



Official Newsletter of the

NWLA

www.NWLowline.com

From Jim Eldridge—Interim President

The work on the update of the bylaws is going well and we are planning on having a group meeting later this Spring when travel conditions are better. I encourage anyone that has things in the bylaws they feel need to be addressed to contact me or a member of the committee and it will be put on the agenda. The members of the committee are Alan Bradshaw, Beth Johnson, Paul Smith, Sue Hagle and Donna Boekel.

I received a call from Dean Pike who is the field man for the new group that is handling the ALR suggesting that we look in to having a Field Day in different areas of the

NWLA and suggested this Fall to do this. I brought this up to the board and they felt with local fairs and the NWLA Classic in September that it would just not work.

The North Idaho/Eastern Washington and the Southern Idaho breeders are planning on clinics this spring and summer so I am encouraging members in those areas to attend the clinic as they are very informative.

If there are other areas that are planning clinics please contact us so we can get the event into the newsletter.

Beth Chudoba, NWLA Vice President from Klamath Falls, OR is offering a service to the small breeders that don't have a website

to put any cattle on her sale page. This is a great way to get our cattle out before the people. Thanks Beth!

~Jim Eldridge

For Your Information:

NWLA is adopting the recommended national guidelines about cattle in percentage show classes.

All Breeding Stock Animals must be at least 50% Lowline to show in any Percentage Lowline Show Classes.

Spring Clinic to be Held at Cloverdale Farms in Idaho

Jacqui has organized a clinic to be held in Rathdrum, ID hosted by Cloverdale Farms. It will be held May 29 & 30.

Brian Walters will be conducting the clinic which will be held over two days. Day one will focus on cattle nutrition and cattle conformation. Day two will focus on advanced fitting and showing techniques. Members will

have the opportunity to participate one or both days.

Brian Walters is the former American Lowline Registry President and an experienced cattleman.

An email letter was sent out to all members in Washington asking where they would prefer a clinic...in Rathdrum, Idaho or

Monroe, WA. All but one member who responded preferred the Idaho location.

The clinic will be subsidized \$500 with funds from the NWLA. A subsidy will also be provided to South Idaho and Oregon if those members would like to hold a clinic.

Stay tuned for more information on the cost to attend the clinic. Contact Jacqui Duran at jacquidodd@yahoo.com for more information.

Promoting Your Lowlines by Alan Bradshaw

When I used to go hunting with my brother in law we would always ask ourselves, "where are they?" referring to the animals we were hunting at the time. I remember Tom, (my bro in law) saying an old hunter once told him, "They're where you find them." I always think of that statement when it comes to marketing Lowlines. If you sit in camp expecting a big bull to come waltzing in for you to bag, your odds are going to be mighty slim. Same thing with Lowlines. If you put the effort into marketing your animals, your odds of creating sales and higher asking prices will increase.

There are hundreds of things you can do that would all be related to marketing Lowline angus. Some of the first things would be to join the ALR and then join your regional association. (NWLA) The relationships you will develop in these associations will be a valuable asset in your mar-

"If you put the effort into marketing your animals, your odds of creating sales and higher asking prices will increase."

keting scheme. My first Lowline bull was sold because my friend Jim Eldridge told his friend Rick Dodd that I had a bull available. Rick Dodd told his customer to get a hold of me. Thank you Rick! The Lowline associations are somewhat unique in that your associates are at times your competitors which means you need to be wise in your dealings. Remember, "What goes around comes around."

Websites, emails, maga-

zines, publications, fitting clinics, field days, shows, parades, state fairs, t shirts, business cards, craigslist, ALR website, flyers and letters are just the tip of the iceberg when it comes to marketing lowliness. With limited resources available for marketing and promoting, take advantage of every potential customer you can find. People are buying Lowliness for every reason under the sun and that is the way it should be...from pets and beef to tax write-offs. The broader the market base the better.

The best and most sustainable market for Lowline angus will always be juicy tender beef and as an association we should always keep that in mind while developing our herds. Using high quality bulls that have been proven is a good step toward keeping carcass quality and average daily gains up.

The more data you have the better and the more data you keep is good too. Keep records of birth weights and yearly weaning weights. Fast growth and early maturing animals should be promoted. I was looking at some data from the foundation bulls from the Trangie herd and the bull that had the highest ADWG (Average Daily Weight Gain) was a bull named Binnowee Brutus. His ADWG from birth to age 1 was .07922 kg per day which is 1.7465 pounds a day. So use high quality bulls and keep good records. When your customer starts asking you these kinds of questions, your chances of selling your animals are better if you have the data. Have a great calving season and may you have a prosperous and healthy 2010.

~Alan Bradshaw,
Marketing Committee Chair

Beverly Shirts is headed to Australia at the end of March. She and Karl Effertz of North Dakota were selected to represent the United States as part of the ALR US/Australia Youth Exchange Program.

Congratulations Beverly!

This article was published in the Timberlake High School Newspaper "Tiger Tales" in Athol, ID.

Beverly Shirts Goes to Australia

By Emily Cazier
News Editor

Beverly Shirts, a Timberlake graduate from the class of 2008, was selected to be the American ambassador in Sydney, Australia for the American Lowline cattle breed.

Shirts was selected from applicants all over the nation to go to the Sydney Royal Show in Australia. She is one of two representatives from America to represent these small framed cattle. She will be showing the American Lowline breed in Sydney. This breed will be the spotlight breed, or in other words, the most looked at cattle breed during the show.

Shirts said she got involved with the American Junior Lowline Association (AJLA), she said that Timberlake's Drama and Speech teacher, Jacqui Duran got her involved in cattle two years ago. And she got her very first cow, named Tinkerbell, a year ago.

"She (Shirts) likes animals. And

this program gave her a great opportunity to get involved in experiences, like going to Australia,” Duran said about encouraging Shirts about the AJLA.

Shirts became the vice president of the AJLA and was encouraged to apply for the ambassadorship. The AJLA sends one youth representative over to Australia to represent the American Lowline breed.

“The American Jr. Lowline Association (AJLA) called me about a month ago to tell me that I got the spot. I was so excited! I really hope I get to stay the whole month of April there.”

The American Lowline breed is a smaller framed cattle (not miniature cattle) that is a more durable and hardy breed than regular cattle. Lowlines originated in New South Wales, Australia at the Trangie Research Centre. The Centre’s scientists started with a herd of Champion Angus cattle in 1929. The Angus breed was purchased for their high quality beef, and small size. The Angus cattle breed originated from Angus County, Scotland. This type of cattle was developed from the native black and hornless cattle in that area according to the American Lowline Registry.

Angus cattle weigh between 650 to 950 pounds and stand 36 to 42 inches at the shoulder. Lowline cattle weigh between 950 to 1350 pounds and stand 39 to 46 inches at the shoulder. When Lowline calves are born they only weigh between 42 to 50 pounds.

Shirts will be in Australia for as long as families on the ranches there host her. She will be leaving at the end of March and hopefully staying all the way through April, she said. The first week, Shirts will be in Sydney for the Royal Show

showing and judging the Lowline Breed. The second week she will be staying with a host family on their ranch. She will help the families with their ranch and taking care of their cattle. Each week she will be with a different family in different parts of Australia.



A Message from Beverly Shirts

Hi everyone! As a member on the American Lowline Junior Board, I would like everyone to know how excited I am to get this Junior program started! At the National Western Stock Show this year, we held our first annual Junior Benefit Auction which was an amazing success. I would like to personally thank everyone who donated or bought items to support the auction. With the money earned from the auction, we are going to be able to host our very first Junior National Show in Muscatine, Iowa at the end of June this year.

As we all know, the Lowline breed is an amazing breed that has grown immensely over the past decade. But in order to keep the breed growing and developing in America we must get more youth involved. The youth that get involved now will determine the future of the Lowline breed. We all need to work together as an association to get more youth involved in the Northwest. It’s my sincere hope that the Northwest Lowline Association can have a great showing of junior members at Junior Nationals this year. If anyone knows of any youth that would like to get more involved with the Lowline breed or if you have any questions about the Junior Program,

have them email me at horse-luvrgurl@gmail.com. I look forward to hearing from future and current junior members and I know that with the help of the NWLA members we can get the Northwest Junior Members more involved!

Best Regards,
Beverly Shirts, Education & Youth Chairman

November 2009 Election Results:

Alan Bradshaw, Jacqui Duran and Beverly Shirts were voted in for 2010.

Alan remains as the Marketing Committee Chair.

Jacqui remains as the Show & Sales Committee Chair.

Beverly is our new Education and Youth Committee Chair.

Don't forget to notify us if you've changed your email address. 99.9% of NWLA correspondence is via email.

NWLA Events at a Glance

Puyallup Spring Fair, WA —Fullblood & Percentage Lowline Show
SHOW DAY is Sat. April 17 at 1pm
April 15-18

North Idaho Clinic with Brian Walters
Nutrition, Cattle Conformation, Fitting & Showing
May 29, 30

Kootenai County Fair, ID—Lowline Exhibition OR Show TBD
August 25-29

Northwest Lowline Classic Show, WA
Spokane Interstate Fair
September 10-14

Please contact Jacqui Duran for more info on these events.
208-659-6622 or jacquidodd@yahoo.com.



**We welcome and encourage suggestions
and input from members.**

We can make NWLA a dynamic and progressive group with more member involvement.

Please consider how you can become more involved.

www.NWLowline.com

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