

Fall 2016
Volume 1, Edition 3

The South Devon Review

In this Issue:

Successful Marketing: Take the Next Step

Take a *Bite* into the Little Apple

**Rocky Mountain Roundup: Junior
National Results**

Iowa State Fair Results

National Show Update



NASDA©

South Devon

A TRUE GENETIC OUTCROSS

SOUTH DEVON IS A TOTAL OUTCROSS FOR ALL ANGUS AND RED ANGUS GENETICS AND ALL OTHER ENGLISH AND CONTINENTAL BREEDS

MORE BEEF, LESS GRIEF

South Devon cattle are well-known for their quiet, docile nature. Producers throughout the country are finding South Devon is the ideal breed to use in a crossbreeding program, where temperament may be a problem.

PROFIT-MAKERS

Profit-driven, cow-calf operations looking for increased fertility, high weaning weight production and increased calf value can benefit from South Devon genetics.

F1 CROSS AND HYBRID VIGOR

South Devon is the best British breed cross breeding option. The breed has been proven to keep Angus marbling, adds to muscularity and increases carcass weight.

FEED EFFICIENCY

In the feedlot, lower feed intake and carcass merit are a compliment of the South Devon breed. Bulls on test at Midland Bull Test and Leachman Cattle of Colorado have shown less feed intake resulting in more efficiency on gain, thus resulting in more profit.

ADAPTABILITY

South Devon cattle have shown remarkable adaptability, thriving under vastly different climatic conditions.

TENDERNESS

Meat Animal Research Center (MARC) data indicated that steaks from South Devon crosses have lower Warner-Bratzler shear force values than all other beef or dual-purpose breeds. Also, taste panel tenderness, flavor and juiciness scores tended to be higher for South Devon steaks.

NORTH AMERICAN

South Devon
ASSOCIATION

HEADQUARTERS **303-770-3130**

E-MAIL nasouthdevon@aol.com

WEBSITE www.southdevon.com

2016 OFFICER TEAM

PRESIDENT

Dar Giess, Pierz, Minn.
(320) 468-0235
darlynn@fallsnet.com

VICE PRESIDENT

Stephen Elmore, Clinton, N.C.
(910) 385-6200
sandbelmore@centurylink.net

TREASURER

Joel Popken, Swanville, Minn.
(320) 547-2202
jpopken@wisper-wireless.com

2016 BOARD OF DIRECTORS

Mary Brown, Lodge Grass, Mont.
(406) 639-2569, mjb_cattle2@hotmail.com

Jack Schutte, Bridger, Mont.
(406) 662-3192, schuttejack@gmail.com

Jordan Vander Molen, Pella, Iowa
(641) 521-9917, jordanjvm@gmail.com

Jim Brown, Lodge Grass, Mont.
(406) 639-2569, mjb_cattle2@hotmail.com

Jeff Dahl, Gackle, N.D.
(701) 485-3762, jdahl@daktel.com

Dr. Dale Alumbaugh, Trenton, Mo.
(660) 359-7808, farmer6th@live.com

Mike Vandenberg, Hammond, N.Y.
(315) 744-4273, windmilllivestockny@yahoo.com

Lane Giess, Manhattan, Kan.
(320) 293-1647, lkgiess@k-state.edu

NASDA REGISTRY OFFICE
Sherry Doubet

Mike Steinlicht, Valley Falls, Kan.
(785) 224-8860, M_Steinlicht@yahoo.com

Kurt Nelson, Bay City, Wis.
(715) 594-3805, netncls@bevcomm.net

19590 E. Main St., Ste. 104, Parker, Colo.
(303) 770-3130
nasouthdevon@aol.com

THD
©

President's Message . . .

Fall is in full swing with exciting events taking place in the livestock industry across the country. The added South Devon shows including the Western Regional in Billings, Montana and the Eastern Regional Show in Louisville, Kentucky are just two examples of our expanded exposure to cattlemen interested in seeing how South Devon cattle look and perform.

Midland Bull Test in Columbus, Montana will once again have a great line-up of performance-tested bulls with emphasis on feed efficiency.

This coming January we will have the 44th National South Devon Show in Denver, Colorado during the National Western Stock Show and Rodeo, January 7-10.

I hope all of you can attend and take advantage of the opportunity to meet with cattlemen from around the world and spread the positive message of the strengths

of the South Devon cattle that we all admire. The Schedule of Events includes the National Show, Junior Breeding Heifer Show, the presentation of the 2017 Youth Experience heifer donated by Bar E Cattle, Clinton, North Carolina, Board of Directors meeting, social and the annual banquet and benefit auction.

Having traveled across the country this past year, I have been pleased to learn how cattlemen are appreciating the benefits of using South Devon cattle to increase heterosis, hybrid vigor and fertility. As we transition into lower prices for feeder cattle, it becomes even more important to bring our breeds key traits into play for seedstock, commercial and feedlot operations. Right now, commercial cattlemen and feedlot operations are re-analyzing their production and cost to stabilize their operation. South Devon can play an important role by adding feed efficient, performance cattle that grade and yield effectively in a very docile animal. This summer I visited a feedlot where South Devon fed steers weighing 1300 pounds, could easily be approached. These are ranch-raised Montana cattle with no special handling. Just recently I visited a commercial herd in western Kansas, where the cows were just as docile and even better had 650 pound calves at side, carrying all of the South Devon traits.

South Devon cattle, now more than ever have the opportunity to add value to all classes of cattle. In times of challenge, the genetically important traits offered by the South Devon breed can benefit commercial and feedlot operations.

Special thanks to everyone who supported and participated in the summer events and to all the NASDA members and juniors who take the time to participate in the events and active promotion and support of the breed.



Dar Giess, NASDA President



South Devon bulls in southeast Arizona.



South Devon commercial cow/calf pairs in western Kansas.



South Devon steers in a northwest Iowa feedlot.

Cover Photo by K Focus Photography

The South Devon Review

Fall 2016 3

Successful Marketing - Take the Next Step

By Kate Hagans

To move the profitability needle of your business, a master plan is a must: defined goals, beginnings and endings, and how you wish to measure your successes.

The beauty about it is, the South Devon breed is proving more and more to commercial producers how successful the cattle can be. We as South Devon producers know this, however it is important we put ourselves outside of the box and be able to market our unique genetics to potential commercial cattlemen.

Through my own experience and education, here is a step-by-step ladder for planning and executing what an operation must do to step-up their marketing efforts. In the end the effects of not taking proper action now, may reflect poorly on your bank account later, especially when you're wondering where all your customers went.

Fuel your Marketing Engine

Marketing is often the single system that holds back business growth. Perhaps one of the most vital areas of marketing is knowing where your customers are coming from and what their favorite method of communication is, whether it be on more modern platforms or in the form of calling up your loyal bull buyer a week before the sale.

Each potential customer responds differently to marketing methods. Are they on Facebook, Instagram, email, website, etc? The list could go on until it makes our head spin. Unfortunately, as we pour more of our resources to be on as many media outlets and print platforms as possible, it is maybe best to select the top, most effective handful. Dedicate your precious time to creating an effective, year-round strategy to stay active with your customers. Determine which, magazines, newspapers, social

media accounts, etc. you determine to be worth your time and money.

Market to your current and past customers

These folks are your first priority. It takes much more effort to attract a new customer than it does to retain a current customer. Customers will choose to be loyal to those producers taking the time to make sure their customers are taken care of fully and thinks positively with their purchase. Some tips I have found to be effective.

- ★ With current customers, treat them well and always stay in communication. Knowing their thoughts help us as seed-stock producers continuously improve.
- ★ Send out holiday greetings. A practice that does not require much effort, yet still shows every customer that you are thankful and continuously think of them.
- ★ Communicate exciting news around your operation. Customers become invested in our operation and look forward to hearing our successes. This could be in form of a Facebook post, an Email blast or even a mailed postcard.
- ★ Capture the image of your operation and share it with good photography. Quality photos go a long way and reach mass audiences much more than a photo taken on your phone. With each generation, we are becoming a visual based industry. Perhaps invest in a professional photogra-

It takes much more effort to attract a new customer than it does to retain a current customer.

pher from your area to consult and assist in taking ranch photos. Look at these photos as an investment you can use for years to come.

- ★ Customers should receive at least two physical mail pieces from you within a single year. As much as we love technology, physical mail targets the emotional side of marketing more than any other form.

Create the “WOW” feeling

It’s the extra-effort step. When a customer feels “Wowed”, they are much more likely to relay that positivity to their friends and colleagues. Positive word-of-mouth communication is highly effective and reaps huge benefits to us as producers, but can only be accomplished when a customer has been “Wowed”.

- ★ Focus on personal engagement with one another.
- ★ Spend the extra dollar to ensure it is done right.
- ★ Properly execute the process of a sale.
- ★ Create a problem recovery plan. Situations are never perfect.
- ★ Out-of-the-Box thinking never hurts.

Invest more time and energy in developing your referral sources.

A potential customer has a hard time making the decision to make a new and unfamiliar purchase, particularly in the case of trying out a new breed of cattle. However, with a referral from a trusted friend or notable and experienced cattlemen, that purchase might become easier. Referrals are garnered when customers have a positive experience and wish to share their success with others. Take the time to ensure your customers will become advocates of your product and more importantly, the South Devon breed.



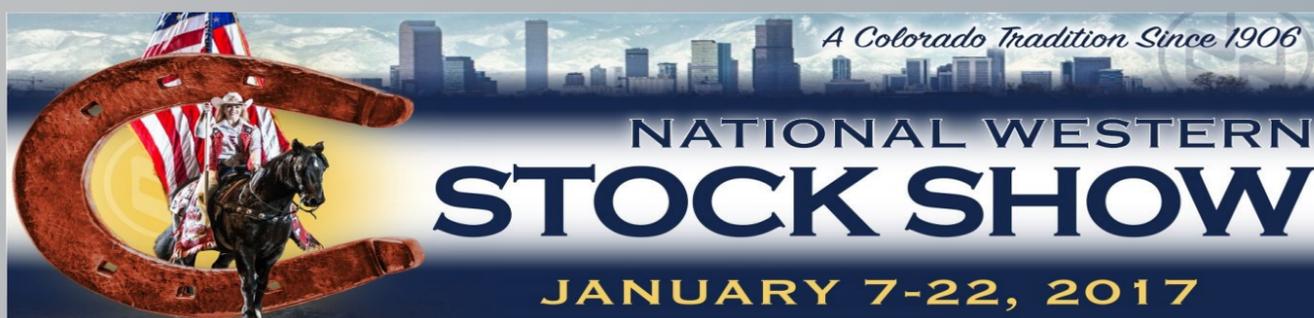
Referrals matter because we all prefer to buy from people whom we know and trust. You must achieve a level of trust – this may be difficult when a stranger is an interested producer. Take time to get to know a potential customer if they are taking time to look at your cattle.

If nothing else, educate.

Educate your customers about what you bring to the table. In the case of cattle genetics, what do they get from South Devon that they otherwise wouldn’t get from a different breed? Educate on sources of information backing up your claims. And most importantly, educate your audience about your operation’s history, values, and beliefs. This is perhaps the most important way to gain trust. Every business must start from the ground up, and by building the strongest foundation you can, it will create a stable structure for the duration of your business and ultimately lead to future growth and profitability.

We all prefer to buy from people whom we know and trust.

Kate Hagans is an Agricultural Communications graduate of Kansas State University. She had her start in feeder cattle and backgrounding as a member of –H Ranch in Utica, Kansas. She is a membership coordinator at Kansas Farm Bureau and a freelancer who writes about agriculture and ranch topics.



44th National South Devon Show
January 10, 2017 - 9:00 A.M. - Denver, CO
Schedule of Events

Saturday, January 7, 2017

Cattle Check-In, Cattle Barn
 12:00 p.m. - Junior Pizza Party in the Barn
 7:30 p.m. - South Devon Social, DoubleTree Hotel

Sunday, January 8, 2017

9:00 a.m. - National Board Meeting, DoubleTree Hotel
 7:00 p.m. - South Devon Banquet, Benefit and Silent Auction
 National Western Club, Stock Show Grounds
 Cost: \$25 per person, payable at the door

Monday, January 9, 2017

Local Tour or Day at the Stock Show. TBD

Tuesday, January 10, 2017

9:00 a.m. - 44th Annual National South Devon Show, Junior Breeding Heifers, Followed by Open Show
 South Devon Youth Experience Heifer Awarded

South Devon Room Block - DoubleTree Hotel, 3203 Quebec St., Denver, CO. \$114 Single/Double/night plus tax. Reservation Deadline: December 5, 2016. Call: 303-321-3333 or 1-800-Hiltons. Airport and Stock Show Shuttle Provided.

Entries - Entries for the 2017 National South Devon Show close on November 20, 2016. To enter online, log on to www.nationalwestern.com. Entry fees are \$50 per head. \$35 per head must be mailed to the National Western Stock Show and the remaining \$15 along with a copy of the entry form must be mailed to the NASDA office, 19590 East Main Street, #104, Parker, CO 80138.

Stranberg to Donate Back to MYBEP Program

Kyle Stranberg, Maynard, Minn., was the winner of the 2013 Minnesota Youth Beef Experience Program South Devon heifer. Generously donated by members of the Northern States South Devon Association and supplied by Sadler Cattle Company, Anoka, Minn., the heifer went on to produce two quality calves.

The Stranberg family will give back to the MYBEP program by supplying the 2016 South Devon MYBEP heifer, this year's calf from the heifer he received in 2013.

The heifer will be given away on Saturday, Oct. 22 during the Minnesota Beef Expo in St. Paul, Minn.



Kyle Stranberg, Maynard, MN will donate the second calf from the heifer he received through the MYBEP program.

The Northern States South Devon Association is a Proud Supporter of the Minnesota Youth Beef Experience Heifer Program



12 South Devon Heifers have been awarded through this program.

I received a South Devon heifer from this program in 2005. The people I met and the opportunity it gave me is irreplaceable. I am so grateful for the number of producers and individuals who donate and support this program. You truly make a difference! It is because of the MYBEP program that today I have a small herd of cattle all my own, which still has that same heifer I received who started it all.

Briana Jahn Ferguson

2016/2017 Schedule of Events

October 20-23, 2016, Minnesota Beef Expo, St. Paul, MN

March 12, 2017, Spring Meeting, Anoka, MN

August 2017, Minnesota State Fair, St. Paul, MN

September 2017, Annual Field Day and Meeting, Bay City, WI

For More Information Contact: Jim Sadler, president, (612) 581-8706 or Nettie Nelson, secretary, (715) 594-3805

NSSDA Fall Event . . .

The Northern States South Devon Association (NSSDA) membership gathered at the Stranberg Cattle Company, Maynard, Minn., Sept. 10, 2016 for a meeting and tour. Kurt, Susie and Kyle Stranberg hosted the annual event that included lunch, a viewing of the cattle and a tour of the Fagen Fighters WWII Museum.

The Stranbergs welcomed South Devon enthusiasts from across the state to their south-central Minnesota operation.

The NSSDA held their annual meeting and elections.

Summary of Actions:

-The association will continue to participate in the Minnesota Youth Beef Experience Program (MYBEP). The 2016 donation heifer will be pro-



2016/2017 NSSDA Officers & Directors, from l to r: Ken Bade, Kurt Stranberg, Travis Schlosser, Gail Sadler, Joel Popken, Jim Sadler and Brian Block. Not pictured, Nettie Nelson.



NSSDA members toured the Fagen Fighters WWII Museum, Granite Falls, Minnesota.

vided by the Stranbergs and sponsored by NSSDA members.

-NSSDA will sponsor the Reserve Champion at the MN Beef Expo and several members will sponsor classes.

-Support will be given to the Northern Wisconsin Beef Producers Association for their annual 'Kids and Cow's' event.

-There are still NSSDA cookbooks for sale. For more information contact Nettie Nelson, netnels@bevcomm.net.

Thank You Minnesota Beef Expo 2016 Sponsors

Show Sponsorships: Badeland Cattle Company, Sadler Cattle Company, DLCC Ranch, Dillon & Maddy Sadler, Double D Cattle, Popken South Devon, Stranberg Cattle Company, NASDA and NSSDA.

Heifer Sponsorships: KNN Farms, Bob & Karen Eicher, Valley Hill Farms, M & K South Devons, DLCC Ranch, Sadler Cattle Company, Dillon & Maddy Sadler, RP Farms, Whispering Spruce Farm.

Plan Now to Attend!



Minnesota
BEEF EXPO

2016

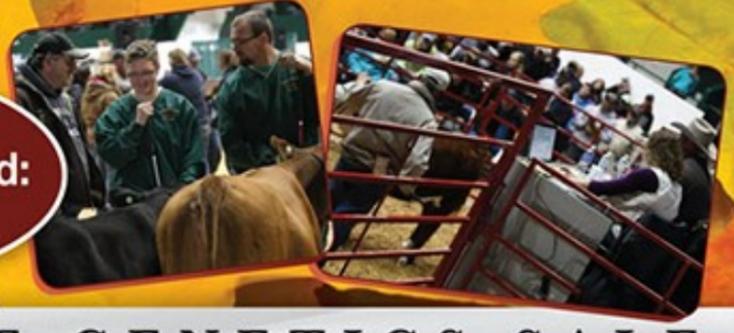
4 Day Family Event! October 20-23
★ Sale on Saturday, October 22 ★
12 Noon Sharp! St. Paul, MN
Minnesota State Fairgrounds

100+ Elite Lots sell in the MN Beef Expo
& 30+ Elite Embryo Lots in the
White Satin On Ice Sales! Join us!

ANGUS • MAINE ANJOU • CHAROLAIS • SHORTHORN • SIMMENTAL
HEREFORD • RED ANGUS • REGISTERED OTHER BREEDS
FANCY CROSSBRED HEIFERS • POWERHOUSE SHOW STEERS



2016
Featured Breed:
Simmental



ELITE GENETICS SALE

FRIDAY • OCTOBER 21
7:00 PM

CHS MIRACLE OF BIRTH CENTER
MINNESOTA STATE FAIRGROUNDS
ST. PAUL, MINNESOTA

Bar E Cattle to Donate Youth Experience Heifer

Bar E Cattle, owned by Steve & Barbara Elmore, Clinton, North Carolina will donate the 2017 NASDA Youth Experience Heifer. They have been breeding South Devon cattle since 2005 with their first purchase from Triple M Beef. Their herd of 125 registered cows and 100 commercial cows is primarily black. Steve serves on the NASDA Board of Directors and is the current Vice President.

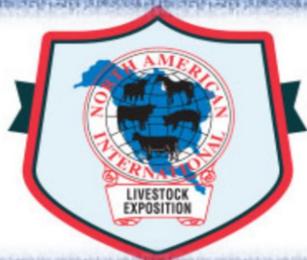
The heifer is a purebred black senior heifer calf born in September.

The purpose of the NASDA Youth Experience Program is to help youth get a start in the beef cattle industry. Four heifer calves have already been awarded to young people, ages 14-20 years of age, based on merit, need, future goals, interest in the South Devon breed and the ability to care for the animal. Each selected individual owns the heifer jointly with the donor until the completion of the year long program. The youth participant may then receive full ownership of the heifer and offspring. The deadline



to apply for the 2017 heifer has been extended to November 10. For more information log on to the NASDA website, www.southdevon.com for application forms.

Special thanks to past donors, MJB Ranch, JVM Cattle Company, Dahl Land & Cattle Co and DLCC Ranch and the recipients, Jacob Allen, Katelyn Jo Horner, Savvy Weimer and Wyatt Lawrence.



November 15-17
Louisville, Kentucky

Eastern Regional South Devon Show

Arrival of Cattle: Nov. 15

Judging: Nov. 16 at 8:00 a.m.

South Devon Social following the show.

www.livestockexpo.org

ETCHED IN STONE
"Not just another tag... it's the only tag."

Ritchey EST. 1964
 Livestock ID

1-800-EAR-TAGS
 RITCHEYTAGS.COM

Made in the USA!

Western States South Devon Association
SOUTH DEVON SHOWDOWN

Monday, October 17
 Barn party in the show arena
 at 6:30 p.m.

Tuesday, October 18
 Junior show at 1 p.m. followed by
 Showmanship and the Open Show.

FOR MORE INFORMATION CONTACT LOUANN FRASER AT 530-228-3567

Juniors Round-Up Awards at 2016 NASDJA Junior National and Leadership Conference



Heartland Challenge
Kate Hagans, Utica, KS



Herdsmen of the Year
Wiley Fanta, Starbuck, MN



Premier Exhibitor:
Kyle Stranberg
Premier Breeder: Leah Giess



Marketing -
Wiley Fanta, Intermediate
Ciera Steinlicht, Junior
Kate Hagans, Senior



Photography -
Hanna Gnech, Intermediate
Chace Terry, Junior
Kate Hagans, Senior



Poster -
Lauren Terry, Intermediate
Chace Terry, Junior
Kate Hagans, Senior

Thank You Leachman Cattle of Colorado . . .

Many thanks to Lee & Lisa Leachman and the Leachman crew for hosting the 2016 Junior National.



Quiz Bowl -
 Wiley Fanta, Intermediate
 Ciera Steinlicht, Junior
 Leah Giess, Senior



Speech -
 Wiley Fanta, Intermediate
 Chace Terry, Junior
 Kate Hagans, Senior



Ag Olympics-Gold Medal
 Lauren Terry, Kansas
 Brandon Van Wyk, Iowa



Ag Olympics-Silver Medal
 Garrett Steinlicht, Kansas
 Travis Moniz, California



Ag Olympics-Bronze Medal
 Hanna Gnech, California
 Kyle Stranberg, Minnesota



2016/2017 Ag Ambassadors
 Lauren Terry, KS - Junior
 Jenna White, MN - Senior

Thank You Sponsors & Volunteers . . .

Sadler Cattle Company, DLCC Ranch, Franci McClenathan, Walnut Grove Farm, Ciera Steinlicht, Lisa Leachman, Tonja White, Steve Levalley, Royal Beef Genetics, Haycow, Fraser Ranch, Gnech Farms, Jo Moniz, Wright Ranch, Leachman Cattle of Colorado, Showboat Cattle Company, Stranberg Cattle Company, Leachman Cattle, Kelly Fanta, Lane Giess, Lee Leachman, Ryan Peterson and Charles Terry.

Junior National Parade of Champions . . .



Peewee Showman
Taygen Boyce, Holton, KS



Junior Showman
Ciera Steinlicht, Valley Falls, KS



Intermediate Showman
Travis Moniz, Princeton, CA



Senior Showman
Kate Hagans, Utica, KS



Champion Purebred Steer-Sire: MVM Yukon
Garrett Steinlicht, Valley Falls, KS



Reserve Purebred Steer-Sire: MVM Yukon
Ciera Steinlicht, Valley Falls, KS



Champion Poundmaker Steer-Sire: DLCC Shur Loc
Emma Gnech, Macdoel, CA



Reserve Poundmaker Steer-Sire: Trio 74X
Gavan Mikkelsen, Lake Park, MN



Champion Poundmaker Female-Sire: Leachman Prophet
Leah Giess, Pierz, MN



Reserve Poundmaker Female/Champion Bred & Owned-Sire: Hooks Zephyr
Wiley Fanta, Starbuck, MN



Reserve Bred & Owned-Sire: Leachman Yosemite
Kyle Stranberg, Maynard, MN



Champion Bred & Owned Poundmaker Bull-Sire: DLCC Hudson 82U
Kyle Stranberg, Maynard, MN

Junior National Parade of Champions . . .



Reserve Bred & Owned Poundmaker Bull-Sire: RR Shyster

Emma Gnech, Macdoel, CA



Champion Bred & Owned Purebred Female-Sire: Gum Hill Red 530

Kyle Stranberg, Maynard, MN



Reserve Bred & Owned Purebred Female-Sire: HB Pride of the Rockies

Lauren Terry, Winchester, KS



Champion Purebred Female-Sire: DLCC Patriot 51Y/Calf Sire: Gum Hill Red 530

Kyle Stranberg, Maynard, MN



Reserve Purebred Female-Sire: DLCC Manhattan 33Z

Travis Moniz, Princeton, CA



Reserve Purebred Cow/Calf Pair-Sire: TLC Titus/Calf Sire: MVM Yukon

Ciera Steinlicht, Valley Falls, KS

THANK YOU



2016 NASDJA Junior National Show & Leadership Conference Participants from l to r: Back row: Garrett Steinlicht, Dar Giess, NASDA President, Kyle Stranberg, Brandon VanWyk, Leah Giess, Show Dedicatee: Lee & Lisa Leachman, Brady McClenathan, Gavan Mikkelsen, Wiley Fanta. Front row: Jenna White, Travis Moniz, Hanna Gnech, Chace Terry, Taygen Boyce, Emma Gnech, Ciera Steinlicht, Kate Hagans and Lauren Terry.



2016/2017 NASDJA Board of Directors pictured from l to r: Brandon Van Wyk, Vice President Brady McClenathan, President Jenna White, Secretary Leah Giess, Wiley Fanta and Kyle Stranberg.

Take a Bite Into the ‘Little Apple’

By Taylor Belle Matheny

From Aggieville to the Konza Prarie there is always something to do in Manhattan, Kansas. The North American South Devon Junior Association will travel to the Little Apple June 28-1, 2017 for the Junior National Show and Leadership Conference. The many events and activities will showcase junior members polished skills and the South Devon breed in a historic collegiate setting.

K-State

Kansas State University is located in the heart of Manhattan, Kansas. The university will be hosting juniors for an informational tour led by College of Agriculture professors to showcase for South Devon juniors what the College of Ag has to offer. 24,000 students come from all 50 states and over 100 countries to major in 250 undergraduate degrees at Kansas State. Students are able to find their fit in a town with the emphasis

Juniors should be excited to have an opportunity to visit a college that has deep agricultural roots.

on a family atmosphere. Leah Giess, North American South Devon Junior board member and K-State student, said, “juniors should be excited to have this opportunity

to visit a college that has deep agricultural roots.” The tour will leave juniors with an idea of the rich traditions and premier education that Kansas State University has to offer potential students.

While visiting the College of Agriculture, stop by the Call Hall Dairy Bar. There is an average of 32-35 flavors of delicious ice cream, choosing will be hard, but you can never be disappointed



Juniors will tour Kansas State University during the 2017 NASDJA Junior National and Leadership Conference.

with ice cream that has an insanely high 12% butter-fat content.

At the Ville

Home to over 100 shops and eateries, Aggieville is the main attraction within the small college town and being within walking distance from K-State makes it a must for college students and tourists, alike. The shopping district has spots that are sure to please everyone in the family.

One of the highlights, Varsity Donuts offers a wide variety of early morning treats to help make mornings in the barn a little easier. Ali Peil, Varsity Donut Employee, suggested, “Our best selling donuts are Maple Bacon, Blueberry Opal, and the Cinnamon Twist.” The shop doesn’t stop with early morning treats, they continue at night with the Varsity Food Truck. The truck has a staple item that has people coming back for seconds, the grilled cheese mac’ n cheese. Peil said, “ We sell on average 200-400 a night.” This is a place no one misses on a trip to the Little Apple.

Finding unique restaurants while away from home isn’t always easy. Aggieville has a variety of unique eats that will satisfy any taste bud. AJ’s Pizza, Coco

Bolos, Tanner's Bar and Grill are a few student favorites. For coffee lovers' Bluestem Bistro or Arrow coffee are the go-to stops for gourmet coffee.

Outdoor Adventures

To take in the beauty of the Kansas Flint Hills enjoy a trip to the Konza Prairie Trail. The Nature Trail (2.5 miles), Kings Creek Loop (4.4 miles), Godwin Hill Loop (6 miles) all make up the Konza Prairie Trail. While hiking you will see the Kansas prairie, as it was hundreds of years ago, with native grasses and plants flourishing in a prairie ecosystem. On the adventure be on the lookout for wildlife and informational facts along the trail. The views on the trail are breathtaking and are an enjoyable way to see the beauty of Kansas.

Within the small town it may be hard to see the beauty of the city, but on top of Manhattan Hill there is a birds-eye view of everything the Little Apple has to offer. Coming into town make note of the hillside inscribed with "MANHATTAN" and find time for a view at the top.

On the Plate

The beef industry is found in all parts of the world, but some of the best steaks are found in Manhattan.

The beef industry is found in all parts of the world, but some of the best steaks are found in Manhattan.

Little Apple Brewing Company serves top of the line steaks, offering eight cuts of steaks focusing on Certified Angus Beef (CAB) and USDA Prime quality grades and cooked to customer's

standards. Found in the Westloop Shopping center this is a restaurant that will please farmers and ranchers from around the country. Little Apple Brewing Company has received the prestigious Na-



The Konza Prairie Trail just outside of Manhattan offers visitors the opportunity to see the Kansas prairie as it was hundreds of years ago, with native grasses and plants flourishing in a prairie ecosystem.

tional Cattlemen's Beef Association, Beef Backer Award.

In the mood for a delicious brunch? Look no farther than The Chef located on South 4th St.. The meals are a reminder of home cooked meals for college students and tourists enjoy this spot because of its recognition in Food Network Magazine. Order a Smothered Breakfast burrito, a Steak Bennie or one of the other fantastic menu items to satisfy everyone's taste buds.

Being involved in an industry that has top of the line youth programs allows members to take advantage of travel opportunities. Traveling to new locations year-after-year for Junior Nationals is an exciting opportunity for association members. While planning an upcoming trip to the Little Apple do not miss Kansas State University, Aggieville, the Outdoor Adventures and top-of-the-line restaurants.

Taylor Belle Matheny is a sophomore at Kansas State University majoring in Agricultural Communications.

Iowa State Fair Champions



Champion Purebred Bull: DLCC Stockman 39C-
Sire: MMM Untouchable-DLCC Ranch, Dr. Terry
Houser, Jared Mumm, Missouri Coteau Cattle



Champion Purebred Female: DLCC Crunch 10C-
Sire: DLCC Whiplash 1Y
Kate Hagans, Utica, KS



Reserve Purebred Bull: Hillcrest Captain Hook
527C-Sire: TLC Captain Call
Hillcrest Cattle Co., Grinnell, IA



Reserve Purebred Female: JVM Cosmo 502C-Sire:
JVM Zeke 252Z
JVM Cattle Company, Pella, IA



Champion Poundmaker Female: JVM Brooke 407B
-Sire: JVM Zeke 252Z
JVM Cattle Company, Pella, IA



Reserve Poundmaker Female-Sire: WF Silver-
Sire: Commercial
White Farms, Wadena, MN



Champion Poundmaker Bull: WF Dewalt-Sire: Commercial
 White Farms, Wadena, MN



Reserve Poundmaker Bull: LCOC Bandit X94X-Sire: Leachman Yosemite X730Y
 Kyle Stranberg, Maynard, MN



Champion Junior Female: JVM Delilah 601D-Sire: KNN Country Boy 15A
 Jaelynn Smith, Pella, IA



Reserve Junior Female: DLCC Catniss 8C-Sire: DLCC Shur Loc 99W
 Leah Giess, Pierz, MN

Thank You Junior Show Sponsors...
 MJB Ranch, KNN Farms, Joel Popken, DLCC Ranch, Gnech Farms, Fraser Ranch, Wright Farms, Alumbaugh Farms, Dahl Land & Cattle, Walnut Grove Farms, JVM Cattle Company, Sullivan Show Supply, Stranberg Cattle Company, Hill Crest Cattle Company, Mike & Pam Vander Molen, Richard Sammons Memorial.



Showmanship: Senior, Brandon Van Wyk; Intermediate, Emilee White; Junior, Blake Van Wyk; Pee wee, Taygen Boyce.

In the Know

South Brahvon Hybrids, Foundation South Brahvon and Purebred South Brahvon male and female animals are eligible for registration by NASDA as a South Brahvon Hybrid if the animals meet the following blood percentage requirements. (1) Minimum of 1/4 South Devon blood. (2) Minimum of 3/16 Brahman blood. (3) Maximum of 5/16 blood from other breed(s). A South Brahvon Hybrid may be classified as a Foundation South Brahvon if the animal meets the following blood percentage requirements: 5/8 South Devon blood and 3/8 Brahman blood.

According to the Australian South Devon Cattle Society, South Devon add hybrid vigor, feed efficiency, increased fertility, docile temperament and the maintenance of highly acceptable color in the F1 progeny when crossing with Bos Indicus breeds.

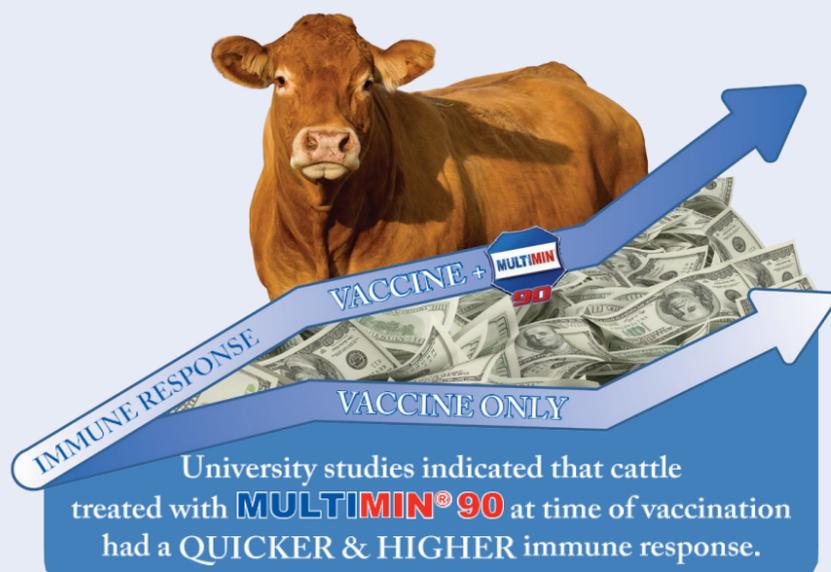


A South Brahvon bred by Chevalley Cattle, Tenterfield, Australia. Photo courtesy of Colin Chevalley.

“Their temperament and weight gains are second to none. The cows have stacks of rich milk and they tolerate various climates,” said Colin Chevalley an Australian cattlemen who has been breeding South Devon and South Brahvon cattle for 27 years.

DON'T VACCINATE WITHOUT IT!

Administering a vaccine requires cattle to mount a good IMMUNE RESPONSE for which TRACE MINERALS are CRITICAL!



Full Studies Available By Request

WWW.MULTIMINUSA.COM

1.866.269.6467 | 1.970.372.2302



R_{REQUIRED}

Protected by U.S. Patent # 7,285,292
Copyright © 2015. All Rights Reserved. A201503-05

HONEST CATTLE, REAL RESULTS

*ELITE SOUTH DEVON
GENETICS*



DLCC RANCH



320.249.2130



Darlynn@fallsnet.com

www.DLCCRanch.com

“South Devon are in the hunt!”

We know. The ability to grade and convert at above average levels make the South Devon breed one of only a few select breeds that are competitive on our \$Profit system.”

~Lee Leachman

We’ve always led with our bulls

Leachman Advancer, is a two year old bull pictured after his first year of natural service. He is a first generation Angus X South Devon hybrid designed for our Stabilizer composite program. He takes advantage of the feed efficiency and profit leaders of two breeds, Absolute (Angus) and BC Progress 315U (DS).

Now our bulls lead with \$Profit

Advancer’s high \$Profit of \$15,403 places him in the very upper 1% of all the bulls in the industry. He has earned a big time birth to yearling weight spread, along with high feed efficiency and profit. He sold as a yearling for \$21,000, and we have 43 of his sons in our Spring 2016 sale.



DLCC PB South Devon donor cow,
DLCC Gemma 104W, \$12,368 \$Profit.

We work with **MJB Ranch** and **DLCC Ranch**. They use our SProfit sires and index. We test, including for feed efficiency, and market many of their hybrid bulls.



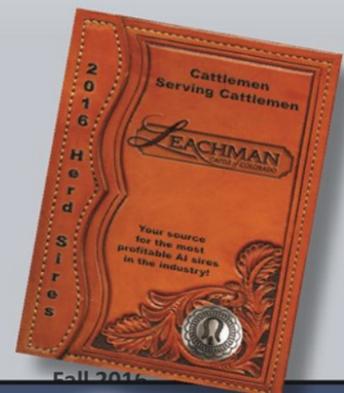
MJB HC by Leachman Testify (ST) x MJB SD/SM/AN cow



DLCC PB South Devon cow,
DLCC Princess Mia 78P, \$Profit \$13,254.

We are interested in breeding your low birth weight, high record South Devon cows to our Stabilizer (high \$Profit) sires. Contact us before 2016 breeding season if you have interest in contracting or cooping the calves with us.

Order your
52 page,
2016 Leachman
AI Sire Directory
TODAY!



The South Devon Review

Fall 2016



Lee Leachman, Partner
Ryan Peterson, Manager & Sales
2056 West County Road 70 • Fort Collins, CO
(970) 568-3983 • www.leachman.com

