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.

The deadline to register to be able to be on the bus for the World Tour is July 1. The first half of the payment is also due at that time. For more information and costs log on to www.southdevon.com. To register and obtain a registration form e-mail darlynn@fallsnet.com or call 320-468-0235.

You can also register for just the World South Devon Conference to be held at the Stanley Hotel in Estes Park, Colorado from Oct. 3-4. More details about the conference are located on page 2.

The 2014 World South Devon Tour is fast approaching and in order to confirm hotels and space on the bus, participants must register by July 1, 2014. The first half of the payment is also due at that time. For more information and costs log on to www.southdevon.com. To register and obtain a registration form e-mail darlynn@fallsnet.com or call 320-468-0235.

You can also register for just the World South Devon Conference to be held at the Stanley Hotel in Estes Park, Colorado from Oct. 3-4. More details about the conference are located on page 2.
Information You Can Count On...

Winter is finally over and summer is in full swing. A new crop of South Devon calves are here and all of us are grateful to have them on new pastures, growing towards a new pay day for the South Devon breed. To help do this take part this summer in local cattlemen’s activities to help promote our breed and protect our industry and our way of life. Talk with producers about the benefits of the South Devon breed. We still offer a complete outlook to all Angus cattle, plus we add so much more to the maternal cow herd. Hybrids are popular with all genetics and South Devon genetics can be the key in many herds to produce more pounds, plus the longevity, fertility and docility, we bring free for their cowherds. Just make it a goal to talk with four or five ranchers about our breed and what we can do for them.

The South Devon ‘Junior National’ plans are finalized and it looks to be another positive event for our juniors. Everyone is invited and it really shows what a united group of kids and parents can do. The three-day event is fun-filled, educational and helps develop these young people into leaders in the industry. If you cannot attend in person, then help sponsor an event, championship, class or meal. There are many sponsorship opportunities available. No donation is too small, anything helps give back to what we all do and the breed we are dedicated to.

The markets remain strong and the spring bull sales saw many South Devon bulls selling at a premium across the country. While the bull sales were very strong, the females also brought higher prices than expected, with the demand high and availability remains tight for these great South Devon females.

World South Devon Conference Registration

Sign up by August 1, 2014 to attend the 2014 World South Devon Conference to be held Friday, October 3-4 at the Stanley Hotel in Estes Park, Colorado.

The conference will include reports from each country represented and industry leading speakers. A banquet, live auction and entertainment will conclude the 22-day World Tour and Conference.

Cost for the two-day event is $500 and includes two-nights at the hotel, the conference and includes two tickets for the 22-day World Tour and Conference.

To request a registration form, e-mail darban@gmail.com or call (320) 468-0235. For more information log on to www.southdevon.com

---

Spring Sale Results

Dahl Land & Cattle Company
43rd Annual Production Sale
Gackle, North Dakota
May 6, 2014

Averages:
- 20 South Devon Bulls $3,420
- 7 Pounder Bulls $3,178
- 5 Purebred Heifers $2,500
- 104 Commercial Heifers $1,964

Top Sellers:
- Lot 31, 1/2 interest and full possession, DLCC Shilo Lad 3102, April 20, 2013, DLCC Shilo Lad 1100 x DLC Legacy 55 to Diamond Plus Cattle, Gackle, ND. Lot 36, $7,000, DLCC Shilo Lad 3112, April 14, 2013, DLCC Shilo Lad 1100 x DLC Legacy 55, to Tony Mathis, Clinton, NC and MJ Ranch, Lodge Grass, MT.
- DLCC Ranch
- Annual Production Sale
- Pierz, Minnesota
- April 26, 2014

Averages:
- 26 South Devon Bulls $5,482
- 16 South Devon Heifers $2,862

Top Sellers:

---

World South Devon Conference
Stanley Hotel, Estes Park, Colorado

Friday, October 3, 2014
9:00 a.m. - World South Devon Council Meeting
Delegate Photo
10:00 a.m. - World South Devon Society Reports
- United Kingdom
- Australia
- New Zealand
- South Africa
- Canada
- United States

Saturday, October 4, 2014
9:00 a.m. - 4:00 p.m. - Industry Leading Speakers
Lunch on Your Own
- 6:30 p.m. - Banquet, Auction and Entertainment
Log on to www.estes-park.com for more information about Estes Park, Colorado

---

Sponsorship and Auction Opportunities

Support the North American South Devon Junior membership by bringing a silent auction item to Grinnell, Iowa. This is an important fund raiser to help cover expenses of the annual ‘Junior Nationals’ and Leadership Conference, June 26-28, 2014.
Finally the World South Devon Tour and Conference is getting closer with strong support from other continents already reserving space for the event. We do have seats on the bus still available and hope to have them filled by July 1. If you would like to attend the tour and/or the conference make your reservations now. This event probably will not be here for another fifteen years, so take advantage of the exciting opportunity to participate in a world-class South Devon event.

Take the time over the summer to step out and promote our breed. If you cannot attend the events support our breed and our juniors by sponsoring an event. Use the information available to point out what our breed can do.

The North American South Devon Junior Association Junior Board members attended the 2014 Youth Beef Industry Congress, held March 27-29 in Eureka, Missouri. Junior board members from 15 breed associations attended the bi-annual event. Highlights included a trip to Monsanto and the Purina LongView Animal Nutrition Center. Pictured from left to right: Graham Leachman, director; Jenna White, president and Leah Giess, secretary.

A portion of the 2014 National Champion Bull line-up at the National Show in Denver, Colorado.

Congratulations to the 2014 Award Winners, Seedstock Producer, Alumbaugh Farms; Commercial Producer, Dahlgren Ranch and Hall of Fame, Mar-Bet Farms.

Dave Nichols, Nichols Farms, Bridge-water, Iowa oversees the 2014 Nichols Private Treaty Bull Sale, held annually in January. The recent “Adjustment Factors to estimate Across Breed EPD’s as determined by USMARC certainly validate South Devon’s value to the beef industry,” he said.

2014 Upcoming Events

- June 26-29 - Junior National Show and Leadership Conference, Grinnell, Iowa.
- August 12-14 - Iowa State Fair, Des Moines, Iowa.
- August 21 - Minnesota State Fair 4-H South Devon Show, St. Paul, Minnesota.
- Sept. 13-Oct. 4 - World South Devon Tour, USA.
- Oct. 3-4 - World South Devon Conference, Estes Park, Colorado.
- Dec. 6 - North Star Classic, Valley City, North Dakota

For the full, up-to-date calendar, visit www.southdevon.com

NSSDA Cookbook Pre-Sale

The Northern States South Devon Association (NSSDA) is now offering their cookbook for pre-sale. The cookbooks will be completed August 1, 2014. Anyone wishing to reserve a cookbook should contact the NSSDA, Nettie Nelson, secretary at netnels@bevcomm.net.
South Devon breeders from the Northeast and Mid-Atlantic region have formed a new association.

Leading the new association is Mike Vandenberg, Hammond, NY, president; Jim Koeble, Dudley, MA, vice president and Stephanie Sherwood, Hammond, NY, secretary.

The association goals include promoting South Devon cattle in the Northeast and Mid-Atlantic states by displaying cattle at regional and state expositions, pasture tours, a display at the New York Empire Farm Days and showing and displaying cattle at the New York State Fair.

Anyone interested in joining should contact Mike Vandenberg, 55 Ward Road, Hammond, NY 13646 or call (315) 744-4273 or Jim Koeble, 33 Koeble Road, Dudley, MA 01571, call (508) 949-2043 or e-mail ame- radaholsteins@charter.net.

Thank you World Tour hosts >>>


Update >>>

NASDA Photo Contest

The 2014 photo contest will be held throughout the year. 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 a South Devon jacket, complimentary banquet ticket and recognition at the annual South Devon banquet held each year in Denver in mid-January. Second and third prize will also receive an award and be recognized. Send photo contest entries by Jan. 1 to Lynn Giess, darlynn@fallsnet.com.

Membership Drive

The Northern 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 receive 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.

NSSDA Holds Annual Meeting

The Northern States South Devon Association held their annual meeting, April 26, 2014 following the DLCC Ranch sale in Pierz, MN.

Items for discussion included the World South Devon Tour and Conference and participation in the event by the Northern States members. Northern States members will be hosting tour stops, including, KNN Farms, Bay City, WI; Valley Hill Farm, Ellsworth, WI; RP Farms and Popken South Devon, Swanville, MN; White Farms, Wadena, MN; Thompson Cattle Company, Molley, MN and DLCC Ranch, Pierz, MN.

A cookbook will be put together featuring recipes from Northern States members to use as a fundraiser for the association during the event. The cookbooks are now available for pre-sale and will be completed by Aug. 1.

Members of the association will once again participate in the Minnesota Beef Expo and contribute to the purchase of a heifer for the Minnesota Youth Beef Experience Program (MYBEP). If you would like to contribute to the purchase of the heifer or sponsor a class at the 2014 Beef Expo, contact Nettie Nelson, at netnels@bevcomm.net or call (715) 594-3805.

Plans finalized for World Tour and Conference

The 2014 World South Devon Tour and Conference plans are being finalized and registrations are now being received.

Letter and a mailing will also be sent out, that will include a registration form.

Included in the mailing will be forms for the World Tour hosts to fill out. A tour program will be given to each participant chronicling the operations that will be visited. Please submit a description of your operation and a family photo for the program. Mail or e-mail the information to: Lynn Giess, 33424 183rd Street Pierz, MN 56364 darlynn@fallsnet.com

If you cannot attend the tour or conference, consider attending the day or two that it will be in your area.

There is a tour itinerary in the 2014 Sire Summary magazine and on-line at www.southdevon.com.

World Tour Calendars Available

World Tour Calendars are now available for $10. If you would like to order a calendar contact Lynn Giess, darlynn@fallsnet.com. Thank you to all of the tour stop hosts who provided photos.

Special thanks to Dahl Land & Cattle Company, Gackle, North Dakota for the use of their photos in this issue of the NASDA news. These photos will also be entered in the 2014 South Devon photo contest.

For photos and a complete list of results from the 2014 National South Devon Show log on to: www.southdevon.com

Thank you World Tour hosts >>>