

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 Highlights
2014 'Junior Nationals'
2014 Iowa State Fair
2015 National South Devon Show
NASDA Youth Experience Heifer

coming soon >>>

In The Next Issue

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2015 Show Schedule
Youth Experience Heifer
Spring Sale Results

current topics >>>

Youth Experience Heifer Applications Due Dec. 1

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

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 darlynn@fallsnet.com for more information.

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



**FALL
2014**

A Publication of the North American South Devon Association

NASDA News

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 of Estes Park, Colorado, Australia, New Zealand, United Kingdom, South Africa, Canada and the U.S. participated.

"All our friends are amazed and how incredible to see 14 states of America, such wonderful people, beautiful scenery and so much knowledge gained," 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 cow herd or keeping more replacements. Here's what the South Devon and South Devon Poundmakers 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

Continued



2014 Minnesota Beef Expo



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.



2014 Champion Minnesota Beef Expo Female, DLCC Poppy 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 5/1/14 daughter of Midnight Rider, shown by Emilee White, Wadena, MN.



NASDA Junior Youth Ambassador, Emilee White and Senior Ambassador, Jenna White, Wadena, Minnesota represented the South Devon Association at the 2014 Minnesota Beef Expo.

Thank You MN Beef Expo Sponsors!

MYBEP 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

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.
- Show: Jan. 13, 9:00 a.m.
- Release: Jan. 13, 2:00 p.m.
- All Out: Jan. 13, 6:00 p.m.

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.

schedule >>>



Saturday, January 10, 2015

Cattle Check-In, Cattle Barn

7:00 p.m. - Junior Reception at the Double Tree

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. \$99/night plus tax. Reservation Deadline: December 7, 2014. Call: 303-321-3333 or 1-800-Hiltons. Airport and Stock Show Shuttle Provided.

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.

"A South Devon is a multipurpose beef animal that will add tenderness, feed efficiency and female longevity to any cowherd."

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

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.

president's message >>>

Continued from page 2

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 generous hospitality was really highlighted daily and the common thread of benefiting 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 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.

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 the tour and hope to see everyone again and some new faces in three years.

2015 Sire Summary Advertising Rates

Back Cover
All other 4 Color pages
Full Page Black & White
2/3 Page Black & White
1/2 Page Black & White
1/3 Page Black & White
1/4 Page Black & White
1/6 Page Black & White
Business Card Ad
1 Added Color

Publication Date: March 2, 2015

Please send all advertising, editorial
and photos by
January 31, 2015 to:

NASDA
Attn. Lynn Giess
33424 183rd Street
Pierz, MN 56364
E-Mail: darlynn@fallsnet.com

2014 'Junior Nationals'



2014 North American South Devon Junior Association 'Junior Nationals' participants.



2014 Champion Purebred South Devon Heifer, TLC Jordie 3910A, a 5/3/13 daughter of TLC Deetz 90Z, shown by Tayler Sammons, Pella, IA.



2014 Reserve Champion Purebred Heifer, WGF Jazmine, a 9/9/12 daughter of MVM G. Callen, shown by Garrett Steinlicht, Valley Falls, KS.

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!

Sponsorship opportunities >>>

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.

events >>>

World South Devon Conference Delegates



Representatives from Australia, United Kingdom, New Zealand, Canada, USA and South Africa attended the 2014 World South Devon Tour and Conference. Pictured are the delegates attending the conference in Estes Park, Colorado. New leadership was elected: Brian Thomson, New Zealand, President; Mervyn Rowe, United Kingdom, Vice President; James Moon, United Kingdom, Secretary/Treasurer and David Corker, Australia, Immediate Past President.

NSSDA Cookbooks for Sale

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.

World Tour Calendars

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.

2014 Jr. Nationals Winners

Top Three Places:
Quiz Bowl:
PeeWee: Chace Terry, Ciera Steinlicht, Blake Van Wyk.
Junior: Lauren Terry, Logan Ohlde, Wiley Fanta.
Intermediate: Nathaniel Hall, Brady McClenathan, Brandon Van Wyk.
Senior: Lane Giess, Jon Mullen, Blake McClenathan.

Photography:
PeeWee: Jaelynn Smith
Junior: Cattle: Hanna Saland, People & Scenery: Wiley Fanta
Senior: Alyssa James
Overall Rosette: Wiley Fanta

Speech:
PeeWee: Chace Terry, Jaelynn Smith, Taygen Boyce.
Junior: Lauren Terry, Wiley Fanta, Payton Van Wyk.
Intermediate: Kyle Stranberg, Garrett Steinlicht
Senior: Lane Giess, Leah Giess and Mitchell Sims.

Marketing:
PeeWee: Ciera Steinlicht, Chace Terry, Jaelynn Smith.
Junior: Wiley Fanta, Lauren Terry, Kaylin VanRysWyk.
Intermediate: Brandon Van Wyk, Kyle Stranberg, Garrett Steinlicht.
Senior: Mitchell Sims, Alyssa James.

Heartland Challenge Winner:
Wiley Fanta, Starbuck, MN

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, darlynn@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.

Ralph Edwards Tribute

Ralph Edwards, Brandy Creek South Devons, Franklinton, 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 though 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 bring the South Devon breed of cattle to North Carolina, a move that helped bolster area Angus cattle, incorporating "hybrid vigor," said Martha Mobley, an extension agent in Franklin County. South Devon cattle added stronger maternal traits, better milk and healthier calves. Ralph was a long-time member of the North American South Devon Association and served on the Board of Directors in many leadership positions. His South Devon cattle and Tifton 44 Bermuda grass can still be found across the state and nation.

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, Poundmaker show and South Devon junior show. Scholarships will be awarded during the Showdown Barn Party, with entertainment following the event.



Wildcat, a purebred South Devon Bull was Reserve Senior in the AOB division at the 2014 NILE, shown by Superior Land & Livestock, Lincoln, CA.

Anyone interested in joining the association or participating in the 2015 show should contact Louann Fraser, (530) 228-3567.

South Devon were featured recently in the Best of the West publication.

2014 Iowa State Fair



Grand Champion Bull, KNN Country Boy 15A, 4/7/13 son of KNN Ranger 37T, shown by JVM Cattle Co., Pella, IA.



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 MVM Sargent 654S, shown by JVM Cattle Co., Pella, IA.



Reserve Champion Bull, DLCC Two Step 84B, a 5/12/14 son of DLCC Shur Loc 99W, shown by DLCC Ranch, Pierz, MN.



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, Pierz, MN.

Group Classes

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



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 darlynn@fallsnet.com. Applications are due Dec. 1, 2014.

Special thanks to the Dahl family for their support of the junior program.

Thank you 2014 World Tour hosts >>>

Express Ranches, Express Clydesdales, Bollenbach Cattle Company, Joplin Stockyards, Triple Crown South Devons, Walnut Grove Farm, 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, Leachman Cattle Company of Colorado, Colorado State University and Kuner Feedlot.

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