



RED DEVON USA

Gourmet Beef on Grass

8-2-2020

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.

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

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