



NORTH AMERICAN NORMANDE ASSOCIATION
748 ENLOE RD.
REWEY, WI 53580

NORMANDE HAPPENINGS

APRIL, MAY, JUNE, 2019



NANA BOARD OF DIRECTORS

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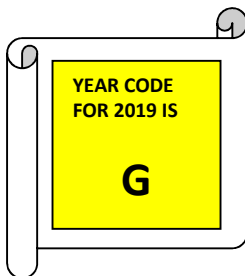
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North American Normande Association Field Day



High-Gem Normandes

Chris & Brenda Conley
N2791 Tyler Road Neosho, WI

Saturday, July 20th, 2019
10am-3pm

Everyone is welcome to come and learn more about the Normande Breed. View cattle, meet Normande breeders, & listen to guest speakers.

Schedule of Events:

- 10-10:30am Meet & Greet at the Conley's house
- 10:30-12pm Barn & Wagon Ride Farm Tour
- 12pm-1pm Lunch
- 1pm-2pm Guest Speakers
- 2pm-3pm Wrap-Up

Directions:

Hwy 60 East to Hwy 67 South
Hwy 67 into Neosho, turn left onto
E. Lehman St/Hwy NN.
Hwy NN 1.5 miles to Tyler Road
Or
I-94 East to Hwy 67 North
Hwy 67 into Neosho, turn right onto
E. Lehman St/Hwy NN.
Hwy NN 1.5 miles to Tyler Road
*Tyler Rd is off Hwy NN
NOT Adams Rd.*

Please RSVP to the NANA Office at: 800-573-6254 nana@yousq.net
By Sunday, July 7th, 2019

2019 NANA FIELD DAY



The previous page announced the 2019 NANA Field Day scheduled for July 20, 2019 at High-Hem Normandes. Hosting the event will be Chris and Brenda Conley and their two daughters, Makayla and Paige. The Conley family farming operation includes 174 acres of land and a 60 cow herd of registered Holsteins and registered Normandes. There is also 70 head of young stock on the farm. Chris and Brenda utilize rotational

grazing during the summer pasture months of the year and during the non-pasture months their herd is fed haylage, corn silage, dry baled hay, high moisture shelled corn, and a custom protein mix. Their entire milking herd averages over 17,770 pounds of milk per cow and their Normandes average over 17,300 pounds of milk per cow.

Chris and Brenda became interested in the Normande breed after seeing Normandes in the dairy herd of Carl and Bonnie Werner near Beaver Dam, WI. They began building their Normande herd by using Normande semen from France, obtained through Normande Genetics, and purchasing a couple of Normande heifers from Dan and Ruth Vosberg of Vosberg Valley View Farm Inc. Their Normande herd currently consists of five milking cows and nine heifers.

Chris and Brenda are young, enthusiastic Normande breeders and they invite you to join other Normande enthusiasts for the NANA field day.

2019 NANA YOUTH HEIFER PROGRAM

At its recent spring Board of Directors meeting the NANA board of directors decided to put NANA's Youth Heifer Program on hold for the year 2019. Following a lengthy discussion the board approved a motion to forgo awarding a Normande heifer to a youth in 2019 while the program is re-evaluated and possibly restructured to better accomplish the original goals of the program. The discussion included improving the application and selection process (Including possible interviews of applicants, visits to applicants farm prior to final selection of winner, and setting guidelines/criteria for eligibility of heifers to be provided in the program.), concerns of inadequate follow up and supervision by the board with the winners of the heifers, making the program an every other year program due to the limited availability of heifers for the program, requiring a letter of reference from a FFA instructor or 4-H leader, and how to increase the number of applicants.

The Board is seeking input from NANA members as we look to the future of the program. At NANA's Annual Membership Meeting on September 20, 2019, attending members will have the opportunity to discuss the program and the recommendations that have come to the Board from members. After the Annual Membership Meeting the board will discuss and consider member's recommendations (or lack of) and then make a final decision about the program's future. So if you desire to weigh in on this program please send your thoughts to the NANA office.

2019 ST. CROIX VALLEY BULL TEST SALE

For the first time since 1991 there was no Normande bull sold in the St Valley Bull Test Sale. This was not by design. Instead it happened by circumstance because the bull entered did not qualify for the sale.

The Normande breed has a rich history in the St Croix Valley Bull Test. The record for the highest rate of gain of any bull or breed is still held by a Normande bull. Over the years a number of Normande bulls have topped the sale in the category of sale price. And at one time for a number of years in the mid 1990's there were 12-15 Normande bulls in the bull test and the Normande sale was un-officially dubbed the "National Normande Bull Sale."

2019 WISCONSIN FARM TECHNOLOGY DAYS



According to attendee's surveys for the Wisconsin Farm Technology Days, one of the must see exhibits at the three day farm show is the Wisconsin Cattlemen's Association Beef Tent in the show's sixty acre Tent City. The Beef Tent is sponsored by the Wisconsin Cattlemen's Association and its purpose is to educate the consumer about the production of the beef they consume and to educate beef producers about the various breeds associated with beef

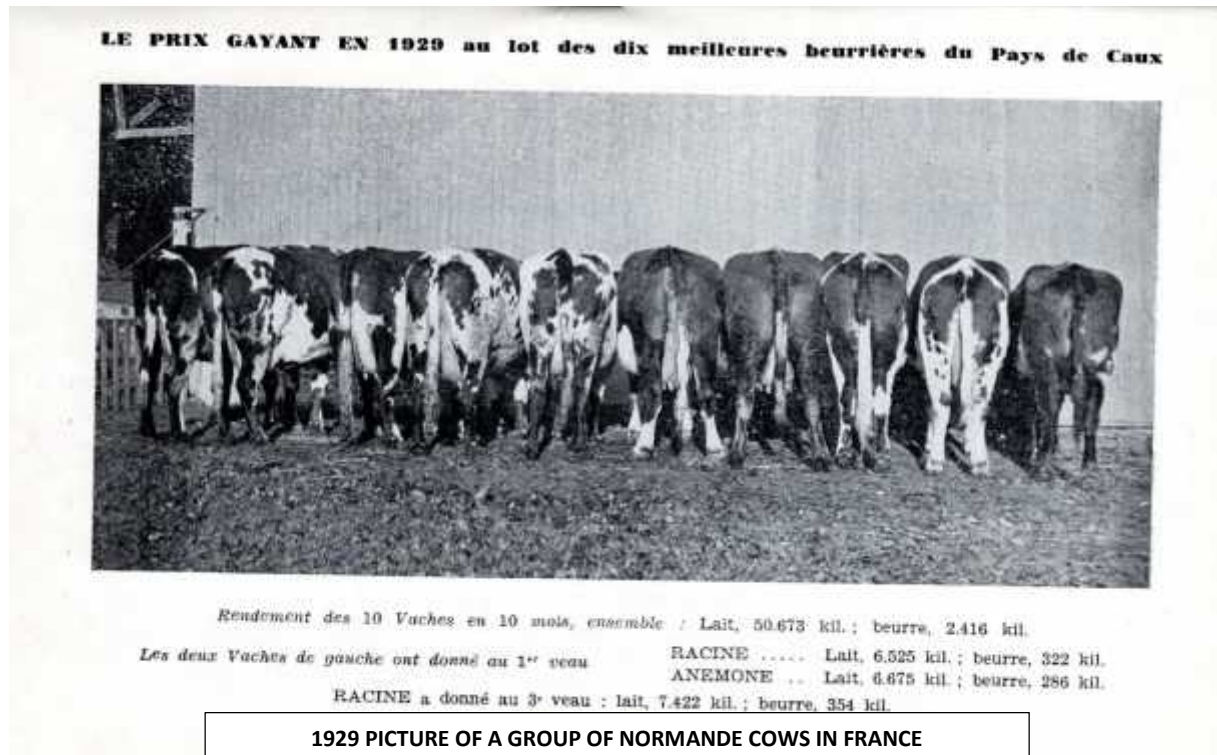
production. The main feature in the Beef Tent is the live display of twelve or more breeds of cattle utilized for beef production. This will be NANA's seventeenth year for having a live cow/calf display and breed information booth in the Beef Tent.

The 2019 Wisconsin Farm Technology Days is being hosted by the Walter Grain Farms at W5340 French Rd., near Johnson Creek, WI in Jefferson County. The Walters Grain Farms consists of 6000 acres of owned and rented crop ground. The second and third generation of the Walter family is operating the enterprise now.

NANA invites you to attend the Wisconsin Farm Technology Days show and to stop and visit us in the Beef Tent. We also invite any NANA member to assist us in promoting our breed in the Beef Tent.

WHAT IS A NORMANDE?

Usually that question is asked by someone who has seen a Normande animal for the first time. What does that question have to do with those of us who have animals of the breed and/or are familiar with the Normande breed?



Many of you are aware the North American Normande Association has a Facebook page. The Normande breed is also blessed with a group Facebook page under the name of "Normande Cattle." The Normande Cattle Facebook page

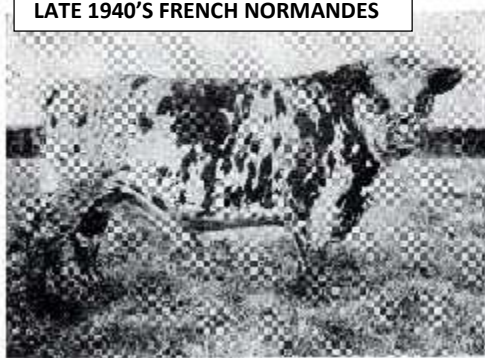
was created independent of NANA "to show our love for Normande cattle and share the wonderful aspects of this truly amazing dual purpose breed." Folks with registered and non-registered Normandes have joined the Normande Cattle page. And members of the Normande Cattle Facebook page includes folks from outside the United States.

During this past winter there was a discussion on the Normande Cattle Facebook page around the subject of Normandes being a dual purpose breed and NANA having a registration application form on its website for "dairy" and for "beef" animals when we as an association say our breed is dual purpose. If the Normande breed is a dual purpose breed why the dairy or beef designations? And ultimately, is the Normande breed a dual purpose breed?

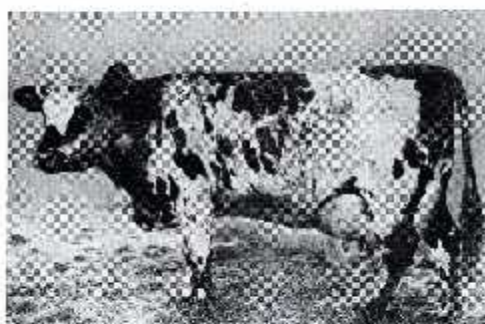
The answer to the last question is yes with a "BUT" right after it. The French Normande website, www.lanormande.com, has in its heading on its home page, "Designed for Milk and Beef." The Normande Genetics website, www.normandegenetics.com, and based in Minneapolis, MN, has the headline "Normande: a unique dual purpose breed for high quality beef and milk." on its home page. On NANA's website home page at www.normandeassociation.com we state "a dual purpose breed." So yes the Normande breed is currently promoted as a dual purpose breed and bred as such in France, the United States, and in the rest of the world.

In France nearly every Normande female that has a calf is milked as a dairy animal and their milk is collected and used for the production of dairy products (cheeses, butter, ice cream, and milk) for the consumer. They production test the milking cows, they develop milk production proofs for the bulls being used in AI by gathering milk production data on the daughters of the bulls in AI, and at their livestock shows the Normandes are shown in the dairy division/segment of the show whether it be a county/regional show, a national show, or an international show. They are not shown in the beef division/segment of those shows.

LATE 1940'S FRENCH NORMANDES



NOVICE (RECOMMANDÉ)
 Fils de JARDINIERE (E.L.A.)
 1^{er} Prix Vétérinaire 1948
 Père des n° 1, 2, 4, 5, 12, 18, 19
 Voir page 54 les renseignements sur JARDINIERE (E.L.A.)



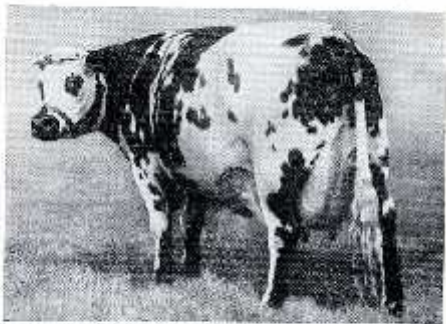
JARDINIERE (ELITE A)
 Fils de JARDINIER (E.L.A.) et de JARDINIERE (E.L.A.)
 1^{er} Prix de Merit et d'Utilité
 1^{er} Prix de Merit aux Etats-Unis 1948-49
 En 3 lactations (dont une de 7 mois) : lait, 20 650 lbs.;
 beurre, 2 060 lbs.

The average dairy farm in France has 52 milk cows and has 217 acres of land with 80 acres being in pasture since grass forages are one of the staples in the rations. (The European Union has 23.5 million cows on 1.7 million dairy farms for an average of 14 cows per dairy farm.) The average production per cow per year is around 15,180 pounds of milk for all of the European Union, including France. Contrast the just stated averages for France and Europe with the dairy farm averages for the United States. The number of cows on an average USA dairy farm is 230 (The U.S. has 42,000 dairy farms with 9.31 million cows.). Small family dairy farms average 230 acres of land, large family dairy farms average 1420 acres of land, and very large family dairy farms average 2090 acres in size. 95% of all US dairy farms are family owned and operated, while 88% of those USA dairy farms are considered small family dairy farms. The number of cows in a USA dairy herd can range from 5 to several 10s of thousands. The average milk production for USA dairy cows is 23,000+ pounds of milk per cow per year. United States dairy production is less pasture based than in France and Europe. And several breeds that were once dual purpose breeds (or close to it) have been highly selected and developed for dairy production specifically.

Since France is part of the European Union, all aspects of livestock production fall under the regulatory umbrella of the EU. The EU regulates its agriculture much more than our U.S. government regulates our agriculture, including animal welfare

standards. They have a 100 per cent participation identification and traceability program every farmer (large or small) is part of. While U.S. farmers may think this goes overboard, it does help facilitate the gathering of production and performance data of animals and breeds. The EU animal carcass evaluation and grading system is much more extensive than the United States system, therefore the information they collect is more diverse and extensive than in the United States. Thus it is more difficult in comparing European carcass information with USA carcass information because we are not comparing apples to apples or oranges to oranges.

While we do a lot of agriculture like European farmers do, here in the United States we also do it differently. Knowing some of the basic history of the early establishment and development of the Normande breed in the United States gives us insight as to why we talk about beef and dairy Normandes here in the United States. Live Normande animals (One bull and around twenty females.) were imported from France into the United States and Canada in the early 1970's, along with frozen semen from ten French Normande bulls. The breed was imported as a dual purpose breed. But, it was ONLY beef producers who became interested in and began breeding and promoting the Normande breed. So they promoted the breed as a unique beef breed among their fellow beef producers at the Iowa Beef Expo, the Denver National Western Stock Show, the beef show at the Minnesota State Fair, the World Beef Expo, the Minnesota Beef Cattle Improvement Association Bull Test, the World Beef Expo Fed Steer Futurity Contest, the St Croix Valley Bull Test, various U.S. carcass contests including the Montana Steer of Merit, Great Western Beef Expo Steer Contest, Iowa Beef Improvement Association steer test, and the Iowa and Wisconsin State Fair carcass contests. And they selected for beef traits as they developed their breeding programs and their herds. They also included a United States beef performance data collection program (Birth weights, weaning weights, and yearling weights.). While breeding and raising Normandes they did not milk them, nor did they take or keep any milk production records. And they were not overly concerned about udder quality and attachments as dairy producers might be. Plus, the polled gene was added to U.S. Normandes through cross breeding and breeding up to a purebred Normande status. Furthermore, even though any qualifying



REINETTE, H. B. N., par Ouedje et Nérette
 Championne France, 1912, 1913, 1918 et 1920
 1906, 1911, 1914, 1919
 Championne Bourrières, toutes races, au
 Concours de la Dalmatène Vache de France 1920

En 30 mois (1^{er} veau) : lait, 4.215 kg.; beurre, 225 kg.; 218
 En 12 mois (1^{er} veau) : lait, 3.015 kg.; beurre, 161 kg.; 710
 En 12 mois (2^e veau) : lait, 2.012 kg.; beurre, 103 kg.
 En 12 mois (3^e veau) : lait, 2.288 kg.; beurre, 136 kg.; 610

Produit en 1921 : 200 kg.

Canada Bourrière — LIVRE D'ÉLITE
 1000^{es} de TROUVEN, DALL, de GARDON, de POUTIE
 et de L'ÉPIQUE

This new interest in the Normande breed within the dairy industry resulted in a large amount of Normande semen being sold all over the U.S. A number of AI studs added Normande semen for availability to dairy producers who wanted to breed cows to Normande (Taurus, Select Sires, Genex, Accelerated Genetics). NANA facilitated the shipment of a semi load of registered Normande females to a dairy producer in California prior to 1995. A little before or a little after the year 2000, Dr. Les Hanson, dairy professor at the University of

As stated in the previous paragraph, since the mid 1990's a lot of Normande semen has been sold to dairy producers in the United States, BUT it has not resulted in very many Normande animals being registered with NANA even though NANA has a breeding up program like most of the other livestock breed associations. There are several reasons NANA did not see much of an increase in the registration of animals from the increased semen sales. A-Those practicing crossbreeding really are not interested in developing a herd of registered purebreds. B-The percent of dairy cattle population that is registered with an association is low when compared to the percent of dairy cattle that is not registered with a breed association. So if you have a dairy producer with non-registered animals using Normande semen on his/her herd, the likely hood of them starting to register resulting animals is slim to none. C-Many of the buyers of that semen simply were not aware NANA existed. In the late 1990's the internet was not what it is today and NANA did not have a website until a number of years ago. D-Unless your dairy herd numbered in the hundreds or thousands of cows, the amount of semen you purchased was more than likely 10-20 units to "try" on your cows. E-Because NANA was not the selling agent of all this semen sold, NANA did not know who were the purchasers of much of that semen so we could not reach out to them as a breed association to invite them to begin registering the resulting Normande animals.

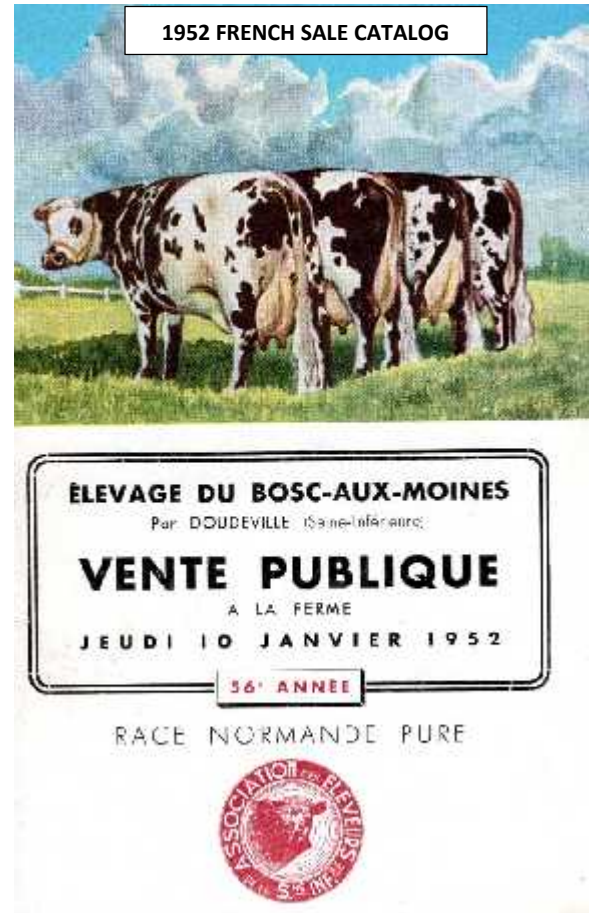
Because of the above historical development of the Normande breed here in the United States there has been somewhat of a separation within the breed in the United States even though the separate emphasis are under one breed association. Yes we still consider Normandes to be a dual purpose breed BUT we need to keep in mind as the first United States Normande breeders developed and promoted the breed in this country they did not raise them for dairy production purposes. Thus there was no milk production testing or dairy evaluation of individual Normande animals

until the late 1990's. Further, there was no specific selection or emphasis by the early American Normande breeders on udder quality, capacity, attachments, and teat size and placement as dairy breeders emphasize.

As we talk about what is a Normande, we must also keep in mind that the face of agriculture and farming practices have changed dramatically over the past 150 years. Here in the United States we have transitioned from an agrarian culture and economy where over sixty-four percent of the population was actively involved in actual farming to a non-agrarian culture and economy where less than two percent of the population is actively involved in agriculture production. This dramatic change in the farming population also occurred in Europe.

In the late 1800's a good number of breeds used for milk producing cows were looked upon as dual purpose breeds, Shorthorns and Brown Swiss to name a couple. Even the Holsteins of that era were smaller and thicker than what they are today. My grandfather on my father's side milked Shorthorns before he transitioned to Holsteins prior to his retirement.

While growing up in the 1950's, our family had sheep, pigs, beef cattle, chickens, dairy cows and horses as part of our farming operation. Today there are very few farms with such diversification unless they are small. We often hear folks bemoaning the fact farming operations are getting fewer and bigger, and the little guy is being pushed out of business. And some long for the farms of the 1950's and 60's. But can the population of the world survive with 1950 and 1960 type farms? I don't think so. Our 2019 farmers are producing more milk with fewer cows on less land acres than seventy years ago. Our 2019 farmers are producing more pounds of beef, poultry, pork, and lamb with fewer animals and birds on less feed and land than seventy years ago. And

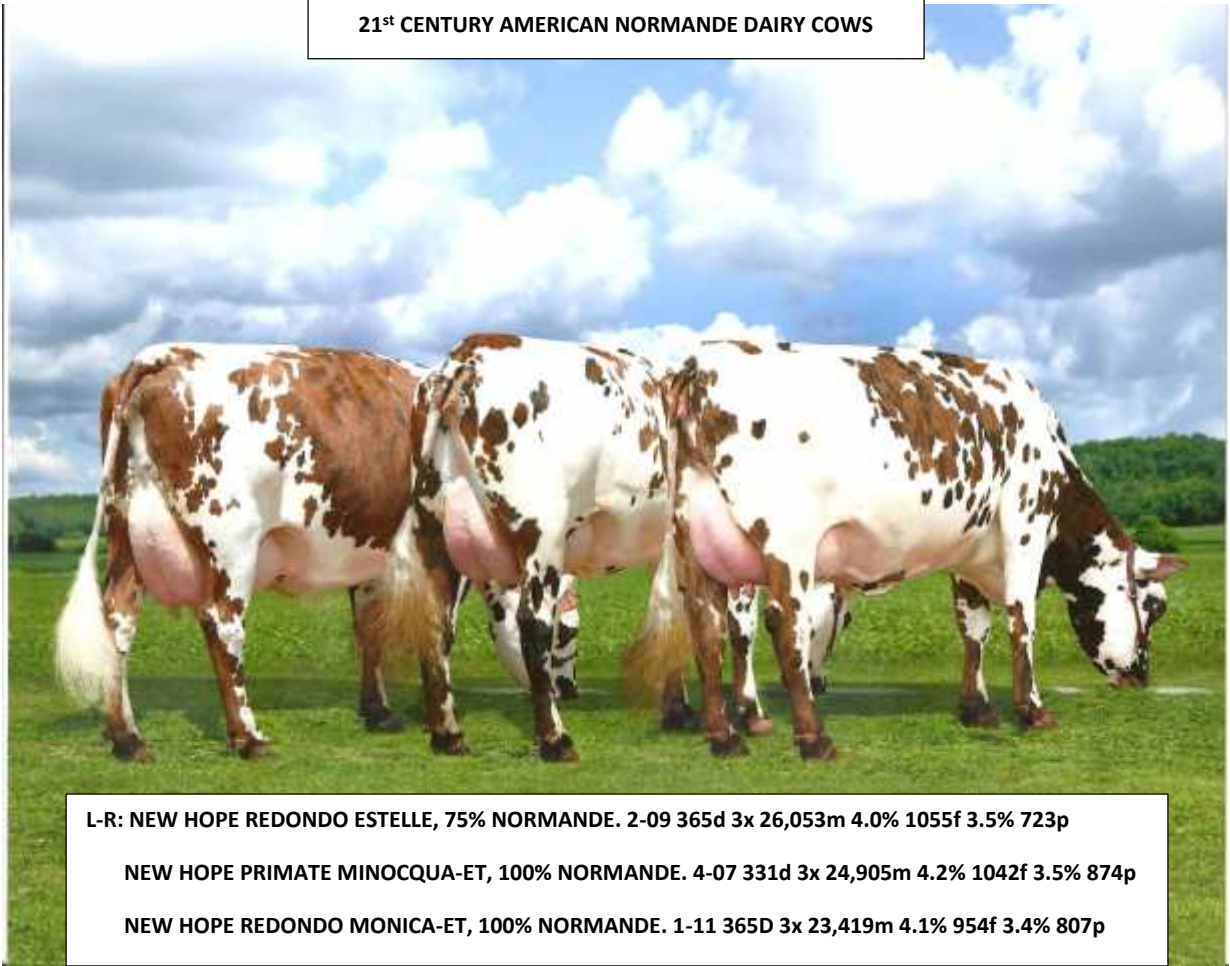


our 2019 farmers are producing more bushels of grain on fewer acres with less tillage, fuel, fertilizer, herbicides, insecticides, and water than seventy years ago. This increase in agriculture production has come about because of improved soil conservation and management, improved crop and livestock management, improved plant and animal genetics, improved plant and animal nutrition, and advancements in agricultural equipment. All of these factors have

changed agriculture to what it is today and allows most of the 98% of the U.S. population not farming to have their weekends and holidays off.

Making a lot of money and high profitability has seldom been associated with farming. Prior to the early 1900's, dual purpose breeds were more accepted and utilized among farmers due in part because most farms were quite diversified and a dual or multipurpose breed served the needs of the family farmer because they produced milk, meat and

21st CENTURY AMERICAN NORMANDE DAIRY COWS



L-R: NEW HOPE REDONDO ESTELLE, 75% NORMANDE. 2-09 365d 3x 26,053m 4.0% 1055f 3.5% 723p
NEW HOPE PRIMATE MINOCQUA-ET, 100% NORMANDE. 4-07 331d 3x 24,905m 4.2% 1042f 3.5% 874p
NEW HOPE REDONDO MONICA-ET, 100% NORMANDE. 1-11 365D 3x 23,419m 4.1% 954f 3.4% 807p

provided draft animals to assist with the crop work. With the move to farm mechanization, farm specialization, increased agricultural product production, and significantly less people actually farming full time over the past one hundred years, dual or multipurpose breeds have lost their popularity and/or have divided into two separate production emphasis. That is the stark reality of 21st century agriculture that the Normande breed in the United States finds itself in.

When one looks at the history of NANA since its beginning, we as a breed have struggled to make any inroads into the acceptability of Normandes for beef or dairy production. On the beef side we compete against the English beef breeds (Angus, Hereford, Red Angus, and Shorthorn) as well as the continental breeds (Simmental, Limousin, Chianina, Pinzquar, Tarentaise, Flechvieh, Charlois, Gelbveih, South Devon, Maine Anjou, Piedmontese, etc.), plus a host of other minor breeds (Buelingo, Belted Galloway, Scottish Highland, Murry Grey, White Park, etc.). Many of these minor breeds have more association members and breeders than NANA does. On the dairy side, the seven traditional American dairy breeds (Holstein, Jersey, Brown Swiss, Milking Shorthorn, Ayrshire, Red and White Holstein, and Guernsey) have kept the dairy industry pretty closed to other breeds (Normandes, Linebacks, Norwegian Reds, Montbeliarde, and Flechvieh) except in the area of crossbreeding.

When we talk about what is a Normande we must also keep in mind the current makeup of NANA. At one time in its history NANA had a breeder directory of 150 breeders/members in the United States. For the past twenty years NANA has been hovering around fifty members/breeders throughout the entire United States. During our past history NANA had a breeder family with over six hundred head of percentage to full blood Normandes in their beef herd. And there were several other herds numbering close to 100 head each. Today the largest beef herd of Normandes is less than 200 head. The next largest Normande beef herd is around seventy head. From there the few currently remaining Normande herds have thirty or less Normandes in their herds.

- 1 John Alexander and Sons
Duncan Alexander
P.O. Box 831
Aurora, IL 60507
- 2 Anderson Acres
Gary Anderson
Rt. 1
Harrisonville, MO 64701

- 3 Bar L Farm
Johnny Lowrance
Bruce Lowrance
Rt. 1, Box 184-A
Chico, YX 76030

- 4 Blue Sky Farm
P.O. Box 287
Kearney, MO 64060

- 5 Buddy Boyce
No. 23 Downing
Texarkana, AR 75501

- 6 J. A. Benson
1112-17th Rd.
Fruita, CO 81521

- 7 Owen Brown, Jr.
Rt. 2
Pittsfield, IL 62363

- 8 Victor Benes
Rt. 5
Lincoln, NE 68508

- 9 Brush Point Acres
R.R. 1
Hanlontown, IA 50444

- 10 Allen W. & Marilyn Bilmeyer
Box 125
Hogeland, MT 59529

- 11 Bellar Exotic Farms
Randy Bellar
RFD, Box 400
Wisner, NE 68791

- 12 Dale Bartels
RR
Steen, MN 56173

- 13 Stephan R. Brockhoff
Rt. 4
Hiawatha, KS 66434

- 14 Bayvus Farms
Bay Rural Station
Hermann, MO 65041

- 15 Beckley Farms, Inc.
Jim Beckley
RR 1
Shelbyville, MO 63469

- 16 Bledsoe Ranch
William E. Bledsoe III
Box 186
Hugo, CO 80621

- 17 Tommy and Winnie Burgess
Burgess Ranch
Star Rt. 1 Box 101 C
New Braunfels, TX 78130

- 18 Bock Normande Farms
Herbert Bock, Jr.
Rt. 1 Box 76
Alma, MO 64001

- 19 Kenneth L. Benesh
RR 3
Austin, MN 55912

- 20 Jack & Marie Crosson
Rt. 1 Box 217
Chelsea, OK 74016

- 21 Lloyd Christofferson
Rt. 1
Summit, SD 57226

- 22 Centana Ranch
George J. Jammerson
Hilger, MT 59451

- 23 Stanley Clements, Jr.
Rt. 4, Box 133
Abbeville, SC 29620

- 24 Robert Coquet
P.O. Box 179
Encinal, TX 78019

- 25 John D. Chambers
Rt. 5 Box 195
Magnolia, AR 71753

- 26 Robert Davis, Jr.
Rt. 3 Box 170
Whitesboro, TX 76273

- 27 Dutch Square Farm
Dean Wissing
RR 1
Preston, MN 55965

- 28 Charles Dobesh
The Box Bar Ranch
Eddyville, NE 68834

- 29 Double D Ranch
M. Mac Downey
RR 1
Eddyville, NE 68834

- 30 D & J Farms
Daniel Howell
Route 1
Aberdeen, SD 57401

- 31 Eickoff Farm
Edna Eickoff
Route 1
Verdon, NE 68457

- 32 George & Leona Engelmann
Ree Heights, SD 57371

- 33 Donald R. Eads
Rt. 1, Box 92
Turney, MO 64493

- 34 Bernard J. Empen
RR 1
Forreston, IL 61030

- 35 Elm Creek Ranch
Gene Lowrance
Rt. 1, Box 359
Chico, TX 76030

- 36 Thomas F. & Howard Fister
Rt. 1 Paris Road
Georgetown, KY 40324

- 37 Edward H. Foster
RR 1
Philpot, KY 42366

- 38 4-M Ranch
1209 Sailer Circle
Cape Girardeau, MO 63701

- 39 Thomas Peter Frank
Rt. 1
Readstown, WI 54652

- 40 Gene & Mary Funk
Rt. 1
Edina, MO 63537

- 41 Lorne Fleischhacker
Box 1348
Drayton Valley, Alberta
Canada TOE 0M0

- 42 Gentry's Double Hook Ranch
Vic Gentry
Box 87
Whitman, NE 69366

- 43A Lee Geistkemper
RR
Stanley, IA 50671

- 43 GEM Horse & Cattle Co.
Gale Mettenbrink
535 East Capital Ave.
Grand Island, NE 68801

- 44 G & G Cattle Co.
Glenn Seiler
928 E. Osage
Paola, KS 66071

- 45 G O Farm
E. O. & Gary Wittingham
Box 953
Morton, TX 79346

- 46 John J. Gibbens
Egeland, ND 58331

- 47 Wayne Gress
Rt. 1
Clarks, NE 68628

- 48 Jack H. Gauer
Rt. 1 Box 60
Ipswich, SD 57451

- 49 Norman & Elda Goetz
RR 6 Box 401
Warrensburg, MO 64093

- 50 Chris Harding
Rt. 1
Nixa, MO 65714

- 51 Ray E. Harder
4610 Regina Lane
Beaumont, TX 77706

- 52 Jack Holley
11900 St. Charles Road
St. Louis, MO 63044

- 53 Dr. George G. Hamann
1105 Elm Cove
Luverne, MN 56156

- 54 L. R. & Evelyn Hargis
Rt. 3 Box 197X
Montrose, CO 81401

- 55 Ronnie & Sandi Hale
RR 1
Linwood, KS 66052

- 56 John Houston & Sons
RR 3 Tyrone Pike
Versailles, KY 40383

- 57 A. W. Harrison, M.D.
P.O. Box 1238 DRB
Woodville, TX 75979

- 58 Jobi Ranch
Mrs. J. B. Jelke
Rt. 3, Box 504
Brenham, TX 77833

- 59 Lee Johnson
Box 169
Onida, SD 57564

- 60 Arnold C. or Orphie Johnson
Box 169
Onida, SD 57564

- 61 Jones & Kinney
J. M. Kinney
Box 50
Leland, IL 60531

- 62 Sherald W. James
350 West 470 North
Spanish Fork, UT 84660

- 63 Glendon & Francis Johnson
Rt. 4215
Morgantown, KY 42261

- 64 Wilson & Ken Wayne Kingsbery
Box 518
Tishomingo, OK 73460

- 65 Kenneth & Janet Kubicki
21370 Imperial Ave.
Forest Lake, MN 55025

- 66 Elroy Kittleson
RR 2 Box 166
Fairview, MT 59221

- 67 Kenneth Knoblock
Box 125
Steen, MN 56173

- 68 Loren S. Kowitz
Rt. 1
Norwalk, WI 54648

- 69 Lazy JV Ranch
Harvey Kelley
Rt. 1
Collbran, CO 81624

- 70 John L. Luecke
RR 2 Box 12
Gary, SD 57237

- 71 F. M. Lloyd
Rt. 2, Box 56
Mansfield, TX 76063

- 72 Francis & Sandra Laumeyer
Box 135
Nashua, MT 59248

- 73 Jerry & Donna Lawley
Box 716
Tishomingo, OK 73460

- 74 Albert & Lucille Layton
Folsom, NM 88419

- 75 Raymond & Betty Leisy
Hickory Rt.
Alliance, NE 69301

- 76 Joe Lewellen
Rt. 1
Cassoday, KS 66842

- 77 Steven Mills
Gen. Del.
Kearney, MO 64060

- 78 Maramour Farm
Joseph Kutz
1001 Doctors Office Bldg.
Louisville, KY 40202

- 79 Marbles Lazy M Charolais
& Normandes
D. Craig & Agnes Marble
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- 80 M & M Cattle Company
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- 81 James R. McCullah
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- 82 Leroy E. McCauley
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- 84 Tiays Maher
Hogeland, MT 58529

- 85 Moberly Brothers
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- 86 Moberly Brothers
Roger Moberly
Polo, MO 64671

- 87 M-N Ranch
Mark Newby
Box 286
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ALBERTA

98

129

10

84

22

87

105

72

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116

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146

54

88

Maier Ranch
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93 Eugene McLaughlin, DDS
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96 Nichols Ranch
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100 Ken B. & Sheryl Olson
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101 Gerald O'Daniel
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When it comes to the United States history of the Normande breed on the dairy side, interest in making registered Normandes a significant part of a farm's dairy herd peaked around 2010 and has been declining ever since then. This has coincided with the changes that have occurred in the dairy industry over the past twenty years (fewer dairies, bigger dairies, the decrease in the number of registered herds and an increase in the number of non-registered herds due in part to a decrease in the monetary (market) value of registered animals except for the elite genetics animals, the aging of dairy farmers, to name a few.) In the first decade of the 2000's NANA could point to numerous dairy herds around the country with some registered Normandes in them. Today NANA has only two dairy herds registering and production testing their Normandes. We have an additional five dairy herds registering their Normandes but not milk production testing them. And NANA knows of several dairy herds around the country that have all Normandes in them but they do not register their animals or production test them. These dairies have developed a niche market for their on farm dairy products.

It should be noted here that there are more NANA members raising and registering their Normandes for beef purposes than there are those who are raising and registering their Normandes for dairy purposes. However, the number of animals being registered for each U.S. segment of our breed is nearly equal.

The NANA office receives several inquiries each month from individuals wanting to know where they can purchase a Normande. If they are not from Iowa, Minnesota, or Wisconsin, they are surprised to learn the availability of Normandes is pretty limited. We always tell them NANA is a breed association so the only Normande breeders we know about are the ones who are registering their animals. They are informed NANA does not know who may have non-registered Normandes in their farming operation or where they are located unless they would happen to be a member of NANA. Currently most of those inquiries are coming from individuals who want a Normande for their family cow, not for their dairy or beef herd. They do not want to travel very far to obtain a Normande, they want her to be tested positive for the A2A2 gene, they are indifferent if she is registered or not, and they do not want to spend a lot of money. Unless a high percentage of these individuals begin registering their "family cows", it will take a large number of them to improve the bottom line on NANA's finances, as well as improving our ability to aggressively promote our breed.

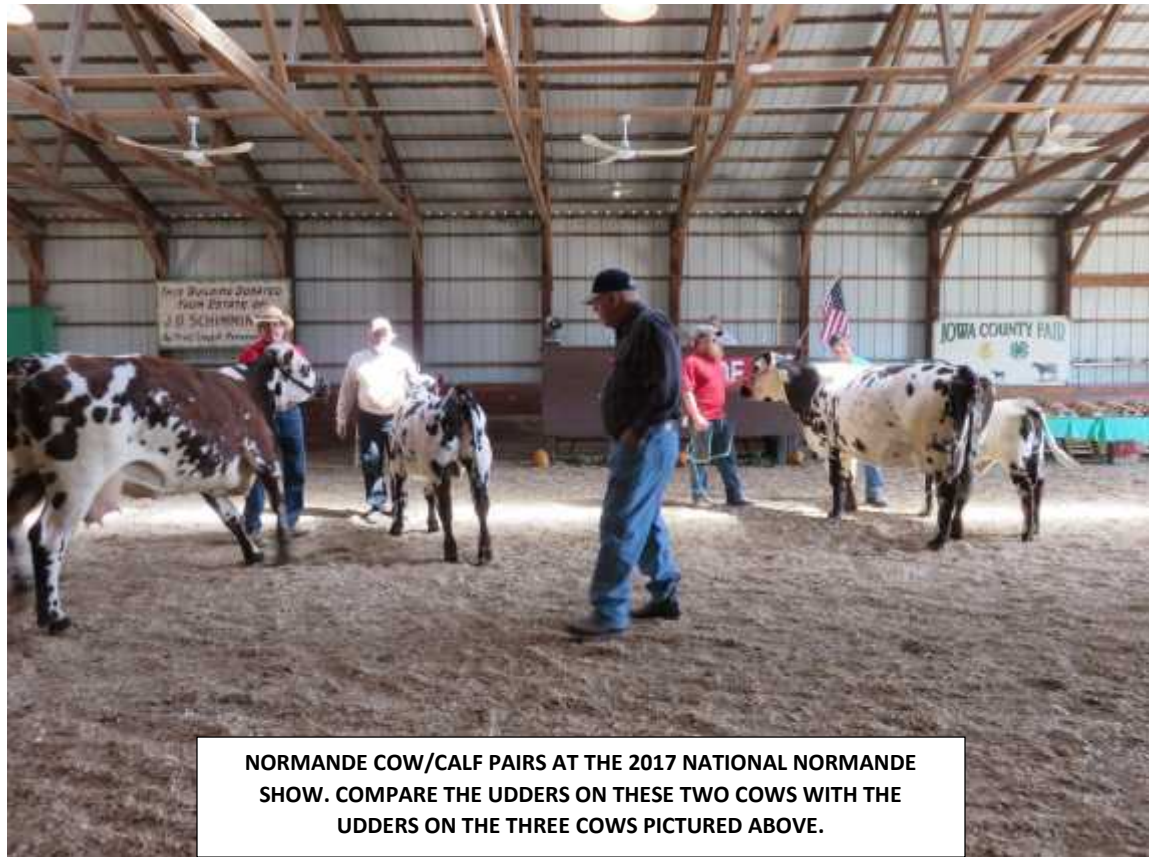
So these facts about Normandes in the United States raise the question not only about being a dual purpose breed, but also, will Normandes ever get beyond being a hobby, niche, or novelty breed in this country? One of the main difficulties we as Normande breeders have in convincing other farmers to go with the Normande breed is we do not have much to show those farmers when it comes to performance measurements/data such as milk production records, birth weights, weaning weights, yearling weights and carcass information. (As noted above, the NANA office knows of only two Normande dairy herds within our association that are production testing their milk cows. And we do not have enough birth, weaning, yearling weights and carcass data being submitted by our member beef producers to have enough collected data to create EPD's.) Promoting and selling a breed on antidotal information is an extremely difficult task to accomplish when your potential buyers/breeders want to know how our breed performs and can help them be profitable either as a small enterprise or a large one. The bottom line for any size or type of business is you have to be profitable in order to stay in business! If what you do is a hobby, making a profit is not a priority because you do it simply because of the enjoyment you get in doing it and it is not your primary source of income. And you very well may spend much more money on your hobby than what you may receive while doing your hobby. There are a lot of hunters, fishermen, tractor pullers, wood workers, quilt makers, or whatever other hobby you want to name who spend more money on their hobby than what they get in return as they enjoy their hobby. Being in business and staying in business does not work that way.

Another theme in the Normande Cattle discussion was having a "dual purpose" class at our National Show. Although it is a very good idea, it just does not seem workable after discussing it with individuals who milk their Normandes and those who do not. First of all, and most significantly, we would have the issue of udders. As mentioned above, NANA beef producers did not make udder quality and attachments a priority. So we could have significant differences in the udders (udder attachments, udder size, and teat size and placement). What criteria or standard would the judge or judges use to evaluate the udders and then place the animals? Secondly, we would have the issue of animal size, particularly with females. One of the things that became quite noticeable when eight of us attended the 2014 Cinor in

France was the size of the mature Normande cow there. They were big, easily weighing 1500 pounds or more. In our own herd of beef cows we strive for a 1200-1300 pound mature cow. We have and still do use some French semen to put some different genetics into our herd and we can tell just by looking at our cows which ones are sired by a French bull because they are bigger and weigh more. And I have seen this in American Normande herds that are milking their cows and have used French Normande semen, the cows are big. Study after study has shown that a moderately sized beef cow is the most profitable for the beef producer. Thirdly, we would have the issue of how should the animal be fitted. Currently, dairy animals are full body clipped while beef animals are not. This is a minor issue because a standard could be created for all the animals at the show, but it would have to be created ahead of the show. (I suspect the dairy exhibitors might like not having to full body clip each animal and the beef exhibitors might like not having to blow dry and comb the animal's hair.)

Will the dual purpose of a breed survive/fit in 21st century United States agriculture? Yes, but not as we might imagine it. First, American agriculture is becoming even more specialized and practiced on a larger scale. If dual purpose breeds

were highly profitable on large scale farm operations we would certainly see dual purpose breeds on those farms, but we don't. One of the things most small farm operations have in common is the owner/operator also works off of the farm for their main source of income. Less than ten of NANA's members have their farm operation as their only source of income. The remaining NANA members usually have twenty or less animals in their herds (primarily beef



NORMANDE COW/CALF PAIRS AT THE 2017 NATIONAL NORMANDE SHOW. COMPARE THE UDDERS ON THESE TWO COWS WITH THE UDDERS ON THE THREE COWS PICTURED ABOVE.

oriented) and work off of the farm. As one looks at some of the other minor dairy or beef breeds in the United States, they too do not have large herds. Like NANA, their member's herds are small in size. Secondly, a dual purpose breed can fit quite well in a niche market farming operation. These operations are small, the family involved supplies the labor, they may be seasonal, and yes they involve some specialized agriculture practices. We know of several of these Normande operations in the eastern United States where they sell their farm products directly to the consumer and/or at Farmer's Markets. This is a wonderful niche market for these farmers, and their smaller operations can fill the needs of their local market. But it took them time and hard work to develop that market. Unfortunately for NANA, only a few of these farm operations register their Normande animals. And thirdly, a high percentage of Normandes possess the A2A2 gene related to milk. If and when A2A2 dairy products become a major factor in marketing dairy products, then the Normande breed will be able to step in as a breed possessing the A2A2 gene. But the American consumer is not there yet and we do not know if they ever will be or how long it will take to get the consumer there.

If you would like to weigh in on what you just read, send your thoughts or comments to the NANA office. Your board of directors would like to hear what you have to say.

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One good illustration of the dual purpose qualities of the Normande breed is **Jefroid**. He now has 27 daughters, and his numbers are firming up: +1.5 muscularity, +1.1 body condition, +0.8 beef value, BB Kappa Casein, A2A2 Beta Casein. His dam Gelée produced 22,000 lbs in second lactation without losing any body condition.



Jefroid

Other bulls with good beef value indexes are Ibernatus, Icarius, Infinity, Jesse, Gibraltar, Lacanau, Lamier, Lapousnoz, Medellin, Monza, Nesthy, Niville.



Gelée, Jefroid's Dam

New: Double-muscle Normande bulls: some Normandes carry the double-muscle gene and a small nucleus has developed in France. No dairy bull ever carries the gene, but we are pleased to offer the first two fullblood homozygous double-muscle Normande bulls in the US: Devron and Augeron. Please call us for information and see pictures below.



Devron



Augeron



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For more information, call **612 823 7212** or check our website: www.normandegenetics.com, email: jerome@normandegenetics.com

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DATES TO REMEMBER

*?????-YOUR SPOUSE'S BIRTHDAY
*?????-YOUR ANNIVERSARY
*JULY 20, 2019: NANA FIELD DAY AT HIGH-GEM NORMANDES, CHRIS & BRENDA CONLEY, NEOSHO, WI
*JULY 23-25, 2019: WISCONSIN FARM TECHNOLOGY DAYS, JOHNSON CREEK, WI
*SEPTEMBER 20, 2019: NANA ANNUAL MEMBERSHIP MEETING, MINERAL POINT, WI
*SEPTEMBER 21, 2019: NANA NATIONAL SHOW, MINERAL POINT, WI
*SEPTEMBER 26-28, 2019: WORLD BEEF EXPO, MILWAUKEE, WI
*OCTOBER 1-5, 2019: WORLD DAIRY EXPO, MADISON, WI
*NOVEMBER 25, 2019: PICTURES FOR 2020 NANA CALENDAR DUE

THE COVER

Pictured on the cover of this issue of Normande Happenings is a group of young 2019 spring calves on the Circle D Farm near Iowa Falls, IA. Wayne and Lisa Dewey are the owners and the Normande genetics from their herd has influenced the Normande breed in the United States. Check the pedigrees on your animals and you may see a Circle D bred animal in the pedigree.

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".

NORMANDE HAPPENINGS is the official newsletter of the North American Normande Association published by the Association office four times per year. Active, associate and junior 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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SOME FACTS ABOUT THE UNITED STATES INLAND WATERWAYS SYSTEM

The United States is blessed with an inland waterway system that helps fuel our economy and moves agricultural products to shipping ports for the exportation of those products to other countries. 38 states have direct access to the inland waterways system. There are 12,000 miles of commercially navigable channels in the inland waterways system. The average age of the dams on that system is 57 years. A 9-foot shipping channel is maintained from Baton Rouge, LA to Minneapolis, MN. 60% of all grain exported from the U.S. transits the Mississippi River. It takes 1 river barge to carry 1,750 short tons of dry cargo, or 16 railcars, or 70 trucks. One barge will travel 616 ton-miles per gallon of fuel. A railcar will travel 478 ton-miles per gallon of fuel, and a truck will travel 150 ton-miles/gallon of fuel.

Sources of the above info: National Waterways Foundation and the US Park Service