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Breeders Journal



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Promoting and Selling Belgian Blue Meat to the Consumers

A Roundtable Discussion

By Joanna Calimer

I have asked four participants to share some of their experiences of selling their beef to the consumers and how the “Buy Local” programs have helped their businesses. Thank you to the participants for sharing your business knowledge and experiences. I think you will find their responses of interest.

Meet the Participants:

Harold Brubaker: Tudor Oak Farm, Asheboro, NC. Harold is vice-president of the Belgian Blue Breeders. He became interested in Belgian Blues in 1987 and his son, Jonathan started selling the beef in 1999.

Sharon Hunt: JSH Belgian Blues, Walnut Grove, MO. Sharon and her husband, Jim, were introduced to Belgian Blues in 2000. They began by selling meat to family and friends and through the Ozark Belgian Blue Beef website that Sharon manages.

Stanley Jones: Jones Cattle Co., Nacogdoches, TX. Stanley became involved with the Belgian Blues in the 1980's. They market their natural beef through his company Belle Brook Farm Natural Beef.

Kyle Kehrli: Kehrli Kattle & Elmcree Genetics, Winthrop, IA. Kyle's first experience with Belgian Blues was in the spring of 2000. They began by selling beef to friends and family. Word of mouth sales has been great for their business.



Jonathan & Harold Brubaker



Jim and Sharon Hunt



Stanley Jones



(L to R) Keeley, Kendra, Kyle, and Keegan Kehrli at the Iowa State Fair 2010

1. Why did you become involved with raising Belgian Blues?

Harold: I was in Pennsylvania in 1987 and while reading the Lancaster Farming newspaper I saw an advertisement from a British man in Connecticut for low fat, low cholesterol meat. I became intrigued and contacted him. I purchased 4 embryos and got two pregnancies, so I purchased four more embryos and got two more pregnancies. Those pregnancies began my herd. My ag teacher in school always said, "Always do in agriculture what somebody else is not doing."

Sharon: We saw our first Belgian Blue at a local county fair while living in California. The bull was on exhibit with literature posted. Our curiosity was peaked, as we had never seen anything like that bull. So we went home and researched further on the internet. Our first experiment was crossing our existing red Brangus cows with Belgian Blue by artificial insemination. Right away our existing beef customers noticed a difference in the meat. In 2004, we retired to southwest Missouri and moved our cattle operation to a larger farm.

Stanley: A friend loaned me a medical journal that had information in it about a breed of cattle that was lower in fat and cholesterol than chicken. I was very interested in this, so I continued to research and eventually got into Belgian Blue cattle.

Kyle: We attended the Iowa Belgian Blue sale in the spring of 2000. My dad and I bought 2 half blood first calf heifers and then left the sale for home. Grandpa stuck around for a bit, went to the cafe in the salebarn for a sandwich, came back out and the auctioneer was on his last call for a bull in the sale ring.

He bought it, brought it home, and the rest is history.

2. How did you get started selling your meat? Do you sell retail, online, wholesale or directly from the farm?

Harold: Ten years later in the late 1990's I started crossing Belgian Blue with Angus. I approached my son, Jonathan in 1999 with the idea that I would take care of the registered Belgian Blues, and he could take care of the crossbreeds and selling the meat. Our sales are all retail and mostly done online with 95% of our sales in a 60-mile radius.

Sharon: We got our start selling meat to family and friends. However, once someone tries the meat, the beef sells itself. We sell retail off the farm and wholesale, with some wholesale customers having been customers for 10-12 years. One wholesaler is a health food home delivery, and they sell the most. We also sell at two farmer's markets and online through Ozark Belgian Blue Beef a LLC cooperative started by 14 breeders. I manage the business and Jim manages the livestock.

Stanley: I started selling meat to a health food distributor called Tree Of Life and later another named Food For Health. We have several ways we sell, through our online store, walk in customers, health food stores and co-ops. We also have a lot of walk-in customers at the farm.

Kyle: We began selling halves and quarters of beef to friends and family when we were in 4-H and had animals left at the end of the year. From there we have gained new customers by word of mouth.

3. How strong are your local sales? Has the “Buy Local” program helped your sales?

Harold: The “Buy Local” program has been very good for us. Also, on the packages of meat when we first started selling, we printed the origin “USA-NC-Randolph Co.”

Sharon: The farmer’s markets we sell at are really into advertising “Buy Local”, keep the money in the local economy. The markets encourage buying healthy food and for you to meet the grower. This has really helped sales. Customers are really happy to know the meat is all natural. We have new customers each time at every market.

Stanley: Our local sales are very strong, we have a lot of repeat customers. We also sell at our local farmers market and other events throughout the year.

Kyle: Local sales have been steady. The “localvore” movement has helped some, but the main difficulty we encounter with these new customers is their ability to store large quantities of meat. It is very time consuming to sell meat to people who only have room for a few steaks and some ground product in their side-by-side fridge/freezer. Other than that the “buy local” program has been a great tool to spread the word to potential customers that buying meat from a trusted source is the best way to support the local economy, family farms, and ensure a safe product for their families to eat.

4. What means of advertisement works best for you?

Harold: The best advertisement we have found for us is ½ page or a full page in the local newspaper. Ads

smaller than ½ page never brought us many calls. The larger ads are more beneficial. We advertise the low fat and low cholesterol and no growth hormones. Other advertisement for us is word of mouth and our website.

Sharon: We sell our meat on online with the website Ozark Belgian Blue Beef. Also a book titled “Eight Week Cholesterol Cure” by Robert Kowalski has the Ozark toll free number listed and I receive the calls. However, word of mouth is our biggest advertisement.

Stanley: Our best advertisement is definitely word of mouth. If you have a good product that people like they will definitely spread the word!! Customers come in to pick up meat and we will ask them how did you hear about us.....most answer “my friend bought your product and loves it so I thought I would try it too.”

Kyle: The majority of our new sales are word-of-mouth. We have attended a few farmers markets and really enjoyed the opportunity it presented to meet people and spread the word about Belgian Blue beef, but they are also very time consuming. Word-of-mouth sales are great because it requires very little time and energy to recruit new customers. People hear about us from friends and family (i.e. trusted sources) and in most cases they have already sampled our beef, which makes things easier on our end.

5. Do you have special package deals like so many pound of steak and hamburger as a package or other sales promotions?

Harold: We have our packages listed on the website but the \$150 - \$200 packages sell the best. These packages are a combination of steaks, hamburger

roasts and a few other items. Most families don't want to put out the money for more than that at a time.

Sometimes we have the processor maxium all steaks possible and grind the rest into hamburger which is a great package as well.

Sharon: We have cuts of meat listed on our website, and we offer a broad variety of cuts. We will do requested special cuts, if requested by a customer with a deposit.

Stanley: No special packages, but we will put together whatever our customers want to customize to their needs.

Kyle: We like to stick to selling halves and quarters of whole beeves. This gives the customer a "sampler platter" of meat to cook with and cuts down on the headache of sorting through meat to fill orders.

6. What products sell best for you?

Harold: The \$150 - \$200 packages and the quarters sell the best. Originally when a family purchased a half of beef they couldn't use it all fast enough and they rarely called back. Those that bought the smaller packages would call back. Families with children usually purchase a quarter twice a year. Once the children leave home then we see a switch to the steak and hamburger packages. Overall though, you need to package the meat in a way to ensure you sell all of your product.

Sharon: Ground beef sells best because it is less expensive. However, at the Springfield Farmer's Market, steaks do very well.

Stanley: Our hamburger meat is probably the best seller simply because you can do so many different things with it.

Next is probably our smoked products such as our jalapeno cheese summer sausage and our all beef bacon.

Kyle: We stick to selling halves and quarters.

7. For someone trying to start a meat market, what is your best advice you would give them?

Harold: My best advice is put small packages together that average \$150 - \$200. Most families can handle that and will usually replenish every two months depending on the size of the family.

We have also found that homeschoolers are an excellent source for customers. There is usually someone home to prepare the meat for dinner and they usually have a network of communication among other homeschoolers, so we get new customers from them sharing information about the meat.

Sharon: You need to have a niche. You have to have something different, then you are the only one. For instance the Springfield Market, there are four meat vendors but only one selling Belgian Blue meat.

Stanley: I would tell anyone who is interested in starting a meat market to start with family and friends, they are your best advertisement to spread the word about your product.

Kyle: Never be afraid to start small. It is a good thing to have too many orders and not enough cattle to fill them all. The biggest trouble lies in having too many cattle and not enough orders.

2011 Premier Breeder-Sieren Cattle Co.-Glenda Sieren - Hedrick, IA

The title of 2011 Premier Breeder was earned by Sieren Cattle Co. which is owned and operated by Glenda Sieren of Hedrick, Iowa. Glenda first saw the Belgian Blue breed displayed at the Iowa State Fair in 1994. She could see the potential for a lean beef business and so began her interest in the breed. Her search for quality genetics took her to the Ken and Cindy Schlichte farm in northwest Iowa where she purchased her first two fullblood heifers in 1997.



Glenda's herd now consists of 70 head of cattle. This herd includes fullblood, purebred, and percentage Belgian Blues as well as Limousin and crossbred cows that are bred to fullblood Belgian Blue bulls. Bloodlines in her herd are predominately from Schlichte's Chukka Chan(Chadwick), Opium De Chocquenee and Savant de Pierrecome. These calves are well built and finish quickly while producing a large carcass.

Several champion bulls and heifers have been raised and shown by Sieren Cattle Co. at the Iowa State Fair, Tulsa State Fair, Houston Livestock Show, and Ozark Empire Fair. Semen and embryos sales are also part of the business.

Glenda's children all participate in the business in some way. Jeremy and his wife Ashley, Josiah (Josey) and his wife Sara and daughter Lauren, and Hannah and her husband Ryan Vogel have all helped show at the fairs and lend a hand with the everyday operation as needed. Jeremy and Ashley's children, Brantyn and Aleigha, are waiting for their day when they will be old enough to help show, too.

Another son, Clint, was killed in a motorcycle accident in 2000 at the age of 19. Several of Sieren Cattle Company's purebreds and fullbloods are from Clint Sieren's breeding stock. He was very excited about the breed and loved raising and showing his Belgian Blue cattle. He had a very good eye for genetics. All animals from his bloodlines are registered with a 67 at the beginning of their name. The number 67 was his trademark which he earned in his high school football career.

Sieren Cattle Company is very honored to have received this award.

2011 Premier Cow - JSH Long Tall Sally ET

The Premier Cow for 2011 was JSH Long Tall Sally ET. She is owned and exhibited by Jim and Sharon Hunt of JSH Blues in Walnut Grove, Missouri. Sally was an imported embryo from Belgium to add some new bloodlines for JSH Blues. Her sire is Radar Van Terbeck and her Dam is Splendeur V. Gelinden. She has Galopeur Des Hayons as her Grand-Sire. She is registered ELITE status.



2011 Premier Bull - Sieren's Xavier ET

This black and white bull is deep bodied and full of muscle. Sieren Cattle Co. is anxiously awaiting to see his offspring next year as his height and fast growth should produce calves with excellent rate of gain. Judges at the 2011 shows commented on the tremendous growth this yearling bull exhibited! His sire is Franchi De La Bonne Raie and his dam is Sieren's Heidi (Schlichte's Eagle x SCH Chad's Fertie)



Rules for Premier Breeder, Premier Bull and Premier Cow are listed on our website: www.belgianblue.org.



HIGH POINT JUNIOR CHAMPION Jenel Wenndt

Jenel Wenndt is the daughter of Jeff and Deb Wenndt from Lowden Iowa. She is currently a junior at North Cedar High School in Stanwood. Jenel has a great devotion for her cattle and has her own herd of 20 Red Angus and Limousin stock cows and raises show calves. Most of her stock is from the heifers she has previously shown. Between her activities and ball games, Jenel spends most of her spare time in the show barn working with her animals. Those who have seen Jenel at the fair or at any show; can see her calves have a true bond with her. She was introduced to the Belgian Blues by Adam Horman and has a great passion for showing them. Last year she was honored to be awarded the 2011 Junior Belgian Blue Champion and won a Buckle in the IJBBA breed division with her Blue.

Jenel has been showing cattle since she was 4 years old, starting with the bucket bottle calves and by the time she was 7 she was showing on the IJBBA Circuit. She is a member of the Lowden Lasers 4H Club where she shows cattle, swine, and helps her friends show sheep. Besides showing cattle, she is active in school with Student Council, Choir, Math Club, Math Modeling, Cross Country, Track, and is the catcher for the North Cedar Knights softball team. Other activities include singing in her church choir, playing ASA softball, and mentoring to junior 4H members.

A thank you from Jenel...

I just want to THANK everyone in the Belgian Blue Association!! Without your support...I couldn't have achieved what I have done in the past year!! Some people ask why I choose to show the Belgian Blue Breed....it's just not about the cut of meat it produces...it's about the people I get to show with and meet! We are a small group of people...but you are all large at heart! I am very blessed to have received numerous awards because of showing the Blues. Thank you for the wonderful Belt Buckle I received at the Iowa Beef Expo and the High Point Exhibitor Jacket....they are both awards I will cherish forever!

HIGH POINT RESERVE JUNIOR CHAMPION Slade Dollarhide

Slade Dollarhide is the son of Steve and Donna Dollarhide. Slade has been very busy in his school work for the last several years. He started taking several evening and summer college classes his sophomore summer. This has allowed him to graduate from Haworth High School a year early. He plans to attend Oklahoma State University this fall with his sister Rachel where he will pursue a degree as a pharmacist. Slade loves hunting, fishing and showing Belgian Blue Cattle.



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2011 National Show Results



Grand Champion Bull
Captain De Somme
Steve Dollarhide



Reserve Champion Yearling Bull
MNP Blue Main Event
Connie Brooks, MNP Farm



Champion Sr
Purebred/Fullblood Female
MNP Blue High Brow Gal
Connie Brooks, MNP Farm



Grand Champion
Purebred/Fullblood Female
JSH Long Tall Sally
James & Sharon Hunt



Reserve Grand Champion
Halfblood Female
BGB Penny, Larry & Sandie Hull



Best Pair of Females
Steve Dollarhide

2011 National Show Results



**Grand Champion
High % Female
SRD Black Santana
Larry & Sandie Hull**



**Reserve Grand Champion
Purebred/Fullblood Female
SRD Black Cherry
Larry & Sandie Hull**



**Grand Champion
Halfblood Female &
Champion
Halfblood Yearling Heifer
JSH Dolly
James & Sharon Hunt**



**Grand Champion
Market High % Steer
SKSL Super Baldy
Steve Kinser**



**Grand Champion
Percentage Bull
SKSL Jessie's Branch
Steve Kinser**



**Reserve Grand Champion
Purebred/Fullblood Bull
Sieren's Xavier ET
Glenda Sieren**

2011 National Show Results

TULSA STATE FAIR SHOW

September 30, 2011

Judge: Philip Halhead, UK

SHOWMANSHIP

1. Logan Beckham, Elkland, MO
2. Jenel Wennndt, Lowden, IA
3. Rachel Dollarhide, Haworth, OK

STEERS

Prospect Low & Steer Halfblood or under 400-900 lbs

1. SIE Clifford, Glenda Sieren Hedrick IA

GRAND CHAMPION

Prospect Low% Steer

SIE Clifford, Glenda Sieren Hedrick IA

Market High% Steers –

Over ½, Less than 7/8 Over 900 lbs

1. SKSL Super Baldy, Steve Kinser, Hugoton, KS

GRAND CHAMPION

Market High % Steer

SKSL Super Baldy, Steve Kinser, Hugoton, KS

FEMALES

Halfblood Female –

Feb 1st 2011 & After

1. CWW Blue Ice Princess, Charles Weddle, Edmond, OK
2. GRLE Yazoo, Glenda Sieren, Hedrick, IA

Halfblood Females –

October 1, 2010 – January 31, 2011

1. BGB Penny, Larry & Sandie Hull, Ardmore OK

CHAMPION

Halfblood Calf

BGB Penny, Larry & Sandie Hull, Ardmore, OK

RESERVE CHAMPION

Halfblood Calf

CWW Blue Ice Princess, Charles Weddle, Edmond OK

Halfblood Female -

October 1, 2009 – January 31, 2010

1. JSH Dolly, James & Sharon Hunt, Walnut Grove, MO

CHAMPION

Halfblood Yearling Female

JSH Dolly, James & Sharon Hunt, Walnut Grove, MO

GRAND CHAMPION

Halfblood Female

JSH Dolly, James & Sharon Hunt, Walnut Grove, MO

RESERVE GRAND CHAMPION

Halfblood Female

BGB Penny, Larry & Sandie Hull, Ardmore OK

High % Female -

February 1, 2011 & After

1. Sieren's Yabba Dabba Doo, Glenda Sieren, Hedrick IA
2. Sieren's Yasmine, Glenda Sieren, Hedrick, IA
3. Sieren's Yvonne, Glenda Sieren,, Hedrick, IA

CHAMPION

High % Calf

Sieren's Yabba Dabba Doo, Glenda Sieren, Hedrick, IA

2011 National Show Results

RESERVE CHAMPION

High % Calf

Sieren's Yasmine, Glenda Sieren, Hedrick IA

High % Female –

June 1, 2010 – September 30, 2010

1. Blu Tru, Logan Beckham

High % Female -

October 1, 2009 – January 31, 2010

1. SRD Black Santana, Larry & Sandie Hull, Ardmore, OK
2. SRD Black Nina, Larry & Sandie Hull, Ardmore, OK

CHAMPION

High % Yearling Female

SRD Black Santana, Larry & Sandie Hull, Ardmore, OK

RESERVE CHAMPION

High % Female

SRD Black, Nina Larry & Sandie Hull, Ardmore, OK

GRAND CHAMPION

High % Female

SRD Black Santana, Larry & Sandie Hull, Ardmore, OK

RESERVE GRAND CHAMPION

High % Female

Sieren's Yabba Dabba Doo, Glenda Sieren, Hedrick, IA

FULLBLOODS

Purebred/Fullblood Female –

February 1, 2011 & After

1. Sieren's Yvette, Glenda Sieren, Hedrick IA

Purebred/Fullblood Female –

October 1, 2010 – January 31, 2011

1. Jones' Xenie ET, C. Stanley Jones, Nacogdoches TX
2. Jones' Xandy ET, C. Stanley Jones, Nacogdoches, TX
3. Jones' Xola ET, C. Stanley Jones, Nacogdoches TX

CHAMPION

Purebred/Fullblood Calf

Sieren's Yvette, Glenda Sieren, Hedrick IA

RESERVE CHAMPION

Purebred/Fullblood Calf

Jones' Xenie ET, C. Stanley Jones, Nacogdoches TX

Purebred/Fullblood Female –

June 1, 2010 – September 30, 2010

1. JSH Long Tall Sally, James & Sharon Hunt, Walnut Grove MO
2. SRD Premium, Steve Dollarhide, Haworth OK
3. JSH Bee Gee, James & Sharon Hunt, Walnut Grove MO

Purebred/Fullblood Females –

February 1, 2010 – May 31, 2010

1. SRD Black Cherry, Larry & Sandie Hull, Ardmore OK
2. SRD Blue Ribbon, Steve Dollarhide, Haworth OK
3. MNP Blue Harry's MA Masqueradex, Charles Weddle, Edmond OK

CHAMPION

Purebred/Fullblood Yearling Female

JSH Long Tall Sally James & Sharon Hunt, Walnut Grove MO

2011 National Show Results

RESERVE CHAMPION

Purebred/Fullblood Yearling Female

SRD Black Cherry, Larry & Sandie Hull,
Ardmore OK

Purebred/Fullblood Females -

October 1, 2008 – September 30, 2009

1. MNP Blue High Brow Gal, Connie Brooks, Fair Grove MO
2. Jones' Ursila, Larry & Sandie Hull, Ardmore OK
3. MNP Blue Classy Choice, Connie Brooks, Fair Grove MO

CHAMPION

Purebred Senior Female

MNP Blue High Brow Gal, Connie Brooks, Fair Grove MO

RESERVE CHAMPION

Purebred Senior Female

Jones' Ursila Larry & Sandie Hull, Ardmore OK

GRAND CHAMPION

Purebred/Fullblood Female

JSH Long Tall Sally, James & Sharon Hunt, Walnut Grove MO

RESERVE GRAND CHAMPION

Purebred/Fullblood Female

SRD Black Cherry, Larry & Sandie Hull, Ardmore OK

BULLS

Halfblood Bulls -

February 1, 2011 & After

1. GRLE Yukon, Glenda Sieren, Hedrick IA

CHAMPION

Halfblood Bull

GRLE Yukon, Glenda Sieren, Hedrick IA

Percentage Bulls -

February 1, 2011 & After

1st SIE Yosemite Sam, Glenda Sieren, Hedrick IA

CHAMPION

Percentage Bull Calf

SIE Yosemite Sam, Glenda Sieren, Hedrick IA

Percentage Bulls -

October 1, 2008 – September 30, 2009

1. SKSL Jessie's Branch, Steve Kinser, Hugoton KS
2. Thunder, Stephen Names, Sheridan AR

CHAMPION

Percentage Senior Bull

SKSL Jessie's Branch, Steve Kinser, Hugoton KS

RESERVE CHAMPION

Percentage Senior Bull

Thunder, Stephen Names, Sheridan AR

GRAND CHAMPION

Percentage Bull

SKSL Jessie's Branch, Steve Kinser, Hugoton KS

RESERVE GRAND CHAMPION

Percentage Bull

SIE Yosemite Sam, Glenda Sieren, Hedrick IA

Purebred/Fullblood Bulls -

February 1, 2011 & After

1. SRD Black Diamond, Steve Dol-larhide, Haworth OK

2011 National Show Results

Purebred/Fullblood Bulls –

October 1, 2010 – January 31, 2011

1. Jones' X Man ET C. Stanley Jones,
Nacogdoches TX

CHAMPION

Purebred/Fullblood Bull Calf

Jones' X Man ET, C. Stanley Jones, Na-
cogdoches TX

RESERVE CHAMPION

Purebred/Fullblood Bull Calf

SRD Black Diamond, Larry & Sandie
Hull, Ardmore OK

Purebred/Fullblood Bulls –

February 1, 2010 – May 31, 2010

1. Sieren's Xavier ET, Glenda Sieren,
Hedrick IA
2. MNP Blue Main Event, Connie
Brooks, Fair Grove MO

CHAMPION

Purebred/Fullblood Yearling Bull

Sieren's Xavier ET, Glenda Sieren, He-
drick IA

RESERVE CHAMPION

Purebred/Fullblood Yearling Bull

MNP Blue Main Event, Connie Brooks,
Fair Grove MO

Purebred/Fullblood Bulls –

October 1, 2008 – September 30, 2009

1. Captain De Somme, Steve Dollarhide,
Haworth OK
2. Jones' Waylon ET, C. Stanley Jones,
Nacogdoches TX

Purebred/Fullblood Bulls –

September 30, 2008 or Before

1. Deshazo's Tonka, Shirley Deshazo,
Bokshe OK

CHAMPION

Purebred/Fullblood Senior Bull

Captain De Somme, Steve Dollarhide,
Haworth OK

RESERVE CHAMPION

Purebred/Fullblood Senior Bull

Jones' Waylon ET, C. Stanley Jones, Na-
cogdoches TX

GRAND CHAMPION

Purebred/Fullblood Bull

Captain De Somme, Steve Dollarhide,
Haworth OK

RESERVE GRAND CHAMPION

Purebred/Fullblood Bull

Sieren's Xavier ET Glenda Sieren, Hed-
rick IA

BEST PAIR OF FEMALES

1. Steve Dollarhide, Haworth, OK
2. Larry & Sandie Hull, Ardmore, OK
3. James & Sharon Hunt, Walnut Grove,
MO

BEST PAIR OF BULLS

1. Glenda Sieren, Hedrick, IA
2. C. Stanley Jones, Nacogdoches, TX

GET-OF-SIRE

1. C. Stanley Jones, Nacogdoches, TX
2. Glenda Sieren, Hedrick, IA

PRODUCE OF DAM

1. C. Stanley Jones, Nacogdoches, TX
2. C. Stanley Jones, Nacogdoches, TX

BEST FIVE HEAD

1. Steve Dollarhide Haworth, OK
2. James & Sharon Hunt, Walnut Grove,
MO
3. Larry & Sandie Hull, Ardmore, OK

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STEPHEN NAMES

RECEIVES SCHOLARSHIP

The recipient of the 2012 scholarship is junior member, Stephen Darel Names, of Sheridan, Arkansas.

Stephen attended Sheridan High School where he participated in football, FFA and was a FFA officer and on the show team. Outside of school he was an AIN 4-H Livestock Club president, a member of First United Methodist Youth group, Arkansas Pork Producers, American Belgian Blue Breeders and the National Jr. Swine Association.

While in FFA, Stephen received the Greenhand degree, Star Greenhand degree, Chapter degree and Star Chapter degree. Other accomplishments for Stephen include winning at the Iowa State Fair the Grand Champion High Percentage Bull and at the Arkansas State Fair the Grand Champion Duroc Breeding Swine.

Stephen's plans are to attend Arkansas Tech University to major in engineering. Also, he wants to continue raising the Belgian Blues and increase the number that he owns.

Stephen states, "To me the Blues



are like family; you love them and take care of them like they are your own. The Blues help build friendships with other people who raise them as well. I feel like the Belgian Blues can impact the cattle industry with more people that are getting involved with raising and showing them, that they can be a more known breed. They already make good breeding animals, they make good steers, and their meat has the lowest fat content compared to other beef being sold. Being a member, I'm telling people that the blues can impact the cattle industry by producing better quality beef products."

2012 National Belgian Blue Show

Tulsa State Fair - Tulsa, OK

September 27th - October 7th, 2012

**Judges: Jean Marie Wilmet of Belgium
Marie Goubau of Canada**

Begin Arrival: Wednesday, September 26, 12:00 noon.

In Place By: Thursday, September 27, 12:00 noon.

Judging: Friday, September 28, 6:00 p.m.

Begin Release: Staged Release - Sunday, September 30.

All Out: Sunday, September 30, 10:00 p.m.

Entries must be submitted online at www.tulsastatefair.com.

Processing Fee: \$45 per head

Events for the National Show

Sept. 27 - Pizza in the Barn approx. 7:00 p.m.

Sept. 28 - Lunch in the Barn 1:00 p.m.

Sept. 28 - Show 6:00 p.m.

Sept. 29 - Annual Membership Meeting at 9:30 a.m. on the fair-grounds location to be announced by the Expo.

Sept. 29 - Annual Dinner and Benefit Auction - 7:30 p.m. at the Western Sizzlin - 6510 East 21st. St. - 918-835-8442

Hotels:

Courtyard By Marriott Tulsa Central

3340 South 79th East Ave.

Tulsa, OK 74145

918-660-0646

800-728-2892

\$84.00 per night plus tax . All rooms are under the American Belgian Blue Breeders Association block.

Please make reservations ASAP as the the cut off date is 9-5-12, after this date all rooms will be released and reservations made after the cut off date will be subject to availability and price increase.

or

Comfort Inn and Suites

1737 S. 101 St. East Ave.

Tulsa, Ok 74128

918-628-0900

Rooms are \$64.99 plus tax with breakfast. A block of rooms is reserved for the American Belgian Blue Breeders until Sept. 14, 2012

Call and reserve your room. Prices are subject to change.

If questions ask for Ronnie.

Scenes from 2011 National Show



Junior Member Benefits



Jenel Wenndt and Arthur



**Brenna Horman and proud
Daddy Adam with Arthur**

**Ken Schlichte
Memorial College
Scholarship!**



**Adam Horman, Jenel Wenndt,
Breeder Wilbur Kerhli and Arthur.**

**More information at
www.belgianblue.org**

Cattle Registrations!



Katelyn Mellon and Jezebel

**Junior High Point
Champion & Reserve
Champion awarded yearly**



Katelyn Mellon and Bubba

**To Join The
American Belgian
Blue Breeders
PLEASE FILL OUT THE
MEMBERSHIP
APPLICATION**

American Belgian Blue Breeders, Inc.
Application For Membership



P.O. Box 633404
Nacogdoches, TX 75963
936.652.25501
www.belgianblue.org

Applicant Name: _____

Ranch Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Residence Phone: _____ Business Phone: _____ Fax: _____

Email: _____ Web Site: _____

Signature Of Applicant: _____

Membership Choices

Please Choose One + RANCH REGISTRATION if you would like to register cattle

_____	Lifetime Membership	\$2,500.00	(No Annual Fees)			
_____	Active Membership	\$60.00	(Owner of Cattle - Voting Privileges)			
_____	Junior Membership	\$35.00	(Must Be Under 21)			
	Birth date Required for Junior Membership					
_____	Ranch Registration	\$25.00	(One Time Fee – for members wishing to register cattle)			
	Include 3 Choices for Ranch Prefix (3-4 letters)		<table border="1"><tr><td></td><td></td><td></td></tr></table>			

Remittance of \$ _____ is enclosed for Membership fee and/or Ranch Registration.
(** New members, please remember to include the **Ranch Registration** fee if you wish to register cattle.)

Return Completed Form and Payment to:

American Belgian Blue Breeders, Inc.
P.O. Box 633404
Nacogdoches, TX 75963

Application will not be processed until full payment is received.

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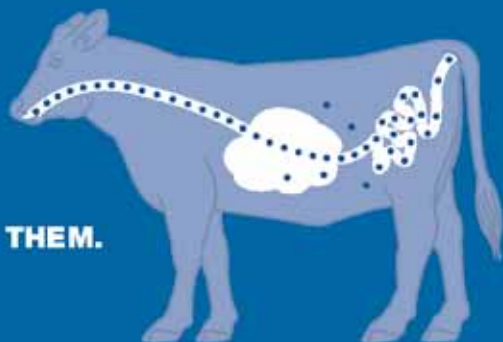
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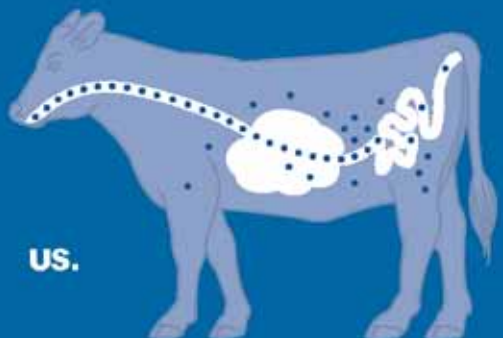
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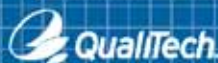
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loganbrit1@yahoo.com

Edwards Belgian Blue
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McRae, AR 72102
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ebbfarms@yahoo.com

Keesee Farm
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215 Peach St.
Prattsville, AR 72129
Home: 870-699-4498
Cell: 870-917-8877
kzcounty@hotmail.com
www.keeseefarms.com

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275 Lenley Rd
Dover, AR 72837
479-747-3383

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McRae, AR 72102
Cell: 501-517-0884
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Fax: 501-257-2026
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www.paytonfarm.com

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skeesee@windstream.net
(home)
kzcountr@hotmail.com
(Steve's)

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guilimbros@gmail.com

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208-317-3356
kidlish@q.com

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Lashmett
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Winchester IL 62694-8108
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Cell: 217-370-9800

Reinhart Farms
Phil & Jim Reinhart
Ricky McCarty
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Cell: 217-273-8693
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563-920-1294

Kehrli Kattle
Kyle Kehrli
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McManigle
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Fax: 319-634-3798
kenscars@netins.net
www.kountrykens.net

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1310 Kentucky Avenue
Hazleton, IA 50641

Zach Lamphere (Junior)
1310 Kentucky Avenue
Hazleton, IA 50641

M & M Patterson
Farms, Inc.
Mark Patterson
14285 N. 115th Ave. East
Gilman, IA 50106
Home: 641-498-2224
Cell: 515-419-5129
Fax: 641-498-7704E
marpat@pcpartner.net

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2536 143rd Ave
Decorah, IA 52101
563-382-9408
Cell: 563-379-0668

Schlichte Cattle Co.
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Merrill, IA 51038
Cell: 712-540-2639 or
712-540-9109
Fax: 712-938-2449
slickcattleco@gmail.com

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Hopkinton, IA 52237
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Sieren Cattle Co.
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Hedrick, IA 52563
gsieren@hotmail.com
www.belgianblue.org/
members/sierencattle

Stonewall-Johnson Farm
Laurie Stonewall
2114 L Avenue
Marengo, IA 52301
319-361-0147

Sunnyside Livestock Farm
Arthur Kuntz
4082 170th St.
Brooklyn, IA 52211
Home: 641-522-7179
Cell: 641-990-1841
aandlkuntz@netins.net

Mary Beth Todd (Junior)
2308 170th Ave.
Manchester, IA 52057
563-920-8218

Jenel Wenndt (Junior)
537 Taylor Avenue
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Home: 563-941-7678

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Westgate, IA 50681
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Bob & Tanya Wickman
200th Ave.
Manchester, IA 520
563-920-6891

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Home: 515-833-2478
Office: 515-371-1151

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Steve Kinser
986 Rd. 16
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Office: 620-544-4490
Fax: 620-544-4490
kinser@pld.com

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John.Reid@samtec.com

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Madisonville, KY 42431
270-821-4932

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dyoebstl@scrtc.com

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lazarusfarms@yahoo.com

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406-365-5437

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Fax: 308-745-0388
studnicka@kdsi.net
www.StudnickaInc.com

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backpack74@yahoo.com

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Cell: 336-302-4663
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hjbrubaker@yahoo.com
www.belgianbluefarm.com

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Paradocs Farm
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Office: 330-876-5555
Fax: 330-876-0103

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James.Berlin@att.net

Cedar Creek Belgian
Blue Farm
Ernest Garcia
9323 S.H. 54
Thomas, OK 73669
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Work: 580-695-2219
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efgarcia59@yahoo.com

Deshazo's Farm
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www.srbelgianbluecattle.com

Rachel & Slade Dollarhide
(Juniors)
HC73 Box 680
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Home: 580-245-2370

G & K Farms
George & Kim Campbell
23556 State Hwy. 31
Bokoshe, OK 74930
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Cell: 479-461-1847
indysjeta@yahoo.com

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Home: 580-223-6082

Larry Don & Sandie Hull
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SandyHull@yahoo.com

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580-492-4169
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sherry@McCrackenhay.
com
www.McCrackenhay.com

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Bixby, OK 74008
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918-999-8335
mrfixit7160@aol.com

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Weddle
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com

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www.clearviewhayand-
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Cell: 936-554-8075
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www.bellebrook.com

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806-333-5847
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Timber Top Belgian Blues
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Cell: 936-615-7507
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com

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