

the PULSATOR

MISSOURI'S ALL-BREEDS MAGAZINE

SPRING 2026



FARM WORK NEVER STOPS.

MU Dairy Supports MU Extension's AgrAbility Services

The Stress of Farming

by Karen Funkenbusch,
MU Extension

Drones in Agriculture

by Caleb O'Neal, MU Extension Field
Specialist in Plant Science



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For Those Who Dream in Purple

HINGE

7HO17700 Haveitall Blakely Hinge-ET
BLAKELY x PARFECT x DOC



This SHOWCASE™ feature is sired by BLAKELY, a new release sire, and from the world-famous S-S-I Doc Have Not 8784-ET (EX-96 DOM) family.

Left: Dam of Hinge: Duckett Perfect Holly (EX-90)

VICTORIOUS

7JE5032 River Valley Victorious-ET
BARNABAS x Iotola x Duaiseoir



The Triple Crown winner – VICTORIUS was named Premier Sire at WDE, the All American Jersey Show at NAILE, and the Royal Winter Fair in 2025.

Left: Daughter: Oeh-My Victorious Parade (E-94%), 1st 5 Year Old, International Jersey Show 2025

DAX-RED

744HO17932 Haveitall Heatw Dax-Red-ET
Heatwave-Red x Ranger x DOC

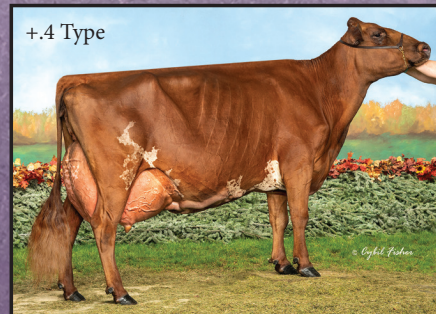


Hailing from one of Doc 8784's best daughters, Duckett Ranger 1133 (VG-89), Dax will compliment many of the Red & White bloodline.

Left: Grandam: S-S-I Doc Have Not 8784 (EX-96-DOM), 2025 Global Cow of the Year 2025

WILDCARD

9AY152 Toppglen Wishful's Wildcard-ET
Autograph x Prime x SARGE

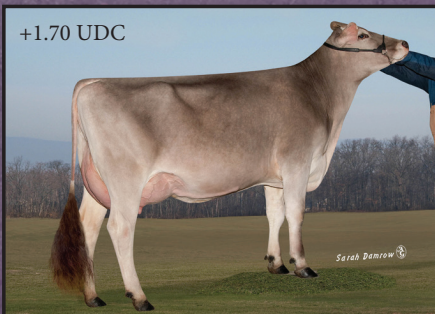


This bull combines the Premier Sire of WDE '25 with the five-time WDE Grand Champion of the Junior Ayrshire Show.

Left: Dam of Wildcard: Toppglen Wishful Thinking-ET (EX-95), Supreme Champion of Junior Show at World Dairy Expo 2023

DARKSTONE

9BS959 Perry Brook H Darkstone P ETV
Halano P x Jordy x Delphi



DARKSTONE is a new release with a unique pedigree. He sires good production cows with solid type.

Left: Third dam: Hilltop Acres Bose Dixiland ET 3E93 3E93MS

LIMITED

6MS00001 Lazy-M Limited
Liam x Wildside



This roan sire combines World Dairy Expo's Premier Sire on the top and the show-winning Lady Luck cow family on the bottom.

Left: Fourth Dam: Innisfail-WO Mega Lady Luck-ET (E-90), Int. & Grand Champion, International Milking Shorthorn Show 2025

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IN THIS ISSUE

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ON THE COVER

University of MO Extension provides free resources for those dealing with the stress of farming. The MU dairy system supports AgrAbility's missions to bring resources and aid to farmers in need. Dr. Scott Poock, DVM is the Extension Dairy Veterinarian and professor at the University of Missouri.

The content of this magazine has been produced with utmost integrity. However, we do not assume responsibility for errors or omissions.

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Next Ad Deadline:
May 20

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MO Dairy
 MO Holstein Convention
 Missouri Juniors
 MO Cow Camp
 Drones in Agriculture
 Policy Corner
 Farming Can Be Stressful
 Dairy Hall of Honors
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Deadlines:

February 10 (Midwest Issue)
 May 20
 August 20 (Midwest Issue)
 November 20

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CALENDAR

MARCH

- 20 Southern National Entries Due
- March Accepting consignments MO All Breeds Heifer Tag Sale

APRIL

- 1 Dick Little Jr. Essay Contest Deadline
- 7 Youth Judging Contest, Stillwater
- 8 Southern Nat'l Jr Show: Judge Terri Packard, MD
- 8 Oklahoma State Sale, Stillwater
- 9 Southern National Open Show: Judge Mike Duckett

MAY

- 1 Cow Camp Registration Deadline (1st come 1st serve)
- 15 MO Holstein Assoc Dues are payable
- 20 Summer Pulsator Ad Deadline
- 20-22 MO 4-H Cow Camp (open to out of state youth)
- 22 MO All Breeds Heifer Tag Sale
- 22 All-Breeds Heifer Show Entries Due
- 23 MO All Breeds Heifer Show
- 23 Food Booth – Holstein Juniors, Freistatt

JUNE

- 1 MHA Membership dues received after June 1 are NOT eligible for Association Sponsored Awards
- 22-25 National Holstein Convention, Orlando, FL

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State Dairy Expo

January 23, 2026

THANK YOU FOR COMING

We know that the weather was a challenge for everyone, but we appreciate everyone that was able to break away from the farm for a few hours to take in all of the excellent speakers and programming. It was a successful Dairy Expo. There was a fantastic lineup for the trade show this year. We were privileged to have the Missouri Dairy Growth Council and State Milk Board meetings in conjunction with the Expo. The weather set in on Friday night, unfortunately cancelling the breed meetings for Saturday.

Now that we're all recovered and reset from the arctic blast - we ask everyone to please complete the 2026 Expo survey. Even if you were **NOT able to make it**, your opinion can still help make 2027 successful. Scan the QR code below. Regardless, save the date for next yr: **JAN. 22, 2027**



Legislative Update

Missouri Dairy is working on your behalf at the Missouri capital. So far this session, we have testified in favor of two bills.

HB 2713 is a bill sponsored by Representative Dane Diehl, concerning modifying tax credit. This bill allows many of the tax credits to sunset. It affects MASBDA, which is the agency through which many of the state programs, such as the dairy and livestock grants, are run.

HB 3076 is sponsored by Representatives Doyle Justus, and Dave Griffith. It cleans up language on non-point source pollution, as the current statute reads, it could be determined that cows on pasture would need a permit. We are trying to fix that.

These bills might seem mundane to many but they do affect the way you do business and we are happy to have a great working relationship with the other commodity groups. It is a powerful force in Jefferson City when agriculture stands together. Tony Benz and the legislative team will continue to monitor bills going through the capital.

Contact

We want you to be a part or Missouri Dairy. Please reach out if you have any questions or concerns.

Alfred Brandt
Missouri Dairy
Executive Director
www.MODairy.org
573-680-9564 cell

HOLSTEIN USA: 2025 BAA HERDS

MO Top BAA for College & Universities

Rank	Herd Name	State	BAA	# Cows
1	THE COLLEGE OF THE OZARKS	MO	109.9	42

MO Herds in the Top 200 BAA

Rank	Prefix	Herd Name	State	BAA	# Cow
9	GROVES-VU	Todd & Brad Groves	MO	110.0	135
93	ARAGORN	David Andrew Day	MO	111.7	14

Emma Coleman



50 Jersey youth members took the stage in Louisville, Ky., for the fourth annual "Give Us Your Best 60-Second Intro" public speaking contest. Emma Coleman was the overall winner of the Intermediate Division.

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Michael & Catherine
Leinbach

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17344 Brookside Lane
Barnett, Missouri



Congratulations to The All-Americans



Red Holstein

MI-WIL ANALYST DESTINY-RED
Reserve Junior All-American,
4-year-old
Colton Kleiboeker, Wentworth, MO

Ayrshire

STIL-DREAMN B-KING QUEEN COOKIE
HM Junior All-American, 4-year-old
Diesel Dixon, Matthew Thompson, Cooper Wolf

Guernsey

DIX-LEE METHOD JOURNEY
Junior All-American Aged Cow
Whitney Yerina, Phillipsburg, MO

Guernsey

VALLEY GEM PC JP DRUM ROLL-ETV
HM Junior All-American Fall Calf
Colton Kleiboeker, Wentworth, MO (lessee)

Missouri Holstein Association

111TH ANNUAL MEETING HIGHLIGHTS

January 23-24, 2026, Oasis Hotel & Convention center, Springfield, MO

Well we knew it would catch up with us one day. We have been having our annual meeting during the winter months for as long as I have been in Missouri. This is the first year that the weather completely got the best of us. We were able to beat the cold and snow on Friday and complete those activities including MO Dairy Expo, Association Committee Meetings, Cornhole Tournament, and the Awards presentation for adults and juniors. However, all breed meetings were cancelled on Saturday. Association business for 2026 will be conducted upon the recommendations of each committee and the Executive Committee consisting of the State President, Vice President, Secretary and Director at Large. Watch the Pulsator and website for activities, due dates and entry forms for the year ahead.

Cornhole Tournament Winners & Sponsors: D BAR J LIVESTOCK



Youth Division Sponsors: D Bar J & Summit Genetics

1st: Dallison & Brady Hostetler; 2nd Harper VanZyverden & Faith Ling; 3rd Raygan & Kaylea Dougherty

Family Division Sponsors: Old Missouri Bank

1st Les Parrigon & Gauge Davidson, 2nd Kameron & Kailey Hanson, 3rd Edwina & Emma Parrigon

Adult Division Sponsors: Select Sires Member Cooperative

1st: Jared Kleibecker & Joel Barrientos; 2nd Randall & Diana Burns; 3rd Trent Miller & Austin Porter



Top L to R: junior member Brantley Keltner selling quilt raffle tickets, C of O manager Ryan Bilyeu chatting with attendees, cornhole tournament, special thanks to silent auction supervisors Janice Perry, Jeanne Luttrell, and Robert Perry, C of O All-Missouri winners, Jr. All-Missouri winners, Harper Vanzyverden holding Kailey Hanson.

REMINDER: Missouri Holstein state dues are payable by April 15

We welcome everyone to be a member and support the dairy industry: professionals, all breed affiliations, herd owners, industry representatives, and dairy supporters!

Download form at missouriholstein.com or contact Jodi Wright at jwright@missouriholstein.com 417-743-2921

MISSOURI HOLSTEIN JUNIORS

MAY 22-23 ALL-BREEDS YOUTH SHOW

- Entries accepted through Friday, May 22!
- Juniors will host the food booth.
- We will be looking for donations of food/money for this event. Watch Facebook/Website for details
- Open to Out-of-State Youth
- This is an All-Breeds Show

FOOD BOOTH: MAY 23

Juniors will work and host food both at the All Breeds Show Mark your calendar & Make plans to come and work and bring supplies!

QUILT RAFFLE

Our very own junior member, Raygan Dougherty, made a beautiful holstein quilt to be raffled for the juniors. Juniors made \$910! Thank you to everyone. Winner: John Schoen, Oak Ridge



L to R: Beautiful quilt won by John Schoen, Oak Ridge; 2026 MO Holstein Miss Harper VanZyverden crowned by Hope McClellan; 2026 MO Holstein Princess, Sophie Geppert; 2025 Spring Classic Scholarship winner, Emma Parrigon.

DICK LITTLE

Memorial Grant

APPLICATIONS DUE

Due. April 1st

Juniors are asked to write an essay and fill out an application to earn a grant to use towards the purchase of a new Holstein calf.

Applications are on website or contact Bailey Keltner: bskeltner@gmail.com

**CONGRATULATIONS
SOPHIA GEPPERT**

2025 VIRTUAL INTERVIEW CONTEST



Second Place INTERMEDIATE DIVISION

SOPHIA GEPPERT
Missouri

COW OF THE YEAR

2025



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Senior Champion
Grand Champion
Member of Dam/Daughter Class Winner
Member of Best Three Females Class Winner

ST-Mil Tstruck *Tate*
1st Junior 2 year old MO State Fair
(Brown Swiss MO State Show)
Intermediate Champion
Reserve Grand Champion
Member of Dam/Daughter Class Winner
Member of Best Three Females Class Winner
2nd Open Show at Southwestern Natl. Brown Swiss Show

ST-Mil Farm also was the Premier Breeder of our State Show in Sedalia

COW CAMP: MAY 20-22, 2026

Deadline for application is May 1

Enrollment is limited and will be first come first serve.
Registration may be completed via 4-H online.
Check or cash payment must be mailed to
PO Box 388, Mount Vernon, MO 65712.
No credit card payments will be accepted for this event.

CAMP FEE:

\$100 IN-STATE 4-H MEMBER
\$130 OUT-OF-STATE/NON 4-H MEMBER

Objectives:

1. Increase the knowledge of youth about care and management of dairy animals.
2. Develop awareness of the ethical issues in care of dairy animals.
3. Increase the awareness of issues in the dairy industry.
4. Increase life skill development of participating youth.
5. Certify youth in Show-Me Quality Assurance.

For more information, contact
Karla Deaver 417-466-3102
Or deaverk@missouri.edu

Parents and family members are invited to watch the showmanship competition at 10 am on Friday, May 22. Lunch will be served following the contest. Lunch is provided for cow campers, helpers, and workshop presenters. Additional lunch options may be available for purchase. Parents and others will need to pre-purchase a lunch ticket for \$10 each

Cow camp entry and health information can be found on missouriholstein.com

MISSOURI ALL-BREEDS YOUTH HEIFER SHOW Awards

CHAMPION OVERALL HEIFER: \$250
RESERVE CHAMPION: \$150
HONORABLE MENTION: \$100
SHOWMANSHIP CLASS AWARDS

JACKPOT SHOW, ALL EXHIBITORS WILL RECEIVE A PREMIUM

General Information

In-state and out-of-state exhibitors welcome.
Pre-Entry encouraged, but not required
must enter by **Friday, May 22nd**, entry fee \$20 per head
For more information
Contact:
Karla Deaver, 417-466-3102
deaverk@missouri.edu
Entries, Rules and Health Requirements can be found on missouriholstein.com

All youth must be 21 or younger as of January 1, 2026
Exhibitor must be able to lead animal without assistance

All breeds will show together in class
Animals must be registered

Schedule of Events

Wednesday, May 20

12:30 pm Registration at Fair Grounds
1:30 pm Orientation
8:00 p.m Depart Fairgrounds

Thursday, May 21

7:30 am Begin day
workshops/Meals/Speakers

Friday, May 22

7:00 am Begin Day/prepare for showmanship contest
10:00 am Showmanship Contest-guests invited to attend
LUNCH Guests invited- **pre-purchase lunch ticket**
1:00 pm Awards-wash/clean-up
(campers may leave or continue to participate)
2:30 pm Cattle for show may arrive
7:00 pm Tri-Tip Dinner (must purchase ticket)
8:30 pm **MO Holstein Tag Sale Closes**

Saturday, May 23

10:00 am All Breeds Heifer Show
(optional event for cow camp attendees)

Accommodations: Cow Camp and Heifer Show

Quality Inn

1125 E Daniel Dr., Mount Vernon, MO 65712

Lodging is provided in camp fee for 2023. A block of rooms has been reserved for those who need hotel accommodations. To reserve your room, contact the hotel above at 417-466-4511. Ask for dairy cow camp rate of \$80. Please contact Karla Deaver if you require further assistance or have any questions.

SATURDAY, MAY 23, 2026, 10AM
LAWRENCE COUNTY YOUTH FAIRGROUNDS, FREISTATT, MO

Schedule of Events

FRIDAY, MAY 22

2:30 PM CATTLE MAY ARRIVE AT GROUNDS
7:00 PM TRI-TIP DINNER (must purchase ticket)
8:00 PM MISSOURI HOLSTEIN
SEMEN/FUN AUCTION
8:30 PM MO HOLSTEIN TAG SALE CLOSES

SATURDAY, MAY 23

10:00 AM HEIFER SHOW BEGINS
WITH SPRING CALVES
SHOWMANSHIP
AWARDS

ALL CATTLE WILL BE RELEASED
AT THE CONCLUSION OF THE SHOW.

Friday Evening Tri-Tip Dinner

Tickets may be pre-purchased, or purchased night of.

Tickets will be Adults- \$12

8 and under-\$8

Currently Seeking Sponsors!

The Sky's the Limit: Drones in Agriculture

By Caleb O'Neal – MU Extension Field Specialist in Plant Science

One of the featured speakers at the MO Dairy Expo 2026



Agricultural production practices are constantly evolving, and in the past few years one of the most notable tools I've seen being embraced by many farmers are drones. These versatile unmanned aerial vehicles (UAVs) are reshaping

how farmers manage their crops and livestock, offering precision, efficiency, and access to areas once deemed unreachable. From monitoring crop or livestock health to optimizing time and resource expenditures, drones are proving to be extremely useful tools in agriculture.

When I think about drones in agriculture, I often compare them to all-terrain utility vehicles like the John Deere Gator, Polaris Ranger, or Kawasaki Mule. Back in the 1980's, it would have been rare to see a UTV being used on a farm. Visiting farms today, I'm hard pressed to find an operation larger than 20 acres that doesn't have some type of UTV that they utilize on a regular basis. The reason for this change is once the equipment made it into the hands of farmers, they realized what an incredible tool these machines actually were, and how they could improve their labor efficiency dramatically. I believe the same thing is happening with drones in agriculture. A decade ago, there might have been a handful of producers who used drone technologies on their farms, but especially with the advent of large utility drones with the capability to spray pesticides or spread seeds and fertilizers, drones are being used regularly by many farmers to help manage weeds in pastures, pests in crops, monitor irrigation infrastructure, and the use cases just keep piling up! Drones have progressed from being a neat toy we might get our kids for Christmas to becoming a necessity for many agricultural operations.

Many of us can immediately think of how we could use a large utility drone to spray or spread products on our farms, but it doesn't take a highly specialized and expensive piece of equipment like that to show how useful drones can be on the farm. Even a small drone equipped only with a camera can provide extremely useful feedback for our agricultural operations. A drone with a camera can save farmers many hours of opening and closing gates, scouting crops for pests or deficiencies, it can show areas of fields that have poor drainage or low fertility, make crop stand assessments, allow cattlemen to quickly monitor individual animal performance, or check estrus heat patches for optimized breeding timing, locating newborn calves in tall forage, and more. Time is one of a farmer's most valuable and limited resources, so the more of it we can save while still completing the task, the better.

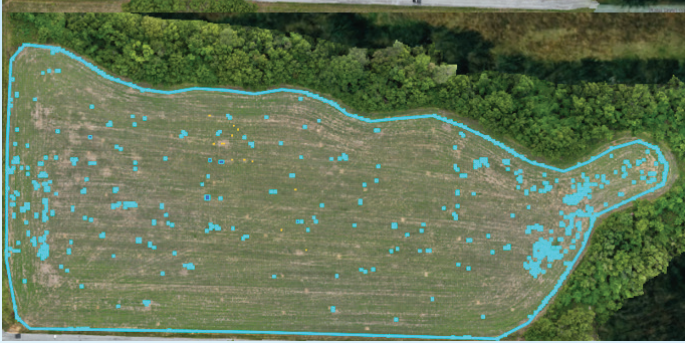
Precision agriculture is an area where drones truly shine. Using data-driven insights as to where they are needed most, drones can enable farmers to apply fertilizers, pesticides, and

other inputs to maximize return on investment. A pasture with a rash of blackberry weeds in isolated areas has great potential for a prescription herbicide application where only the problematic areas receive treatment via a spray drone as opposed to a broadcast application where the entirety of the field is treated whether it needs it or not. A targeted spray application like this minimizes waste, reduces negative environmental impact, and often can leave more dollars in the wallet of the landowner due to reduced chemical costs. Another area where drones can be extremely useful is in previously inaccessible areas. In my neck of the woods in southwestern Missouri, the topography can be quite unforgiving with some areas too harsh to allow access by ground spray rig or even ATV. With an aerial piece of equipment like a utility drone, landowners can now get herbicide applications on these problematic areas and put them into useful forage production. With current land values reaching for the heavens, it can be difficult to justify buying more acreage as we try to expand our farming operations. This being the case, it may be a more prudent investment to ensure every acre of land we already own is highly productive, as opposed to buying more. If we can reclaim a ¼ acre here and a ½ acre there on property we already own, it can add up quickly and make sense from an investment perspective.

As with any piece of equipment, utility drones work very well in some use cases and can be an absolute trainwreck if used in others! For timely fungicide applications in wet years on corn, drones have been an excellent option. On the other hand, using a drone with a spray output of 2-3 gallons per acre to handle all pre-plant burn down herbicide applications will likely not give you the level of weed control as a well-calibrated ground rig that can spray at much higher volumes and much closer to the target, thus reducing the chance for herbicide drift. These two pieces of equipment, the drone and the ground spray rig, have their uses and advantages for different use cases, and when used in conjunction with each other we can develop even better methods of livestock and crop production.

At the end of the day, drones are another tool available to modern farmers, and as most farmers will agree - you can never have too many tools. As drone technology continues to advance, its potential uses in agriculture grow as well. On many farms, drones are saving producers time, reducing input costs, and bringing new levels of productivity to their land. Drones are no longer futuristic machines; they are transforming agriculture today, and they are tools that can enable farmers to optimize every acre and ensure their operational success.





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POLICY CORNER

The last few months have been marked by significant developments in federal dairy policy. Most notable was the passage and President Trump's signature of approval of the Whole Milk for Healthy Kids Act (S. 222). The bill passed in the Senate by unanimous consent (all 100 senators agreed), and it passed the House by a voice vote, which is rare. This bill is a huge win for the industry, as it is aimed at increasing fluid milk demand and cultivating the next generation of milk enthusiasts. The bill went into effect immediately after its approval in mid-January.

The next major policy development for the dairy industry was the release of the 2025-2030 Dietary Guidelines for Americans, which is the bedrock policy recommendations updated every five years for all 16 federal nutrition programs, including the National School Lunch Program, SNAP, and WIC, to name a few. The guidelines reaffirm dairy's role as a core part of a healthy diet, recommending 3 daily servings and recognizing milk, cheese, and yogurt as key sources of protein, calcium, and other essential nutrients. In addition to influencing national nutrition programs, the Dietary Guidelines also shape consumer messaging, which helps sustain baseline dairy demand. By continuing to position dairy as nutritionally essential rather than optional, the guidelines support long-term market stability and reinforce the role of U.S. dairy producers in meeting national nutrition needs.



Even with progress through the One Big Beautiful Bill Act and other interim legislation, important portions of the next comprehensive farm bill are still unsettled and could affect dairy producers. Congress has yet to fully reauthorize or extend many long-standing dairy and agricultural policies beyond short-term extensions, meaning core programs and risk-management tools could face uncertainty if permanent law provisions take effect — a scenario sometimes called the “dairy cliff,” which might disrupt current supports and market rules originally updated in the 2018 farm bill. Additionally, broader dairy pricing and Class I mover formula reforms, marketing order updates, and cost surveys for make allowances are still being debated in ongoing farm bill negotiations; without clear action, dairy pricing mechanisms and transparency reforms remain in limbo. The House Ag Committee is slated to mark up the Farm Bill on February 23rd.

-Blake Wright, Account Executive
Pyle & Associates, Washington, D.C.



Farming can be Stressful

by Karen Funkenbusch, MU Extension MO AgrAbility

Dairy farming is one of the most volatile agriculture industries. We go from nearly record milk prices a year ago to facing record lows in the coming months. This can be stressful and difficult for everyone involved in the industry. Often there are resources that we don't even realize are out there. We want to take a look at the signs of stress and how there are resources available for **FREE** to those in the dairy community that understand agriculture.

When a farmer or farm family needs help, there are often signs of stress. These signs can be subtle and take time to show, but sometimes they are quickly noticeable, says Karen Funkenbusch, an assistant professor at the University of Missouri Extension.

Show-Me Strong Farm Families is a program led by the University of Missouri Extension to address the growing mental health crisis and stress issues in Missouri's agricultural community. It understands that farming is a "way of life" that brings specific pressures like long working hours, unpredictable weather conditions, labor shortages, and fluctuating milk prices, all of which can lead to stress, mental health struggles, and feelings of isolation. Despite these stressors, the University of Missouri Extension offers free mental health and prevention of suicide programs, stress awareness resources, and no cost telehealth counseling, to support farmers, ranchers, farm workers, dairy operators and their families.

Visible changes like thinning hair, weight changes or skin breakouts are flashing warning signs from the body that yell, "I need help." Other signs might be more subtle and not seen until the long-term results can no longer be ignored, says Funkenbusch.

Those who are closest to the farmer - friends, extended family members, neighbors, and clergy - may be the last to notice signs of stress because they see the person regularly and the changes happen gradually.

Other less frequent visitors to the farm may be in a better position to notice changes because the changes may seem drastic, even though they occur over time. People in this group may include seed and chemical salespersons, veterinarians, and the local cooperative truck driver that fills the propane tank or school bus route driver.

"Anyone connected to the farm operation is in a position to notice signs of stress and be of help to the farmer and farm family," says Funkenbusch. "Everyone connected in production agriculture or agribusiness can play an



Coping with Stress on the Farm



important role in helping farmers maintain strong mental health."

Funkenbusch pointed to a recent newsletter from Missouri Department of Agriculture with signs of stress:

- **Change in routines:** The farmer or farm family stops attending church, drops out of activities or no longer stops in at the local coffee shop or feed store.
- **Decline in the care of animals:** When animals lose condition, appear gaunt or show signs of neglect or physical abuse, the farmer may have lost interest in his work.
- **Increase in illness:** Farmers or farm family members may experience more upper respiratory illnesses (colds, flu) or other chronic conditions (aches, pains, persistent cough).
- **Increase in farm accidents:** The risk of farm accidents increases due to the fatigue or loss of ability to concentrate. Children also may be at risk if there isn't adequate childcare.
- **Decline in appearance of the farm:** The farm family no longer takes pride in the way farm buildings and grounds appear or no longer has the time to do maintenance work.
- **Children show signs of stress:** Children may act out, decline in academic performance or be increasingly absent from school. They may also show signs of physical abuse or neglect.

If you notice any signs of stress in a neighbor or a member of the family, reach out to them Listen attentively and without judgment.

In partnership with the Show-Me Strong Farm Families program, the MU Psychological Services Clinic provides **FREE** telehealth counseling from a licensed rural mental health counselor who understands agriculture. Any farmer, rancher, farm worker, or immediate family members over

16 in Missouri is eligible for this service. You can call 573-882-4677 or visit <http://muext.us/PSCFarmRanch> to **schedule an appointment at no cost.**

For additional information on stress, depression, and how to refer someone for assistance, you can access resources from MU Extension, North Central Farm and Ranch Stress Assistance Network, and the National Institute of Food and Agriculture U.S. Department of Agriculture at <https://extension.missouri.edu/programs/agrability/show-me-strong-farm-families>. Or you can reach out to Karen Funkenbusch at funkenbuschk@missouri.edu.

Farming is more than a job. It is a way of life, and we know it brings both pride and pressure. When stress feels overwhelming, you don't have to carry it alone. MU Extension is here to listen, to understand, and to connect you with resources that support your well-being, your family, and your farm.

Strong farms start with strong families, and we are here to help you stay strong.



Signs of Chronic, Prolonged Stress

When farm and ranch families are stressed out for long periods of time - chronic, prolonged stress - they may experience a number of signs and symptoms. Watch for the following effects in farm families you see on a day-to-day basis:

Emotional

- Sadness
- Depression
- Bitterness
- Anger
- Anxiety
- Loss of Spirit
- Loss of Humor

Behavioral

- Irritability
- Backbiting
- Acting Out
- Withdrawal
- Passive-Aggressiveness
- Alcoholism
- Violence

Physical

- Headaches
- Ulcers
- Backaches
- Eating Irregularities
- Sleep Disturbances
- Frequent Sickness
- Exhaustion

Cognitive

- Memory Loss
- Lack of Concentration
- Inability to Make Decisions

Self-Esteem

- "I'm a failure."
- "I blew it."
- "Why can't I...?"



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Dairy Hall of Honors

Missouri Dairy Hall of Honors recognizes six dairy leaders
COLUMBIA, Mo. – The Missouri Dairy Hall of Honors announces their 2025 award winners.
To view winners complete biographies go to missouridairyhallofhonors.com



Alfred Brandt, Dairy Leadership. Alfred Brandt is the sixth generation to farm Brandt Dairy that has been in his family since 1840. In 2011, Alfred and his wife Sonya bought the farm from Alfred's parents. Alfred milked 130 registered Holsteins for over 30 years until selling the herd in 2024. Swan-Creek Holsteins won many awards through Holstein USA including many years the Progressive Breeders Registry and the Progressive Genetics Award. Alfred also bred or developed over 40 Excellent cows. Alfred is the past DFA, Midwest Dairy board member, and is currently the Executive Director for Missouri Dairy and Missouri Dairy Growth Council. He is currently on the Holstein USA board of directors. He was a member of the Young Dairy Leaders Institute and the Missouri Agricultural Leadership of Tomorrow (ALOT), and the Missouri State Milk Board. Alfred and wife Sonya have a son, Sam, 14 years old.

Sue Ann Steele, Pioneer Leader. Sue Ann Steele was born in Adrian, Missouri. In 1957, Sue Ann married Ed Steele. They made their life and home west of Butler, Missouri, on Steele & King dairy farm where she supported the operations while working a full-time job outside the home. Prior to serving as the Missouri Holstein Executive Director and Editor of the Mid-States Holstein News, she worked for many years at the Bates County Shopper. Sue Ann was synonymous with Missouri Holstein for over 25 years. She also served as the Missouri Holstein Executive Director from 1988-2003 and served as the Editor of the Mid-States Holstein News (a multi-state dairy publication) from 1983 until her death in 2022 when she was 84 years old. For a decade, Sue Ann was integral in keeping the Southern National Show and Sale going in Missouri. This event required an enormous amount of coordination, sponsors, sale personnel, show personnel and logistics. Sue Ann also played an integral part of the organization of the National Holstein Convention held in St. Louis, helping to coordinate members, committees and national staff. The Missouri Holstein association honored Sue Ann with their highest honor being awarded with the Missouri Distinguished Service Award in 2019.



Edward K Wittorff, Distinguished Dairy Cattle Breeder. Walt Sr., and Laura Wittorff started Wittspride in Davis, Ill. and moved to Ava in 1974. This herd was then relocated to Ava, Missouri in 1974. Following college, Ed went to work in the AI industry, KABSU, NOBA, Sire Power, then ABS. In 2003, he returned home to work on the farm full time. Currently, his nephew Eric and his son Jacob are helping Ed on the farm. Wittspride farm began with purchasing ten grade Brown Swiss and a few registered heifers as 4-H dairy project calves. Today, with about 120 mature registered Brown Swiss and Holsteins, Wittspride boasts a Holstein BAA of over 109 and several 90 and 91-point Swiss on the premises. It is gratifying to breed from within, to breed an All American 4-year-old, Tonja E94 in 2016. This philosophy and a little luck developed cows like Titan Beth "E", a Missouri State Fair Grand Champion that sold at the Kansas National Sale and made a big record for her new owner in Colorado. Blend Debbie "E" graced the cover of the Select Sires Brown Swiss Website. Along with those two cows, the prefix Wittspride has went on to have several All-American Nominations and several with new owners that have went on to have great success in the show ring.

Dr. Matthew Lucy, Meritorious Service. Dr. Matthew Lucy is Professor of Animal Science at the University of Missouri. He is known for his work on the reproductive physiology of high-producing dairy cows. A New York native, he developed his interest in dairy while working on a farm near campus as he studied at Cornell. He earned his Ph.D. in Dairy Science from the University of Florida, after studying postpartum dairy cow reproduction at Kansas State University. Following a postdoctoral position at Monsanto, he joined the University of Missouri faculty in 1994. His current research focuses on the physiological processes regulating fertility, specifically early embryonic development and the link between postpartum uterine disease and early embryonic loss. At Mizzou, he teaches introductory Animal Science to freshmen and graduate-level courses, in addition to his research and mentoring numerous successful Master's and Ph.D. students. Dr. Lucy is a past-President of the Dairy Cattle Reproduction Council. He served as Editor-in-Chief for the Journal of Dairy Science. He received the ADSA Award of Honor in 2020.



Ray Schooley, Pioneer Award. Ray and his wife Margaret owned and operated a 165-acre farm near Niangua, Missouri. Their herd of registered Jerseys were recognized for high production and quality cattle. Ray started his career in 1960, working for the Dupont Company in chemical sales. He then became the Executive Secretary for the American Milking Shorthorn Society, Springfield, Missouri from 1961-1967. In 1967-1976, he served as Treasurer and Superintendent of Records at the American Jersey Cattle Club in Columbus, Ohio. The herd was established in 1979 when the Schooley's moved from Kansas to Niangua. Cattle were sold in 12 states, having the top selling cow in several regional sales. After selling the herd in 1998, they relocated to Marshfield in 1999. Ray continued working as a market reporter for the Missouri Department of Agriculture and a sales representative for ABS, Alta, and Semex. Ray served as past president of the National Dairy Shrine, President and director of the American Jersey Cattle Club. Ray passed away in October 2024 and Margaret January 2026.

Matt McClelland, Dairy Leadership. Matt McClelland is the Chief Executive Officer and Executive Vice President for Prairie Farms Dairy. Matt has worked for the Prairie Farms Family of Companies throughout the Midwest, including Illinois, Missouri, Oklahoma, Arkansas and Kansas, serving in various capacities within Hiland Dairy and Prairie Farms. On January 1, 2022, Matt became Prairie Farms' Chief Executive Officer and Executive Vice President. Matt's vision for Prairie Farms' future includes the enduring legacies and fundamental beliefs in the cooperative system and to simply "Do Right" for its members, associates and customers; while also emphasizing the need to recognize and adapt to the ever-changing needs of its future consumers, innovations and technologies.



Cornelius Farms



Sean Cornelius

For Sean Cornelius, dairying isn't just a job – it's the life he grew up with and the one he still loves today. On his family's diversified dairy and rowcrop operation, he's found a way to honor that heritage while steering the farm toward a sustainable future.

The Cornelius' farm nearly 2,000 acres of owned and rented land, raising corn, soybeans, wheat, and grass hay alongside a mixed herd of Holsteins and Jerseys. Consisting of 102 head, the herd today is the result of intentional crossbreeding, a strategy that blends the strengths of both breeds. With most older cows culled during the farm's transition to automation, the herd is young, healthy, and productive, averaging 84–85 pounds of milk per cow with strong components of 4.5% butterfat and 3.6% protein. He looks forward to the next several years as the herd ages and milk production continues to grow.

A Big Decision: Bringing in Robots

In November 2023, the family made a major business decision: installing DeLaval milking robots. For Sean, the move was about keeping the farm viable for the next decade. Labor challenges and limited groundwater in the area made adding cows and expansion difficult. Robotics offered a way to maintain efficiency without adding more people or pushing the land beyond its limits.

Two years later, Sean is seeing how the transition has paid off. Cow health has improved, reproduction rates are stronger, and daily labor demands have eased. Still, Sean emphasizes that robotic dairying isn't handsoff. "You need to have a good understanding of the robot," he says, noting that most of the occasional breakdowns seem to happen between 1 and 3 a.m. Just like he did in the parlor, Sean has learned to identify issues with the robot from just a change in the way the milking process sounds. The farm works closely with Flory Dairy for support.

Family at the Core

While Sean's focus is on the cows, he farms alongside his younger brother, Chris, who manages the crops and runs the "green equipment." Their parents, Barrie and Kathie, still live in the same farmhouse, keeping the family's roots firmly planted.

Sean and his wife, Rachel, have been married 32 years and raised their children on the farm. While the kids haven't and don't plan on coming back to the farm, Sean is proud of the work ethic growing up on the farm instilled in them. "On the farm you get to see the sun come up, and with it comes new life," he says. "You take care of that life, and the sun goes down." It's a rhythm that shaped his life and his children's lives even as they choose different careers.

The dairy employs one fulltime worker who has been with the family for 18 years, another testament to the farm's stability and culture.

Cow Care and Management

The cows are housed in a freestall barn with headlocks and spend about an hour on pasture each day. That hour allows enough time to clean stalls and add fresh bedding without disrupting the herd's routine.

Calves leave the farm at less than a week old and go to a trusted calf raiser who Sean says does a "phenomenal job." Losses are minimal, and the heifers return to the farm when they're ready to breed. All breeding is done through AI, with Select Sires handling the mating decisions. First calf heifers are bred to Angus.

Nutrition: The Foundation for Success

Sean is a strong believer in the value of a good nutritionist. "It's like a good marriage. Work with your nutritionist and have good communication," he says. Sean is a partner in Best Axis Nutrition Consulting, and strongly advocates working with a nutritionist that "watches the milk check to see what pays the bills on the dairy farm." Cow production is reflected on that check and "the cows are always right."

With more than 30 years of rationbalancing experience himself, Sean has seen dairy nutrition evolve over the years. A current trend for today's rations include feeding higholeic soybeans. It is gaining attention as a homegrown protein source that can reduce purchased feed costs and boost butterfat – a win for both cow health and the milk check.

When feeding cattle, he believes, "cows thrive on consistency!" The cows have been on a cornsilagebased TMR for over a decade, with no hay or haylage in the diet. The ration is reliable, easy to mix, and works year-round.

Leadership Beyond the Farm

Sean's commitment to dairy extends far beyond his own operation. He currently serves as Secretary of Missouri Dairy, where he helps advocate for dairy farm families across the state. He is also a DFA Central Area Council Member, President of the Caldwell County Farm Bureau, and is a member of the State Milk Board. He was also inducted into the Dairy Hall of Honors receiving the 2023 Dairy Leadership Award.

He credits his family for making this involvement possible. "I've been blessed with a family that is able to take care of the farm AND support me taking time away to work on behalf of all dairy farmers."

His motivation is simple and deeply rooted: "Protect our way of life so we can provide a living for our families while providing some of the most nutritious foods our customers can buy. I love that the fruits of our labor on the farm feed people around the world."

Looking Ahead

While the next generation may not take over the dairy, Sean is committed to keeping the farm strong and productive for as long as he can. The robots, the herd improvements, and the thoughtful management decisions all point toward a future where tradition and technology work hand in hand.

For Sean, the heart of it all remains unchanged: "I grew up with it. I love the cows." And on this farm, that is evident in every choice made to keep the operation thriving.

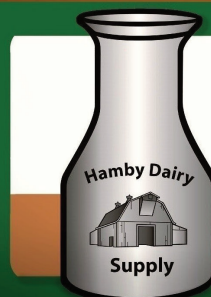


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MISSOURI NEWS



Margaret Louise (Nicholson) Schooley of Marshfield, Missouri, passed away peacefully at Mercy Hospital in Springfield, Missouri, on January 3, 2026, at the age of 82. Born on June 5, 1942, in Comus, Maryland, Margaret led a life marked by dedication to agriculture, community service, and family.

Growing up on her parents' farm in Detour, Maryland, Margaret developed an early and lasting interest in dairy farming. As a young woman, she distinguished herself through 4-H and agricultural programs, earning numerous honors at the county, state, and national levels. She was a Maryland Grand Champion dairy exhibitor and a National 4-H Dairy Award recipient, attending the National 4-H Club Congress in Chicago in 1962. Her achievements reflected success in the show ring but also practical experience in dairy herd management developed early in life.

Margaret went on to attend the University of Maryland, graduating in 1964. Following her marriage to Ray Schooley later that year, she continued her lifelong involvement in agriculture as an equal partner in their dairy operation. In 1977, Margaret and Ray established Schooley Jerseys, first in Kansas and later in Niangua, Missouri. Together, they built a highly respected Jersey cattle herd, with Margaret playing a central role in herd management, recordkeeping, and business operations. Their farm was later inducted into the Missouri Dairy Hall of Fame.

Margaret and Ray shared their experiences with the broader dairy community as co-authors of an ongoing article series, "We Went Back to the Farm," published in Hoard's Dairyman from 1982 to 1984. The series documented their work in starting

a new farm from the ground up. Throughout her life, Margaret remained actively engaged in the dairy industry, including participation in national and international events such as the World Jersey Conference and World Dairy Expo. Margaret and Ray traveled extensively to visit friends in the dairy industry around the world, including trips to New Zealand, Australia, and the Isle of Jersey, the island off of the coast of France where the Jersey breed originated. In later years, Margaret remained active and enjoyed trips to New Mexico to watch her grandson Warren play football and win the state championship in 2023 and 2024.

In addition to her agricultural work, Margaret was committed to her community. She was an active member of Marshfield United Methodist Church, where she served as Administrative Assistant and supported many aspects of church life. Margaret also served her community through public service, including her role as Deputy Clerk for Elections in Webster County, Missouri, and working at the Webster County Health Unit. She was known for her integrity, diligence, and professionalism.

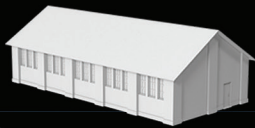
Margaret married Ray Ronald Schooley in 1964, and together they shared sixty years of marriage and partnership. She is survived by two sons, Stuart and his wife, K.C. Schooley of Ranchvale, New Mexico, and John Schooley of Austin, Texas, one grandson, Warren Schooley, and other family members and friends who will remember her for her strength, competence, and devotion to family and community. Margaret will be remembered as a capable and respected dairywoman, a committed partner, and a dedicated member of her community. Her contributions to the dairy industry, civic life, and family leave a lasting legacy.

In accordance with her wishes, no funeral services will be held at this time. Cremation arrangements are entrusted to Fraker Funeral Home, Inc., Marshfield. Memorial contributions may be made to the Salvation Army Webster County Service Unit in care of Fraker Funeral Home.



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All-American Production Cow &
Hon Mention Grand All-American '24
Consigned by: Ratliff

John Wick Fall calf x EX91 Victorious
x EX95 Money Vixen



Erbacres Snapple Shakira EX-97 4E 8*
Supreme Champion WDE 2021 & 2023
Consigned by: Conner Erbsen

Lombardi Fall calf by
EX-94 Sparkle x Shakira



Milksource Attica-Red EX-92
All-American R&W Summer Jr. 2-Yr. 2020
All-American B&W Summer Jr. 2-Yr. 2020
Consigned by: Red Carpet

Selling Stunning Superman
December calf x Attica!



Chupps Backflip Jalapeno EX-92

Next Dam: Doc Jubie16-ET EX96
All-American Production Cow 2025
Consigned by: Chupps Farm

Jalapeno's Alpha Fall calf sells!



Siemers A Hot 36152-Red EX-90
Int. Champion & Res. Grand Champion Jr
Red & White NAILE 2023
Consigned by: Katelyn Klipp

SELLING 2 HEAD x A HOT:
RED Blaze Spring Yearling &
RED Alpha Winter Calf



Jacobs Doorman Victoire EX-95
Res. All-American 5-Yr Old '21
All-American Sr 3 & HM Grand Royal '19
Consigned by: Red Carpet

Sweet Lambda Winter calf
by EX95 Victoire Sells!



LC Governor Ginger EX-95%
Family of PH Jewel, WDE Grand Champion
Consigned by: Chris Hahn

Summer Yrlg Chrome x VG88
Victorious 2-Yr Old x EX95 Ginger



Fraeland Doorman London EX-90
1st Milking Yrlg Mid-East Fall Nat'l '23
Mat Sister to Fraeland Chief Liberty EX94
Consigned by: Chupps Farm

Selling Multiple Daughters
Including Footprint Fall Calf!



Miss Disaronno-Red EX-94-2E
Consigned by: Andy Dieters

Selling her RED Acetelyne Winter Calf



Pacific Edge Diva EX-96%
Production Winner All-American '25
Dam is Maternal Sister to Diva

Winter Calf sired by Victorious
Cougar x VG Getaway



C-of-O Beemer Ashton EX-92
Consigned by: College of the Ozarks

Delta Lambda Summer Yrlg sells x
Beemer Ashton x EX92 Atwood x
VG Sanchez x Tri-Day Ashlyn



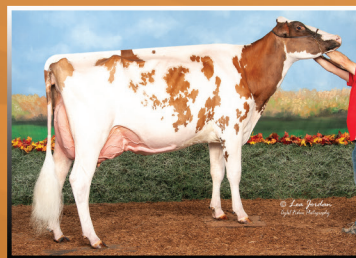
Kress-Hill Sunglaze-Red-ET EX-90
Nom. AA R & W Fall Yrlg in Milk 2024
Consigned by: Chupps Farm

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LC Excitation American Royal EX-92%
Consigned by: Lin-Crest

Pacific Edge Drakes D-Lux Winter Calf
x EX91 Candyman x Colton x Royal



Chupps Altitude Asada-Red EX-92
Consigned by: Chupps Farm

Hulu Winter Calf x Asada Sells!



Lin-Max Brnick Tess EX-93
Consigned by: Lin-Crest

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Tyler Chupp 918-629-8893
Norman Bayless 580-334-5289

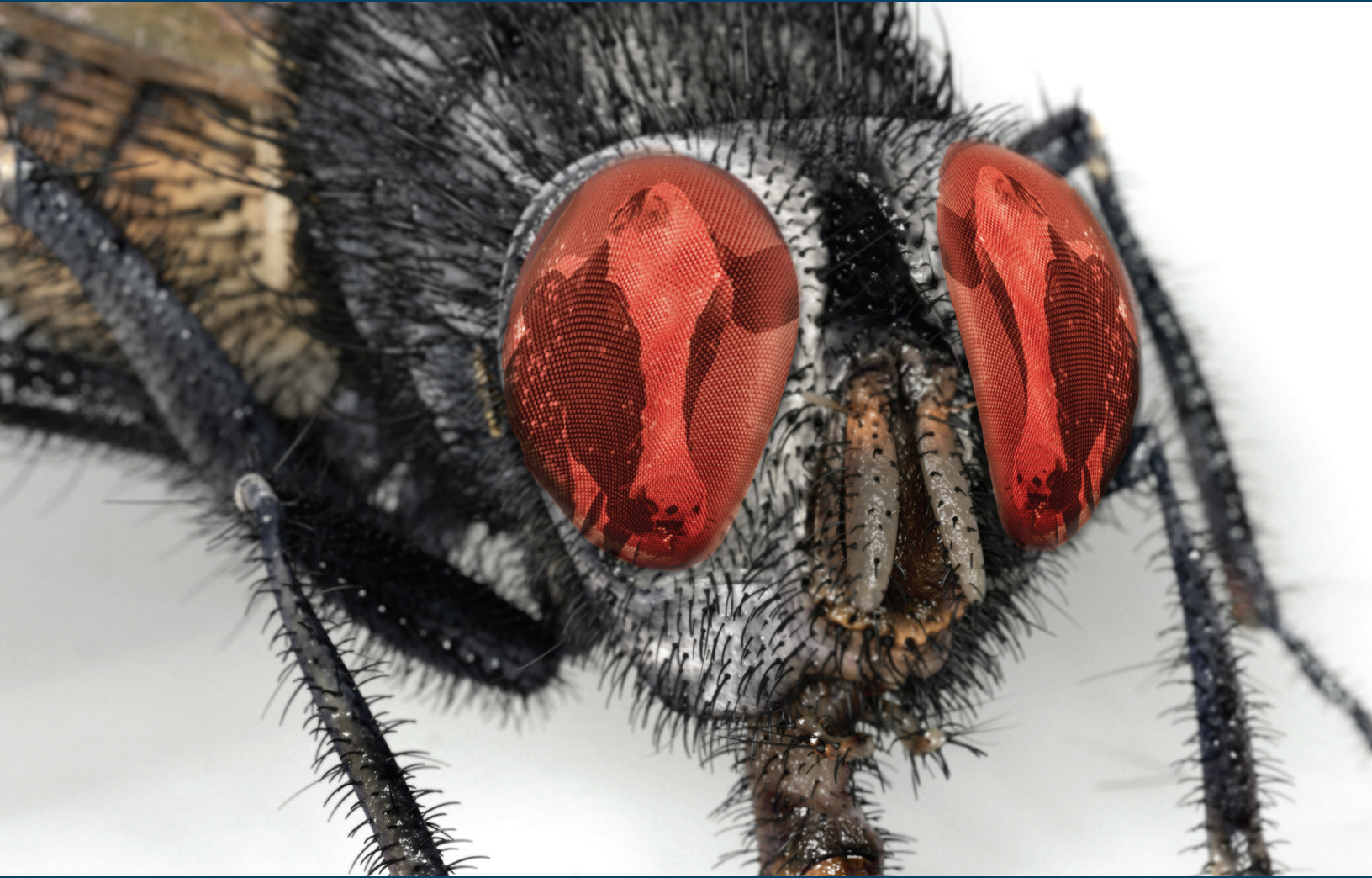


Sale on Cowbuyer &
Dairy Agenda
Oklahoma State Sale



TUESDAY, APRIL 8 @ 3PM STILLWATER, OKLA.
SNHolsteinJerseyshow.com
Facebook: Southern National Holstein and Jersey Show

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Mark your calendar!

2026 MISSOURI ALL-BREEDS HEIFER TAG SALE

MAY
22

**May 20 - 22
2026**

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Valley View Tanbark Elm 3315 - Milking Shorthorn

1st Fall Yearling Open & Jr Show MO State Fair 2025

1st Fall Calf & Jr Champ MO State Fair Open Show 2024

Jr Champ & Res. Grand Ozark Empire Fair Open 2024

Consigned by Jessica Crawley-Graves, AR & Purchased by Case Eilenstine, MO



Youth purchases from Past Sales at State Show!



For more information or to place a bid:

Leroy Wright 417.300.4835
Ryan Bilyeu 417.838.1093

WATCH FOR DETAILS

Facebook: MissouriHeiferTagSale
Online at: dairyagentatoday.com & missouriholstein.com
Sale held: Freistatt, MO



SCHEDULE:

Wed., May 20 Noon Tag sale begins
Friday, May 22 8:30 PM Tag sale ENDS
Saturday, May 23 All-Breeds Youth Heifer Show



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