



SOUTH POLL NEWSLETTER

SUMMER 2011

Cattle, grass and country music

Teddy and Linda Gentry are extending an invitation to all cattlemen and women to visit their farm on June 24 and 25 for the South Poll Grass Cattle Association annual meeting and field day.

"We're proud to host the event the third annual South Poll Field Day at the home of the South Poll Breed. We just think we have genetics that will help people make money off the grass-fed cattle business," Gentry said.

Linda Gentry echoes her husband's philosophy. "South Poll cattle are something we believe in. We believe in our cattle. It took a long time to get them here and we want people to see them. We believe in being as natural as you can get," she said.

The Gentrys' Bent Tree Farm is located on beautiful Lookout Mountain near Fort Payne, Alabama.

The event will feature a Friday night concert by Teddy Gentry's RockIt City band, that will be free to all those paying the \$50 admission fee for the two-day event, and the second-ever South Poll seed stock auction. Gentry, the bass player from the legendary country music group Alabama, says he hopes to have 30 of the finest bulls, cows and heifers the breed has to offer to be sold at the cowboy auction on Saturday.

An open forum on farm management practices will be held from 1 to 3 Friday afternoon featuring discussions by author and Holistic high density

grazier Greg Judy, Bent Tree Farms herdsman Dave Roberts and South Poll board members Dr. Bruce Shanks and Ralph Voss. Judy will also lead a pasture walk and discuss the technique of mob grazing at the farm Saturday morning.

Activities will kick off at 9 a.m. Saturday with Teddy Gentry welcoming attendees to his farm and explaining the genetic history of the South Poll breed. Gentry is the founder of the four-way cross which includes Hereford, Angus, Senepol and Barzona breeds of cattle. Meat scientist Dr. Allen Williams will speak on the health benefits of grass-fed beef and marketing tools that can be used.

A barbecue lunch will be featured for Saturday.

Gentry says the field day will be an opportunity to learn about progressive grazing methods and some of the newest information on adding raw milk, liquid fish, sea salt and molasses as soil amendments. He says the \$7 plus corn market has put small and efficient grass cattle, like the South Polls, more and more in demand. "Tender beef off grass, especially when we look at profit per acre, is what our breed is all about," he said.

Preregistration for the annual meeting will be needed, with a \$50 per person fee being charged by the association for entrance to all the activities. Youngsters 16 and under will be admitted free. Anyone registering after June 15 will be charged a \$75 fee.

To register online go to www.southpoll.com under Downloads or contact Jerry Voss at 573-694-1681.

Registration forms and fees may be mailed to South Poll Grass Cattle Association, c/o Lisa Sanders, P.O. Box 681123, Fort Payne, AL 35968.

Executive board members of the association will hold their annual meeting on Friday morning at the farm.

For more information about South Poll cattle view the association website at www.southpoll.com.



Annual Meeting & Field Day

Friday, June 24

For Board Members Only

10 a.m. Annual meeting of Executive Board Members – Lunch for board members

Afternoon Activities are open to the public

1 to 3 p.m. - Management Practices Open Forum presented by Greg Judy, Dave Roberts, Dr. Bruce Shanks and Ralph Voss

7 to 9 p.m. - FREE concert for those with a paid admission to the Field Day - \$15 for adults - \$10 for children – Everyone Welcome

Saturday, June 25

8 a.m. - Registration Opens

9 a.m. - Welcome from Teddy Gentry and history of the South Poll breed

10 a.m. - Dr. Allen Williams - talk on grassfed beef and marketing - Where we are and Where we're going

10:45 a.m. - Pasture walk with Greg Judy

12:30 p.m. - Lunch

Viewing of South Poll cattle that will be sold at the auction - 2 p.m. - Auction of some of the breed's best bulls, cows and heifers.

A Silent Auction will go throughout the day and will close after the auction.

See our website at www.southpoll.com

for all the information about the upcoming events Registration forms can be found on our website or by contacting Jerry Voss at 573-694-1681