

Bits & pieces...

- Don't forget to take pictures throughout the year for the NASDA Photo Contest. The entry deadline is January 1, 2016. The photographer of the winning photo will receive a South Devon jacket, complimentary banquet ticket and recognition at the banquet in Denver, CO.
- 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.
- NASDA is on Facebook. For up-to-date information log on to the North American South Devon Association Facebook page. If you have photos or highlights from a South Devon event send them to Curtis Ohlde at cwohldecattleco@aol.com

Contact us at 303-770-3130

www.southdevon.com



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Parker, Colorado 80138

NORTH AMERICAN
SOUTH DEVON
ASSOCIATION



Photo by Kate Hagans

in this issue >>>

2015 'Junior Nationals' Schedule
Midland Bull Test Results
2015 Summer Shows
New Shows Scheduled
NASDA Youth Experience Heifer



**SUMMER
2015**

Photos by Kate Hagans

A Publication of the North American South Devon Association

NASDA News

In The Next Issue

Summer Show Results
2015 'Junior Nationals' Results
2016 National Show Schedule
Youth Experience Heifer
2016 Sire Summary

current topics >>>

New Application Deadline for Youth Heifer

The new deadline to submit applications for the 2016 NASDA Youth Experience Heifer is Nov. 1.

Applications are being accepted for the 2016 NASDA Youth Experience Heifer. The deadline has been changed to Nov. 1, 2015 in order to make the junior show entry deadline for the National Western Stock Show.

The 2016 Youth Experience heifer is being donated by the DLCC Ranch, Pierz, Minnesota.

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.

The heifer will be presented at the 2016 National Show in Denver, Colorado.

Schedule set for 2015 Jr. Nationals Minnesota to Host Junior 'Event of the Year'

The Northern States South Devon Association and Minnesota South Devon breeders will host the upcoming 'Junior Nationals', June 25-27 at the Morrison County Fairgrounds, Little Falls, Minnesota.

The 2015 NASDJA 'Junior Nationals' Host Committee and the North American South Devon Association Junior Committee members would like to invite juniors, friends and NASDA members and family to head to Little Falls, Minnesota for the 2015 events.

The annual 'Junior Nationals' is one of the biggest events of the year. It has become an important event that no South Devon junior member or South Devon breeder should miss.

A fun-filled educational experience including a quiz bowl, marketing competition, photography contest, showmanship, Ag Olympics, impromptu speech contest and new this year a poster contest are scheduled.

Juniors will showcase their cattle in a purebred and Poundmaker show for steers, bred-and-owned bulls, heifers and cow/calf pairs on Saturday.

Two new NASDA Youth Ambassadors will be selected and a new Junior Board will be elected. Juniors will be competing throughout the three-day event to win the 'Heartland Challenge.'

For a complete schedule of events turn to page 7 or log on to the South Devon website.



NASDA Junior Youth Ambassadors, Emilee & Jenna White will give up their reign at the 2015 Jr. Nationals.

In the Record Books...

Spring calving season is winding down across most of cattle country and the bull selling season is now in the history and record books. There was a strong demand for South Devon genetics nationwide, with many bull sales posting the best averages to date. It also seems like the demand for red-hided bulls has turned a corner, noting several operations taking steps to bring red genetics back into their cow herd. This move can play an important role for the South Devon breed, providing either black or red-hided seedstock for the commercial cowherd.

With the stronger prices we see each day in the cattle business, it is important to re-invest a portion into promoting the time-tested positive attributes of the South Devon breed. Take time to develop a promotional flyer about your South Devon cattle and leave it at a local cattle market, coffee shop, feed store or anywhere cattlemen frequent. Be ready to answer questions they might have about the benefits of the breed. Use the South Devon web page as a tool for cattlemen who are interested, follow up and find out what they need to start using South Devon cattle in their cowherds. If you need additional copies of the Sire Summary to pass out at an event, contact the office.

There will be three additional shows this year to showcase the breed including the Summer National Poundmaker Show at the Iowa State Fair, the Inaugural Western States South Devon Show at the NILE in Billings, MT and the Eastern National South Devon Show to be held at the NAILE in Louisville, KY. Make plans to attend and support these new events. The 'Junior Nationals' is the junior event of the year and will be held in Little Falls, Minnesota. If you cannot attend, 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 three-day event is fun-filled and educational and helps develop these juniors into leaders.



New South Devon Shows Scheduled

Three new South Devon shows have been added to the 2015 schedule.

The first new event of the year will be the 1st Annual Summer National Poundmaker Show, Monday, August 17 at the Iowa State Fair. The show will be held in conjunction with the Iowa State Fair South Devon open and junior show.

The second inaugural event will be the Western States South Devon Show, October 9-13 at the NILE in Billings, MT. The show will be hosted by the Western States South Devon Association and will include an Open South Devon Show, Open Poundmaker Show and Junior Show.

The third new event of the year will take place at the North American International Livestock Exposition (NAILE) in Louisville, Kentucky, November 14-20. The specific show date will be published on-line and in the upcoming issue of the NASDA news.

schedule >>>

South Devon Shows & Events...

'Junior Nationals'
June 24-27, Little Falls, Minnesota

Iowa State Fair
August 15-17, Des Moines, Iowa

Minnesota State Fair 4-H South Devon Show
August 20, St. Paul, Minnesota

Northern States Association Meeting & Picnic
September 12, Milona, Minnesota

Western States Show
October 10-17, Billings, Montana

Minnesota Beef Expo
October 15-18, St. Paul, Minnesota

NAILE
November 14-20, Louisville, Kentucky

Faces & Places>>>



Ryder Thompson checks out the bulls at the DLCC Bull Sale.



Dar Giess, DLCC Ranch visits with bull buyer Kim Mork, prior to the annual sale.



Gary Jones, Missouri Coteau Cattle Co. studies the DLCC Ranch catalog.



2015 NASDA Youth Experience winner Savvy Weimer, Bridger, MT showed off her heifer at an FFA Petting Zoo.



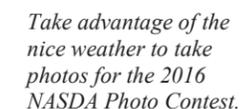
Bob & Joel Popken, RP Farms visit with Stephanie & Mike Steinlicht, Walnut Grove Farm at the DLCC sale.



Colleen, Meagan and Paige Raty sort commercial South Devon heifers at the Raty Ranch, Chinook, MT.



South Devon commercial cow/calf pairs at the Raty Ranch, Chinook, MT.



Take advantage of the nice weather to take photos for the 2016 NASDA Photo Contest.

Congratulations 2015 Graduates



Chace Terry, Winchester KS. 'Jr. Nationals' entries are due June 8th.

Midland Bull Test South Devon in the Spotlight



Anna & Doug Robinette, C & A Cattle Company managers, Fishtail, Montana accepted the banner for the NASDA 2015 Commercial Producer of the Year from NASDA Board Member Mary Brown.



Lindsay Williams, Midland Bull Test, presented the awards for top bulls in Average Daily Gain (ADG) & Weight per Day of Age (WDA) and top ADG and WDA Sire Groups to MJB Ranch, Lodge Grass, MT. Accepting the awards are Mary & Matt Brown.

ask the experts >>>

Q: What positive attributes can South Devon add to the commercial cow/calf sector?

A: South Devon cattle have been shown to excel in feed efficiency in most every trial.

"Research shows South Devon bulls create hybrid vigor, which equates to a 23% advantage in extra pounds of calf at weaning and add feed efficiency by lowering feed intake and improving feed conversion for optimum Residual Feed Intake (RFI).

Jim Brown, Lodge Grass, Montana
MJB Ranch

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.

To purchase a cookbook for \$15, contact Nettie Nelson, net-nels@bevcomm.net or call (715) 594-3805.

The supply is limited, so call now.

Junior National Reminders >>>

- ◆ Entry Deadline is June 8.
Send entries to:
NASDJA,
Attn. Lynn Giess
33424 183rd Street
Pierz, MN 56364
- ◆ Mulch is provided in the barn. Hay and straw will be available for purchase.
- ◆ Make your room reservations as soon as possible. There are limited rooms available in Little Falls because of other activities.
- ◆ Specify your T-Shirt size on your entry form.
- ◆ Start putting your photo entries, poster contest entries and marketing presentations together now.
- ◆ Juniors who would like to run for a Junior Board position or Junior Ambassador should fill out the application form and mail in by June 8 to the address listed above. Forms are available at www.southdevon.com
- ◆ If you will be arriving earlier than Wednesday, contact Dar at 320-249-2130 to make arrangements to get in the barns.

Photography Contest Update

All photos for the 2015 'Junior Nationals' photo contest must have been taken by the NASDJA member within one year of the date of the photo contest. Photos submitted must be 8" X 10", color or black and white and mounted. There are three classes: Cattle, People and Scenic. The junior photographer can submit up to six entries, with no more than two entries per class. List your name and age on the back of the photo. All photographers will have their name placed in a drawing for a camera.

Heartland Challenge

In order to promote individual contest participation organizers of the 'Junior Nationals' developed the Heartland Challenge Competition. Participants must compete in at least three of the following contests: Marketing, Quiz Bowl, Photo, Speech and Showmanship. Contestants competing in at least three of the qualifying contests are automatically in contention for the award. Plan now to participate in this year's challenge.

update>>>

Junior Poster Contest New This Year

Promotional Poster Contest

- 1) Entries in this contest should serve as a promotional tool for the given topic. Posters may be creative as well as informative. They may feature words, pictures, collages, objects, or any other appropriate item for promoting the contestant's topic.
- 2) Judging criteria will consist of: Neatness of construction, providing a clear message, clever verbiage, wise use of poster space, eye-catching appeal, originality/creativity, promotion of the appropriate topic, majority of work done by individual, overall effectiveness.
- 3) All entries should be on regular poster board (22"x 28") and be light enough for hanging.
- 4) Exhibitors are allowed to enter as many as three posters in this contest; however, only one entry per exhibitor will be able to place in the top five.
- 5) Juniors can choose from the following topics:
 - Promote the South Devon breed.
 - Promote participation in 'Junior Nationals' and junior activities.
 - Promote the use of a product in beef cattle production.
 - Promote a farm or ranch program.
 - Promote a sale or agricultural event.

Dahl Land & Cattle May 5 - Napoleon, ND

27 South Devon Bulls - \$3,303
10 Poundmaker Bulls - \$3,550
9 South Devon Heifers - \$2,811
5 Poundmaker Heifers - \$2,400
115 Commercial Heifers - \$1,937
18 Red Angus Bulls - \$4,347
12 Red Angus Heifers - \$2,229

Top Selling South Devon Bulls -

Lot 36, \$6,250, DLC Shilo 4112 to Bob Schuetzle, Herreid, SD.
Lot 33, \$5,000, DLC Romeo Lad 4104 to MJB Ranch, Lodge Grass, MT.
Lot 84, \$5,000, DLC Romeo 4124 to Lyle Owen, Hammond, MT.

Record-Breaking Spring Bull Sales

DLCC Ranch April 25 - Pierz, MN

30 Bulls - \$8,135
15 Females - \$3,500



Semen Shares in Lot 1, DLCC Two Step 84B sold to: Majestic Meadows, New Friendship, MD; Sadler Cattle Co., Anoka, MN; Showboat Cattle Co., Winchester, KS; Popken South Devons, Swanville, MN; Alumbaugh Farms, Trenton, MO; Kuchera Cattle Co., Wyndmere, ND; Dahl Land & Cattle, Gackle, ND; Gnech Farm, Macdoel, CA.

Volume buyers were Alumbaugh Farms and Leachman Cattle of Colorado.

Lot 30, DLCC Elsa 2B, sold for \$10,500 to Paul Flanagan, Hammond, NY.



Lot 2, DLCC Belmont 25B, sold for \$24,000 to Missouri Coteau Cattle Co., Crane Valley, Sask., Canada.



Lot 5, DLCC Battlecry 27B, sold for \$23,000 to Carroll Nelson, Ryegate, MT.



Leachman Cattle of Colorado Sale Results >>>

March 30- Fort Collins, Colorado

65 Auction Heifers - \$3,810
51 Silent Auction Heifers - \$2,500
48 Red Angus Bulls - \$5,630
48 Angus Bulls - \$6,620
353 Stabilizer Bulls - \$7,040
Cattle Sold to 26 States and Canada



A full crowd was on hand to witness the highest bull sale average for the company to date.

Midland Bull Test Results April 1-3 - Columbus, MT

34 South Devon \$4,515
18 Gelbvieh \$4,555
59 Salers \$4,436
13 Simmental \$4,942
7 Hereford \$3,928
4 Murray Grey \$3,375
445 Angus \$5,749

South Devon Highlights:

-Lot 841 \$9,500 to Nichols Farms, Bridgewater, IA; Consigned By: MJB Ranch, Lodge Grass, Montana; MJB Black Out 424B; 2/19/14 Black Polled Purebred; MMM Untouchable x Cimarron Midnight
-Lot 866 \$8,500 to Er-Lee Riser Ranch, Rhame, ND; Consigned By: MJB Ranch, Lodge Grass, Montana; MJB Montana 527B; 4/8/14 Black Polled Fullblood; TLC MacRae 945X x DLCC Stamina
-Lot 860 \$8,000 to Keith Raty, Chinook, MT; Consigned By: MJB Ranch, Lodge Grass, Montana; MJB Crown Royal 417B; 2/7/14 Black Polled Fullblood; DLC Royal Lad 1139 x Cimarron Rebel

Elkington Bros. & Sons Feb. 6 - Idaho Falls, ID

16 South Devon Bulls - \$4,000
3 South Devon Heifers - \$3,166
Top selling bull, Lot 642A, EBS Elker 1121 for \$7,500 to Slash D Ranch, Howe, ID and Bullco Genetics, West Australia.



Location

1 mile north of Hwy. 27 on County Road 43
15575 Hawthorn Road
PO Box 177
Little Falls, MN 56345



Registration & Health

Animals must be registered in the sole ownership of the junior exhibitor, ten days prior to the show. Original registrations certificates or copies for each animal should be present at time of check-in. Entries must meet Minnesota Health Regulations.

Juniors must be members of the North American South Devon Junior Association. An application for membership can be filled out at registration if you are not a member and the \$15 lifetime membership fee can be paid at that time. On-site registration is available, however you must pay the \$40 late entry fee.

If you have questions about rules and regulations, a Junior Handbook is posted on the South Devon website at www.southdevon.com or one can be mailed to you by request.

For more information contact Dar or Lynn Giess, 320-249-2130 or e-mail: darlynn@fallsnet.com.

Accommodations

Americ Inn Lodge & Suites
306 LeMieur
Little Falls, MN 56345
(320) 632-1964

NASDJA Block #16220
2 Rooms-1 Queen \$112.49
2 Rooms-2 Queens \$137.49
1 Room-1 Queen, Pull Out \$122.49
Make Reservations by June 9

Country Inn & Suites
209 16th Street NE
Little Falls, MN 56345
(320) 632-1000
NASDJA Block #0624NASDJA
7 Rooms-2 Queens
1 Room Suite-1 King
Rate: \$149.99
Make Reservations by May 24

Super 8
300 12th Street NE
Little Falls, MN 56345
(320) 632-2351

Camping is Available on the Fairgrounds.

Hillbilly Haven
222 Main Street N
Pierz, MN 56364
(320) 468-2095

Bed & Breakfast

Waller House Inn
301 3rd Street SE
Little Falls, MN 56345
(320) 632-2836

Great River Inn
724 2nd Street SE
Little Falls, MN 56345
(320) 414-0281



2015 'Junior Nationals' Schedule of Events

Wednesday, June 24th

Barns Open for Stall Setup and Cattle Arrival
Contestant and Cattle Check-In for Early Arrivals

Thursday, June 25th

8-10:00 a.m. - Arrival, Check-In & Set-Up
Amish Rolls, Coffee & Juice in the Barns
Contest and Project Registration
Turn in your Photo and Poster Contest Entries
Set-Up Silent Auction
10:00 a.m. - Impromptu Speech Contest
Noon - Pizza Party
Silent Auction Begins
1:00 p.m. - Marketing Contest
3:00 p.m. - National Junior Meeting
Election of Officers
4:00 p.m. - Ambassador Interviews
5:00 p.m. - Hotdish & Ice Cream with Maple Syrup Social
Sponsored by DLCC Ranch, RP Farm and Popken South Devons
6:30 p.m. - Ag Olympics

Friday, June 26th

9:00 a.m. - Steer Weigh-In
10:00 a.m. - Quiz Bowl
Noon - Lunch on Your Own
2:00 p.m. - Group Photo, Wear Your 2015 T-Shirt
3:00 p.m. - No Fit Showmanship
PeeWee, Junior, Intermediate & Senior
Bred and Owned Show to follow Showmanship
Females & Bred and Owned Bulls
6:00 p.m. - BBQ and Awards Ceremony, Photos

8:00 p.m. - Silent Auction Closes
8:00 p.m. - 11:00 p.m. - Barn Dance

Saturday, June 27th

7:00 a.m. Cattleman's Breakfast
Sponsored by the Northern States South Devon Association

10:00 a.m. - 2015 NASDJA 'Junior Nationals' Opening Ceremony and Dedication

Show Order:

Poundmaker:

Steer, Heifer, Cow/Calf

Purebred:

Steer, Heifer, Cow/Calf

Championship Photos Following the Show
Cattle Released Following the Show

5:00 - 9:00 p.m. - Join us at the DLCC Ranch to celebrate Leah's Graduation.
33424 183rd Street
Pierz, Minnesota 56364
21 Miles East of the Morrison County Fairgrounds

All Contests Will be Conducted by Age Divisions:
PeeWee - 7 Years of Age and under as of Jan. 1
Junior - 8-12 Years of Age as of Jan. 1
Intermediate - 13-16 Years of Age as of Jan. 1
Senior - 17-21 Years of Age as of Jan. 1

Silent Auction Items & Sponsorships Needed >>>

In order to have this exciting Junior Leadership Conference and Junior National Show for the junior South Devon members, we need your help. Many of you have generously contributed to the junior events in the past and because of your support, the junior association continues to grow. Sponsorships are needed for awards and activities. Silent Auction items are also needed for the auction to be held during the 2015 'Junior Nationals'. All sponsorship checks should be made payable to NASDA and sent to the NASDJA Junior Nationals, 33424 183rd Street, Pierz, MN 56364.

Thank you for your generous support of the 2015 'Junior Nationals'.

Complete Information and Entry
Forms Available On line:
www.southdevon.com