



American Dexter Cattle Association

The Bulletin

FALL 1986

Lois Johnson, Editor

4092 Broadview Rd, Richfield, OH 44286

President:

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Vice President:

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- #1 North Plains N Dak, S Dak (570-575), Wis, Minn, Nebr (680-90), Iowa
Kansas (660-76), Ky (420), Missouri, Mich (498 & 499).
Director: Rosemary Fleharty, Rt 1, Box 243, Concordia, MO 64020
Phone: (816) 463-7704
- #2 Rocky Mountain Utah, Ariz, N Mex, Colo, Idaho, Wy, Mont, S Dak (576, 577)
Nebr (691, 2, 3), Kansas (677, 8, 9).
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- #3 Pacific Calif, Ore, Wa, Nev, Hawaii, Alaska
Director: John Hays, Box 108, Comptche, Calif 95427
Phone: (707) 937-0301
- #4 Mid - South Tx, Ok, Ark, La, Ala, Miss, Tenn (370-72) & (380-83).
Director: Dan Harrell, Rt #3, Box 689, Elgin, TX 78621
Phone: (512) 285-4782
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Phone: (216) 442-5676
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Phone: (305) 747-4509
- #7 North Central Appalachian W NY (140-49), W Va, W Pa (150-168).
Director: Marcia Read, Rt #2, Box 232, Claysville, PA, 15323
Phone: (412) 663-5832
- #8 Mid-Atlantic NJ, Del, Pa (169-96), Md, Dist of Col.
Director: Ruth Dunn, Box 54, Hackettstown, NJ 07840
Phone: (201) 852-4245
- #9 Southern New England Rhode Island, Conn, New York (090-139).
Director: Sophia Stillerman, Yellowbird Farm
R D 4, Box 160, Middletown, NY 10940
Phone: (914) 355-8121
- #10 Northern New England Maine, New Hampshire, Vermont, Mass.
Director: Wilmer Schmell, Bridgewater Corners, VT 05035.
Phone: (802) 672-3621
- #11 Canadian All Provinces of Canada
Director: Russ Berry, C/O Cranworth Farm
RR #1 Portland, Ontario, Canada KOG IVO
Phone: (613) 272-2561

Note: Division of states is indicated by first 3 digits of zip code.

NOTIONS ON PROMOTION by Don Piehota, RR 1 Box 118, Byars, OK 74831

Let's have a corner of the ADCA Bulletin devoted to how to promote and sell Dexters. Everyone thinks they'll be a natural at this because Dexters sell themselves, but the breeder can keep his herd the best kept secret in his state by poor promotional practices and he can make it impossible for his Dexters to sell themselves in as many ways as your least favorite mouthwash or used car commercial has turned you away.

Here are some samples of techniques we can exchange:

- #1 Where do I advertise?
- #2 Where don't I advertise? (equally important if your budget is limited.)

Some Answers:

- #1 First, advertise in everything free again and again. Fifty free ads to bring in the sale of one animal is the biggest bargain in advertising. In addition, thousands of people are now aware of you at the cost of 50 stamps. Secondly, advertise in media that is used by people who value your unique product, or who would value it if they knew it existed.
- #2 Honestly face who would be disinterested or even opposed to your product - can you financially afford to challenge these people, or emotionally afford their rejection. So why pay all your ad budget for an ad in Progressive Dairy Person or the Angus & Hereford Breeders Quarterly (made-up names)? These people have a different point of view and are stubbornly committed to their breed. Your \$100 ad will get you 3 phone calls - at least two from rural comedians, and the third will try to convert you.

REPORT FROM THE CENTRAL STATES REGION



The Cass family of Glenmont, Ohio showed their Dexter steer, Zach, at their Holmes Co Baby Beef Club show this past August. Their daughter was awarded 2 blue ribbons even though he weighed 625 lbs and stood 40" tall at the hip. Zach later dressed out at 369 lbs of well finished, well marbled beef. NOT BAD!

The Cass's met with their livestock sale committee, and have permission to sell Dexter steers at their 1987 fair. With this in mind, they bought Abraham and Jacob from the Johnsons' Briar Hill Farm in Richfield, Ohio. Both daughters are going to show.

We certainly wish you well !

Also in Holmes County, Ohio, our Brian o' Briar Hill paid a visit to Deidre o' Briar Hill, the little heifer who went to the Levi Stutzman farm last year. Hopefully, his visit will produce a lovely heifer calf for them. And, Meggie o' Briar Hill went along with Brian to join Deidre, getting the little Stutzman herd off to a good start. You do know that Holmes county is the dairyland of Ohio!

Lois Johnson

DON'T FORGET to mark your calendars for the annual meeting next July 10, 11 & 12. Don Piehota will be handling all the details this time, and as this is not his first one, (Pittsburgh in the late '70's) we shall be expecting nothing but the best!

HOW WE DO IT AT WILLOW CREEK by Dan Harrell, Director Region 4

Willow Creek Farm is the name my wife, Marie, and I gave the farm land we bought back in the early seventies. We both had a farm background but had lived in Austin, Texas since 1938. Then the rat race got too much for us and we began looking for land and elbow room.

We first heard of Dexter Cattle when an article appeared in Organic Gardening Magazine in January 1976. It was about Don Piehota's place, then in Pennsylvania, with comments from Daisy Moore and probably others.

We wrote for information and a list of breeders in this area. The only real lead was the herd at Texas A&M Research Farm, and they were only selling bulls. About a year later we got a notice of a dispersal sale of that herd. After offering several sealed bids, we came home with a bull, 2 cows and a bull calf. Shortly afterwards, the other cow presented us with our first heifer calf.

At this point I had never had any experience raising and caring for beef type cattle so we began handling them as a dairy herd and we still do. Although we milk only 1 to 4 cows at a time they are all brought into the lot every night where they are given a small amount of hay.

Until this year we got by with only 6 acres of pasture but since our herd has increased to more than twenty, something had to be done so I took 40 acres of pasture away from the renter. This has reduced the supplemental feeding a lot but they still get a little hay every day even in summer, and every 2 days they each get about one pound of grain mixed with 41% cottonseed meal and mineral supplement. This is all fed individually. The cows we milk get more, of course, and in winter or on a hot summer day all rations are increased accordingly.

Baby calves nurse twice daily till about 3 or 4 months of age at which time they are eating hay, grass and grain. Then we wean them and they get a little special attention and are turned into another pasture with the other calves every day. The heifers stay with this group till breeding age, 14 months, and the steers from 12 to 18 months depending on the market and pasture.

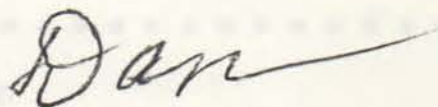
At about four months, all calves are dehorned and get a Black-leg vaccination, heifers get Brucellosis vaccination, and bulls are castrated unless they look especially promising.

All cattle are wormed at least twice a year. If they are forced to graze a short pasture, they get an extra worming.

We just recently received our Certification from the State Dept. of Agriculture designating a certified Brucellosis-free herd. It takes 2 years to get this certification. To maintain it, I have to send all blood tests to the State lab regularly every year and have 100% negative test. Also this includes all cattle on the place. The advantage is just good P. R., which improves each year.

Also, the manure is piled in the middle of the lot every day and about twice a year I rent a manure spreader and distribute it on the pasture. This procedure may seem quite labor intensive, but I have the time now and enjoy the daily hands-on attention to the entire herd. Consequently, I have very good control of them all.

Sincerely,



This looks like a perfect little space into which to slip congratulations to Helen and Russ Berry of Canada on the birth of their son on November 10th! He will surely grow up to love and raise Dexter cattle along with his parents.

READ ALL ABOUT IT by Sophia Stillerman, Director Region 9

A computerized search for current printed information on Dexter cattle revealed 27 articles, studies or books indexed by CAB (Commonwealth Agricultural Bureau) ABSTRACTS between 1972 and June 1986. Some materials deal primarily with Dexters. Others consider Dexters as part of studies on some aspect of cattle management or rare animal preservation. A search of AGRICOLA, the U.S. Department of Agriculture database, and of AGRIS, the agricultural sciences database of the Food and Agricultural Organization of the United Nations, uncovered two additional articles.

CAB ABSTRACTS is an outstanding international data base of scientific agricultural information covering more than 10,000 journals as well as books, reports and other publications. Veterinary medicine is a particular strength.

The journal articles found are listed here. The balance of the material will be printed in the next Bulletin.

Ark. "Breed of the Month, Dexter Cattle" ARK 1976 3(4):102-3 (0A044-03549) **

Ark. "Second survey results." ARK 1981. 8(5):151 (0A049-05592) **

Alderson, G. L. H. "A breeding policy for Dexter Cattle"
ARK 1978 5(8): 268-71 (0A046-05803) **

Alderson, G. L. H. "Value in Ancestral Traits" ARK 1981 8(5):161-166
(0A049-05793)**

Blanchard T. L and J. P. Hurtgen. "Prostaglandin induction of abortion in a Dexter heifer with hydramnios" BOVINE PRACTICE 1982
3(5):23-24. (01051-00000) **

Cox, S. "A herd of character " ARK 1983 10(1):7-10

Eldridge, F. E. "A dicentric Robertsonian translocation in a Dexter cow"
JOURNAL OF HEREDITY 1974 65(6):353-355. (0A043-03322)**

Richardson, R. A. "The Irish Dexter: a homestead-sized cow"
ORG GARD FARMING 1975 23(1):152-6.

Royle, N. J. "Polymorphisms in rare breeds of cattle"
ARK 1983 10(2):429-30 (0A052-01591)**

Most of the materials can be obtained free or at a nominal cost through the interlibrary loan services of a college library or a large public library. In addition, items marked ** can be ordered from CAB International Document Delivery Service, CAB International, 56 Queens Gate, London SW7 5JR, United Kingdom. The charge is \$5.00 per document, up to ten pages, and 50-cents each additional page, prepaid. When requesting or ordering documents give all the information listed including the numbers in parentheses at the end.

Sophia J Stillerman

JP

THE BOOKSHELF

Dexter Cattle by John Hays - USA

\$7.95 per copy plus \$1.55 postage and handling.

Order from:

Kay Moore Baker, Sec.
R R #4 Box 313
Rochester, MN 55904

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The Dexter Cow and Cattle Keeping on a Small Scale By Dr Wm Thrower - England

\$7.50 per copy post paid.

Order from:

Gregg Clapham
R D 1, Box 119
Averill Park, NY 12018

FOR SALE * * * FOR SALE * * * FOR SALE * * * FOR SALE * * * FOR SALE

CONNECTICUT

3 Female Dexters
Mildred Rose
RFD #2 Box 265
Voluntown, CT 06384
(203) 376-3004

* * * * *

IOWA

Females & Males of all ages.
Michael Moore
P O Box 56
Decorah, IA 52101
(319) 735-5772

* * * * *

KANSAS

4 Cows, 2 female calves, 1 small bull
and maybe one on the way. Excellent
herd, all registered.
Steve Stanfill
R R # 2
Inman, KS 67546
leave message at:
(316) 665-0649

* * * * *

MINNESOTA

Dexter cattle, all ages - cows, calves,
bulls. We can deliver to your farm.
Reasonably priced.
Fay & Dee Myers
Rt # 3 Box 228
Pequot Lakes, MN 56472
(218) 568-5210

* * * * *

MISSOURI

9 Females for sale, various ages,
reasonable priced as a group or
individually. Reducing the size of
our herd.
Jim Mitchell
Rt 2 Box 71
Paris, MO 65275
(816) 327-5585

* * * * *

BUMPER STICKER

White, removable vinyl with "ASK ME
ABOUT MY DEXTERS" and a Dexter
head in black. \$3.00 postage paid.
Missouri Dexter Breederd Assoc
General Delivery
Valles Mines, MO 63087

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Deadline for the next issue of the
Bulletin (which I saw unkindly referred
to as The Bugle in some inter-office
correspondence) will be Feb. 1 1987.

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MONTANA

Bull to sell or trade - dob 3/28/86,
#3213 2C's Black Diamond, black.
Sire: #2081 Ivan Von Der Vogelweide
Dam: #2390 Dusty Fine
Marie V Porter
12200 Pulp Mill Rd
Missoula, MT 59802
(406) 549-2428

* * * * *

NEW HAMPSHIRE

Bull, dob 1/17/86, black.
Sire: #2445, Dam: #2349
Carl Christiansen
RFD Box 257
Bradford, NH 03221
(603) 938-2303

* * * * *

OHIO

Cows, bulls, calves, all ages, some
with Canadian blood lines. Delivery
can be arranged.
James G Johnson
4092 Broadview Rd
Richfield, OH 44286
(216) 659-4861

* * * * *

2 Young bull calves for sale
Praise Him Farm
Stan Cass
4453 CR 51
Glenmont, OH 44628
(216) 377-4781

* * * * *

PENNSYLVANIA

2 Heifer calves, Jan & May '86,
dehorned, tame & broke to lead.
Bull, Feb '84 and bull calf Feb '86,
both horned, very small and broke
to lead. Above, all by Cory O'Callen.
Also 1 bull calf by Donovan of Old Orchard.
Marcia Read
RD 2 Box 232
Claysville, PA 15323
(412) 663-5832

* * * * *

TEXAS

Cows & heifers all ages. Also very
promising bull calf out of my original
stock and a Jim Mitchell Bull.
Certified herd, reasonable.
Dan Harrell
Rt 3 Box 689
Elgin, TX 78621
(512) 285-4782

* * * * *

We had a lovely letter from Beryl Rutherford of England this last month. Beryl hates cold, and I guess cold is about all they've had over there for so long she feels strange in shirt sleeves. She says almost all hay crops were taken as silage because there wasn't enough dry weather to make the hay. Hope things get better over there, Beryl!

DEXTER SEMEN AVAILABLE FOR A. I.

Collected From:
Jamie O'Callen #1949
James G Johnson
4092 Broadview Rd
Richfield, OH 44286
(216) 659-4861

Collected From:
Aldebran Priapus #2544
All British imported bull.
Property of Eric Lawlor
Order from:
Michigan Livestock Service
110 N Main St
Ovid, MI 48866

Price - \$15.00 straw + shipping and handling. Semen guaranteed - money refunded if bulldog calf results.

Collected From:
Rafter Dee Finn Bennach #2779
DOB 4/17/84
D L DeLane
Rt 1, Box 268
Fair Grove, MO 65648

Collected From:
Marnell's Black Magic #1804
Thomas's Dexters
Clarno Rt #2
Fossil, OR 97830
(503) 763-4606

Collected From:
Yom Kippur of Clovebrook #1765
Medium sized bull.
Jan Van Heerden
for
Mrs Mabel S Ingalls
P O Box 91
Salisbury Mills, NY 12577
(914) 496-3826

ALL SEMEN listed here for sale is owned by the individual breeders as shown. Please contact them directly for further details as to costs, shipping, etc.

Dexter
Cattle



American Dexter Cattle Association
Lois Johnson, Editor Fa 86
4092 Broadview Rd
Richfield, OH 44286



FIRST CLASS

John S Merrifield (M) 1
Rt #4, Box 21
Newton, KS 67114

Forwarding and Address Correction Requested

ANNOUNCEMENTS FROM THE PRESIDENT AND PRESIDENT ELECT ::

At the annual meeting the Board of Directors elected Dean Fleharty to the office of President, effective January 1, 1987. The address for all correspondence for the President of the American Dexter Cattle Association will be: Route 1, Box 243, Concordia, Missouri 64020 phone: (816) 463-7704

At the same meeting the Board of Directors approved changes allowing for a new position, that of Registrar and through recent action by the Board of Directors, Rosemary Fleharty was elected to that position. Effective with the receipt of this bulletin, please send all information for registrations and transfers to Rosemary at: Route 1, Box 243, Concordia, Missouri 64020 phone: (816) 463-7704

Kay Moore Baker announced her resignation as Secretary/Treasurer effective December 31, 1986. As an interim measure, Dean has announced that he has cleared with the Board of Directors that Rosemary Fleharty will be Acting Secretary/Treasurer until the next annual meeting, at which time the Board will elect a Secretary/Treasurer. Anyone that might be interested in the position and feels that they could qualify for the job, is requested to submit their interest and a resume to Dean Fleharty.

Region 2 has an opening for a two year term ending December 31, 1988 for Director from that Region. Region 4, 5 and 6 have openings for 3 year terms ending December 31, 1989, for Directors from each of those Regions. The area included in each region is listed on the first page of the bulletin. Requirements to qualify for Director are that you own Dexter Cattle, your dues in the American Cattle Association are current and you have the time and interest in filling the position. Incumbent Directors or new blood are welcome to run for Directorships. If you are interested, make your interest known to Rosemary Fleharty by January 15, 1987 as ballots for the four Directors will be mailed to each paid up member for each of the four regions on January 17th and will be required to be returned to Rosemary by January 31st. It is your Association and anyone interested should work toward being elected to serve their Region. May we please have some interest and competition for these positions ?

Dues for 1987 will be due the 1st of January. Please send your checks in made payable to The American Dexter Cattle Association, at your earliest convenience. This will help to update the mailing lists and records. Anyone out there that is not presently a member, is encouraged to join the Association.

Please renew my membership. Attached is my check for \$15.00

☐

Please accept my application for membership. Attached is my check for \$25.00
(new members \$25.00 first year and then \$15.00 renewal)

☐

Name

Street Address

City

State

Zip Code

Telephone Number

Letter from the President

1987 will bring about a number of changes for the American Dexter Cattle Association.

At the annual meeting the Board of Directors elected Dean Fleharty to the office of President effective January 1, 1987. I wish Dean all the success as he takes over the reins of a very rapidly growing organization. We have had growing pains and I feel certain that some of those pains will continue in the future as we continue to grow.

I wish to thank all those individuals that have worked with me in the past several years and hope that they will continue their support of the new officers and the Association. Please remember that we are basically a volunteer unpaid type of organization, that requires many long hours of time by those individuals that try to keep forging ahead on behalf of the entire group. Please help support the Association and see if there is some way that you may be able to give some time, perhaps as a Director or committee person.

I certainly wish to express my appreciation to Kay Moore Baker for serving the Association as Secretary/Treasurer and even before in assisting her mother Daisy Moore when Daisy was serving as Secretary/Treasurer. Many long hours were put in to try to fill the needs of the membership. It is hard to visualize the vast amount of time required. Thanks very much Kay, from a person that realizes all the time you gave.

Perhaps now is the time to start planning for the ADCA meeting to be held in Oklahoma City on July 10 to 12th. Mark your calendars so that there will be a good turn out and let's have a good time. See you there.

Perhaps some of you have been as lax as we have in sending in your registrations or transfers. Now is the time to get all these up to date so that we have some idea of the number of Dexters in North America. Good sound statistics would probably help with some of the sales promotions that the Association is gearing toward.

The Holiday Season is rapidly approaching and we would like to wish each of you

Season's Greetings and a Happy, Prosperous New Year

I have enjoyed my tenure of office, and will continue to do my part for a splendid organization, The American Dexter Cattle Association

Sincerely,

Jim Johnson

YES, I would like to run for Director in my Region. Please include my name on the ballot.

Name

Address

City

State

Zip Code

Telephone Number