

AMSS TAILS & TRAILS



February 2011
800 Pleasant St., Beloit, Wisconsin

HOFFMAN'S CELEBRATE 75 YEARS



Sandwich Co. Fair 2010 -
Martha Hoffman with 11 yr. old,
Meriville Elsie Gulman.

By Winifred Hoffman

Meriville Farm was established in 1936 when my in-laws, John and Rosa Hoffman, were married and started with Milking Shorthorns on this farm in northern Illinois. First they hand-milked up to 8 cows and sold cream locally. The herd was expanded as their children grew. Howard was the oldest, followed by Kenneth, then the twins Marilyn and Gerald.

Females were purchased from Emmett Arnold (Sunnyside Farm) of Rock County, Wisconsin, John C. Gage of Kansas, and Arnold Kohley (Adbeth Farms) of Lisle, IL, among others. By the time Kenneth and Gerald were out of high school, they were milking around 100 cows in a new herringbone milking parlor.

I joined the farm in 1981 when Kenneth and I were married, by which time Kenneth's dad had passed away and it was only he and his mom running the place. Our sons Seth, Paul, and Benjamin came along in the next few years, and several years later our "second crop" of children was born, daughters Martha and Miriam.

Many of you may recognize the Meriville prefix in several bulls that figure in current MS pedigrees: Plumchuck, Peerless, King Arthur to name a few. Mericrest Outlaw was all Meriville breeding also, bred in partnership with Sancrest Farms.

It took awhile for our bulls to catch on since they had to build their own indexes, since we always followed an independent breeding program and did not tend to manage the cows for all the production they were capable of. Other breeders found out our cattle milked better for them than for us. Kenneth was an enigma to many, but many considered him to be something of a master breeder, or at least an eccentric one.

Kenneth passed away in 2005 and the kids and I have carried on from there. My son Paul and his wife Trisha live up the road on Rosa's homeplace and he divides his time between teaching math at the local high school and helping keep the farm going (especially all the old machinery!) Son Benjamin helps out between college and other jobs. My daughters Martha and Miriam round out the chore crew. Son Seth is now an engineer in Omaha, after helping us throughout his college years, restoring the buildings and getting the farm shop updated.

Martha and Miriam enjoy showing in 4-H and a few other local county fairs.

Our 160 acres support around 100 head of Milking Shorthorn and Dutch Belted dairy cattle, which we feed entirely on home grown forage with no grain. We sell breeding stock and semen to grass dairymen and breeders around the country. We have provided foundation females to several promising young Milking Shorthorn breeders who are eager to work with the pure genetics of this practical breed.

Our emphasis is on good udders and a medium-sized, strong cow that lasts. We shy away from overly sharp or tall cows that do not perform as well on grass. We use aAa to assist in balanced matings. We are also actively developing polled sire lines, and have just identified our first homozygous polled bull that we will be collecting soon.

We breed all A.I. and are currently using Meriville Outstanding-P, Meriville King Oscar-P, Meriville Milk More-P, Meriville Matchmaker-P and also some Adam-P and a little Cantagree Lord Bates 3rd. We really like our Outstanding and King Oscar daughters that have just freshened.

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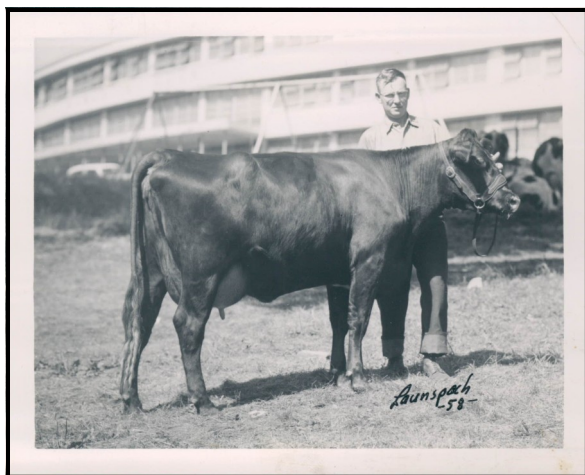
75 Years at Meriville Farm with the Hoffman Family continued.



Morris Co. Fair 2010 - Miriam with Meriville Nellie Gulman-P



Trisha Hoffman with Meriville Oceana Princess - P



Maurice with Gold Mine Princess 18th Grand Champion 1958 All Iowa Fair

Maurice Meyer, Legendary Breeder, 1932-2011

Maurice Meyer, 78, of rural McGregor, Iowa, died January 9, 2011. He was born on the family farm to Irvin and Delia (Brandt) Meyer. He graduated from Monona High School in 1950. Maurice and his wife, Bonnie, had just celebrated their 60th wedding anniversary on Dec. 27. They worked side-by-side on the farm and raised two children, Kenneth and Marlys. Granddaughter, Jody and her husband, Nathan Nus, now continue the Gold Mine legacy.

The "Gold Mine" prefix has been synonymous with great Milking Shorthorns for decades. The Meyer family may never have found the legendary gold from the storied "lost payroll from the wild west cavalry", but, they certainly developed their own *golden* breeding program.

I remember many a national Futurity winner with the Gold Mine prefix. Everyone enjoyed visiting with Maury and his sidekick, Gary Hoth (Tiny), at summer Milking Shorthorn picnics, state meetings as well as, state and national shows. Even after being set back by physical limitations, Maury still kept his sense of humor (some of the younger breeders enjoyed test driving his motorized scooter!) and of course, he never lost his interest or love of the beautiful red, white and roans. We will miss him.

Miles, Crowns, Sashes & Ribbons

By AMSS Queen, Elise Krause

This summer was a nice relaxing time before college and was also when my journey as the Milking Shorthorn Queen begins. The convention at Washington had a feel of leisure to it because we did not have to take care of cattle between socializing with all of the breeders and seeing a lot of great cattle throughout the week. All of us juniors had a blast fitting and showing at Rosecrest Farms. We also enjoyed wonderful farm tours of Ecuia Farms and Kundes Golden Milking Shorthorn Herd. The juniors had an awesome time on our visit to the ocean and all the various other shenanigans that we got into. Washington did an awesome job hosting the convention this year. The next big event for me was the Illinois State Fair, home of the Butter Cow. One of my favorite things that Illinois does for all of their juniors is The Superior Young Producers Contest in which the juniors get to show off their dairy knowledge and compete for scholarships. Illinois also does a great job of dairy promotion with events such as the Moo-Moo Classic, a team hand milking contest; The Bossy Contest, a dress up contest for kids and cows; and the University of Illinois Milk-a-Cow Booth, a place where visitors can hand milk a cow. It was very different to be sitting in the ring rather than showing in the ring, so naturally I decided to show a couple of my cows because I missed walking around the ring so much. It was another great year of cattle at my home state fair!

Before I started college at the University of Minnesota, I spent some time at the Minnesota State Fair. Boy was it nice to be back at the Great Minnesota Get Together. It was awesome being reminded of how many of my generation are involved in the dairy industry because Minnesota's 4-H dairy show has over 500 exhibitors in the grades 6-12 that win trips to come the state fair. Visiting with all of the Minnesota breeders, getting a malt from the Gopher Dairy Club's "Dairy Bar", moving the show ring outside because of a power outage (Judge Mike Halpin handled the unexpected turn of events like a pro and finished the show with great placings) and of course seeing some great cattle, were just a few of the exciting events that really stand out in my memories from the Milking Shorthorn Open and 4-H Shows.

This year I had the pleasure to be the first National Milking Shorthorn Queen to attend The Big E. Everyone out East was extremely hospitable and I even got to live in style in Phelon's camper and eat some delicious home cooked food, which was way better than my residence hall's food. When I first arrived I was told about three things that I had to do and two things I had to eat, so if you make it out there you have to experience them too: Visit the Avenue of States Buildings, go to the Mardi Gras Parade, go down the giant slide, eat a Maine Baked Potato and eat a cream puff. All of these things lived up to my expectations and were even better than The Big E exhibitors' claims. Both the Junior and Open show days had some phenomenal cattle being led around the ring with a lot of new (to me) and old exhibitors that I had the opportunity to chat with. The exhibitors were even gracious enough to invite me to compete in the showmanship contest because I think they could tell that I missed showing. Thank you to all of the Big E exhibitors for making me feel so welcome and to give me the opportunity to see such a high quality cattle show.



BIG E

EXPO

NAILE

“Queen” continued.

Only a few days after returning to classes, I was skipping again to go to the World Dairy Expo. It was nice to revisit some of my favorite places, such as the U-Mad Dairy Club's grilled cheesy stand, the Milking Shorthorn Barn and of course the high tension show ring with great cattle from every breed. This year the WDE theme was Royalty with the ring being decorated like a castle, which I found very fitting for the breed being that Milking Shorthorns originated from England. Sitting in the Milking Shorthorn booth was a new experience for me and was very enjoyable because I got to meet some of the visiting Australians as well as talk to people I had not seen for a while. Since, I managed to forget the queen equipment (the crown and sash) I got the chance to make a new sash and borrow the Jersey Queen's crown. Being able to watch the show with a front row seat on the floor level was fabulous because the view of those fantastic cows was even better from there. Recognizing the cattle from the other shows that I had been to and seeing them in their peak conditions was one of my favorite parts of World Dairy Expo this year. The Milking Shorthorns that everyone exhibited this year truly were the royalty of the breed and they made for an awesome, highly competitive show from top to bottom.

As November rolled around it was time for me to fly off to The Winter National Milking Shorthorn Show in Louisville, Kentucky. This is one of the shows that I look forward to every year because of the warmer weather, the laid back atmosphere, the competitive quality of the cattle and who can forget The Giant Country Store! The junior show on Friday was a fantastic sampling of what was to come and was a great way to start off the weekend, even if we ended up playing musical ribbons. I had an awesome time getting to know some of the newer junior members and soliciting funds for our junior class awards (thank you to everyone who helped support our pullovers and awards for next year). The open show on Sunday was one of the best yet down at Louisville. After seeing another great set of cattle and visiting with all of the exhibitors, I was on my way back to college. So after a few miles, crowns, sashes and ribbons; I had one of my favorite years with the Milking Shorthorn Society. This summer I cannot wait to help host the convention in Champaign, Illinois. Don't forget to “Come Have a Drink on Us” at the dairy bar on June 22-25. It has been my honor to represent the American Milking Shorthorn Society and the cattle that I love as the queen this year.
In Red, White and Roan,
Elise W. Krause

National AMSS Convention

June 22-25, 2011

Champaign, Illinois

For information:

***Melissa Halpin
moocow119@hotmail.com***

***Watch for registration form
In the Journal.***

Check out these sites:

shorthornsite.com
illawarra@lbcentre.com.au
cmss.on.ca
Illawarrasqld.com.au
dairyagenda.com

***Congratulations
2011 AA Nominees***

Calendar of Events

March 26—MA Blue Ribbon Calf Sale, contact milkingshorthorn.com

April 30 - Wisconsin Dairyland Sale, Neillsville, Wisconsin

Contact: Jessica Hasheider, bordercows@frontier.com

June 22-25 - National AMSS Convention & Sale, Champaign, Illinois

Contact: Melissa Halpin, moocow119@hotmail.com

BULL TALES OF THE TANBARK... BY DAVE KENDALL

In a boring world the bull that sired every All American would be the highest production proven bull. We do not live in a boring world. Further there can be a difference between tanbark winning type and productive type. In the United States to win in the show ring in general an animal needs have a certain amount of elegance. While this is not always the true, there are those cows that are constructed so well being very correct on their feet and legs with freedom of movement and superb udders, the requirement of elegance does hold the overwhelming percentage of the time.

A bull that makes very correct animals with exceptional feet legs and the most consistently outstanding rumps in the breed is Vinra Bar-D Famous. However, Famous is not a bull you would go with if you were looking to make elegant, thin hided, dairy cows. The daughters of Famous that have done well at the shows are those that fit the sound, well built female winning on their power, width of chest, correct rump, great mobility and wide, firmly attached rear udders. They have not won on the dairyness and there have not been many of them that have stood up in class or for the Purple.

This year a number of bulls have sorted themselves out as being sires of winning, show ring type. These include the Imperial Grand Guard in the form of Kuzmars Alfairs Othello. There is not much that can be added to the laurels of the Great One. What has happened over time is that most breeders have learned how best to use Othello to make not only great cows but fancy heifers. We have written about this before but for newer Milking Shorthorn breeders there was a time that Othello was considered to be a big disappointment. This opinion of Othello was based on the fact that his heifers were not fancy. In fact they were viewed as being tub gutted, narrow chested heifers that had to much set to their hock.

There were actually a number of Othello heifers that went to the feedlot as their breeders thought them not worthy of producing a calf.

Many of us learned from that experience to have patience and to not put to much emphasis on how the daughters of a bull looked as heifers; those first Othellos consistently grew into great cows. What breeders learned over time was that to use Othello to the best effect he needs to be bred to cows with perhaps a bit above average width of chest and depth of rib with a stronger pastern and above average heel. When used this way even the Othello heifers can be very attractive. A prime example is the Mi-San Acres Lola cow of Michelle Ritschards. With maybe the issue of the pastern/heel (and I am be picky) Lola was a great mate for Othello. Lust, Lover and List are the exceptional proof of this.

On the other hand when a bull makes an exceptional number of show winning heifers early out of the gate the assumption could be that he is siring correct animals with lots of other positives being seen in his daughters. A bull that definitely fills this bill is GE Mysha-Wo Advent Liriano-ET. 2010 was the first year that Liriano had enough daughters to make an impact. It has been sometime since a young sire has stormed into the show ring prominence so early. Not only the remarkable Buckeye Knoll Liriano Pila-EXP but also Corstar Liriano Maize-EXP, Rovin Lira Alison-EXP P, Kellog Bay Liriano Juniper garnered All American nominations. From this early set of daughter and the many others that stood up around the county one trait seems to stand out at this time (subject to change as they grow). Liriano sires tall, clean boned animals that have a correct thurl placement and correct legs with a good foot. This is not a combination often seen in tall, stretchy heifers. The Liriano also have a silky, elegant hide that adds to their attractiveness with an uphill cut.

Bull Tales continued.

Again what is so impressive about this bull is that these daughters were produced from early matings across a variety of cows. With this we can also say that perhaps the bet Lirianos are yet to come. No bull is perfect, Liriano probably needs to be used over cows with a sharper, chiseled shoulder and depth of rib, in particular through the flank. We also must recall that Liriano is still a young bull; we need to see how they develop as they mature, how their udders unfold and that they milk. With that said we can all be looking forward to this years show season to see many more Lirianos grace our shows.

A proven bull who continues to make very attractive heifers is GMC Rebel Logic-ET. One of the most structurally correct bulls of the breed Logic can also make them with a deep, dropped, flowing rib with a feminine head on long clean necks. Lands-Brook MVF Cassidy-ET, GMC Logic Lover, Oceanbrae RI Courtney, GMC Logic Cindy, Lands-Brook Calmar EXP ET and Brightside Virtue-EXP are all Logic heifers with All American nominations for 2010 and fit this pattern. To use Logic to his best he should be used on cows that are clean boned, refined and maybe a bit narrow in the chest. Look for more of Logics to lead the parade this summer. We also know via Spungold-R Logic Precious-ET and Joy-El Logic Tippy that we will be seeing Logics in the cow classes for years to come.

Another proven bull that can make the elegant, classy champion heifer is Bar-D Kuszmar Clay. Reiden Acres JR, Sageser Clay Penny, Elron Clays Penny are excellent examples of what K-Clay can produce in the heifer arena. In general K-Clay makes sharp, dairy and open. Interestingly K-Clay is like Othello in that his daughter's wheels often leave something to be desired. Just like Othello if used on cows that are correct in their set with steep hoofs and strong pasterns K-Clay is capable of making the eye catching kind.

Breeding for show winning heifers is poor criteria for breed progress. However, heifers can give us early indications of bulls structural issues, both good and bad. By using that knowledge we can move forward as a breed as long as we are willing to admit if those Champion heifers do not mature into the cows we need.

Hope to see you on the tanbark trail this year...Dave

Harley Headings - AMSS Loses Prominent native
Milking Shorthorn Breeder, Dec. 6, 2010

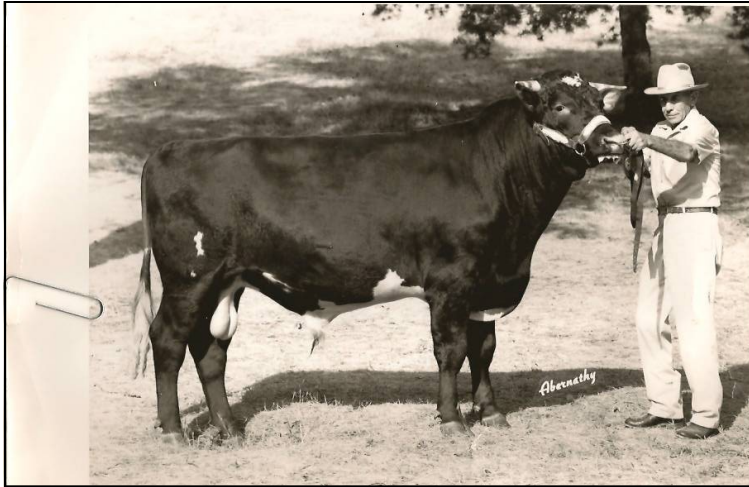
Harley Headings was a true ambassador for the Shorthorn Breed. He had an eye and love for good cattle and developed an outstanding dual purpose herd. Harley, Katie and family worked together as a team to promote the Dual Purpose Milking Shorthorn Show and Sales in Kansas. To these sales, he consigned quality cattle that he was proud of and that would work for the new owner as well. It didn't just end with the tiresome hours of labor in Kansas. He also consigned to National Sales and attended National Conventions from one end of the nation to another with his genuine and glowing personality. His Christian values and friendship will always be remembered.
Doyle Hendrickson

Double H Farm, was a consistent advertiser in the AMSS Journal. One of my favorite ads was from the Headings family when they celebrated 35 years of Milking Shorthorns in 2005 with an open house.

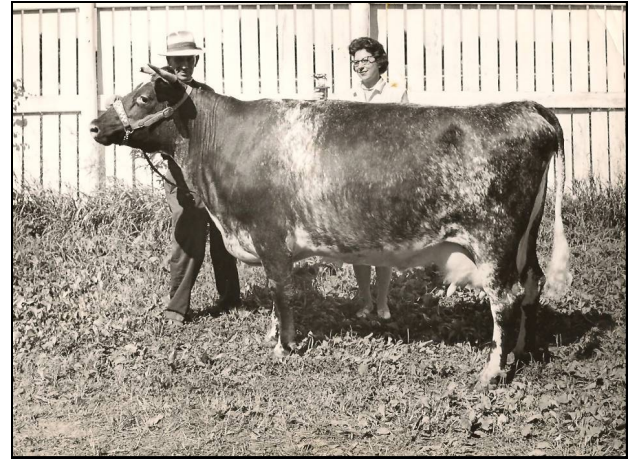
***“Lunch served at noon,
possibilities are:
Jack Rabbit Stew and Kansas
Hybrid Mosquitoes dipped in
Maple syrup!”***

The Barneses of Broadview-

The title of a book by Edna L. Barnes



Broadview Cragg's Lad, Jr. Champ Iowa State Fair, 1967



Gr. Champ at All-Iowa 1959 with Andrew and Edna.

Over ninety years ago, two newlyweds in Iowa had to decide, “how to buy groceries and pay the hired help”! Andrew and Edna Barnes decided on milking cows. They plunged into Milking Shorthorns! With the help of a \$600.00 inheritance from his aunt, Andrew bought two registered cows and a registered bull.

In 1930 they attended the Chicago International Dairy Show and bought a bull from Bill Hardy, a herdsman for Alasa Farms of Alton, NY. (Mr. Hardy went on to become secretary of the AMSS.) While the nation was reeling from the disastrous blows of the Great Depression, the Barnes' 25 dairy cows kept them afloat. Selling a dairy cow would bring only a measly \$10-\$15.00, hardly enough to make the monthly mortgage payments.

They had their first sale in 1936. Coming out of 2 years of drought and record breaking cold, Andrew and Edna prayed for an “Angel” buyer. Everyone at the sale was dumbfounded when the cattle averaged \$80 each! A phenomenal price at that time.

Edna recalled that at one national sale following that, Andrew bought a cow for \$1100, an exorbitant price at the time. Edna had been sitting apart from Andrew with some of the other wives...when they announced that Broadview Farms was the buyer, she blurted out loud, “we can't afford that!!!” But, she said it was a good decision and went along with Andrew's philosophy that, “it takes money to make money”.

Broadview Farm's long range plan was to have the best Milking Shorthorns in the country. They enjoyed showing with much success throughout Iowa, Minnesota, and Kansas...maybe some of you remember Andrew's “Broadview Special”, guaranteed to improve the human appetite!

In 1950, he received the Master Breeder Award at the Iowa State Fair. Between Andy and his good friend, Noran Shaver (Marcia Floyd's dad), they won the bull championship at the Iowa State Fair 11 out of 12 years. Edna felt that their road led from Broadview Farms to the fairs and the roads from the fairs brought the buyers of their championship cattle—literally and figuratively the road to success!