

TENNESSEE HEREFORD NEWSLETTER

Hereford News and Notes from around the South East

Vol. 41, Number 2 Spring 2018

Inside...

- **Fly Control Methods**
- **Tennessee Beef Agribition Hereford Sale**
- **When and How to Cull your Cows**
- **THA Family of the Year**

Tennessee Hereford Newsletter
3149 Old Highway 68
Madisonville, Tennessee 37354

WE WOULD LIKE YOU TO MEET OUR STARTING TEAM

We believe this team can compete with any other group of herd bulls in the breed. Come and see for yourself. We have been here since 1834 and we are here to stay.

ASM 45A 38W BEEF 504C {DLF, HYF, IEF}						
Birth Date: 1/1/2015 P43651876 Tattoo: 504C						
CW	SHF PROGRESS P20 {SOD, DLF, HYF, IEF}					
+39	NJW 76S P20 BEEF 38W ET {SOD, CHB, DLF, HYF, IEF}					
Marb	NJW 55N STARTDUST 76S {DLF, HYF, IEF}					
+0.05	NJW 98S DURANGO 44U {DLF, HYF, IEF}					
RE	NJW80L 44U PRAIRIE 45A ET {DLF, HYF, IEF}					
+0.10	NJW 12E PRAIRIE 80L {DLF, HYF, IEF}					
BMI\$						
+23						
BII\$						
+19						
CHB\$	CED	BW	WW	YW	MILK	
+21	4.9	.33	2.5	.52	45	.40
					77	.40
					28	.19

NJW 148X 10Y Hometown 145A {DLF, HYF, IEF}						
Birth Date: 3/5/2013 43385264 Tattoo: 148X145A						
CW	SHF WONDER M326 W18 ET {CHB, DLF, HYF, IEF}					
+67	NJW 73S W18 HOMETOWN 10Y ET {CHB, DLF, HYF, IEF}					
Marb	NJW P606 72N DAYDREAM 73S {DLF, HYF, IEF}					
+0.20	TH 122 71I VICTOR 719T {SOD, CHB, DLF, HYF, IEF}					
RE	NJW 78R 719T LADYSPORT 148X {DLF, HYF, IEF}					
+0.48	NJW 167L INVESTOR GAL 78R					
BMI\$						
+25						
BII\$						
+22						
CED	BW	WW	YW	MILK	CHB\$	
1.8	.36	4.2	.65	63	.48	98
						.49
						31
						.24
						+31



Boyd Worldwide 9050 ET {DLF, HYF, IEF}						
Birth Date: 2/22/2009 P42982024 Tattoo: 9050						
CW	KCF BENNETT 3008 M326 {CHB, SOD, DLF, HYF, IEF}					
+32	SHF RIB EYE M326 R117 {CHB, SOD, DLF, HYF, IEF}					
Marb	HVH MISS HUDSON 83K 8M					
+0.14	FELTONS LEGEND 242 {SOD, HYF}					
RE	MSU TCF RACHAEL 22S ET					
+0.24	MSU TCF RACHAEL ET 54N {DLF, HYF, IEF}					
BMI\$						
+24						
BII\$						
+20						
CHB\$	CED	BW	WW	YW	MILK	
+17	10.6	.65	-5	.90	47	.84
					60	.82
					26	.70

BOYD 31Z BALANCE 5120 {DLF, HYF, IEF}						
Birth Date: 9/03/2015 P43659285 Tattoo: 5120						
CW	SCHU-LAR ON TARGET 22S {SOD}{CHB}{DLF, HYF, IEF}					
+65	KCF BENNETT ENCORE 2311 ET {CHB} {DLF, HYF, IEF}					
Marb	KCF MISS REVOLUTION X338 ET {DLF, HYF, IEF}					
+0.27	NJW 73S M326 TRUST 100W ET {CHB}{DLF, HYF, IEF}					
RE	NJW 91H 100W RITA 31Z ET {DLF, HYF, IEF}					
+0.29	REMITALL RITA 91H {DLF, HYF, IEF}					
BMI\$						
+25						
BII\$						
+22						
CED	BW	WW	YW	MILK	CHB\$	
4.9	.34	1.8	.47	67	.41	106
						.41
						28
						.17
						+25



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The Mead Program Sale

Monday, May 28, 2018 "Memorial Day" • Midville, Georgia



Lot 2 — Reg. # P43877515



Lot 4— Reg. # P43774952



Lot 12—Reg. # P43747615



Lot 35A — Reg. # P4387277



Lot 36A— Reg. # P43859799



Lot 73—Reg. # P43867486



Lot 14 — Reg. # P43760348



Lot 15— Reg. # P43760358



Lot 16—Reg. # P43768069



Lot 36— Reg. # P43456927



Lot 39— Reg. # P43456918



Lot 51—Reg. # P43478305

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**Cover Photo submitted by Jim Coley*

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Kathryn Ingram, Madisonville	Stan Webster, Chestnut Mound
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Editor's Point of View

by Kathryn Ingram

The spring sale season is in full swing and everyone is busy on the farm. It was great to take a break and visit with everyone at the Tennessee Beef Agribition in March.

This is one of the few events of the year that brings everyone together from all regions of our state. The annual meeting was well attended. It was great to see an abundant number of families that are willing to support the Hereford breed. The Coley's were named family of the year for 2018. Their rich history and current accomplishments are noted on pages 8-9.

One of our former junior members has decided to continue to serve our organization. I would like to welcome Zachary Hopkins to the THA Board of Directors. I am sure he will be a great addition to the board. The THA Annual meeting article provides a short recap of the meeting.

The quality of the Hereford cattle at the Tennessee Beef Agribition were deep and the prices reflect it in this issue's sale report.

Unfortunately flies will also return with the green grass this spring. Jason Smith's article details the steps to having a complete fly control article.

Sometimes I become attached to animals in our herd

for reasons that have nothing to do with profitability. Dr. Justin Rhinehart takes a hard line with determining when a cow should be culled from the herd.

We all realize that taking advantage of crossbreeding is a necessity for the commercial cattleman. The AHA and Red Angus Association have created a "Premium Red Baldy" heifer program to provide strong maternal females for the commercial cattleman.

This is the last newsletter before the junior shows begin this summer. I would like to wish everyone good luck and hope you do not get "too busy" to enjoy this time with your family.

Southeast Regional Information

The Southeast Regional Junior Show will be in Perry, Georgia June 14-16. Randy Roberts will be in charge of the show. Entry deadlines were not available at print time.

The Georgia Hereford Women will be hosting a hospital-ity room, a silent auction, and have a gift card tree. Please contact Angie McGinnis at 706-795-2747 or angie.mcginis@piedmont.org for more information or to make a donation.

INTRODUCING LW 3006 ADVANCE 727E ET

43826860, Calved 1/19/2017



Semen \$25 / Straw - \$75 /Certificate

CE	BW	WW	YW	MM	M&G	MCE	MCW	UDDR	TEAT	SC	DMI	SCF	CW
+1.2	+2.5	+64	+101	+35	+67	+2.8	+86	+1.40	+1.50	1.6	1.0	12.9	+75
FAT	REA	MARB	BMI5	BIIS	CHBS								
+0.025	+0.44	0.00	+\$ 20	+\$ 18	+\$ 27								



Jim and Kay Coley
1100 Corum Hill Rd
Castalian Springs, TN 37031
615-804-2221
coleyherefords@gmail.com

We are very excited to introduce our new herd sire. LW 3006 ADVANCE 727E ET.

He is sired by HH Advance 3006A and out the great 055X cow from Coopers. We expect this long bodied and thick butted bull to sire bulls and females that will get the job done for our customers. Owned with H&C Hereford Farm, Lexington, NC and Loyning and Walen Cattle Company, Absarokee, MT (LBarW) .



055X, Dam of 727E ET

Based on her production and her phenotype 055X has proven herself to be one of the great cows our breed has ever seen. Her first calf was 215z who has become one of the top AI sires available today. She also the dam of 5110C and 6128D who sold at \$130,000 and \$155,000. One of her daughters topped the LBarW sale at \$27,000.

President's Comments

by Julie Chapin

Happy Spring Everyone,

My favorite time of the year. Calving is winding down and the grass is green. This is the time of the year that you can go out in your pasture and see the future of your herd right in front of you with those young calves. A great time of the year indeed!

Just a quick word on the TN Beef Agribition that concluded March 10th in Lebanon, TN. Once again Hereford breeders (mostly from TN) brought forth a great set of Herefords to sell. Thank you to the consignors for bringing quality animals to sell. Again, as in years past, this is one of the top consignment sales in the country. Of course we couldn't achieve that without the buyers. So, thank you to everyone that bought and participated in the sale. I'm sure your purchases will go a long way in improving your herd now and in the future.

An upcoming date to remember and mark your calendar for is August 17th and 18th. We will be right back in Lebanon, TN for our annual TN State Hereford Show. It is not too early to plan a trip. We look forward to the same quality show we have had in the past. As the date approaches, look on our website TNHereford.org for more information.

See you down the road and enjoy those calves!

Advertise with Us!

Quarterly Publication Dates and Deadlines

Issue	Ad Space & Article Deadline	Print Ready Submission	Published
Winter	December 26	January 5	Feb. 1
Spring	February 25	March 5	April 1
Summer	June 25	July 5	August 1
Fall	August 25	Sept. 5	October 1

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Advertising Rates	1X	4X
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Business Card Color	not available	\$150
Business Card BW	not available	\$125
Full Page BW	\$200	\$740
1/2 Page BW	\$120	\$430
1/4 Page BW	\$60	\$215

Removing Beef Cows from the Herd Before They Become a Problem

Dr. Justin Rhinehart, Assistant Professor, UT Beef Cattle Extension Specialist

Cows generate 70-75% of “non-fed” beef in the US and are used for more than just ground beef (roasts, steaks, fajita strips, etc.). Because these animals are worth more than ever before, it is important to market them while they are healthy and mobile. “Downer cows” are no longer accepted by market facilities and buyers are weary of cattle that are more likely to be condemned at the packing facility.

“Think about the decision to market cows as if you are giving each cow in the herd an annual performance review for their job”

Beef consumers and the general public are more interested now about where their food comes from and how it is produced than at any other point in the history of modern beef production. Marketing cows before their health declines not only makes the herd more profitable, it also helps the entire industry maintain the good reputation for animal care that it deserves.

Think about the decision to market cows as if you are giving each cow in the herd an annual performance review for their job and consider the following checklist for marketing criteria:

Pregnancy check all cows. Any mature cow or replacement female that is not pregnant should be sold to maintain the profitability of the operation. For bulls, have a breeding soundness

exam done before each breeding season and market bulls that do not pass.

Major defects would include very bad temperament, chronic lameness, eye problems (early signs of cancer eye), or severe udder problems.

Inspect teeth of cows so that you know the number of effective years each cow has left. Cows with broken teeth or badly worn teeth should be high on the market list. Teeth that are somewhat worn indicate they are getting old, but they have a few years left in the herd

Market cows that produce calves with very low weaning weights. Calves with extremely light weaning weights should be sold soon. Make a note of cows producing calves with less than average weaning weights (but not extremely low). Cows that repeatedly wean calves less than the herd average should be considered for marketing when the need/opportunity arises to sell extra cows.

For farms with a calving season, consider selling any cows that will calve late or out of your window. These cows have a higher likelihood of coming up open in the next breeding season or producing a lightweight calf. Pregnant cows in this category would be marketed differently than open, defective, or old cows. These cows may be out of line with your calving season, but they might work for someone else.

Market cows that do not maintain their body condition score when fed properly. Even if they do not end up with a high marketing priority due to one of the criteria discussed above, they should be considered for selling during a drought year because there is a higher chance that they will not breed back, or that they have underlying health issues that would come out during times of stress.

A deep culling might be a good time to consider selling any cows that are extreme in frame size or muscling in your herd. This may be very small or very large cows that produce calves that are not uniform with the rest of your calf crop, perhaps dairy-cross or off color cows. Anything you can do to increase the uniformity of your herd will help you with future marketing plans.

These criteria might not fit each farm/ranch perfectly. But, starting with these general concepts and tailoring them to your specific objectives should help identify cows that need to be marketed. Selling market cows at the right time will improve profits for that year and build profitability for future calf crops.

KERR POLLED HERFORDS



Bulls and Heifers for Sale!

Larry and Ryan Kerr
847 Summerhill Dr, Friendsville, TN 37737
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herefordkerr@gmail.com



*Contact the American Hereford Association's
Eastern Region Field Representative
for your Hereford Seedstock Needs ...*

Tommy Coley
815-988-7051
tcoley@hereford.org

Tommy Coley serves as the communication link between the American Hereford Association (AHA) and breeders in Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.

Coley attends Hereford sales and events as well as assists breeders with marketing and genetic selection. He also helps educate members and commercial producers about AHA programs and other beef industry opportunities.



P.O. Box 014059
Kansas City, MO 64101
816-842-3757 • 816-842-6931
Hereford.org

Tennessee Beef Agribition Sale Report

Lebanon, TN | March 10, 2018

Auctioneer: Dustin Layton

5 Bulls.....\$19,600; Avg.....\$4,126

33 Females...\$105,500; Avg.....\$3,136

1 Flush.....\$3,000; Avg.....\$3,000

4 Embryos.....\$900; Avg.....\$225

BULLS

MC ADVANCE 955W 1628 ET, 0/19/2016, by CL I DOMINO 955W, consigned by Michelle and Mary Frances Smith, Hartsville, to Fawcett's Elm Creek Ranch, Ree Heights, SD.....\$8,800

FEMALES

RC MS COOKIE 378, 12/9/2016, by CHAC MASON 2214, consigned by River Circle Farm, Hartsville to Kayla Richey, Galatia, IL...\$6,600

LVF RACHEL 26C 1301, 8/29/2015, by RF ENDURANCE 1301 ET, and heifer calf LVF Monica 26E 9050 consigned by Liberty Valley Farm, Petersburg, to Ashton Follow, Villa Ridge, IL.....\$4,700

HAF 4312 MACY E155 ET, 10/1/2017, by C BAILEES MILES 4312 ET, consigned by Hidden Acres Farm, Waverly, and Woolfolk Farms, Jackson to James M. Rich, Lake Butler, FL....\$4,200

DCF 0402 DIANE 2109 507C, 10/2/20015, by PERKS DCF 181R DYNASTY, and heifer calf, consigned by Dry Creek Farms, Pell City, AL to Ashton Follow, Villa Ridge, IL.....\$4,200



Champion bull, MC ADVANCE 955W 1628 ET, exhibited by Michelle and Mary Frances Smith, Hartsville.



Champion heifer, RC MS COOKIE 378, exhibited by River Circle Farm, Hartsville.

RMP 24B QUEEN OF CLUBSS 757B, 6/2/2017, by CPH 100W GRAYSON 24B, consigned by Parish Farm, Harrisburg, IL to Claire Garrell, Petersburg.....\$4,100

THA Annual Meeting

The Annual Meeting of the THA was held Friday evening, March 9, 2018. The meeting was well-attended and everyone enjoyed this time of food and fellowship.

Richard Brown, TLP, gave an update on the THMP sale and asked that the members provide him input on any ideas or modifications that might benefit the sale. Heath Quick, President of the TJHA outlined the accomplishments of the juniors. Tommy Coley briefed the group about recent changes in the AHA, including the move of the office and new programs available to help the outreach of the Hereford breed.

Dean Thompson, Bob Coley, Gary Preston, and Kathryn Ingram were recognized for completing their terms as directors. Zachary Hopkins, Gary Preston, Bob Coley and Kathryn Ingram were elected to serve three-year director terms.



2018 THA Directors: Zachary Hopkins, Gary Preston, Todd Rankin, Mike Rogan, Jeremiah Malone, Julie Chapin (President), Jim Coley, Stan Webster, Bob Coley, Sally Wingler, David Parker (Vice President), and Kathryn Ingram

Highridge Farm

Victor Domino Herefords

1571 Lowe Road
Crossville, Tennessee 38572

931 248 7272

highridge@frontiernet.net

www.highridgeherefords.com

Coley Family Named THA Family of the Year for 2018

by Randall Bartley and Stan Webster



The Coley Siblings, from Left to Right : Jim Coley, Bonnie Coley-Malir, Carol Coley McDonald, Bob Coley

The Coley family – Bob, Jim, Carol, and Bonnie received the Tennessee Hereford Association Special Recognition Award for 2018. This family has a rich history with the Hereford breed that spans over eighty years.

V.H. Coley started a family farm in 1910 raising Duroc hogs along with his sons, Clyde and Dee. In 1938, V.H. and son, Dee, purchased their first Herefords - two open registered heifers for \$75 each. In 1938, Clyde purchased a registered Hereford cow with heifer calf at side, and in 1940, Dee traded a small flock of registered sheep for three more registered Hereford heifers. This was the beginning of THE Coley Herefords.

In 1948, Dee married Dorothy (Dot) Leonie Sparkman at the home of her parents. They made their home in the Coleytown community in Macon County where they partnered with Dee's brother, Clyde, and built a nationally recognized registered Hereford cattle operation. For many years, Dee and Dot operated Coley Sales Service and managed cattle sales all over the southeast.

Coley Hereford Farm held successful production sales from 1952 through 1978. They received the Middle Ten-

nessee Green Pasture award and Beef Cattle Improvement award from their home state many times in the 1960s. They were leaders in the state association and helped organize the Tennessee junior association, hosting its first field day on August 14, 1964.

Dee and Dot's four children - Bob, Jim, Carol and Bonnie were very involved with the Hereford cattle growing up. At the age of ten, their dad Dee and Uncle Clyde, allowed each child to select one heifer from the herd annually in return for the work they did on the farm. After exhibiting their heifers in various junior shows throughout the state and sometimes Southeast, they sold their heifers in the family's annual production sale. The proceeds were deposited in their own bank account for their college education.

Bob, Jim, Bonnie and Carol also enjoyed serving in numerous leadership roles in the TN Junior Hereford Asso-

ciation as well as with the American Junior Hereford Association. All four attended the University of Tennessee, Knoxville and majored in Animal Science. These brothers and sisters continue to have an impact on animal agriculture and the Hereford breed today.



The Coley's siblings and their families.

Bob and Jan Coley live in New Market, Tennessee. Bob owns Coley Veterinary Services, a practice that focuses on food animals since 1988. Bob currently serves on the THA Board of Directors and operates Coley's Rocky Valley Herefords. They have two children, daughter Kim lives in Santa Barbara, California and son Chad and his wife Dianna reside in Fort Thomas, Kentucky.

Jim and Kay Coley live in Castalian Springs, Tennessee with plans to move back to the Coley family farm in Lafayette this year. Jim has recently retired from working for the Macon-Trousdale Tennessee Farmer's Co-op. This husband and wife team is invaluable to the THA. Jim is active in the Tennessee Hereford Association serving as a Director and a member of the Agribition Sale Committee. Kay serves as the treasurer for the THA. Their daughter Denise and husband Wesley Skelton of Cleveland, Tennessee have four children. Their son Michael and his wife Erin, live in Lebanon.

Carol Coley McDonald lives in Carthage, Tennessee. Carol has dedicated her professional life to agriculture, working in various roles that include extension education, produc-

tion agriculture, and agribusiness. She is currently serving as the Tennessee Assistant Commissioner of Agriculture for Policy and Legislation. Carol has two daughters that reside in Lebanon, Sarah and husband Casey and Celia and her husband Lucas along with their daughter Coley.

Bonnie Coley-Malir and her husband Rick live in Powell, Ohio. After graduating college, Bonnie worked as a Junior Activities Director for both the Charolais and the American Hereford Association. She strongly believes that involvement in the Hereford Youth activities allow participants to develop life skills that will create future success. Rick and Bonnie have made a generous donation to the Hereford Youth Foundation of America to ensure that future generations have the opportunity to participate in these life-changing events. The couple currently own and operate City Barbeque, a restaurant and catering company with over 40 locations in six states.

The Tennessee Hereford Association is thankful for the dedication and service that the Coley family has provided to our association and the many facets of agriculture that they have supported in their professional and personal lives.



Middle Tennessee Hereford Association

Annual Sale — Saturday, April 28, 2018

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Billy Jackson: 615-672-4483 or 615-478-4483

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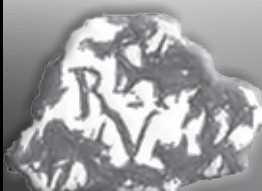
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New Market, TN 37820 bcoleydvm@aol.com**



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Bulls and Heifers For Sale

Herby Magee
861 Ethridge Redhill Road
Lawrenceburg, TN 38464
931-242-3749
herbymagee@gmail.com

Sale Report

Sale Date	Name		#Lots	Gross	Avg.	Bull Avg.	Female Avg.
3/10/2018	Boyd Beef Cattle Bull Sale	KY	20	\$66,500	\$3,325	\$3,325	-
3/10/2018	Central Missouri Polled Hereford Association 111th Sale	M)	45	\$76,750	\$1,706	\$1,863	\$1,672
3/10/2018	Tennessee Agribition Hereford Sale	TN	38	\$123,700	\$3,277	\$4,126	\$3,136
3/3/2018	Kentucky Beef Expo Hereford Sale	KY	54	\$142,900	\$2,646	\$3,039	\$2,522
2/22/2018	Woolfolk Farms Production Sale	TN	59	\$178,800	\$3,056	\$3,330	\$2,798
2/3/2018	JM Cattle Company	TN	32	\$79,850	\$2,495	\$2,438	\$2,700

Tennessee Hereford Association Membership Application

FarmName_____	
Owner Name(s)_____	
Mailing Address_____	
Home Phone _____	
Cell Phone _____	
Email Address: _____	
Mail Application and \$30 dues to :	TNHereford Association c/o Kay Coley 1100 Corum Hill Road Castalian Springs, TN 37031

East Tennessee Association 2018 Annual Meeting

The ETPHA Annual Meeting was held, January 8, 2018 in Knoxville. Matt Crisp from the Tennessee Farmer's Co-operative spoke about various minerals and supplements available from TFC.

Mitch Ingram, Dean Littreal, and J.E. Mottern were elected to serve three year terms as directors. In the board meeting afterwards, Mitch Ingram was elected President, Dean Littreal Vice President, and Kathryn Ingram will remain Secretary-Treasurer. Board members are Rick Butterworth, Rodney Cobble, Carlton Norris, J.E. Mottern and Tim Shope.

Considering Feed-Through Fly Control this Year?

Take the necessary steps to maximize efficacy.

*Jason Smith, Assistant Professor and Extension Beef Cattle Specialist,
Department of Animal Science, University of Tennessee Institute of Agriculture*

Feed-through fly control has without doubt become one of the most popular types of feed additives utilized in pasture-based beef production systems. As a result, many floor-stocked free-choice mineral supplements and other feed products containing one of these technologies will soon become available for the upcoming grazing season. Feed-through fly control can be a valuable component of a comprehensive fly control program, however its misuse often results in lost opportunities and limited return on investment. Thus, it is important to understand the science behind these products and how they should be used in order to maximize their efficacy.

One thing that all feed-through fly control products have in common is that they have no direct effect on the animal – rather they have their effect in the animal's manure. While they are consumed by the animal, they move through its digestive tract relatively unchanged, and are deposited in the animal's manure. This is where they wage their war against flies. Although they are delivered to the manure in a similar manner, their differences lie in mode of action. As such, these additives generally fall into one of two categories: insect growth regulators (IGR), or larvicides.

Insect growth regulators are compounds that typically interfere with the progression of normal fly development. In other words, these products work through inhibiting or delaying the progression of fly larvae from one stage of development to the

“feed-through pesticides are not a “silver bullet,” and perform best when used as a component of a comprehensive fly control program.”

next. Because of this, IGR products are generally species-specific, and thus target only a single fly species. Most commonly available IGR products are only effective on horn flies. The most common of these – shown as active drug ingredient (ex: product/trade name; company) – include S-methoprene (ex: Altosid; Central Life Sciences), and ADM methoprene (Dipteracide; ADM Animal Nutrition).

In contrast to IGR, larvicides elicit a structural change in the fly that leads to death before it is able to reproduce. In other words, these products prevent flies from breeding. Because of this mode of action, larvicides generally are not species-specific, and thus target more than one species of fly. As a result, larvicides target not only horn flies, but also face flies and stable flies. The most common of these include Diflubenzuron (ex: Clarifly; Central Life Sciences) and Tetrachlorvinphos (ex: Rabon; Bayer Animal Health).

Because of their differences, it is important to make sure that you are using the correct product to achieve your goals for fly control – and similarly, meet your expectations. For example, occasional situations arise where an IGR is being used, but the

producer does not believe it is working because they still see flies. Since that product is intended to control horn flies, do not expect it to reduce pressure from face flies or stable flies. This often results in mistakenly assuming that the product is not working, when in fact it is. In this or similar situations, the issue has been a lack of understanding in what the specific product is designed to do, rather than lack of efficacy. Similarly, larvicides may affect insects other than flies that also reproduce in manure.

“You need to be ahead of the game, and begin feeding these products at least one month prior to fly emergence.”

In order to maximize efficacy of either a feed-through IGR or larvicide, it is important to ensure that they are used correctly. Since they elicit their effect on flies in manure, they must be present in the manure in order to do so. This means that you need to be ahead of the game, and begin feeding these products at least one month prior to fly emergence. If you don't begin feeding either of these products until flies are already a problem, you're going to limit their efficacy, as flies have been given the opportunity to breed and develop in manure that has not been exposed to the product. In this situations, flies have essentially been given a one-month head start. Similarly, product efficacy is dependent upon feeding these products throughout the duration of the fly season. As a result, it is necessary to extend feeding through the second major killing frost.

Because these products work in a dose-dependent manner, it is imperative that cattle consume the necessary (labelled) amount of product. This means that cattle must consume the amount of feed required to deliver the necessary level of IGR or larvicide, and they must do so on a consistent basis. Take steps to ensure that these products are being consumed in a manner that will allow consistent delivery of the necessary amount of drug to manure. If using a free-choice mineral supplement as your vehicle of delivery, this requires tracking mineral consumption, and re-locating mineral feeders as necessary to achieve consistent intake of the necessary amount.

Another factor that limits the efficacy of feed-through products is their use as the sole means of fly control. While they may still provide some benefit when used alone, feed-through pesticides are not a “silver bullet,” and perform best when used as a component of a comprehensive fly control program. Thus, it is recommended that they be used in combination with other methods of control, such as insecticide-impregnated ear tags (fly tags), administration of topical insecticides (sprays, pour-ons, rubs, etc.), and proper manure management. The latter of these – proper manure management – is the area that is most commonly overlooked. In scenarios without manure management – and trust me, they exist – the efficacy of these products is substan-

MC ADVANCE 955W 1628 ET

Thanks to Fawcett's Elm Creek Ranch, Ree Heights, SD for the purchase of $\frac{3}{4}$ interest and full possession in the top selling and grand champion bull at the Tennessee Beef Agribition Hereford Sale.



HH Miss Advance 1079Y ET

1628 is one of the thickest butted and deepest quartered Line One bulls that we have ever seen. He is the result of an embryo from Holden Herefords and sired by CL 1 Domino 955W. His dam, 1079Y, is one of the best daughters of HH Advance 8050U. We believe that he is one of the top Line One bulls to sell this year.



(43771630) Calved: October 19, 2016

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MGE	MCW	UDDR	TEAT	CW	FAT
+5.7	+2.3	+55	+87	+0.5	+1.3	+12.5	+33	+60	+0.4	+70	+1.30	+1.30	+77	+0.035
REA	MARB	BMIS	BIIS	CHBS										
+57	-.01	+21	+18	+30										

Contact either owner
for semen
Semen \$40/Straw
\$100/Certificate

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Hartsville, TN 37074
615-374-8875 (Michelle's Cell)
mherefords@gmail.com

tially limited, as flies will almost always have access to manure that was not exposed to the product. Take the necessary steps to ensure that "old manure" doesn't limit product efficacy.

Due to regulatory jurisdiction, most mineral supplements or other feed products that contain a feed-through pesticide are also medicated with another drug. Currently, the most commonly paired drug is an ionophore, such as Bovatec or Rumensin. In addition, some products can be purchased as "add-packs" and incorporated into a free-choice mineral supplement or other feed on-farm, however doing so may increase costs considerably when compared to purchasing a pre-manufactured supplement or feed that already contains the product. It is important that you put pencil to paper to determine the most economical option.

While IGR and larvicide products are valuable components of a comprehensive fly control program, their misuse, along with a lack of understanding of their mode of action and factors that drive their efficacy, creates lost opportunity and substantially limits their value. Use this information to ensure that you are using the correct tool for the job, and using it in a way that will maximize its benefit to your operation.

Any mention of specific drugs, product/trade names, or companies was done so solely for educational purposes, and not intended to promote any product over another.



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Leading Beef Breed Associations Partner to Release “Premium Red Baldy” Program

Press Release - AHA, Kendra Davis

Phoenix – Two of the largest beef breed associations in the U.S. have teamed up to offer commercial cattlemen a groundbreaking, genetically verified program to improve their bottom line. The Red Angus Association of America and the American Hereford Association are proud to introduce the “Premium Red Baldy” program, designed to capitalize on the best traits from both breeds while developing supreme quality commercial females.

RAAA CEO Tom Brink and AHA Executive Vice President Jack Ward announced the new initiative at the 2018 Cattle Industry Convention and NCBA Trade Show in Phoenix.

At The Red Reception, a special breeder’s event held to commemorate the joint venture, Brink said, “Both Red Angus and Hereford are committed to the success of commercial cow-calf producers, and we believe the pathway to profitability begins with having the right genetics in the cow herd. This new program will help producers access genetically verified females that are packed with heterosis and ready to go to work on farms and ranches all across the country. It all starts with the right cow traits, and Premium Red Baldy females will excel in that regard.”

“AHA is honored to join Red Angus to introduce the Premium Red Baldy program that identifies genetically superior F-1 females,” Ward said. “The AHA and RAAA are the only two breed associations that implement a mandatory whole herd reporting performance program which gives strength and reliability to their respective genetic evaluations.”

Premium Red Baldy is a tagging program designed to take advantage of hybrid vigor by maximizing the best traits of both breeds and providing commercial producers with premium replacement females. This program, targeting only heifers, will generate females for the commercial producer by emphasizing longevity, fertility, adaptability and efficiency. This partnership of powerhouse breeds promises to elevate the best genetics from each, and will build better F1 females to further the beef industry.

To take advantage of the program, producers must verify that eligible females are sired by AHA or RAAA registered and transferred bulls. The bulls must also rank in the top 50 percent of their respective breed for AHA’s Baldy Maternal Index (BMI\$) or RAAA’s Herdbuilder Index (HB). Targeted breed percentages will range from 25 – 75 percent for both breeds, with the balance being the alternate breed.

Cattlemen and women should call their respective breed association office to verify females and order Allflex™ tags for the program. Tags will be shipped to the producer upon completion of a satisfactory phone interview and only enough tags will be shipped to match the number

of red bodied and white or brockle-faced females born on the operation. Premium Red Baldy is not a Process Verified Program (PVP) through the USDA.

For more information about the Premium Red Baldy program, please contact Trey Befort, AHA Director of Commercial Programs at tbefort@herefordbeef.org or Chessie Mitchell, RAAA Tag Program Coordinator at chessie@redangus.org.

The American Hereford Association, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth and research. For more information about the Association, visit Hereford.org.

Hereford Women of Tennessee Update

By Jane Rickman

The annual meeting of the Hereford Women of Tennessee was held on March 9, 2018 after the THA Banquet at the Tennessee Beef Agribition in Lebanon.

Officers were reconfirmed and will serve a two-year term.

President - Jane Rickman

Vice President- Joyce Ashe

Secretary-Treasurer- Rhonda Walker

Directors: Kay Coley, Glenda Rickman, Beth Mansfield

Dues for the Hereford Women of Tennessee are \$15 per year.

In 2017 the Hereford Women of TN awarded John Thomas Woolfolk of Jackson TN the \$500 scholarship at our THA State Points Show in Lebanon this past August. We also sent out guidelines and applications for a TN Hereford Queen.

It’s been a few years since we’ve had a Queen and hope that we will have some of our young ladies to be interested in serving as Queen.

We are planning on setting up a Facebook page and hopefully that will help keep everyone up to date on the activities of the Hereford Women of TN.

In Search of Collector Plates Sold as a Fundraiser for the TPHA in the 1980s. Please contact Ray Pierce at pierceph@bellsouth.net if you have any information.

BREEDER AND SERVICE CARDS



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easttnpolledhereford.org

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Secretary-Treasurer: Kathryn Ingram
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Mitch : 423.337.1074

Kathryn: 423.337.1383

Home: 423.420.1023

www.notcheycreekfarms.com



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1662 McKinney Chapel Rd.

Rogersville, TN 37857

Home (423) 272-5018

Cell (423) 754-1213

Ada Rogan

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Secretary-Treasurer: Alicia Wright
288 Tom Austin Rd, Dyer, TN 38330
731-445-5096

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or 931-722-9200 Office: 931-722-3100

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Upcoming Events

April

- 8-Georgia's Finest Sale, Perry, GA
- 7-Burns Farms Female Event & Spring Bull Sale, Pikeville
- 7-Show-Me Classic Bull Sale, Windsor, MO
- 14-Knoll Crest Farm Spring Bull Sale, Red House, VA
- 19- THMP Feeder Calf Sale, Columbia, TN
- 20-Virginia Hereford Assn. Mid-Atlantic Spring Bonanza Sale, Harrisonburg, VA
- 21- Clifford Farms & Guest Sale, Mt. Sterling, KY
- 27 - MTHA Annual Meeting, Cross Plains
- 28-Middle Tennessee Hereford Sale, Cross Plains

May

- 5- South Carolina Hereford Sale, Clemson, SC
- 5-Tennessee River Music Inc. Sale, Ft. Payne, AL
- 10- Kentucky Hereford Influence Feeder Calf Sale, Stanford, KY
- 12-Broadlawn Farm Sale, Lena, MS
- 28- Mead Cattle Enterprises Sale, Midville, GA

June

- 14-16- Southeast Regional Junior Hereford Show, Perry, GA

July

- 1-7 Junior National Hereford Expo Event, Grand Island, NE
- 12-13- Tennessee Junior Beef Exposition, Murfreesboro

August

- 4- Hereford on The Mountain, Sewanee
- 17-18-Tennessee State Hereford Show/AHA Points Show Lebanon
- 25- East Tennessee Kick-Off Classic Sale, White Pine



KCF BENNETT REVOLUTION W432 ET

P43052829 — Calved: Sept. 25, 2009 — Tattoo: RE W432
FELTONS LEGEND 242 (SOD)(CHB)(HYF) **FELTONS DOMINO 774** (SOD)(CHB)(DLF)(HYF)(IEF)
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P42593689 MSU TCF RACHAEL ET 54N (DLF)(HYF)(IEF) **REMITALL ONLINE 122L** (SOD)(CHB)(DLF)(HYF)(IEF)
HH MISS ADV 786G 1ET
KCF BENNETT 759 H142 (SOD)(DLF)(IEF) **CL 1 DOMINO 759** (SOD)
KCF MISS H142 L332 (DOD) **KCF MISS 031 C288**
P42219875 KCF MISS 508 B137 **MSU PROSPECTOR 508** (SOD)
KCF MISS 469R Z177 (DOD)

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DELIVERIES WILL TAKE PLACE ON OR BEFORE AUGUST 15, 2018.

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+57	+2.2	+102	+1.40	+1.40	+32

SC	CW	FAT	REA	MARB	CHBS
+1.0	+94	+0.15	+1.17	+0.20	+40



MSU TCF Revolution 4R
KCF Bennett Revolution X51
Walker Author X51 W19 332
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PW Victor Boomer P606
Snowshoe P606 Perfect Miss W19
KFF Perfect Miss Vic L205

Feltons Legend 242
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EFBeef Schu-Lar Proficient N093
MCF Miss 744 L82
Remital Boomer 46B
PW Victoria 964 8114
RB Victor DOM F243 698
KFF Perfect Miss

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