

January 10, 2020

Dear Hereford Breeders,

I hope you were able to attend the 2019 Annual Meeting and awards banquet; we had a record setting crowd in 2019. The annual meeting is always the first Saturday in December followed by the associations Opportunity sale the next day at noon! The 17 sales we have had in Sedalia have all been very solid sales, there have been 30-35 consignors offering a great set of cattle each year and we are able to get them sold with a 12-15% sale expense, which is a very good number for a consignment sale. No this is not a record set on replay it is true rock solid facts the sales are just as strong as anyone could expect, the cattle get better every year and the crowd creates excitement! We had 28 consignors bring maybe the strongest set of cattle to Sedalia and with an average of \$2419 per lot on the females in front of a full house crowd and a large on-line viewer list just one month ago. That is a very good average on a female sale. It is an exciting time to be in the Hereford business. We've made the best breed better and have taken over the market share. We have built it and they have come, commercial cattlemen have come looking for Hereford and Polled Hereford bulls. The black baldie steer and females are on top of the market, in strong demand, the baldie mama cow is the queen across the industry. The other great thing we have is a strong state breed association. The board of directors of the Missouri Hereford Association has worked hard and put a lot of effort into programs that can help breeders like yourselves advertise there breeding programs.

Cassie and Jocelyn have now completed their fourth year and need to be commended for taking the newsletter to the next level, I feel over and beyond any other states newsletter hands down. The advertising deadline for the spring issue will be January 20, 2020. I challenge you to use this newsletter to promote your program. The newsletter is printed four times per year March, July, September and November. All dues paid members receive these free with their paid membership! These issues are loaded with good Hereford information, this alone is worth the cost of the membership.

Rural Route Creations has also just completed their ninth year as our website administrator. Please spend a couple minutes and study the opportunity you have to get involved by purchasing a banner ad that will run all year and you will be the sponsor of one of the many pages listed. Many of you have shown interest in this and it is now time to get involved in 2020 by calling Cassie at 403-507-5953 or Jocelyn Washam at 417-838-5546 or by e-mail at [jocelyn@ruralroutecreations.com](mailto:jocelyn@ruralroutecreations.com). As you all know on-line information is only a click away for almost every producer, so check out [moherefords.org](http://moherefords.org). The most recent addition to the website is the classified ad section, what a great way to list cattle held for sale on the World Wide Web.

The third angle to advertise your program is through the bi-annual membership directory. Each member is listed in the directory and you also have the opportunity to purchase an ad to advertise herd bulls and outstanding females along with cattle held for sale. Our directory has grown to be bigger than ever, more ads by breeders and several Corporation ads. You must be a 2020 member to be listed in the 2021-2022 directory we will be printing in 2021. You can find the directory on the web-site, or at shows and sales throughout the year, plus selected livestock auctions. We will be working on the

2021-2022 directory so please indicate if you are interested in putting an ad in the 2021-2022 directory on the survey. Once again we will sell select pages in the 2021-2022 directory before the 2020 Opportunity Sale in December other pages will be offered on a first come first serves bases! All dues paid 2020 memberships will be listed in the next 2021-2022 membership directory. Also all memberships paid before April 1, 2020 will be listed on the website membership listing!

You might ask why I should become a member of the Missouri Hereford Association. As I have reviewed the three outstanding advertising tools which lead us to the opportunity you have to consign cattle to the MHA Opportunity Sale in December. We have excellent breeder support to this event, but can use more, it seems we have had around 30-35 consignors each year bringing around 70 lots for seventeen years. We have had sales in Sedalia. I credit the progress to the high quality and larger selection for buyers to pick from. Since 2004 we have had a strong sale each year. To make this a bigger and better event we need around 80 lots each year. It cost around \$19,000.00 to put this event on and with more cattle we could possibly get our sale expenses percentage down below 10%. If you bring good ones they will sell really well. That has been proven each year. This sale has gained national attention as we have sold cattle into thirteen states each of the last seventeen years. The quality of cattle in this sale is very high and the sale team has worked very hard for the consignors each year. It is my duty as your MHA Secretary to be the sales manager. Joe Rickabaugh, director of AHA's field management and seed stock marketing has screened the cattle each year, so please fill out the survey if you are considering consigning to the 2020 sale. This survey is our first point of communication to start the process of putting together another great sale. In the past it seems that cattle sired by AI sires and or bred to AI sires sell a little better than the pasture sired cattle. As the new spring crop start hitting the ground it would be a great time to start selecting calves from the top end of your calf crop for this sale along with making your AI sire selections for the upcoming breeding season. Please remember the May 1<sup>st</sup> nomination fee deadline. You might ask what is the nomination fee. It is you telling us that you want to be considered to consign to the Opportunity sale and will put \$100 down to get a visit from the screener. On May 1<sup>st</sup> or before we want to have the list of names of the breeders wanting to consign to this years Opportunity sale. We must provide the screener a list so travel plans can be made. So we ask you to send a \$100 check which states you want the screener to visit your farm or ranch. If you and the screener agree on a consignment the \$100 will be a credit on your sale settlement sheet. If you don't send me your entries you then forfeit your \$100. If no entries are agreed on you will get the \$100 back. **This is not an entry fee!!!!** Entry packets are mailed September 10 and a \$100 per lot entry fee is due at that time, for a entry to be cataloged. This rule has been in place for several years. Entry forms will be due post marked by September 25, 2020.

Another benefit of your membership is supporting the scholarship program, junior cattle shows, and annual award winners. You can also attend the field day which will be in District 3 this year. The highlight of the year is our annual meeting and awards banquet. As a MHA member you can nominate breeders for these awards that are given each year. The awards are the Purebred Breeder of the Year, Commercial Producer, the Hall of Fame Inductee and the board selects the new Friend of the Association award winner, I present the Opportunity Sale Consignor of the year Award. The junior

scholarships are also considered awards and have the same membership requirements! We also have awards for the Show Bull, Show Heifer and Cow/Calf of the year. To get points you can show at any or all of these shows Ozark Empire Fair, Missouri State Fair, SEMO district fair and the American Royal. To receive one of these awards you must have your dues paid by April 1, 2020. Please note for a junior member to receive one of the awards either their parents or grandparents must be a dues paid member by April 1, 2020. This rule has been in place by the board for many years! Another important rule to remember is only dues paid by April 1, 2020 will be listed on the website.

The strength of every organization is determined by its membership. We invite each and everyone of you to become a member this year and be listed in the new 2021-2022 directory and on the web site. The power of this organization is determined by the size of the membership, by having more members we will be able to help our junior organization in more areas and promote this breed of cattle to purebred breeders and commercial cattlemen across Missouri and beyond. The past eight years we were able to have our booth at the Ozark Farm Fest in Springfield and the Missouri Cattlemen's Convention with great results. We are always working hard to give your membership more exposure. Last but not least check us out on Facebook for more information. If you ever have any questions please call anytime at 660-676-3788 or e-mail to [reynoldscattle@cvalley.net](mailto:reynoldscattle@cvalley.net) .

Sincerely,

Matt Reynolds

**Note: 2020 Opportunity sale nominations are due May 1, 2020!!! 2020 members will be listed in the 2021-2022 membership directory and any new memberships paid before January 21, 2021!!! So please act now to get your operation listed in the directory coming out in 2021!!!! We plan to mail each dues paid member two new directories by March 1, 2021.**

**Notes: Dues must be paid by April 1, 2020 to receive awards and be listed on the website membership list!!**