

# Hereford Enthusiasts

*First-ever National Hereford Tour showcases Hereford genetics in the Southeast.*



Southern hospitality, beautiful scenery and the opportunity to interact with Hereford breeders from around the world were highlights of the first National Hereford Tour. A bus group of 30 Hereford breeders from the U.S., Canada and New Zealand and more than 50 other Hereford enthusiasts who participated at various stops took part in the event May 20-23. Rollin' Through Dixie hosts in Tennessee, Georgia and Alabama treated participants with Southern hospitality and opened their farms and ranches to international visitors.

Tour stops included: Four L Hereford Farm, Atwood, Tenn.; Triple L Ranch, Franklin, Tenn.; Burns Farms, Pikeville, Tenn.; Leonard Polled Hereford Farm, Chatsworth, Ga.; JWR Land & Cattle Co., Rockmart, Ga.; Debter Hereford Farm, Horton, Ala.; and Tennessee River Music Inc., Ft. Payne, Ala.

ROLLIN' THROUGH  
**DIXIE**  
2008 National Hereford Tour



# “Roll Through Dixie”



AJ Ebert of Gallagher shared information about Gallagher products during the stop at Four L Hereford Farm.

“The tour was a great opportunity to see how different operations are managed in the Southeast,” says Jack Ward, American Hereford Association (AHA) chief operating officer and director of breed improvement. “The farms we visited had different goals and marketing programs, but each is very successful. The tour gave participants a chance to see different programs as well as the opportunity to ask questions and determine how they might incorporate some of the practices into their own programs.”

Aside from visiting Hereford farms across the Southeast, participants, during the opening night of the tour, enjoyed an interactive tour of the Country Music Hall of Fame

and Museum and a reception in the rotunda where the Hall of Fame plaques hang.

“Mark and I almost cancelled our reservation to go on the tour several times because of the typical reasons,” says Della Ehlke, Townsend, Mont. “We are both so very thankful that we went. The stops were all well planned. The cattle were all in close enough so we could get a good look at them, and the hospitality and food were fantastic. There were very informative discussions and presentations put together by Gallagher and VitaFerm. Representatives from both companies traveled the entire trip with us; that gave us an informal chance for us on the

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Kicking off the event was a reception at the Country Music Hall of Fame and Museum. More than 45 tour participants and local Hereford breeders attended the event.



Throughout the week, participants enjoyed a traveling judging contest.



Sarah Stream, Chariton, Iowa, was recognized as the high judge during the stop at Four L. She was awarded an historic Hereford bronze trophy. Pictured (l to r) are: Gail and Tom Lane, Eric Marrow, Stream and Bobby Singleton.



Sherman Leonard rings the dinner bell on Thursday. The Leonard family as well as Whaley Polled Herefords sponsored the supper for tour participants.



Burns Farms displayed sire groups, including this group of calves running with their sire MHW Chekota 512.

bus and the other attendees at the ranches to get to know more about the products and services of the two sponsoring companies.”

**More than a cattle tour**

A traveling judging contest was conducted during which tour participants placed classes at tour stops. Cole Harvie, Olds, Alta., was the overall judging contest winner, and Sarah Stream,

Chariton, Iowa, winner of Four L’s portion of the judging contest, was the recipient of an historic bronze trophy donated by Four L Hereford Farm.

The judging contest added excitement to the tour stops as well as led to discussions on the bus regarding the placings. “I wanted to come up with something to add to the tour stops,” says Tom Lane of Four L Hereford Farm. “The judging contest gave hosts the opportunity



The Leonard family displayed their sale cattle for tour participants and sale attendees to view.



Dennis Delaney shared information about VitaFerm products and how producers can incorporate them into their nutritional programs.

to put a group of cattle together and get them evaluated as well as add to the tour experience.”

Another highlight of the tour was a commercial bull buyer panel at Debter Hereford Farm. The Debter family invited four commercial customers to sort through a group of bulls and explain to attendees which bulls they would buy and why. “It was an outstanding program,” says Ward. “It demonstrated the importance of marketing

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During the stop at Debter Hereford Farm, four commercial bull buyers shared what they look for when buying a bull.



Cole Harvie, Olds, Alta., was the overall judging contest winner. Pictured (l to r) are: Craig Huffhines, AHA executive vice president; Harvie; Jack Ward, AHA chief operating officer and director of breed improvement; and Amy Cowan, AHA national shows and marketing coordinator.



JWR Land and Cattle Co. had donors, spring pairs, embryo transfer calves and fall bull calves on display.

and breed improvement at the same time. Their comments demonstrated that to be successful marketers you need to listen to your customers' needs and produce the genetics they want."

AHA corporate partners BioZyme Inc. and Gallagher co-sponsored and participated in the event. Representatives from Gallagher gave a working fencing demonstration at Four L Herefords, and during one of the bus trips, BioZyme representatives discussed how incorporating the VitaFerm product line can increase efficiency in a cow herd.

"It was a terrific week in Tennessee, Georgia and Alabama," says Craig Huffhines, AHA executive vice president. "All of the stops were amazing, and we saw a diverse and impressive cross section of Hereford genetics."

Tour guests enjoyed "Music on the Mountain" as the grand



finale event on Friday evening when Randy and Kelly Owen and their family hosted their 25th annual sale at their Tennessee River Music ranch. That evening more than \$200,000 was raised for the Hereford Youth Foundation of America (HYFA).

"What a spectacular way to end a fabulous week. The food was great, the setting absolutely fantastic and the concert was out of this world," Ehlke says. "I do, however, see a problem with the tour: I am not sure how the AHA will be able to top it." **HW**



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## Thanks to our tour hosts



**Burns Farm, Pikeville, Tenn.**

Pictured with Huffhines and Cowan are: Phillip, Gayanne, Beth and David Burns.



**Tennessee River Music Inc., Ft. Payne, Ala.**

Pictured during their pre-sale speech are Kelly and Randy Owen.



**Leonard Polled Herefords, Chatsworth, Ga.**

Pictured with Huffhines, Cowan and Ward are: Seth Ridley, Matt, Krissi, Kay and Don McCurdy, Peggy and Sherman Leonard, and Starr and Truman Whaley of Whaley Polled Herefords, who co-sponsored the meal.

# Thanks to our tour hosts



**JWR Land and Cattle Co., Rockmart, Ga.**  
Pictured with Huffhines are: Lindsey and Sharon Rakestraw and Tammy, Tom, Kendall and Kade Boatman.



**Four L Hereford Farm, Atwood, Tenn.**  
Pictured with Cowan are: Gail and Tom Lane, Eric Marrow and Bobby Singleton.



**Debter Hereford Farm, Horton, Ala.**  
Pictured with Huffhines and Ward are: Glynn Debter, Jimmy Broussard, John Rhodes, and Jennifer, John Ross and Perry Debter.



**Triple L Ranch, Franklin, Tenn.**  
Wallace and Ann Lee family members pictured (back row, l to r) are: Caleb, Bill, Jacob, Wallace, Steven and Justin. Middle row (l to r) are: Cynthia, Carol, Sarah Kate, Abby, Amanda, Tina and Ann. On the front row is Eli.