



VOLUME 57

JULY 2020

ISSUE 3



Cobblestone Farm

THE HIGHLAND **HoofBeat**

NCHCA 2020 Elected Officers and Board of Directors

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Treasurer@nchca.org

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Daniel Webster (19-21)
715-239-6665
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President's Message – *Randi Johnson, President*

Greetings to all and best wishes as we continue to experience a rapidly changing world. As an Association, we are working hard to find ways to continue our activities as normally as possible, but we clearly need to adapt.

In response to COVID-19, the Annual Production Sale shifted to an online only sale which ended on June 20th. We are happy to report that we had our best overall sale yet. Buyers from all over the country were attracted to the genetics our members offered, and consignors were rewarded for taking the risk of the new sale format. We welcome nineteen new member farms that joined our association as part of the sale. Thanks to Josh Krenz and the sale committee for working hard to make it a success.

Many shows have been cancelled this spring and summer, though in August, the Mountain States and Midwest Associations are holding their annual shows.

The NCHCA show committee is working diligently to find a way to hold the annual show with modifications to make it as safe as possible. We have heard from recent exhibitors that they are hoping the show goes on. It is scheduled for September 19th at the Mower County Fairgrounds in Austin, Minnesota. Melinda Cowell is leading the effort of the show committee and is to be commended for her flexibility as circumstances change continually. Specifics about the show plan are in this issue in a report from the committee. Check the nchca.org website, the Facebook page, and your email for updates on final plans.

As of this writing, the World Beef Expo in Milwaukee is still planned for the last weekend in September with expanded classes for Highlands.

– *Continued on page 2*

MISSION STATEMENT: *North Central Highland Cattle Association shall protect the integrity and sustainability of the Highland breed by promoting education and social interactions of its members.*

President's Message – Continued from page 1

Your board of directors is always looking for ways to enhance the membership benefits and is pleased to announce a change to website classified advertising from one free ad per year to unlimited ads for members. In addition, plans are underway to create a semen directory on the website at no cost to members. With fewer opportunities to gather in person, hopefully creating some additional ways to connect and communicate will be helpful to many. Thanks to the website committee for recommending these changes.

Special thanks go to Daniel Webster of Lynx River CC for his contributions of Member Tips. His latest is in this issue and more are on the website. Hope you enjoy his insights.

Our association owes a debt of gratitude to our members who volunteer on committees. This issue is full of information about the efforts of these members who give so generously of their time and expertise for the benefit of us all. During these especially challenging times, it is encouraging to see the enthusiasm and creativity of our members to keep the association strong. The committees can always use more help, so if you have some ideas or just want to get more involved, contact any board member and we will help you get connected.

Stay safe and well.

Randi Johnson

Highland Production Sale Presented by NCHCA 2020

The 2020 Highland Production Sale presented by NCHCA is a wrap. The sale was the first ever Highland, 100% virtual sale. 30 lots of live animals and semen sold online on June 20th. Lots sold to buyers in Idaho, Iowa, Oklahoma, Oregon, Michigan, North Carolina, Pennsylvania, Tennessee, and Wisconsin.

The sale used a new online auction platform from Integrity Livestock Auctions. It was more cost effective than the online platform used in the past. Because of the new platform, we were able to lower consignment commission rates from 12% to 8% for sellers. In addition, we attracted new bidders from across the country with more than 200 bidders signing up to bid on the auction online, a 400% growth compared to past years.

High Selling Female	
Windemere Here I am (Lot 16)	\$7,250
High Selling Cow/Calf	
SM Sweet Child of Mine & Calf (Lot 4)	\$6,250
High Selling Bull	
CSF Gil Morrow (Lot 23)	\$4,550
High Selling Semen	
DH Excitement (Lot 31).	\$200/straw
26 Live Lots Averaged	\$3,052
Female Average	\$3,173
Breeding Bull Average	\$2,788

During the promotion of the NCHCA Sale, we received more than 400 new Facebook likes. Our page has grown to almost 1,600 likes (please Like the NCHCA Facebook Page, if you have not already).

While COVID-19 threw us a curveball, we had record-setting averages in all categories for this sale. This also included a large amount of inquiries direct to consignors before and after the sale. Several of the participating farms have reported selling multiple animals after the sale because of the great promotion the auction was for their farm.

If you have cattle to sell, NCHCA offers the classified section on NCHCA.org year-round. We will promote any classified ads placed on NCHCA.org to the 1,600 Facebook followers.

On behalf of the NCHCA Highland Production Sale Committee, we want to offer a sincere thank you to all the consignors who participated and stayed with us through the COVID-19 changes to make this sale the most successful so far. We would also like to thank all the buyers who used technology to select some of the best genetics available in the North Central Region. We look forward to 2021.

The NCHCA Highland Production Sale Committee

Josh Krenz (Chair) | Heather Bailey | Randi Johnson | Rich & Jean Gruenert

Notes from your AHCA Board Representative:

Hope you are all well! I have now attended two conference calls, or should I say video calls, of the AHCA board. It is great to get to see most of our board by video during the call, as sometimes we don't get to see these folks but once or twice a year. Thanks to Kevin Oppermann for moving us forward by organizing the video calls.

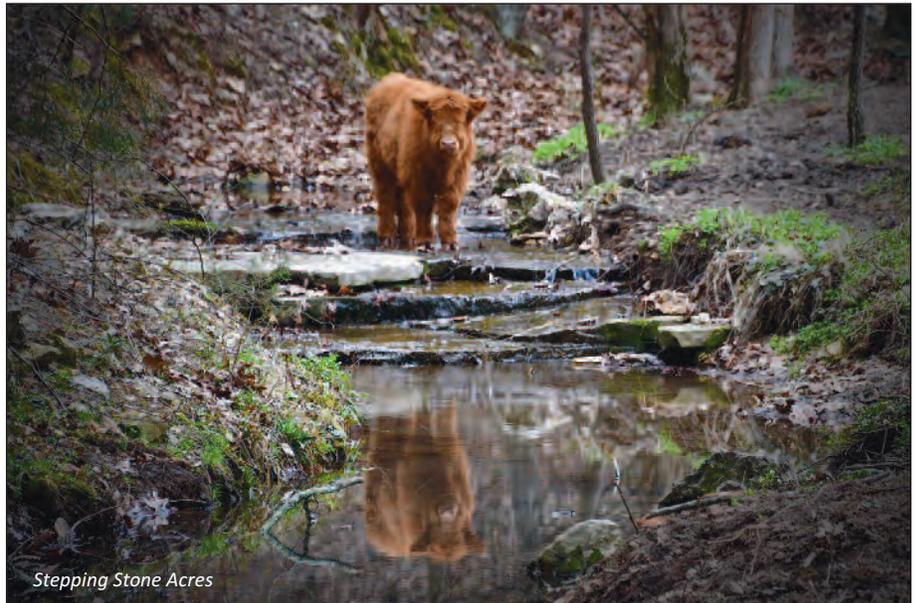
The first meeting was very lengthy with a great deal of discussion around term limits for committee members, better defined policy and procedure around Director At Large voting, and greater transparency to the Board around nominations of Director At Large positions. If you would like more details, please contact me.

You may already be aware after reading the Bagpipe that Nancy Coufal has decided to retire and her position will be filled by Molly Cooksey. Everyone is busy training in the office. I know Nancy has been there to pull a lot of rabbits out of her hat for many of us and rush things on account of us not planning ahead (speaking for myself), but please be patient with both Molly and Ginnah until they establish a working relationship and understanding of what Nancy has done seamlessly for 18 years.

On a sad note, the annual gathering planned for Michigan in October will not occur due to Covid-19. Please watch for upcoming news on the annual meeting that will take place via some type of video/call platform. All voting for directors will be via mail in ballot only this year.

This is all the news I have for you at the moment... take care and look forward to hearing any input that I can take back to the Board!

Mark R. Schulz,
AHCA Director Representing NCHCA



Creachann Gleann



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Josh Krenz
Princeton, MN

NCHCA Regional Highland Show 2020 Austin, Minnesota - September 19, 2020

Melinda Cowell, Show Manager

Greetings to all, as we navigate this incredibly strange and somewhat complicated year!

It has been a challenge to plan, as we look forward to the possibility of an upcoming regional show here in southeastern Minnesota. There has been an incredible amount of thought and discussion about what course of action we should take as we consider the many variables and obstacles we could face if we held a show this year.

At this time, we are continuing to plan as if the show will go on and are making a lot of changes and adjustments to allow for a healthy, well planned and executed show, with the knowledge that there is a possibility that we will not be able to continue. In order for exhibitors to make a good decision regarding whether they will participate this year, we would like to share with you the changes that have been made to the show.

As suggested by the Minnesota Department of Health, any participant/spectator will be asked to follow the guidelines set forth for safe gathering, which include, but are not limited to, social distancing of six or more feet, hand washing and sanitizing (our goal is to provide washing stations at two or more locations in or near the barn entrances and exits and hand sanitizer at each exhibitor's table), and mandated wearing of masks in indoor, enclosed areas. According to the mandate issued by the Minnesota state governor, people are required to "wear a face mask or face covering in all public indoor spaces and indoor businesses. Workers must wear masks outside when social distancing cannot be maintained". We request that all participating breeders please make an educated decision regarding mask usage.

The most critical and important requests that the show committee has for exhibitors and spectators are: 1. If you are or have been ill, please stay home. 2. If anyone in your party has been ill or you have been in contact with anyone who has been ill, please stay home. 3. If you are immune compromised or have any doubt about attending the show, please stay home. We ask this for your safety and the safety and health of your fellow breeders!

We are excited to announce that our registrations and payments will be made online to expedite the registration process. Obviously, we would gladly send out paper registration and accept payment by check if the breeder/farm contacts us with this need. In addition to the registration, any individual attending the show will

need to sign a waiver stating they are aware of the risks associated with attending the show, and that they will hold the NCHCA, its volunteers and employees harmless in the event of any illness or injury, including COVID 19. This will be necessary for every judge, volunteer, exhibitor, family member or friend attending the show. In order to reduce the numbers at the show, we will not be widely advertising, including not posting signs or banners at the fairgrounds. Our intention is to limit outside spectators and thus additional contact.

Upon arrival at the fairgrounds, we are asking all exhibitors to come in the same entrance to register, sign waivers, and pick up packets before entering the barn area. Signs and arrows will clearly show you how to enter the premises. Tack and Prep areas will be divided by straw bales in order to separate exhibitors and their supplies. We would ask that as you socialize, you would give space, giving others appropriate distance. We know how much highland breeders enjoy interacting and do not want to discourage you from this, but we ask for your care as you do so.

The show itself will be much the same as in previous years. The bleacher style seating will be marked to encourage social distancing for spectators. For exhibitors and cattle, we will be allowing additional time and reducing the class sizes so that we can minimize the number of people and cattle in the waiting areas and show ring. This will take some preparation and planning, but we know that everyone will understand and work together. We will set up a flow map for show day to help make it move smoothly.

Our meals will look a little different this year as well. We will not have any meals in the St. Olaf building at all. Instead, The Lunchbox, a local lunch truck will be supplying all the food for the event. The truck will be on premises Friday night for supper, Saturday for breakfast, and Saturday for lunch. We are working with the owners to use Highland beef for their meals. The owners have been wonderful to work with and we look forward to having them. The current plan is to have tables and seating available outdoors that are distanced appropriately. In the event of rain, we will make arrangements for a covered area. Additionally, we will not hold an awards banquet this year, but instead have an

awards ceremony after the show's conclusion. We would encourage exhibitors to attend the ceremony to show support for your fellow breeders. We would like to encourage exhibitors to eat out in smaller groups in the Austin area. We will supply some suggestions for restaurants in the area at the show.

We are looking forward to this year's show and anticipating a productive and healthy event. We are thankful for each farm who submitted input via the survey and the many thoughtful suggestions many have shared. It is a pleasure to be a part of such a wonderful group of breeders and friends.

Hoping to see you at the show!

When They Don't Settle They Are Costing You Money Artificial Insemination (AI)

The single most important management requirement for a successful AI program is effective heat detection. You must recognize the signs of heat and approaching heat. Most important to recognizing the signs of heat is estrus and estrus is a behavior. It is the period during which the female is receptive to mounting and mating by the male. When checking cows and heifers, look for cows that would permit mating by a bull. Cows come into heat about every 18-24 days until they have settled and are bred. About day 16 or 17 changes take place on the ovaries, which begin preparations for mating. During the early part of this period, the ovaries produce increasing amounts of estrogen, which stimulate an increased flow of a clear mucus from the cow's vulva and the cow becomes more restless and excitable. Chin rubbing on the backs of other animals can be noticed and she will attempt to mount other cows. A significant change takes place when they enter true estrus. During true estrus the cows will stand when mounted by other cows. The physiological changes seen during pre-heat continue during estrus. Activity increases significantly during estrus. They will show more movement during heat than other parts of their cycle. In addition to recognizing the behavioral changes that occur during estrus, you should know when cows will show heat, how long they tend to be in heat, and where they exhibit estrus behavior.



Cow in standing heat



Aforementioned heat detector – KaMaR

While a large percentage of cows are in heat 16 -18 hours, as many as 25% of cows have heats of eight hours in length or less. Research shows estrus activity is highest between 11 p.m. and 5 a.m. While it is not practical to check cows for heat during these hours, time spent for heat detection will be most productive if you observe them early in the morning and as late in the evening as is practical. Since short heats are most likely to occur when you are least likely to observe them, heat detection can be greatly enhanced with heat detection aids such as KaMaR, which are applied high on the rear tail of the cow. You can obtain them from a farm store or check with your veterinarian or AI technician. Quality heat detection cannot be over emphasized in reducing settling problems.

It is important when checking cows for heat that you write it down. Record all heats observed even those early heats. You don't want to breed your cows earlier than 60 days after calving. These heats provide you with important benchmarks to determine when cows should be coming in heat again. Usually the first heat cycle is shorter than subsequent cycles, 16-18 days, but you can establish the estrus cycle pattern of each open cow. If you write it down and if the cow fails to conceive you can also predict when she should return to the next heat cycle.

Just because they have been caught in heat they may not be with calf. You should keep check on the cows that have been bred and make sure they do not show further signs of heat.

Or skip the above and buy a good bull. Happy Highlending, Lynx River Country Club

The 2021 Calendars are READY!

You did it again, the members that entered the calendar contest made it hard to make the selections for the pages. I sure hope everyone is keeping their phone or camera with you to make next year's calendar selections even harder. With the greens of summer as background or the rainbow of fall colors coming up to highlight your Highlands, with time on your hands I can see some long judging sessions for the 2022 contest. It takes your searching out those great photos now to make it a better calendar. How about a foggy morning, a sunrise or sun set, a stormy sky or rainbow, racing calves, and mother's love.

Now for the winners for the 2021 calendar (listed in alphabetical order, not in order of the pages they are on):

- Boulder Meadows Farm, Larry (Committee Chair) & Cindy Sassen, Little Falls, MN
- Buck Creek Farm, Calvin & Frances Wilkinson, Richland Center, WI
- Climbing Stump Farm, Mark, Randi & Joe Johnson, Harris, MN
- Creachann Glenn, Ben and Mary Schmidtke, Plattville, WI
- Eagle Lodge Farm, Jeff & Jessica Raschka, Hatley, WI
- Flatland Farm, Mark & Jamie Schulz, Elkton, MN
- Highland Springs Farm, Kevin & Kelly Opperman, Oregon, WI
- Rosewood Ranch, Ken & Julie Schaar, Deer River, MN
- Stepping Stone Acres, Rick & Paula Walker, Rolla, MO
- Windemere Farm, John, Anne & Paige Proctor, Junction City, WI
- Windland Flats, Josh & Maria Krenz, Princeton, MN



Order your calendar by going to NCHCA.org



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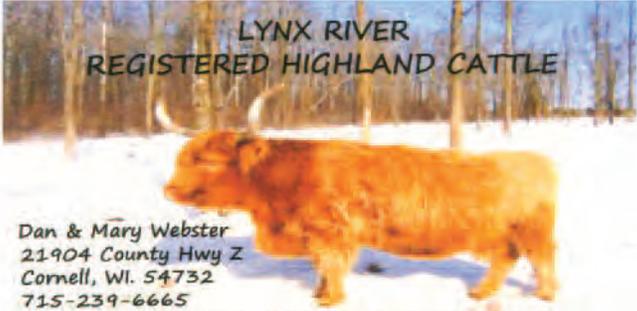
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September **24-27** 2020

- Open Show -

Thursday, Sept. 24 and Friday, Sept. 25

- Thursday afternoon and Friday shows
- Supreme Drive Friday night
- Sale on Saturday

- Junior Show Weekend -

Saturday, Sept. 26

- Collegiate Judging Contest
- Showmanship
- Market Steer Show - top 5 payout!

Sunday, Sept. 27

- Heifer Show - top 5 payout!
- Prospect Steer Show



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SOCIAL & RAFFLE CRAWL

SAVE THE DATE

SEPTEMBER 26, 2020

4:00PM – 5:00PM
DRAWING AT 5 PM
MUST BE PRESENT

WORLD BEEF EXPO
TRADE SHOW AREA

\$250 cash award to the breed with the most raffle tickets.
Desserts & beverages available for all who attend, compliments of
Wisconsin Angus Auxiliary

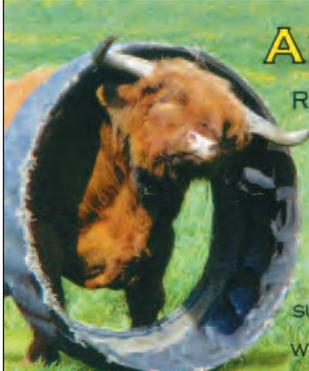
Hey all! A little "Save the Date" note:

Since we had such a great time earlier this year, we will once again be having the **2021 Annual Meeting at Three Bears Resort in Warrens, Wisconsin on February 6th and 7th, 2021**. So go ahead, mark your calendars, plan on bringing the kids for lots of swimming fun, start thinking about seeing your Highland friends again, get ready to hear about all the work the board has done this year, and think about all the things that you would like to see the NCHCA accomplish in the upcoming year.

We are working on getting some phenomenal speakers lined up and are going to be looking for volunteers to help out on the committees, as well as the board. If you are interested, just give any current board member a call, text, or email. You can find their information on the front page of this HoofBeat. Don't be shy! The board wants to hear from YOU!

Keep an eye out in future editions of our HoofBeat, and association emails for more information. Looking forward to another huge turnout again this year! See you soon!

FOUR T ACRES
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Your Member Benefits are Expanding – Classified Ads are now free to NCHCA Members

As a member of NCHCA, you now have access to unlimited classified website ads throughout the year at no additional cost. You can submit an ad for animals for sale, equipment, or anything farm related. The ad will run for 90 days on the NCHCA.org website, a notice will be posted on Facebook, and an email with your ad will go out to all NCHCA members. Advertise as often as you like. Our ads get results, and we hope that you will consider taking advantage of this benefit.

To submit an advertisement, go to the website, nchca.org. Under the For Sale menu, under classified ads, there is a SUBMIT AD option. This will take you to a form you can use to upload your ad contents and a photo if desired. You can also click on a link at the end of any email you have received from classified@nchca.org and it will take you to the same screen. Or you can email classified@nchca.org and we will help you get an ad put together.

In addition, we will be creating a semen directory on the website. Any NCHCA member who has semen for sale can advertise their semen on a separate directory at no cost. If you have considered doing AI, you know that finding highland semen can be a challenge. We think this will be helpful to buyers and sellers alike. If you have semen you would like to list on the directory, email classified@nchca.org.

The Board of Directors is always looking for ways to enhance your benefits of membership. If you have any suggestions, let a board member know.

Check Out Our Website at NCHCA.org for information on:

- Member Listings
- Classified Ads
- Show Results
- Upcoming Events
- Much more...

North Central Juniors Marketing and Exhibition Program

We would love to promote and reward our juniors who are exhibiting and marketing Highland cattle and Highland products!

If you would like to receive a 2020-2021 Personalized NCHCA Juniors Sweatshirt, Complete the the application is available for download at the website nchca.org. Junior Members ages 0-21 are welcome to apply!

Sweatshirts will be awarded at two different events.

Applications received before September 1, 2020 will be awarded at the NCHCA Regional Show Award Banquet September 19, 2020.

Applications received between Sept. 1, 2020 and January 1, 2021 will be awarded at the NCHCA Annual Regional Meeting February 2021.

(No applications will be accepted for this year after January 1, 2021 for the 2020-2021 season)

Completed forms can be emailed to:
Maryn Cowell at Highlandhayfluffer@gmail.com

OR

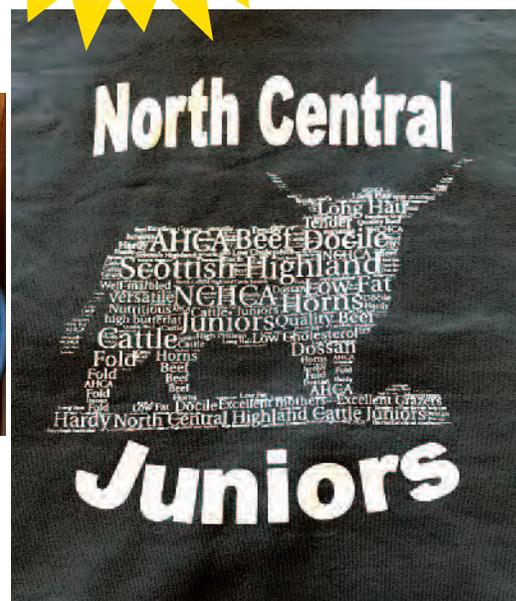
Mailed to:
Maryn Cowell
9249 SW 62nd Ave.
Ellendale MN, 56026



Design Contest Winner!

The NCHCA Juniors are pleased to announce our Junior Marketing and Exhibition Sweatshirt Design Contest Winner!!

1st Place - Charli Broderick
Runner Up- Courtney Raschka



NASCO's Gold Circle Reward Program

Support NCHCA Juniors when you purchase from NASCO. The Juniors earn rebates of 5% of net purchases when members purchase from:

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Thank you for your support!



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The North Central Highland Cattle Association (NCHCA) was formed in 1982 to promote Scottish Highland Cattle, form a marketing unit for breeders, and to provide a local organization closer to home. The organization has done this and provides opportunities for youth and families to have fun with their Highland cattle. Our association provides networking and educational opportunities for its members, has an active junior program for youth, and provides a local voice to the national organization, the American Highland Cattle Association.



OCTOBER Hoofbeat Newsletter

The deadline for our next issue will be **September 30, 2020**. Please submit all articles and photos using the contact information below. **Preferred formats are:** Articles – Microsoft Word, Photos/images – PDF format, Tables/graphs – Microsoft Excel. We need original electronic artwork.

Please call if you have any questions. Hoofbeat articles can be submitted from now up until the deadline date.

Kay Clemans | clemansk@yahoo.com | 630.460.3375

2020 Events Calendar

August

Minnesota State Fair
Moo Booth

August 27 - September 7, 2020
St. Paul, MN

September

NCHCA Regional Highland Cattle Show

September 19, 2020
Austin, MN

World Beef Expo

September 24-27, 2020
Milwaukee, WI