



photo courtesy D. Roberts

SOUTH POLL NEWS SPRING 2021

Teddy Talks	Page 2
Field Day Update	Page 2
Recipe Contest	Page 3
Rent to Own	Page 4-9
HLS Results	Page 10
Office Update	Page 11
Advertising	Page 12
Field Day Schedule	Page 13
Membership Drive	Page 14



Teddy Talks

The popularity of our South Poll breed is no accident. One of the excellent traits we get to enjoy from using South Poll bulls is low birth weight. I remember the bad old days when we used to ride through the calving pastures with a spot light checking cows at midnight. I am glad to say that we have been very hard on bulls to produce small calves-now, we just get a good nights sleep and tag calves the next day!

Don't think these small calves are weak. At 45-65 pounds, these calves are usually up and nursing within 15 to 20 minutes of birth. Among the many traits we love about the South Poll breed, none are more important than getting a live and healthy calf. A large dead calf and a cow that won't breed back is an expense we cow/calf breeders cannot afford.

Please stay disciplined and continue to steer any calves that are over 78 pounds and that need any assistance in birth. A good night's sleep to all!!

Teddy Gentry



Photo Contest!

We want to see your
BEST Photos!

Submit your ORIGINAL photos to Ann at southpollgrasscattle@gmail.com for publication in the Newsletter or maybe even some of our advertising!

Winners will receive a prize from SPGCA!



Gary & Diane Graves

South Poll Field Day

**13TH ANNUAL FIELD DAY TO BE HELD
JUNE 25TH AND 26TH 2021**

Face to Face Farms in Trenton, Tennessee will be our hosts for the 2021 South Poll Field Day! We have gone back to our original June dates, so make sure to mark your calendar! Diane has assured me that there are some fun things to do in Gibson County-so plan to spend an extra day if you can!

Our very own Teddy Gentry will be one of our Keynote Speakers. Teddy will be giving us the history as well as the latest on our breed in his Keynote. Bill Hodge of Sustainable Genetics will be our second Keynote speaker. You can see more about Bill by [clicking here!](#)

Registration is open-you may register online at www.southpoll.com. Looking forward to seeing you all in June!!

WANTED



THE BEST OF BEST!

13TH ANNUAL
South Poll

SOUTH POLL
The Southern Mama Cow Breed

FIELD DAY AUCTION
JUNE 25-26

DEADLINE TO SUBMIT ANIMALS AND PHOTOS: MAY 12TH

SUBMIT TO: SOUTHPOLLGRASSCATTLE@GMAIL.COM

LIMIT 4 ANIMALS/PRODUCER

Sale Time!

[Click Here](#)

[for Animal Submission Form!](#)

Submit your favorite recipes for the next Newsletter!
psst...there are PRIZES!
southpollgrasscattle@gmail.com

From the Kitchen

Beef and Noodles

From the Kitchen of:

Ann Demerath

Beef and Noodles

2 pounds grass fed roast(chuck)
1 envelope beefy onion soup mix
1 can cream of mushroom soup
4 T. minced garlic
14 oz. can beef broth
4-6 c. water
2-12 oz. pkgs frozen egg noodles
Salt & Pepper to taste

Place beef roast in slow cooker. Sprinkle onion soup mix on top. Add mushroom soup and garlic and smear on top of roast. Add beef broth. Put lid on crockpot and cook 9 to 10 hours on LOW. Remove lid and shred beef using 2 forks. Add noodles and enough water to mostly submerge the noodles. I try to use as little water as possible because I don't want to water down the flavor. It's ok if some of the noodles are sticking slightly out of the liquid. There is enough moisture and condensation in the crock pot to cook them thoroughly. Cook for 1 hour. Check for seasoning and add salt and pepper to taste.





Rent to Own: Young Producers Get Started in Leasing

Leasing or Changing How You Manage Can Help You Break into the Cattle Business

By Austin Black

The cost of entering the beef business continues to rise. And the opportunity to buy land is getting more rare. Tightened margins increase the risk of financing land, cattle and equipment. Which leaves many young producers looking for alternative ways to make a living as cattlemen.

Many producers have had success by focusing on forage management and value-added marketing. These progressive operators know that grass is the cheapest feed they can get. And they know premium markets for their cattle is the key to maximizing their returns.

Getting Started

Osage County cattleman Bruce Shanks found his success through leasing cattle. 15 years ago, Shanks and his wife bought a farm near Belle, Missouri, and started their herd with 20 commercial cows. With loans on both, it didn't

take long for Shanks to realize he couldn't cover his expenses with that size herd. He also couldn't afford to buy more cows. An avid learner, he attended a conference and heard grazing expert, Greg Judy, share his story. Judy was a big proponent of leasing cattle and grazing them on leased land.

"I've had a couple 'wake up' moments in my life, and that was one of them," Shanks said. "I read his book, and told my wife that is how we would have to expand."

Three weeks later, Shanks had his first farm rented.

His goal was to find farms he could lease, find cattle he could graze and use the income to cash flow his own operation.

"The idea of leasing land and even leasing cows wasn't some top-secret idea, but I didn't have the shove to do it," he said.

Shortly after securing his first farm, Shanks



met a South Poll producer with cattle to graze. They struck a deal, and Shanks began managing the cattle on shares.

“They own the cows, I provide the labor and land,” he said. Shanks gets half the calf crop as payment.

Since that first partnership, Shanks has worked with two other South Poll producers. The last of which has been a partner for eight years. His share of the calves has provided extra income for the ranch and heifer replacements for his herd. And through buy-outs with his partners, Shanks has built his herd to about 250 registered cows.

Now, Shanks owns over two thirds of the cattle he manages. He continues to contract leased grazing for backgrounders and a few registered cows. His operation, Sassafras Valley Ranch, has increased to a dozen farms and he recently closed on another farm of his own in the last month.

“The idea of leasing land and even leasing cows wasn’t some top-secret idea, but I didn’t have the shove to do it.”

— Bruce Shanks

“Today, the leased cattle are still important to us, and we do contracts on steers and bred heifers. But it’s more important that we fill in the gaps when we have extra grass,”

he said. “Today we use leased grazing for drought mitigation and to balance out our land use a little bit.”



August Horstmann retained heifers from the cow families that performed with no inputs and started breeding for genetics that excelled on grass to build his herd.

Lessons Learned

Up the road, near Owensville, Missouri, Shanks has a friend who is trying a similar approach to full-time farming.

While attending college, August Horstmann learned that low-cost production was uncommon practice. Although his grandpa had raised Beefalo for years with little to no inputs, Horstmann heard that high performance and grain supplement were the standard.

“I learned what my grandpa was doing was basically the wrong way to farm,” he said. “So I bought my own cows and set out to prove him wrong.”

His first purchase was a group of registered cows that nearly made him go broke.

“Nothing made sense,” he said. “No matter what protocol we used, we were chasing these numbers

and were losing money faster than you could shake a stick at. We decided we needed to change.”

He partnered with his dad on a commercial herd and eventually sold the registered cows. But the new herd wasn't much better.

“The first year, we culled 25% of the herd as open cows,” he said. “We were culling entire cow families that were relying on extra inputs to reproduce.”

After graduation, Horstmann worked at the county soil and water district. He began learning about grazing management and low-cost beef production.

“I heard about guys that were running cattle with very little to no inputs and actually making money,” he said.

Ideas began to click, and in 2016, Horstmann jumped head first into rotational grazing.

“If I find a place, I treat it like it's my own, and I do what the landowner wants.”

— August Horstmann

“We started doing government EQIP programs and state cost shares to improve the infrastructure on our farm. We spent money on water and fence improvements rather than grain, silage and equipment. And we started working on land improvements,” he said.

Horstmann retained heifers from the cow families that performed with no inputs and started breeding for genetics that excelled on grass.

With grazing as his main focus, Horstmann also offered leasing contracts for cow/calf pairs and stocker cattle. Depending on the contract, he often buys steers to graze and sells them back to the breeder as yearlings. Sometimes, though, he retains ownership to sell them in his freezer beef business.

“We’ve also done custom grazing on rented farms,” he said.

For two years, Horstmann grazed dry cows through the summer in his rotational system.

“It helped us pay the bills and cash flow our rented farms. Then we can graze our own cattle through the winter months,” he said.

Those contracts helped him pay for the improvements he was making on each farm.

“Depending on how you write the contract, you may not have any expenses,” he said. “We wrote it to be paid per cow, per day and they provide



Leasing cattle, pasture or offering contracts for cow-calf pairs can help lower input costs and build income for ownership later on.

all the inputs. We just provide the land, labor and knowledge.”

Horstmann’s leasing agreements have helped pay for his own herd expansion and continued land improvements. Now, Horstmann Cattle Company runs 140 head of commercial and Corriente x South Poll cattle. They sell around 80 grass-finished steers direct to consumers in the St Louis market. And Horstmann hopes to join his wife full-time on the farm in the near future.

Keeping It Simple

The operations of each producer succeed due to low inputs and value-added opportunity. But Shanks and Horstmann quickly admit their long-term success comes from good relationships.

Thank you to Missouri Cattleman’s Magazine for allowing us to reprint this article!

Finding land to buy or rent is often difficult for young producers. Horstmann started his operation on the family farm and rented his first farm from his in-laws. But it was still a challenge to secure the rental agreements.

“People had a hard time seeing the big picture because they still liked having the brush hogged look,” he said. “We found two leases on very traditional farms. But it took me two years to get a lease from my in-laws.”

In short order, though, the land improvements and increased wildlife impressed the owners.

“The amount of grass my father-in-law saw in his pasture and the wildlife that showed up after just one year of grazing sold them,” he said.

Shanks has relied on his accommodating attitude to secure farms for more than 10 years.

“I drive around to find places that no one else wants. If I find a place, I treat it like it’s my own, and I do what the landowner wants,” he said.

More than once, Shanks has secured a new farm on the hood of his truck while working cows.

“It’s a good reputation, but it’s a little bit of dumb luck too,” he said.



Leasing was a door to ownership for Bruce Shanks. Shanks now owns over two thirds of the cattle he manages.

Using these relationships as their foundation, both producers keep their daily focus on reducing inputs and overhead. They know how tight profit margins

“We’re pretty quick to look at the income side of the equation. My advice is don’t forget the other side and really watch the cost of equipment and inputs. Sometimes you have to be creative and think outside the box.”

— August Horstmann

can get. And they consider managing the natural resources on their farms a top priority. Horstmann believes his progressive grazing system is a big component of his success. With little added winter feed cost, his base operating and production cost per cow is less than \$200

per year. And the extra income from custom grazing helps improve profit potential on his farm.

Neither cattleman is a big fan of using equipment and both believe in the power of simplicity.

Save the Dates!



SOUTH POLL
The Southern Mama Cow Breed

**South Poll Grass Cattle Association's
13th Annual Field Day
& Auction**

FACE TO FACE FARMS
Gary & Diane Graves
104 McRee Schoolhouse Rd
Trenton, TN 38382

June 25-26, 2021

For More Information:
256.996.8355
or check the website at
www.southpoll.com



Using some rotational grazing or custom grazing plans can appear disheveled, but it pays off for the producer.

“The only things you need to start custom grazing and running custom cattle are a four-wheeler, a roll of polywire and a hot fencer,” Horstmann said.

With several farms scattered, Shanks relied on portable panels early on. He since upgraded to a portable corral, and has good used equipment on-hand when needed. But he advises young producers to watch their costs even closer than their income.

“We’re pretty quick to look at the income side of the equation. My advice is don’t forget the other side and really watch the cost of equipment and inputs,” he said. “Sometimes you have to be creative and think outside the box.” 🇺🇸

New Website!

The long awaited new www.southpoll.com has launched! One of the coolest new things you can do with a current paid SPGCA membership is create a member profile! Here are some awesome tips for your profile!

- * You can add a photo or a logo
- * Link your personal webpage
- * Link your social media profiles
- * Post Classifieds
- * Brief explanation of your operations, family and any other details you want to add
- * Contact information
- * List by Region

This is a GREAT tool for marketing and networking!! If you are a current member and need the link to set up your profile, email the office at southpollgrasscattle@gmail.com and you will receive a link to the setup page!

Houston Livestock Sale Results!

Pen of 5 Bred Heifers TOPPED THE SALE @ \$5700 each

Pen of 5 Open Heifers Very Near the Top of the Sale @ \$3400 each



*Congratulations to our
Buyers and Sellers!*

*SPECIAL THANKS AS WELL TO
McGRADY RANCH
CREECH FARMS
WES O'NEAL*



Cow philosophy

*Please
Don't Forget!!*

Email your favorite recipes, photos and anything else you would like to see in the SPGCA Newsletter to the office!

THERE ARE PRIZES!

OFFICE UPDATE

By: Ann Demerath

Hello from the office!

Once again, the South Poll community amazes me! Y'all have been keeping this office busy and it is awesome! I compiled some numbers that I thought you might all find kind of fun. In the first quarter of 2021 we registered 577 animals; transferred 93 animals; and added 44 new members!! We are growing like crazy! In addition, we have launched the new website in case you haven't noticed. We will take a deeper look at that below!

The SPGCA board met in January in Jackson Tennessee. While we were all there, we did a location visit to Face to Face Farms, the location of the 2021 Field Day. All I can say is get yourselves ready for a great time! Gary and Diane, our hosts, are working to make this a great event for everyone! Gibson County is a very pretty place, so make some plans to hang out for a couple of extra days if you can!

During the meeting, the Board simplified some things for the members as far as color choices. Instead of the 15 choices we have had in the past, the Board narrowed it down to 5. Color choices are now: 1) Red 2) Red w/ white (includes Red White Face and Red Motley Face) 3) Black w/ white (includes Black White Face and Black Motley Face) 4) Black 5) Other. The spreadsheet on the website has been updated to reflect this for your upcoming registrations. It will not affect any animals that are already in the system--only new registrations forward.

In case you haven't checked out the new member profiles on the website--you should! This is going to be a powerful tool for members in good standing with the Association! With a link that we have issued to members, you can create a profile that has the ability to link YOUR websites and social media profiles, as well as a short bio on you and your operation, plus you can add a photo of your choosing! We only have a few folks that have taken full advantage of this--so please take a minute and get your profiles set up--once we get through this--it will be a great way to network and connect on a lot of levels! In the meantime, if you haven't received your invitation, please email me, and I will send it out to you. We are not currently posting in a public place as we are making sure to keep non-members (and miscellaneous spam) off of our website.

Another thought for the end of the school year is the South Poll Grass Cattle Association Scholarship. This \$500 Scholarship is open to any SPGCA Junior member in good standing. The application can be found by [clicking here](#)

I think that about covers it from the office for this time around--we sure are looking forward to seeing you all in June--and in the meantime, if there is anything I can do for you, please let me know!

Hope you are all well and knee deep in grass!

~Ann



Happy
Spring!

Ann M. Demerath



New Hats \$15/each + s/h

SUMMERS FARM

Registered South Poll

Since 2006 Boaz, AL



www.summersfarm.com

Charter Member of SPGCA

Are you next?
Your ad
could be here!



**CALL ANN AT THE SOUTH POLL GRASS CATTLE
ASSOCIATION FOR DETAILS!
417-256-8355**

Field Day Schedule!

June 24, 2021

Board set up
Receive Cattle until 5 p.m.
Board Meeting

June 25, 2021

9 a.m.
Gates Open
9 a.m. ~ 1 p.m.
Cattle Viewing/Networking
Lunch available for purchase
1 p.m.
Welcome & Opening Ceremony
1:30 p.m. ~ 3:00 p.m.
Producer Panel featuring
Joe Hopping
Josh Erickson
Guille Yearwood
3:00 p.m. ~ 6:00 p.m.
Breakout Sessions
Cattle Selection
Pasture Walk
Financial Discussion
Marketing Ideas
Meat Cuts/Shear Force demo
Cattle Moving
Registration How To's

June 26, 2021

8 a.m.
Registration Opens
9 a.m.
Welcome
9:30 a.m. ~ 10:30 a.m.
Keynote-Teddy Gentry
10:30 a.m. ~ 11:30 a.m.
Keynote-Bill Hodges
11:30 a.m. ~ 12:30 p.m.
Q&A with Keynote Speakers
12:30 p.m. ~ 1:30 p.m.
Lunch
1:30 p.m.
Silent Auction Bidding End
2:00 p.m. ~ 3:00 p.m.
Jr. Speaking Contest
3:00 p.m.
Auction Begins
4:00 p.m.
Auction wrapup & Cattle
Loading



May we have your attention!

The SPGCA is having a Spring Membership Drive!

We want to recruit 100 new SPGCA ADULT Members between now and June 18. If we reach our target of at least 100 NEW ADULT members between now and June 18 we will enter all 100 new members in a drawing that will take place at the 2021 Field Day for \$1,000.00 !

When you apply just use the code Forum421 and you'll automatically be entered. Keep an eye on the Facebook Forum for some more information about the benefits of being a member of the SPGCA.

We hope you'll consider joining us soon!

*Please note that junior membership is not eligible



**South Poll Grass Cattle Association
New Membership Application**

Name to be on Certificate _____

Farm Name _____

First Name _____ Last Name _____

Address _____

Email Address _____

Phone _____

Cell _____

Herd Letters:

Choice 1 _____

Choice 2 _____

Choice 3 _____

[] Email List Opt in-please check box to be added to the South Poll newsletter email list

OFFICE USE ONLY: _____

Membership Fees \$100.00 year.

Please send check or money order to:
South Poll Grass Cattle Association
5235 Gravel Point Road
Mountain Grove, MO 65711
256-996-8355

Signature _____ Date _____

***By signing this form you agree to abide by the rules and regulations and the by laws of
South Poll Grass Cattle Association***

*THERE IS NO WAY TO BE A
PERFECT MOTHER
BUT THERE ARE A MILLION WAYS TO BE A
GOOD ONE.*



In the next issue

- Teddy Talks
- Field Day Updates
- More!

Photo: Troy Lohman TNT Farms Butler, IL

Let's keep in touch

South Poll Grass Cattle
Association
5235 Gravel Point Road
Mountain Grove, MO 65711

256-996-8355
southpollgrasscattle@gmail.com
www.southpoll.com

