



107 Cardinal Ridge Rd. Thomasville, GA 31792 ♦ (229) 516-0394 ♦ [www.RedDevonUSA.com](http://www.RedDevonUSA.com)

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Devon Breeders and Enthusiasts:

It is an honor to write you today and serve as the President of Red Devon USA. I manage 4 Seasons Farm in central Pennsylvania where we have over 200 head of cattle. Over half are Registered Red Devons with the rest a mix of percentage Devons and commercial cattle. I grew up on a farm raising cattle and judging them as president of our 4H team many years ago; I am committed to raising quality Devon Cattle and producing seed stock that meets or exceeds our customers' needs. Visit our farm website, [4SeasonsCattle.com](http://4SeasonsCattle.com), or call us at 814-937-6919 to learn more about our operation and to get to know us better.

Your BOD is committed to serving you. I have been a professional salesman as well as a rancher for the last 25 years. I believe that great customer service and good communication are key to success with any endeavor. I plan on calling as many members as possible to ask for your help to make this organization the best it can be to promote this outstanding breed of cattle. So that we can better serve you, please get involved. Offer your ideas and concerns with practical solutions. Share your successes, pictures, and performance data which we know supports the fact that Devons are the perfect fit for the rapidly growing grass-fed beef market. I look forward to meeting and working with you in the upcoming months to promote this great breed of cattle and to maintain the purity and accuracy of our registry. Thanks to Jeff Moore and Jeremy Engh for their leadership as recent Presidents of Red Devon USA. Also thanks to Sarah Wilkerson for her work as secretary; we wish her much success with her new position. Anne Derousie has stepped up to the plate to act as interim Executive Secretary for Red Devon USA.

The future is bright for Red Devon Cattle. The functional characteristics of the Devon make them a valuable "genetic tool" for the beef industry. The breed has long been noted for its fertility, calving ease, docility, hardiness and ability to adapt to temperature extremes. (References: Dr. Stewart H. Fowler, Beef Cattle Consultant, Milton, Florida 32570-4178.) Demand for grass-fed beef continues to rise and Devon Cattle on forage only diets perform superbly to produce top quality beef. Promotion of the many benefits of Devon Cattle will continue to be of utmost importance. The Promotional Committee Chaired by Christian Ramsburg with members Brad Gibson, A.J. O'Neill, Steve Rockcastle, Anne Derousie, Bob VanKirk(Website) is diligently working to utilize all promotional opportunities. Web presence and social media utilization has been increased and improved; other opportunities including print ads are being evaluated and utilized in a fiduciarly responsible manner. As Chairman of the Red Devon USA Website Committee, along with members Steve Montgomery,

Christian Ramsburg, and Jenny Kharl, I have overseen the completion of a new and improved website. Features such as Breeder Profiles and easily accessible Board of Director Minutes for members now enhance the site. Updated Classified, Premium, and Banner Ads are a great way to market your farm and cattle. Continual improvements and updates now occur on a weekly basis. In the future we will create online pay for Red Devon USA attire and for other fees. Educational articles will also be expanded. Feedback on the RedDevonUSA.com website has been very positive, but please reach out with any suggestions, questions, or additions that can make it better.

This year, the World Devon Mini Congress was hosted in the United States from May 20th through May 28th. Devon breeders from Great Britain, New Zealand, Australia, Brazil, Argentina, Canada and the USA attended the tour. The National Red Devon USA Show (Manager Fernando Mendez) was held in conjunction with the World Devon Congress. Go to RedDevonUSA.com to see more on the World Devon Congress and the winners of the show. What a great opportunity to celebrate 395 years of Devon cattle in this country by showcasing some of the best Devons in the country. The first Devon cattle reached what is now the United States in 1623. The ship *Charity* brought a consignment of red cattle (one bull and three heifers) from Devonshire to Edward Winslow, the agent for Plymouth Colony. These red cattle of Devonshire, brought in by the Pilgrims, were probably the first purebred cattle to reach North America. It is believed that George Washington, like many colonists, raised Devons. The World Devon Congress with its numerous venues demonstrated how this breed of cattle continues to perform in vastly different climates and forages. *Thanks to everyone who made the National Show and World Devon Congress mini-tour a huge success.*

We have exciting news to share. The Registry Committee Chaired by David Fell and including Jeff Moore, Jeremy Engh, Daniel Marquardt , & Scott Brady have spent countless hours researching and investigating Registry Organizations. We will be transitioning to a new registrar early in 2019. The National Center for Beef Excellence (NCBE) located in Kansas City, Missouri will be the organization that performs our registry and secretarial services in the future. We will have conference calls in November as well as have information on the Red Devon USA Website to make the transition as easy as possible. Tutorials online will walk you through the process. The transition will offer great customer service to our members, allow for simple online registering of cattle, and save the organization funds. Thanks to the Registry Committee for all their hard work and keep posted for more information. Also going forward, feel free to reach out to myself or the board with questions.

Sincerely,

Bob

Bob VanKirk, President RDUSA

4 Seasons Farm

305 Pacanowski Lane

Tyrone PA 16686

814-937-6919

Web: [4SeasonsCattle.com](http://4SeasonsCattle.com)

email: [grassfed@4seasonscattle.com](mailto:grassfed@4seasonscattle.com)

