

HIGHLANDS OF THE HEARTLAND

Winter 2011
Issue 7



Heartland Highland Cattle Association, 976 State Highway 65, Tunas, MO 65764

<http://www.heartlandhighlandcattleassociation.org/> 417.345.0575

Hello from the HHCA President

By Tom Thompson

I hope that this newsletter finds all our members safe and happy. There have been a lot of ups and downs for members everywhere. The drought ravaging the southern part of the country and now blizzard conditions for members in the mid-west section. Mother nature can't make up her mind what to do. I hope everyone checks on their animals daily to make sure there is no problems. In the northern areas some sort of a lean to that the cattle can get into if they want to during nasty weather is advisable. While some sort of shade is needed for southern climates. That is something that we will be working on here at the Thompson farm this year. We have a lot of dead trees to cut down and the ones that can't be used for firewood will become the frame for a lean to. We hope to build it in such a way that it will provide shade in the summer while remaining cool. Yet strong enough to stand up to storms, high winds, and give some protection from snow, especially for our jersey cross.

Has anyone had problems with warts in their folds? We had a run of it this year. It was interesting that the adult cows never got warts. However our 2 1/2 year old heifer, 18 month old heifer, and the 18 month old bull got warts. Treatment is easy with a wart vaccine made from the dead virus. It does take time for the

Mark Your Calendars!

The HHCA annual meeting and gathering will be held on March 3, 2012 at the Branson Towers in Branson, MO. This year there are several changes in the time of the activities on Saturday. Registration will begin at 10 AM in the Table Rock Room.

There will be a speaker from 11:00-noon with the noon reception to follow. The annual meeting will begin at 1:00 PM followed by a group membership discussion on marketing and promoting Highland cattle and beef. There will be much information on the upcoming Highland Cattle auction scheduled for April 19 at 4 PM at the Norwood Sale Barn in Norwood, MO. The banquet will begin at 6 PM in the Gazebo Room. There will be the volunteer awards and Lee Wolfgang

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vaccine to work. Our two heifers had it the worst. The vaccine is given in two doses 3-4 weeks apart. Each shot is broken down into two parts. Half on each side of the neck. A squeeze chute or head gate is a must to do the injections safely. After the second injection it took almost 3 months for the warts to disappear. But we are now wart free. From now on, we will vaccinate any new animals we bring in as a safe guard.

Hope the new year brings good times to everyone and happy folds of healthy animals.
Tom Thompson, HHCA President

Recognition Award presented following the banquet. You will be receiving your annual meeting notification letter, ballot, and banquet reservation by Feb. 1st in a separate mailing.

There is a block of rooms set aside for the HHCA at the Branson Towers. Room rates are as follows: single \$53.95; double \$53.95; triple \$60.95; quad \$67.95 plus tax. To make reservations, call 417.336.4500, mention the block of rooms for the HHCA and give them the contract #1090. There are rooms reserved for both Friday and Saturday nights, March 2nd and 3rd, 2012. You can book anytime. Visit their site at <http://bransontowershotel.com/> for information.

2013 Calendar Contest

By Gloria Asmussen

Thank you to all who purchased a 2012 Heartland Highland Calendar.

We sold 120 calendars at a fundraiser profit of \$1530. What a great fundraiser. After that being said, the Board of Directors voted at their mid- year meeting in Sept. to hold another calendar contest for the 2013 Heartland Highland Calendar. You all should have already received the information and calendar contest guidelines either through email or in the mail. If you are interested in participating, please email only five pictures to Bryant Graphics at BILL@BRYANTBUS.COM *and include your farm name and your name attached to the email.*

If you are unable to email the pictures, you can send photos to the HHCA Secretary at 976 State Hwy. 64, Tunas, MO 65764.

We hope to receive a number of pictures to choose from. We had over 200 pictures sent in last year and hopefully will have that many again to choose from this year. If you submitted a picture last year and it wasn't chosen, you may submit it again this year. This calendar has gone all over the United States. There have been members from other countries and regions who have purchased our calendars also.

Remember, the contest ends on February 1st.

Look forward to hearing from the printer that they received many photos

Donation Thank You!

A sincere "Thank You" to Randy and Christine Batz of Sac City, Iowa, for their generous donation of \$220 towards this advertising promotion.

We are now able to advertise in an Iowa publication called the Farm News Barn Tab publication. This will help promote Highland cattle more in Iowa.

HHCA Recipe

Mild Chili for a Cold Winter's Day – from the kitchen of Theresa Thompson

1 pound ground beef	1/4 t ground nutmeg
1 -14.5 oz can diced tomatoes	1/4 t ground allspice
3- 15.5 oz cans chili beans	1/4 t ground cinnamon
1- 15.5 oz can dark kidney beans	1/4 t garlic powder
1 onion, diced	1/4 t ground red pepper
1/4 t cumin	

Brown the ground beef until cooked through. Add onion and cook until limp. Put in beans, tomatoes, and spices. Bring to a boil then reduce heat to simmer chili for ten to fifteen minutes. I used Mexican style chili beans, diced tomatoes with garlic, and regular dark kidney beans. Change up the type of tomatoes and beans you use and it changes the end results. Play around and have fun.

This came about because I wanted to make chili last week and realized I had no chili powder on hand. This made a mild chili and Tom really liked it. You can add more or less of any or all of the spices to get it the way you like it.

HHCA Auction: We Look Forward To Seeing You At The Sale

By Gloria Asmussen

This sale is for registered and unregistered Highland cattle from any region or area of the United States. You do not have to be a member of the HHCA to sell or purchase Highlands at this auction.

After extensive research and discussion, the HHCA Officers and Board of Directors voted unanimously at the mid-year BofD meeting to hold/sponsor a Highland Cattle Auction.

Discussion was based around how can the HHCA provide its membership and other Highland Breeders from other regions and areas to be able to market their Highlands without it costing the association tremendous funds. Well it can and will be done.

The Norwood Sale Barn located in Norwood, MO is owned by Brian Hoover is no stranger to the Highland breed of cattle as he owned a team of steers that were oxen and they were broke to lead and pull. Unfortunately, he only has one 5 year old steer/oxen left from his team and he will be at the Highland sale. Brian is aware of the Highland's docility and characteristics.

The sale will take place on Thursday, April 19th at 4PM. The sale barn is located just off Hwy. 60 approximately 50 miles from Springfield, MO It is an easy location to find and get to as well. The facilities

are a clean and well maintained sale barn.

The information on the sale will be sent to everyone in the mail and will be placed on the HHCA website at www.heartlandhighlandcattleassociation.org

The information will be sent out by Jan. 15th with an entry form for you to enter your sale animals. There will be a special website for anyone who wants their animals information and pictures published.

Cost to have your animal's info published on the website will be \$10 per farm. There will not, however, be a sale catalogue due to the added expense. Sellers cost at time of sale will be 5% commission; \$1 beef check-off; and \$3 processing.

Anyone selling proven breeding bulls over the age of two (2) years old will need to provide a TRICH test before being able to unload their bull.

Contact information: Jerry Delcour 417.693.0858 or 417.369.0505 or e-mail to hairycows@centurytel.net or heartlandhighlandcattle@gmail.com.

The Dos and Don'ts of Selling to Restaurants

by Lane McConnell/reprinted from OFN

Direct marketing local farm-raised meat is becoming a valuable option for local producers

The popularity of local foods is easily seen when sitting down at regional restaurants in the Ozarks. At the Worman House in Big Cedar Lodge you will find an entree made with beef from Roching Z Ranch of Mtn. Grove, MO. Or head over to the Farmers Gastropub for meat dishes from Sunny Lane Farms of Lockwood, MO, or pork from Flintrock Bison Ranch of Hallsville, MO. Either way you slice it--it's local and it's direct from farm families in the area.

According to a recent study by the Institute for Sustainable Agriculture farmers who direct market their meat keep 75 to 80 percent of the consumer price of the meat, compared to about 45 percent from animals they sell on the open market. Retaining more of the food dollar is what makes this type of marketing

an attractive option for smaller farms, although direct consumer interaction is not for everyone.

Direct marketing livestock has become an increasingly popular outlet for producers looking to retain more of the farm dollar and promote their products to consumers. But, livestock producers need to evaluate their farm operation and do their homework before entering this arena.

First, a producer should already have animals ready for process or already processed. Producers should find a processor that provides a quality and consistent product--that is what restaurants are looking for. Choose a processing facility that is regulated by the Department of Agriculture in your state.

After you have determined your market strategy and processor, the next step is to evaluate what restaurants will equal sales for your farm. But, before knocking on

Please see *Restaurants* on page 4

Restaurants from page 3

the first restaurant's door, here is a list of the do's and don'ts of selling to restaurants gathered with help from Level 2 Steakhouse in Branson, MO, and the Farmers Gastropub in Springfield, MO:

1. First and foremost---NEVER call during a mealtime (lunch and dinner). The best times to call are around 11 a.m., however, if the restaurant serves both lunch and dinner call or drop in between 2-3 p.m.
2. Research the names of the Executive or Head Chef and ask for them by name.
3. Be prepared to drop off samples and a business card when calling on a new chef.
4. Determine your price point before making the first call and include you transportation and processing costs in this price.
5. Be prepared for chefs to offer you a lower price than you envisioned.
6. Having a brochure or flyer that explains the difference in your meat products is helpful to drop off with the chef. Grass-fed, humanly treated, free-range, organic or heritage bred are a few of the characteristics that make your product different than the rest. Plus,

your product is LOCAL--chefs are looking for local products that they can highlight on their menus.

7. Be upfront on what you can provide the chef. Promising what you do not have will ruin your reputation.
8. Decide if you want to be paid upon delivery and inform the chef of this prior to. Normally, chefs prefer to pay 30 days after delivery.



In addition, if your meat products need special cooking techniques, (example: grass-fed beef) then be sure and educate your chefs in the difference on how your meat should be prepared and why.

Selling your farm-raised meat to local restaurants can be a profitable venture, but will take time to build your farm's reputation in this growing market.

Nominees for the Recognition Plaque

Guidelines for the LW Recognition Plaque are as follows:

- Sponsorship of new members
- Promotion and education of Highland cattle and the Heartland Highland Cattle Association to the public (displaying cattle etc.)
- Most valuable contribution of volunteer service to the association (working at fundraisers and helping at other displaying functions)

HHCA members may nominate THEMSELVES or ANYONE IN THE ASSOCIATION that meet these guidelines. If you have anyone in mind that has helped in the promotion of the Highland cattle breed, not necessarily by showing or volunteering service, but

by selling beef, or creating a forum website or just by sponsoring new members when selling their cattle, someone who has been able to answer your questions about Highland cattle or marketing the beef, or a member who has given you advise and been helpful when purchasing your first Highlands. PLEASE NOMINATE THEM FOR CONSIDERATION.

The winner will be notified to attend the HHCA annual meeting to be honored and presented with the LW plaque. The nominations need to be submitted by February 15, 2012 and sent to or emailed to the HHCA. The Board of Directors will choose the recipient. If you have a person who you want to nominate, call or email for a nomination form to be sent to you. Please select someone you feel deserving of this award. There are many members promoting the Highland breed and the HHCA. Let us know who they are.

Where In The World Is Bloomington/Normal?

When Ginnah asked me to write about the 2012 convention and what Central Illinois might have to offer in vacation opportunities I thought, "What a piece of cake! Boy was I wrong. I guess when you've lived all of your life in the same area, it becomes easy to take things for granted and not be able to see what neat things there are to do "at home."

So here is our tentative agenda for the convention as well as some things to do if you have a day or two extra to spend in Illinois.

The 2012 convention will be hosted at the "Chateau" hotel in Normal. The Chateau was constructed by a family that was enthralled by the charm of Old Europe and the architecture is reminiscent of a French Chateau. The interior is decorated with European antiques on every floor and the rooms have that same old world charm. Best of all the cost of our rooms will be an economical \$75 per night.

We will start our convention on Thursday evening with a presentation by Darlene Knipe from the University of Illinois college of ACES (Agriculture and Consumer Education Sciences). Darlene and her husband worked on a computer website called "Market Maker" to link local producers with local consumers. The program was such a success, with hundreds of thousands of hits that in a short time it became a national program and currently there are negotiations in progress to move to the next level and go international. Darlene will tell us how to use the site and get the most exposure from it for our beef.

We will have a kick-off banquet and then our annual meeting where you will have the chance to vote for your next slate of directors. This is a very important part of the meeting since it will set the tone for the next 2 years for our organization.

Please see [Bloomington](#) on page 8

Oklahoma Field Day

The October 29th Highland Field Day held at the Coble Highland Ranch in Henryetta, OK, was a huge success. It's been eight years since anyone held a Highland Field Day in OK, but as we suspected, the interest in Highland cattle is great.

There were approximately 50 people who attend the event. Owner Blake Coble showcased his Highland cattle and spoke on why he purchased his first Highlands. Other speakers were Dr. Alan Cameron of Minden, LA, who spoke on health care for Highlands

and beef sales. Greg Roberts of Marionville, MO, spoke on niche marketing Highland beef. There were Highland breeders from IA, LA, IN, and MO who attended and many OK people who were looking for hands on information about the Highland breed.

Attendees also had a chance to taste Highland beef as there were Highland beef burgers served.

On a side note: the HHCA received two new members from this field day also, so having a Highland Field Day is beneficial.



2012 Summer Tour of Scotland

OK everyone, we heard you. You told us that October was a bad time to be away so we have put together a great summer tour of Scotland. How about this... an 11-day trip with 9 days in Scotland for just \$3,325.00 per person? The price includes round-trip air fare from Chicago to Manchester, England, Bed & full Scottish Breakfast for 10 nights, coach & driver, British Castle Pass and gratuities. Just for comparison, Scotland magazine is currently offering a similar tour WITHOUT AIRFARE for \$4,150.00!

We will leave Chicago on July 9, flying overnight and arriving in Manchester, England, early next morning, where our own tour coach will be waiting for us. Our first destination is Edinburgh where we will stay two nights and enjoy personal guided tours of Edinburgh Castle, Holyrood House, St. Giles Cathedral and the Royal Mile.

From Edinburgh, we journey through the highlands along the Great Glen into Inverness, where we will stay for two nights. While in Inverness, we will visit Cawder Castle and Gardens, Brodie Castle and the Culloden battlefield.

Our next destination will be the beautiful Isle of Skye, stopping on the way at Eilean Donan Castle before crossing the Skye Bridge. During our two-day stay on Skye we will tour this breathtaking island, visiting Dunvegan Castle, the ancestral home of the Chief's of Clan McLeod and the Museum of Island Life.

Before we leave Skye, we will visit the Clan Donald museum at Armadale, then board the ferry back to the mainland where we travel the famous "Road to the Isles", stopping off at Glenfinnan. Harry Potter fans will get to see the famous Glenfinnan Viaduct and as you look along Loch Shiel, with a little imagination you might catch a glimpse of Hogwart's School of Magic.

An overnight stop in Ft. William before traveling along the beautiful Glen Coe, then across the moors to the shores of Loch Lomond! We follow the loch south on our way to Stirling for another two night stay. In Stirling, you will visit the forbidding Stirling Castle, the Wallace Monument and Bannockburn. Incidentally, you may visit the Highland Cattle Society offices, located in Stirling.

Our last day will be spent traveling back through some of the most picturesque scenery in England, the Lake District, to Manchester where we will catch our return flight home the following morning. We arrive back in Chicago on July 20.

Our beloved Secretary Gloria Asmussen and other members of AHCA, have committed to join us. Why don't you? This tour will fill up quickly so if you wish to join us, call us immediately at (417) 256-4939 or e-mail at srmopiper@hotmail.com to secure your place. Look forward to hearing from you. Ken & Beth Bristow, members AHCA and HHCA.

Meet Our Annual Meeting Speaker

Dr. Craig Payne will be the speaker at the annual meeting. His topics will include animal health, recommendations for shots and shot schedule, nutrition requirements and feed supplements. He also will include information about TRICH which concerns breeding bulls.

Craig Payne received his DVM degree from the University of Missouri-College of Veterinary Medicine in 1993. Upon graduation he practiced at the Animal Medical Center in Marshfield, MO, for one year before moving to Sedalia, MO, where he became a partner at

the Sedalia Veterinary Center. He practiced in Sedalia until 2005 at which time he and his wife moved to Kingsville, TX, where he pursued an MS degree in Agribusiness from the King Ranch Institute for Ranch Management at Texas A&M – Kingsville. After completing his MS degree in 2007, Craig accepted a position as an extension veterinarian for the University of Missouri and is currently the Director of the Department of Veterinary Extension and Continuing Education at the MU-College of Veterinary Medicine.

Starting Your Highland Business

by Chris Laye

Starting your own business can be scary and unnerving, especially when that business is cattle. This uneasiness is even more prevalent when you are stepping into a business that is completely unknown to you. This is the case of C & C Highland Ranch located in Richland, Missouri. We had dreamed of having our own small ranch with just a few animals that we could enjoy and call our own. The thoughts of providing our own healthy beef so that we would not have to rely on the retail market as our source was important to us. We had never owned cattle nor had we ever ran own business. This new adventure at times seemed to be overwhelming, but we have learned that this journey is very rewarding.

The main thing that you have to remember when starting on a new adventure is that you have to do your research. Christy sat at the computer night after night researching a variety of different cattle breeds while I looked at the different aspects of just how in the world you start a ranch. After weeks of research, Christy finally found the breed of cattle that we determined would be the most rewarding breed for our endeavors and that breed was the Scottish Highland. The health aspects and benefits combined with the breed characteristics seemed to fit right in to our lifestyle and novice experience. We soon discovered that we had much more to learn shortly after we purchased our first bull in March 2011. We thought we had found a perfect specimen of the Highland breed but our excitement soon turned to worry when we found out that our bull was actually a stunted bull that was full grown but actually calf size. We learned this from Blake Coble who delivered our first herd of Scottish Highland cattle in April 2011. Fortunately we have since learned that having a true miniature Highland is more of a blessing than anything else.

There are three things that I would like to share that we have learned along this journey of starting our own business. Those are business establishment legalities, use of available resources, and niche marketing. We have learned through trial and error of how to accomplish all three of these areas with a little bit of success. We decided that we would prefer to stay out of the cattle market business where our main goal was to buy and sell cattle, but instead move into the area of providing a healthy beef source to a niche market.

When looking to establish your business there are several steps that you should take to ensure that you are operating within the legal guidelines of the state. The first step is to decide what you want to market and then what you would like to name your business. Once you have decided what to name your business then you have to ensure that you can use that business name. In the state of Missouri, this has been made relatively easy by the Missouri Department of State. The department has a tool in which you can do a business name check online to see if it is available. This service is free of charge and is extremely beneficial. Once you have determined that you have chosen a business name that is available then you have to decide what type of business you want to organize. We chose to organize a limited liability company in order to separate our business risk from our personal risk while staying within a reasonable budget. Many people will tell you that you should have to consult with lawyers then have a Certified Public Accountant establish this business for you; this however is not the case. The Department of State for Missouri also has an online program that can establish your L.L.C. and provide your articles of corporation for your business for a very reasonable cost of \$50.00. Prior to establishing your L.L.C. and after you have confirmed your business name, you need to go to the Internal Revenue Service website and file for your federal tax id number. You will need this number during the rest of your business establishment; this service is free of charge. The last portion of establishment is to apply for your tax license with the Department of Revenue. Now you can fill all the paperwork and send it in and then wait 10 to 14 days to receive your license, but it is much easier to drive to a tax extension office or Jefferson City and file in person. I drove to Jefferson City and was finished with tax license in hand within 30 minutes.

With ranching there are many things that have to be finished on the ranch to contain cattle and make your endeavors easier. Christy and I figured this out the hard way and through a lot of physical hard work. There are resources available that can assist in the most important aspect of starting your ranch or farm, finances. You cannot have cattle without fences and you cannot have fences without fence posts. One resource that you have to check with is the local electric company. Here where we live our local electric

Please see *Business* on page 9

Bloomington from page 5

On Friday we enjoy a breakfast at our hotel and then we will go to the Ropp Ag Building on the Illinois State University campus where we will watch staff from the meat lab demonstrate where some of the new muscle cuts from the shoulder come from. These new cuts are from a part of the carcass that we usually identify with some of the less desirable cuts of beef. This demonstration will hopefully give you some ideas on how to get a higher dollar for you beef cuts.

The Ropp building is named in honor of Gordon Ropp, a former state senator and ardent supporter of Illinois agriculture. The Ropp family currently operates "Ropp Jersey Cheese" just north of town a couple of miles. If you get the chance, drive up there and sample and buy some of their product. Trust me, it's really great cheese.

Also we will hear a representative from Archer Daniels Midland (ADM) animal nutrition division, Alliance Nutrition, talk about using grain by-products in beef rations. With corn and soybean prices at the level they currently are, more cost effective ration ingredients are something we can all consider.

After the Ropp visit we will eat lunch at one of the many campus town eateries before going to the ISU Research Farm. We will be given a tour of the many research facilities and projects that are conducted there, including a demonstration of their composting field. ISU composts all of the leaves that are collected each fall from the city of Normal. I have been promised that we will see the windrow compost turner in operation. If you've never seen one in operation you will be amazed at how much _____ one of those machines can turn.

We will have our awards banquet at the ISU farm before returning to the hotel. Right now we are in the planning stages of a cook-out type banquet.

Saturday will be kicked off with breakfast at the hotel and also a presentation by Dave Bishop, a certified organic farmer who markets chicken, eggs and beef as well as organic corn and soybeans from his farm, Prairierth Farm, in nearby Atlanta, Illinois. After breakfast and Dave's presentation we will travel to Dave's farm for a tour of his operation which will include his solar powered cattle watering system. We will leave the farm in time to be at Maldaner's Restaurant in Springfield for a lunch featuring locally produced Highland beef as well as other locally produced items. We will have two speakers during

lunch, Lindsey Record, the executive director of the Illinois Stewardship Alliance who will tell us about, Buy Fresh, Buy Local, another marketing program which is becoming national in scope, and links the consumer to the producer. Also Mike, the owner and head chef of Maldaner's will talk about the problems he faces in securing top quality food stuffs for his restaurant.

After lunch we will go to the Abraham Lincoln Museum a few blocks away and spend an enjoyable afternoon learning about our 16th president and his life in the Springfield area and how it shaped the man who would one day lead this country through the Civil War, or as our friends south of Illinois call it, The War of Northern Aggression.

Since Illinois is over 300 miles from north to south it is a state of many different land features. Around Bloomington and north to Wisconsin, the land was shaped by the Wisconsin Glacier that covered Illinois over 10,000 years ago. The resulting bulldozing action left the land very flat and we would like to thank the folks from Wisconsin for sending their fantastic soil down here for Central Illinois farmers to use.

In the far reaches of Southern Illinois we have the only Cypress Swamp north of the Mason-Dixon Line and in extreme northwest Illinois there exists a small patch of arctic tundra. Along the Illinois River there is an extensive sand flat area and the only place in the state where prickly pear cactus is a native species. It is truly a state of many interesting places. Since I would feel greedy if I spent a lot of the Bagpipe's pages going on about Illinois I have asked Ginnah if we could place some of the articles I wrote and rejected for this column so you can see what Illinois has to offer in the way of vacation opportunities. The first one is on Lincoln in Illinois and you can definitely spend several days walking in his path.

I'm looking forward to seeing you in June and introducing you to the many activities in this state.

JUST A NOTE FROM THE AHCA PRESIDENT: ANYONE IS WELCOME TO ATTEND THIS CONVENTION, especially unregistered members of the HHCA. THERE WILL BE A COST FOR EACH PERSON WHO ATTENDS. The cost of the convention has not been determined yet, but as HHCA members, you will be notified when the price is set. I encourage you to mark you calendar and come to the convention.

Welcome New Members

Indiana

Michael or Dawn Tedrow, Mt. Vernon, IN

Iowa

Joe & Jackie Bisinger, Monmouth, IA

Missouri

James & Sandra Neely, Cameron, MO

Howard Scott Owensby, Buffalo, MO

William & Rene Micka, Nixa, MO *sponsored by Janet Melton & Jerry Delcour*

Roger & Tracee Riley, Preston, MO *sponsored by Gloria Asmussen*

Emanuel M. D. Schwartz, El Dorado Springs, MO *sponsored by Ben Hurd*

Steve Spangler, Clarksdale, MO

Gary & Sylvia England, Edwards, MO

William & Kathleen Bolch, Stoutland, MO *sponsored by Chris & Christy Laye*

Gregory & Jevney Barrett, Chesterfield, MO

Oklahoma

Paul Ervin & Leslie Lisdell, Weleetka, OK, *sponsored by Blake Coble*

A sincere Thank You to all the HHCA members who sponsored some of these new members. When they sold their Highland cattle, they sponsored the buyer a HHCA membership. It is only \$15 to sponsor a new member. Sponsorship gives the new members information and networking within the Association as well as many other benefits. Think about sponsorship when you sell your Highlands.

Business from page 7

company will let you come to their location and cut used telephone poles for free. They load them on the trailer and you cut them. This is a significant cost reducer when you are using free telephone poles for corner posts and line posts. Two other resources to remember is the Department of Conservation and the Soil and Water Conservation Department. They both have cost share programs for preserving areas for wildlife and maintaining control of your Highland fold. The Soil and Water Conservation Department provides up to 75% of the cost of perimeter fencing and also assists with cross fencing, water sources, and pasture renovation. The Department of Conservation can assist with pasture seeding for wildlife feeding and timber stand improvements for wildlife.

The final process I would like to share is niche marketing. In the beef industry, I have learned that this is very important when marketing a product as beneficial as what we provide. First and foremost, remember that not everyone will be sold on the wealth of information that you provide them. Concentrate on those that will take a moment to listen to your knowledge on your product. Concentrate on selling the health aspects and benefits of the Scottish Highland beef versus spending time on destabilizing other beef breed products. Selling the health aspects of the

Scottish Highland beef will go a long way with customers that listen. Part of our marketing plan is to share our own personal supply of Highland beef with our customers prior to them ever buying or placing an order. This has been a key aspect in ensuring that our customers are satisfied. More importantly, sell your beef on fact and honesty versus trying to make the quick buck. When we say our beef is natural grass fed, we mean it. After several months we decided to work our cattle with alfalfa cubes versus range cubes to aid in maintaining the natural grass fed integrity of our business. Keeping the complete grass fed proclamation honest and forefront will bring you more repeat business than just the one time sell. Remember to not force your information on to prospective customers but educate them on the healthy aspects of the Highland beef. We have found that the combination of education and free sampling has impacted our customers more than anything else. Lastly, conduct your own research. It does not have to be extensive or costly, just accurate and factual. You can see Christy's research that she did right in our own home between our Highland beef and Angus beef on our website. We feel confident in our product and our lifestyle shows it. We are always available at 573-765-0103 or www.cchighlandranch.com.

Board of Directors and Officers' Contact Information

Board of Directors

Year	Name	Location
2012	Troy Schroeder	Albert, KS
2012	Alan Cameron	Minden, LA
2013	Jerry Delcour	Crane, MO
2014	Blake Coble	Henryetta, OK
2014	Nathaniel Hamilton	Glasco, KS

Officers

President Tom Thompson
 615 Thompson Lane
 Pocahontas, IL 62275
 618.669.2236
Tomteesa55@yahoo.com

Vice President Greg Roberts
 13177 Highway T
 Marionville, MO 65705
 417.744.1928
sybilcampbell-roberts@netzero.net

Secretary/
 Treasurer Gloria Asmussen
 976 State Hwy 64
 Tunas, MO 65764
 417.345.0575
heartlandhighlandcattle@gmail.com

Check out the HHCA website!

www.heartlandhighlandcattleassociation.org

On the site you will find updated classified ads, membership page of new members, and the Events page with the Calendar of Events and pictures from the events.

Remember, the website receives over 148,000 hits per month. This is a great place to get and give information about your farm and Highland cattle.

Use your FREE ad and get exposure and results.

Cut along line

Renewal or New Membership Application Heartland Highland Cattle Association

Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Cell _____

E-mail Address _____

Please remit **\$20.00** yearly (12 month) membership dues to:
 Heartland Highland Cattle Association
 976 State Hwy. 64
 Tunas, MO 65764

If you have any questions, comments or concerns, please contact the Secretary, Gloria Asmussen at 417.345.0575

Calendar of Events

If anyone is planning to attend an event with their Highland cattle, please contact the HHCA to get your event on the calendar. We are looking for members to sponsor a Highland Field Day also. Please contact the HHCA Sec. at heartlandhighlandcattle@gmail.com

<i>When</i>	<i>What</i>	<i>Where</i>	<i>Contact</i>	<i>Website/Email</i>
March 3	HHCA Annual Meeting & Banquet	Branson Towers, Branson, MO	417.336.4500	heartlandhighlandcattle@gmail.com
March 31	Tartan Day Celebration	Minden, LA	Alan Cameron 318.377.3121 or 318.371.1781	alancamvet@aol.com or heartlandhighlandcattle@gmail.com
April 19, 4 PM	Highland Cattle Auction;	Norwood Sale Barn, Norwood, MO	Jerry Delcour 417.369.0505	hairycows@centurytel.net or heartlandhighlandcattle@gmail.com
April 28	Highlands in the Burg, display of Highlands	Warrensburg, MO	Steve Davis 816.456.4405	heartlandhighlandcattle@gmail.com
May 12	Highland Seminar	Buffalo, MO	Gloria Asmussen 417.345.0575	heartlandhighlandcattle@gmail.com
June 8, 9, 10	KC Scottish Highland Games and Celtic Festival; Display of Highlands	E.H. Young Park, Riverside, MO	www.kcscottish hgames.org	heartlandhighlandcattle@gmail.com
June 14, 15, 16	American Highland Cattle Association Convention	Bloomington, IL	HHCA regional host Dean Adams 217.935.2044	thistlebraefarm@frontier.com heartlandhighlandcattle@gmail.com
July 4	5th Annual Picnic and Field Day	Lightening Ridge Farm, Willow Springs, MO	David and Ruth Embury 417.469.2411	heartlandhighlandcattle@gmail.com
July 9-20	Scotland Tour	Scotland	Ken Bristow 417.246.4939	smopiper@hotmail.com
Sept. 7-8	10 th Annual SW MO Celtic Heritage Festival and Highland Games; Highland cattle on display and Highland beef concession stand	Old City Park and Fairgrounds	417-345-0575	www.swmocelticfestival.com or heartlandhighlandcattle@gmail.com
Oct. 5, 6, 7	Ozark Fall FarmFest	Ozark Empire Fairgrounds, Springfield, MO	HHCA Secretary 417-345-0575	heartlandhighlandcattle@gmail.com
6 Oct.	Forest Park St. Louis Scottish Games Don McCallie will have Highlands on display	St. Louis, MO	Don McCallie 636.452.3407	donmccallie@msn.com
Oct. 30, 21	Heritage Days	Harry S. Truman's Visitor's Center, Warsaw, MO	Steve Hanson 660-438-6968 or 660-723-9527	heartlandhighlandcattle@gmail.com
Nov. 1, 2, 3	Small Farm Today Conference; display of Highlands	Boone County Fairgrounds Columbia, MO		heartlandhighlandcattle@gmail.com

HHCA Classified Ads

CHECK OUT ALL THE ADS ON THE HHCA WEBSITE AT www.heartlandhighlandcattleassociation.org

Use your FREE membership ad on the website classified section and in the newsletter, your ad will pay off.

There are always SOLD signs being placed on ads.

Alabama

Gleann Brook Acres; exceptional Scottish bloodlines; Jemison, AL 205.432.9531

info@gb3highlandcattle.com

Iowa

2 reg. virgin Highland bulls; River Ridge Highlands; Mt. Pleasant, IA 319.385.7486 rhumd@hotmail.com

3 unreg. Highland bulls; 18-30 months old, can be used for beef; Sac City, IA 712.662.7509

rcbatz@evertek.net

4 Highland steers; 750-800 lbs. Honey Creek Highlands, New Providence, IA 641.497.5499

honeycreekhIGHLANDS@yahoo.com

Kansas

Reg. Highland cows & heifers; well known bloodlines-all open; Praire Thistle Farm

Glasco, KS 785.392.4243

nhamilton@usd333.com

4 yr. old reg. brindle Highland bull; Flashing Thunder Farm, Almena, KS 785.871.0213

quinson@ruraltel.net

Reg. Highland cow/calf pair; DeWidlt Farm, Douglass, KS 316.747.2043

carolyn.j.vanderveen@spiritaero.com

Reg. Highland heifers; ready to breed; Lazy S Farm, Glasco, KS 785.568.2777

lazysfarm@twinvalley.net

Oz Highland Farm; registered, unreg. and Highland beef for sale Auburn, KS 785.256.7920 ozhighlandfarm.com

Missouri

Shady Acres Farm offers an assortment of Highland yearling bulls for sale, all colors, bulls can be registered also; good bloodlines; Ashbury, MO 620.249.1368 buffalo@pixius.net

Unregistered Highland heifers, yearlings black and dun; Everton, MO 417.535.7540

ntimm@centurytel.net

Blue Moon Farm offers brindle virgin year. old Highland bull; will be registered; Marionville, MO 417.744.1928 bluemoonfarm@live.com

Reg. proven 31/2 yr. old Highland bull; sired 100% heifer calves; West Plains, MO 417.256.4939

srmopiper@hotmail.com

unreg. halter trained red virgin yearling Highland bull Hairy Cow Farm, Crane, MO hairycows@centurytel.net

yearling unreg. virgin bulls for sale, variety of colors, can be steered for beef; Spokane, MO 417.880.3172

ssmgshome@yahoo.com

For Sale--exceptional bloodlines, reg. bull and heifer calves Eolia, MO 314.739.0001

bruce@thistlehillplantation.com

Cheeks Farm offers both reg. & unreg virgin bulls and heifers; all halter trained, docile & friendly; Fair Grove, MO 417.818.2255

gary@williamsconst.com

Original Scottish bloodlines; reg. Highland bulls and heifer; great foundation stock Montgomery City, MO 573.953.0474 ld4962@socket.net

Black Bell Acres; Alton, MO unreg Highland cattle 2percherons@gmail.com 417.778.6009

Hadler Highland Hills, reg. & unreg. Highland Cattle Cape Girardeau, MO 314.570.4649 kahhadler@charter.net

Red Willow Ranch, Buffalo, MO Reg. Highland Cattle, breeder since 1990 417.345.0575

heartlandhighlandcattle@gmail.com

Vintage Hill, preserving the Scottish genetics, Franklin, MO info@vintagehill.com 660.537.3906

Oklahoma

Coble Highland Ranch; specializing in purchasing and selling Highland Cattle www.coblehighlandranch.com

Texas

2 Reg. Highland bulls, one proven, one virgin; Austin, TX 512.330.0918

toshelton@gmail.com

Bannockburn Highland Ranch, variety of reg. & unreg. Highlands; Doucette, TX 409.837.9707 blanxlex@earthlink.net

Wisconsin

Four T Acres Reg. Scottish Highlands; Burlington, WI 262.539.2725

greenearth@wi.rr.com

Reg. dun virgin reg. Highland bull, Four T Acres, Burlington, WI 262.210.3257 ftacres@tds.net

**Heartland Highland Cattle
Association**

976 State Hwy 64
Tunas, MO 65764

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417.345.0575

E-Mail:

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**Hairy cows are the way
to go!**

We're on the Web!

Visit us at:

www.heartlandhighlandcattleassociation.org

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Customer Name

Street Address

City, ST ZIP Code