

2023 - 2025



WISCONSIN
HEREFORD ASSOCIATION



Membership Directory



WISCONSIN HEREFORD ASSOCIATION

PLAIN, WI 53577
PO BOX 232

Embryos Available!



PERKS 3094 HOMETOWN LADY 5048

Embryos available with matings to Blueprint, Fresh Prince, Genesis and Montgomery



TBC Ember 200 ET

2022 Minnesota Beef Expo Reserve Champion Hereford CH High Roller 756 x BNT Dorothy 400

Embryos Available!



2022 CALF CROP

AVAILABLE FOR PRIVATE TREATY SALES!

H FH F RITA 8444 ET

Embryos available with matings to American Classic, Genesis, Majestic and Montgomery

*Yearling bull calves sired by
Majestic and Red Baron Available
Breeding Age Heifers Available*

Contact us for more details!

Josh and Amy Spaeth

2515 250th Street

Cadott, WI 54727

715-289-4098

Cell: 715-313-0075

spaethherefords@gmail.com

spaethfarms.com

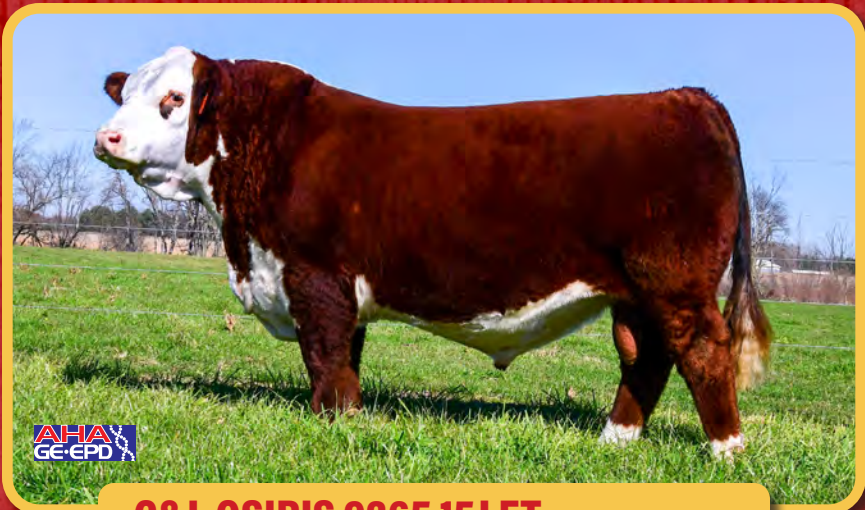
ESTABLISHED IN 2017 | CADOTT, WISCONSIN

SPAETH



FARMS

REGISTERED POLLED HEREFORDS



C&L OSIRIS 9365 15J ET {DLF,HYF,IEF,MSUDF,MDF}

Bull - P44274277 - Calved: Mar. 02, 2021 - Tattoo: BE 15J

Sire: P44058137

NJW 79Z Z311 ENDURE 173D ET {CHB}{DLF,HYF,IEF,MSUDF,MDF}

UPS ENTICE 9365 ET {CHB}{DLF,HYF,IEF,MSUDF}

UPS MISS SENSATION 2277 ET {DLF,HYF,IEF}

BAR JZ RUMBLE 525X {DLF,HYF,IEF}

Dam: P43292936

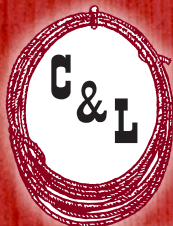
AH MS 25L RUMBLER 19Z {DOD}{DLF,HYF,IEF,MSUDF}

AH JDH MS 25L WRANGLER 34X ET {DOD}{DLF,HYF,IEF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
3.8	3.6	74	124	0.5	1.6	19.8	34	71	4.7
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
116	1.30	1.30	96	0.030	0.89	0.24	450	550	168

- Co-owned with Meischen Polled Herefords, TX and Oleson Family, WI
- A sire that brings Total Dimension to the Hereford Breed ... A True Breed Changer
- Semen Packages: 10 units/\$1,250.00; 20 units/\$2,500.00; 50 units/\$5,000.00 (Non-certificate)

**Proud to be celebrating 50 Years
in the HEREFORD business in 2023!**



Steve & Jill Folkman and Family
 N250 Highview Rd., Ixonia, WI 53036
 262-617-6346 cell | 920-474-7403
 cnlherefordranch@yahoo.com
 www.cnlfarm.com

HEREFORD RANCH

NOT JUST A PRETTY FACE!

VENTURE



KJ 7603 VENTURE 309J ET {DLF,HYF,IEF,MSUDF,MDF}

Bull * P44273830 * Calved: 2/17/2021 * Tattoo: BE 309J

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
1.9	2.5	70	112	0.8	1.8	15.7	34	69	2.8
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BI\$	CHB\$
87	1.30	1.30	82	0.110	0.60	0.58	371	488	162

Yes, he stands out in a crowd — and so do his calves.

VENTURE backs up all that style with across-the-board, breed-leading EPDs.

Combine that with his dynamic pedigree and you'll want to join the list of satisfied VENTURE users from around the world.

SEMEN \$25/STRAW, CERTIFICATES/\$75.

www.larsonherefordfarms.com

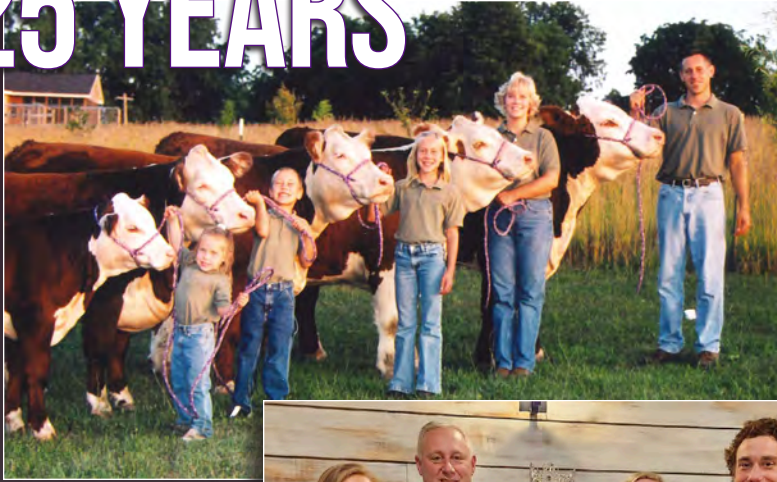
N8494 110th Street, Spring Valley, WI 54767

Fred Larson 715-495-0837

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HEREFORD
FARMS**

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of creating
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WHA Celebrates 70th Anniversary

The Wisconsin Hereford Association is celebrating its 70th Anniversary in 2023. The original articles of incorporation of the Wisconsin Polled Hereford Association (Cooperative) were signed on December 19, 1952, and officially recorded by the Office of the Register of Deeds of Dane County, Wisconsin on January 9, 1953. The original articles of incorporation were signed by:

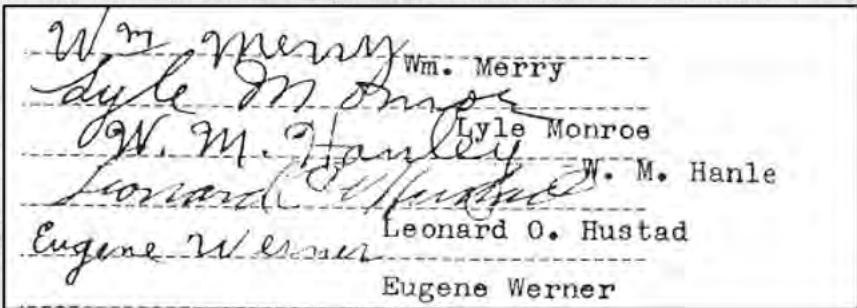
Wm. Merry, Viola, WI

Lyle Monroe, Patch Grove, WI

W. M. Hanley, Madison, WI

Leonard O. Hustad, Mount Horeb, WI

Eugene Werner, Bagley, WI



Signatures on the Articles of Incorporation

The Association's name was officially changed to Wisconsin Hereford Association (Cooperative) in 2009. Thank you to all members past and present, for your participation in the WHA. The WHA expresses great appreciation to all those whom have served on the WHA Board over the years, for your leadership and commitment to the organization. ***The WHA looks forward to many good years in the future!***



WISCONSIN HEREFORD ASSOCIATION



2023 WHA EXECUTIVE COMMITTEE OFFICERS

President

Rick Starck

Starck Century Farm

7501 280th St.

Cadott, WI 54727

715-313-3234

starckfarm@gmail.com

Vice President

Fred Larson

Larson Hereford Farms

N8494 110th St.

Spring Valley, WI 54767

715-495-0837

fredlarson@mac.com

Secretary

Lisa Davis

Hillside Oaks Farm

P.O. Box 232

Plain, WI 53577

608-697-9633

secretarywihereford@gmail.com

WHA BOARD OF DIRECTORS AND OFFICERS

The Wisconsin Hereford Association is divided into 4 districts — NW, NE, SW, and SE. The dividing line from east to west is Hwy 39/51. The dividing line from north to south is I-90 to 16, 60.

NORTHWEST

Vice President, Fred Larson

Larson Hereford Farms

N8494 110th St.

Spring Valley, WI 54767

715-495-0837

fredlarson@mac.com

Director, Kelly Oleson

Oleson Family Farm

1169 18th Dr.

Arkdale, WI 54613

608-547-8101

oleson.kelly@gmail.com

President, Rick Stark

Starck Century Farm

7501 280th St.

Cadott, WI 54727

715-313-3234

starckfarm@gmail.com

NORTHEAST

Director, Rob Ash

Point Creek Herefords

11009 Point Creek Rd.

Newton, WI 53063

920-493-8173

robert.ash@wisconsinpublicservice.com

Director, Shawn Prodell

MKP Cattle Company

N7145 Pleasant Rd.

Algoma, WI 54201

920-255-1232

shawnprodell@gmail.com

Director, Douglas Schulz

Schulz Polled Herefords

W3472 Wildcat Rd.

Iron Ridge, WI 53035

262-224-7185

schulzd1964@gmail.com

SOUTHWEST

Director, Caleb Ahrens

CMA Herefords

W5177 Tschudy Rd.

Monroe, WI 53566

608-346-9261

calebahrens@ymail.com

Director, Katrina Edge

Larch Grove Farms

920 Madison St.

Fennimore, WI 53809

608-852-3108

schwerek@yahoo.com

Director, Dr. BJ Jones

Wildcat Cattle Company

14990 Cty. Rd. F

Darlington, WI 53530

608-482-2961

bj@wildcatcattle.com

SOUTHEAST

Director, Steve Folkman

C & L Hereford Ranch

N250 Highview Rd.

Ixonia, WI 53036

262-617-6346

cnlfarm@hughes.net

Jamie Kent

CCK Cattle

9961 North Five Corners Rd.

Winslow, IL 61089

608-628-2632

jkent@adkinsenergy.com

Director, Steve Merry

MGM Polled Herefords

1840 Old CC

Hartford, WI 53027

414-881-5274

steven.merry@aah.org





Dave and Laurie Steinhoff

WHA HALL OF FAME INDUCTEES

- | | |
|---|---|
| <i>2023 Dave and Laurie Steinhoff</i> | <i>2005 Paul and Sylvia Baker</i> |
| <i>2022 Kermit and Jana Rhiner</i> | <i>2004 Elaine and the late Jim Pierce</i> |
| <i>2021 Harold and Connie Lietzau</i> | <i>2003 Edwin and Borothy Sanftner</i> |
| <i>2020 Ken and Sandy Pierce</i> | <i>2002 Marv and Ruth Espenscheid</i> |
| <i>2018 Jerry, Joyce, Fred and Lori Larson</i> | <i>2001 Margaret and Emmett Langness</i> |
| <i>2017 Steve and Jill Folkman</i> | <i>2000 Gary and Marilyn Reinke</i> |
| <i>2016 Jerry and Maryann Huth</i> | <i>1999 Marian and Gordon Merry</i> |
| <i>2015 The Butch Boettcher Family, Fairchild</i> | <i>1998 Robert and Connie Schuett</i> |
| <i>2014 Joe and Amy Starr, Manawa</i> | <i>1997 E. Darrell Shultis</i> |
| <i>2013 In memory of Dave Simmons, Oconomowoc</i> | <i>1996 Roy Brenizer</i> |
| <i>2012 Gregg and Beth Wissner, Mukwonago</i> | <i>1995 Warren and Isabel Brown</i> |
| <i>2011 Jim and MaryAnn Miller, Rio</i> | <i>1994 John Craig</i> |
| <i>2010 Terry and Dianne Kegley</i> | <i>1993 Williard Allen</i> |
| <i>2009 Bruce and Bonnie Clemence</i> | <i>1992 William Hanley</i> |
| <i>2008 Ellis and Judy Kahn</i> | <i>1991 William Merry</i> |
| <i>2007 Jule and Janice Zipper</i> | <i>1991 Orville Owens</i> |
| <i>2006 John and Chris Oltman</i> | |
| <i>2006 Dr. Tom and Sue Beckett</i> | |





Front row, left to right: Alisha Klemme, Blake Brancel, Tessa Smith, Hannah Oleson, Marie Prodell; Back row, left to right: Jordan Lamb, Ryan Oleson, Brooke Aue, Brady Jones, Nick Jones, BJ Jones.

2023 WJHA OFFICER TEAM

President

Marie Prodell

Vice President

Hannah Oleson

Secretary

Jordan Lamb

Membership Secretary

Alisha Klemme

Treasurer

Brady Jones

Reporter

Blake Brancel

Director

Brooke Aue

Director

Tessa Smith

Director

Ryan Oleson

Director

Nick Jones

Advisors

Dr. BJ and Kim Jones

608-482-2961 (BJ)

608-482-2274 (Kim)

bj@wildcatcattle.com

kim@wildcatcattle.com



WISCONSIN JUNIOR HEREFORD ASSOCIATION

The Wisconsin Junior Hereford Association (WJHA) offers opportunities for gaining leadership and personal development skills through activities that increase knowledge of the beef industry, showing and exhibition, cattle management, and more! The WJHA wishes to thank all of the generous volunteers over the years for donating their time and resources to support the WJHA. Special thanks and appreciation go to following farms for providing the yearly Donation Heifer that is sold raffle-style at the Wisconsin Hereford Association (WHA) Spring Sale, a great tradition started by Steiny's Polled Herefords, and continued by the Mark Friedrich Family, SNL's Whitetail Farm, Owego Stock Farm, Bacon Branch Beef, and Wildcat Cattle Company. Monies raised by the sale of the donation heifer are used for scholarships, educational events, and other programs supporting the kids of the WJHA. The WJHA offers many great learning experiences, while making friendships and memories that last a lifetime! Please visit the Juniors page of the WHA website for more information about the WJHA <https://wisconsinherefords.org/juniors.php>.



The Jones Family, Wildcat Cattle Company, and WJHA Members with donation heifer Wildcat Present 215 ET at the 2023 WHA Spring Sale. Thank you to all sponsors for your generosity to the WJHA!

WJHA Members discuss marketing plans at the 2022 FOLOW Conference (Faces of Leadership of Wisconsin)



Dr. BJ Jones discusses cattle reproductive tracts and artificial insemination with WJHA Members at the 2022 FOLOW Conference (Faces of Leadership of Wisconsin).



2022 WJHA Faces of Leadership of Wisconsin (FOLOW) conference visits SandRock Ranch Herefords, Benton, WI.





NJHA SPOTLIGHT

NATIONAL JUNIOR
HEREFORD ASSOCIATION



Lauren Jones, NJHA Director

Hello! My name is Lauren Jones and I am from Darlington, Wisconsin where my family and I own and operate Wildcat Cattle Company, our purebred Hereford operation where we breed, show, and sell Herefords across the nation. Although I was born into the breed, my passion really started when I was five and started to show for the first time. In a few short years I was hooked on Herefords and I haven't looked back. I quickly became involved in leadership at the state level serving in almost every position on the Wisconsin Junior Hereford Association (WJHA) leadership team over an eight-year span, as well as serving as a WJHA princess for two years.

My passion for the Hereford breed, combined with encouragement from my family and other role models, led me to running for the National Junior Hereford Association (NJHA) Board of Directors in 2021. I ran on the platform of promoting communication, leadership, and involvement, which are still core values I strive to attain while serving the membership.

I was honored to receive a maroon jacket and start to serve the Hereford youth on a national level. Now in my second year on the board, I've found my place on the team as an outside-the-box thinker and go-getter who loves to be involved in each and every committee I can get my hands on. As I head into my third and final year on the board, I'm sad that this will be my last year on this long journey, but I am excited to continue to make an impact on all 4100 active NJHA members and create change for the better that will hopefully last for many years after I retire.

As for life away from my maroon coat, next fall I will start my junior year of college at Oklahoma State University where I am double majoring in Animal Science and Agriculture Communications. Although it is still unknown where my journey will lead, I'm excited to make a positive impact on the agriculture industry wherever my feet hit the ground.

The NJHA and my Hereford family were truly the building blocks to the person I am today. I encourage all members to take advantage of every opportunity the NJHA offers to you because you never know what will make a difference in your life, and how you can make a difference in someone else's. I can't wait to continue to be a part of this great Hereford family for the rest of my life.

Lauren Jones
NJHA Director

WISCONSIN HEREFORD ASSOCIATION



Please see the Calendar page of the WHA Website for more details on these events:

<https://wisconsinherefords.org/calendar.php>

CALENDAR OF EVENTS

Junior National Hereford Expo	July 8-14, 2023	Madison, WI
Wisconsin Farm Technology Days	July 18-20, 2023	Baraboo, WI
WI Review Advertising & Information Deadline	July 19, 2023	
NJHA Faces of Leadership Conference	July 23-26, 2023	Columbus, OH
WI State Fair Junior Hereford Female Show	August 8, 2023	West Allis, WI
WI State Fair Junior Market Steer Show	August 9, 2023	West Allis, WI
WI State Fair WHA Jackpot Hereford Steer Show	August 9, 2023	West Allis, WI
WI State Fair Junior Showmanship Show	August 10, 2023	West Allis, WI
WI State Fair Open Hereford Show	August 12, 2023	West Allis, WI
HYFA Fall Scholarship Deadline	Sept. 1, 2023	
WJHA FOLOW Conference	Sept. 8-10, 2023	River Falls, WI
World Beef Expo	Sept. 28 – Oct. 1, 2023	West Allis, WI
Cattleman's Delight Hereford Sale	October 7, 2023	Black River Falls, WI
2024 Spring Sale Nomination Forms Postmark Date	October 7, 2023	
Badger Southern Select Sale	October 8, 2023	Darlington, WI
WI Review Advertising & Information Deadline	Nov. 1, 2023	
Equity Livestock Focus on Red Feeder Calf Sale	Nov. 8, 2023	Stratford, WI
Equity Livestock Focus on Red Feeder Calf Sale	Nov. 10 & Dec. 8, 2023	Altoona (Eau Claire), WI
Equity Livestock Focus on Red Feeder Calf Sale	Nov. 17, 2023	Monroe, WI
WJHA Scholarship Deadline	Dec. 31, 2023	
Greater Midwest Hereford-Influenced Feeder Calf Sale	Jan. 4, 2024	Carthage, IL
WI Review Advertising & Information Deadline	Jan. 18, 2024	
WHA & WJHA Annual Meetings	Jan. 20, 2024	The Lodge at Mauston, WI
WHA Spring Sale	March 2, 2024	Fennimore, WI
WPS Farm Show	March 26-28, 2024	Oshkosh, WI
HYFA Spring Scholarship Deadline	April 1, 2024	
WI Review Advertising & Information Deadline	April 19, 2024	
WJHA Open Jackpot Hereford Show	June 1, 2024	Jefferson, WI
WJHA/ WLBA Spring Preview Hereford Junior Show	June 2, 2024	Jefferson, WI
WI Review Advertising & Information Deadline	July 19, 2024	
WHA Summer Tour	Summer 2024	Southwest District
Wisconsin Farm Technology Days	August 13-15, 2024	Chippewa County, WI
HYFA Fall Scholarship Deadline	Sept. 1, 2024	
Cattleman's Delight Hereford Sale	October 5, 2024	Black River Falls, WI
Badger Southern Select Sale	October 6, 2024	Darlington, WI
WI Review Advertising & Information Deadline	Nov. 1, 2024	
WJHA Scholarship Deadline	Dec. 31, 2024	
WHA & WJHA Annual Meetings	January 25, 2025	The Lodge at Mauston, WI



The photo shows WHA members Jerry Huth (left) and Doug Schulz (right) at the 2023 WPS Farm Show at Oshkosh, WI.





Membership entitles you to ...

- Be included in the **WISCONSIN HEREFORD DIRECTORY**.
 - A free subscription to the *Wisconsin Review*, the official publication of the WHA.
 - Consignment privileges to the **State Spring Sale**, and all other Association-sponsored sales.
 - Voting privileges at the **WHA** annual meeting.
 - Association with fellow Hereford breeders in activities and events devoted to the **promotion of Hereford cattle in Wisconsin**.
 - Free listings in The Market place, listing items for sale and items you're looking to purchase.
-

Wisconsin Hereford Association
MEMBERSHIP FORM

Farm or Ranch Name _____

Owner's Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

Email _____

Farm Website (if available) _____

Farm Facebook Page (if available) _____

Herd Information _____

Annual Membership Dues: \$50/year (includes Review subscription)

Please make check payable to Wisconsin Hereford Association.

Mail membership form and dues check to:

WHA Secretary, Lisa Davis, PO Box 232, Plain, WI 53577

Questions? Please email WHA Secretary at secretarywihereford@gmail.com

WISCONSIN HEREFORD ASSOCIATION

2023 National Hereford Queen



The Wisconsin Hereford Association congratulates Madison Katzenberger, of Plum River Ranch, Monroe, Wisconsin, on being selected as the 2023 National Hereford Queen! Madison was crowned as National Hereford Queen on October 23, 2022, at the American Royal Livestock Show in Kansas City, Mo. In 2023, Madison has represented the Hereford breed at shows, sales, and events across the nation. The National Hereford Queen program is sponsored by the National Hereford Women organization. Madison served as the 2022 Wisconsin Hereford Queen and the 2022 President of the Wisconsin Junior Hereford Association. Madison is the daughter of WHA members Eric and Rosie Katzenberger. Thank you, Madison, for representing the state of Wisconsin and the Hereford Breed, during your reign as the National Hereford Queen!

Wisconsin Hereford Royalty connects Hereford Association membership on the state and national levels. The Royalty are members of the Wisconsin Junior Hereford Association, and the National Junior Hereford Association, and are the daughters or granddaughters of Wisconsin Hereford Association members.

2023 Wisconsin Hereford Queen



Hello everyone! My name is Marie Prodell, and I am your 2023 Wisconsin Hereford Queen! This year I am a junior at the University of Wisconsin – River Falls studying Agricultural Business and Animal Science. As a college student, I am heavily involved in the UWRF Beef Management, UWRF Block and Bridle, and the Livestock Judging Team. Outside of school, I help run MKP Cattle Company that in which I started in 2015 and am the President of the Wisconsin Junior Hereford Association!

An organization that has helped me the most in terms of my college career would be the UWRF Beef Management Team. Being a part of the BMT has given me the opportunity to grow my Hereford roots in my college education! This year I am serving as the team's President.

Being in this role gives me the opportunity to grow the Hereford breed at the UWRF Mann Valley Lab Farm! It is in my hopes as the Hereford Queen and State President to help increase the knowledge of the Hereford breed to our members and open them up to different opportunities within the breed and the WHA!

This year as your WI Hereford Queen I am beyond excited for the events that we have planned for this year! We plan on attending many shows throughout the year to advocate and represent the Hereford breed in Wisconsin! Keep an eye out for us at other events like the Spring Preview Show, Junior National Hereford Expo, Wisconsin State Fair, and World Beef Expo as well!

In 2023, the Wisconsin Hereford Royalty, we are incorporating our first ever queen's service project! This year's service project is called, "Pop Tops for a Cause!" The purpose of this project is to collect pop tops from cans to then donate the recycling proceeds to charitable causes in Wisconsin. These donations will help support groups that have helped our members and their families in years past. A service project is a great way to grow our program and support a great cause!

I look forward to being your state queen this year and I have many goals that I want to reach in the upcoming months so I can represent the breed to the best of my abilities! As always, let's come home to Hereford! Hope to see you around this year!

WISCONSIN HEREFORD ASSOCIATION



Wisconsin Hereford Royalty Program

The Wisconsin Hereford Royalty Program offers opportunities for leadership, service, gaining industry knowledge, and more! Please contact Royalty Program Committee Chair Kelly Oleson at oleson.kelly@gmail.com, or Program Coordinator Nicky Folkman at nickyfolkman_14@yahoo.com, for more information about the Wisconsin Hereford Royalty program.

Please visit the WHA Website's Royalty Page for additional information on the Royalty program and activities: <https://wisconsinherefords.org/royalty-nhw.php>



Pictured from left to right: Bianca Bevan, Charlie Kent, Allison Bartlett, 2023 Wisconsin Hereford Queen Marie Prodell, 2022 Wisconsin Hereford Queen and 2023 National Hereford Queen Madison Katzenberger, McKenna Smith, Hannah Oleson, Amari Edge, Morgan Firlus, Madison Kegley.

2023 Wisconsin Hereford Sweethearts are: Bianca Bevan, Charlie Kent, McKenna Smith, and Amari Edge.

2023 Wisconsin Hereford Princesses are: Allison Bartlett, Hannah Oleson, Morgan Firlus, and Madison Kegley.

A HISTORY OF WISCONSIN HEREFORD QUEENS

1961 - Mary Griswold

1962 - Mary Graber

1963 - Judy Merry

1964 - Diane Craig

1965 - Diane Craig

1966 - Ruby Merry

1967 - Carolyn Brown

1968 - Beth Craig

1969 - Bette Brown

1970 - Janelle Glasbrenner

1971 - Sarah Holmes

1972 - Bette Brown

1973 - Jacque Meyer

1974 - Christie Riemer

1975 - Linnea Langness

1976 - Sarah Brown

1977 - Jo Miller

1978 - Bev Baker

1979 - Nancy Spitzbarth

1980 - Anne Elwig

1981 - Sarah Espenscheid

1982 - Laurie Schuett

1983 - Beth Larson

1984 - Lori Frautach

1985 - Brenda Simonson

1986 - Amy Espenscheid

1987 - Maureen Miller

1988 - Katy Beckett

1989 - Nancy Mayer

1990 - Jennifer Lindstedt

1991 - Lisa Buss

1992 - Sonja Jensen

1993 - Tracy Wirth

1994 - Beth Oltman

1995 - Tiffany Boettcher

1996 - Cara Meddaugh

1997 - Ginger Merry

1998 - Sarah Holler

1999 - Amy Wissner

2000 - Janet Wiechert

2001 - Victoria Heidt

2002 - Tina Sanftner

2003 - Lesley Paulson

2004 - Diana Kreft

2005 - Samantha Bushbacher

2006 - Kelliann Blazek

2007 - Katie Wilcoxsin

2008 - Tayton Stolee

2009 - Julie Wiechert

2010 - Morgan Wiswell

2011 - Elizabeth Bowen

2012 - Karen Eby

2013 - Nicole Folkman

2014 - Briana Katzenberger

2015 - Bailey Jones

2016 - Annah Dobson

2017 - Brittany Renn

2018 - Brittany Renn

2019 - Danielle Chwala

2020 - Marie Prodell

2021 - Jordan Renn

2022 - Madison Katzenberger

2023 - Marie Prodell

Three Wisconsin Hereford Queens have also earned the honor and title of National Hereford Queen.

- Katy Beckett (1988) was the National Hereford Queen in 1989
- Annah Dobson (2016) was the National Hereford Queen in 2017
- Madison Katzenberger (2022) is the National Hereford Queen in 2023

SHOW HEIFERS, STEER PROSPECTS AND BREDS FOR SALE.



2022 Hall of Fame Family



RPH Shameless Ms Gabby G162
2019 Wisconsin State Fair and World Beef Expo
Division Reserve Champion

RHINER



SHOW CATTLE

Rhiner Polled Herefords

Kermit and Jana Rhiner
W8838 Richards Rd.
Poynette, WI 53955
608-445-1279 Kermit cell

SMR Polled Herefords

Sheena and Ryan Ringelstetter
Bristol, Reagan and Ben
N2833 Wilson Rd.
Poynette, WI 53955
608-445-1387 Sheena cell

rhinerpolledherefords@yahoo.com

Visitors Welcome!

Steiny's
Herefords



Look for our consignments on

Cattlemen's Delight

HEREFORD SALE
First Saturday in October!

Follow us on Facebook for updates, photos and videos!

Dave & Laurie Steinhoff

Bryan, Liz,
Morgan & Josie Johnson
Tim Bowen
N7908 6th Ave
New Lisbon, WI
608-344-0140 (Dave)



We strive for exceptional udders, excellent mothering, gentle dispositions, and balanced EPDs designed for the pasture and the show ring!



MCF Rebel Melania 277J

Herd Sire:
PHH PCC 025 Bolt 005
4.4 72 117 27 63



*Jim and Diana Wiechert
& Family*

N9508 Pleasant Hill Rd

Iola, WI 54945

H: (715) 445-2045

C: (262) 707-3530

MapleCrestFarm@msn.com



AI Sires:

Blueprint, Red Kingdom 116,
Tomahawk 605K, Cuda
Excede and Confidence 609K

Our Herd Avg EPD's

**BW 3.1 WW 57 YW 91
MM 27 M&G 56**

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Welcome*

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905 Center St. • Mineral Point, WI 53565

We have registered
and commercial bulls for sale.



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CBF Reno K2 – Reg #: 44393367

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JONDOR HEREFORDS

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507-429-3634



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HOPE for tomorrow

- Albert Einstein

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BEHM 100W CUDA 504C

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WISCONSIN HEREFORD ASSOCIATION MEMBERSHIP DIRECTORY



AHA ACRES, Jake, Regan and Cody Adams, 2062 Fountain Bluff Ln, Platteville, WI 53818.
C: 608-642-6982, prillada@uwplatt.edu.

A & W FARMS, Dale and Kelly Aue Family; Ken and Caroline Wunrow, 5479 Elm Road, Auburndale, WI 54412. C: 715-383-8010, a_wfarms@yahoo.com. Facebook: A & W Farms (awfarms14). Herd Information: We focus on producing quality functional animals that will produce on paper as well as in the show ring.

BABCOCK FARMS, Ben and Brenna Babcock, 4079 Cry Rd G, Wisconsin Dells, WI 53965.
C: 608-697-9348 (Ben), 608-547-5554 (Brenna), babcockbe@gmail.com. Herd Information: 25 head of registered and commercial Hereford cattle with a primary focus on managed grazing.

BACON BRANCH BEEF, LLC, Joyce Bevan, Jason, Jaclyn, Mya and Bianca Bevan, 1681 Austin Rd, Platteville, WI 53818. C: 608-732-4251, jaclyn@jaclynbevan.com. Facebook: Bevan Family Beef.

BAKER POLLED HEREFORDS, Paul, Sylvia and Bob Baker, N7850 U.S. Hwy 12, Elkhorn, WI 53121. C: 262-742-3205 (Paul), 262-903-0513 (Bob); bakerrobertp@gmail.com. Website: <http://www.bakerpolledherefords.com/>. Herd Information: Registered herd of 25 cows developed through generations on our farm during the past 52 years. Our herd is on the TPR program. We offer breeding females, herd bull prospects, and show calves. We appreciate your visit.

BARTLETT RANCH, Michael and Jennifer Bartlett; Evan and Allison, E3698 State Rd 29, Menomonie, WI 54751. P: 715-505-2511, bartlett126@yahoo.com. Herd Information: Starting our cow herd with genetics from Jackhammer and Tankaray sires.

BECHEL FARM, Daniel Bechel, PO Box 44, Elmwood, WI 54749. C: 715-637-2235.

BF CATTLE, Thomas P. Schneider, N3674 County Road B, Kewaunee, WI 54216.
C: 920-255-3723, bfherefords@gmail.com. Herd Information: 40-50 Registered and Commercial Herefords.

BOETTCHER'S BROOKVIEW ACRES, Clarence and Maryellen, Brandon, Garrett and Michael Boettcher, W16163 US Hwy 10, Fairchild, WI 54741. P: 715-597-2036,
C: 715-828-7271, cmboettcher@centurytel.net. Website: <https://www.brookviewacres.com>.

BREW CITY CATTLE, Erik, Ashley, and Henry Johnson, W5789 Amos Rd, Elkhorn, WI 53121. C: 262-470-0996, erik.johnson23@yahoo.com.

BRUDI FARM, Brad Brudi and Hailey Brudi, 5323 US Hwy 20E, Stockton, IL 61085.
C: 815-858-0393, haleyrbrudi@gmail.com.



WISCONSIN HEREFORD ASSOCIATION MEMBERSHIP DIRECTORY



BUTTERNUT ACRES, Harvey Fraaza, 227689 Cty Hwy Y, Birnamwood, WI 54414.
P: 715-446-2807.

C & B FARMS, Cheryl Graber and Bill Look, 905 Center Street, Mineral Point, WI 53565.
P: 608-482-2655, C: 608-778-1184 (Bill), 608-987-2655 (Cheryl), wmt1057@yahoo.com.
Herd Information: 40-50 cows and calves.

C&L HEREFORD RANCH, Steve and Jill Folkman, N250 Highview Rd, Ixonia, WI 53036. P: 920-474-7403, C:262-617-6346, cnlfarm@hughes.net.com. Website: www.cnlfarm.com, Facebook: cnlherefords.

CCK CATTLE, Greg, Jamie, Charlie and Chase Kent, 9961 North Five Corners Road, Winslow, IL 61089. C: 608-628-2632, jkent@adkinsenergy.com; gkent555@gmail.com.

CHICORY MEADOWS FARM, Mark and Marie Kjorlie, 7260 Janisch Road, Marshall, WI 53559. P: 608-655-3703 C: 920-470-4563, chicorymeadows@sbcglobal.net. Herd Information: Small herd with 24 head. 17 cows, 3 registered, 6 calves and one registered bull.

CHRIST THE ROCK CREEK FARM, Rev. Mark and Deb Schoen, 1634 St Rd 87, St. Croix Falls, WI 54024. P: 715-483-1184, C: 651-338-8884, dschoen2023@gmail.com. Website: <https://ctrherefords.com/>, Facebook: Christ-the-Rock-Herefords. Herd Information: Cow lines include Advance 5139R, Proficient U201 Ridge, and Final Print. Herdsire WHR 4020 Bottomline 570HET.

CKH HEREFORDS, Charlie, Katie, Eleanor and Scarlett Holler, 1431 S. Colony Avenue, Union Grove, WI 53182. P: 262-770-7504, ckherefords@gmail.com.

CMA HEREFORDS, Caleb and Alissa Ahrens, W5177 Tschudy Road, Monroe, WI 53566. C: 608-346-9261, calebahrens@ymail.com. Facebook: CMA-Herefords. Herd Information: Herd consists of 20 females. Heavy influence of combining horned and polled genetics. Seedstock are marketed private treaty at bull test and state sales annually.

CROOKED CREEK HEREFORDS, Scott and Kelly Firlus, N540 Geier Road, Wonewoc, WI 53968. P: 608-350-9661, scott.firlus43@gmail.com. Herd Information: 30 registered polled Hereford cows. Focus is on show heifers, steers, and bulls.

DOBSON FAMILY, Rachelanne Dobson and Family, N6078 Hilltop Lane, Johnson Creek, WI 53038. P: 920-699-3927, C: 920-988-2597 (Rachelanne), trd3wy@gmail.com.

DOUBLE J RANCH, Jack Johnson, W8456 Center Ave, Medford, WI 54451. P: 715-785-7777, C: 715-560-5757, doublej_@tds.net. Herd Information: Our herd of functional registered and commercial Herefords have been rotationally grazed on our Century Farm since 1972. Offering bred heifers, bulls and an occasional fair project. Visitors welcome.



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DREAMY 280 CATTLE COMPANY, Dennis Schlingen and Family, 2792 Cave of the Mounds Road, Blue Mounds, WI 53517. P: 608-437-8074 C: 608-575-6848, dreamy280@mhtc.net. Website: www.dreamy280.com. Herd Information: Running 100 head of Angus, Shorthorn, and Hereford cows.

DUCHARME POLLED HEREFORDS, Owen and Diane DuCharme, 54056 Snyder Rd, PO Box 31, Seneca, WI 54654. P: 608-734-3063, C: 608-412-2249, odducharme@yahoo.com.

EQUITY COOPERATIVE LIVESTOCK SALES ASSOCIATION, 401 Commerce Ave, Baraboo, WI 53913. P: 608-356-8311, socialmedia@equitycoop.com; pwolff@equitycoop.com. Website: www.equitycoop.com, Facebook: Equity Cooperative Livestock Sales Association. Herd Information: Each fall, Equity holds Focus on Red Feeder Cattle Sales at several of our markets. Contact Perry Wolff at 715-966-4850 for additional information.

FALLEN OAKS FARM, Norbert Potter, W14077 State Rd 21, Coloma, WI 54930. P: 715-228-3602, C: 715-347-7870, jpotter2151@gmail.com. Herd Information: Small cow-calf operation.

FEDKENHEUER'S SPRUCE HILL POLLED HEREFORDS, Dean Fedkenheuer, 4248 Gotzion Road, Deerfield, WI 53531. P: 608-764-8156, C: 608-513-2112 (Dean), d_fedkenheuer@hotmail.com. Herd Information: Using top AI genetics on our 45 head cow herd focused on carcass performance.

RANDY FILER, N4299 S Helenville Road, Helenville, WI 53137-9794.

FORSTER CATTLE, Bryce Forster, 289 Hwy 128, Wilson, WI 54027. C: 715-279-6992, Bryceforster19@gmail.com.

FOSTER HILLS FARM, Terry Szydel, E10960 Cty Rd V, Osseo, WI 54758. P: 715-597-3304, C: 715-491-3385, tszydel@centurylink.net.

FOURLEAF CATTLE, Eric and Allison Smith and Family, 5070 State Rd 167, Hubertus, WI 53033. C: 262-751-6405 (Allison), 262-719-6902 (Eric), allisonsmith819@gmail.com. Herd Information: We invest in, breed and exhibit elite Hereford cattle

FULL HOUSE FARMS, Jesse and Jen Singerhouse, Kittrick, Kinsey and Reagan, N1523 440th St., Menomonie, WI 54751, fullhousefarms16@gmail.com. Herd Information: 3-5 Hereford cows along with Angus, Maine, and Club Calf cows.

GAFFNEY FAMILY CATTLE, Scott and Val Gaffney, 4888 County Road HH, Barneveld, WI 53507. P: 608-924-1029, C: 608-574-2325, gaffneyfamilycattle@gmail.com. Website: www.gaffneyfamilycattle.com, Facebook: Gaffney Family Cattle. Herd Information: Seedstock Herd. Bulls and females for sale.



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GARI-ALAN FARM, Gary and Marilynn Reinke, N6060 Hilltop Lane, Johnson Creek, WI 53038. P: 920-699-3126, C: 920-988-9777, gafcattle@tds.net.

GARI-ALAN FARM, Nathan and Olivia Reinke, 108 South Maple St, Watertown, WI 53094. P: 920-988-3631, ndreinke@gmail.com.

GOLDEN MAPLES, Leo, Sally, T.J. and Anna Sanftner, 2757 220th Ave, Deer Park, WI 54007. C: 715-410-7664 (Leo), 715-320-6101 (T.J.), leosanftner@yahoo.com; abratsven@gmail.com. Herd Information: Small in quantity, large in quality. Herefords, Shorthorns, show steers, heifers.

GOTT POLLED HEREFORDS, LLC, John, Heather, Aubrey and Cooper Gott, 1812 93rd Avenue, Dresser, WI 54009. C: 715-566-1459, gottpolledherefords@gmail.com. Herd Information: Small herd and calve about six to 10 calves each year.

GOTTSCHALK POLLED HEREFORDS, Dave and Jerry Gottschalk, 512 Frontier Rd SW, Byron, MN 55920. P: 507-775-2794, C: 507-273-7188, gottschalkherefords@gmail.com.

H & H CATTLE FARM, Brent Hopp and Emma Hermsdorf, W13707 Hwy 44, Brandon, WI 53919. C: 920-266-6936 (Brent), 608-628-2330 (Emma), hoppbre@gmail.com. Facebook: H & H Cattle Farm. Herd Information: Small herd focused on show and replacement heifers.

HANLEY HOME FARM, Susan Hanley-Grady and Matt Hanley, 1806 Keyes Avenue, Madison, WI 53711. P: 608-256-4948 Herd Information: Summer grazing for neighbors' Polled Herefords. Hanley Family herd began in 1940 and was maintained for many years.

HC HEREFORDS, Heather Clarke, 27768 Powell Lane, Richland Center, WI 53581. C: 608-475-0524, HeatherClarke1066@gmail.com. Herd Information: 30 Hereford cows, calves and Baldies.

HICKORY GROVE FARM, Phillip, Michel, Ed and Westen Danhart, N4674 St Helena Rd, Juneau, WI 53039. P: 920-763-4868 (Ed), C: 920-763-4818 (Michel), 920-763-5868 (Phil), shell59md@gmail.com. Herd Information: 30 head of Hereford, Maine, and Commercial cows. Using herd sires: PRR MRK Playboy H162 and C & L Phoenix 173D 3H. Donors include HUR 5017 Sweet Sally 4109 ET and new future donors H Jewel x Bailees Miles daughter and a Harley x Cashflow daughter.

HICKORY GROVE FARMS LTD, Melissa, Michael and Madelyn Berggren, 506 S Hubbard St, Horicon, WI 53032. C: 414-550-5114, maggie99mae@yahoo.com. Herd Information: 30 head of Hereford, Maine, and Commercial cows. Using herd sires: PRR MRK Playboy H162 and C & L Phoenix 173D 3H. Donors include HUR 5017 Sweet Sally 4109 ET and new future donors H Jewel x Bailees Miles daughter and a Harley x Cashflow daughter.



WISCONSIN HEREFORD ASSOCIATION MEMBERSHIP DIRECTORY



HIDDEN SPRINGS RANCH, Brock, Holly, Ripp, Garrett, Kelli, Elsa and Ben Graber and Tom and Janeen Reid, W5579 Cty Rd CS, Poynette, WI 53955. C: 608-513-3536 (Garrett), 608-516-0132 (Brock), j.hiddenspringranch@gmail.com. Herd Information: Offering our elite genetics to benefit your program.

HIDDEN VIEW FARM, Earl and Deborah Schnurbusch, W382 N8959 Mill St, Oconomowoc, WI 53066. C: 262-804-7190, earl.schnurbusch@gmail.com.

HILLSIDE OAKS FARM, LLC, Paul and Lisa Davis, 1070 Nachreiner Avenue, Plain, WI 53577. C: 608-697-9633 (Lisa), 608-697-3597 (Paul), pldavis0325@gmail.com. Herd Information: Small herd of Hereford cattle that are rotationally grazed. We enjoy the Hereford cattle breed very much!

HOLLER HEREFORD FARM, Scott Holler Family, 3816 80th St, Franksville, WI 53126. P: 262-210-4816.

HOLLER HEREFORD FARM, Robin Holler Family, 1216 N Colony Ave, Union Grove, WI 53182. P: 262-878-4285, C: 262-939-4286, hollersherd@aol.com. Herd Information: 15 proven cows since 1975.

HS BRAND REGISTERED HEREFORDS, Scott and Heidi Brandner, N1792 Hall Drive, Medford, WI 54451. P: 715-678-6184, C: 715-965-1018, hsbrandner@icloud.com. Herd Information: We run a small herd of registered cows that are 100% AI Bred. We exhibit at local and state fairs and are willing to help our youth.

HUTH POLLED HEREFORDS, Jerry and Maryann Huth, W9096 Cty Rd AS, Oakfield, WI 53065. C: 920-251-0281, jerry@huthcattle.com. Website: <http://www.huthcattle.com>. Herd Information: 150 cows consisting of registered Herefords and Hereford/Angus Commercial cows.

J&J FARMS, Jay and Janet Kurth, W5481 Woodland Ln, Whitewater, WI 53190. P: 262-495-2179, C: 414-530-7363.

J&J POLLED HEREFORDS, Kim & Herb Johnson, 5891 Waterford Rd, Hartford, WI 53027. C: 262-573-4019, kkjohnson19@hotmail.com.

J BAR B HEREFORDS, Jordan Bergan, 27825 County Rd 107, Peterson, MN 55962. C: 507-459-0170, jbarbherefords@gmail.com.

JONDOR HEREFORDS, Jonathan and Dorothy Pettit Family, 28372 State Hwy 43, Rushford, MN 55971-5137. P: 507-862-2851, C: 507-429-3108 (Jon), 507-429-3634 (Dor), jondorherefords82@gmail.com. Facebook: JonDor Herefords. Herd Information: Small elite herd serving seedstock, show, and commercial breeders.



WISCONSIN HEREFORD ASSOCIATION

MEMBERSHIP DIRECTORY



K&J POLLED HEREFORDS, Kim and Jeanine Radel, E6067 Hwy WC, Spring Green, WI 53588. P: 608-588-7390 C: 608-588-4399, jeanine.radel@gmail.com. Herd Information: Small herd of quality females using top AI sires.

K7 HEREFORDS (WISCONSIN DIVISION), John and Victoria Kypke, 155 Walnut St., Loganville, WI 53943. C: 608-574-6330, fqheidt@gmail.com, <https://k7herefords.com>, Facebook: K7 Herefords. We are the Wisconsin Division of K7 Herefords of Lockridge Iowa. K7 is operated by the Tom and Jo Heidt Family, and was honored as a 50-year Golden Breeder in 2022. K7 began in Wisc. before moving to southeast Iowa. Herd Information: K7's 100-cow herd focuses on customer needs and carcass traits, utilizing an optimal balance of both horned and polled genetic bloodlines.

KAYE CATTLE FARMS, Annah Dobson, W14323 Hwy 54, Galesville, WI 54630. P: 920-988-1838, kcattlecompany@gmail.com.

KEGLEY FARMS, Kurt and Jenni Kegley; Dianne Kegley, W891 Honey Creek Rd, Burlington, WI 53105. P: 262-642-5283, C: 414-254-2379 (Kurt), kjkegley@yahoo.com.

KEMPER CATTLE COMPANY, Chris Kemper and Isabell Kemper, W7797 Suldal Rd, Mauston, WI 53948. C: 608-444-5156 (Chris), 608-548-3262 (Isabell), isabellkemper@gmail.com.

KLEMME POLLED HEREFORDS, Scott and Michelle Klemme, N6236 State Rd 57, Plymouth, WI 53073. P: 920-892-6742, C: 920-901-7373 (Michelle), klemmeherefords@gmail.com. Herd Information: Bulls used: Blueprint, Advance, Platinum, Cuda. We are a mixed herd of registered and commercial cows.

KLS FARM, Kevin L. Stork, 1569 Cty Rd A, New Richmond, WI 54017. P: 715-318-3770, kevinlstork@gmail.com. Herd Information: 50 year breeder of top genetics. 30 head cow herd. AI to breed's best.

KOENS POLLED HEREFORDS, Eric and Sue Koens, W13075 Christianson Rd, Bruce, WI 54819. P: 715-868-4442, koens@brucetel.net. Website: <https://www.koensherefords.com>. Herd Information: Registered polled Hereford Breeding stock, 45-cow herd, BarJ2 Fundraiser 145N, Brookview 10Y, Cartwright O6C, LHF Dynasty C545.

LARCH GROVE FARM, Sam and Jill Schwer and Katrina and Jim Edge, 3758 US Hwy 18, Fennimore, WI 53809. P: 608-822-6812, C: 608-852-3108 (Katrina), larchgrv@tds.net; schwerk@yahoo.com. Facebook: Larch Grove Farms. Herd Information: Maintaining 100 registered and commercial Hereford cows. Recipient of Golden Hereford Breeder award in 2003.



WISCONSIN HEREFORD ASSOCIATION MEMBERSHIP DIRECTORY



LARSON HEREFORD FARMS, Fred Larson Family, N8494 110th St, Spring Valley, WI 54767. C: 715-495-0837, fredlarson@mac.com. Website: <http://www.larsonherefordfarms.com>, Facebook: Larson Hereford Farms. Herd Information: 250 cows featuring KJ 7603 Venture 309J ET, 's Endure 00150 ET, LHF 4249 Dow Jones 6910, and LHF A191 Star Power 1854 ET.

LEMAR POLLED HEREFORDS, Emmett and Margaret Langness, 932 - 140th Ave, New Richmond, WI 54017. P: 715-246-5464, C: 715-0781-7056, 715-781-0453, emlemar@fouks.net. Herd Information: Cow herd of 25 Foundation Females – Hereford Performance Program.

LIETZAU HEREFORD FARM, Harold and Connie Lietzau, 7477 Iband Ave, Sparta, WI 54656. C: 608-633-2875 (Harold), hllietzau@gmail.com. Herd Information: 75 cows. Durango, 88X, Full Throttle, Authority, Sundance Kid, About Time, etc.

LIND POLLED HEREFORDS, Dan, Erika, Susie and Judy Lind, 200 E. Grove St., Rushford, MN 55971. C: 507-458-2080, lind2@acegroup.cc. Herd Information: 50 cow herd.

LININGER FARMS, Chester Lininger, W1018 Spring Prairie Rd, Burlington, WI 53105. P: 262-763-8846, C: 262-206-8241, clininger@wi.rr.com. Herd Information: Running a 50 cow herd with extensive use of AI Sires.

MAPLE CREST FARM, Jim and Diana Wiechert and Family, N9508 Pleasant Hill Rd, Iola, WI 54945. P: 715-445-2045 C: 262-707-3530, maplecrestfarm@msn.com; Janet_Wiechert@hotmail.com. Herd Information: Our herd of 25 cows and yearling heifers are predominately bred AI; our breeding program focuses on exceptional udders, excellent mothering skills, gentle dispositions, and a balanced set of EPDs. We have continued to improve our herd through the use of embryo transfer, becoming BQA certified, and investing in the future by using genomic testing.

MGM POLLED HEREFORDS, Steve and Jann Merry, 1840 Old CC, Hartford, WI 53027. P: 262-628-3649, C: 414-881-5274, steven.merry@aah.org. Website: <https://mgmpolledherefords.com>. Herd Information: 40 cows with 99% AI and ET calves. Five generations of Merry Polled Hereford breeders.

MKP CATTLE CO., Shawn, Jenny, Marie, and Dillon Prodell, N7145 Pleasant Rd, Algoma, WI 54201. C: 920-255-1232 (Shawn), 920-255-3993 (Marie), shawnprodell@gmail.com; jprodell@hotmail.com; mkplivestock2020@gmail.com. Herd Information: Young herd including several cows, heifers, and steers.

MOSELEY FARMS, Linda Moseley, W11387 US Hwy 10, Osseo, WI 54758. P: 715-597-3949 C: 715-533-5944, lmosley000@centurytel.net. Herd Information: Registered polled Hereford cow-calf operation. 20 cows.



WISCONSIN HEREFORD ASSOCIATION MEMBERSHIP DIRECTORY



NARROWS CREEK FARM, Issac and Stephanie Knuth, E4924A Narrows Creek Rd, Loganville, WI 53943. C: 608-415-1850, iknuth@knuthconcreteandconstruction.com; isknuth@yahoo.com. Facebook: Narrows Creek Farm. Herd Information: Cow/calf; bulls.

NEXT GENERATION GENETICS, Tod, Sondra, Blake and Bryce Brancel, W7874 State Road 23, Endeavor, WI 53930. C: 608-697-9026 (Tod), 608-617-6949 (Sondra), brancel@nextgenerationgenetics.com. Website: <http://www.nextgenerationgenetics.com>, Facebook: Next Generation Genetics. Herd Information: 60 spring and fall calving cows – AI and ET programs.

OAKSHADE FARM, Ed Wieners Family, W1620 Hwy 11, Burlington, WI 53105. P: 262-763-9049, oakshade@wi.rr.com. Herd Information: Hereford and Crossbred cattle.

OLESON FAMILY FARM, Joshua, Kelly, Hannah and Ryan Oleson, 1169 18th Drive, Arkdale, WI 54613. C: 608-547-0430 (Josh), 608-547-8101 (Kelly), 20oleson@gmail.com; oleson.kelly@gmail.com. Herd Information: Small herd of registered cows all AI bred, with emphases on the show ring and genetics.

OLSON PLASSEN FARMS, James and Heidi Olson, E6290 Olson Ln, Westby, WI 54667. P: 608-634-3365, C: 608-606-6740, jbolson51@icloud.com. Herd Information: Cow/calf herd.

OTTER CREEK POLLED HEREFORDS, Charles and Tracy Badertscher, 4313 Cannonball Tr., Dodgeville, WI 53533. C: 608-574-2002, ctbad2@hotmail.com. Herd Information: 20 cow AI bred herd selling high quality replacements.

OWEGO STOCK FARM, Ruth Espenscheid Family, 12044 State Rd 78, Argyle, WI 53504. P: 608-543-3778, C: 608-558-3445, osf@mhtc.net.

PAUL POLLED HEREFORDS, Kent, Debi, Josh Paul, 2643 E2219th Road, Marseilles, IL 61341. C: 815-326-9789, Pgph@mtco.com. Herd Information: 15 cows.

PAULSON FARM, Virgil and Holly Paulson, 1754 Rinden Rd, Deerfield, WI 53531. C: 608-358-3805 (Holly), 608-381-0246 (Virgil), paulsonfarm04@gmail.com. Herd Information: We run about a dozen cows, using proven AI sires.

PETERS POLLED HEREFORDS, Mike and Dawn Peters, N8804 Highview Rd., Ixonia, WI 53036. P: 920-262-1507, C: 920-579-2039, peterspolledherefords@gmail.com. Herd Information: Running 30 cows mainly bred to Online, P606 and Pure Gold.

PIERCE'S HEREFORD HAVEN, Ken and Sandy, Travis and Megan and Veronica Pierce, E10645 Hatchery Rd, Baraboo, WI 53913. C: 608-434-0578 (Ken), 608-343-2843 (Travis), kenpierce254@gmail.com. Facebook: Pierce's Hereford Haven. Herd Information: 100 maternal high performance cows.



WISCONSIN HEREFORD ASSOCIATION MEMBERSHIP DIRECTORY



PLUM RIVER RANCH, Eric and Rosie Katzenberger, N1153 Clarno Rd, Monroe, WI 53566.
C: 608-214-1154, ekatz@tds.net. Website: <https://www.plumriverranch.com>, Facebook: Plum River Ranch.

PLUM RIVER RANCH, Nick and Lenore Katzenberger, 11996 W. Loran Rd, Pearl City, IL 61062. C: 815-291-8869 (Nick), 815-291-8866 (Aaron), lenkatz522@gmail.com. <https://www.plumriverranch.com>, Facebook: Plum River Ranch.

POINT CREEK HEREFORDS, Rob and Chris Ash, 11009 Point Creek Road, Newton, WI 53063. C: 920-493-8173, Robert.ash@wisconsinpublicservice.com. Herd Information: Registered horned and polled Hereford cattle.

POTTS POLLED HEREFORDS, Neal Potts, 8199 County Road EE, Marshfield, WI 54449. C: 715-305-4452, nbpotts@tds.net. Herd Information: Mostly AI breeding since 1982.

PRINTZ CREEK FARM, Eric and Dee Hanson, 6210 Acorn Ave, Sparta, WI 54656. P: 608-272-3467 C: 608-487-2976, deehanson@hotmail.com.

QUADE FARMS HEREFORDS, James Quade, 4407 Old Kennedy Road, Milton, WI 53563. P: 608-752-0967, jmquade@att.net. Herd Information: 24 head or registered and commercial cows using leading AI sires.

RAINBOW CROSS FARM, Perry Schroeder, 2715 Taft Ave, Garner, IA 50438.

RGDA CATTLE, Daniel Jr. and Rebecca Sina, W12578 Reeds Corner Rd, Ripon, WI 54971. C: 920-229-2780 (Dan), 920-210-5036 (Rebecca), rgdacattle1973@gmail.com.

RENNSNEST HEREFORDS, Jim and Kari Renn, 4207 Campbell Tr, Hartland, WI 53029. C: 414-217-7366 (Jim), 414-614-4537 (Kari), karienn@sbcglobal.net; jlrenn@sbcglobal.net. Herd Information: 60 cow/calf pairs; raise all steers to market.

REUTER, DONALD G., 3244 Pleasant Hill Road, Richfield, WI 53076. P: 262-628-7010, C: 218-508-2600 (Don).

RHINER POLLED HEREFORDS, Kermit and Jana Rhiner, W8838 Richards Rd, Poyette, WI 53955. C: 608-445-1279, rhinerpolledherefords@yahoo.com. Herd Information: Always using only the top AI National sires, striving for the best genetics possible. Cows, breds, and show calves available.

RIPVIEW RIDGE LLC, Ryan and Brianna Ripp, 7113 County Road V, Lodi, WI 53555. P: 608-558-9554, C: 608-338-5582, rippviewridge@gmail.com.



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ROWAN CREEK BEEF, Shawn J. Wheeler, 110 West St., Dane, WI 53529. P: 608-849-6198
C: 608-219-1823, shawn.wheeler@wisc.edu. Website: <https://rowancreekbeef.com/>, Facebook:
Rowan Creek Beef. Herd Information: 25 Herefords cows bred to Hereford bull. Sell some
feeder calves. Feedlot finish the rest.

S & G FARMS, Geri Nockerts and Scott Graffin, N2531 Scoville Road, Mauston, WI 53948.
C: 608-770-6525 (Geri), apluslawandlandscapeservices@yahoo.com. Herd Information: New
herd of 20 registered and commercial Herefords.

SANDROCK RANCH HEREFORDS, Kevin Bennett Family, 3752 Ollie Bell Rd, Benton,
WI 53803. C: 608-778-8685 (Kevin), 608-732-3685 (Stacy), sandrockranchherefords@gmail.com;
KevinJaniceBennett@gmail.com. Website: <https://www.sandrockranchherefords.com/>,
Facebook: SandRockRanchHerefords. Herd Information: Purebred and commercial Hereford
cattle.

SCHUETT CATTLE, Aaron Schuett, W298S8245 Pheasant Fields Drive, Mukwonago, WI
53149. C: 262-370-1822, schuettaj@gmail.com. Herd Information: Hereford and crossbred
cattle.

SCHULZ POLLED HEREFORDS, Douglas and Rebecca Schulz, W3472 Wildcat Rd,
Iron Ridge, WI 53035. C: 262-224-7185 (Doug), thefarmgirlsmom@gmail.com;
schulzd1964@gmail.com.

SCHULZ POLLED HEREFORDS, Emily Schulz, W3472 Wildcat Rd, Iron Ridge, WI
53035. C: 262-224-7185 (Doug), 262-397-5275 (Emily), emily.schulz107@gmail.com.

SELL, STUART AND MICHELLE, 9527 S. Olson Rd, Beloit, WI 53511. C: 815-979-0141,
stuartsell@gmail.com.

SHADOW RIDGE, Randy and Liz Mittage, N6834 Cty Rd E, River Falls, WI 54022.
C: 612-964-6415 (Randy), 715-781-2584 (Liz), elizgerl@aol.com. Herd Information: We have
been in the industry 25+ years. Now running a 25-cow breeding program. AI to: Lambeau,
World Wide and About Time.

SMR POLLED HEREFORDS, Sheena, Ryan, Bristol, Reagan, and Ben Ringelstetter, N2833
Wilson Rd, Poynette, WI 53955. C: 608-445-1387, smringelstetter@gmail.com.

SNL'S FARM, Steve and Loxi Smythe, E5054 490th Ave, Menomonie, WI 54751.
P: 715-232-7685, C: 715-505-4747 (Steve), 715-505-6510 (Loxi), snlfarm@outlook.com. Herd
Information: Running a set of 20 top polled Hereford females. Excellent Club calves and heifers.



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SOBOJINSKI CATTLE FARMS, Jerry, Renee, and Hannah Sobojinski, E9582A Berry Road, Wisconsin Dells, WI 53965. P: 608-254-2659, C: 608-432-2764, jrhcattle@yahoo.com. Herd Information: 60 head of registered and commercial cows.

SPAETH FARM, Josh and Amy Spaeth, 2515 250th St, Cadott, WI 54727. P: 715-289-4098, C: 715-313-0075, spaethherefords@gmail.com. Website: <https://spaethfarms.com/>.

STARCK CENTURY FARM, Rick and Jenny Starck, 7501 280th St, Cadott, WI 54727. P: 715-289-3514 C: 715-313-3234, starckfarm@gmail.com. Website: <https://www.starckcenturyfarm.com/>, Facebook: StarckCenturyFarm. Herd Information: Registered Hereford seedstock selling show and production females, show steers and select bulls.

STARR POLLED HEREFORDS, Joe and Amy Starr and Family, E5198 N Water Dr, Manawa, WI 54949. P: 920-596-2580, C: 920-295-2499 (Joe), starr@wolfnet.net.

STEINY'S HEREFORDS, Bryan, Liz, Morgan, & Josie Johnson, Tim Bowen, 1203 Academy St, Elroy, WI 53929. C: 608-343-9052, liz.bowen1832@gmail.com. Facebook: Steiny's Herefords. Herd Information: Small herd of 35 head. We calve both spring and fall. Calves from 2296, Maverick, High Roller, Logic, Custom Made and Balance. Embryo calves from DeanaJak Farms (Lemon Lime).

STEINY'S HEREFORDS, Dave and Laurie Steinhoff, N7908 6th Ave, New Lisbon, WI 53950. C: 608-344-0140, steiny_48@mwt.net. Facebook: Steiny's Herefords. Herd Information: Small herd of 35 head. We calve both spring and fall. Calves from 2296, Maverick, High Roller, Logic, Custom Made and Balance. Embryo calves from DeanaJak Farms (Lemon Lime).

STELTER FARMS LLC, Sara Stelter, W10316 Cty Rd Y, Wautoma, WI 54982. P: 715-228-2114, C: 715-570-2909, stelterfarmsllc@gmail.com. Herd Information: Hereford, purebred and registered, Hereford mixed, private treaty sales.

STONE CREEK FARM, Ellis and Judy Kahn, 8988 Townline Rd, Kewaskum, WI 53040. P: 262-626-8237, C: 262-689-6907, stonecreekfarm@gmail.com.

THOUSAND HILLS HEREFORDS, Dan Irwin, 1709 Summit Drive, Stockton, IL 61085. C: 815-266-1300, thousandhillsherefords@yahoo.com. Herd Information: 25-30 purebred cow herd, using AI and top genetic bulls. Selling bulls, bred Hereford cows and show steers.

TOWER HILL FARMS, Bruce, Cheryl, and Chris Thorson, 6676 State Hwy 13/34, Rudolph, WI 54475. C: 715-570-2037 (Bruce), 715-697-9788 (Chris), bcthors@wctc.net. Facebook: Tower Hill Farms. Herd Information: Full size Herefords as well as Mini-Herefords.



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TRIPLE J HEREFORDS, Matt and Mary Maas; Jaden and JaiCe Maas, Jessie Stevens, 28310 County Hwy ET, Tomah, WI 54660. C: 608-343-6279, Fastaxllc@yahoo.com. Facebook: Triple J Herefords. Herd Information: Commercial and registered cow-calf operation. Also offering feeder calves.

UWRF BEEF MANAGEMENT TEAM (UWRF MANN VALLEY FARM), Brenda Boetel, Campus: 410 S. Third St. Ag Science Bldg Room 242; Farm: 129 S. Glover Road, River Falls, WI 54022. P: 715-425-3176, C: 920-255-3993, beefmanagementteam@uwrf.edu; brenda.boetel@uwrf.edu; mkplivestock2020@gmail.com. Facebook: UWRF Mann Valley Farm.

VANCES HEREFORDS, Larry and David Vance, N5489 Co. Rd. H, Elkhorn, WI 53121. P: 262-723-4783. Herd Information: 10 bred cows and 2 heifers.

VASEY CATTLE COMPANY, Aaron, Thea, Oliver and Stella Vasey, E7462 Cty Rd C, Menomonie, WI 54751. P: 715-308-3729, vaseycattle@gmail.com. Herd Information: Small herd of registered polled Herefords. AI to top Hereford sires.

WAGNER CATTLE COMPANY, 60691 Ducharme Ridge Road, Eastman, WI 54626. C: 608-444-7143, wagner@wagnercattle.co. Herd Information: Hereford herd replacement heifers, sires and frozen genetics.

WALSH CATTLE, Lisa, Daniel and Clayton Walsh, N2791 County Rd N, Lyndon Station, WI 53944. P: 608-666-2433, C: 608-547-0845 (Clayton), 608-547-2433 (Lisa), lisa@walshcargocow.com. Facebook: Walsh Cattle. Herd Information: Hereford cows and bulls.

WARREN BROWN FAMILY, Isabel Brown, N67 W28835 Sussex Rd, Hartland, WI 53029. P: 262-327-2400, C: 262-894-2645, isabelbrown67@att.net.

WEBER LIVESTOCK COMPANY, Anthony and Charlene Weber, N5150 Inlynd Drive, Sullivan, WI 53178. C: 414-702-6580 (Anthony), 262-490-2501 (Charlene), charlene.weber@gmail.com. Herd Information: Many of our cows go back to Delaney Hereford genetics. Our cows are feminine and deep bodied with solid EPDs. Stop by and take a look at this elite set of females.

WHISKEY RUN FARMS, Hank and Charlotte Handzel and Family, 2791 Sime Road, Cottage Grove, WI 53527. P: 608-839-5207, C: 608-235-9417, hjh@whiskeyrunfarms.com. Website: <https://www.whiskeyrunfarmsllc.com/>, Facebook: Whiskey Run Farm/Cottage Grove WI. Herd Information: Herd of 50 to 60 cows and heifers. Current Herd Sires are sons of KCF Bennett Homeland and Churchill Red Baron. Many bred to AI sires.

WHITE RANCH, Jeff and Jennifer White, E3057 550th Ave, Menomonie, WI 54751. P: 715-556-0526, C: 715-0308-4949, jwins@wwt.net. Herd Information: 40 head of spring and fall calving cows. Selling herd bulls, bred females, show heifers and steers.



WISCONSIN HEREFORD ASSOCIATION MEMBERSHIP DIRECTORY



WILDCAT CATTLE COMPANY, Dr. BJ and Kim Jones Family, 14990 Cty Rd F, Darlington, WI 53530. C: 608-482-2961 (BJ), BJ@wildcatcattle.com; 608-482-2274 (Kim), kim@wildcatcattle.com. Website: <https://www.wildcatcattle.com/>, Facebook: Wildcat Cattle Company. Herd Information: 20 cows with an intensive ET and IVF program focused on structural correctness, stoutness and style.

WINDY KNOLL FARM, Dan and Betty Schmocker, N7263 Cty Rd F, Oconomowoc, WI 53066. C: 262-490-2160, danandbetty@netwurx.net. Herd Information: 35 cows.

WINDY HILLS HEREFORDS, Mark, Angie, Jessica, Kimberly and Kelley Friedrich, 1454 70th Ave, Roberts, WI 54023. C: 715-760-2350, markfriedrich@yahoo.com. Herd Information: Using Windy Hills Mr. Cotton 214 and PHH PCC KJ Big Country 934 on our herd of Hereford cows.

WIRTH HEREFORDS, Cheryl, Tracy, Brent and Lance Wirth, 1547 75th St, New Richmond, WI 54017. C: 715-377-6876 (Lance), 715-760-1727 (Brent), wirthherefords@gmail.com. Herd Information: AI Sires: Majestic, Montgomery, Diamond Jim, Tankeray and American Made.

WISWELL FARMS, Grant and Judy Wiswell, Lee and Jena Paszek, N5920 Connaughton Ln, Elkhorn, WI 53121. C: 262-215-6499 (Grant), 920-210-7499 (Lee), wiswellfarms@gmail.com. Facebook: Wiswell Farms. Herd Information: Using top AI Sires on 70+ cows. Also utilizing IVF for expanding our top bloodlines.

WOODLAND ROOTS RANCH, Adam and Ashley Brown, 2532 13th St., Rice Lake, WI 54868. C: 360-927-7872, woodlandrootsranch@gmail.com.





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 NJW Journey 53D | JDH AH Prominent 21G | R New York 5083
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TABLE OF CONTENTS

WHA 70th Anniversary	4
WHA Officers	5
Hall of Fame Honorees	6
WJHA Officers	7
WJHA Junior Association	8
NJHA Spotlight	9
Calendar of Events	10
Membership Form	11
Royalty	12 - 13
Membership Listing	24 - 36



ADVERTISERS INDEX

Bacon Branch Beef	17	Next Generation/MGM	22 - 23
Baker Polled Herefords	16	Oleson Family Farm	21
Boettcher's Brookview Acres	37	Pierce's Herefords	BC
C&B Farms LLC	16	Plum River Ranch	3
C&L Hereford Ranch	1	Rhiner Polled Herefords	14
Christ The Rock	40	SandRock Ranch	41
CMA Herefords	42	SNL Farms	43
Crooked Creek Herefords	20	Spaeth Farms	IFC
Hickory Grove Farms	44	Spruce Hill Polled Herefords	18
Hillside Oaks Farm	20	Starck Century Farm	19
Huth Polled Herefords	39	Steiny's Herefords	14
JonDor Herefords	16	Weber Livestock Co.	20
Larch Grove Farms	20	Whiskey Run Farms	18
Larson Hereford Farm	2	Wildcat Cattle Co.	IBC
Maple Crest Farm	15		

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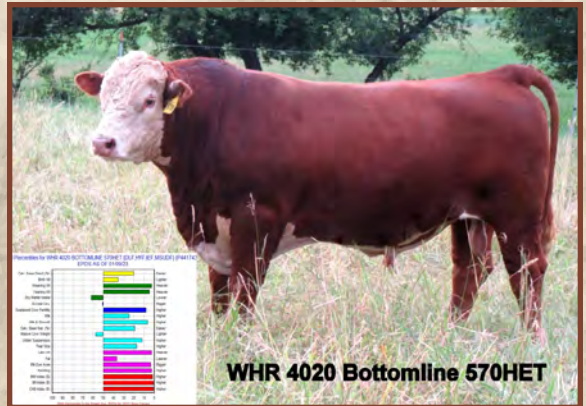
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SIRE ALERT

HOMOZYGOUS polled

BR VALIDATED 7098 PROGENY



We've been patiently waiting to add a BR Validated 7098 progeny to our herd. We finally did it with this Homozygous Polled bull with tremendous looks, unbelievable EPD profile and parents among the most popular in the breed right now. BR Validated B413 6035 7098 dam was the high selling female at Birdwell Ranch to Churchill Cattle Company. This bull is Top 10% in an amazing 16 traits! Don't miss out on your chance to buy semen on this Up and Coming Curve bending sire!

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CO-OWNED WITH CHURCHILL CATTLE CO, STEPHENS HEREFORD FARMS, & GENDA LIVESTOCK, LLC

CE: 9.4; BW -.6; WW 65; YW 95; MILK 40; M&G 73; CW 76; REA: 76; MARB: .55; SCHB 162

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HOMOZYGOUS polled



We are excited to add this Homozygous polled female to our donor list. She was our pick of 3 at the NWSS Sale this year. This heifer is built right from every angle, ultra-feminine in her make and design with a big EPD profile spread. A full sister to RMB/DKM AUDACIOUS 4013 779H, one of Barnes Herefords' top selling bulls now walking at Parker Bros. Polled Herefords.

#4332587

RMB 4013 SOUTHERN BELLE 131KET

CO-OWNED WITH BARNES HEREFORDS, GEORGIA

CE: 3.4; BW 2.5; WW 65; YW 111; MILK 22; M&G 54; CW 94; REA: 78; MARB: .64; SCHB 203

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HERD SIRES



PRR MRK PLAYBOY H162 {DLF,HYF,IEF,MSUDF}
BULL | P44175920 | Calved: 4/3/2020 | Tattoo: BE H162



C&L PHOENIX 173D 3H {DLF,HYF,IEF,MSUDF}
BULL | P44144256 | Calved: 2/6/2020 | Tattoo: BE 3H

NJW 98S R117 RIBEYE 88X ET {SOD}{DLF,HYF,IEF,MSUDF,MDF}
JTH SC PLAYMAKER 22C ET {DLF,HYF,IEF,MSUDF}
P43622090 STAR KKH SSF MIRROR IMAGE 286W {DLF,HYF,IEF,MSUDF}

NJW 73S M326 TRUST 100W ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF}
PRR MRK KISSES 162D ET {DLF,HYF,IEF,MSUDF}
P43784861 PRR BMK HUGS AND KISSES XOXO {DLF,HYF,IEF}

KCF BENNETT ENCORE Z311 ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF}
NJW 79Z Z311 ENDURE 173D ET {CHB}{DLF,HYF,IEF,MSUDF,MDF}
P43722088 BW 91H 100W RITA 79Z ET {DLF,HYF,IEF,MSUDF,MDF}

INNISFAIL WHR X651/723 4013 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF}
WHR 4013/745 BEEFMAID 220D {DLF,HYF,IEF,MSUDF}
P43729515 WHITEHAWK 1016 BEEFMAID 745B {DOD}{HYF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
3.2	3.3	60	103	0.4	0.9	12.0	32	62	4.9
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
91	1.20	1.10	74	0.000	0.64	0.25	309	391	142

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
3.2	3.9	78	127	0.5	1.4	15.8	31	70	2.7
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
105	1.30	1.30	100	0.040	0.96	0.23	395	494	172

Both are adding performance while maintaining low birth weights

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Sold as Lot 1: Wildcat Pristine 2605 ET
OKC Reserve Junior Calf Champion
Owned with Maddie Smith, TX

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Denver Reserve Champion

BW 77 lbs. • WW 784 lbs. • YW 1372 lbs. • SC 39.7



Churchill Gambit 291K ET

BW 81 lbs. • WW 718 lbs. • YW 1382 lbs. • SC 40

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Liberty, Maverick,
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PHH PCC 025 Pearl 742 ET
National Champion Female



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