

Minnesota HEREFORD BREEDERS



FROM THE PRESIDENT

By: Bryan Lawrence, MHB President

Greetings to all - Just a brief note this month as we are approaching one of the busiest times of year in the cattle business. Summer is flying by and with fall just around the corner there is much to prepare for the cold we all know is imminent.

The Minnesota State Fair is fast approaching and I wanted to take a moment to talk a bit about what we have to look forward to as we enter into the final few months of the year. First, I love the Minnesota State Fair. Our family has been actively

involved with our cattle for well over 40 years and my children have been involved for almost 20 years. It is truly a great time to see great Hereford Cattle from all over our state and the surrounding states featured. It is the place we hope to bring our best and show them off to the general public as well as our fellow breeders. Moreover, this get together gives us an opportunity as breeders to spend time with one another and exchange ideas, practices, and develop lifelong friendships. I am looking for-

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ward to the four days of early September when we come together.

Next, we are coming into fall sale season which will then be wrapped up for our Association with the Gopher the Purple Sale in December. Best wishes to all those breeders in our state who are planning a fall sale. And of those of you out there who have not ventured into this arena yet but would like to feature your cattle, consider consignment on the Gopher the Purple Sale. We welcome all who are interested.

Also, let us continue to consider the next generation of our breed who are participating in all the aforementioned events and who have been diligently showing all spring and summer. 4-H week at the State Fair is a great time to see just how much our breed is growing and to support the youth who have chosen to show Herefords. Our juniors are active in this state and will put forth a great offer-

ing of cattle this year for sure. They will have a deep level of involvement at our sale in December, raising funds for the junior association and a new board was elected in June at the Midwest Regional Classic.

Last, I want to congratulate Tar Tut on his retirement and on a job well done as the Junior National Hereford Board Chair. Tar, you represented your state and your breed well the last 3 years and we thank you for your ser-

vice. We have been well represented on the Junior National Board for several years now as a state. We are still well represented by Haley Mouser - Vice Chair, for this upcoming year and wish her well as she begins her last year of service.

Looking forward to taking time to visit with all of you in the next few months.

-Bryan Lawrence

THANK YOU AD SPONSORS:

GOPHER SALE

STARCK CENTURY FARMS

Next Newsletter: FEBRUARY 2025

Deadline: January 5, 2025

Submit info and photos to Makayla: jmflower.11@hotmail.com

*Directory ads
will be sold at
the 2024
Annual Banquet!*

2024 GO-PHER SALE and ANNUAL MEETING

Save the date for the 2024 Go-Pher Sale and annual meeting:
DECEMBER 13-14, 2024 in Hutchinson, MN.

There are a couple of grants for Juniors, so watch for those applications coming later in the fall.

FRIDAY, DECEMBER 13th

1:00 pm - Annual meeting at the fairgrounds

6:00 pm - Social hour prior to the annual banquet

7:00 pm - Annual banquet

SATURDAY, DECEMBER 14th

12:00 - Annual Go-Pher Sale

Cattlemen's Delight

**SATURDAY
OCTOBER 5, 2024
12 P.M. • NOON**

Selling Over 45 Registered Herefords

Consignors Include:

Reed Stock Farm, Hampton, MN • Boettcher's Brookview Acres, Fairchild, WI
Starck Century Farm, Cadott, WI • Steiny's Herefords New Lisbon, WI
Windy Hills Herefords, Roberts, WI

Sale Location:

**Jackson County Fairgrounds
Black River Falls, Wis.**

Follow us on Facebook and
Instagram for updates!



2024 MIDWEST CLASSIC RESULTS

June 21-23, 2024

Pipestone Co. Fairgrounds, Pipestone, MN

- 6 C/C Pairs
- 7 B&O Bulls
- 23 Steers
- 15 B&O Heifers
- 60 Heifers
- 9 Sr. Showman
- 25 Inter. Showman
- 24 Jr. Showman
- 19 PeeWee Showman
- 77 Exhibitors

Save the date for 2025: June 13-15!



Blanket made for Jenna with T-shirts from previous years.



Dawson Kitchell, Reserve Champion Cow/Calf.



above: Dawson Kitchell, Reserve B&O Bull.

below: Haley Mouser and McKayla Simmermon

Kyla Pesky and Natalie Marshall

Hollis Fawcett and Aubrey Nagler

Lilly Beissel and Dawson Kitchell



- Champion Cow/Calf** Ireland McAreavey, SD
- Res. Cow/Calf Dawson Kitchell, MN
- Champion B&O Bull** Hollis Fawcett, SD
- Res. B&O Bull Dawson Kitchell, MN
- Champion Steer** Taylor Reed, MN
- Res. Steer Skylar Stiefvater, SD
- Champion B&O Heifer** Maddi Beissel, MN
- Res. B&O Heifer Kyla Pesky, SD
- Champion Heifer** Kyla Pesky, SD
- Res. Heifer Madelyn Thompson, MO

- Champion Sr Showman** Haley Mouser, MN
- Res. Sr Showman McKayla Simmermon, SD
- Champion Intermediate Showman** Kyla Pesky, SD
- Res. Intermediate Showman Natalie Marshall, SD
- Champion Jr Showman** Hollis Fawcett, SD
- Res. Jr Showman Aubrey Nagler, MN
- Champion PeeWee Showman** Lilly Beissel, MN
- Res. PeeWee Showman Dawson Kitchell, MN

MN BEEF COUNCIL UPDATE

By: Jeri Hanson

TOPIC: Importance of using consumer research to guide beef education and promotion

OPINION: BEEF CHECKOFF-FUNDED CONSUMER RESEARCH PROVIDES MUCH-NEEDED PROMOTIONAL ROADMAP

Cattle have always been a part of my life. My three older sisters and I grew up on a dairy farm. I've worked as a veterinary medical technician, spent almost six years as a dairy herd improvement supervisor, and for the past 18 years, I've worked beside my husband, tending our cattle herd near Comfrey, Minnesota.

It's no surprise, then, that the beef industry is also very important to me—I'm truly passionate about it. I've been involved in the industry for many years on the local and state levels, and now as a member of the Cattlemen's Beef Board (CBB), which administers the national Beef Checkoff program. It's allowed me to help an industry I love continue to thrive. As a part of the CBB's Consumer Trust Committee, I work with other members and our contractors to help consumers feel good about choosing beef. In my role on the Checkoff Evaluation Committee, I help gauge the effectiveness of Beef Checkoff programs and whether they're achieving our goals.

Much of our work on the CBB boils down to ensuring we're promoting beef in ways that resonate with consumers. Years ago, I had the privilege of working in a sales department for a promotional products company. There, I learned that to sell something, you must be passionate and knowledgeable about your product, and perhaps even more importantly, you must understand your customers. What are they looking for? What do they need? What drives their behaviors?

These sales principles also apply to the beef industry, and that's where

Checkoff-funded consumer research comes in. Without research, we could only guess at what today's consumers are looking for at the grocery store or on the restaurant menu. We wouldn't have insight about their shopping habits, recipe trends or nutritional needs. By researching today's consumers, we can obtain that data and reach out to consumers with specific messages that encourage them to purchase beef, whether it's for a family dinner at home or a celebratory meal out on the town. Consumer research helps us invest Checkoff dollars in ways that will drive beef demand—our ultimate goal.

For example, we're currently entering the peak of summer grilling season, when around 30 percent of all beef products are sold annually in the U.S. Recent research tells us, however, that increasing food costs, a decreased ability to save and a decline in consumer sentiment may cause consumers to focus more on value in 2024 than in previous years. While 94 percent still plan to grill this summer, they are more likely to buy cheaper cuts like ground beef, use more coupons and look for deals. So, it makes good sense to promote less expensive beef cuts and develop new recipes for those cuts this summer. That information has manifested into a widely distributed press release on National Beef Burger Day and recipes for "Beef on a Budget," along with grilling tips at Beef. It's What's For Dinner.com.

Something else to watch for this summer is Beef. It's What's For Dinner's partnership with Little League baseball. Little League is a great "brand fit" with Beef. It's What's For Dinner., and it hits on known consumer demand drivers that we've uncovered with Checkoff-funded research, like health,

nutrition and convenience. The Little League regional championships happen from June to August, right during the heart of summer grilling season. Furthermore, this partnership will al-

low us to communicate beef's benefits to one of our core audiences – parents – in all 50 states.

Grocery shopping research also reveals that that approximately 57 percent of consumers currently purchase at least some of their groceries online. To reach those consumers, the Beef Checkoff has initiated e-commerce partnerships with national grocery chains across the U.S. Through these partnerships, the Checkoff's Channel Marketing team can track a consumer from when they see a beef ad to when they purchase beef, showing a direct return on investment. In 2023, every \$1 invested in these e-commerce campaigns resulted in \$47 in beef sales, a tremendous ROI.

Other examples of Checkoff-funded research include a study about evolving consumer behavior and preferences related to the growing movement toward sustainability and environmental stewardship. That research has led to promotions like "Rethink the Ranch," an interactive map with links to stories about how beef producers are implementing their own environmental efforts, as well as a video series and a press release. There's also been a publicity push for the Beef Quality Assurance program called "The Right Way Is the Only Way" to show consumers how farmers and ranchers are caring for their animals and their land.

Clearly, without consumer research, investing Checkoff dollars would be like going on a trip with no destination or plan in mind and no road map. By investing in consumer research, we can uncover emerging trends, educate consumers and gain their trust in beef, develop effective promotions and squeeze more from every producer dollar. I see research as key to keeping the beef industry strong for future generations – along with the dedicated producers who make it all happen.

ADS WANTED

UPCOMING ISSUES:

AUGUST 2024
FEBRUARY 2025

*Sign up for an ad
placed in this newsletter!*

FULL PAGE: \$100

HALF PAGE: \$50

QUARTER PAGE: \$25

*Newsletter mailed to the entire MN Hereford
Breeders Membership and emailed to Hereford
Breeders in MN, IA, WI, SD, ND.*

*Contact Makayla: jmflower.11@hotmail.com
to sign up for an ad*

JUNIOR OFFICERS:

President: Bella Pressnall

Vice President: Kendra Reed

Secretary: Matalyn Martinson

Treasurer: Wynn Lawrence

Social Media Director: Taylor Reed

Director: Madison Pressnall

Director: Andrew Timm

Director: Emily Hass

Advisors: Becky Reed and Tiffany Timm





Congratulations!
2024 Scholarship recipients:
Sydney Heins and Andrew Timm

Save the Date!

FALL HEREFORD TOUR
SEPTEMBER 28, 2024

TENTATIVE SCHEDULE

1st stop: DaKitch Farms

2nd stop: Krogstad Polled Herefords

3rd stop: Fertile, MN Fairgrounds for dinner and
other area Hereford breeders on display

4th stop: Rangeline Cattle

To reserve your bus spot, contact:

Matthew Kitchell 701-799-7690 or Les Krogstad 218-289-5685

12.14.24

HUTCHINSON, MN
MCLEOD COUNTY FAIRGROUNDS

MINNESOTA HEREFORD BREEDERS
GO  **PHER**
THE
purple
44th ANNUAL SALE

Neil & Katie Johnson, Sale Managers
507-215-1114 | 507-820-0803

entries due October 14



*Job Well Done
at Junior Nationals!*

MN Hereford Breeders

Makayla Flower
1530 10th St. NW
Holloway, MN 56249

FIRST CLASS MAIL - TIME DATED MATERIAL!

