



THE *Galloway* DISPATCH

GALLOWAY: MAKING CATTLE GREAT AGAIN

November

2020

IT'S A SOCIAL MEDIA WORLD

Are you using it to your advantage?

Social Media. At a minimum, you're familiar with the term. Afterall, it is in the news daily now precisely because it wields such tremendous power throughout society. The question is, are you harnessing that power for your Galloway seedstock and/or beef operation?

If you have at a minimum a Facebook page for your operation, congratulations! If you've branched out into Instagram, YouTube and Twitter, consider yourself an overachiever.

I recently read an article in our local paper about a young cattle producer in a small town about 20 miles NE of here (Emporia, KS), who started posting videos set to music of her miniature white Dexter cattle on the social media platform known as TikTok. That was March 23 of this year. One video currently has over 100,000 views. The interest generated in her small farm through social media resulted in over 200 people showing up from Kansas, Missouri and even Texas to come look at her cattle in person when she recently put together a field day. Not bad!

YouTube is an older and perhaps more familiar option for posting videos. Your subscribers will get a notice that you've recently uploaded another video, but also the videos will be searchable by the public. Thus, someone searching YouTube for Galloway cattle will be served up your

YouTube channel and access to the videos you have uploaded there. No account is needed by them, which is not the case with Facebook, Instagram and LinkedIn.



"Do not spoil what you have by desiring what you have not; remember that what you now have was once among the things you only hoped for."

~ Epicurus

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Galloway: When it absolutely has to be the BEST beef.

(Social Media, from pg 1)

A quick look at the term Social Media gives a pretty clear indication that Media is what rules on these platforms. On Facebook one may encounter posts that contain only written communication, but it is far more typical to see posts that have images, gifs, or videos prominently displayed. A picture is worth a thousand words, afterall. Instagram is mainly videos and images with only a brief note of explanation. You can also link your Facebook and Instagram accounts, so that whatever you post on Instagram automatically posts to Facebook, for a bit of streamlining. Be sure to invite your followers to contact you via the platform's message option if they have questions.

By having a YouTube account, you can quickly upload short videos from your phone to your 'channel'. Once uploaded, simply share that link to your favorite social media apps. Video is a great way to show off that dandy bull prospect or phenomenal cow line you've been propagating. Just be sure to have your phone settings set for high resolution video. It can be a big disappointment to upload the video only to find a pixilated version of what looks to be a quality video on your own phone. Be sure and include a brief written description with your YouTube video, in the title if nothing else. Use keywords to help your video get noticed by those on the hunt for Galloway

(Continues pg 9)

RURAL AMERICANS USE SOCIAL MEDIA!

66 percent of rural
Americans use
Facebook

64 percent use
YouTube

68 percent of
Americans ages 50-64
use Facebook

70 percent use
YouTube

26 percent of rural
Americans use
Pinterest

21 percent use
Instagram

13 percent use
Twitter

Source: farmmarketid.com



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2020 AGBA Annual Members Meeting

The AGBA Annual Meeting was held August 8, 2020, at the Blegen Ranch in Roundup, MT. Members in attendance: Eli Berry (MN), Harley and Michelle Blegen (MT), Richard Serr (WA), Sarah and Jim Bowman (WY), Terry and Annette Marcotte (KS), Jim Grant And Pamela (Grant) Branham (ID), Susan Waples (MT), Joe and Shawn Schumacher (MT), Madison Schumacher (MT). A quorum was established, and the 2019 Annual Members' Meeting minutes were read. There were no additions or corrections to the minutes, and they were accepted as read.

President Eli Berry presented the President's Report. The Herd Book Rules update has been completed. Eli also indicated that due to the COVID situation, CLRC processing times for registration applications has been slow, with transfers taking up to 3 months in some cases. He suggested that scanning and emailing registrations does speed up the process for registrations since so many CLRC workers are working from home. Also noted was the postponement of the World Galloway Congress until 2021.

Sec/Treas Richard Serr presented the Treasury report. Income was from two sources, with 71% coming from membership dues, registrations and transfers. The other 29% came from ads purchased for the AGBA Breeders' Directory. Expenditures by category: 47% for show expenses, 29% for the Galloway Dispatch, 8% for website expenses, 4% for Montana Agent (for 3 years).

There is still a need for the Executive Secretary position. Michelle Blegen has been sending out new member packets.

White Galloway Committee update: Shawn Schumacher presented report on the White Galloway Committee. Completed update of Herd Book Rules. Currently working to update registration forms. White Galloway registration form will be portrait rather than landscape format. Shawn asked if there was a need to include weaning weight information. If not it will free up a lot of space on the form. Eli Berry said he doesn't think anyone is using this information. Eli said that if we can provide an example form to CLRC then they will complete it and put it on the CLRC website. Canadian Galloway Association approved Section IV for Riggit Galloways and submitted for Canadian government approval. The status is not known. Richard Serr will check and communicate update to the Board of Directors.

(Continues pg 4)

(Annual Meeting, from pg 3)

Election of Directors was completed. Elections resulted in Madison Schumacher as director for Mountain Time Zone, Joan Hoffman for Eastern Time Zone, Joe Schumacher for Director at Large. The meeting was adjourned at 12:40 PM.

It had been previously determined that the Director's Meeting would need to be scheduled for a future date via conference call. (See page 6)



Shout out to Joyce Jones, Double J Galloways, for all her hard work as Galloway show superintendent at the 2020 WBE.

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(Meet the Directors from pg 11)

tests of the Galloway. To the surprise of all the other grass-fed farmers in my area, I am able to finish my steers in 18 to 20 months, half the time it takes them to finish their Angus and Herefords. The fact that the Galloways are a heritage breed went into our decision as well, for many reasons.

We now direct sell our beef and have partnered with another farmer that runs a CSA to be their premier beef supplier. All of our customers and the CSA manager claim that it's the best beef they have ever tasted. We are extremely glad that we made the decisions that we did and accepted the help that was offered.

John Goetzinger

AGBA Directors' Meeting

AGBA Directors' Meeting

The 2020 AGBA Directors Meeting was held via conference call on September 19, 2020, with 9 of 12 directors present to establish a quorum. President Eli Berry called the meeting to order at 6:06 PM. Those in attendance: Eli Berry (MN), Harley Blegen (MT), Richard Serr (WA), John Goetzinger (WI), Joan Hoffman (MI), Terry Marcotte (KS), Joe Schumacher (MT), Madison Schumacher (MT), Judy Decker (KS).

Items discussed were a revised FY 2021 budget based on the cancellation of the 2021 NWSS. It was decided to move a portion of those funds over to promotions. The motion to revise the budget was approved.

The White Galloway registration form revision process has been spearheaded by Shawn Schumacher, who has created prototypes of the new White Galloway registration form and instructions. There was some discussion, and in the end the new form was approved and will be submitted to CLRC for finalization. Richard Serr mentioned that it might be wise to submit our Section 1 form changes at the same time. Shawn agreed to create a new Section 1 registration form. The Secretary/Treasurer will notify the membership by email or regular mail when those forms are complete and in use.

Judy Decker gave a Promotion Committee report. Leslea Hodgson has joined the team, and is looking into getting some Galloway apparel items made for sale to members, including Tshirts, sweatshirts and jackets. Harley Blegen suggested some of the additional Promotional committee funds that have been made available might go toward updating our display banner for shows and conferences. Judy agreed to have the committee look into this.

Following a few other matters for discussion, the election of Executive Officers was held. John Goetzinger is the new AGBA President. Harley Blegen is Vice President. Terry Marcotte is Secretary/Treasurer.

The Directors meeting was adjourned at 7:16 pm Central Time.

World Beef Expo Snaps



Eli Berry
with his
Team
Galloway
facemasks

Leslea Hodgson with the Root Prairie Galloway entries



Berry Ranch entries



Galloway: The BE\$T kept secret in the beef industry.

World Beef Expo: Results

First Place Class # 10 Yearling Heifer: Berry's Gala 10G, Eli Berry, Mora, MN

Grand Champion Female: Berry's Gala 10G, Eli Berry, Mora, MN

Reserve Grand Champion Female: Berry's Adelaide 128G, Eli Berry, Mora, MN

First Place Class # 26 Jr. Bull – Jan – June – Prev Yr.: RPG Galahad, Brad Hodgson, Brad Hodgson, Fountain, MN

Second Place - Berry's Grant 9G, Eli Berry, Mora, MN

Class #27 Champion Jr. Bull: RPG Galahad, Brad Hodgson, Fountain, MN

Class #28 Reserve Champion Jr. Bull: Berry's Grant 9G, Eli Berry, Mora, MN

First Place Class # 29 Sr. Bull – Born after 7/2015 – RPG Fletch, Brad Hodgson, Fountain, MN



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Galloway: A Move in the RIGHT Direction.



WBE Grand Champion Bull
RPG Fletch

Brad and Leslea Hodgson, Fountain, MN



WBE Grand Champion Female
Berry's Gala 10G

Eli Berry, Mora, MN

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(Social Media, from pg 2)

cattle videos.

When capturing video for YouTube or other platforms, remember to hold your phone or camera steady and level. Keep tabs on the lighting, as you don't want your video to wind up being so backlit that the subjects don't really show up with any clarity. Also beware of the wind if you are narrating the video, as it can be quite an annoyance and detract from the overall video experience. And keep it short! Viewers have limited time. Three to four minutes is about right, according to [The Balance Small Business](#), www.thebalancesmb.com. Make the most of your YouTube real estate by including links to your website or blog. Encourage viewers to comment, share, and 'like' your video. Be sure you are responsive to likes and comments by replying with a simple 'thank you'. The currency of appreciation still goes a long ways in marketing.

There is really nothing to stop you from using one or more of the 'social media' platforms available today. Guaranteed your competitors from every other beef breed are absolutely making use of these venues for getting information about their breeds out into the world of agriculture. You may have to invest a little time and, perhaps, a few episodes of teeth-gritting as you gain familiarity with utilizing these platforms, but you'll be up and running in no time. And your operation, and the Galloway breed, will be the beneficiaries.



Keys to the Kingdom

- Check out what keywords are working for your 'competitors'
- Use Google's Keyword Planner Tool to dial in what's 'hot' in keywords in your niche
- Place keywords in the video description, title, and tags
- Respond to comments, and comment on other people's videos...it can lead viewers to your channel

What to Know About Using Social Media for Your Business

Social media is a highly competitive venture with a short attention span

Always include an image with your posts

If you open a social media account, you must be active every day

Use social accounts to engage with customers

the balance

Stay Engaged!

President's Corner

President's address

Greetings to all. My name is John Goetzinger and I was recently voted into the presidency of the AGBA. Although I don't know what that all entails yet; I'm sure I will find out with your help. Let me just say that it a privilege to act as the president and I look forward to sharing information, offering assistance, receiving criticism, and helping all of our breeders become more successful and profitable.



I live in Wisconsin where there are only four registered Galloway breeders. There are plenty of cattle farmers and ranchers here raising the standard breeds and wondering why, unless they are a large farm, they aren't making more money. Part of the answer to that question is reluctance to change. There is a study that shows a reluctance to change in any organization or family or any group or individuals. Its natural, change is uncomfortable and uncertain. The part of the study that I find particularly applicable to farmers is the time factor to accept change. In most commercial organizations the time period to accept and incorporate change averaged 18 months. I know this personally; I worked in the aerospace industry for 45 years. We all hated the new "changes" coming down from above, but we eventually accepted them. One colleague of mine, back in the '80s when they passed out computers stated, "these will never catch on". How wrong he was. Anyway, the applicable statistic from the study was that change acceptance and incorporation among farmers was 18 years. Generally, the generation that owned or ran the farm had to retire or die before change could take place.

This is particularly important to us. The beef industry is changing and changing fast. Opportunities resulting from those changes require quick responses to make them advantageous rather than injurious. We have to be ready to understand, investigate, and be ready create opportunities to our business models, methodologies, prejudices, and preconceived ideas.

We, who are raising, and breeding Galloways have taken the first step in recognizing the changes and responding to the opportunities they create. Grass fed beef is an important change. Farm to Table is another important change that is taking root, just watch the television commercials.

So, congratulations on making the change to Galloways or, like me, starting your beef herd with Galloways. The ABGA is here to assist you. I'll try to help us keep abreast of the changes in our industry. I look forward to hearing from all of you with changes that I have missed, ideas, and opportunities that we can all take advantage of to make ourselves more successful. You can reach me through email at goetzingerfarms@icloud.com, at my website, www.gallowayguy.com, or phone at 608-462-7766. I look forward to working with all of you.

John Goetzinger

Meet the Directors

With the influx of new members and directors, its time to revive the Meet the Directors feature. Each quarter we will feature one of the new (or newer) directors so you can get to know them.

John Goetzinger, Central Time Zone/President AGBA

My wife and I began our journey to raising Galloways unintentionally. We bought our 103 acre farm in Wisconsin as a retirement retreat. I had some experience in farming through my grandfather's dairy farm when I was a youngster. He exited the farming business while I was still young but continued to recall stories about his experience and it eventually sparked a desire in me to try it myself.

The farm we bought was, like I said, a retirement retreat. We intended to lease the land out to a neighbor until I retired. During that lease, I was enraged by the farming techniques used by my neighbor through chisel plowing, monoculture, herbicide use, and pesticide usage. At the end of the growing year the farm looked like a wasteland; no topsoil, rainwater runoff, and sterile and barren fields. We decided to end the lease and try to renew the soil. We let it go fallow for three years while I finished my career as an attorney in the aerospace industry.

I was approached by a representative from the county environmental agency asking me to consider putting my land back into pastures. With their help I planted a variety of grasses and forbs and began my adventure into soil management. Once we had the soil and pastures to the point that they were healthy again, we decided to put cattle on the land to mimic precolonial conditions of herbivores controlling the pastures but in a way that mimicked the movement of buffalo, deer, and elk that existed here; we decided to practice rotational grazing.

After reading an article in Forbes about the growing demand for grass fed and finished beef, we started to investigate the breed that we wanted to use in this venture. After much research and talking to farmers that raised Galloways, we bought six bred heifers and started. We chose the Galloway for several reasons, the Galloway is unrivaled as a grazing breed, utilizing all of the goodness that our pastures have to offer. Ease of calving and good mothering instincts meant a beginner like me could relax at calving time. Their gentle disposition meant that I didn't have to worry about being in the pastures with them; even our bulls carry this disposition. Furthermore, their ability to produce a high-quality beef product directly from grass, has true financial value. The claim that grass fed Galloway beef is juicy, tender, and flavorful is substantiated in recent USDA

In Memoriam

Word has been received of the passing of David Gibson on September 30, 2020, in Livingston, MT. According to Patricia Pruitt, the Gibson family was the originator of the White Galloway in America. David's parents Bud and Jeanette Gibson operated Anchor Galloway and were responsible for establishing the White color pattern in the States.

For an interesting journey into some bloodlines from long ago, utilize the CLRC online herdbook and plug in the word Anchor under the Find and Animal search field. There are 11 pages of listings, some with birthdates in the late 59's and early 60's.

Thanks Patricia for alerting us to this news.



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(WBE results from pg 7)

Class # 31 Champion Sr. Bull – RPG Fletch, Brad Hodgson, Fountain, MN

Class #33 Grand Champion Bull: RPG Fletch, Brad Hodgson, Fountain, MN

Class # 34 Reserve Grand Champion Bull: RPG Galahad, Brad Hodgson, Fountain, MN

Class #37: Percentage Heifer: First Place C4 Lim???? , Kaylee Chapman Dalton, WI

Class # 39 Champion Percentage Heifer: Cr Lim???, Kaylee Chapman, Dalton, WI

THANK YOU EXHIBITORS!!

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hang5ranch@msn.com



ODE TO A COW

When life seems one too many for you,
Go and look at a cow.
When the future's black and the outlook blue,
Go and look at a cow.
For she does nothing but eat her food,
And sleep in the meadows entirely nodd,
Refusing to fret or worry or brood

Because she doesn't know how.

Whenever you're feeling bothered and sore,
Go and look at a cow.
When everything else is a fearful bore,
Go and look at a cow.
Observe her gentle and placid air,
Her nonchalance and savoir faire,
Her absolute freedom from every care,
Her imperturbable brow.

So when you're at the end of your wits,
Go and look at a cow.
Or when your nerves are frayed to bits,
And wrinkles furrow your brow;
She'll merely moo in her gentle way,
Switching her rudder as if to say:
"Bother tomorrow! Let's live today!
Take the advice of a cow."

The Old Farmer's Almanac
1936

Remember your 2021 dues



Galloway x Red Angus calves at
Brass Ring Galloways, Terry, MT

What can the
Galloway influence
do for your calf crop?



Galloway x Red Angus cross calf at
Brass Ring Galloways, Terry, MT

DIRECTORS

Harley Blegen - MT -VP	406-323-4815
Eli Berry - MN - President	612-390-2249
Judy Decker -KS	620-343-6757
John Goetzinger - WI	608-462-7766
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Joyce Jones - PA	724-924-2938
Richard Serr - WA	509-258-6776
Madison Schumacher - MT	
Tom Wilder - WA	360-581-3700

Mailing Address

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Attention Annual Members:

If you are an Annual Member in good standing, your farm should be listed on the AGBA website under the Galloway Breeders tab. Go there and look! If your name and farm information are not listed, kindly send all pertinent information to **Richard Serr at raserr@aol.com**. Just the basics, look over a few of the other entries for the general idea of it. Also, if your address or email address change, contact Richard for website changes, and cc myself for changes to the Dispatch mailing list... renfarms@osprey.net

Are you receiving AGBA EMAILS???

We want all active AGBA members to be on our AGBA EMAIL List! If you are a current, paid up member and never receive any emails from the gallowaybreeders@yahoogroups.com address, please email Michelle Blegen at blegengalloways@middrivers.com to have your email added to the list.

If you are a **member** and do not receive the Galloway Dispatch and view it online only, kindly send your information to Judy : renfarms@osprey.net and include your mailing address.

Questions about, or Suggestions for the AGBA?

Great! Please contact the Director for your region, and discuss your ideas with them. You are a vital part of this organization, and each one of you brings a unique viewpoint to the AGBA. So please, don't be shy, and don't procrastinate. Same thing goes for any questions you may be mulling over about the Association, and its mission and duties. There's no such thing as a 'dumb' question!

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Judy K Decker, editor

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World Beef Expo Report:

So we all had a good time at the World beef Expo despite a pandemic. The weather was close to perfect and our Galloway show was set for an afternoon time slot which was really nice having extra time to prepare.

Eli Berry brought some cattle and Brad & Leslea Hodgson brought a couple more. We were very lucky that the Expo people kept our little group together as a Galloway show, rather than having us show in All Other Breeds. Thanks to Joyce Jones, as she really went to bat a few times so that we could have a Galloway show this crazy year of 2020. She even made sure that our breed would be represented in the Supreme drive at the end of the next evening.

The evening after the show we all shared a good meal & pints of Guinness out on the patio of the Irish Pub next door to our motel, the Forty Winks. Good time with nice people!

With everybody back in the trailer we headed home to Minnesota, easy driving in good weather but for the thick wildfire smoke hanging in the valleys at the Mississippi river crossing.

Milwaukee World beef Expo show is easy to get to and Galloways are welcomed, so here's to all you Galloway folks east of the Missouri: Get ready for 2021! And if you are west of the Missouri we need you too. The public gets only a handful of chances to encounter Galloway cattle and these shows are an opportunity to accomplish that, so come join us to make the show grow.

~ Leslea Hodgson