3/4" thick)
- (8) Round steaks (3/4" thick)
- (2) Sirloin tip roasts (3 pounds)
- (6) Chuck roasts (4 pounds)
- (4) Arm roasts (3 pounds)
- (2) Rump roasts (3 pounds)
- (8) packages of stew beef (1 pound)
- (4) packages of short ribs (1.5 pounds)

- (4) packages of soup bones (1.5 pounds)
- (80-100 pounds) ground beef
- Variety meats (if desired) such as heart, liver, tongue, and oxtail.

For a quarter of beef, divide the above side by two. Regarding bundles: Bundles that are about a 12th or a 20th mix and match can be made so that the whole animal is sold.

Below is one example of a 12th Beef Bundle—complete with cooking instructions (see Reason #4). This bundle would be about 35 pounds of meat and would not contain any tenderloin which is a high-value cut that is easy to sell.

12th Beef Bundle

- (2) New York strips. Ideal on the grill.
- (2) Rib-eye steaks. Ideal on the grill.
- (2) Boneless sirloin steaks. Ideal on the grill.
- (15 pounds) Ground beef. Whatever your favorite way is to fix ground beef, this will taste better.
- (3 pounds) Ground beef patties. Put them on the grill frozen and they will be done in minutes.
- (3) Beef roasts. Place the frozen roast in the crockpot with a little water and seasonings and you will have a perfect roast for supper. Cut up any leftovers and combine with BBQ sauce for great sandwiches.
- (2 pounds) Stir fry. Just thaw and it's ready to make your favorite dish.
- (2 pounds) Kabobs. Perfectly marinated, skewer with your favorite vegetables for kabobs or use in stews soups or stroganoff.

Reason Two

I don't know how to order cuts from a half or quarter of beef.

Response: Offer to take care of the cutting instructions for their first half or quarter of beef and tell them exactly what they will get (see Reason #1 for a general reference). Use a standard set of cuts that you use for your family, or make a set of cuts that you think will suit your customers best.

Reason Three

I don't know how or where to store all the meat.

Response: As a general guide, 50 pounds of meat will fit in about 2.25 cubic feet of a cooler/freezer space. The empty freezer compartment of an average-sized home refrigerator will usually hold



Sherwood Acres (KY) direct markets Belted Galloway beef and sells individual cuts at farmers' markets in the Louisville area.



one eighth of a beef, or roughly 50-60 pounds. Quantities larger than this will require a stand-alone freezer or another refrigerator-freezer. A stand-alone freezer will usually store meat better because it has the capability to store meat at a colder temperature. Some meat processors will store product for you in their walk-in freezers for a monthly fee. This is a good option for those who would like to try purchasing half a beef but do not have the freezer space. Frozen beef will be of a very high quality for up to 12 months, after which, quality will begin to slowly degrade. (Meat will remain safe to eat indefinitely, if kept frozen.)

Reason Four

I don't know how to cook all the cuts of meat.

Response: Referring to the example given for the 12th beef bundle under Reason One, offer your customers suggestions about cooking all the cuts. Assume people know little about cooking meat.

Reason Five

Beef is too expensive or too much cash up front is required.

Response: Don't lower your prices! Hold your ground, even if it means losing one sale. You're in business to make a living, not lose the farm by selling cheap beef. If a half is too much money all at once, offer to sell them a quarter now, and another quarter later, or a bundle. As a general rule, try not to sell bundles worth less than \$100, these are a lot of time for not a lot of money. You can encourage customers to find another family that wants to "cowpool" and share a quarter or a bundle. It's an easy way for them to get started with this type of meat purchase. Be transparent about your costs – be straight with them about what it costs to produce this meat, then process, package, and deliver it. If people understand the costs, they'll be more likely to pay a premium. Work with your bank or your processor to process credit cards. Get a down payment to secure the order, and when it is time to pay, the totals will seem lower.

Reason Six

What if I don't like it?

Response: Stand by your product and make a guarantee of 100% satisfaction. If you include a guarantee in your printed materials, limit the time for making a claim to two months or less from the date of purchase. Offer to either refund or replace the meat, but for only for the amount returned. You don't want people to get the idea that they can eat all the steaks and return the roasts.

Reason Seven

It's more convenient to buy at the store.

Response: You will find once you become accustomed to having meat on hand, the MOST convenient source of meat is in your own freezer.

Reason Eight

I prefer buying fresh meat.

Response: Too often people have had bad experiences with frozen meat because the meat was not properly frozen or old before it was frozen. Freezing is nature's best preservative for meat products. Meat that is vacuum-packed and frozen at the optimal freshness will taste just as fresh as fresh meat cuts. There are two simple ways to thaw meat:

1. Take meat out of the freezer and place in a refrigerator at least 24 hours in advance.
2. Place vacuum-packed meats in cool water and they will thaw very fast. Paper-wrapped meats can thaw in water in a leak-proof plastic bag. Change the water every 30 minutes so that it continues to thaw. Small packages may thaw in an hour or less; a roast may take two or three hours.

Reason 9

We don't eat that much meat.

Response: A family of four will get between 100 and 130 meals of beef from a half of beef or 50-65 meals from a quarter of beef. Eating beef two times per week it will take a family approximately one year to eat a half beef, or six months to eat a quarter.

Reason 10

I am a vegetarian.

Response: Our cows eat nothing but vegetables.

New producer? Where to start?

Use your existing social and professional networks to establish a customer base for halves, quarters, and meat bundles. It will take a lot of phone calls and you should be prepared to give away samples. While farmers' markets are typically not good places to sell large volumes (halves, quarters, bundles) of meat, they can be a good place for selling individual cuts, sampling, and creating a customer email list. ** Other places to promote your meat and/or gather potential customer names would be through any organization where people are likely to want to know where their food comes from and/or support local agriculture. This could include: natural foods stores, community supported agriculture (CSA) "veggie boxes" and other local buying clubs, churches, and public service groups. ** If halves & quarters are processed under "custom exemption" (meat has not been inspected), you can still deliver the meat at farmers' markets, as a service to your buyers. BUT, for legal reasons, the processor MUST be paid directly by the person buying the half or quarter animal from you. It is always best to check with local and state officials for rules and regulations.



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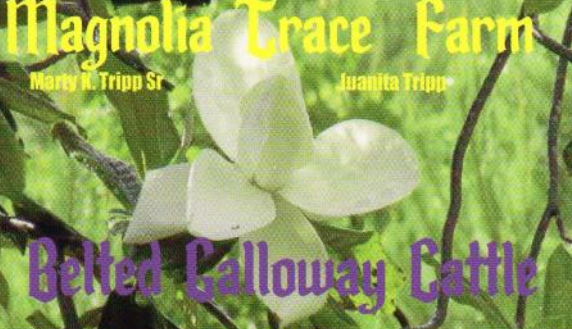
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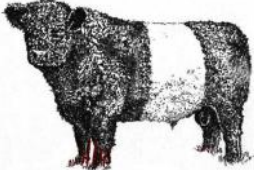


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For Sale

OREGON. Registered black bull for sale: Goose Wing Antonio, 36973-B. DOB: 5/2/13. Sire: Over The Hill Nelson, 11435-B. Dam: Goose Wing Umatilla, 32125-B. Antonio has a terrific disposition. He is a proven bull with calves on the ground with lovely markings and low birth weights. Antonio would make a great addition as a herd sire with his breeding ease and calm demeanor. At 15 months he weighed 1150 lbs., had a scrotal circumference of 33 cm and a hip height of 52.5 in. We are a grass-fed operation. For more information and photos call Sally Staver, Goose Wing Ranch, Jacksonville, OR. (541) 899-1334 or sbstaver@gmail.com.

NEW HAMPSHIRE. Holbrook Hill Abarth 37469-D is an upcoming two-year-old bull for sale. He is sired by renown multiple champion and blue ribbon recipient Holbrook Hill Earl Warren, out of Holbrook Hill Millicent. With a birth weight of 72 pounds and yearling weight of 960 pounds, Abarth will finish as a larger-framed bull. Deep ribbed with broad hindquarters, Abarth brings the bloodlines of Shiralee Moonshine, an Australian Grand Champion bull, together with Mochrum Kingfisher, four-time Grand Champion at the Royal Highland Show in Scotland. Abarth is an easy keeper with the traditional Holbrook Hill temperament and he is easy to work with. Any


potential buyer is encouraged to show Abarth this fall. We would like to include him in our show string, if possible. Please contact Steven Silberberg, Holbrook Hill Farm, Bedford, NH at hhf18@aol.com with questions.

CONNECTICUT. From the Abbey of Regina Laudis, two registered bulls for sale: Regina Laudis Geno 37941-B. DOB 4/21/14. Sire: Holbrook Hill Siddhartha (AI) 11065-B. Dam: Regina Laudis Monica 28722-B. Nice belt, good disposition. Holbrook Hill Siddhartha (AI) 11065-B. DOB 2/14/06. Sire: Shiralee Moonshine (AI) (ET) 4771-B. Dam: Aldermere Mica (AI) 20398-B. Proven sire. Beautiful calves. Also two beautiful registered Belted Galloway heifers: Regina Laudis Tate 36718-B, DOB 6/18/13 and Regina Laudis Nico 37942-B, DOB 5/3/14. Our herd is grass fed, raised without antibiotics or growth hormones. Call or e-mail for more information: Sister Augusta Collins, the Abbey of Regina Laudis, Bethlehem, CT. (203) 266-7803 or sraugcollins@gmail.com. Photos available upon request.

IOWA. Two bred females for sale. Sutliff's Allis 36600-B. DOB 06/22/13. Bred to Driftwood Oak 13Z 36829-B. Due to calve 9/19/15. Sutliff's Stella 26710-B. DOB 05/08/06. Bred to Sutliff's Unbridled 33216-B. Due to calve 6/26/15. Pictures available upon request. Greg & Pat Hipple, Sutliff Belties, Solon, IA. (319) 430-6664 or sbelties@southslope.net.


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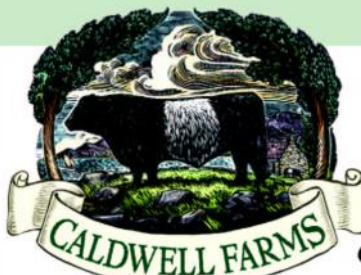
OKLAHOMA. Two yearling heifers and four bull calves for sale. Heifers: OK Hills Joan Crawford 37721-B, DOB 2/13/14. OK Hills Anita Bryant 37723-B, DOB 4/8/14. Bull calf: OK Hills Lon Cheney 36543-B, DOB 6/24/13. Sire: PBF Oceala Lil Lyle. Dam: OK Hills Patti Page. Bull calf: OK Hills Vince Gill 37722-B, DOB 4/18/14. Sire: Sycamore Hill Farm Arthur, Dam: J&N Ranch Daisy. Bull calf: OK Hills Blake Shelton 37724-B, DOB 3/27/14. Sire: Sycamore Hill Farm Arthur, Dam: J&N Ranch Pricilla. Bull calf: OK Hills Toby Keith 37725-B, DOB 5/6/14. Sire: Sycamore Hill Farm Arthur, Dam: J&N Ranch Marleen. Midge Graves & Bud Hammons, OK Hills Farm, Coyle, OK. (405) 612-2716 or mgraves@rollton.com.

MISSOURI. Here is an opportunity to purchase a herd bull loaded with an excellent pedigree and super-clean lines. FSB Wiga's Zopman (AI)(ET), 35956-B, DOB 4/12/2012 will produce show heifers with goose-like necks, ample bone, length from their hooks to pins, and femininity. His first calf crop has been excellent with great growth and extremely docile dispositions. Wiga offspring are located in Colorado, Wyoming, and North Carolina. We currently have over 50 embryos from her. FSB Wiga's Zopman semen is available for purchase. Greg Starr DVM, Four Starr Belties, (913) 634-3494 or dvmstarr@yahoo.com. The cattle are located in central Missouri.

MINNESOTA. Registered bull for sale. Stones Throw George Jr. 34595-B (AI) (ET), DOB 11/11/2010. George Jr. has an impressive platinum pedigree. He is a Bolebec Dun Concorde son out of the famed Holbrook Hill Lilly cow. George is thick well-muscled with an excellent disposition. He has produced winning show animals for us. His calves are growthy and easy fleshing. Finholdt Farms, Eric Finholdt, Medford, MN. (507) 456-0121 or email efinholdt@msn.com.

VIRGINIA. Registered bull for sale. Todd Hill Buckshot 34039-B, DOB: 06/21/10. Sire: Cookie Hill Bruno. Dam: Todd Hill Narrow Belt Oreo who is sired by Fearrington Viper. Excellent temperament and proven breeder. Pictures available upon request. Alicia or Chris Lord, Norway Maple Farm, Gladstone, VA. (434)933-8541 or nmjersey@yahoo.com.

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