

Bits & pieces...

- Each year the North American South Devon Association recognizes those who have made substantial contributions to the association. Awards given out include the Hall of Fame, Purebred Seedstock Producer and Commercial Producer. Send your nominations by December 20, 2013 to NASDA, 19590 E. Main Street, Suite 104, Parker, CO 80138. Nomination forms are available online at www.southdevon.com.
- Send in your performance information to the NASDA office early for inclusion in the 2014 Sire Summary.
- The deadline for Advertising in the 2014 South Devon Sire Summary Magazine is January 31, 2014. The publication date will be March 3, 2014. Please remember when submitting your advertising the magazine is published once a year and handed out throughout the year as a promotional tool at trade shows and events. For more information e-mail: darlynn@fallsnet.com.
- The letter for 2014 is B.

Contact us at 303-770-3130

www.southdevon.com



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**NORTH AMERICAN
SOUTH DEVON
ASSOCIATION**



coming soon >>>

In The Sire Summary

Feed Efficiency Results
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Hallmark Dams & Trait Leaders
Youth Experience Winner

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2014 National Show
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Iowa State Fair
2013 Junior Nationals
2014 World South Devon Tour



Fall
2013

A Publication of the North American South Devon Association

NASDA News

current topics >>>

Minnesota Beef Expo Sets Entry Records

Over 800 head of cattle were exhibited at the 2013 Minnesota Beef Expo, held Oct. 17-20 at the Minnesota State Fairgrounds, St. Paul, Minnesota.

The 2013 Grand Champion South Devon Female award at the MN Beef Expo went to DLCC Punch 16Y, a November 1, 2011 daughter of MJB Shur Loc 106S, exhibited by Leah Giess, Pierz, Minn.



2014 National Show

New Schedule Set for Denver Events ...

The 2014 National South Devon Open Show and Junior Breeding Heifer Show will be held on Tuesday, January 14, 2014 at the National Western Stock Show, Denver, Colorado beginning at 9:00 a.m.

The 41st National South Devon Show will draw exhibitors and South Devon enthusiasts from across the U.S. and Canada. Held annually during the National Western Stock Show, the show will include two divisions, a Purebred Show and a Pound- maker or percentage Dr. Doug Hixon from the University of Wyoming will evaluate the South Devon and the bulls 25-74.9% South Devon. A Junior Breeding Heifer Show will be held prior to the open show. Juniors who are members of the North American South Devon Junior Association are eligible to compete in the breeding show and showman- year's National Show. ship competition. Exhibitors will vie for over \$5,000 in premiums and prizes. The annual banquet and benefit auction will be held on Sunday, January 12, 2014 at the National Western Club on the National Western Stock Show grounds at 7:00 p.m. The cost is \$25 per person and is payable at the door.

2014 will be the second year a South Devon heifer has been given away for the NASDA Youth Experience Program. The application date has been extended to December 1, 2013. The competition is open to youth 15-20 years of age who are interested in the South Devon breed and the beef cattle industry. Applicants must fill out an application form found on the NASDA website www.southdevon.com.

Thank you National Show Exhibitors

The annual National South Devon show and the National South Devon Pound Maker show for 2014 really promises to offer the latest selection and genetics in our breed. I am reminded of Lynn and I showing up in Denver in 1988 with four South Devon heifers. DLCC Tiffany won the Grand Champion Female award that year. All of the exhibitors past and present have always contributed to our National event and for that I would like to say Thank You for your support and participation. Ultrasound information, EPD's, will once again be part of the evaluate, with the animals new genetic technologies and breeders, help make our breed more efficient and sustainable in today's beef industry. With all of their hard work, time and money spent, commercial and seedstock producers can see what advances the South Devon breed has made and the direction they are going in the future. Take the time to come see the only breed show in Denver with all of the carcass data and EPD information available.



Membership

I am asking every member to go out and find 1 or 2 new members in the next two months. A member can be a commercial breeder who sells replacements, or a previous members who dropped out, or the young couple down the road who needs help getting a start. Ask your bull customers to be a part of our membership and help us bring South Devon up the ladder in the beef industry.

Continued . . .

Northern States Association Elects New Board - Supports Expo

The Northern Association elected their new board of directors at a recent meeting. Board members include from l to r: Eric Winters, vice president; Jim Sadler, president; Gail Johnson, director; Nettie Nelson, secretary/treasurer; Joel Popken, director and Travis Schlosser, director.



Kyle Stranberg, Maynard, Minnesota was the recipient of the 2013 Minnesota Beef Expo Youth Experience South Devon heifer. The heifer was provided by Jim & Gail Johnson, Sadler Cattle Company, Anoka, MN and generously paid for by the MYBEP sponsors noted.

Kyle is 13-years-old and a seventh grader at MACCRAY High School. He is a member of the Chippewa Champs 4-H Club and participates in cross country, basketball, baseball and golf. He also enjoys playing the saxophone. He is a member of the North American South Devon Junior Association and participated in the 2013 'Junior Nationals' in Kansas. He also participated in the

National Western Stock Show and the Iowa and Minnesota State Fair.

"My goal is to have a quality herd of South Devon cattle," said Kyle.

The Northern States South Devon Association (NSSDA) members have helped make the MN Beef Expo MYBEP South Devon program possible by their generous donations over the past ten years.

Most of the past winners continue to raise South Devon cattle and participate in NASDA events.

The NSSDA also supported the 2013 Kids and Cows program, sponsored by the Northern Wisconsin Beef Producers.

Other future activities include producing a cookbook and calendar for participants of the 2014 World South Devon Tour.

For more information or to join the NSSDA contact Nettie Nelson, netnels@bevcomm.net or 715-594-3805.

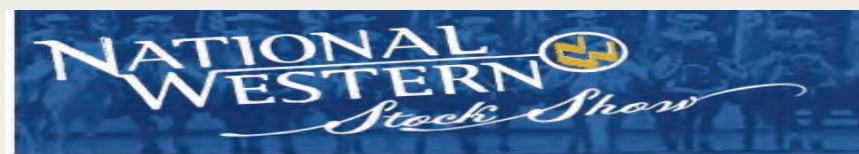


Thank You! MN Beef Expo Sponsors ...

Class Sponsors
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Sadler Cattle Company
Kim & Doris Mork
M & K South Devon
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MYBEP Sponsors
Sadler Cattle Company
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Winters Livestock

schedule >>>



Saturday, January 11, 2014

Cattle Check-In, Cattle Barn

Sunday, January 12, 2014

8:30 a.m. - National Board Meeting, National Western Club

7:00 p.m. - South Devon Social, Banquet, Benefit & Silent Auction

National Western Club, Stock Show Grounds

Cost: \$25 per person, payable at the door

Featured Speaker: Larry Kuehn, US MARC Research Geneticist

Monday, January 13, 2014

Leachman Cattle Company Tour, Time to be Announced

Tuesday, January 14, 2014

9:00 a.m. - 41st National South Devon Show

Junior Breeding Heifers, Followed by Open Show

South Devon Youth Experience Heifer Awarded



Pound Maker Logo Introduced

South Devon Pound Makers are the resulting offspring of South Devon genetics on other breeds of cattle. Pound Makers are identified as an English outcross for other English or Continental breeds of cattle.

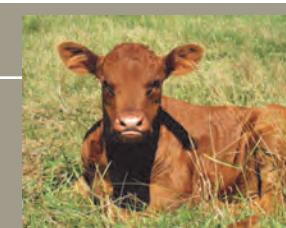
The North American South Devon Association has a breed registry set up to record all percentages of South Devon influenced cattle, so cattlemen can document the breeding process in developing cow herds.

For more information go to www.southdevon.com

ask the experts >>>

Q: Are South Devon Feed Efficient?

A: Yes, They Excel in Feed Efficiency!



"Based on preliminary data at Leachman Cattle and Midland Bull Test, the South Devon breed excels on feed efficiency. Out of 350,000 animals in our database, a South Devon sire and his son rank 6th and 7th on their Leachman Feed Gain EPD. This predicts that their steer progeny will convert better than 99.9% of the animals in our database. In addition, South Devons have a disproportionately high number of high profit animals in our database." Lee Leachman, Leachman Cattle of Colorado

Silent Auction Items Needed

Support the North American South Devon membership and junior members by bringing a silent auction item or item for the benefit auction to Denver. This is an important fund raiser to help cover expenses of the National Show and support the annual 'Junior Nationals'.

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Any member who recruits two new memberships before the 2014 National South Devon Show will receive their banquet meal paid for by NASDA. It's time for all South Devon breeders to get out there and promote the breed.

The cattle market for feeders and live cattle remains very strong. Demand for beef despite high prices remains significant. This is all good news for our breed. With their superior feed efficiency, carcass quality, performance and maternal value, South Devon are a very favorable option for crossbreeding and heterosis in all cow herds.

Direct potential customers to our newly designed web page and show them the benefits the South Devon breed offers while this market is still so strong.

In closing, help promote South Devon to prospective cattlemen and women. Help us find new members so they can also enjoy the benefits of this breed.

Take the time to come to Denver, to see the cattle and interact with the exhibitors, NASDA members and South Devon enthusiasts.



2014 World Tour

Don't forget the 2014 World South Devon Tour to be held September 13-October 4. A complete itinerary is now available and can be accessed on the South Devon website, www.southdevon.com. There has been interest from the UK, Australia, New Zealand, Canada and South Africa. Special thanks in advance to the members who will be hosting stops and helping with the tour.

World South Devon Tour Dates Set September 13 - October 4, 2014

The World South Devon Tour Dates have been set. The tour will begin in Ft. Worth Texas and travel through 14 states. Stops will include regional stockyards, feedlots, bull tests, semen and embryo facilities and a visit to the US Meat Animal Research Center in Clay Center, Nebraska.



The World South Devon Tour will begin in Ft. Worth, TX at the historic Ft. Worth Stockyards and travel through 14 states before ending in Loveland, Colorado for the World South Devon Conference at the Embassy Suites.

International guests from the United Kingdom, South Africa, Australia, New Zealand and Canada are expected to attend.

Many NASDA members will host a tour stop, including Bollenbach Cattle Company, Triple Crown South Devons, Showboat Cattle Company, Walnut Grove Farm, JVM Cattle Company, Nichols Farms, Mar-Bet Farm, KNN Farms, Maplewood Farm, Valley Hill Farm, DLCC Ranch, RP & Popken South Devon, Thompson Cattle

Company, White Farms, T/K Ranch, James Faulstich, Dahl Land & Cattle Company, Diamond Plus Cattle, MJB Ranch, 4J Ranch, Midland Bull Test, Elkington Bros. & Sons, Malm Ranch and Leachman Cattle Company.

"The 2014 tour will showcase some of the top registered and commercial South Devon operations in America's heartland," said Dar Giess, president of the North American South Devon Association. "You will visit five of the top twenty-five seedstock operations in the U.S. and visit premier South Devon operations in 14 states."

For more information about the 2014 World South Devon Tour log on to www.southdevon.com or contact Lynn Giess, darlynn@fallsnet.com, 320-249-2130.



Jacob Allen, Easton, Kansas was the winner of the 2013 Youth Experience Heifer. She was donated by MJB Ranch, Lodge Grass, MT.

JVM to Donate 2014 Youth Experience Heifer

JVM Cattle Company owned by Jordan Vander Molen, Pella, Iowa will donate the 2014 South Devon Youth Experience heifer.

This is the second 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, 2013.

shows >>>

Minnesota State Fair



The 2013 Grand Champion Female title at the 2013 Minnesota State Fair 4-H South Devon show went to DLCC Poppy 108Z, an October 15, 2012 daughter of DLC Mr Rock and out of DLCC Dancer 38P. She was exhibited by Leah Giess, Pierz, MN.



Reserve Grand Champion Female honors at the 2013 Minnesota State Fair 4-H South Devon show went to DLCC Sassy 99Z, a July 15, 2012 daughter of DLC Mr Rock and out of MJB Sassy 9518W. She was exhibited by Kyle Stranberg, Maynard, MN.

MN Beef Expo

Continued from page 1



The 2013 Reserve Grand Champion Female title at the 2013 Minnesota Beef Expo went to DLCC Poppy 108Z, an October 15, 2012 daughter of DLC Mr Rock and out of DLCC Dancer 38P. She was exhibited by Leah Giess, Pierz, MN.

Sponsorship opportunities >>>

Be a Sponsor for the 41st National Show

Be a part of the 2014 41st 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 2014 Sire Summary magazine. Sponsorship opportunities are available for the Champions, \$100, Reserves, \$50 and Divisions, \$25.

You can specify purebred or percentage 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 2014 banquet to recognize the South Devon juniors. Your support is very important to the junior program.



Recipes Needed...

The Northern States South Devon Association will produce a South Devon cook book for the 2014 World South Devon Tour.

Recipes are needed. Please submit the recipe with your name, hometown and why it is your favorite to Nettie Nelson, netnels@bevcomm.net by Feb. 1, 2014.

Iowa State Fair



2013 Champion Bull honors went to JVM Cattle Company, Pella, IA on their entry of JVM Zeke 252Z, a May 4, 2012 son of HS E Plurbis Unum and out of Maple Leaf Iris 11N.



Lane Giess, Pierz, MN took home the 2013 Champion Junior Show Female honors with his entry of DLCC Punch 116Y, a Nov. 11, 2011 daughter of MJB Shur Loc 106S and out of DLCC Cici 18N.



JVM Cattle Company also took home the Champion Female award with their entry of JVM Zella 203Z, a March 27, 2012 daughter of MVM Sargent 654S and out of Brandy Creek 205L. She was also the Reserve Junior Show Female, shown by Tayler Sammons, Pella, IA.

IA State Fair Showmanship Winners ...



Ciera Steinlicht, Pee Wee



Garrett Steinlicht, Junior



Leah Giess, Intermediate



Wyatt Heurtz, Senior



The 2013 Iowa State Fair South Devon Herdsmanship Award went to the Walnut Grove Farm, Valley Falls, Kansas. Pictured from left to right: Wyatt Heurtz, Stephanie Steinlicht, Colby Weishaar, Garrett Steinlicht, Ciera Steinlicht and Mike Steinlicht.

South Devon 'Junior Nationals' Hoofin' it to the Heartland

The Central States South Devon Association hosted the 2013 North American South Devon Junior Association 'Junior Nationals' in Tonganoxie, Kansas. Juniors from five states participated in the show and competitions.



Hall, Brooklyn, IA was chosen as the 'People's Choice' Herdsman. The juniors also selected their new leadership for the next two years as fol-

lows: Jenna White, Wadena, MN, president; Leah Giess, Pierz, MN, secretary, Taylor Ohlde, Winchester, KS, vice-president and Directors: Graham Leachman, Ft. Collins, CO; Brandon Van Wyk, Grinell, IA and Garrett Steinlicht, Valley Falls, KS.

The 2014 'Junior Nationals' gave North American South Devon Junior Association members the opportunity to compete in a quiz bowl, speech competition, marketing and photography contest, showmanship and an individual purebred and percentage, steer, bull, heifer and cow/calf show. New this year was the Heartland Challenge, where juniors competed for the overall participation trophy. This award promotes individual contest participation, said contest organizers of the event. The individual with the highest overall score, regardless of age is the winner of the challenge. The winner of this year's challenge was Taylor Ohlde, Winchester, KS. Leah Giess, Pierz, MN was selected as the Herdsman of the Year and Nathan

The 2014-2015 National Ambassadors were also chosen. Representing NASDA for a two-year term are Jenna White, senior and Emilee White, junior, Wadena, MN. The 2014 'Junior Nationals' will be hosted by the Iowa South Devon Association.



2013 Grand Champion Purebred South Devon Female at the 'Junior Nationals' was DLCC Punch 116Y, a 11/11 daughter of MJB Shur Loc 106S, shown by Lane Giess, Pierz, MN.

'Junior Nationals' Dedicated to Vander Molen Family



2013 NASDJA

'Junior Nationals' Dedication Pictured from left to right; Jenna White; Jordan and Pam Vander Molen and Emilee White.

thank you sponsors and organizers >>>

Zoetis Animal Health, Walnut Grove Farm, TLC Farms, Sunnyside Livestock, Sadler Cattle Co. , Multimin, Midland Bull Test, Maple Leaf Acres , Hooters, Dr. Dale Alumbaugh, DVM, Casey Boyce, Butterfly Acres, Becky & Glen, Bayer Animal Health, Z7 Bar Ranch, Valley Vet Supply, Tailgate Ranch, Showboat Cattle Company, Response Products, Midwest Fertilizer, McDonnell Angus, Kansas Country, Famous Dave's, DarLynn Cattle Company, KNN Farms, Casey's General Store, Boehringer Animal Health, Billie & Judy Culp, Richard Nelson, JVM Cattle Company, Jordan Vander Molen.

Winda Ohlde, Curtis Ohlde, Taylor Ohlde, Charles Terry, Stephanie Steinlicht, Mike Steinlicht, Langley Family, Allen Family. And to everyone we missed. Thank you.

For photos and a complete list of results from the 2013 South Devon 'Junior Nationals' log on to: www.southdevon.com