

# A True Herdsman

*Eddie Sandberg was presented the coveted herdsman belt buckle during the 2012 National Western Stock Show.*

Dedicated, loyal, tends to business, full of energy and leads by example. These are just a few of the ways people describe Edward Allen Sandberg. Because of these qualities and his abilities, “Eddie” was recognized as the 2012 Hereford Herdsman of the Year during the National Western Stock Show in Denver.



Eddie was selected for the award by his peers — other Hereford herdsmen and breeders — and was honored prior to the selection of the supreme champion Hereford on Jan. 14.

“He lives and breathes his job as a herdsman for Jensen Bros.,” says Kyle Perez, Nara Visa, N.M. “He puts his whole heart into the Jensen program. He works side-by-side with Kevin and has learned so much during his tenure. He gets the job done and does it successfully.”

Eddie grew up in Indiana showing crossbred and Simmental cattle. He was active in 4-H and FFA in his hometown of Monon. Eddie attended Kansas State University, where he competed on the livestock judging team.

While in school, he met Kevin Jensen and started working for the Jensen family part-time. After graduating from K-State in 2005, he moved to Courtland and started working for Jensen Bros. as its herdsman.

Having fitted and shown cattle since he was 7, Eddie says what he enjoys most is the competition and the camaraderie among those who show cattle. “We all like to win,” he says, “but if you are in a pinch, someone will come help you or you’ll go help him or her.”

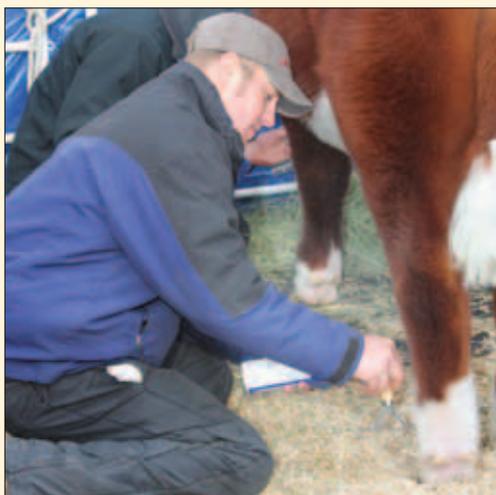
Eddie admits that being a herdsman is not always an easy job, but it is what he enjoys doing. “I love the game of showing — the competition of fitting cattle and being a breeder and trying to make mating decisions that will produce the best product possible.”

## More than the showing

Eddie has helped the Jensen family earn numerous purple banners through the years, but his responsibilities are far more than getting the show cattle ready. He helps oversee Jensen’s 300-head cow herd as well as helps manage Jensen Genetics, a custom semen collection service.



Eddie Sandberg received the 2012 Herdsman of the Year belt buckle from Cliff Copeland, American Hereford Association (AHA) vice president, and Craig Huffhines, AHA executive vice president.



Success fitting starts at home. Eddie says that you can’t go to a show without doing your work at home first.



Pictured with Eddie are Kevin, Sheila, Brady and Ben Jensen and Lynn Gordon, Sheila’s sister.

“He is truly a herdsman at our place,” Kevin explains. “He AIs (artificially inseminates) our cows, assists with bull collection, calves cows and helps with the day-to-day management.”

When Eddie started, Jensen Genetics Center was in its infancy. Today he is responsible for the management and daily care of bulls, performs the collection and assists with lab work.

“Reproduction is something I really enjoy,” Eddie says. “The creation process and reproduction technology is exciting.”

He also enjoys working with the Jensen donor cows. He is responsible for getting the donors and recipient cows prepared and does all the breeding and heat detection.

### Mentors

When asked who had helped shape him, Eddie has a long list of those who have influenced him. On top of the list is his dad, Martin Sandberg, and Kevin.

“Kevin has been such a great influence on my life,” Eddie says. “He has taught me about the breed, how to make mating decisions, how to be a better evaluator of livestock and helped me become a better, well-rounded person.”

Eddie also credits Sheila Jensen, Brad Hanewich, Howard Fehlman, Todd Herman, Jason Hoffman, Kyle Perez, Steve Osborne and Grant McKay for making a difference in his life as they are those whom he has watched and looked up to as he has found his home in the Hereford industry.

### Family, future

Kevin says that Eddie has truly become part of the Jensen family. “Eddie is as loyal as an employee as we have ever had,” he adds.

At Jensen Bros. for nearly seven years, Eddie has had a chance to watch and be part of Kevin and Sheila’s family. “It’s been fun to see Brady, Brooke and Ben grow and develop and take an interest in the cattle,” Eddie says. “It has been fun to share my experiences with them.”

Brady says Eddie is very deserving of the herdsman award. “Eddie has worked in our operation for numerous years, and he has led by example on what the true meaning of work ethic is,” he adds.

Although he was not born into the Hereford breed, Eddie plans to be associated with the breed for many years to come. While working at Jensens’, he has started building his own herd of Hereford and Angus cows.

Eddie says he was honored to be named the 2012 Hereford Herdsman of the Year. “To be a herdsman is to do God’s work and take care of the creatures he’s put here for us to manage,” Eddie says. “Looking back at history and the guys who have come before me, they are some of the breed’s legendary breeders and fitters. They are people others call to get advice. It’s an honor to be part of that club.” **HW**



Jensens exhibited two class-winning pens at the 2012 National Western Stock Show.

### Eddie’s Tips

2012 Herdsman of the Year Eddie Sandberg gives these words of advice, specifically to youth in the beef industry.



- **Hard work always gets noticed.** “Keep your head down, your chin up and keep moving. If you work hard the right people will notice.”
- **Ask questions.** “If you have questions, don’t be afraid to ask. There is no such thing as a dumb question.”
- **Don’t be afraid to try.** “Pick up a set of clippers and practice. You’re not going to get better unless you try.”
- **Success starts at home.** “To reap the benefits at the show, hard work must be done at home.”
- **Don’t be scared to try new things.** “Remember and respect the history of our breed, but be innovative and push the envelope to improve our breed for the future.” **HW**