



News Release

For Immediate Release

Iowa Beef Expo
11281 SE 56th Avenue
Runnells, IA 50237
515-966-0075
www.iowabeefexpo.com

Larry & Carol Drake of Drake Simmental Named 2012 Iowa Seedstock Producer of the Year

Larry and Carol Drake of Drake Simmental, Centerville, Iowa, have been named as Iowa's Seedstock Producer of the Year. The coveted award, sponsored annually by the Iowa Beef Breeds Council, is being awarded to Drake Simmental on Monday, February 13, 2012 at the Expo Kick-Off Program; which is scheduled to begin at 5:30 p.m. in the Bull Pen of the cattle barn at the Iowa State Fairgrounds. All friends of the Drake Family and the Iowa Beef Expo are invited to attend.

The Seedstock Producer of the Year is a coveted award among Iowa's Purebred breeders. The purpose of the award is to honor outstanding cattle producers in the seedstock industry. Each Purebred Breed Association is given the opportunity to nominate one candidate for the award. Applications are reviewed by a Seedstock Committee, which gives careful consideration to producers programs in their entirety, including record keeping, industry participation and leadership, merchandising programs, selection criteria and herd improvement over time.

Drake Simmental has been in the Seedstock cattle business for 111 years making it an Iowa Century Farm raising Simmental and Sim-Angus cattle currently running 190 cows. Performance records have also been kept for 50 years and Drake Simmental has been members of the IBIA for 10 years and the American Simmental Association for 40 years. Drake Simmental sells 35-40 bulls' private treaty annually from their herd providing their customers with all the BW, 205 wt., Yearling wt., ADG on Test, WDA and EPD's that they have available. Drake Simmental has had production sales on the farm in the past but now sell mostly private treaty and in consignment sales.

Drake Simmental is proud to be a founding member and past president of the Hawkeye Simmental Inc. group. Larry and Carol have also been involved with their County Cattlemen's association. Drake Simmental has had the great fortune to receive awards such as: Premier Breeder Award at the National Western Stock Show in 2003, 2005 and 2006 along with two Top Sire Groups in the I.B.I.A. Bull Test.

In his own words here is a brief historical review of his seedstock operation:

Larry grew up with Polled Herefords and by 1960 they were production testing their cattle. They did gain testing at home and put bulls in the then I.B.I.A. Test. By the late 60's they were looking for a way to improve the milking of their cows – gave the Simmental Breed a try and quickly jumped weaning by 100 pounds.

As time passed we sold more Simmental and less Herefords and by 1980 they were all Simmental. In the early 90's we went to black Simmental and in the 2000's we added the Sim-Angus.

We've always raised cattle that fit the environment, they are never in a barn – they graze cornstalks in the fall and winter and consume much of their needs from feedstuff that would otherwise be wasted. Every cow past two years of age calves in a 40 acre or larger field, they have to calve by themselves as well as take care of the calf, then breed back and do this every year. Their belief is if you breed that outstanding cow everything else is mostly taken care of.

The cattle business has been our life. We love the cattle, working to improve them, the wonderful people in the cattle business and the great young people we have been involved with. We have always believed in and did anything we could to help young people in the cattle business.

We believe that future of the cattleman and cattlegirl has never been better. The job requires more work than most jobs and thinks the monetary rewards will be excellent. To survive you must have a profit but the rewards of loving your cowboy life, friends, family, honesty, pride, working with family and just the joy of that new calf in the green grass of Spring exceeds all else.



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SPECIAL CATTLEMEN'S OFFERS AVAILABLE AT THE 2012 IOWA BEEF EXPO

Both buyers and consignors, young and old attending the 2012 Iowa Beef Expo, which is being held February 12-19, 2011, will have the opportunity to take advantage of special "Cattlemen's Offers" being provided at the country's largest state beef expo.

Hawkeye Breeders Service, Inc. offers one free semen collection on anyone bull that brings \$2,500 or more in any of the sales held during the 2012 Expo. The collection work must be completed prior to the 2013 Iowa Beef Expo. Bull must be presented to the Adel, IA collection site.

Hawkeye Breeder Service, Inc. will present specially embroidered Iowa Beef Expo Windshirts to the purchaser of the High Selling Bull and High Selling Female in each sale at the 2012 Iowa Beef Expo.

Trans Ova Genetics is offering to the purchaser of the high selling female in each breed selling 25 head or more at the 2012 Iowa Beef Expo, one free embryo flush on the female of his/hers choice from his/hers breeding herd and three free transfers into the owners recipients. The embryo work must be completed prior to the 2013 Iowa Beef Expo. Contact Mark Johnson for complete details on this offer!

Muir Embroidery of Jefferson, Iowa along with **Livestock Plus Inc.** of Clarion, Iowa will present specially embroidered Iowa Beef Expo Jackets to the consignors of the High Selling Bull and High Selling Female in each sale. Jackets must be ordered before the end of the 2012 Iowa Beef Expo.

Purple Bound Show Feeds, R&B Feeds, & U.S. Feeds will present certificates for one free bag of U.S. Core Calving Mineral with BioMos to the purchaser of the High Selling Bull and High Selling Female in each sale. Certificate must be redeemed at the booth before the end of the 2012 Iowa Beef Expo. We will also be presenting certificates to the IJBBA Breed Champions and Reserves as well as the IJBBA Top 5 Exhibitors for free bags of feed.

All buyers registered prior to the start of each of the breed sales held at the Iowa Beef Expo, will be eligible to win a special embroidered Iowa Beef Expo cap. **Hawkeye Tack** will also be presenting the IJBBA Top Year End Award Winners with special boot certificates and Wrangler Jean certificates. **Hawkeye Tack** will also be offering all who attend the Expo a certificate good towards \$500 off the purchase of a New Trailer and 20% off 1 Regular Priced Item, some exclusions will apply.

For more information on the Iowa Beef Expo contact: Mindy Campfield, Expo Director 515-966-0075 or visit our website at www.iowabeefexpo.com.



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Live Animal Display Space Available At The 2012 Iowa Beef Expo

Cattlemen attending the 2012 Iowa Beef Expo will find a tremendous Live Display of the country's most widely promoted A.I. sires. A special aisle in the barn is set aside to allow breeders who desire to display the top individuals from their herd. Many nationally known A.I. Sires have been displayed at the Iowa Beef Expo in the past. Live Display exhibitors are not required to stay for the duration of the Iowa Beef Expo, but rather have the option to select which days they wish to be on display.

The Live Display aisle of the Iowa Beef Expo is a very significant, highly visible feature of the show. With 12 breeds represented during the shows and sales throughout the week and Expo attendance figures of over 15,000 you are encouraged to reserve your space now to take advantage of the tremendous promotional opportunities the Iowa Beef Expo has to offer. Only one company is allowed per space, and no space shall be sublet or offered for use by an exhibitor to another exhibitor. Co-owners of animals are considered as "one company" in Live Displays. The PURPOSE for the Live Display is to be a display area only, no private treaty sales are allowed.

If you are interested in a Live Display space at the 2012 Iowa Beef Expo, please contact: Mindy Campfield, Expo Director at 515-966-0075.



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Marty VanderMolen Awarded “Friend of the Iowa Beef Expo” Award

The Iowa Beef Breeds Council has named Marty VanderMolen as the recipient of the coveted “Friend of the Iowa Beef Expo” award. Marty VanderMolen will be receiving his award for his contribution and support of the Iowa Beef Expo, now being held for the 36th year. Marty VanderMolen will be recognized and presented with an award by Iowa Beef Breeds Council at the Kick-Off Program scheduled for Monday, February 13, 2012 beginning at 5:30 p.m. in the Bull Pen in cattle barn. All friends of Marty VanderMolen and the Iowa Beef Expo are invited to attend.

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Bev Johnson

Recognized with Distinguished Service Award

The Iowa Beef Breeds Council will be recognizing Bev Johnson with a Distinguished Service Award at the upcoming Iowa Beef Expo. Bev Johnson will be recognized and presented with an award by Iowa Beef Breeds Council at the Kick-Off Program scheduled for Monday, February 13, 2012 beginning at 5:30 p.m. in the Bull Pen in cattle barn. All friends of Bev Johnson are invited to attend.

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Junior Steer & Heifer Show Entries due February 1st

NO LATE ENTRIES ACCEPTED

Young people interested in showing in the Junior Steer & Heifer Show at the 2012 Iowa Beef Expo should note that entries must be postmarked **NO LATER** than February 1st. Again this year the IJBBA is accepting on-line entries via their website. No late entries will be accepted! The only cattle that will be allowed to enter after February 1st are heifers, which are purchased in one of the 2012 Iowa Beef Expo Sales held during the week.

Iowa Junior Beef Breeds steer and heifer exhibitors will be competing for the title and prizes which will be presented to the exhibitors of the Top 5 Supreme Champion Market Animal and the Supreme Champion Breeding Heifer at the 2012 Iowa Beef Expo. The Iowa Junior Beef Breeds Steer & Heifer show will be held the final weekend of the Iowa Beef Expo, February 18-19, 2012. Only Iowa residents are eligible to show in the Junior Show.

The Year-End Awards Program is scheduled to be held on Saturday, February 18th at 8:00 a.m. in the Livestock Pavilion. For more information about IJBBA please log onto our website www.iowabeefexpo.com.

Entries are due postmarked no later than February 1st and sent to: Jenny Studer, I.J.B.B.A. Advisor
3014 130th Street
Creston, Iowa 50801
Phone: 319-530-3056

Iowa Beef Expo Junior Show Schedule

The Iowa Junior Beef Breeds Association (IJBBA) has set the final schedule for events being held in conjunction with the Junior Steer & Heifer Show at the 2012 Iowa Beef Expo. **Exhibitors are reminded that entries are due postmarked NO LATER than February 1st with no late entries being accepted.**

ARRIVAL TIMES: Because we will be checking in ALL junior cattle on Friday, February 17th, junior exhibitors may arrive late Thursday evening and go to the tie-outs until we can get cattle into the open class barn. We will get as many junior cattle into the barn Thursday evening as possible, however, **No junior cattle will be allowed in the open class barn until the barn managers give the ok. The Open Class Barn will be closed to all IJBBA Exhibitors for sales and cleaning from 3:00 - 9:00 p.m.**

Many exhibitors will be allowed in the barn late Thursday evening, but because the Chianina Sale will be held on Thursday evening, counties assigned stalls in those aisles will not be allowed in the barn until Friday morning. Final stalling assignments will not be made available until Thursday, February 16th so please don't call and ask for them until that time.

CHECK-IN 8:30 AM to 12:30 PM on FRIDAY FEBRUARY 17th: ALL junior cattle, purebred and crossbreds will be checked in Friday, Feb 17th beginning at 8:30 A.M. in the Livestock Pavilion. Check-in will close at 12:30 P.M. All animals need to have health papers to exhibit. Purebred steers and heifers must bring their registration papers with them at the time of check-in. Commercial heifers and all market animals will be weighed for class breaks.

SHOWMASTER SHOWMANSHIP SHOWDOWN: Showmaster® Feeds is now sponsoring the Showmanship contest at the 2012 Iowa Beef Expo. The Showmaster® Showmanship Showdown will be held on Friday, February 17th at 4:30 pm. This is a no fit showmanship contest. Showmaster® will be offering \$1000 in scholarships in each division with the Champions receiving a \$600 scholarship and the Reserves receiving a \$400 scholarship. Also every person that participates will receive a coupon for free Showmaster® Feed. Take advantage of this great opportunity and participate in the Showmaster® Showmanship Showdown this year! Classes will be broken into 13 and under for juniors and 14 and up

for seniors, using your age as of January 1st. It is not necessary to show your animal, but you **MUST BE** exhibiting an animal in the 2012 Winter Expo Junior Show.

SHOW ORDER: Exhibitors and spectators can expect the following show order on February 18 – 19, 2012.

IOWA BEEF EXPO

2012 JUNIOR SHOW ORDER

**Saturday Feb. 18
8:00 A.M.**

Market Beef Ring 1
Year End Awards
Chianina
Gelbvieh
Hereford
Limousin
LowLine
Maine Anjou
Murray Grey
Pinzgauer
Red Angus
Salers
Shorthorn Plus
Shorthorn
Simmental
South Devon
Angus
Belgian Blue
Brangus
Charolais
Market Heifers

**Saturday Feb. 18
8:00 A.M.**

Br. Heifers Ring 2
Year End Awards
Shorthorn Plus
Shorthorn
South Devon
Angus
Gelbvieh Balancer
Gelbvieh
Belgian Blue
Brangus
Charolais Composite
Charolais
Chianina
Horned Hereford
Polled Hereford
LimFlex
Limousin
LowLine
Maintainers
High % Maine
Murray Grey
Pinzgauer
Red Angus
Salers

**Sunday Feb. 19
8:00 A.M.**

Market Beef Ring 1
Crossbred Steers
Supreme Selection

**Sunday Feb. 19
8:00 A.M.**

Br. Heifer Ring 2
Simbrah
Foundation Simmental
High % Simmental
Commercial
Supreme Selection

For junior entry forms, contact:

Jenny Studer, I.J.B.B.A. Advisor
3014 130th Street
Creston, Iowa 50801
Phone: 319-530-3056

Or Enter Online at:

<http://showcattlepage.com/ijbba/homepage.htm>

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Collegiate and 4-H/FFA Judging Contest to be held at the 2012 Iowa Beef Expo

Des Moines, IA- The Iowa State Fairgrounds Livestock Pavilion will be the site for one of the largest judging contests in the Midwest. The judging contest is scheduled to hold registration from 7:30 A.M. – 8:30 A.M. with the Judging contest beginning at 9:00 A.M. sharp February 12, 2012 opening day for the 2012 Iowa Beef Expo. The contest is open to Junior and Senior Collegiate and 4-H/FFA, teams where they will have the opportunity to test their skills. This judging contest is unique in the aspect that contestants will only evaluate classes of beef cattle. Traditional judging contests include the evaluation of beef, swine, and sheep.

We would like to take this opportunity to invite you to the 2012 Iowa Beef Expo Livestock Judging Contest. We hope that your judging season is off to a great start as the spring season begins to unfold.

New this year, in an effort to speed up the registration process, there will be an online registration form. They are located on the Iowa Beef Expo website and listed below.

To complete team registrations follow this link:

https://docs.google.com/spreadsheet/viewform?hl=en_US&formkey=dEZmUkJUbDIOVktNZ253SW9ldVItcWc6MQ#gid=0

To complete team roster, follow this link:

https://docs.google.com/spreadsheet/viewform?hl=en_US&formkey=dG5kdW9SRUJFd250UllNUWVuWV9VTVE6MQ#gid=0

Contest registration is scheduled to begin at 7:30 A.M. in the Gammon Barn, located east of the Livestock Pavilion, with the contest beginning at 9:00 A.M. sharp. The Iowa Beef Expo judging contest will consist of approximately 10 classes of breeding, market and prospect cattle. Performance data and scenarios will be included with some of the classes. 3 sets of oral reasons will be given by the 4-H/FFA division. The college teams will be divided into a senior and junior division, both divisions will give 6 sets of oral reasons. Teams will consist of 4 members and all scores count. No limit on the number of teams. Entry fees are \$75 per College Team and \$20 per individual and \$45 per 4-H/FFA teams and \$15 per individual. This includes a lunch at no additional charge.

For More Information Contact:

Iowa Beef Expo
Mindy Campfield
Executive Director
515-966-0075

Iowa State University
Jon DeClerck
Dept. Animal Science
515-294-5910

Contest Coordinator
Doug Steele
641-740-0121

For information regarding the Iowa Beef Expo contact: Mindy Campfield, Expo Director 515-966-0075 or visit our website at www.iowabeefexpo.com.