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ANOTHER SALE TOPPER!



Since Normandes began selling in the St. Croix Valley Bull Test Sale at River Falls, WI, they have garnered the top selling price for the sale a number of times. It happened again this past April when the consignment from Jeff and Nona Bock of River Falls, WI, brought the highest sale price for the entire sale. Their bull, Crick Ridge Eldorado Ed, brought the top sale price of \$4600.00. "Eldorado Ed" was purchased by Dale and Gayle Siebenbruner, G-Bar-D Livestock, from Dundee, MN.

"Eldorado Ed" was born 04-08-17 and had a birth weight of 88 pounds. At 230 days of age he weighed 737 pounds, and at 315 days of age he

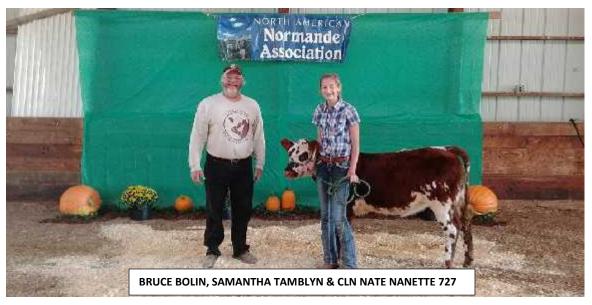
weighed 984 pounds. His average daily gain was 2.94 pounds per day and his weaning day average was 3.10 pounds. He is a polled son of DMCC Oblong Zenith 18Z. Zenith is a son of Oblong and his dam is a daughter of HN Chief Rocky 53J. Zenith's maternal grand dam is a daughter of SNF Jackson 902J. Zenith was the sire of the Reserve Grand Champion Bull at the 2017 National Normande Show. Eldorado Ed's dam is Crick Ridge Anika, a daughter of Crick Ridge Visanti 6V who in turn is a son of SNF Jackson 902J. His maternal grand dam is a daughter of SGF Polled Rocket 79XH. Chief Rocky, Jackson, Visanti, and Polled Rocket were performance tested in bull test stations in years past.

CALLING ALL YOUTH

We are burning daylight so it is time to encourage a young person you may know who is interested in Normande cattle and would like to get a start in developing their own herd of Normandes. Contact your county 4-H extension agent or your local high school ag instructor and tell them about this program.

Pictured on the next page is Samantha Tamblyn of Manteno, IL, with the Normande heifer calf she received as winner of the 2017 NANA Youth Junior Heifer Program. If you are 12-17 years old, are a member of 4-H or FFA, and do not currently own a Normande animal you are eligible to enter the program. If you are chosen the winner you will be awarded the ownership of a Normande heifer at the National Normande Show on September 22, 2018.

Prior to the 2018 NANA National Show the winner will be chosen and he/she will have the privilege of taking home a registered Normande heifer to raise and show. The ownership of the heifer will be transferred to their name. To enter the program a young person must submit signed agreements and an essay (no more than 425 words) titled "Why I Want To Own A Normande Heifer". The NANA Junior Heifer Program rules, application, and stipulations are below. Applications must be submitted to the NANA office by **07-31-18**, and the winner will be expected to pick up their heifer at the National Show in Mineral Point, WI, on September 22, 2018. If applicants have any questions please call the NANA office (608-943-6091 or 800-573-6254).



PURPOSE
AND GENERAL
INFORMATION: The
purpose of this
contest is to
encourage the
growth and
development of
Normande cattle
breeders through 4-H
and FFA projects and
programs.

Through this program one registered Normande Beef **or** one Normande Dairy

heifer calf will be awarded to a winning applicant. The winning applicant will also be awarded one year of free membership to NANA as a Junior Member. Current NANA Junior Members who do not presently own any Normande cattle are eligible to participate. A contestant can win only one heifer during their 4-H or FFA career. Once a contestant is awarded a heifer they are not eligible to apply again. Applicants not chosen to receive a heifer in the year they apply are eligible to apply in another year, as long as the age requirements are met.

Applicants can be male or female, and **must** be 12-17 years of age. We encourage the person to be active in either 4-H or FFA. The winner of the heifer **must** compete in at least two cattle shows per year. The two cattle shows **must** include their local county fair and the annual National Normande Show. The winner is encouraged to show in other cattle shows, but it is not required beyond the two specified shows. Applicants essay **must** be in their handwriting and **must** be accompanied by a completed Parental Consent Form.

Each applicant's entry will be judged on the applicant's need for help in getting started with Normande cattle, neatness and completeness of the application and essay, ability to provide a good home for the calf, and the desire of the applicant as expressed in his or her essay. The title of the essay will be "Why I Want to Own a Normande Heifer." The essay shall not exceed 425 words. To apply simply use the entry form below. If additional forms are needed you can make additional copies, but copies must not be altered in any way from the application below. All applications must be submitted to the NANA office and be post marked no later than July 31, 2018.

WHAT IS REQUIRED OF THE WINNING APPLICANT:

- 1. Adequate facilities for the care of the heifer **must** be provided.
- 2. The responsibility for the daily care of the heifer **must** be accepted by the recipient and his/her family.
- 3. The recipient and his/her family **must** be capable of handling all expenses (veterinary, breeding, feed, housing, transportation, etc) that occur with ownership of an animal.
- 4. The recipient **must** show his/her heifer for two years at their local county fair and the National Normande Show.
- 5. The recipient **must** breed his/her heifer to a registered Normande bull.

- 6. The recipient **must** register their heifer's first calf with NANA if the calf is a heifer.
- 7. The recipient **must** be open to a NANA representative checking on the welfare of the heifer if requested by NANA.
- 8. The recipient **must** submit photos and a yearly summary of their activities with the heifer for two years. The photos and summary may be used in NANA.s newsletter.
- 9. The recipient **must** be willing to promote the Normande breed and this program to others.
- 10. The recipient and his/her family **must** be willing to commit themselves to the two year length of this program.
- 11. The recipient is encouraged to pay the dues for NANA membership in the second year of the program.
- 12. NANA reserves the right to reclaim the animal if deemed necessary due to the recipient not complying with the above requirements.

NANA JUNIOR HEIFER PROGRAM APPLICATION

NAME:		
ADDRESS:		
CITY:	ST:	ZIP:
PHONE:	CELL PHONE:	
EMAIL:	BIRTHDAT	E:
SIGNATURE:	DATE	:
PARENT SIGNATURE:		
AREA OF INTEREST: (check on	e) Normande Beef 1	Normande Dairy

In your essay please answer the following questions:

- 1. Tell us why you would like to participant in this program. What are your goals and where do you see this project taking you?
- 2. Tell us how you would be able to promote this project and the Normande breed within your state and community.
- 3. Describe your home farm and what your responsibilities there are.
- 4. If you were awarded a calf, describe how you would care for it, where would you Keep it, and how you would feed it.
- 5. What organizations do you participate in and what positions of leadership have you held.

WISCONSIN FARM TECHNOLOGY DAYS



NANA will be in the Wisconsin Cattlemen's Association Beef Tent during the Wisconsin Farm Technology Days in Wood County, Wisconsin on July 10-12, 2018. Since the 2000 Wisconsin Farm Technology Days NANA has exhibited a live Normande in the Beef Tent as a means of exposing and promoting the breed to the farming community.

The Beef Tent is located in the nearly 60 acre Tent City of the show and it is in the area of the equine events and antique tractor exhibit. Along with our Normande exhibit, there will be eleven other breeds on display for show visitors to see. Also in the Beef Tent will be the Wisconsin Beef Council presenting beef cooking

demonstrations. The purpose of the Beef Tent is to educate the consumer about beef production and to expose farmers to the numerous breeds of cattle that are utilized for beef production. The Beef Tent has become one of the popular attractions to see for visitors attending the Wisconsin Farm Technology Days. 60,000 visitors are anticipated to attend the show, however weather is a major factor with the show because of the field demonstrations and it affects the total attendance.

The 2018 Wisconsin Farm Technology Days is being hosted by Wood County on the D & B Sternweis Farm and Weber's Farm Store-Herman Holsteins near Marshfield, WI. The address for the show is: 9885 Co. Hwy. H, Marshfield, WI 54449. The show includes field demonstrations involving harvesting, tilling and planting with some of the newest equipment available, farm safety demonstrations, the Hart-Parr Oliver Display, and tours of the milking facilities. A very large machinery and other farm equipment display, consumer product tents, an innovation square, "Machinery Pete" will be there, as well as "Vince Biegel" of the Green Bay Packers, and some of the newest farm technology will be on display in Tent City during the show as well. There are wagon trollies that offer free rides from the parking areas to the entrance gates and back to your vehicle when you leave the show. Parking is free and admittance costs \$8.00. Children under 12 get in free. 4-H/FFA youth accompanied by their leader/instructor also get in free.

If you attend the show we hope you will stop at the Beef Tent and see us. If you are a NANA member and you would like to assist us with our exhibit, we would love to have your help. Contact the NANA office if you want to help for a day or a few hours.



NANA FIELD DAY

This is a call for anyone to come forward to be host for the 2018 NANA Field Day. The date is usually set by the host since it needs to fit into the host farm's schedule. Past field days have been held in Iowa, Nebraska, Minnesota and Wisconsin. And they have been on both beef and dairy operations.

What does it entail for the host farm? You get to set the date. A willingness to show your farm and Normandes to those who attend. Provide a simple luncheon meal for those who attend. And offer some type of short program. The NANA office and past hosts will help guide you through some of the logistics.

If this is something that might interest you, please contact the NANA office asap.

NANA BOARD OF DIRECTORS

In the near future NANA members will be getting a letter from the office reference nominations for the Board of Directors. Directors serve a three year term and can serve an unlimited number of consecutive terms. Officers of the association are chosen by the Board of Directors at the Membership Annual Meeting each year. Directors whose terms expire this year are Ken Rabas (Kalona, IA), Rhonda Treml-Knebel (Arpin, WI), and Heather Ahrens (Hay Springs, NE).

Also, since Britta Bolen (Greentop, MO) has turned eighteen she can no longer serve on the Board as Youth Representative, so there is an opening for a young person to serve on the NANA Board. The Youth Representative cannot vote, but does have voice during board meetings.

If you have the desire to serve on the NANA Board of Directors watch for the letter from the NANA office inviting you to submit your name. If you have any questions about serving on the Board call the NANA office or any current board member to get some answers.

THANK YOU!!!

Crick Ridge Farm of Spring Valley, Wis. wishes to extend a special thank you to Dale & Gayle Seibenbruner of Dawson, MN, for purchasing our bull "Crick Ridge Eldorado Ed " at the Saint Croix Valley Bull Test annual auction held in River Falls, Wis. on April 21, 2018. We also thank Mark & Sandy Renko of Licking, MO, Wally Brockhoff of Linwood, KS and Lucio Castro Estrada of Catlett, VA for purchasing cattle from us farm direct. We so appreciate the Seibenbruners, Renko's, Brockhoff's and Estrada's investing in our Normande Beef cattle. We are confident that these cattle will produce some great offspring for them. Once again thank you.

Jeff & Nona Bock

NANA NORMANDE SOLUTIONS

If you have been paying attention you will have noticed the NANA website has had a significant change when you click on the semen tab, and this newsletter does not have the simple ad from NANA Normande Solutions that was in previous newsletters. A number of factors have created the necessity for this change. First, the initial agreement between EVOLUTION and NANA was never finalized by the signing of contracts. Second, EVOLUTION has expanded their worldwide operation by creating EVOLUTION USA to merchandize their semen in the United States. They now have an EVOLUTION branch and distribution center in the United States (Mauston, WI). They are doing the same thing in a number of other countries around the world as they expand. Third, because NANA Normande Solutions semen sales were not meeting EVOLUTION's expectations in sales goals and the storage costs for the semen was a burden NANA could not financially sustain, it was mutually agreed the initial plan would be terminated and a different arrangement would be worked out in the future.

So why is there a semen ad from NANA in the classifieds? When our semen sales effort with Evolution began, the semen being made available through NANA was provided to NANA on consignment (We did not have to pay EVOLUTION for all the semen upfront, as is normally done. Instead we paid for it as it was sold.) The semen NANA Normande Solutions still had on consignment has been returned to the EVOLUTION USA facility and they are now merchandising that semen. A year or so into our effort, EVOLUTION required NANA to pay for any semen ordered from them that was above and beyond what we already had on consignment. So the semen we have advertised in the classifieds is semen NANA had ordered after the original consignment and NANA owns outright. Once it is all sold, NANA will no longer be a direct source for Normande semen.

A NEW ARRIVAL

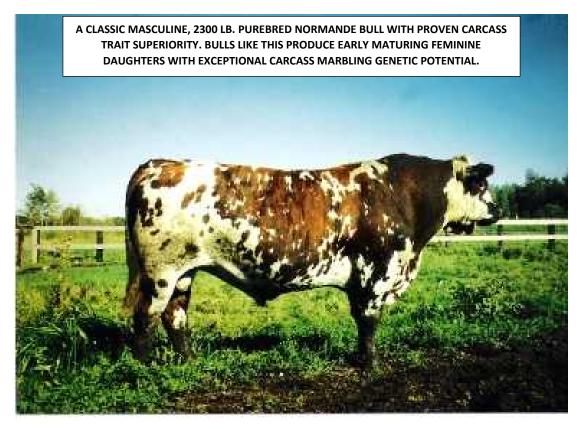


Given the nearly two thirds geriatric makeup of the NANA Board of Directors, it is pretty special when a board member and her husband have a new baby. So congratulations are in order to Joe and Lexa (Miller) Buening of Mount Horeb, WI. Their son, Levi Allan Buening, arrived on 06-22-18 weighing 8 pounds 4 ounces and was 22 inches long. His older sister, Aleigah, is all excited about having a baby brother. And the NANA board is excited about having some young Normande enthusiasts.

Congratulations Lexa and Joe!

ULTRAMODERN CARCASS TRAITS

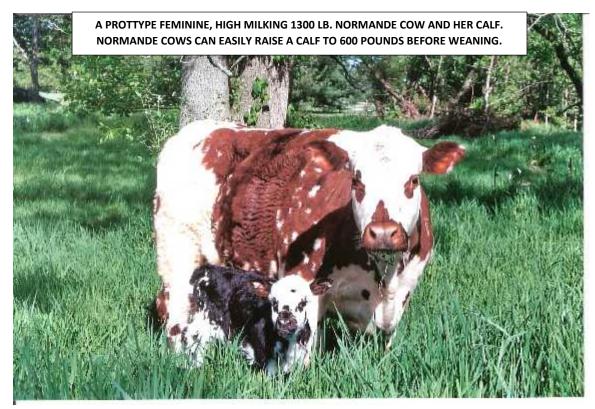
Editor's Note: What you will read below is taken from a promotional brochure NANA had in the early 2000's. It was prepared by Dr. Brian Toivola of Hibbing, MN. For many years Brian served as president of NANA and he developed an outstanding herd of Normandes with the prefix of Spruce Grove Farm (SGF). Brian has always maintained (and still does) that the Normande breed possesses the carcass traits the beef industry is striving for and needs. At the time this material was prepared there was very little interest in the Normande breed from the dairy industry so NANA's focus at that time was on the beef industry. Enjoy your reading.



With the importation of **European Continental** breeds into the U.S. in the 70's, the use of maternal and terminal cross sires was very logical in the relatively simple crossbreeding programs then employed in commercial beef herds. Soon British x Continental breed crossbred cows reached significant numbers in many herds across the country. The bulls, whether British breed or Continental, used to breed these F1 crossbred cows seldom produced progeny with both good quality grade and yield

grade carcass traits. British breed sires tended to produce F2 crossbred steers with excessive back fat and reduced ribeye area which caused inferior yield grades. F2 Continental breed sired steers were deficient in marbling ability and therefore had compromised quality grades. What was clearly missing in the U.S. beef industry was a pure breed with both good quality grade and yield carcass traits to cross with British x Continental crossbred cows.

During the last ten years U.S. Normande breeders have entered steers in carcass contests and have demonstrated that the Normande breed definitely provides these elusive grade and yield balanced carcass traits. Results from the Great Western Beef Expo Steer Test in Colorado, the World Beef Expo Fed Steer Futurity in Wisconsin, The Montana Steer of Merit Program and



other carcass contests have officially documented the breed's carcass trait values. The average 1250 lb. purebred Normande steer has a quality grade of 90% low choice or higher, 765 lb. carcass wt., 13.5 in. ribeye area, 0.25 in. back

fat, 2.0%, KPH fat and a 2.2 yield grade score. These carcass trait results are far superior to beef industry averages and either meet or surpass current carcass target values for virtually every U.S. beef marketing alliance.

The Normande breed is still largely unknown to most U.S. cattlemen compared to the other highly regarded French cattle breeds. Over the past thirty years French breeds like Charlois, Limousin, Maine Anjou and others have been very helpful in enabling the U.S. beef industry attain better growth rates and improved carcass cutability. The superior nature of the yield grade traits of these breeds and the deficiencies in their quality grade traits have been well documented in the U.S. The best kept secret of French cattle genetics is the fact that the French had aggressively selected for carcass marbling ability in the most popular cattle breed in French history, the **NORMANDE**. This level of genetic selection commitment should not come as a surprise considering the obsession that French culture has always had with food quality.

OUTSTANDING MILKING ABILITY: Selection for early maturity and better carcass marbling ability in the Normande breed dates back to the 1850's in France. With a peak population of 5.5 million cows in mainly the northwestern region of France, tender subtly marbled lean Normande beef has been a staple in Parisian cuisine for most of the past century. In France today Normande cattle still out number all other native French cattle breeds and labeled Normande beef sells at a premium price in the supermarkets of Paris. The quality traits of Normande beef have been further validated in recent double blind beef palatability tests in France that placed Normande beef first for taste and tenderness over the other French breeds.



A review of the Normande breed's development will reveal how selection for early maturity can be maximized in a dual purpose breed to very favorably affect carcass marbling. These very early maturity rates when combined with a certain combination of production traits enabled the breed to achieve modern carcass trait perfection. French

Normande breeders slightly compromised structural balance by selecting well-muscled heavy fronted masculine bulls and clean fronted feminine cows with exceptional depth and spring of rib. These cows also milked in the 8 to 12 thousand pound range with high components (3.5% P., 4.2% F.). The combination of this phenotype and level of milk, butterfat and muscle production resulted in very early carcass marbling in feedlot steers and occurred while their back fat levels were still extremely low. Simultaneous selection for strength of topline in this high capacity breed also resulted in carcass ribeye areas that are ideal by current U.S. standards. In effect by selecting for early maturity and using the right type and combination of milk and muscle production, French Normande breeders had unknowingly avoided the problem of quality grade versus yield grade antagonism that has so plagued the U.S. beef industry in recent years. (To be continued.)

FOR SALE

NANA HAS SEMEN AVAILABLE FROM THESE FRENCH BULLS

INSOUMIS (sexed)-\$25.00 JACARANDA (sexed)-\$30.00 JACARANDA (non-sexed)-\$12.00

LIMITED SUPPLY & MINIMUM ORDER OF 5 UNITS
YOU PAY SHIPPING

NORTH AMERICAN NORMANDE ASSOCIATION 608-943-6091 800-573-6254 nana@yousq.net

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NANA REGISTRATION, TRANSFER & MEMBERSHIP FEES

ANNUAL ACTIVE MEMBERSHIP	\$40.00
ANNUAL ASSOCIATE MEMBERSHIP (NON-VOTING)	20.00
ANNUAL JUNIOR MEMBERSHIP	10.00
REGISTRATION AT 0-6 MONTHS OF AGE	10.00
REGISTRATION AT 7-12 MONTHS OF AGE	15.00
REGISTRATION AT 13-24 MONTHS OF AGE	20.00
REGISTRATION OVER 24 MONTHS OF AGE	100.00
*NON-MEMBER REGISTRATION FEES ARE DOUBLE THE ABOVE	
TRANSFER WITHIN 60 DAYS OF SALE	10.00
TRANSFER AFTER 60 DAYS OF SALE	15.00

2017 YEAR CODE E



CLASSIFIEDS



RIVER FARM NORMANDES

REGISTERED PUREBRED AND PERCENTAGE BRED COWS, BRED HEIFERS, AND CALVES AVAILABLE

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Wayne & Lisa Dewcy 14798 JJ Avenue 10wa Falls, IA 50126 641-648-5597 or 641-373-0413 circled@wbfrec.com

Normande Cattle for sale



RIVER VIEW RANCH

PUREBRED POLLED NORMANDES

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NORMANDE GENETIC SPECIALTIES

- *The ultimate in "Grade and Yield Balancer Bulls"
- *Polled Fullblood Genetics
- *Calving ease sires
- *Black polled purebred bulls

"The Normande breed has a level of consistent quality grade and yield grade balance that crossbred 'Balancer Bulls' seldom deliver."



218-262-3981 SEMEN & EMBRYOS

BRIAN TOIVOLA NGS President 11544 Spudville Rd. Hibbing, MN 55746

DATES TO REMEMBER

- *????-YOUR SPOUSE'S BIRTHDAY
- *????-YOUR ANNIVERSARY
- *JULY 10-12, 2018: WISCONSIN FARM TECHNOLOGY DAYS, MARSHFIELD, WI
- *SEPTEMBER 21, 2018: NANA ANNUAL MEMBERSHIP MEETING, MINERAL POINT,
- *SPETEMBER 22, 2018: NATIONAL
- NORMANDE SHOW, MINERAL POINT, WI
- *SEPTEMBER 28-30: WORLD BEEF EXPO, MILWAUKEE, WI
- *OCTOBER 2-6, 2018: WORLD DAIRY EXPO, MADISON, WI
- *DECEMBER 1, 2018: PHOTOS DUE FOR 2019 CALENDAR
- *NANA FIELD DAY-IF YOU WOULD LIKE TO HOST THE FIELD DAY CONTACT THE NANA OFFICE AND THEN WE WILL SET A DATE.

THE COVER

Pictured on the cover of this issue of Normande
Happenings is a group of calves on the Nine Mile Farm of
Wallace and Anne Brockhoff near Linwood, KS. The
Brockhoffs are building a herd of Normandes from
several purchases they have made over the past few
years.

The NANA office is looking for eye catching and attractive pictures of Normande cattle to use on the cover of future issues of "Normande Happenings". Please submit your picture(s) to the NANA office and if the editorial advisory board (my family) should choose your picture it will be on the cover of a "Normande Happenings".

THANK YOU!

NORMANDE HAPPENINGS is the official newsletter of the North American Normande Association published by the Association office four times per year. Associate and Active NANA members receive the newsletter as part of their dues. Non-members may subscribe for a cost of \$15.00/year.

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Publisher: North American Normande Association

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VISIT NANA'S WEBSITE:

www.normandeassociation.com

ADVERTISING RATES

BUSINESS CARD SIZE: \$10.00/ISSUE OR \$30.00/YEAR

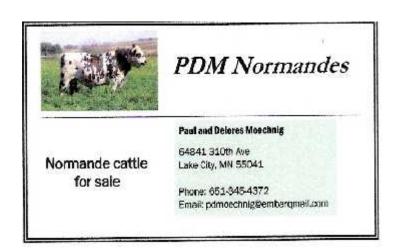
ONE-QUARTER PAGE: \$25.00/ISSUE OR \$80.00/YEAR

ONE-HALF PAGE: \$40.00/ISSUE OR \$120.00/YEAR

FULL PAGE: \$50.00/ISSUE OR \$150.00/YEAR

***WANTED ADS ARE FREE.

***NO EXTRA COST FOR PHOTOS IN ADS



NEW HOPE NORMANDES

BARBARA WOGSLAND 11006 BESTUL RD. SCANDINAVIA, WI 54977

(715) 572-4289 cell

Email: kbklewogsland@wildblue.net

 $Website: \underline{www.newhopenormandes.com}\\$

NORMANDE SEMEN FOR SALE

