

Shorthorn breeders convene at Louisville for optimistic meeting

LOUISVILLE, Ky. — The annual meeting of the American Shorthorn Association to be held here on November 15-17 will be an optimistic time for producers to evaluate and plan, according to James W. Shirley, executive secretary-treasurer of the national beef cattle breed organization headquartered in Omaha, Ne.

Shorthorns and Polled Shorthorns have experienced a marked increase in demand in recent years, he said, and now maintain a more positive image in the market place among both purebred and commercial cattle producers. Shirley attributed the breed's acceptance and popularity to progressive performance breeding programs by its producers and an increased promotional program initiated by the Association.

Demand for the breed, Shirley said, has been reflected back to the individual producers, who in turn, have responded with an increase in numbers of high quality Shorthorns and Polled Shorthorns being registered with the Association.

Figures compiled at the end of the last fiscal year show a 10 percent increase in the number of registrations of purebred animals within the breed. This increase, he said, comes after an increase in the previous fiscal year as well, and has been accountable for a noticeable increase in the number of transfers of registered animals being sold into breeding programs in all segments of the beef industry.

These factors, Shirley said, combined with a 16 percent increase in Association's membership within the past three years, indicate the breed is on the

move into the 1980's. The Louisville event, headquartered at the Executive Inn, will offer the opportunity for evaluation and further development of long-range plans to give additional direction for continued growth and development of the breed, he said.

Richard Prentice of Arrowhead Farm at Fulton, Mo., and president of the American Shorthorn Association, joined Shirley in expressing the feeling of optimism about the growth of the breed and the significance of the upcoming annual meeting. He said that 103 delegates, representing 26 voting districts across the United States and Canada, have been elected by the some 2,300 members of the American Shorthorn Association to conduct the annual business session that is scheduled for Sunday afternoon (Nov. 15) in the West Hall of the Kentucky Fair & Exposition Center, beginning at 2 p.m. Included in the agenda highlights, he said, will be the election of national officers and three individuals to fill expired terms on the board of directors. Directors whose terms expire include Ron Hofstrand, Leeds, N.D.; Mark Graham, Sr., Waverly, Mn.; and Jim Kibler, Waitsburg, Wa. Hofstrand will retire from the board while Graham and Kibler could be reelected to fill another term.

Prentice further stated that the group's annual meeting will be held in conjunction with the North American International Livestock Exposition, at which a National Shorthorn Show will be held as well. Entry numbers of nearly 300 head of cattle, Prentice said from the top competitive herds of

Shorthorns and Polled Shorthorns across this country and Canada are expected to compete for top honors in the show.

Class competition for females will begin at 8 a.m. on Monday, Nov. 16, and classes for bulls will start at 9:00 a.m. the following morning. The National Shorthorn Show will be using a three-man composite judging system with Robert Taylor, Colorado State University, Fort Collins, Co.; Roger Worthington, Peoria, Il.; and F.A. Heckendorf, Jr., Castle Rock, Co.; serving as the team of officials.

Prentice said that recognition will also be given to Shorthorn and Polled Shorthorn producers during a Monday evening (Nov. 16) banquet with the presentation of awards that include Sire of the

Year; Century Club winners; Junior Breeder of the Year; and the announcement of three recipients of the Shorthorn Foundation - Don Longley Memorial Scholarship to American Junior Shorthorn Association members.

The National Shorthorn Lassies, women's auxiliary of the breed association, will be having their national annual meeting the same dates as well. Tours, luncheons and a variety of special activities will commemorate the 25th anniversary of the organization that was founded in 1956. Marge Tribbett, Linden, In., national president of that group, said their annual meeting will be held on Sunday morning (Nov. 15) following brunch at 10:30 a.m. Announcement of the recipients of

the annual Lassies of the Year awards will be made at the Monday evening banquet, she said.

The event will also be the site of the crowning of the National Shorthorn Lassie Queen during the annual banquet. According to Mary Bass, Plainview, Tx., coordinator of the competition, 15 young ladies will be traveling to Louisville as their state Lassie queens to vie for the national crown now worn by Jill Ann Rush of Coushatta, La., the 1980 National Lassie Queen.



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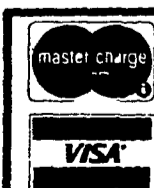
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