



Oklahoma Hereford Association 10/20 Happenings

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Colton Pratz
405-385-1054

OHA NEWS

Good Morning OHA Members!

The OHA hopes that you are adapting well to the new way of life. The beef industry is definitely one of a kind with all of the new shows coming up! We are sure thankful to be involved in one of the best industries there is.

I also want to bring your attention to the most recent address change below.

In the October Edition, you will find important dates, information regarding the two new shows released as replacements of the NWSS, and for the Breeder Spotlight, Littau Polled Herefords.

Be sure to check the dates as there are multiple deadlines coming up!

NEW CHANGE OF ADDRESS

PO Box 82
Skiatook, OK 74070

MARK YOUR CALENDAR

October 2, 2020:

Tulsa State Fair Junior Breeding Heifer Show

November 16, 2020:

18th Annual Herefords in Native America Sale

November 21, 2020:

OHA Annual Banquet: Stillwater, OK

NWSS Replacement Shows

Cattlemen's Classic: Oklahoma City

January 2-17, 2021 – This show will provide an opportunity to showcase genetics, provide marketing opportunities and access to the latest industry products, services and educational opportunities for cattle breeders and industry enthusiasts.

Open and Junior Breeding Cattle Shows, Supreme Overall Open Bull and Female, Supreme Overall Junior Breeding Heifer, Pens of 3 and 5 Bulls and Heifers, Junior Market Steers, Open Prospect Steers and Heifers, Herd Sire Displays.

The Nebraskan: Grand Island, NE

Beginning January 9, 2021 – This show will genuinely intend to match the schedule of the anticipated NWSS dates to accommodate the plans already in place within the beef cattle industry. More information to follow on this show.

LITTAU POLLED HEREFORDS

Littau Polled Herefords have been in the cattle industry for as long as anyone can remember. Great grandpa, Leonard Littau, had cattle since the early 1900's. He passed his love for cattle on to his children and grandchildren and the tradition of ranching has continued on through 5 generations.

Great grandpa, Leonard Littau, had commercial Herefords in the 1930's, and then in 1976 grandpa Albert Littau made the decision to move to Registered Polled Herefords. Albert was noticing at the time that registered cattle were bringing more money, and having always loved the docility of the Hereford breed and easy handling of the Hereford cattle he had, it was an easy decision to switch to all registered Polled Hereford Cattle.

Albert accomplished this transition by going to cattle sales and purchasing registered bred cows and selling the commercial cattle. One of many of Albert's fondest memories was buying a nice registered Polled Hereford cow from Beartooth Ranch. This cow's bull calf sold in the late 80's/early 90's at the state sale for \$5000, which held the record for the highest selling bull in the state sales around that time. Albert has since retired, and Sam and Ryan have continued the tradition of raising good quality registered Polled Herefords at Littau Polled Herefords. Sam's grandchildren are showing and becoming involved in the family ranching operation to continue on the tradition that has developed over the years.

Being involved in the beef industry for many years, the Littaus strive to produce high quality cattle to meet the needs of the commercial and purebred breeder. They want their cattle to be able to perform at the highest level in the show ring with the ability to transition smoothly into any cattle operation all while producing offspring that need to stay competitive in the industry as a whole. In order to achieve this goal, the Littau family uses AI with the latest genetics and embryo transfers. To improve their calf crop, they are continually researching and improving EPDs within.



Ryan, Dana, Garret, Halle, Teresa, Sam Littau



Albert and Lorene Littau





RL BIG TIME 005B Spring Bull Calf Champion 2015

Throughout the years, Littaus have had many mentors that have helped them get to where they are today. In the beginning, MC James of Diamond J Farms helped Albert and Sam with AI'ing the cattle and traded his AI help for labor around his operation. In the more recent years, the Littau family look up to Kevin Jensen's family of Courtland, Kansas. They have bought several bulls from them and have also had them show cattle for them at the NWSS. The Jensen family have always been there to lend a helping hand to them. Another mentor that the Littau family looks up to is Kevin Schultz of Sandhill Farms. Kevin has answered any questions that they may have with EPDs. Littau Polled Herefords partner with both families.



LPH 422X Executive 109 516E

Being located in the panhandle of Oklahoma, the Littau family biggest challenge is their location. Because of their operation being located in Beaver and Texas counties, it has been quite an ordeal to get breeders and cattle buyers to come out to their ranch and look at cattle. On the bright side, the increase in technology has truly benefitted their operations sales. They have been able to use Facebook and other social media platforms to increase a broader range. While they have increased their presence on social media, they have also increased their participation at the regional, state, and national level. Despite the location challenge, they have sold cattle to multiple states and operations that come back every year for more. "If we can convince them to make the drive out, they are always pleased the quality of cattle they find."

What advice would you give to someone just starting out in the Hereford breed?

The advice we'd like to give is to get involved in your state Hereford Association and the National Hereford Association. Find someone in the Hereford industry willing to help. There is never a shortage of Hereford people willing to help someone! Don't be afraid to ask questions. Everyone had to start somewhere. And as Albert says – "don't be afraid to buy older cows with good heifer calves at side to get started cheaper."

CONTACT US:

Facebook: Littau Polled Herefords

Home: 580-361-2253

Sam: 580-525-1155

Ryan: 806-435-0279

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Reserve Division VI
Sire: KJ BJ 854P ECLIPSE 314X ET
Dam: LPH 291W MISS CATHY 204S 228C
Bred by: RYAN LITTAU
Congratulations to Halle Littau