

Bits & pieces...

- 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 pre-viewed 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.

Contact us at 303-770-3130

www.southdevon.com



19590 E. Main Street, Ste. 104
Parker, Colorado 80138

**NORTH AMERICAN
SOUTH DEVON
ASSOCIATION**



in this issue >>>

2014 World Tour Deadlines
2014 'Junior Nationals'
Youth Beef Industry Congress
South Devon Sale Results
Calendar of Events

coming soon >>>

In The Next Issue

World Tour Recap
'Junior Nationals Results'
National Show Schedule
Youth Experience Heifer
Summer Show Results

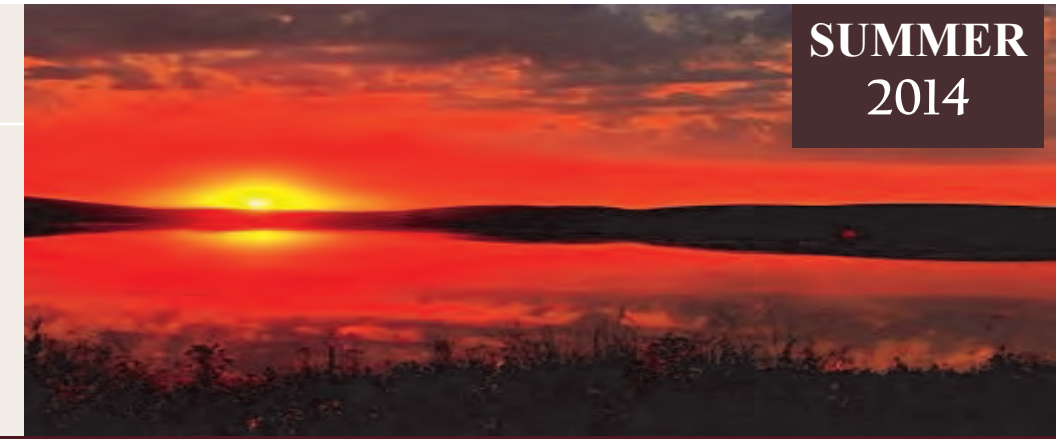
current topics >>>

World Tour Deadline for Registration July 1

*The deadline to register to be able
to be on the bus for the World
Tour is July 1.*

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.



**SUMMER
2014**

A Publication of the North American South Devon Association

NASDA News

2014 'Junior Nationals'

Deadline for Entries June 14 ...

*The 2014 'Junior Nationals' will be held June 26-29 at the
Poweshiek County Fairgrounds in Grinnell, Iowa.*

The 2014 North American South Devon Junior Association 'Junior Nationals' are scheduled for June 26-29 at the Poweshiek County Fairgrounds, Grinnell, Iowa. Hosted by the Iowa South Devon Association, the event will include a Purebred and Pound Maker show, quiz bowl, marketing competition, showmanship, photo contest, impromptu speech contest and a Barnyard Olympics. The real benefit of the contests and junior programs offered can only be achieved by complete involvement. This year juniors will once again have the opportunity to compete for the overall Heartland Challenge award that promotes participation in the benefits of participation in the annual 'Junior Nationals' and participation in the competitions go well beyond the awards that are won. The benefits are the growth made as an individual and the life skills learned by participating. This is the event of the year for South Devon juniors. Sponsorships are needed for awards and activities. If you would like to donate or sponsor an event contact Lynn Giess, 320-468-0235, darlynn@fallsnet.com, or Shawn Van Wyk, 641-593-6674, vanwykwoodbld@iowatelecom.net. Entries are due on June 14th and should be sent to NASDJA, 33424 183rd Street, Pierz, MN 56364. Entry forms can be accessed online at www.southdevon.com. Make the most of your involvement in the South Devon junior program ... attend and participate in the 2014 'Junior Nationals' and Leadership Conference.

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 local producers about the benefits of the South Devon breed. We still offer a complete outcross 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.

Continued



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 banquet.

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



schedule >>>

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

Noon - Lunch on Your Own

1:30 p.m. - World South Devon Society Reports continued

- 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

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 Pound Maker Bulls \$3,178
 5 Purebred Heifers \$2,500
 104 Commercial Heifers \$1,964

Top Sellers:

Lot 31, 1/2 interest and full possession, DLC Shilo Lad 3102, April 20, 2013, DLC Shilo Lad 1100 x DLC Legacy 55 to Diamond Plus Cattle, Gackle, ND.
 Lot 36, \$7,000, DLC Shilo Lad 3112, April 14, 2013, DLC Shilo Lad 1100 x DLC Legacy 55, to Tony Matthis, Clinton, NC and MJB 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:

Lot 25A, DLCC Claire 25A, March 23, 2013, sired by DLCC Shur Loc 99W, to Majestic Meadows, West Friendship, MD for \$10,000.



DLCC Verdict 47A, April 1, 2013, sired by DLCC Judge 60Y, to Leachman Cattle Company of CO for \$12,000.

Midland Bull Test

April 3, 2014
Columbus, Montana

Averages:

35 South Devon Bulls \$4,250

South Devon Performance Leaders:

ADG, #811, Ratio: 121, sired by MMM Untouchable W810, MJB Ranch, Lodge, Grass, MT.
 WDA, #802, 3.68, sired by DLCC Sure Thing Too 119T, Hay Cow, Lincoln, CA.
 ADG Sire Group, #807, 808, and 811, 3.53, sired by MMM Untouchable W810, MJB Ranch.
 WDA Sire Group, 3801, 802, 803, 3.39, sired by DLCC Sure Thing Too 119T, Hay Cow, Lincoln, CA.

Elkington Brothers

Annual Production Sale
Idaho Falls, Idaho

Averages:

12 South Devon Bulls \$3,071
 2 South Devon Heifers \$1,800



Northern States Members Survive Brutal Winter

Members of the Northern States Association survived a brutal winter with temperatures below average and snowfall above average.

In Minnesota alone, from December-February it was 9.7 degrees below normal and documented as the coldest meteorological winter in 35 years. 47 days were below zero and 57.2 inches of snow fell.

Wisconsin also set records as the 5th coldest winter since temperatures have been documented.

Neighboring states set records for severe cold and snow. South Dakota endured winter storm 'Atlas', killing thousands of cattle across a three-state area.

ask the experts >>>

Q: Do South Devon Compliment Other Breeds?

A: Yes, They Compliment English and Continental Breeds!

"South Devon cattle are well-known for their maternal longevity and docility. Profit driven cow/calf operations that wanted to add high levels of heterosis, fertility, low feed intake and high weaning weights found that South Devon delivered as promised." "South Devon are the right breed at the right time."

Dave Nichols, Nichols Farms, Bridgewater, Iowa

Silent Auction Items Needed

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.

president's message >>>

Continued from page 2

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. There is a lot of new feed efficiency data available and the results coming out of the MARC project are impressive.

Remember to think about what ranchers and feedlot operations really need ... Someone they can trust and information they can count on.

For Up-to-Date South Devon Information: www.southdevon.com



Rule Change

All AI sires will require only a DNA sample on themselves. The rule was changed from blood typing to DNA and complete parentage verification will not be required.

For more information contact the NASDA office at (303) 770-3130 or e-mail: nasouthdevon@aol.com

Website Ads Available

Classified advertising is available on the NASDA website. Cost is \$20 per month or \$50 for 3 months for members and \$30 per month for non-members. This fee is for an ad approximately six lines not including your contact information.

Faces & Places



Katelyn Jo Horner, Napoleon, ND the recipient of the 2014 Youth Experience Heifer and the donor of the heifer, Jordan Vander Molen, JVM Cattle Co., Pella, Iowa



Dave Nichols, Nichols Farms, Bridgewater, 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.



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



Take photos now when the weather is nice for the 2014 NASDA Photo Contest. Entries are due January 1, 2015.

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

events >>>

Junior Board Attends YBIC



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.



Geneseek Forms Available On-Line

The North American South Devon Association cattle testing submission form for Geneseek is now available on-line. You can access the form by logging on to www.southdevon.com and clicking on Forms.

The single animal registration form, sale entry form and Producer of the Year and Hall of Fame nomination form is also now available.

If you have any questions about the forms contact the NASDA office at (303) 770-3130 or e-mail: na-southdevon@aol.com.

Sponsorship opportunities >>>

Be a Sponsor and Support the Breed

2014 sponsorship opportunities include being a part of the 2014 'Junior Nationals' by either donating an item to the silent auction or sponsoring an award or event and participating in the World Tour and Conference, by sponsoring a stop, meal, break or providing an item for the Benefit Auction. Looking ahead to the National Show in January sponsorships are available for champions, reserves and class division awards. If you cannot attend the activities, support the promotion of the breed by your contribution. For more information contact Dar Giess, darlynn@fallsnet.com or call 320-249-2130.



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.

Oct. 16-19 - Minnesota Beef Expo, St. Paul, Minnesota.

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.

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 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.

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, Motley, 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.

Northeast/Mid-Atlantic South Devon Assoc. Formed



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 Koebke, 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 Koebke, 33 Koebke Road, Dudley, MA, 01571, call (508) 949-2043 or e-mail ameradaholsteins@charter.net.

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.



Dahl Land & Cattle Company, Gackle, North Dakota a World South Devon Tour stop.

Plans are being finalized for the 2014 World South Devon Tour and Conference.

Registrations from the United Kingdom, Australia, the US and South Africa have been received and the bus is close to capacity.

If you have not made your registration and would like to participate in the tour and conference you can request an application form at darlynn@fallsnet.com or call (320) 468-0235.

If you cannot attend the tour, you can register for just the conference portion. Details are on page 2 of this news-

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.

Thank you World Tour hosts >>>

Bollenbach Cattle Company, Joplin Stockyards, Triple Crown South Devons, Walnut Grove Farm, Showboat Cattle Company, Kansas State University, US Meat Animal Research Center, Nichols Farms, Hillcrest South Devon, JVM Cattle Company, KNN Farm, Valley Hill Farm, White Farms, Thompson Cattle Company, RP Farms and Popken South Devon, Schiefelbein Farms, DLCC Ranch, Wulf Cattle, T/K Ranch, Daybreak Ranch, Dahl Land & Cattle Company, Diamond Plus Cattle, MJB Ranch, Midland Bull Test, 4J Ranch, George Farms, Elkington, Brothers, Broken Spur Ranch, Wyoming South Devons, Malm Ranch, Leachman Cattle Company of Colorado, Colorado State University and Five Rivers Feedlot.



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.

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.

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