The North American South Devon Association Board of Directors voted to implement a voluntary $2 per head promotional fund to be used 100 percent for a national South Devon ad campaign. Those who would like to contribute, send your name and address and payment to the NASDA office. The campaign will be previewed this fall.

Co-op promotional opportunities are available from NASDA. The NASDA will share 50% (with a maximum of $400) of the cost of promotions for South Devon events such as a promotional booth and/or displays at fairs, expos, etc. This includes consignment sales, but excludes private and production sales. Prior approval by the NASDA Promotions and Publications committee is required.

South Devon historical information is needed by NASDA to compile a chronology of the South Devon breed in the U.S. If anyone has old Sire Summary magazines and newsletters and other photos and information to share contact the NASDA office.

Applications are being accepted for the 2015 Youth Experience Heifer. The heifer is being donated by the Dahl Land & Cattle Company, Gackle, North Dakota and was selected by a vote of the 2014 World South Devon Tour participants. Juniors 14-20 years-of-age may apply.

For application forms log on to www.southdevon.com or e-mail, Lynn Giess at darling@fallsnet.com for more information.

You can view a photo of the heifer calf on page 3 of this newsletter.

Youth Experience Heifer
Applications Due Dec 1.

The deadline to submit applications for the 2015 NASDA Youth Experience Heifer is Dec. 1.

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In this issue >>>
2014 World Tour Highlights
2014 ‘Junior Nationals’
2014 Iowa State Fair
2015 National South Devon Show
NASDA Youth Experience Heifer

Coming soon >>>
Youth Experience Heifer
Applications Due Dec 1
2015 National Show Results
2015 ‘Junior Nationals’
2015 Show Schedule
Youth Experience Heifer
Spring Sale Results

in this issue >>>

Current topics >>>

2014 World Tour an ‘Epic Event’

Amazing, Wonderful, Memorable, Beautiful

The 2014 World South Devon Tour and Conference lasted 22 days and covered 14-states, traveling 5977 miles.

The 2014 World South Devon Tour was an epic event, with absolute success, said David Corker, immediate past president of the World South Devon Society.

The tour began in Fort Worth, Texas and traveled through 14-states to the final conference destination of Estes Park, Colorado. Representatives from Australia, New Zealand, United Kingdom, South Africa, Canada and the U.S. participated.

“All our friends are amazed at how far we traveled and how incredible to see 14 states of America, such wonderful people, beautiful scenery and so much knowledge,” said Leonie Daley, president of the Australian South Devon Society.

Hosts rolled out the red carpet for the tour group and provided hospitality, food, refreshments, entertainment and great cattle to look at.

Along with visiting the U.S. Meat Animal Research Center, South Devon purebred and commercial operations, seedstock operations, feedlots, dairy and horse operations, stops were also made in three National Parks.

Highlights of the World Tour and the 2014 individual country reports will be presented at the 2015 National Banquet in Denver. For more information about the tour and photo highlights log on to www.southdevon.com.
Opportunities to Expand...

Opportunity to expand the South Devon breed is now upon us. Current market values signal all-time highs. Ordinary cattle have tremendous value, in terms of dollars, but premiums for the really high-end cattle are exceptional. Almost everyone has the idea of expanding their herd or keeping more replacements. Here’s what the South Devon and South Devon Founmdmakers can do to assist with this expansion. Docile cattle are and will always be at a premium. Feed efficiency, carcass quality, carcass weight, fertility, longevity and mothering ability are just a few selling points for our breed. America’s cow herd is slowly becoming uncrossed and unchallenged by pure straight bred herds. Commercial cattlemen can use South Devon genetics in their cow herd and benefit by selling more pounds and more carcass weight just by crossing with South Devon bulls. Go after the market and see how many good South Devon bulls we can get out there into these straight bred herds and into the commercial cow herds.

The scenery is starting to change back towards heterosis and hybrid vigor. Our breed will mainstream into any English or continental composite herds.

The 2014 World South Devon Tour is now in the record books with awesome memories associated with it. Representatives from Australia, New Zealand, Canada, USA, United Kingdom and South Africa attending the tour saw a large sampling of how the beef industry operates and flourishes here in the U.S. Starting in Fort Worth, TX, traveling through 14 states and concluding in Estes Park, CO, no other cattle tour has really covered these ranches and operations before.

Entries for National Show due Nov. 20

Entries for the 2015 National South Devon Show close on Nov. 20, 2014.

To enter online, log on to www.nationalwestern.com. Entry fees are $50 per head. $35 must be mailed to the National Western Stock Show and $15 must be mailed (along with a copy of the entry form) to the NASDA office, 19590 East Main Street, #104, Parker, CO 80138.

Cattle Schedule:
Begin Arrival: Jan. 7, 8:00 a.m.
In Place: Jan. 8, 7:00 p.m.
Cattle Check-In, Cattle Barn
Saturday, January 10, 2015
7:00 p.m. - Junior Reception at the Double Tree
Cattle Barn, Cattle Barn
Sunday, January 11, 2015
9:30 a.m. - National Board Meeting, DoubleTree Hotel
7:00 p.m. - Social, Banquet, Benefit, Silent Auction & World Tour Highlights
National Western Club, Stock Show Grounds
Cost: $25 per person, payable at the door
Featured Speaker: Larry Kuehn, US MARC Research Geneticist
Monday, January 12, 2015
Local Tour or Day at the Stock Show. TBD
Tuesday, January 13, 2015
9:00 a.m. - 42nd National South Devon Show
Junior Breeding Heifers, Followed by Open Show
South Devon Youth Experience Heifer Awarded
South Devon Room Block - Double Tree Hotel, 3203 Quebec St., Denver, CO 80207, $90/night plus tax. Reservation Deadline: December 7, 2014. Call: 303-321-3333 or 1-800-Hiltons. Airport and Stock Show Shuttle Provided.

Performance Information Due in the NASDA Office by Nov. 15

All registrations and performance information must be sent to the NASDA by Nov. 15 in order to be included in the Sire Summary. If you have questions contact the office at (303) 770-3130.

Silent Auction Items Needed

Support the North American South Devon Association by bringing a silent auction item to the National Show in Denver, Colorado. This is an important fund raiser to help cover expenses of the National Show.

ask the experts >>>

Q: Will South Devon Enhance the Economic Value in an Operation?
A: Yes, they will enhance the value in commercial and seedstock operations.

“South Devon is a multipurpose beef animal that will add tenderness, feed efficiency and female longevity to any cow herd.”

Leo McDonnell, Columbus, Montana
McDonnell Angus & South Devon Midland Bull Test

2014 Minnesota Beef Expo

2014 Champion Minnesota Beef Expo Female, DLCC Poppie 108Z, a 10/15/12 daughter of DLC Mr Rock 41W shown by Leah Giess, Pierz, MN.

2014 Reserve Champion Minnesota Beef Expo Female, Midnight Jewel, a 5/11/14 daughter of Midnight Rider, shown by Emilee White, Wadena, MN.

Abby Penzenstadler, Chisago City, MN is the recipient of the 2014 MN Youth Beef Experience Program South Devon Heifer provided by RP Farms, Swanville, MN and donated by members of the Northern States South Devon Association.

Thank You MN Beef Expo Sponsors!

2014 Minnesota Beef Expo Sponsors

- KNN Farms
- DLCC Ranch
- Sadler Cattle Company
- Oak Grove Stock Farm
- Badeland Cattle Company
- White Farms
- Whispering Spruce Farm

Class Sponsors

Badeland Cattle Company
Kraig & Reba Cersovsky
JC Farms
JVM Cattle Co.
M & K South Devons
Royal Beef Genetics
Sadler Cattle Company
Valley Hill Farm
North American South Devon Association

2014 Midland Bull Test

2014 World South Devon Tour is now in the record books with awesome memories associated with it. Representa-tives from Australia, New Zealand, Canada, USA, United Kingdom and South Africa attending the tour saw a large sampling of how the beef industry operates and flourishes here in the U.S. Starting in Fort Worth, TX, traveling through 14 states and concluding in Estes Park, CO, no other cattle tour has really covered these ranches and operations before.
In closing, thanks goes out to Lynn for her time and hard work putting together a well-planned and executed event. I will say that I am thankful for the time spent on you dedicated to this epic event.

who traveled, hosted and helped in any way, thank you for the support and time that you have dedicated to this epic event. You have made a long, lifetime, lasting impression on the tour attendees who will relay their stories and positive impressions back in their home country. On behalf of all of us who traveled, hosted and helped in any way, thank you for the support and time that you dedicated to this epic event.

The generous hospitality was really highlighted daily and the common thread of benefits the South Devon breed was magnified during the 22-day tour and conference. The bus actually only fell 23 miles short of going 6,000 miles. Along the way, highways, byways, detours, gravel roads, pasture roads, state and national parks, hill climbing and mudding were all part of Shannon, the bus drivers experience taking the tour on it’s long journey. Many operations rolled out the red carpet, with food, refreshment, entertainment and a lot of really good South Devon cattle. You have many operations rolled out the red carpet, with food, refreshment, entertainment and a lot of really good South Devon cattle. You have many operations rolled out the red carpet, with food, refreshment, entertainment and a lot of really good South Devon cattle. You have many operations rolled out the red carpet, with food, refreshment, entertainment and a lot of really good South Devon cattle. You have many operations rolled out the red carpet, with food, refreshment, entertainment and a lot of really good South Devon cattle. You have many operations rolled out the red carpet, with food, refreshment, entertainment and a lot of really good South Devon cattle. You have

The tour covered many large and successful farms, ranches and feeding operations to help the participants observe what the South Devon breed challenges and opportunities for expansion are.

The Northern States South Devon Association has cookbooks for sale. The cookbook features tried and true recipes from Northern States members.

If you would like to purchase a cookbook for $15, contact Nettie Nelson, at netnels@bevcomm.net or call (715) 594-3805. Cookbooks will also be available at the National Show in Denver.

There are still World Tour Calendars available for purchase. The 2015 calendars feature the stops from the recent World South Devon Tour and Conference. The cost is $15 each.

If you are interested in a World Tour calendar contact Lynn Giess at darlynn@fallsnet.com. The calendars will also be available at the National Show. Supplies are limited, so call now.

Be a Sponsor for the 42nd National Show

Be a part of the 2015 42nd National South Devon Show by sponsoring a championship trophy. Your name will be listed on the trophy and in the show program. You will also be recognized in the 2015 Sire Summary magazine. Sponsorship opportunities are available for the Champions, $100, Reserves, $50 and Divisions, $25. You can specify purebred or Poundmaker show and bull or female. For more information contact Dar Giess, darlynn@fallsnet.com or call 320-249-2130. You can also participate in the auction at the 2015 banquet to recognize the South Devon juniors. Your support is very important to the junior program.

Congratulations to the 2014 Heartland Challenge Winner: Wiley Fanta, Starbuck, Minnesota

For more information and photos from the 2014 ‘Jr. Nationals’ log on to www.southdevon.com. Thank You Sponsors!
NASDA Photo Contest Deadline Jan. 1

Don’t miss the deadline for the NASDA Photo Contest. Entries will have the opportunity to appear on the cover of the 2015 Sire Summary magazine and Membership Directory. Other winners will be used in additional publications and on the NASDA website.

The photographer of the winning photo will receive an embroidered South Devon jacket, complimentary banquet ticket and recognition at the annual South Devon banquet in Denver on Jan. 11. Second and third prize will also receive an award and be recognized. Send photo contest entries by Jan. 1 to Lynn Giess, darling@fallsnet.com.

Don’t Forget to Recruit New Members

The North American South Devon Association is promoting a membership drive for 2014. Any individual who recruits 5 new members in 2014 will receive a 1/2 page ad in the 2015 Sire Summary magazine. Those recruiting 4 new members will receive a 1/4 page ad, 3 new members a card ad and 1-2 new members will receive a complimentary banquet ticket to the 2015 National Banquet. All recruiters will receive recognition on the South Devon website and in the 2015 Sire Summary magazine. Anyone recruiting 10 new members will receive a feature article on their operation in the 2015 issue. Recruitments can be a seedstock operation, commercial operation or business.

Western States Association Formed

South Devon breeders from the Western states have formed a new association.

Leading the new association is Louann Fraser, Lincoln, CA, president; Jacki Gnech, MacDoel, CA, vice president; Anne Smull, Lincoln, CA, secretary/treasurer and directors, Gino Gnech, MacDoel, CA, Steve Smull, Lincoln, CA and Chad Wright, Westmoreland, KS, Heidi Guertin, Lincoln, CA, director of hospitality. Junior Activities coordinators are Louann Fraser and Jacki Gnech.

The 2015 Western States South Devon Association show will be held October of 2015 during the North American International Livestock Exposition (NILE) in Billings, MT. The event will feature a South Devon show, Poundside show and South Devon junior show. Scholarships will be awarded during the Showdown Barn Party, with entertainment following the event.

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Ralph Edwards Tribute

Ralph Edwards, Brandy Creek South Devons, Franklintown, North Carolina died June 19, 2014. He was 89.

It wasn’t until he died that many neighbors learned he had a 32-year career with the N.C. Department of Corrections as the director of the state prison system. Many simply knew him as a Franklin County farmer — a farmer whose progressive vision for cattle breeding and grass growing helped change agriculture throughout the state for the better.

He owned numerous farms beginning in the 1960’s, but it was his last farm, Brandy Creek Farm in Franklin County, that became his legacy. Ralph married Jenny in 1990 and they lived in Franklinton, they spent most of their time the next two decades on the nearby farm raising cattle and selling a special strain of Bermuda grass, Tifton 44. It was the cattle that really had his heart, Jenny said. Edwards was the first in the area to be recognized. Send photo contest entries by Jan. 1 to Lynn Giess, darling@fallsnet.com.

Thank you 2014 World Tour hosts >>>


For photos and highlights from the 2014 World South Devon Tour and Conference log on to: www.southdevon.com

The 2015 Youth Experience Heifer was selected by a vote of the World South Devon Tour participants at the Dahl Land & Cattle Company stop in Gackle, North Dakota.

Dahl Family to Donate 2015 Youth Experience Heifer

The Dahl family from Gackle, North Dakota will donate the 2015 South Devon Youth Experience heifer. The heifer was selected from a pen of four during the World Tour stop at the Dahl ranch on Sept. 24. This is the third year a heifer has been given away. For more information and application forms log on to: www.southdevon.com or contact Lynn Giess at darling@fallsnet.com. Applications are due Dec. 1, 2014. Special thanks to the Dahl family for their support of the junior program.

2014 Iowa State Fair

Grand Champion Bull, KNN Country Boy 154, 4/7/13 son of KNN Ranger 37T, shown by JVM Cattle Co., Pella, IA.

Reserve Champion Bull, DLCC Two Step 848, a 5/12/14 son of DLCC Shur Loc 99W, shown by DLCC Ranch, Piers, MN.

Grand Champion Female, TLC Jordie 3910A, a 5/3/13 daughter of TLC Deetz 9012, shown by JVM Cattle Co., Pella, IA. Champion Female Junior Show.

Reserve Champion Female, JVM Zella 203Z, a 3/27/12 daughter of JVM Sargent 654S, shown by JVM Cattle Co., Pella, IA.

Reserve Champion Junior Show Female, a 10/1/07 daughter of DLCC Landmark 15R, with her May bull calf at side, shown by Lane Giess, Piers, MN.

Group Classes

Produce of Dam: Walnut Grove Farm, Valley Falls, KS: Junior Gw, Sharon Van Wk, Grinnell, IA; Best Five Head: JVM Cattle Company, Pella.

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Thank you 2014 World Tour hosts >>>


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