



RED DEVON USA

Gourmet Beef on Grass

8-10-19

Devon Breeders and Enthusiasts:

It has been an honor to serve as your President over the past year.

The future is bright for Red Devon Cattle! The breed has long been noted for its fertility, calving ease, docility, hardiness and ability to adapt to temperature extremes. Demand for grass-fed beef continues to rise and Devon Cattle on forage only diets perform superbly to produce top gourmet quality beef.

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. ***Soon Red Devons will reach the milestone of 400 years in America!!***

We faced several challenges last year. Smoothly transitioning our registry was a priority. Strong support for a change from CLRC existed from the membership and Board of Directors. Although this change was required, it levied extra expense to complete the transition. In addition, the National meetings, with show and sale, have been costly to the organization. With the tremendous growth of the grass finished beef market, competition has also increased from other breeds of cattle including composite breeds. Maintaining financial viability while promoting Red Devon Cattle advantages has been vital.

Thanks to our Board of Directors, Committee Members, and volunteers for making the past year a successful year of accomplishments.

- NCBE Registry: The new online registrar, National Center for Beef Excellence, has been up and running with excellent service from our new secretary, Becky Miller. Reach out to her if you have any questions. Contact information is on RedDevonUSA.com
- The New and Improved RDUSA website has been getting a lot of attention; the advertising through Classified and Banner Ads has provided income to support the website.
- Support by members and the Board of Directors to try another venue for the National Meeting became evident through polling. The Keystone Livestock Expo, KILE, in Harrisburg PA, will provide the opportunity for 50,000 people to gain exposure to Red Devon Cattle. KILE is the largest livestock expo in the eastern USA! This will provide tremendous exposure to the breed as well as save the organization the many expenditures involved in having an event on our own.
- Financials year to date through June have yielded a positive net income for the organization; this accomplishment is impressive considering the transfer of registry, upcoming national event, and advertising undertaken to market the advantages of Red Devons.
- Hybrid Registrations - We have had requests for a crossbred program such as many other

breeds of cattle offer. Red Devon has lost membership in the past due to lack of availability of a crossbred registry. The Board is exploring this possibility. A Devon Hybrid Registry would be designed to record Red Devon influenced Devon cattle with the goal of improving the value and demand for Red Devon crossbred breeding females and feeder cattle and increasing the demand for purebred registered Red Devon bulls in commercial herds or registered herds of a different breed. *It would not be a pathway for entry into the existing Red Devon Herd book registry of purebred Devons which shall remain open only to animals with a proven pedigree and who meet the breed standard.* We will reach out to members soon with more information.

- The Registry and DNA Committee has worked relentlessly to ensure the smooth transition to NCBE. In addition, the bylaws have been reviewed to ensure clarity on registration. More information will be coming soon.
- A.J. O'Neil has been working with Jeremy Engh and Penn State on various methods of beef carcass analysis of Red Devon Cattle. They are meeting at the university later this month to complete the evaluation of grassfed beef carcasses with the staff there. Watch the website for updated information or better yet come to this year's annual conference where data as well as video of the process will be available.
- The next DEVON USA magazine will be available prior to the national event to highlight Red Devon advantages.

Feel free to reach out to myself or the Board of Directors with any questions or if we can be of assistance. Visit RedDevonUSA.com for Board of Directors contact information or to learn more about Devon Cattle.

Sincerely,

Bob

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