



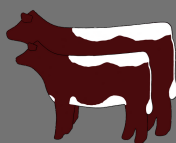
# THE APA NEWSLETTER

*Welcome to Summer, Y'all!*



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Valued Member,

We hope that each and every one of you are staying cool in the summer heat and receiving plenty of rain to keep that grass growing!

We want to thank Dottie Phipps of Howard Pinzgauer Farms in Mountain City, Tennessee, Dawn Buechner of No Name Ranch in Wynnewood, Oklahoma, Peter Carter of Woodland Farms in Georgetown, Massachusetts, Dixie Berg of Fantasy Acres PNZGR Breeders in Battle Ground, Washington, and Barb Schmooch of Buttercup Beef in Kewaunee, Wisconsin for providing pictures for the APA Newsletter!

If you wish to have your Pinzgauer Cattle featured in the APA Newsletter, email them to [cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)



# A LETTER FROM THE PRESIDENT

**Written by: David Harvey**

## Looking to the Future

The cattle industry faces many challenges which are new and unprecedented. These new challenges can present difficulties for experienced and new breeders, alike. Rising prices of commodities, feed, lumber, equipment, and veterinary services have existed for many years. However, the recent pandemic has resulted in shortages which have driven up prices on most things, except beef prices.

Recent beef industry reports cite an increasing demand, even during the pandemic, for beef and beef products. Much of the problems experienced over the last 9 months have not been the supply of beef, but the availability of processing centers and manpower to operate the facilities. As such, the pipeline from farm to table has been backed up, creating shortages.

Even in the face of those challenges for which cattlemen have experience in dealing with in the past, there are other, not so obvious, challenges in the future for the beef industry. There are three major challenges for which we need to address in order to ensure the future of our industry.

The first challenge to be addressed is how will the beef industry deal with the latest fad of "Beyond Beef". Companies are developing plant-based products which are absent of beef, yet are reported to taste as good as beef. In particular, the traditional "hamburger" is being sold in some popular fast food and restaurant locations, presenting them as being a healthy alternative to beef.

The second challenge is the reduction of available meat processing centers and the continued decline in skilled butchers. The financial incentive for the skill set is not sufficiently attractive to the newer generation of prospective workers. In addition, the work is less desirable to them. Some states are attempting to address this, today, by creating more educational opportunities for developing all trade skills, including the meat processing skills.

The third challenge, which in my mind is the most critical one, is the apparent decrease in the number of youths that are expressing an interest in the cattle industry, or for that matter, the agriculture industry all together. For the American Pinzgauer Association, this challenge has manifested itself in diminishing participation in a National Pinzgauer Show.

The APA has enjoyed an increase in membership over the past several months, along with increased animal registrations and transfers. However, our future, and that of any cattle association, will lie with the active recruitment of youth and promoting of our breed.

In order to help promote the Pinzgauer breed, I encourage all members of the APA, to seek ways of creating interest in Pinzgauer cattle, either through leasing an animal to a child or in active participation in county fairs to display the breed. Many people have never seen a Pinzgauer and would be amazed to see them at any fair.

Currently, I am holding discussions with a county fair in Tennessee to hold a Pinzgauer, only, show as part of their county fair. What could be better than walking into a barn full of Pinzgauers, for promoting the breed?

We all must do a better job of promoting our breed, by posting flyers at local COOPs, Tractor Supply, sale barns, and other Ag oriented businesses. The APA has a very nice flyer that we can provide any member, on request, to serve this purpose.

Your Board of Directors would greatly appreciate your taking an active role in promoting the breed and welcome any suggestions you may have for this endeavor.

I continue to welcome your input and active participation in helping direct our future course.

Warmest Regards,

**David Harvey, President**  
**American Pinzgauer Association**  
**dsharveysr@outlook.com**  
**832-368-5004**



***Don't forget to call in for the Annual Membership Meeting on  
August 7, 2021 at 6:00 pm CST!***



## ARTICLE 1: MEET YOUR LOCAL FARMER: AN AGRICULTURAL EDUCATION EVENT IN WISCONSIN

Written by: Gloria Regan of Kesler Family Farms in Hilbert, Wisconsin

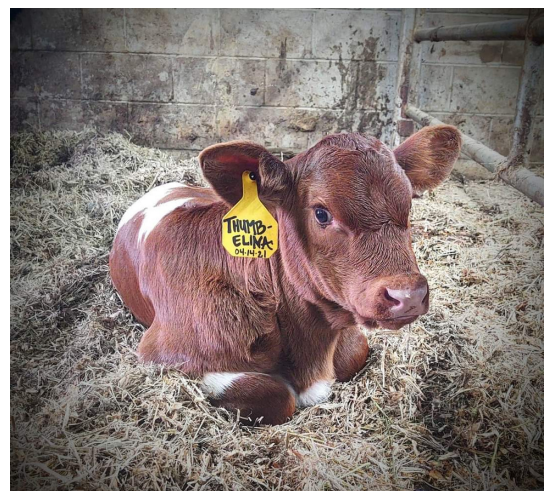


Calumet County farmers and processors invited the public to get a firsthand look at where food comes from during the 4th annual 'Meet Your Local Farmer' event Saturday, April 24. The public event took place in the Calumet and Fondulac Counties of East Central Wisconsin.

At a time when families are more curious than ever about agriculture and food production, the Calumet County Farm Bureau partnered with local producers to host four open houses throughout the day. Guests were encouraged to visit as many of the stops as they chose, and tour the facilities at their own pace during the family-friendly event that supported local farms. Each farm highlighted a different aspect of agriculture all within a fifteen mile radius.

The following participants volunteered their time and facilities for this experience; including our own breed members Bob and Lucy Kesler of Hilbert, Wisconsin.

- LaClare Family Creamery
- Lake Breeze Dairy
- Ledgerview Farms
- Kesler Family Farm



**Kesler Family Farms**  
**N6447 State Highway 55**  
**Hilbert, Wisconsin 54129**  
**Phone: (920) 378-1678**  
**Email: [robertkesler@att.net](mailto:robertkesler@att.net)**





## Article 1: Meet Your Local Farmer: An Agricultural Education Event in Wisconsin continued

### **LaClare Family Creamery:**

Wisconsin is America's Dairyland, but many do not know the Badger State ranks the highest in the nation for dairy goat herds. LaClare Family Creamery is a goat farm, shoppe/cafe, and creamery that features goat and cow milk cheeses made on-site.

### **Lake Breeze Dairy:**

Established in 2003 by five Wisconsin farming families, 3,200 cows call Lake Breeze Dairy home. The cows are milked in a double-44 parallel parlor and there are 35 employees dedicated to caring for the cows on the farm.

### **Ledgeview Farms:**

Established in 2008, Ledgeview Farms is a hydroponic greenhouse that produces tomatoes and English cucumbers. The greenhouse that grows delicious, healthy produce in water is operated by the Deborah and Leonard Opsteen Family.

### **Kesler Family Farm:**

A multi-generational and multi-species family operation, Kesler Family Farm specializes in beef cattle, hogs, and chickens. The Kesler family hosted a petting zoo and answered questions about how they raise their livestock and grow crops. Though the family has a little bit of everything on their farm they focus on raising beef cattle. The Keslers raise market steers, breeding bulls, and seed stock. Their most dominate breed is Pinzgauer with many crossed with Angus and Hereford. Throughout the event many people drew curiosity towards the "funny looking stripe" down the Pinzgauer Cattle's backs. A great attention grabber to begin telling the story of a strong and efficient breed of cattle. They utilize this event to share their farm's story and show agriculture to help raise the next generation of consumers. With a lot of cleaning, beautiful weather, and eager consumers the Kesler Family welcomed 400 people to their farm.



**Kesler Family Farms**  
**N6447 State Highway 55**  
**Hilbert, Wisconsin 54129**  
**Phone: (920) 378-1678**  
**Email: [robertkesler@att.net](mailto:robertkesler@att.net)**





## APA UPDATE

**Written by: Cheyenne Hooks Denney**

Hey Y'all!!!

Here at the APA, we have been working diligently to provide the membership with the most up-to-date information, decisions being made by the Board of Directors, and pertinent deadlines approaching.

We have successfully completed the 2021 Election for the APA Board of Directors. The results are in and Stacey Ferguson and Barb Schmoock have returned to serve for another 3 years! Also, J.R. Matott and Donna Laney were also elected to serve!

Please join me in welcoming our new and returning Directors!

If you have any concerns or questions, do not hesitate to reach out to a Director in your area or one of the APA Officers.

Recently, each of you received a postcard that gave the unfortunate news that the 2021 National Pinzgauer Show was cancelled. Sadly, we did not have the anticipated participation that we needed to have a thriving show that we have had in the past. I encourage any member that has shown at a National Pinzgauer Show in the past to consider coming to the show next year, so we can have an amazing show once again with beautiful Pinzgauer cattle and camaraderie.

Further, on that same postcard, the 2021 Annual Membership Meeting was announced. The meeting will be held via conference call:

**Call-In Number: (425) 436-6200**

**Passcode: 349357**

The 2021-2022 APA Executive Committee was chosen at a previous Board of Directors meeting; President: David Harvey, Vice President: Stacey Ferguson, Secretary: Cheyenne Hooks Denney, and Treasurer: J.R. Matott. Also, an agenda will be posted on the website and emailed (to those who have provided an up-to-date email) 1 week prior to the meeting. If you have an item or concern you wish to be added to the agenda, please send an email to [cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)

We look forward to talking to each and every one of you! Make sure to mark your calendars!



The APA Registry is working hard to get all of the registrations and transfers to each and every one of you. If you have still not received your registration papers, please contact one of the APA Board of Directors and we will work on getting that taken care of.

I know that it can be frustrating waiting for so long on the registration papers, but Dennis is working hard to make sure that you have the most accurate information. Please be patient with us while we get the database in order and work out the kinks with the new Registrar.

Don't forget to take advantage of the Classified Section on the APA website. If you have cattle for sale, registered or not, please send photos and information to Stacey Ferguson at [scfgigem92@yahoo.com](mailto:scfgigem92@yahoo.com). We will add the cattle to the Classifieds page on the APA website free of charge.

The 2021 Hall of Fame Award application and 2021 Scholarship application are listed on the website. **Applications are due no later than August 1, 2021.**

Thank you for supporting the American Pinzgauer Association and continuing to promote these great cattle!

**Cheyenne Hooks Denney, Secretary**  
**American Pinzgauer Association**  
[cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)  
**615-613-2735**

***Make sure to check your email, website, and the Facebook page  
for any news or updates from the APA!***



## **2021 APA Scholarship Application**

**Application Deadline: August 1, 2021**

**Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Name and Ages of Siblings:** \_\_\_\_\_

**Do you have any siblings attending at the same time you are attending?** \_\_\_\_\_

**Name of High School:** \_\_\_\_\_ **Graduation Date:** \_\_\_\_\_

**Birth Date:** \_\_\_\_\_ **ACT or SAT Score:** \_\_\_\_\_ **Class Rank:** \_\_\_\_\_

**Number of Years in the:**      **APA** \_\_\_\_\_      **4-H** \_\_\_\_\_      **FFA** \_\_\_\_\_      **Other Cattle Affiliations:** \_\_\_\_\_

**College/University Attending:** \_\_\_\_\_

**Major Area of Study:** \_\_\_\_\_

**How many head of cattle does your family own?**    **Pinzgauer** \_\_\_\_\_    **Other Breeds** \_\_\_\_\_    **Commercial:** \_\_\_\_\_

**How many head of cattle does you own?**    **Pinzgauer** \_\_\_\_\_    **Other Breeds** \_\_\_\_\_    **Commercial:** \_\_\_\_\_

**How will you pay for your college education: Explain any other additional scholarships, personal assistance, work study, financial aid, work, etc.**

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**List your education and career goals:**

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**List any offices, committees, etc. you have held at the regional or state level:**

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**List what you consider to be your most prestigious awards you have received for your work with Pinzgauer Cattle:**

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**List awards you have received for your work inn other organizations:**

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**List your most recent work experience and specific responsibilities:**

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**Briefly explain how you became involved with the American Pinzgauer Association:**

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**List the plans for the future of your cattle and your future involvement in the American Pinzgauer Association:**

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*In your own words, explain what receiving this scholarship would mean to you:*

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*I certify that the information contained above is correct.*

*Signature of Applicant:* \_\_\_\_\_

*Date:* \_\_\_\_\_

*Signature of Parent/Guardian:* \_\_\_\_\_

*Date:* \_\_\_\_\_

*Please postmark by August 1, 2021 to:*

APA Scholarship Committee  
C/O Todd Andreshak  
225808 Cardinal Lane  
Edgar, Wisconsin 54426



*Or email to Todd Andreshak at: [tapinzgauers@hotmail.com](mailto:tapinzgauers@hotmail.com)*







## **2021 APA Hall of Fame Award Application**

**Application Deadline: August 1, 2021**

**The American Pinzgauer Association is now accepting nominations for the 2021 Hall of Fame Award. Please print and complete the form and send it to Todd Andreshak.**

**Name of person being nominated :** \_\_\_\_\_

**Cattle Company/Ranch Name**\_\_\_\_\_

**Number of Years the Nominee has been an APA Breeder:** \_\_\_\_\_

**Status of the Nominee:**     **Active** \_\_\_\_\_     **or**     **Retired** \_\_\_\_\_

**Your Name:** \_\_\_\_\_

**Your Cattle Company/Ranch Name:** \_\_\_\_\_

**Number of Years You have been an APA Breeder:** \_\_\_\_\_

**Your APA Membership Status:**     **Active** \_\_\_\_\_     **or**     **Retired** \_\_\_\_\_

**Please explain why you are nominating this person:**

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**Please postmark by August 1, 2021 to:**

APA Awards Committee  
C/O Todd Andreshak  
225808 Cardinal Lane  
Edgar, Wisconsin 54426



**Or email to Todd Andreshak at: [tapinzgauers@hotmail.com](mailto:tapinzgauers@hotmail.com)**

# FLASHBACK: WHAT'S COOKIN'

**Written by: Cheyenne Hooks Denney**

We all know that if you raise Pinzgauer cattle, then the beef is some of the best out there. In years past when the Pinzgauer Journal was in circulation, we had a section that highlighted the recipes our Pinzgauer Breeders. We thought it was time we brought it back!

So start sending in your Pinzgauer Beef Recipes to be featured in the APA Newsletter!

Send recipes and pictures of your finished product to Cheyenne Hooks Denney at:  
**[cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)**

If you have any pictures of Pinzgauer Beef that you have raised, send them over! They could be featured in the newsletter, website, or promotional material!



## **3C Pinzgauer Beef Mini Meatloaves**

### *Mini Meatloaves Ingredients:*

- 1 pound Pinzgauer ground beef
- 1 egg
- 1 cup shredded sharp cheddar cheese
- 1/2 cup oats
- 1 medium onion, diced
- 1 16 oz. container mushrooms, diced
- 1 tsp. salt

### *Directions:*

Mix all of the Mini Meatloaves ingredients. Once combined, form into small oval shapes, they should be around the size of a small potato. In a separate bowl, combine sauce ingredients. Place mini meatloaves in casserole dish and top with sauce and shredded cheese. Bake at 350F for approximately 45 minutes, or until done.

### *Sauce Ingredients:*

- 2/3 cup ketchup
- 1 TB brown sugar
- 1.5 tsp. mustard
- 2 tsp. hot sauce

**Courtesy of: Cheyenne Cattle Company - Eddyville, Kentucky**

***Send us your Pinzgauer Beef recipes!***



## NWPA UPDATE

**Written by: Dixie Berg**

Hi from the Pacific Northwest!

We are coming off record- breaking heat that was brutal. We had temperatures reaching 116 which broke a lot of records. What made it even worse is some of us had 20 to 25mph winds so all our plants and gardens really took a beating. We are now back into the 60s, 70s and 80s which is much more comfortable. I know some of you live where the heat is extreme but for us this is not the common weather. Hope you are having a nice summer with mild temps and gentle breezes.

The NWPA held their BOD meeting on April 24th, 2021 at Chehalis, WA. A short memorial was done for Tom Gordon before the meeting started. Everyone shared a story involving Tom during the many years that he was a member of the NWPA. The meeting was productive and included Mark Stupfel reporting information from the APA phone conference meetings.

The date for the NWPA 2021 Annual Membership Meeting was set for August 21 at 11:00AM. It will be held at Donna Laney's home in Canby, OR. It will include a potluck with Donna supplying the BBQ brisket, the Annual Membership Meeting, White Elephant Sale, election of new Board of Directors and election of officers.

This year we are trying to contact all the past Junior NWPA members and invite them to join the festivities, rekindle old friendships and share what direction their lives have taken them since their days of showing. So far there has been a big response.

That's about it from the NW corner of the USA. Wish all of you a good summer filled with laughter, family and friends and of course Pinzgauer calves running in the fields!

As Always,

**Dixie Berg**  
**Fantasy Acres PNZGR Breeders**  
**[fantasyacres80@gmail.com](mailto:fantasyacres80@gmail.com)**  
**360-687-3885**



***If you have any questions or concerns, be sure to reach out to any of the Board of Directors! Contact information can be found on the website.***



## MWPA UPDATE

Written by: Barb Schmooch

Hi from the Midwest!!

Buttercup Beef welcomes TA Doc. Dave Kuehl and Barb Schmooch are happy to announce the purchase of a second polled bull from Todd Andreshak of TA Pinzgauers. Thanks Todd! We are excited to see what Doc can produce. Say hello to TA Doc!

4th of July yearly wagon ride to watch the fireworks. Oh, and did I mention that Sandy Strnad and Will Boeder of Blue Ribbon Beef welcomed their 3rd son Walker Boeder into the world.

Will Boeder and his brother John (Chaz's dad) were walking the Blue Ribbon Beef heifers when stopped by a local news station for an interview. Awesome job promoting the wonderful Pinzgauer breed.

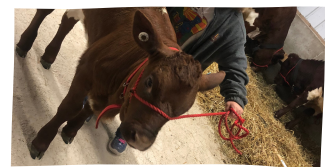
It takes a village!

Highlights of the beef show are cow/calf Peaches and her heifer calf Cream took Reserve Grand Champion, Penny took Reserve Grand Champion in her heifer class. Numerous other ribbons were won also.

The Midwest Pinzgauer Association recently had the Farm Technology Days. Also, Calumet County Fair with a Pinzgauer show and World Beef cattle show.

Enjoy your summer!

**Barb Schmooch**  
**Buttercup Beef**  
**buttercupbeef@gmail.com**  
**920-901-0822**



***If you want a topic on the agenda for the 2021 APA Annual Membership Meeting, send them to [cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)***

## ARTICLE 2: HEAT STRESS IN FEEDLOT CATTLE

**Prepared by: Grant Dewell, DVM, MS, PhD -  
Beef Extension Veterinarian, Iowa State  
University, Veterinary Diagnostic and  
Production Animal Medicine**

### Introduction

Heat stress is a recurring issue for most areas where cattle feeding occurs. Proper planning can provide effective mitigation strategies and minimize death loss during heat events.

When temperatures heat up during the summer, cattle feeders need to assess and manage the heat stress that their feedlot cattle may experience. Unlike pastured cattle that have the ability to seek shade and water and air movement to cool themselves, feedlot cattle experience radiant heat from dirt or concrete surfaces. To reduce the risk to feedlot cattle, feedlot operators should have a plan for performance loss due to decreased efficiency and feed intake, in addition to a plan to prevent death due to heat. At temperatures above 80° F cattle endure physiologic stress abating their heat load. Although cattle at this temperature are not at risk of dying, they will have an increased maintenance requirement to cope with the heat. Typically, pastured cattle are not as susceptible to heat stress as feedlot cattle, so this type of planning is not required for pastured cattle.

Compared to other animals, cattle cannot dissipate their heat load very effectively at high temperatures. Initially, cattle rely on sweating as their primary method to maintain core body temperatures. However, at high temperatures (>90° F) accompanied by solar radiation, their large body surface area begins accumulating more heat than can be dispersed by perspiration. At this point, cattle switch to respiration (panting) to cool themselves. Peripheral circulation is restricted and cattle will show evidence of heat stress.

Because cattle do not dissipate heat effectively, they accumulate a heat load during the day and dissipate heat at night when it is cooler. During extreme weather conditions, when sufficient cooling doesn't occur during the night, cattle will accumulate heat that they cannot disperse. Therefore, a temperature-humidity index (THI) alone may not predict cattle heat stress because it does not account for accumulated heat load.

Another short fall of THI is that it does not account for solar radiation and wind speed which can also affect heat load of cattle. The USDA Agricultural Research Service (USDA-ARS) and the National Oceanic & Atmospheric Administration (NOAA) have developed a heat stress forecast map, including temperature, humidity, wind speed, and cloud cover to more accurately predict heat stress for cattle. The USDA-ARS and NOAA heat stress forecast is available at

**[www.ars.usda.gov/plains-area/clay-center-ne/marc/docs/heat-stress/main/](http://www.ars.usda.gov/plains-area/clay-center-ne/marc/docs/heat-stress/main/)**.

Producers should evaluate feedlot cattle daily, especially during July and August, for evidence of heat stress. Special attention should be paid to cattle with increased risk of heat stress including heavy cattle, black or dark-hided cattle, and respiratory-compromised animals. Heavy cattle cannot handle heat stress as well as lighter weight cattle; increased fat deposition prevent cattle from regulating their heat effectively. Solar radiation is a critical component that can lead to death loss from heat stress. Typically, more black-hided cattle die during heat waves than cattle that are lighter colored. Since cattle rely on respiration as a method to manage heat, respiratory function is important. Cattle that had severe respiratory disease early in the feeding period will have decreased ability to regulate their heat load.

### Recognizing Heat Stress

As the heat load increases, cattle will display increased levels of heat stress. Initial indicators of heat stress (stage 1) include a slightly elevated breathing rate, restless attitude, and increased time standing. During stage 2 the respiratory rate will remain increased and cattle may begin to drool. Most of the animals will be standing and restless, and cattle may begin to group together. As heat-stressed cattle move into stage 3, respiratory rates will increase and excessive drooling and/or foaming will be evident (Figure 1). At stage 4 of heat stress open mouth breathing begins and drooling decreases. Cattle in stage 5 of heat stress will have increased respiratory effort including an abdominal effort and protruding of the tongue (Figure 2). The final stage of heat stress (stage 6) includes labored breathing with the head down; severely affected animals will isolate themselves from the herd. Calves in stages 5 and 6 are at increased risk of death from heat stress if they do not receive relief. Calves should be cooled down slowly by spraying with cool water and providing shade. Do not stress calves by trying to move or restrain. Although cooled some calves may die from organ failure days later after recovering from the initial heat stress.

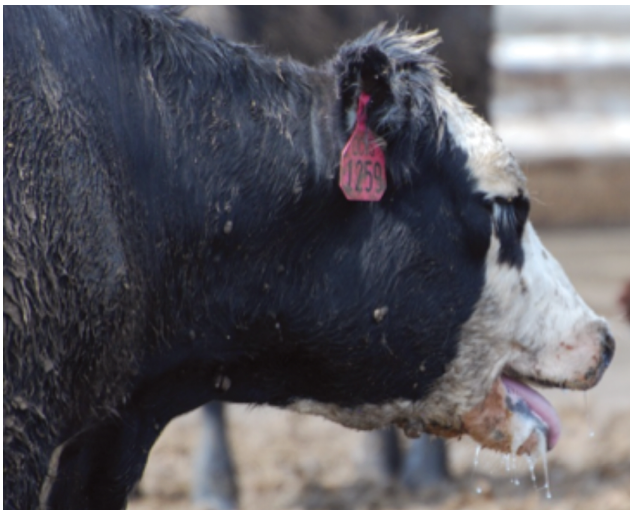
***If you would like to see a specific topic featured in an article, send the request to***

***[cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)***





**Figure 1. Stage 3 heat stress. Photo courtesy of G. Dewell.**



**Figure 2. Stage 5 heat stress. Photo courtesy of G. Dewell.**

### Managing Heat Stress

The water requirement for cattle increases during heat stress as cattle lose water from increased respiration and perspiration. Water consumption is the quickest method for cattle to reduce their core body temperature. During times of heat stress, water consumption will be greater than times of typical metabolic requirements. Access to adequate water sources is critical to managing heat stress and water resources must be carefully managed. The rule of thumb is that cattle need three inches of linear water space per head during the summer. If existing water tanks are not enough, extra water tanks should be introduced prior to extreme heat events so that cattle become accustomed to them. It is important to allow for extra water space because some cattle will dominate a single tank and prevent other cattle access to this resource (Figure 3).

Rate of water delivery is also important. The water supply should be able to deliver 1.1 percent of body weight of the cattle per hour. A 1,000 pound animal needs about 1.5 gallons of water per hour. In addition, water tanks need to be kept clean to encourage cattle to consume adequate water.

Heat production from feed intake peaks four to six hours after feeding. Therefore, heat production in cattle fed in the morning will peak in the middle of the day when environmental temperatures are also elevated. To alleviate some of the heat load from feed, cattle should receive at least 70 percent of their feed in the late afternoon or evening, two to four hours after peak ambient temperature. Ration modifications may also be needed. Changing the ration has been controversial, but research indicates that lowering the energy content of the diet will decrease the heat load. The general recommendation is to reduce the diet energy content by five to seven percent during high temperatures. Working cattle will also elevate their body temperature. For this reason, cattle should not be worked at all during times of extreme heat. They should only be worked in the early morning when it is going to be hot. Nor should cattle wait in processing areas longer than 30 minutes when it is hot. During a heat event, when the heat index is between 90 and 100 degrees, do not work cattle in the evening, even if it has cooled off. Cattle's core temperature peaks two hours after the peak environmental temperature. And it takes at least six hours for cattle to dissipate their heat load. Therefore, if the day's peak temperature occurred at 4:00 p.m. cattle will not have recovered from that heat load until after 12:00 a.m. (midnight) and it will be later than that before cattle

have fully recovered from the entire day's heat load. Shade can be critical in determining whether cattle die during extreme heat events, especially for dark-hided cattle. For adequate cooling, plan for 20 to 40 square feet of shade per animal and a height of at least 8 feet tall to allow sufficient air movement under the shade. If the shade structure has an east-west orientation, then the ground under the shade will remain cooler during the day. However, if mud is an issue then a north-south orientation will increase drying as the shade moves across the ground during the day. For drying to occur the cattle will need to follow the shade onto hot ground.

Increasing the air flow can help cattle cope with extreme heat events since evaporative cooling, whether from perspiration or respiration, is improved with air movement. Wind speed has been shown to be associated with ability of cattle to regulate their heat load. Although wind speed





**Figure 3. Steer blocking water tank to cool head.**  
**Photo courtesy of G. Dewell.**

Although wind speed cannot be influenced, feedlots can increase the cattle's exposure to air movement. For example, if pens have permanent wind breaks for winter weather protection, consider constructing temporary wind breaks for winter use so that air movement is not impeded during the summer. Removing tall vegetation within 150 feet of feedlot pens will also improve air movement. Tall, earthen mounds will also allow cattle more exposure to air movement. Feedlot managers should assess their feedlot and know which pens have poor air movement due to physical structures or low lying areas and then avoid using these pens for cattle that will be approaching slaughter weights in mid to late summer.

Another factor that feedlots can address is fly control. Biting flies annoy and stress cattle. If biting flies are numerous, cattle will often bunch up, which can limit their ability to cool. Minimizing breeding areas for flies and applying insecticides early in summer to decrease fly populations prior to heat stress times is worthwhile.

Pen management with sprinklers and bedding can mitigate heat stress. Sprinklers can be used to increase evaporative cooling and can reduce ground temperature. For best results, sprinklers should thoroughly wet the animal and not just put a mist in the air to cool the animal. If cattle hides are not soaked, then the mist may actually settle on the hair and trap the heat, making the cattle even hotter. Before installing a misting system be sure the water supply is adequate enough to provide drinking water and sprinklers. Drinking water is more critical than a sprinkler system, so make sure that adequate water resources are before installing sprinklers. When installed, sprinklers should be operated intermittently to avoid mud and increased humidity. They should be placed away from feed bunks and water tanks as shy or unaccustomed cattle may reduce the feed or water

intake to avoid them.

Cattle need to be introduced to sprinklers prior to extreme heat. Those not used to sprinklers will try to avoid the spray before becoming acclimated. Additionally, sprinklers need to be used before cattle are in extreme stress. Thermal shock from cold water can kill cattle that are extremely stressed. Once sprinklers are utilized, they need to be continued until the heat event is over and cattle can manage on their own. Another consideration to reduce heat is to use light colored bedding such as straw or corn stalks to provide cooler areas within the pen and reduce radiant energy absorption.

### Summary

To reduce the damage caused by heat stress, feedlots need to monitor environmental temperatures throughout the summer. When the heat index is above 90° F, cattle will be under heat stress. In addition, hot weather following precipitation can dramatically increase the potential for a heat event. If overnight temperatures are above 70° F cattle will have increased heat stress because of a retained heat load. During times of increased heat stress, cattle should be observed closely to identify if additional strategies need to be implemented. For best results, feedlots need to monitor for heat stress and implement strategies to minimize impact on cattle to prevent severe death from heat stress.

PMR 1016 Revised June 2018

### Authors

Prepared by G. Dewell, D.V.M., M.S., Ph.D., Beef Extension Veterinarian, Iowa State University, Veterinary Diagnostic and Production Animal Medicine.

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**Grant Dewell DVM, MS, PhD**  
**Beef Extension Veterinarian**  
**Veterinary Diagnostic and Production Animal Medicine**  
**1600 S. 16th Street**  
**Ames, Iowa 50011**  
**Phone: (515) 294-2822**  
**Cell: (515) 509-4937**  
**Fax: (515) 294-1072**  
**Email: [gdewell@iastate.edu](mailto:gdewell@iastate.edu)**

***If you would like to have a section devoted to "Questions for the Vet", send the request and questions to [cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)***

# FARM AND CLASSIFIED ADVERTISEMENTS

## Cheyenne Cattle Company



Registered Austrian Fullblood and Crossbred Pinzgauer Cattle

Cheyenne Hooks Denney & Nathan Denney  
2702 Oak Grove Loop  
Eddyville, KY 42038  
Phone: (615) 613-2735  
Email: chooks@murraystate.edu



## RED HILL DAIRY

Registered Fullblood & Purebred Cattle

Blacks, Reds, Polled, & Horned

### Michael E. Foshee

W483 County X  
New Holstein WI, 53061

920-627-1324

Redhilldairy@charter.net  
Redhilldairy@gmail.com



## Texas Circle P Ranch, LLC

*The conformation to show. The bloodlines to breed.*

home of  
**Circle P Pinzgauers**

**Ken and Kim Paul**  
2586 CR 232  
Rockdale, Texas 76567

**phone:** 512-446-4141  
**email:** pinz@texascirclep.com  
**website:** www.texascirclep.com



*Home to 5 National Champions and 5 National Reserve Champions*

## Buttercup Beef

Registered Pinzgauer Cattle

Dave Kuehl and Barb Schmooch  
Address: E 4526 County Road FF  
Dave: (920) 388-2930  
Barb: (920) 901-0822  
Email: buttercupbeef@gmail.com

***Don't forget to advertise in the next newsletter !***



## Advertising Packages for the Newsletter

If any member wishes to advertise their farm, please reach out to Cheyenne Hooks Denney at **[cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)**

If you wish to advertise in the October 2021 issue, please contact Cheyenne Hooks Denney by October 25, 2021 to work on your ad to ensure quality.

### **1-Time Advertising Packages:**

Business Card Ad (Black and White): \$25

Business Card Ad (Color): \$50

1/4 Page Ad (Black and White): \$100

1/4 Page Ad (Color): \$150

1/2 Page Ad (Black and White): \$200

1/2 Page Ad (Color): \$250

Whole Page Ad (Black and White): \$300

Whole Page Ad (Color): \$350

### **4-Time Advertising Packages:**

Business Card Ad (Black and White): \$75

Business Card Ad (Color): \$150

1/4 Page Ad (Black and White): 300

1/4 Page Ad (Color): \$450

1/2 Page Ad (Black and White): \$600

1/2 Page Ad (Color): \$750

Whole Page Ad (Black and White): \$900

Whole Page Ad (Color): \$1,050

### **Classified Advertising Packages:**

Business Card Ad (Black and White): \$50

Business Card Ad (Color): \$100

1/4 Page Ad (Black and White): \$150

1/4 Page Ad (Color): \$200

1/2 Page Ad (Black and White): \$250

1/2 Page Ad (Color): \$300

Whole Page Ad (Black and White): \$350

Whole Page Ad (Color): \$400



## UPCOMING ISSUES OF THE NEWSLETTER

**Written by: Cheyenne Hooks Denney**

Hi Y'all!

I hope that you have been enjoying the newsletter and the updates from the APA! To keep the newsletter new and exciting, I am asking that everyone send me pictures of their Pinzgauer cattle! Please email me at [cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com) with your pictures of these beautiful cattle! You might even get featured on the first page of the newsletter!

If you want photo credit, please either put your watermark on the picture or state in the email and I will put your name or farm name under the picture!

For everyone that has sent in pictures and advertised so far, thank you so much! We would not be able to put this together without the help of our members!

Help us make the newsletter more about what y'all want to see and read! We want to make this newsletter all about the APA Membership and those beautiful Pinzgauer cattle. Send us:

- **Show results and backdrop pictures**
- **Article requests**
- **Questions for the Vet**
- **Current Issues in agriculture and the cattle industry**
- **Pinzgauer People Update**
  - **Engagements**
  - **Marriage**
  - **Birth Announcements**
  - **College Acceptance**
  - **Etc.**

Please send me any requests that you would like featured in the newsletter to  
[cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)



**I hope to get many pictures and requests from each of you!**

**Have a Wonderful Summer!**

**Cheyenne Hooks Denney, Secretary**  
**American Pinzgauer Association**  
[cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)  
**615-613-2735**



***Don't forget to send pictures or newsletter requests to***

***[cheyennecattleco@gmail.com](mailto:cheyennecattleco@gmail.com)***