

Beyond Breeding: When Good Breeding Isn't Enough

May 2017

Yes, you read that correctly. But why isn't a good, or even GREAT breeding program enough to make your farm or ranch's seedstock and/or beef venture a successful one? Because having the best cattle in the world will not make your business successful if nobody knows you have them. And while marketing outreach has become vastly simplified in this digital era, your competition is using the very same electronic medium as a platform for attracting new customers. Possibly your potential, or even previous, customers! Seedstock producers who once serviced producers in their own and surrounding counties are now in direct competition with producers located several states away. **Job #1 in marketing is being found.**

The sales records don't always go to the business with

The Rule of Seven Says that a prospect needs to hear or see your message at least **7** times before they decide to buy your product or service.

"If you're attacking your market from multiple positions and your competition isn't, you have all the advantage and it will show up in your increased success and income."

Jay Abraham

the best products, but rather to the business with the best marketing plan!

"It is all about marketing; that is where the real craft comes in.

The best actors do not necessarily become the biggest stars. And vice versa."

Dirk Benedict

The downturn in the cattle market has left some commercial producers thinking long and hard about how to invest their bull dollars. Experimenting on unknown genetics from an unknown breed from an unknown producer may well tip the scale in the favor of running back to 'what we've always done'. But there is a small percentage of producers out there who have an immediate grasp of the situation, and know they need to improve the efficiency of their operation if it is to remain financially solvent. Those who have done even a cursory search on the internet know that the time-tested Galloway breed will deliver efficient, hardy calves that will perform on the rail, and back in the herd as replacements.

As a Galloway breeder, you have what the industry needs, and they really need to be able to find you. So by all means necessary, make yourself known!



Don't leave your marketing to chance!



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"Don't blame the marketing department. The buck stops with the chief executive."

John D. Rockefeller

PHOTOGRAPHING YOUR CATTLE FOR MAXIMUM IMPACT



If a picture is worth a thousand words, then photographs of your cattle are going to speak volumes. At the 2016 NWSS I had a chance encounter and subsequent conversation with Danny Bradshaw, proprietor of Bradshaw Cattle Services, of Hubbard, Iowa. Danny spends several months a year preparing the sale catalogs and promotional materials for Angus breeders in the Midwest. He graciously agreed to share some of his techniques and insights with us.

Hello Galloway Enthusiasts!

In early March my fiancé and I had a chance to stop at Bill and Judy's (Decker) place in Kansas for a herd visit and a little Galloway reconnaissance. While touring around their pastures, Judy brought up the idea of doing an article about what it takes to get good cattle pictures. I told her I'd be glad to assist however I could, so she sent me a list of questions, and here we are!

I live in the north central part of Iowa in the small town of Hubbard, where I have two daughters, Alexiss, a sophomore in high school and Kaci, a sixth grader in middle school. Both are involved in just about everything school and church related, as well as in 4H and the Jr Angus Association. My fiancé, Connie Casson, is an education consultant who works across the country making schools better. She and I are currently planning our late summer wedding and are excited for what our future together may hold.

My experience in the purebred cattle sector has been lifelong, having grown up on an Angus farm in south central Iowa, then to Iowa State University where I worked at the Beef Teaching Farm. After college I moved to Minatare, NE to work at Ankony Angus, and then back to Iowa working for Conover Auction Service managing sales across the U.S. and Canada. It was while working here that I began taking pictures myself for use in the sale catalogs we were putting together. For the past 18 years I've operated Bradshaw Cattle Services helping primarily Angus breeders with all aspects of their sale preparations - clipping, photography, video and consultant services.

Taking good cattle pictures can be frustrating but there are several things you can do to set yourself up for success. Planning ahead, as with all things, is a must, and I'm going to assume that the cattle are in nice condition, clipped, clean, been treated with fly spray (WIPE, is a good one) and quiet enough to be around on foot and ready to be pictured. Sun is an important factor to be considered, in terms of how much and where in the sky it will be when you're ready to take the photos. Bright sunshine is great for nearly all hide colors, the only exception would possibly be for a lighter dun color where you may lose the contrast of their topline against the sky in the background. If you have good sun, plan on positioning the animal so that the camera-person is shooting in the same direction from

(Photography, from pg. 2)

which the light is coming, or sun at their back. Low light conditions don't work well, so wait until the shadows aren't as long in the morning and quit before they get long again in the evening. In the summertime try to avoid shooting when the sun is directly overhead at midday, especially for black cattle, they will appear as a silhouette in the picture.

As for the pen to work in, something around the size of 40x40 is sufficient, with some slope one way or the other, allowing the front end of the animal to be slightly elevated. On the high end of the pen a small holding area is needed for animals on deck and to provide company for the one's being pictured. You will want the animal's feet and dewclaws to be covered up with either bedding or grass, shake out a shallow layer of straw if on bare ground or mow down grass that is too tall.

Working the animal in the pen to attain the desired pose takes patience and some finesse, as well as another person willing to do whatever it takes to get the animal's head up and ears forward. In a small pen, usually only the camera person and "ear getter" are needed, too many people around can get the cattle worked up and hard to deal with. The pose you are trying to get will have the animal perpendicular to the sun, with their off side front leg slightly back and off side rear leg forward. The body of the animal will be balanced with weight on all legs and they will appear to be interested in something out in front of them. It can take a while to get the pose you're looking for and don't be afraid to shoot a pose that isn't perfect, it could be the only one you get!

The digital camera I use is an 18 mega pixel Canon Rebel T5i. I won't get too technical, but the higher the mega pixels allows for larger printed pictures and less blurring. This is often necessary when a customer wants to "blow" up the photo of a featured lot in their sale catalog or print advertising. I have the camera set in "portrait" mode, which sets the depth of field and other variables automatically, giving the photo a slightly blurred background and makes the animal seem to stand out from the background. High mega pixel cameras usually come with a little more cost and aren't really necessary in this application if the finished picture size you desire is 8 x 10 or smaller. I carry two lenses, one is an 18-55mm and the other is a 55-250mm. It depends on size of the picture pen which one I use, but most of the time I have on the 18-55 because I don't need the extra zoom. Out of necessity, I have shot haltered animals with the camera on my Samsung phone rated at 12 mega pixels. When shooting loose animals, a camera phone is tough to use, it can be hard to see the screen in the sunlight and getting the zoom right is cumbersome when you are in a hurry to get the shot.

SHOOTING FOR PHOTO SUCCESS!

- ~ Avoid direct overhead sunlight
- ~ Try to have the animals free of mud and manure
- ~ Apply fly spray to reduce the fidget factor
- ~ Draft a helper to help pose the animal
- ~ If possible, have a good sized pen available, and a bovine companion nearby



(Photography, con't. from pg. 3)

The position of the camera person is also a big key to quality pictures, if you are wanting the animal to appear more moderate framed and deeper bodied, you will shoot from a higher camera position, and in a lower position, typically on a knee, if you want the animal to appear larger framed. I tend to shoot at a point slightly on the rearward side of the ribcage, helping to give the animal the desired balance of thickness in the rear and angularity up through their front end. Take multiple shots of the same pose and move around a little while clicking away, since variances in light and what the animal does while posed can change how the picture turns out.

When the photo shoot is over I'll load the photos onto my computer, start culling out the undesirables and pick out the ones I like. I personally don't do any photo editing, I send them to a person who will remove halters, manure, flies, etc, but doesn't alter the animal's features at all. I think the practice of changing an animal's topline, or udder, or whatever is just wrong and is false advertising. Photoshop can be a tremendous time and physical labor saver, as sometimes removing heavy mud and manure is only possible with the computer when cold weather and time constraints won't allow for manual clean up.

Over time and with experience you can learn what works best at your farms and ranches. Not every situation is the same, but I hope you can adapt some of the tips I've offered to find success the next time you head out with the camera. Good luck!

~ *Danny Bradshaw*

Structuring Your Farm or Ranch Enterprise

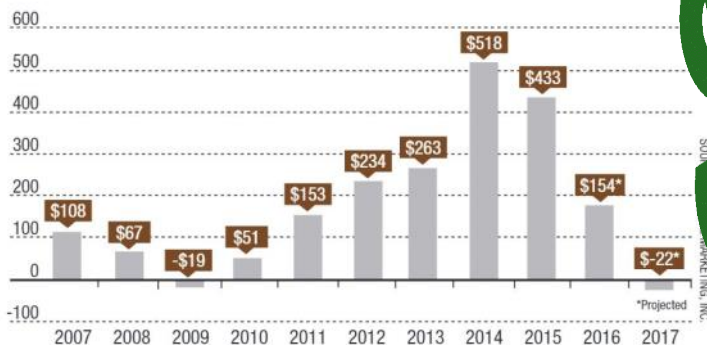
When you buy your first set of breeding cattle, you may or may not have a well-thought out business plan as to where you want to be as a business 5-10 years down the road. But one conscious decision you will need to make is how you will structure your business. Here are a few of your options.

Sole Proprietorship: A Sole Proprietorship (SP) is simply the individual business owner. There is no separate entity. Although it is a good practice for a sole proprietor to keep separate accounting records and to segregate his business assets and liabilities from his personal assets and liabilities, there is no legal distinction between them. All of the assets of the business are subject to the owner's personal liabilities and all of the owner's personal assets are likewise subject to the liabilities of the business. (Important note: a Sole Proprietorship is not the same as a DBA, or Doing Business As, designation, which is not a legally recognized form of organization.) The SP is not encumbered with the requirements to file annual reports with the state, has lower start-up costs, and simpler accounting and income tax reporting requirements.

Limited Liability Corp (LLC): Personal and enterprise assets and liabilities are kept separate, which provides a degree of legal protection in the event of legal or financial action taken against the LLC. The LLC is considered a pass-through entity for taxation purposes, so income tax is paid on one's personal return, thus eliminating the double taxation often incurred with standard C corporations. Consider forming an LLC if you see your business growing beyond your own activities and efforts, or if you see potential business risks that might threaten your personal assets or if in the future you might want to transfer intangible business assets to a buyer of the business. LLCs only file business tax returns if the LLC has more than one owner. With pass-through taxation, no income taxes are paid at the business level. Business profit or loss is passed-through to owners' personal tax returns. Any necessary tax is reported and paid at the individual level. Ownership can only be transferred as approved by other members. Death or withdrawal by a member can in some cases dissolve an LLC.

(Continues Pg. 6)

Returns to Cow-Calf Producers



Lower feeder cattle and calf prices will leave producers with a negative per cow profit for 2017, projects John Nalivka, owner of Sterling Marketing.

Not a Pretty Picture....

As the chart to the left indicates, being a commodity producer of cattle is going to be a rough ride in 2017. The good news is, if you raise Galloway, you likely are not a commodity producer. You are a direct marketer of the calves you produce, and therefore you set the price. However, you are also responsible for the marketing. Marketing takes time, discipline, forethought, and market research. But the result can be the difference between Red ink or Black come December.



We have some fancy looking heifer calves on the ground this Spring. Most of them will be for sale this Fall.

Visitors are always welcome...stop in if you get near our area and look the calves over....there are bull calves too, of course.

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(Structuring your business, con't from pg. 4)

S Corporation: Similar to the LLC in that it offers a wall of protection for personal assets in the event of financial or legal action taken against the company. It is considered a pass-through entity, so that income tax is paid at the personal level and not at the corporate rate. It requires annual reports to be filed with the state, and requires certain legal formalities, such as the creation of by-laws, issuing stock, maintenance of annual meetings and corporate notes. (Note: whether you use an online service or your local attorney, much of the aforementioned formalities are taken care of in the startup packet). The S Corporation's existence is perpetual, meaning it exists even in the event of the death(s) of its original creator(s). S Corp ownership transfers via stock sale, so is freely transferrable. The S Corp operates in the same way as a traditional C corp, but as a pass-through entity, avoids the double taxation issue. An S Corp must follow the same formalities and record keeping procedures. The directors or officers of an S Corp manage the company and there is no flexibility in how profits are split up amongst its owners. The profits must be distributed according to the ratio of stock ownership, even if the owners may otherwise feel it is more equitable to distribute the profits differently.

As you can see...you have options! Making a written list of priorities might be a good start to figuring out which type of organization makes the most sense for your operation.

Happy Planning!



K.Spear

"My evil plot to rule the world
is simpler than my tax form."



Reducing Costs in the Cow/Calf Enterprise

Over and over again producers in the cow/calf sector are told that feed costs are the number one expense in their enterprise, ranging between 50 to 70% of total expenses, depending on location and drought status. The Iowa Ag Extension Agency has produced a list of ten ways you can reduce your feed costs as a cow/calf producer. They are:

1. Enhance pasture productivity. Soil test and apply fertilizers as determined by testing.
2. Extend the grazing season. Depending on location, this may mean utilizing corn stalks, stockpiling fescue or another forage common in your region. Wheat, rye or triticale pastures are common in the winter wheat states.
3. Analyze forages. "...without a forage analysis, any supplementation strategy that is implemented is purely a guess and rarely mimics the true needs of the herd."
4. Incorporate alternative feeds. Byproducts of the ethanol industry and soy hulls as examples. Soy hulls are highly digestible fiber, and accepted in grassfed beef programs. (If you raise steers that you wish to sell to grassfed beef producers later on, make sure you are feeding them acceptable supplements.)
5. Critically evaluate "cure-alls". "...be sure the supplement meets a true deficiency in the current diet before adding it. These products should not be viewed as management replacers, rather they are management enhancers for which you are paying a premium for the added convenience."
6. Utilize a ration balancing program. "These programs allow producers to quickly adapt to changes in forage quality, supplement resources, weather, and stages of production to ensure least-cost feeding strategies."
7. Split cattle into age/size appropriate groups. Don't expect young stock to thrive on the same quality of forage as mature cows, and be mindful that they will be bullied away from prime grazing, hay feeding or supplements.
8. Minimize waste. How you store your stored feeds will determine the actual cost of those feedstuffs. If you lose 30% to moisture damage, the cost of that feedstuff just went up considerably.
9. Identify efficient cattle through genetics. You've got that one covered....you've got Galloway.
10. Improve record keeping to reduce inputs. Ugh. We knew they would get around to this one, right? But it is true, "Producers cannot improve what they do not measure. Without extensive feed and production records it is nearly impossible to determine whether an operation is reducing feed waste, improving pasture productivity, or reducing feed cost, and how such changes are affecting performance." Further, farm-raised feedstuffs must be assigned a monetary value in order to know the true costs associated with feeding the cowherd.

Knowledge is power, and the power to improve the bottom line is well within the producer's control as we decrease costs and improve marketing.



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Sourcing Breeding Stock

Did you buy a new bull this spring? Maybe a set of heifers? Congratulations! Acquiring new cattle is always an exciting event. But depending on how far from your locale your new cattle originated, you may find them going through a minor period of adaptation, which is perfectly normal. A change in forage base, latitude, and climate can challenge translocated animals physiologically, but they will adapt. The time frame of that adaptation will be affected by a few factors that, when known, will help you manage your expectations for their transition once they arrive.

Simply ask yourself the following questions:

1. Have the prospective cattle been raised in a manner similar to the management they will encounter here? Such factors can include creep feeding, protein supplementation—and season(s) supplied, and type of winter feed supplementation (if any).
2. Were the prospect animals produced from a program with tight breeding season parameters, or is an extended or even year-round breeding management employed?

Breeding stock, from pg 9

3. Do the animals derive from a forage base similar to my own?
4. Are the animals appropriately framed for my forage base, management style (as regards supplementation) and climate?
5. Were the prospective purchases calved at a time of year that makes them complementary to my own calving season?
6. Are the animals young enough to adapt in a timely manner? (Animals under 5 years of age may adapt more readily.)
7. Will cattle's mineral needs be met at the same level as at their source farm?

And while these are just a few parameters that will affect the timeliness of adaptation, just know that depending on the scope of the translocation, the process may be speedy or slow. It will happen....just give the cattle, and yourself, a little breathing room.

DON'T FORGET THE TAIL HAIR!

When you wean calves and work them, you probably decide which bull calves become steers, and which remain intact. That's a great time to tattoo and pull tail hair on the young bulls you intend to use or sell. As a courtesy to your future bull customers, try to at least have a hair sample secured for them to submit, but better yet take care of that little detail yourself. However you handle it, it is important to communicate the DNA status of the animal to the buyer.

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Junior Galloway Program

Submitted by Shawn Schumacher

The American Galloway Breeders Association, Board of Directors has appointed a new advisory board to the American Junior Galloway Breeders Association (AJGBA). Plans of developing educational programs, leadership programs, Galloway stock acquisition programs, and scholarship programs are all under advisement for improvement and implementation. The successes of the past coupled with the energy of today's Advisory Board have created a progressive approach to further develop a meaningful and educational association focus. The AJGBA Advisory Board wants all members of the AGBA, AJGBA and potential Galloway enthusiasts to be aware of the opportunities of the AJGBA!

The American Junior Galloway Breeders Association (AJGBA) is one of the smallest junior cattle programs in the country. However, over the years, members of this association have made an impact in not only the American Galloway Breeders Association but the general livestock industry on both domestic and international levels.

The American Junior Galloway Breeders Association (AJGBA) promotes Galloway Cattle through education, activities and support of future Galloway Breeders.

The American Junior Galloway Breeders Association (AJGBA) offers a world of opportunities to youth. Members of the AJGBA are eligible for:

- * Registering cattle with the Association at membership rates
- * Receiving the AGBA Annual Directory
- * Participation in junior activities including conferences, shows and other contests
- * Receiving the AGBA newsletter the "Dispatch"
- * Showmanship competitions
- * Leadership training
- * AJGBA Scholarships
- * Information on fitting, tattooing, judging, advertising and promotion

The American Junior Galloway Breeders Association is open to any youth under the age of 18. Membership ends when the youth turns 21, unless the youth desires to become an active member of the AGBA at age 18.

The AJGBA Advisory Board is reaching out to youth interested in Galloway Cattle projects. We also encourage AGBA members to consider mentoring AJGBA members in your area.

Please feel free to contact any of the members of the AJGBA Advisory Board for membership application or more information :

Shawn Schumacher – Chairman, Montana

Email: ckgalloways@itstriangle.com

Richard Serr - Washington

Email: raserr@aol.com

Jerry Stephens – New York

Email: jerryuphillfarm@aol.com

Bill Johnson – Montana

Email: edwardwill68@hotmail.com

Gayle Cerullo – South Dakota

Phone: 360-720-3159

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the Pen, Whisper:**

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Cow/Calf Production: Know The Costs

A large part of keeping the cow/calf operation profitable revolves around keeping costs and inputs low. As Harley Blegen points out in his remarks on page 15, the beef industry has created cowherds which look good on paper (EPD's)but on the ranch they require varying degrees of props in the form of inputs to maintain productivity. Percentage of cows that become pregnant and percent of calf crop actually weaned are arguably two of the most important factors contributing to economic viability of the cow/calf operation.

Cow/calf producers who are low-cost/high-profit **have necessary records** to compute and manage the following profitability formulas: *

$$\text{Profit or } <\text{Loss}> = (\text{pounds} \times \text{price}) - \text{costs} \quad (\text{basic formula})$$

$$\text{Profit or } <\text{Loss}> = [(\% \text{ calf crop} \times \text{weaning wt}) \times \text{price}] - \text{costs} \quad (\text{Detailed formula})$$

Breakeven price (per pound of weaned calf):

$$\text{Breakeven} = \frac{(\text{annual cow cost} - \text{value of cull cows/bulls sold})}{\text{Price average weaning wt} \times \% \text{ calf crop}}$$

(What you ultimately want to determine)

Knowing your true costs can be daunting, and employing an accounting program such as QuickBooks or Peach Tree can help you track those hidden costs such as depreciation. In the business world, depreciation must be accounted for so that income is sufficient to recover those asset costs and replace them in the future when their useful life is over. In the cow/calf operation, many Ag Economists say that cow depreciation is the second largest expense next to feed.

Calculate cow depreciation using this formula:

$$\frac{\text{Purchase Price or Replacement Cost} - \text{Salvage Value}^{**}}{\text{Productive Years in the Herd}}$$

It quickly becomes evident that cow longevity is significant to the bottom line.

Other hidden costs include the value of raised feedstuffs. Anything that has a market value, ie you could sell or rent to another producer, needs to be accounted for in your Costs.

Knowing your cost of production lets you determine your breakeven price for the calves you produce. And from there, you can set the pricing for the meat and breeding stock you sell to ensure adequate profitability and return on investment.



* University of Nebraska—Lincoln: <http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1198&context=rangebeefcowsymp>

**AgWeb.com <https://www.agweb.com/article/cow-depreciation-a-hidden-significant-non-cash-expense-for-cow-calf-producers-university-news-release/>



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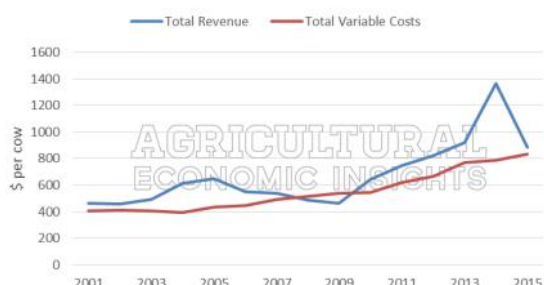
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Correction:

The 2017 NWSS Champion Junior Heifer should have been listed as: CK Denali 73D, shown by Shawn Schumacher of CK Galloways, Fort Benton, MT.

Results reported in the February 2017 Issue of the Dispatch came from the NWSS Results webpage. There are errors there.



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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@yahoo.com address, please email Michelle Blegen at blegengalloways@midrivers.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.

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CANADA

Mail Membership Applications and Dues to:

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PO Box 369
Springdale, WA 99173

Director's Corner

E

Is your tattoo letter for 2017

Did You Know...

You can easily share this newsletter with your inquiry list by simply going to americangalloway.com, click on [More About Galloways](#) tab, and then copy the link for The Galloway Dispatch into an email.



Harley Blegen

AGBA President Harley Blegen writes for The Corner this issue.

Greeting Galloway Breeders,

It is once again my turn to submit an article for our Dispatch. Thanks to all of the Directors that have submitted their stories. It helps our membership get to know you and your operations. Thanks to Judy Decker for having our directors do that.

My wife and business partner Michelle, has sent out surveys to our AGBA membership asking for feedback on a few specific items as well as general comments. THANK YOU to all of our members that took the time to fill out and return, or send an email with your opinions and comments. Our Goal with this is for the AGBA to streamline its activities to benefit the majority of our breeders.

The cattle industry is in a state of change. People are starting to realize the type of cattle that have been created using science (EPDs) have caused many issues in the commercial industry. Our nations cows have gotten larger framed, weaning weights have stayed the same or dropped in some areas, and the longevity has for the most part disappeared. Years of stacking High milk EPDs have created a cowherd that is short lived and takes an awful lot of feed to sustain. The continued use of low birthweight bulls has created mature cows that struggle with higher BW bulls. Structural issues have really begun to show up as the mainstream breeds continue to create matings that would have never happened under real world conditions. Many bulls in AI studs today have never seen their mother, let alone nurse on her. Most of their mothers have only raised a few if any natural calves, and most have never done it out on pasture.

The saying we have to RANCH our cows rather than FARM them comes up. I don't know who said it first, but it makes sense. As an industry, we continue to do everything for our cows. Rightfully so, they provide for us. However, just like in society, many are creating a welfare state cowherd, taking care of all of their needs and never making them "Work for it".

Continues on back page

Judy K Decker, editor
1800 E. 18th
Emporia, KS 66801

Director's Corner, from pg 15

I recently talked with longtime Galloway breeder and (my mentor) Jim Grant, from Idaho. Jim had used a bull of ours on his heifers. Without me asking, Jim stated that the bull worked well. “I didn’t even bring the first calf heifers in off the range for calving. They all have calves nursing on them, so I guess it went pretty well.” I truly love that mentality when it comes to raising cattle. They are meant to do it on their own folks. If they don’t, they go in the freezer.

The cow is a unique animal that can utilize fibrous material and turn it into a great tasting and healthy protein source. The Galloway cow can do it better than most. We can continue to capitalize on the characteristics of our breed, as the industry needs to fix issues created by single trait selection.

I have rambled on enough. We Galloway breeders have a breed of cattle that does many things right, with minimal human assistance. We need to use it to our advantage. It is *not* a disadvantage to have a breed of cattle that sustains itself on minimal inputs, poorer quality forages, with less hands-on assistance, yet produces excellent beef.

Promoting Galloway Cattle
Harley Blegen