



SOUTH POLL GRASS CATTLE ASSOCIATION

SPRING EDITION, 2014



Sixth annual field day promises to be best ever

Great cattle offered, outstanding presentations, awesome country music, good food and wonderful company

By Bruce Shanks

I would like to be the first to welcome and personally invite

you to the sixth annual South Poll Grass Cattle Association meeting and field day, which will be held

on Friday and Saturday, June 27 and 28, 2014 at Sassafras Valley Ranch, the home of myself, Bruce, wife, Sunshine, and sons Paul and Cameron. Sassafras Valley Ranch is located in Belle at the foothills of the Ozarks, in the heart of Missouri. This area is known for its agricultural background, rural lifestyle, beautiful scenery, wineries, and rich history. Make a family vacation out of it and enjoy all the region and state has to offer.

The field day will kick off with registration at 11 a.m Friday and

then a grassfed beef producer panel, featuring Jim Johnson of Cloudcrest Farms from Rossville, Georgia, Chris Boeckmann of Boeckmann Family Farms from Loose Creek, Missouri, and Cody Hopkins of Falling Sky Farms from Marshall, Arkansas. All three started from humble beginnings and have grown their businesses into some of the country's most reputable producers of grassfed beef; and of course, they all utilize South Poll genetics in

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Bruce and Sunshine Shanks and their sons Paul and Cameron.



Keynote speaker is Utah rancher, Steve Westhoff.

their operations. Next, field day participants will get a chance to view some grass-finished steers and try their hand at “judging” these steers for a chance to win cash and beef sampler packs. An ultrasound demonstration, conducted by Kathy Richburg, will follow and “help” reveal the winners. The evening time will include a pasture walk with Greg Judy, renowned author and mob grazer, and will include viewing of South Poll cattle and hair sheep. Friday’s festivities will wrap up with music by local talent and Teddy Gentry, founder of the South Poll breed and bass player from the legendary country music group Alabama.

Registration will begin at 8 a.m. on Saturday and activities will kick off with breed president Teddy Gentry welcoming attendees and speaking on the history of the South Poll breed. A new addition to the field day this year will be a speech contest for South Poll junior members to be held on Saturday. Sign-ups will be at the registration desk on Friday and cash prizes in two age categories will be awarded to winners.

Rancher Steve Westhoff will be the keynote speaker of the field day, and will discuss his cattle experiences from Utah starting at 10:00 a.m. Saturday.

The highlight of the two-day event will be an auction of some outstanding South Poll heifers, cow/calf pairs, and bulls that will be held at 1 p.m. on Saturday. Trucking can be arranged to get cattle delivered to anywhere in the country, so come prepared to take advantage of the opportunity. The fertility, longevity, gentle disposition, and easy keeping nature of South Poll cattle have driven demand higher than ever.

Additionally, there will be plenty of food as lunch and dinner will be included on Friday, and smoked grass-finished brisket will be served prior to the sale on Saturday. Vendors will be present the entire weekend, a silent auction featuring some great items will be held, a steer will be given away, and there will be plenty of time to sit under a shade tree and enjoy interacting with fellow cattle producers.

As a bonus, immediately following the sale and at approximately 4 p.m., Ralph and Jerry Voss will host a free open house and dinner at their farm just a few minutes away in Linn, Mo. Field day participants will get to view more great South Poll cattle and also see raw milk and compost tea demonstrations.

Preregistration for the annual meeting is appreciated, 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 13 will be charged an \$85 fee. To register online go to www.southpoll.com or contact Kathy



A sample of some of the animals to be sold at the auction.



Richburg at (256) 996-3142. Registration forms and fees may be mailed to South Poll Grass Cattle Association, 57 Friar Tuck Way, Fyffe, AL 35971.

I am proud and humbled that my family and I can be a part of a great organization, and we appreciate the opportunity to host the 2014 South Poll Grass Cattle Association meeting and field day. We look forward to seeing you at Sassafras Valley Ranch on June 27 and 28, 2014 and can’t wait to visit about “grass farming” and South Poll cattle.

**Join us for our Sixth Annual South Poll
Grass Cattle Association Field Day
On June 27 and June 28 in Belle, Mo.
www.southpoll.com**



Randy Whisonant, Stanley Summers and John Lyons



Andy Summers, Ralph Voss and Stanley Summers.



Dave Roberts, Teddy Gentry, J.A. Girgenti and John Lyons