

DEVON

Fall 2020

USA



ANNUAL EVENT GOES VIRTUAL

WHAT IS YOUR DEVON PEDIGREE?

YOUR AD HERE



RED DEVON USA

Gourmet Beef on Grass

**PROMOTE YOUR
OPERATION TO
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BREEDERS ACROSS
THE COUNTRY
AND BEYOND!**

DEVON USA ADVERTISING:

1/6 Page: \$40

1/4 Page: \$80

1/2 Page: \$150

Full Page: \$250

For more information contact
Red Devon USA office at
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reddevon.service@gmail.com

DEVON USA AD SIZE CHART

Full Page ad
8.875" w x 11.375" d

1/2 Page Vertical
3.625" w x 10" d

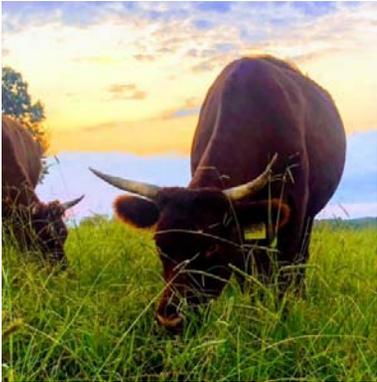
1/2 Page Horizontal
7.5" w x 4.875" d

1/6 Page
Horizontal
4.917" w x 2.313" d

1/6 Page
Vertical
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Our Family

Our Farm

Your Table

Our Story...

When my parents Chad and Jessica were first married, they lived in a small brown house by the City Pool. I was too young, when we moved, to remember anything about that house. I do remember the houses that followed and all the sweet memories that I made with my parents and three younger siblings (Grace, Ethan, and Jude). Every house we lived in together had something in common: They were in town. Despite this, my parents always remembered their dream. They dreamed of some day having their own farm. My mom saved decorations perfect for an Arkansas farmhouse. Dad told us four kids stories about living on Pa Pat's farm. He helped us imagine working our own cattle and tending our own garden. We sure loved (and still do) hearing these stories and adding our own farm dreams to Mom's and Dad's. Finally, Mom and Dad found the perfect place for our farm. We found our farm: just five minutes outside town, with room for plenty of cows and a farmhouse to redesign and redecorate. While in many ways, it felt like a happy ending, buying what would become Magnolia Meadows was just the beginning of a new family endeavor. Mom and Dad did their research and found the best cows for our family: Red Ruby Devons. We farm a little differently than Pa Pat did, but we love it and wouldn't trade our farm for anything.

Magnolia Meadows is at the place now that we can sell our own beef directly to customers. We are even beginning to sell heads of cattle to other farmers for their herds or their future tables. Our cows are grass-fed and grass-finished. They are docile and easy for my whole family to care for together. This is good, as we are constantly moving them to ensure they get enough nutrients, without stripping the soil. My entire family gets out in the fields to move our Devons, with no fear. We still have our house in town, but our farmhouse is always five minutes away; so now you could say that we are living our dream.

Hannah

DEVON USA

Devon USA is the official publication of Red Devon USA. It exists to inform, educate, and unite Devon breeders across the United States and the world.

RED DEVON USA

Purpose: To maintain an accurate pureblood Devon registry, to preserve the purity of the breed, to disseminate general information to the membership, and to recruit new members through general promotional activities.

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TREASURER: Jeremy Engh
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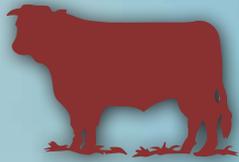
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RED DEVON USA

Gourmet Beef on Grass

ANNUAL Meeting & Event

GROWING A GRASS FED FUTURE IN A CHANGING WORLD

Much like everything else this year, the RDUSA National event is going to look a little different! We invite members to join in on a series of educational webinars leading up to the annual meeting. Register online at www.reddevonusa.com. Educational sessions are \$20/session or \$50 to attend all four. The series will be followed by the Associations Annual Meeting October 28, 2020. The annual meeting is open to the membership.

Sept. 30 7:00 - 8:30EST	"THE 3 SECRETS FOR INCREASING PROFIT" Part 1 of 2 By: Dave Pratt (Ranch Management Consultants)
Oct. 7 7:00 - 8:30EST	"RISK PREPARATION / MANAGEMENT" Part 2 of 2 By: Dave Pratt (Ranch Management Consultants)
Oct. 14 7:00 - 8:30EST	"BEST FORAGES FOR FINISHING BEEF" By: Keith Berns (Co-owner Green Cover Seed)
Oct. 21 7:00 - 8:30PM EST	"DEVON CATTLE IN BRAZIL, RUBY BEEF BRANDING" By: Keith Berns (Co-owner Green Cover Seed)
Oct. 28 7:00PM EST	ANNUAL MEETING By: President Bob VanKirk (4 Seasons Farm)

PROMOTE YOUR HERD WITH A CUSTOM VIDEO IN 2020!

We still want to see your Red Devons! Even though there will be no annual event where members can come together & share their cattle, you can still promote and share your herd.

- Include photos, video clips, logo & biography of your Red Devons, Farm & Family
- Videos will be featured on social media and during the annual meeting
- Finished video returned to you for use for years to come
- Rate - \$175.00 for two-minute finished video

Contact Becky Miller at the Red Devon USA Association office for details.

LETTER FROM THE PRESIDENT

by Bob Vankirk



Devon Breeders:

Through the course of the past two years and especially during these turbulent times, I am humbled to be your President. Thanks for all the support and feedback that you have given as

we work through this year. A lot of challenges have faced our nation, but one thing is for sure, Devon cattle continue to perform and provide quality beef for our customers. Demand for beef from Devon producers has been overwhelming this year. One thing that hasn't changed is the work on the farm and the need for Red Devon Cattle in the market place.

As Red Devon USA adapts to the changing environment due to the global pandemic, we have started educational teleconferences for members and other cattle ranchers. We have utilized video conferencing for several Board of Directors Meetings.

In addition, RDUSA Board of Directors is offering an alternative to our annual in-person meeting for the Fall of 2020. The theme for these online events is: "Red Devon Cattle - Growing A Grass-Fed Future in a Changing World." For the educational workshops, we are coordinating with world renowned experts in Devon Cattle and Grass based farming. They will provide additional tools for our members to navigate a world full of challenges such as food shortages, climate issues, financial instability, and more. The schedule will include four educational webinars beginning on Wednesday, September 30 at 7pm with Dave Pratt, former CEO/Owner of Ranch Management Consultants which has served farmers around the world through

the Ranching For Profit School. This session will be an in-depth look at "The 3 Secrets to Profitability". Dave will follow up with a second session a week later titled, "Pandemic Farming: Navigating Risk In Drought, Fire, or COVID 19." Two additional workshops are being scheduled as well. We culminate our series with our Annual Meeting, scheduled for 7pm on Wednesday, October 28. In lieu of a show, the Annual Meeting will have A Celebration of Devon Cattle in North America. Because of this, we are inviting members to submit photos or short (less than 15 seconds) videos of their cattle. We want to highlight Red Devons in different environments around North America. And, along with your submissions, your farm name and/or logo will be put into the presentation. And, just a heads up, the Board will have to approve the quality of the submissions to represent RDUSA and our efforts to show the world how nice Devon Cattle can be. So, start taking pictures of your animals and get them ready to send in to be part of the celebration.

Devons continue to excel and perform in the United States. Their traits including longevity, disposition, and adaptability make Devons an excellent choice for today's beef producers throughout the country. NCBE has been doing an excellent job handling our registrations and facilitating requests for information on Red Devon Cattle. Here in Pennsylvania, we have entered drought conditions, but the Devons continue to hold up and perform on the limited forage available. Devons ability to convert grass to gourmet quality beef continues to drive demand for this incredible breed of cattle.

Soon Red Devons will reach the milestone of 400 years in America!! We continue planning for the World Devon Congress in

the United States in 2023. Jeremy Engh has agreed to lead coordination of this exciting event. 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.

Red Devon Cattle have been performing for breeders for generations in America. In the article published in 1949 from "Devon Cattle" two comments specifically caught my attention:

1. The Devon is the grass farmers cow.
2. The Devon is a BEEF maker.

These statements continue to be true of this great breed that produces gourmet quality beef on grass alone! Also true today; the article discusses the necessity of promotion of the breed.



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Today we have excellent opportunities to be press agents through website and social media, as well as traditional advertising. Some breeders with meticulous records are able to leverage data to demonstrate Devon performance. Board member A.J. O'Neil and Jeremy Engh have been working with a university meat lab to analyze grassfed Devon beef in comparison to other beef samples. We plan to display their work during our Annual Meeting in October. We hope you can join us!

Visit RedDevonUSA.com for more information on Devons in the United States. 🐮

Sincerely,
Bob

Bob VanKirk, President RDUSA
4 Seasons Farm • 305 Pacanowski Lane • Tyrone, PA 16686
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WHAT IS YOUR DEVON PEDIGREE?

by Steve Montgomery



"These cattle all seem to be smiling at me," said Chris, an Amish man who was at the farm to bid a construction project at our barn. I had taken him out among our herd to show him the temperament and condition of

our Devon Cattle in our pastures. He was interested because he has eleven children and wanted to make sure these cattle would be the type of cattle he could raise around his family. I could relate.

My wife, four kids, and I started Lamppost Farm in 2007 from a career in campus ministry, where I led a wilderness education program. The idea of inviting people to participate in agriculture with us would translate into learning just like backpacking or rock climbing did for college students for many years. Our farm is a 501(c)3 organization for the purposes of ministry and education. In short, we use agriculture to reach and teach others.

From the beginning of Lamppost Farm, we knew cattle were going to be a key component of the farm. But, I had never worked with cattle and really didn't know what to expect of them or myself. I had done quite a bit of reading about breeds particularly in relationship to a grass only farm where people could also handle them easily. I had heard plenty about the popular breeds: Hereford, Angus, and Shorthorn. But I was looking at some heritage type breeds like Dexters, Belted Galloways, Scottish Highlands, Red Devons, Murray Grays and more. I kept coming back to the Red Devon breed as they seemed to be the best fit for the principles of our farm. The problem was that they were hard to find. In 2009, I

had heard that the Red Devon population in our country totaled about 4500 animals.

One day, while sitting on the tractor in frustration, confusion, and fear of making a bad decision, I asked the Lord to lead me in this pursuit. As I said, I had already been searching the internet dozens of times, but this day I felt the urge to look again for Red Devons we could possibly acquire. I found the website for the American Devon Cattle Association. On the homepage was a bull named Keystone Barnabus. Why hadn't I seen that Devon farm before? That bull had to be from Pennsylvania (the Keystone state), right next door to us here in Ohio. Who was selling him?

As I scrolled down the page, I saw that the owners were Bud and Nancy Chonko of Pine Top Farm in Martinsburg, PA. They are the parents of a good friend that I got to know in college who had passed away in 2001 (the year before my father passed away). Our paths had crossed numerous times as I was growing up. Bud and Nancy were very highly respected folks in our area... good, "salt of the earth" people. I didn't even know they owned cattle, let alone Devon cattle.

I called the number in the ad and left a message on his answering machine. "Hi, this is Steve Montgomery. I don't know if you remember me. My wife and I started a farm as a ministry in Ohio and are looking for cattle. I saw your ad for your bull and I am interested. But maybe more importantly, I'm interested in a mentor."

About an hour later, I got a call back. After several hours on the phone, we had covered the subjects of our Lamppost journey, their lives in the past decade, and, of course, Devon cattle. Wow! He said he needed to talk to his wife before we could talk price

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Nebraska Devons - I have been working with the Devon cattle breed for 27 years; I got interested in conserving the breed as they do excellent finishing on grass. I have a certified organic farm in eastern Nebraska the cattle and pastures are managed organically. Devons do well in all types of weather conditions and are easy gainers on pasture. I have Polled Purebred Devons but horns do occur. Breeding stock available. From Birth on Grass. Contact Liz: organic.esarno@gmail.com or call 402-309-0944.

and we said goodbye. Twenty minutes later, he called me back with an offer to GIVE us a calf that would be born that summer.

Somewhere during the following years of conversations, annual Devon shows, conferences, and visits, it dawned on both of us that the Lord had brought a father back into my life and a son back into his. Bud is more than a mentor who helps me think through cattle care, with recommendations to "consult the cow" or to steer clear of things unnatural to the cowness of the cow. He is the kind of friend that calls at 7am. He refers to his farm, Pine Top Farm, as "Lamppost East." He and Nancy celebrate God's work here at Lamppost. They are invested in the lives of our kids and my extended family.

My story of involvement in Devon cattle is a story of community, real relationships, and being mentored as much as it is about high quality beef, calving ease, and docility. Devon cattle have facilitated much growth in me. I have gained an education, mentors and friends, new ways of thinking about God's world, and so much more.

Much like the pedigrees of our cattle tell a story, so does our involvement with

them. What is your Devon pedigree? Who introduced you to these fantastic animals? Where are you at in your journey? Are you looking for a mentor? Have you been raising Devons and want to pass on the torch to someone looking for help? The opportunities often come in unexpected visits like the one recently from Chris, my new Amish friend.

While looking over our barn project, Chris had noticed the top of one of our cows standing at the waterer and started asking how we got cattle to look that good on grass only. We exited the corral so he could see our bull, Sir Lufton, who was standing nearby behind a wall. As we approached, he exclaimed with a bit of excitement, "There is no wasted mass on those cattle." In that one phrase, Chris articulated for me what I had been searching to grasp: How do I express the real value of Devon cattle? In his comment, Chris was saying that with each bite, Devons turn grass into muscle value. We both stood in awe of what we were seeing, for the first time. 

Steve Montgomery is a RDUSA Board Member, Devon breeder at Lamppost Farm in Columbiana, OH.



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Located in Columbiana, Ohio, Lamppost Farm is a non-profit 501(c)3 organization.



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WHAT'S YOUR **DEVON PEDIGREE?**

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Cow & Cow/Calf Pairs - All Exposed to Sir Lufton



Call Steve Montgomery at Lamppost Farm, 330-531-4240, for more information.



THE PROFIT TREE

by Dave Pratt



There are only three things anyone, anywhere in any business can do to increase profit:

1. Decrease the overhead costs
2. Improve the gross margin per unit
3. Increase the turnover (the number of units)

Only one of these three things is the most important at any particular time. If high overheads are the problem, increasing production efficiency won't solve your problem. If gross margin per unit is the problem, then decreasing overheads won't help much and increasing turnover could actually help you go broke faster. It isn't enough to know your numbers. You have to know what your numbers mean.

I created this "Profit Tree" to help find dead wood and profit drivers in businesses. We define dead wood as things that cause us to lose money. Profit drivers are the things that make us profitable. We teach participants in the Ranching for Profit School how to use the profit tree to find problems and opportunities in their businesses. Let's take a closer look.

We calculate profit by adding the gross margin for each enterprise and subtracting the overhead costs. If the total is positive, the business made profit. If it is negative, the business lost money.

Gross Margin (enterprise a)
+ Gross Margin (enterprise b)
+ Gross Margin (enterprise z)
- Overhead Costs

Profit (Loss)

Since profit is calculated by subtracting overhead costs from gross margin, if the business isn't making enough profit it's either because the total gross margin is too low or overheads are too high.

The total gross margin includes two things: the gross margin per unit and turnover. If the total gross margin is healthy, and the gross margin per unit is good, the problem must be turnover. There are two ways to increase turnover. We can either add an enterprise or increase the scale of existing enterprises. Therefore, if turnover is a problem we either need to increase the number of units in each enterprise or add another enterprise.

If the total gross margin is bad, but turnover is healthy, then gross margin must be the problem. Gross margin per unit is calculated by subtracting direct costs from gross product and then dividing by the number of units in the

enterprise (animal units, acres, etc.). So, if gross margin is too low, it is either because direct costs are too high or gross product is too low.

Gross product measures the value of production, so if the gross product is bad the problem is either production is too low, or we aren't getting a high enough price for what we produce. If we didn't get paid enough it is either because the market is too low, or our marketing is ineffective.

If the gross product is low but the price is good then low production is the problem. If production is low in a cow-calf business, it's either because we didn't produce enough

<h1>Rolling Meadow Devons</h1>	
Rolling Meadows Dianthus B89	Rolling Meadows General
	
<p><u>We Believe</u> in genetically dense, high meat volume bulls that will produce robust and consistent offspring!</p> <p><u>We Believe</u> a cow should wean a calf weighing half her weight w/o supplements!</p> <p><u>We believe</u> in breed improvement utilizing measurable tools that OPTIMIZE \$\$\$\$\$</p> <p><u>We believe</u> the next grass-finished steak you put in your mouth should bring a Wow!</p>	
<p>Jamie Hostetler & family</p> <p>Cell 815-718-1100 Email: jamie@emypeople.net 18113 362nd. Ave, Bellevue, IA 52031</p>	

calves per cow (reproduction) or the calves we produced weren't big enough (gain).

If gross margin is bad, but gross product isn't the problem, we need to focus on direct costs. The three biggest direct costs are generally opportunity interest on owned cattle, feed and health related costs. Interest is crossed out on the profit tree because it's the only thing on the tree that we can't do anything about. We can influence weaning weights, prices, renegotiate the rent, change enterprises, but as long as we own livestock and want to use the RMC benchmarks, it is important that we charge opportunity interest. If the gross margin per unit is good, and we've included opportunity interest in the calculation, it indicates that economic efficiency is good and that increasing the scale of the enterprise will increase our profit.

If we don't include opportunity interest as a direct cost, we can't draw this conclusion.

If total gross margin is healthy but the business isn't profitable, the problem must be overhead costs. There are only two kinds of overheads: land costs and labor costs.

We put land costs go into one of two groups: the cost of getting land (e.g. lease payments) and the cost of maintaining the land and the infrastructure on it.

If overheads are too high, but land costs aren't the problem, then labor costs are. There are two major labor costs: costs associated with people (e.g. salaries, retirement plans, health benefits, etc.) and costs related to vehicles and other equipment.



At the Ranching for Profit School, participants review a case study of an actual ranch business in dire economic condition. When asked for solutions on the first day students come up with a shot gun array of possibilities. After using the thought process I've described here to guide them, they turn their shot gun blast into a rifle shot, discovering the source of the problem. They also realize that some of the suggestions they made before they knew

how to find the dead wood and profit drivers would have actually made matters worse.

This procedure can help you pin point problems and opportunities in your business. And that's essential if you want to be Ranching For Profit. 🐮

*Reprinted from Ranch Management Consultants – Profit Tips.
Read more at <https://ranchmanagement.com/profit-tips/>*

As a Range and Livestock Advisor with the University of California Cooperative Extension Service for 14 years, Dave researched management intensive grazing and strategic issues impacting the profitability of ranches. He earned a reputation for innovative teaching with a practical edge and helped hundreds of farmers and ranchers develop and implement strategies to increase profit.



Introducing a new beginning
and commitment to Red Devon cattle,
building upon some of the best lines.

www.highlinefarm.com

Showcase your herd on

RED DEVON USA.COM



OPTIONS:

1. CLASSIFIED AD

- Words only, up to 75 words. Run Time: 3 Months. Cost: **\$30**

2. PREMIUM AD

- Includes Classified Ad
- Includes Link to Additional Full Page Ad with 2 Photos. Run Time: 3 Months. Cost: **\$60**

3. BANNER AD

- Small Box/Banner on Page with Link to Breeder's Website

- **LOCATION WITH 4 MONTH RUNTIME:**

A. HOMEPAGE	\$300
B. DEVON CATTLE	\$100
C. NATIONAL SHOW	\$100
D. WORLD DEVON CONGRESS	\$200
E. MEMBERSHIP	\$100
F. BYLAWS AND FEES	\$100
G. BREEDERS	\$200
H. REGISTRY	\$100
I. CONTACT	\$100

To Place an ad, or if you have questions, contact information at bottom should be Contact the Red Devon USA office at (229) 516-0394 or reddevon.service@gmail.com

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Raising Cattle in the Heart of the Fingerlakes for Forty Years



WHAT DO DAFFODILS AND **DEVONS HAVE IN COMMON?**

They are all Red Devons!!

Prior to 1943 Daffodil breeder Edward B. Champernowne crossed two well-known lines of daffodils to produce a new variety that he named "for the 'historic' red cattle of Devonshire." Champernowne's Red Devon daffodils have won a number of awards over the years since it was developed including the British Royal Horticultural Society Award of Garden Merit for its "performance under UK growing conditions." Plants awarded the AGM must be "excellent for ordinary use...of good constitution...and reasonably resistant to pests and diseases." Sounds a little like Red Devon cattle, doesn't it?

The Southwest England counties of Somerset, Dorset, Devon, and Cornwall are not only known for Red Devon cattle, but for daffodils as well. Daffodil production in England in the 19th century was concentrated in the Tamar Valley in Cornwall and the Scilly Isles, 25 miles off the coast of Cornwall.

The climate in the Scilly Isles is much milder than the UK mainland and daffodils flower weeks earlier than on the mainland. In the mid-1800s, with the development of weekly freighter and railroad transportation, some Scilly farmers realized that they could cultivate and ship the wild daffodils growing in the





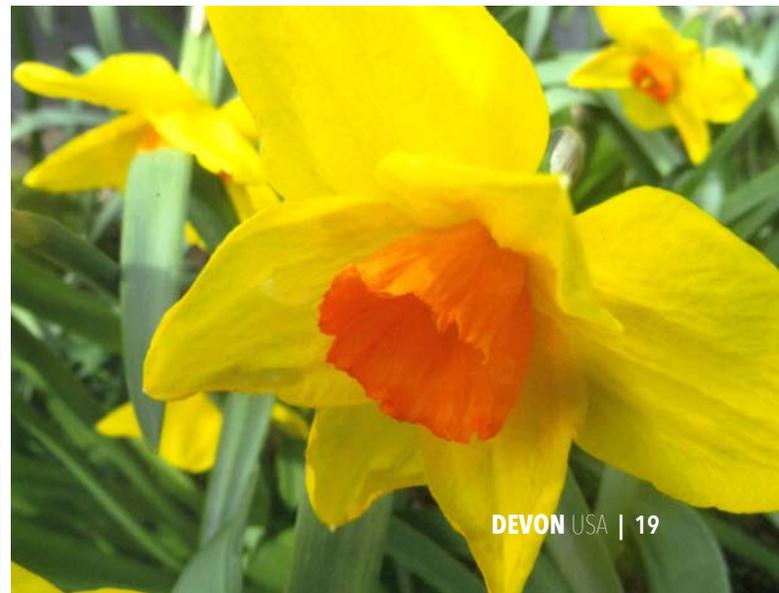
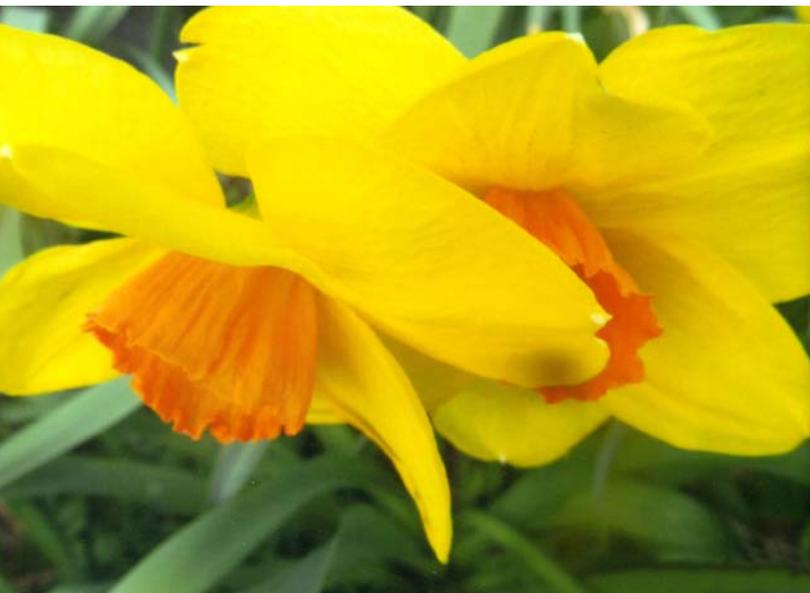
This issues cover photo was taken by Jeremy Engh, while attending the Devon World Congress a few years ago on a farm located in the beautiful hills of England.

hedgerows to London as early cut flowers, at a handsome profit. By 1889, Scilly farmers were shipping nearly 200 tons of flowers off the islands for sale on the mainland.

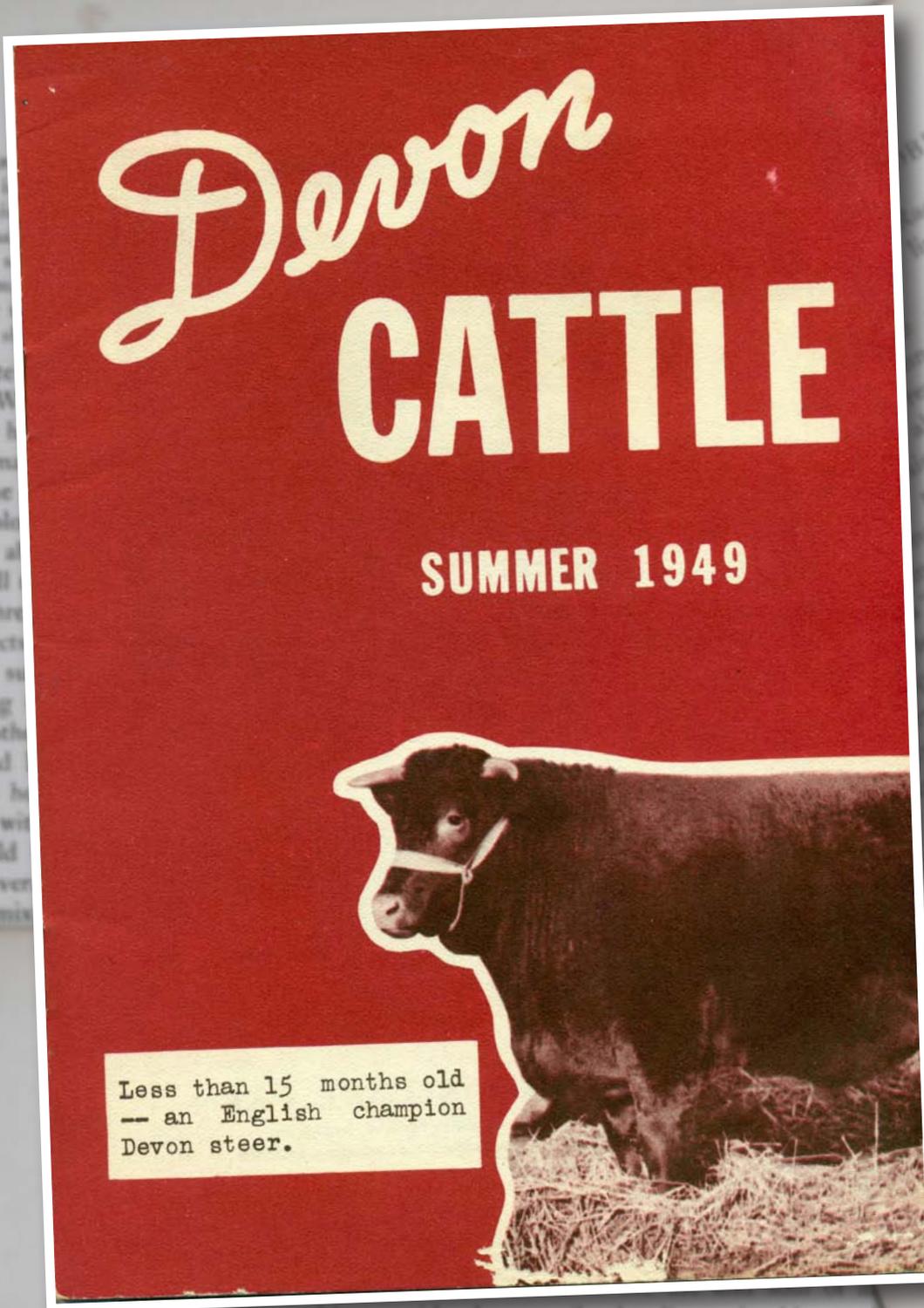
With a later season, but more land to operate on, production spread to the Tamar Valley in Cornwall. By the 1950s at its height, the cut daffodil industry in the valley employed 13,000 workers during the busy season. Today, the National Trust at Cotehele, Cornwall is working to preserve traditional daffodil cultivars.

Eighty miles north of the Tamar Valley, in the same century as the daffodil industry was developing, the Quartley's and the Davy's were developing there Devon cattle herds while creating a breed association and herd book. So as you can see daffodils and Devon cattle have a lot in common.

Fall is the best time to plant daffodil bulbs, so search the internet or visit your favorite garden store and add some more Red Devons to your farm! 🐄

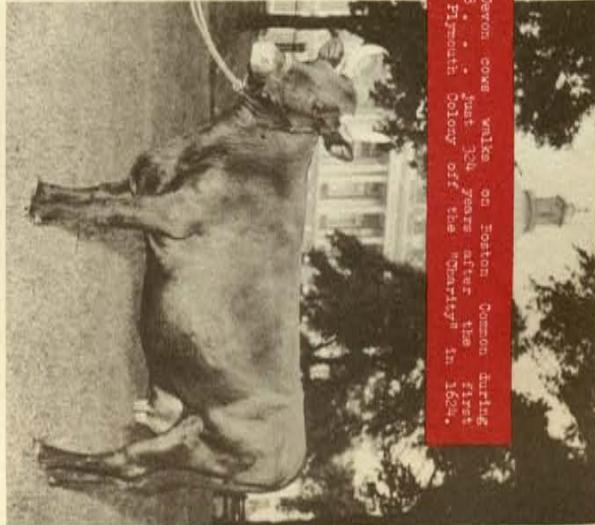


FROM THE ARCHIVES



A close examination of this reprint from 1949 reveals the growing divide over whether Devons were best promoted as a beef breed or a dual purpose dairy breed. The debate led to a split in the American Devon Cattle Club and the emergence of beef and milking Devon strains and separate breed associations.

One of our Devon cows walks on Boston Common during Dairy Day 1946. . . . Just 30 years after the first Devon came to Plymouth Colony off the "Mayflower" in 1620.



Devons can make you quality milk . . . and quality beef . . . but another Devon quality is economy. We know, we've been breeding Devons for 20 years.

DEVON LANE FARM

DANIEL SHAYS HIGHWAY
BELCHERTOWN, MASSACHUSETTS

PUBLISHED BY AMERICAN DEVON CATTLE CLUB

W. J. N E A L, Secretary, Meredith, New Hampshire

Prepared by KENNETH HINSHAW



Many farmers realize that grass is their most promising crop...promising because it is the one crop most likely to keep their soil where their deeds say it belongs...promising because grass makes beef and beef makes money with less labor and operating costs than most other kinds of farming.

The Devon is the grass farmer's cow.

This dark red cow gives more milk than common breeds of beef cattle. Her calves grow faster. They come nearer to a prime finish on pasture. From an acre of pasture, they'll deliver more beef to the scales. And it'll be good beef -- young, tender and heavy where the choice cuts grow.

The Devon is often good enough as a milker to use as a dairy cow on general farms where it is profitable to make milk. Her test is around 4 percent. The fat globules are small, causing cream to rise

out slowly. That characteristic gives the milk a good flavor -- "naturally homogenized" you see! Her kind of milk makes her an ideal family cow.

But the Devon is a **HEEF** maker. Her extra milk starts her calf with an advantage over other beef breeds. Milk alone, however, does not explain all of the Devon calf's fast growth on good feed. He has a built-in urge to grow. And this he does so well that if ever there is a breed especially suited to making real "baby beef" the Devon is the breed to do it.

Devon's finish handsome. England's Great Saltfield Show records are full of winners of Devon steers in competition, alive and dressed, with all the famous beef breeds.

Well now, you say, if all this is so, why isn't the Devon the most popular, most numerous beef breed in America?

There seem to be two reasons why Devons got lost in the cavalcade of American cattle. One was the old homesteaders' idea of a pasture. The other was lack of a good press agent.

Devons were the first "breed" of cattle brought to America. Devon muscles plowed the stoney slopes of colonial farms, Devon milk nourished the colonist's rugged brood of kids, Devon hides put boots on the frontiersmen lucky enough to have boots, Devon beef fed the loggers in Maine and the miners in Pennsylvania. And what did the Devon get out of such magnificent versatility?

The Devon got a "pasture" in the back woods — that's what she got!

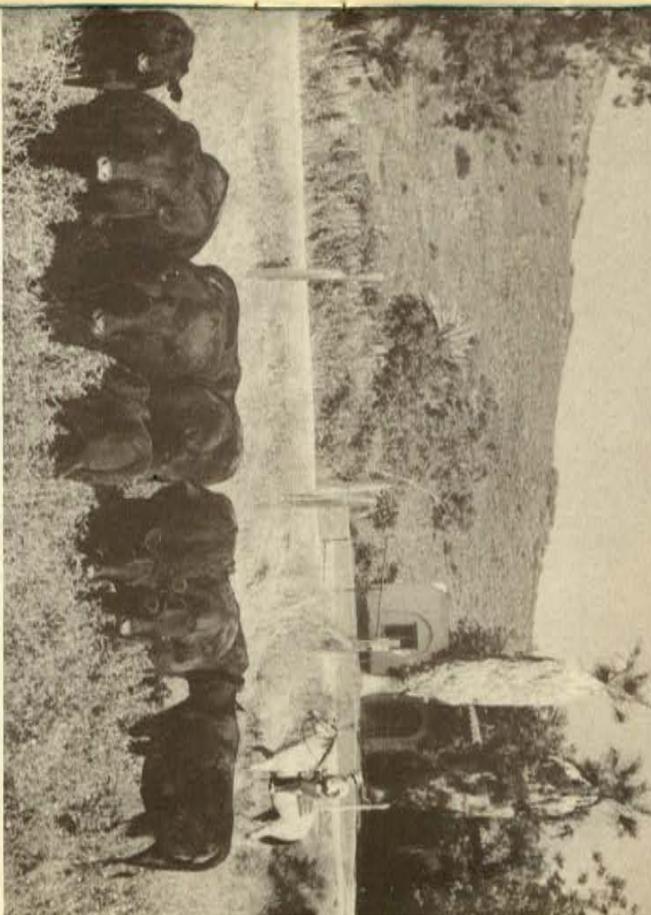
More than a hundred years ago Devons were scattered widely throughout the Atlantic coast area. The first "official" importation is credited to a Maryland merchant in the year 1817, but evidence has frequently turned up to indicate that there were Devon cattle of pure ancestry brought to America long before this. Observers writing about colonial farming in Connecticut, New York, and Pennsylvania, for instance, have mentioned Devons in references that indicate the breed was in America perhaps as early as 1750.

This meant that the Devon was here to bear the brunt of

the colonist's struggle to convert the coastal wilderness to farm land. In the next half-century the western plains were settled, the draft horse and mule largely replaced the ox-team. Farmers who had struggled to produce enough forage for a family cow and a team of oxen on their small eastern farms were moving west where nature was lavishly ready to feed enormous herds. The screwy Longhorn spread from the south to dominate the ranges, but the prairie farmer who grew wheat and corn and clover looked for something better.

Why he overlooked the Devon is anybody's guess, but as good a guess as any is that at the hour of destiny in beef cattle breeding in America the Devon was the victim of backwoods pastures and lack of a few good press-agents. The colonists' Devons were critters that could rough it — and most farmers saw to it that they did just that. After you squeeze a beef breed through the vigors of many generations of survival on brush pastures and hay too miserable for the carriage horses, you have a class of cattle that a proud farmer doesn't want to own.

Farmers who developed fine farms on the prairies were prideful of their stock. Whatever memory they had of the Devons when they left the East was of a cattle that had reached its hill-billy stage.

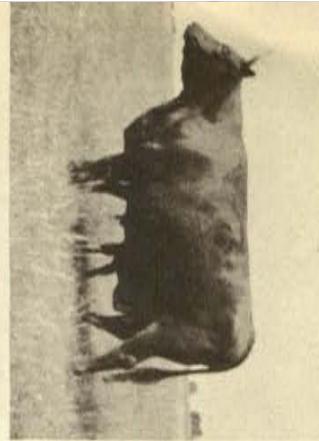


Purebred Polled Devons on a California Cattle ranch

Then apparently the importers of the Hereford, the Angus and the Shorthorn were good promoters. The western farm press blossomed with pictures and stories of sleek, fat, square stock of these breeds. They hadn't gone through the wringer of backwoods pastures and skimpy fodder. They went straight to the prairie farms where there was more good feed for cows to eat than anywhere else in the world. They made a man very proud of his cattle. Every-thing the promoters said about them was proving to be true.

It was very exciting — and it was easy to forget all about the common old red Devons back East.

But there are farmers in all parts of the United States who have steadfastly kept their family's faith in Devons — or re-discovered the Devon's genuine qualities and founded new breeding herds which are rendering excellent satisfaction. Some interesting letters have come from American soldiers who visited Devonshire while on leave in England. They wrote to their



Miami-American Duchess, Grass-fed, grows two calves to 400 and 400 pounds at 5 months. She weighs 1500.

animal husbandry professors, to the American Devon Cattle Club, to livestock magazines—and what they said was something about like this:

"Say, what goes on! Why don't American farmers know more about these magnificent red cows! You should see the growth these Devon calves make! Where can one get Devons in the United States? I want to look into this breed when I get home. Boy, these are real cattle! You should see the herds here in Devon."

The purpose of this booklet is to give more farm people an opportunity to examine the subject of Devon cattle and get some eye-opening information such as did the soldiers who "discovered" this breed in its native land.

Today, the Devon offers the farmer as great a promise as ever because the Devon's qualities are adapted to the kind of beef making that fits our modern farming. True, the Devon greatly needs more breeders who can develop these qualities and show them to the world. There's your opportunity if you want to become a leader in a "new" field of cattle breeding. Go to work on Devons!

What are the Devon's qualities?

Milk -- yes, some farmers milk Devons as dairy cows, and some would call the Devons dual purpose cattle. But where the Devon can step forward is as a beef cow that milks so well her calf gets aheadstart. Pigs, lambs and calves do their least costly, fastest, hardestest growing when they nurse a mother that pours out an abundance of milk. Devon milk should make the first 500 pounds of a prime steer's weight earlier in his life and for less feed cost than anything else you want to try.

Early maturity -- that "baby beef" critter the animal husbandry folks have dreamed about, the one that weighs 1000 pounds at less than a year, is no myth for a good Devon handled right. Devons do grow fast! They put on fat as babies. The feeder who means business can build up Devon weight and finish months ahead of the performance of

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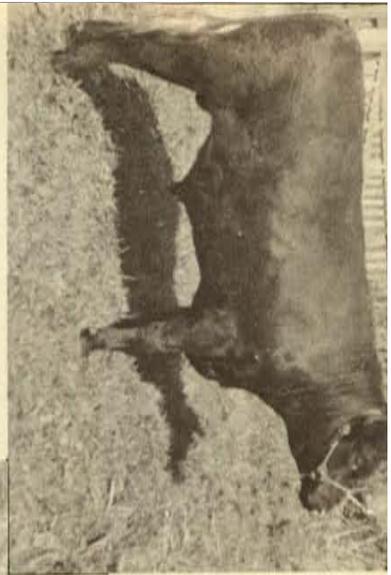
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Above -- Habba-Habba, a 4-H champion Devon steer in New Hampshire grown by young John Pike.

Common beef breeds. Fast growth is low-cost growth.

Meat quality -- a good Devon has great depth and substance. These two characteristics mark the good feeder and provide the steaks and roasts. Devon, England, has the reputation of being one of the world's best places to dine on beef. A sleek, smooth, deep and blocky Devon looks good to eat, and is.

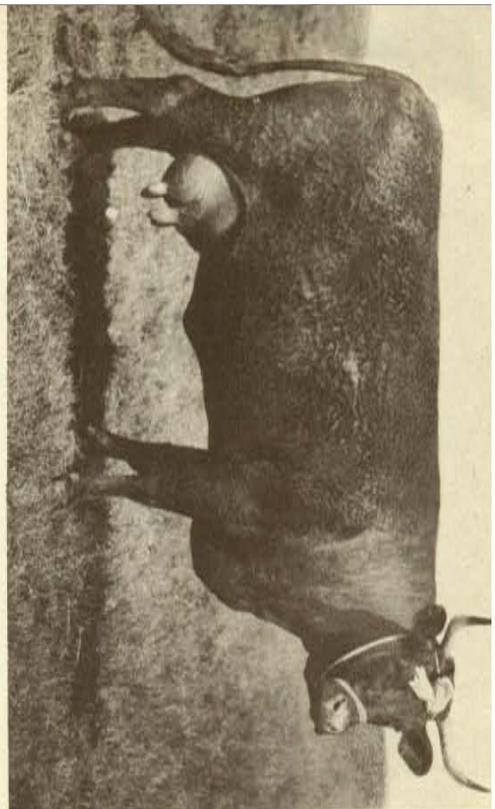
Pasture quality -- where the Devon comes from, pasture and hay are only fair in abundance and quality. Centuries of selection have made them efficient users of forage. They were designed on grass and their history has been made out of grass -- not expensive grain feeding of the sort that has kept some other beef breeds in the limelight.



Right -- An Indiana 4-H steer from the Ooffing herd, grown on grass and some grain. Weighed 850 at 16 months.

We've discovered how to make grass and legume pastures marvelously productive -- for grazing in summer and for high protein silage and hay in winter. Now comes the problem of making more and better beef from grass -- and there's where the grass-designed Devon holds a wealth of promise.

Hardiness -- the Devon has proved itself so capable of abuse that its great qualities of rugged health, endurance on scanty pastures and resistance to heat and cold have become something of a curse in the Devon's American history. Too many farmers have grown Devons where they



Above -- An English Devon with milk records of over 8500 pounds a year, 4.1% test.

Right -- Miami's Jonsome Duchess, 1610 pounds, thick and deep like her English cousin.

should have grown quail and cottontail rabbits. Quite unfortunately the Devons survived but didn't look very pretty. The miracle of the Devon's survival so impressed some farmers that they have put the Devon to more and more severe tests...others who have superior conditions for their cattle production just figured Devons fitted inferior conditions instead of fertile farms. But the inherent stamina of the Devon is a very real quality -- it just remains for more farmers to use it wisely to grow good cattle where beef making is a proper business to undertake.



Zoonomy -- It is to the Devon's credit that she has stood between the marginal farmer and the poorhouse when no other cow would do it. She has made milk for butter, the family table and to start her red baby when juniper bushes covered her pasture and sun and flies tormented her rugged hide, and her calves have come out of the woods with big horns and gaugling frames where there wasn't feed enough

to raise an Arab's goat. This was "economy" to the extreme, but the vigor to live and produce and reproduce under these hardships is under the Devon's red hide where it can blossom in pleasanter environment in terms of what cattlemen call the "easy-keeper," the "good-feeder," the "thrifty-kind," the "good-doers." The Devon has the stuff in her to use feed efficiently in making a calf crop. For the beef gains after calftlood, it takes good feed and lots of it for any kind of cattle, but the Devon can make gains fast and efficiently. These are the qualities that make economy in modern beef farming.

Value -- there aren't any \$60,000 Devon bulls. There aren't very many Devon bulls worth \$1000. These kind of prices come about not out of beef value, but out of breed promotion and the scramble to be top-dog in the breeding business. There aren't enough real good Devons in the United States to make one super-duper big breeding herd. And of the good ones there are, you can buy them for closer to beef market prices than you can the good ones of other beef breeds. Yes, this is a strange confession to make in recommending Devons to you -- but let this frankness suggest to you a golden opportunity. Try Devons. Your gamble is small as investments go in beef cattle breeding. If you get the right foundation...if you're a

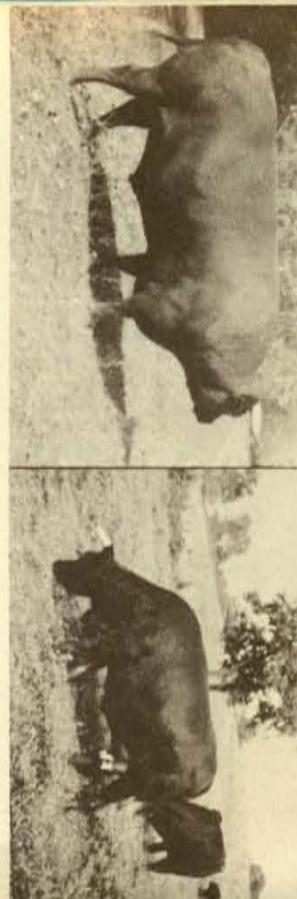
Good feeder...if you know how to breed and improve a herd... if you help wake up the rest of the Devon breeders to produce, show, advertise and sell these great red cows...then you, Mr., have got an easy road to successful leadership in breeding beef cattle. Any good grass farmer could do it. But only the very wealthy could do it today with the common breeds of beef cattle. Think it over.

Remember the Devon is a BEEF maker for the grass farmer. The grass farmer making beef efficiently is the farmer inflation and depression can hurt the least. The Devon is a ruby that belongs among Grassland's crown jewels. The farmers who put her there may be well rewarded. She's a solid sort of cow, long neglected, little noticed, but could well be on the threshold of one of livestock breeding's greatest opportunities.

RED PARAGON, a 6 months bull calf in the Mark Hammett herd weighed 700!



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bwt -4 wwt +20 ywt +40

Avg days to finish 714

\$35 / Straw for purebred use



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bwt -6 wwt +22 ywt +36

Avg days to finish 695

\$35 a straw



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Reg# USDM21991 DNA# DCA 272

Homozygous polled A2 / A2

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Avg days to finish 724

\$50 a straw

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