



748 ENLOE RD.
REWEY, WI 53580



NORMANDE HAPPENINGS

JANUARY, FEBRUARY, MARCH

2025

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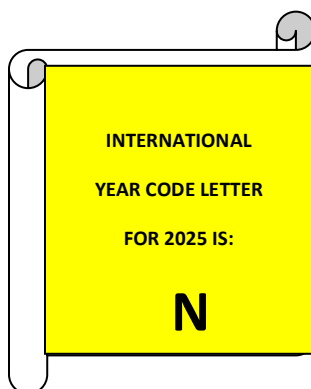
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MEET YOUR BREEDER-DUNN RIDGE FARM

Authored by Jeff Bock.

Northwestern Wisconsin is known as the Indianhead region of the state. Dunn County is located about 40 miles east of the Mississippi River in what is known as the Mouth of the Indianhead. The midwestern side of Dunn County is the home of Dunn Ridge Farm. The farm is located 2 miles north of the village of Elmwood. Elmwood sits nestled at the foot of some tall Wisconsin hills with the Eau Galle River winding through it. It has a population of roughly 900 residents. It is a farming community where neighbors help neighbors, church suppers and community events are common. Mike and Kelly Tiffany are part of this community.



Kelly was raised on the small dairy farm of her parents, Dennis & Barb Blegen. She attended Spring Valley Schools and graduated in 1994. After graduation she worked at Phillips Plastics in Menomonie, WI. There she was involved with production, shipping and receiving. In 2002 she resigned from her job at Phillips Plastics to be home to raise her two children, Dane and Allie. This was the beginning of her raising feeder steers. In 2011 Kelly began a cleaning business that serviced commercial and residential clients. Over the years she has slowly dissolved her cleaning business. Kelly has always had a love for farming which included livestock and fieldwork. Her parents, as well as grandparents Laverne & Arlis Timm and Henry & Mardell Blegen, always supported her and taught her to be independent, honest, hardworking and using common sense to see a job to the end.

Mike was also raised on a dairy farm by his parents Pat and Virgal Tiffany. Mike attended Elmwood Area Schools and graduated in 1988. After graduation, he worked for four years for a local farmer doing all farm tasks, including milking and feeding cows, caring for the swine herd, and all types of field work. In 1992, Mike returned to the home farm to join his mother and two brothers in the farming operation. They continued to farm together until 2000. At this time the family farm corporation was dissolved. Mike remained on the farm and took full ownership. Then in 2011 along he sold the farm along with all the cattle and equipment. From 2011 through 2017 he worked at two different large dairy farms as part of their team. In 2018 Mike began his own construction and landscape business which he continues to conduct today.

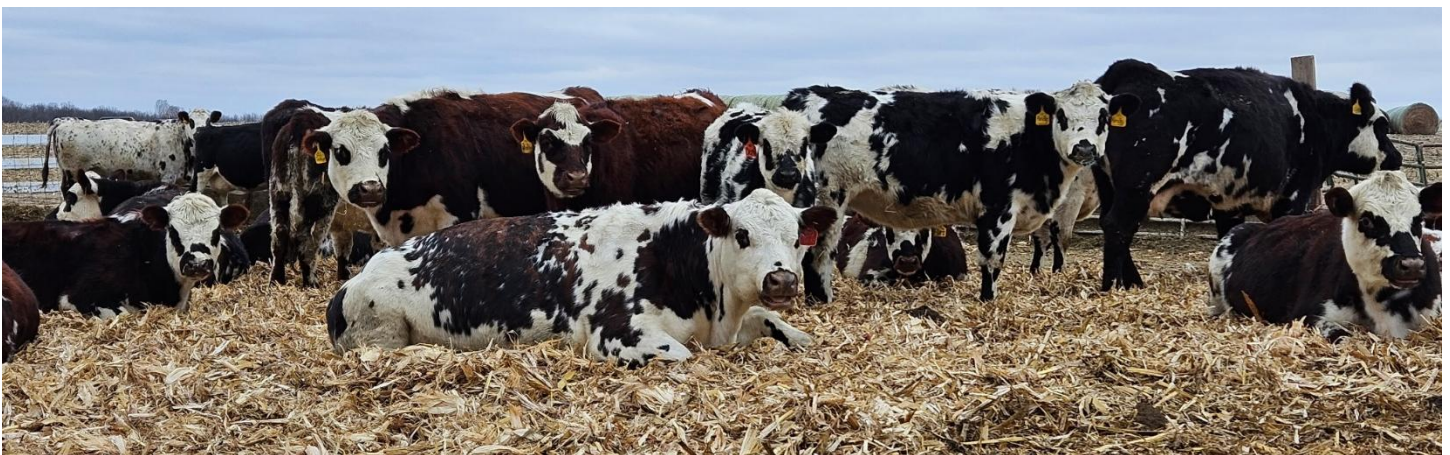
Mike's parents, as well as grandparent's, Phillip and Edith Weisenbeck and H.O. and Marguerite Tiffany, influenced him by instilling in him a hard work ethic, responsibility, honesty and common sense. They taught their aspects of farming with what works and what does not work.

Mike and Kelly met while at the altar of the Spring Lake Lutheran Church in Spring Valley, WI. They were being sworn in to their newly appointed jobs as deacon and trustee of their church. Even though they grew up only five miles apart and knew of each other's families, they had never met. At the time of their meeting, Mike was dairy farming and Kelly was raising feeder steers. Guess who had dairy bull calves to sell? Kelly not only found a supplier for her feeder calf business,



but a new best friend as well. Mike and Kelly married on June 3, 2016, in the very picturesque Shues Pond Park located in Hayward, Wi.

The farm they presently own has a long history with the Tiffany family. Mike's older brother, Dick, bought the farm in 1973. Dick dairy farmed there with registered Holsteins until 1992. At that time, he sold the farm to a party on a land contract. At the end of the first year of the contract the buyer defaulted on the contract and Dick regained possession of the farm. With the farm returned to Dick, Dunn West Farms began renting from him. Dunn West Farms was comprised of Virgal and three of her sons Mike, Bill and Charlie. Dunn West continued to rent until 1996 when they purchased the farm. The farm remained in the Dunn West Cooperation until 2001. At this time Virgal, Mike, Bill and Charlie dissolved the cooperation. The original Tiffany homestead went to Mike. And Bill now had the farm that Dick once owned. Mike sold the original homestead in 2012. Bill continued to farm, feeding steers and cash cropping. In 2019 Bill's wife passed away suddenly. In 2020 Bill decided to sell the farm with some acreage. Mike and Kelly purchased this land and created a new brand "Dunn Ridge Farm".



When Mike and Kelly started to build a herd of beef cattle, they began to put a mix of Angus and Simmental cows together. When purchasing cattle, they always looked for a very established, reputable registered breeder. They wanted cattle that would serve them in the future. After putting together a beautiful group of cows, they felt something was still missing.

As the quote states, “it is not what you know but who you know”. This proved to be very true for Mike and Kelly. Hence, enter Jeff and Nona Bock into the picture in 2020. Jeff and Nona were both raised in the same neighborhood.

The families had intertwined over the years as neighbors and friends. Jeff approached Mike and Kelly, and asked if they would be interested in purchasing a bred heifer that was not within Jeff’s calving window. Mike and Kelly were familiar with the Normande breed just by seeing them at the Bock farm. They knew nothing more about the breed other than, they were those pretty, colorful cows at the Bock farm. Mike and Kelly made the decision to purchase the heifer. The heifer’s name was Crick Ridge Fiesta. She calved with a beautiful calf. It was almost instantaneous

that they fell in love with the breed. It was then they realized what they were missing. Normandes were the answer!!! It was at this time that they made the decision to slowly build their own Normande herd. They knew that it would take time, but the goal was set. It was at this time they joined NANA.

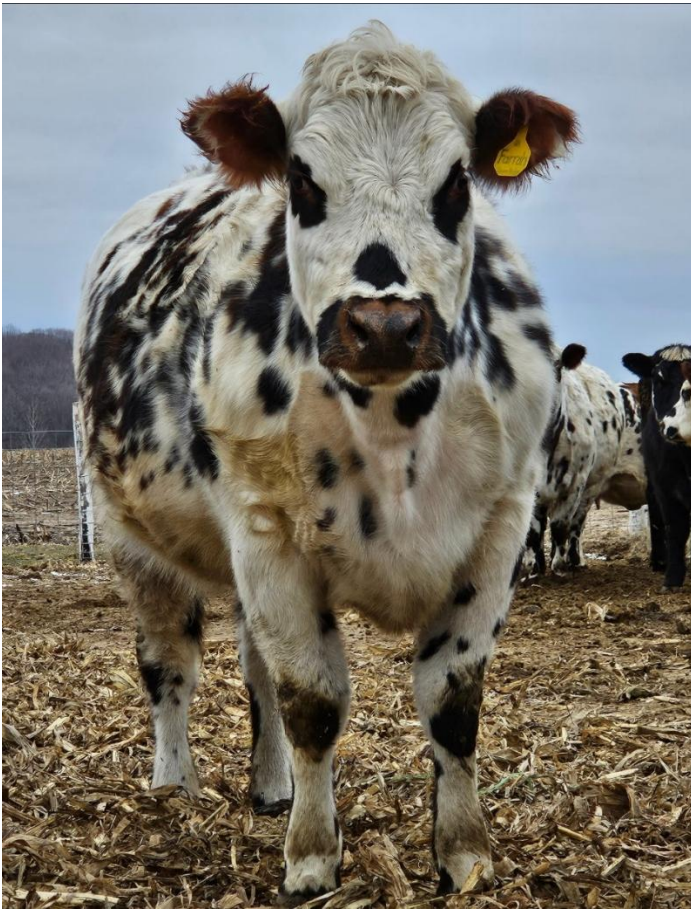
Another opportunity arose in the fall of 2022. Andrea Hinzman, who is Jeff and Nona’s great niece, decided to sell her Normande herd as she was going off to college. Mike and Kelly went to see Andrea with the intention of buying one cow. They came home with the whole herd of eleven head. Since then, their herd has increased through offspring of their own. They also have purchased several heifer and bull calves from the Bock’s. In 2023 they liquidated their Angus and Simmental cattle. They are now happy, grateful and proud owners of a 100 percent Normande herd. Their gratitude extends to Nona and Jeff for introducing them to this amazing breed of cattle while being a resource and mentor on their Normande journey.



Presently their Normande herd consists of 14 cows, 17 heifers, 8 bulls and 3 steers. They presently retain all their heifer calves to grow the herd. They have sold a small number for breeding stock and are planning to market more heifer and bull calves for breeding stock in 2025.

They fatten their steer calves and sell privately in quarters and halves. They finish the steers on haylage, silage, dry hay and a grain mix. They also sell feeders calves privately. Their breeding program consists of cows being pasture bred. They did breed their first AI cow this fall. In the future, AI breeding will be incorporated into the program. Their calving window is seasonal with spring and fall. Kelly is very excited to exhibit their Normandes at the National Show in 2025. She already has a bull and two heifers picked out and is training them.

Mike and Kelly have had experience with a few different breeds of cattle. They both agree that by far the Normande breed is the most docile breed on the planet. They are very impressed with their mothering abilities, adaptability to weather conditions, the carcass quality and of course their unique and beautiful appearance as they light up a pasture. Kelly laments heavily when it is time to cull a cow.



Mike and Kelly's advice to a potential owner of Normande's would be to seek out a very reputable breeder. A breeder that values the breed for all they bring to the table plus their genetic value and worth. They highly recommend keeping up your registrations as it assures the future of the breed and adds value to your cattle. They feel that finding yourself a mentor to tap into their knowledge and help is priceless when you are just starting out. To this day Mike and Kelly continue to tap into their mentor's knowledge and advice. Lastly, give your Normandes the care they deserve. Provide them with what they need, and they will provide for you.

Dunn Ridge Farm has a bright Normande future. They want to grow to a herd of fifty registered beef cows, promote and showcase this breed, become a resource that people will seek to purchase registered Normande beef breeding stock, improve their facilities, and get more involved with NANA. Kelly has already increased her involvement. She is so excited and proud to have been voted on to the NANA Board of Directors at the 2024 National Show and Annual Membership meeting. She takes this director's position very seriously and wants to be a positive contributor to the direction of NANA in the future.

The farm also is home to a flock of eighteen registered Suffolk sheep consisting of 18 ewes. Kelly has recently introduced British genetics into her flock to improve the quality of her ewes. From this flock Kelly sells show lambs locally and regionally. Her lambs have competed at the local, state and national level. They also have 2 brood sows and a small flock of laying hens. There are two St. Bernard dogs that keep a watchful eye of their property. In the end, when their farming career closes, they hope to have a very established operation that their son or daughter would want to continue.

For Nona and I, it has become such a pleasure to play that role of mentor and become a part of Mike and Kelly's lives. It is so pleasing to us to see a young couple get so excited about this breed. We have no doubt, Normande's have a permanent home at Dunn Ridge Farm. If you ever find yourself in Elmwood, Wi. point your vehicle toward North Hill, cross the river and at the top hill pull into Dunn Ridge Farm and say Howdy!!!! Coffee is on with fresh pastry!!!!

On behalf of NANA, we thank Mike and Kelly for sharing their story.

CHEERS TO FIFTY YEARS CONTINUED

LEGACY AWARD RECIPIENT: MERLE PETERSEN



Merle and his wife, Diane, live near Oxford Junction, IA. Both have Bachelor of Science degrees from Iowa State University. Merle's degree was in Animal Science and Diane's degree was in Home Economics Education. After graduating from college in 1972, Merle worked for Wilson Certified Foods for two years until they started farming in the spring of 1974. He retired from farming in 2021. Diane went into teaching and taught Family and Consumer Science until she retired in 2015. Diane also has a doTerra Essential Oils business she conducts from their home.

Merle and Diane were blessed with five children and have ten grandchildren with the eleventh on its way. Their oldest daughter, Katie and her husband Jeff, live in Polk City, IA. Both have college degrees that they utilize in their work. Katie has a home based

business with doTerra Essential Oils, and Jeff is an engineer with Summit Carbon Solutions out of Ames, IA. Katie and Jeff have three children, Ben, Nate, and Theo, who are active in sports and scouts.

Jacob Petersen, and his wife Becky, farm near Baldwin, IA. Both are college graduates with an Animal Science degree and Business degree respectively. Becky works in the loan department of a local bank and Jacob's farming operation consists of 100 beef stock cows and 250 ewes. Also included in the farming operation are row crops, hay, and pasture. Their children include Callie who has a son and daughter and who is in nursing school. Their son, Coy, is in Lineman School and farms with his parents. Their youngest, Josie, is in high school.

Caleb and his wife, Kristen, reside in Maquoketa, IA, where both of them work as lawyers. After getting their undergraduate degrees both of them earned law degrees from St. Louis University. Their four young children include Knox, Adeline, Hugo, who are all in school. Plus Elliott, who turned one in March. Sports keep the children busy.

Chelsea, their second daughter, is a graduate of Upper Iowa University and has a M.S. from Anderson University in Indiana. Chelsea lives in St. Louis with her spouse, Jamaica, and they are expecting their first baby in April. Chelsea and Jamaica work for Washington University in St. Louis where Chelsea is a director of Student Affairs.

Alex, their youngest lives in River Falls, WI, as he works on a degree in Landscape Architecture at the University of Minnesota. While working on his degree he also works part time at an organic green house.

Merle and his family saw their first Normandes at the Iowa State Fair in the late 1970's. The Normandes were being displayed by Brush Point Acres, Francis and Craig Ouverson from Hanlontown, IA. In the following year Merle bought a Normande bull and started crossbreeding his 60 cow beef herd. One year later he bought a few purebred heifers to add to his herd. Two fullblood bulls Merle used in his herd were Pasquinel (dob 5-2-81) and Capucin Luke (dob 8-24-82). Pasquinel was purchased from the Ouversons and Capucin Luke came from the David Bolen herd near Tama, IA. As he transitioned to Normandes, Merle found them to be docile, quiet, great foragers, easy keepers and good mothers to their calves. And when he fattened his Normande steers he found the Normandes had excellent carcasses.

During the time he was actively breeding Normandes Merle served on the Board of Directors of NANA for a number of years. He and his family showed their Normandes at the Iowa Beef Show in Spencer, IA, and at the Iowa Beef Expo held in Des Moines, IA. They also displayed some of their Normandes at the Iowa State Fair and at the Great Western Stock Show in Denver, CO. His herd prefix was MP and his Normandes were of the quality that he sold breeding bulls to other breeders. He also had some of his Normandes included in a group of Normandes that were exported to Costa Rica.

Though now retired, Merle and his family were legacy breeders in the early years of Normandes being in the United States. NANA thanks Merle and his family for helping develop the Normande breed in the U.S.

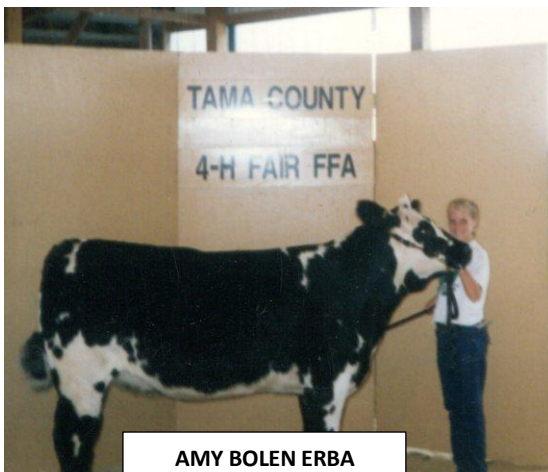
LEGACY AWARD RECIPIENT-DAVID BOLEN



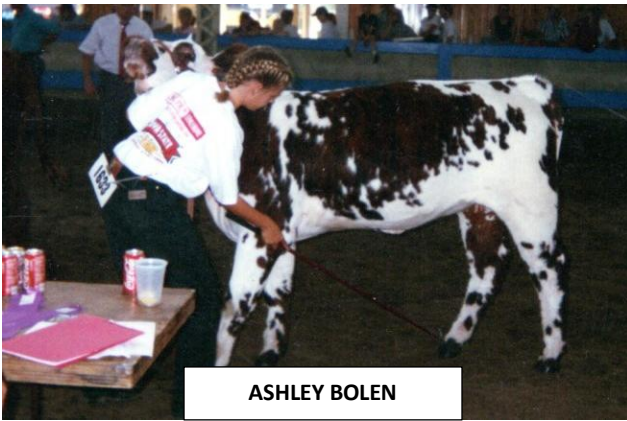
David Bolen and his wife Ann have been breeding Normandes for fifty years. So, he along with his brothers Bruce and Ben, have been breeding/raising Normandes for nearly as long as Normandes have been in the United States. Dave and Ann live near Tama, IA, and currently have around 20 Normande cows. Each year they keep four to five heifers for herd replacements and the rest of their calves are raised and fattened to sell to local meat buyers as processed quarters of beef.

Dave and Ann are now retired, he from a Railroad Company and Ann from teaching. They have four children and six grandchildren. Sara is married to Shawn Upah, they live in Tama, IA, and they have one daughter, Mylie. Sara is a pharmacy tech at Medicap Pharmacy in Tama while Shawn is a heavy equipment operator. Their daughter Ashley is the Assistant Manager of the Marshalltown School District Business

Office in Marshalltown, IA. Amy and her husband, Ian Rich-Erba, live in Seattle, WA. They have two young children. Amy does Home Care for severely disabled individuals and Ian manages a group of people who design commercials for computer games. And their son Scott is married to Amber. Together they have three children. Amber helps run the Marshalltown Community College Admissions Office, while Scott is the Assistant Principle/Athletic Director at the South Tama School District Middle School.



David, Ann, and their four kids enjoyed exhibiting their home raised Normandes at various cattle shows over the years, and they were quite successful. Shows at which they paraded their Normandes were the Iowa Winter Beef Expo, Tama County Fair, Iowa State Fair, Waterloo Cattle Congress, and the World Beef Expo. Their winnings included Reserve Champion Beef Heifer at the Tama County fair five years in a row. The Grand Champion Supreme Heifer and Grand Champion Cow-Calf Pair at the Tama County Fair. And two of the kid's show steers won the TAMCO Steer Award for the Champion Tama County raised steer. At the Iowa State Fair they showed their Normandes in commercial heifer classes as big as twenty-five to thirty plus heifers. They consistently stood in

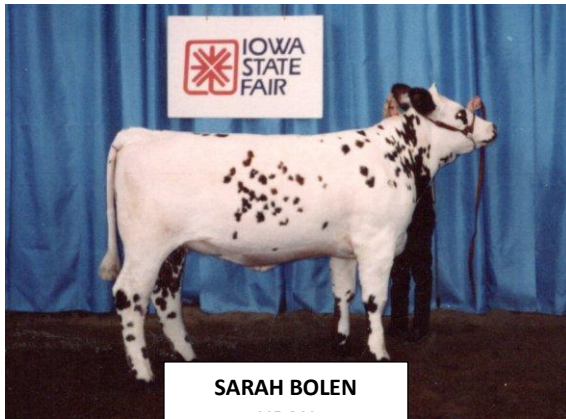


ASHLEY BOLEN

second through sixth place in those classes. At the Waterloo Cattle Congress they had the Reserve Champion Commercial Heifer. Their Normande heifers won the Normande Junior Show at the World Beef Expo five years in a row. And one year they had the Reserve Champion Normande Heifer at the World Beef Expo.



SCOTT BOLEN



SARAH BOLEN

LEGACY AWARD RECIPIENT-BEN BOLEN



Ben, and his wife Jeane, live near Tama, IA. Their blended family includes five adult children and a number of grandchildren and great grandchildren. Ben was the other working half of the Bolen Brothers farming operation from 1972 until their dairy dispersal in 2004. When he and Bruce first introduced Normandes into their farming enterprise they had a herd of Angus cows that they began crossing with their newly purchased registered Normande bull. Because they liked the Normandes they utilized NANA's Breeding Up Program to develop a group of Normande beef cows that were high in per cent Normande. When Normande semen could once again be imported from France they began breeding some of their Holstein dairy cows to Normande bulls and began including dairy Normandes into their milking herd. Ben also was an active member of NANA and served on its Board of Directors for a number of years. After their dairy dispersal Ben worked off of the farm until his retirement. Now he and Jeane are enjoying their time with their grandchildren.

LEGACY AWARD RECIPIENT-BRUCE BOLEN



Located near Greentop, MO, Bruce Bolen and his wife Connie moved to Missouri after Bruce and Ben dispersed their dairy herd and dissolved their farming partnership. Normandes have been a part of Bruce's farming enterprise since the mid 1970's when Bruce and Ben bought their first Normande bull at a performance bull test sale. Bolen Brothers Normandes was formed and their adventure with Normandes began. Bolen Brothers Normandes began using their Normande bull on their mainly Angus herd of beef cows. At one point they had 50-60 cows. Bruce and Ben also milked registered Holsteins and they began breeding some of their dairy cows to Normande bulls after French semen could be imported into the United States again. In fact Bruce was instrumental in

getting NANA to promote the dual purpose aspect of Normandes after French semen was once again entering the United States.

Bruce has been a strong supporter of showing cattle and promoting the breed. From 1985 to 1992 they exhibited their Normandes at the Iowa Beef Expo and consigned animals to the Normande sale at the Beef Expo. Bruce was instrumental in getting a Normande show put together at Marshalltown, IA, in 2007, and that show evolved into NANA's National Show the following year. Over the years Bruce has sold some of their Normandes to breeders in Wisconsin, Iowa, Minnesota, Pennsylvania, Ohio, Missouri, Kansas, Utah, Nebraska, Colorado, Wyoming, Illinois, and California. They have also exported Normandes to Costa Rica and Japan.

Bruce has been very active in a leadership role with NANA. They have hosted several NANA field days over the years. He has served as a direction on NANA's Board for many years. He has been president of the association and the secretary. Bruce and Connie moved to Greentop, MO, in 2008 and they created a new prefix for their herd, Cedar Lane Normandes. They currently have a herd of 20 Normandes, some of which are fullbloods..

Bruce and Connie have a blended family. Their two older sons are Ken and Jeremy. Ken works at an automobile dealership in Marshalltown, IA. Jeremy and his wife, Regina, live in Montour, IA, where Jeremy is a construction instructor at the Sac and Fox Indian Settlement in Tama, IA. Their younger sons are Tony and Mark. Tony and his wife, Darah, live in Charleston, SC, where Tony is a small animal veterinarian at the Patrick Veterinary Clinic. Darah is co-owner of Clark-Bolen Court Reporting. Their two children are Maverick and Lilah. Tony is also the head wrestling coach at James Island High School and was recently recognized for the success of the school's wrestling program. Their fourth son, Mark, lives in Colorado Springs, CO, where he is a foreman for Morton Building. Mark's wife, Amanda, is a hospice nurse. Besides the younger grandchildren, Bruce and Connie have adult grandchildren as well. Bret and his wife, Irie, live in Marshalltown, IA, where Bret is a cook at The Flying Elbow and Irie works in the bakery at Hy-Vee. They have two young children. Their older granddaughter Britta, lives in West Des Moines, IA, where she works as a 911 dispatcher for Westcom Emergency Communications.

Bruce considers himself retired, but he keeps himself busy doing chores, making hay, and cutting wood. Connie works 2-3 days each week at Hy-Vee in customer service. And they are both active in their local church.

DISTINGUISHED BREEDER AWARD-CARL & BONNIE WERNER



Carl and Bonnie Werner are well known within the dairy industry for their almost seventy years of breeding outstanding registered Holsteins and registered Normandes. The Werner's began breeding registered Normandes when they obtained frozen Normande embryos from France. From their venture with Normande frozen embryos came Car-Bon N Nivea Rosemarie-ET, who was selected as the Reserve Grand Champion Normande Dairy Cow at the 2010 National Normande Show. The 2009 National Normande Show saw a Royal Holl daughter of "Rosemarie", Car-Bon N Royal Holl Ruthie-ET selected as

the Reserve Junior Champion Female of the dairy show. From "Rosemarie", Carl and Bonnie bred and developed an outstanding cow family that still has an influence within the United States Normande breed.

In 2012 Carl and Bonnie dispersed their herd of registered Holsteins and registered Normandes. They managed their herd with an Intensive Grazing Program and at that time had a rolling herd average of 18,249 pounds of milk/cow, a 3.6% butterfat average for 657 pounds of butterfat per cow/year, a 3.0% protein average for 549 pounds of protein per cow/year. They had bred 56 Excellent cows in the Holstein breed. The Werner dairy herd was highly respected for its quality. That is why on the day of the sale the bidding was brisk and prices were high. When it came time to sell the Normandes, the attending crowd was in for a treat.

The first Normande to sell was "Rosemarie" and the successful buyer was Vosberg Valley View Farm, Dan and Ruth Vosberg of South Wayne, WI. Their successful bid was \$5,000.00. Once in the Vosberg herd Rosemarie continued her productive life for a number of years and gave the Vosbergs 80+ descendants.

There were four other Rosemarie family members that sold in the dispersal and they were all purchased by Ron Cass from Ohio. Unfortunately, Mr. Cass did not continue registering any of those family members and so their genetics has been lost from the Normande breed here in the United States.

Even though Carl and Bonnie no longer have any Normandes, they are still Normande enthusiasts and NANA members.

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DISTINGUISHED BREEDER AWARD-BRIAN TOIVOLA

Spruce Grove Farm is a prefix that is familiar to many breeders within NANA, especially those breeders raising their Normandes for beef. Dr. Brian Toivola began his mixed large and small animal veterinary practice near Hibbing, MN, after a small animal veterinary internship in Massachusetts. He eventually purchased the buildings and land on a former dairy farm in rural Hibbing for his veterinary clinic and animal hospital.

In 1980, a former veterinary school classmate introduced him to the Normande breed and he was hooked. He purchased four percentage Normandes and a $\frac{3}{4}$ blood from his friend and thus began Brian's impact upon the Normande breed in the United States. A year after purchasing his first Normandes from his vet school classmate, Brian traveled to



Hanlontown, IA, where he acquired twelve purebred heifer calves and moved them to Hibbing, MN. He joined the American Normande Association (ANA). A year later he attended the Annual Meeting of the ANA held at the Jay Swisher ranch in South Dakota and was elected to the ANA Board of Directors. He also went home with four purebred heifers and a purebred bull from Swisher's Production Sale.

In the mid 1980's the North American Normande Association was formed due to problems within the ANA. And in 1985 the ANA and NANA merged into one breed association. In 1988 a special NANA meeting was called due to failures with NANA in registrations/transfers getting done on a timely basis, if at all. At this special meeting Brian was elected president of NANA and for the next fourteen years he led the association as its president and chief promoter of the breed. Under his leadership the future of NANA was put on solid ground. Brian encouraged the association to invest its time and money in live animal exhibits at some of the major livestock shows in the US. Shows like the International Livestock Exhibition in Louisville, KY, the Tulsa State Fair in Oklahoma, and the Houston Stock Show in Houston, TX. Normandes became a breed strongly represented in the St. Croix Valley Bull Test & Sale in River Falls, WI. And live Normande animals were present at the early World Dairy Expo and Normandes became a part of the early World Beef Expo. Brian is an excellent researcher and writer, and he has penned some of NANA's most important information brochures/pamphlets that are still being made available to those who ask for information about the Normande breed. Because of his untiring efforts in promoting the Normande breed in the US and the genetic influence his Spruce Grove Farm animals were having upon the Normande breed in the US he was recognized by the French Normande Association, OS Normande during the 2008 Cinor held in France.

While serving as president of NANA, Brian began an extensive effort to locate and obtain some of the original Normande genetics imported into the U.S in the early 1970's. One of those purchases ended up producing SGF Boot Scooter F47D, the sire of the only two Normandes in the United States who are officially classified "Excellent." He even purchased the leading fullblood herd in Canada and imported them into the US after the owner, Percy Phillips, became ill with terminal cancer.

It was under the leadership of Brian, with the support of key members of NANA's Board of Directors that the importation of Normande semen from France became a reality in the early 1990's after importation restrictions were removed here in the US. With new semen from France available, Brian led NANA in promoting the Normande breed to dairy producers.

2023 DISTINGUISHED SERVICE AWARD-JEROME CHATEAU

Jerome Chateau is a native of France and came to the United States after he had completed his doctorate of veterinary medicine at the National veterinary school of Alfort. The school is a French public institution of scientific research and higher education in veterinary medicine. Jerome came to the United States in 1983 and began working on a Masters Degree in public health and epidemiology. While at the University of Minnesota Jerome also taught



undergraduates. In 1997 he started Normande Genetics and began selling French semen, including Normande semen all over the United States. Since its beginning, Normande Genetics has been an exhibitor at numerous grazing, organic farming, and farm shows around the United States. Jerome was influential in making possible the short lived Grazing Pavillion at the World Dairy Expo in which NANA had a live display of Normande cows. Jerome initiated a Normande dairy show featuring French sired Normandes at the Minnesota State Fair, but because the State Fair Board required a minimum of 60 entries after 3 years the show was unable to continue. And NANA and Normande Genetics have shared a booth or had their booths side by side for a good number of years at the World Dairy Expo.

Over the past ten plus years the University of Minnesota has been conducting research studies on cow longevity of crossbreds within dairy herds in California and Minnesota (including Normande sired crossbreds). The two studies have verified there is an improvement in the health, the concept rate, and longevity within the herd with the crossbred cows. Jerome has encouraged these studies and promoted their results.

When the Cinor reached out with the possibility of hosting the International Cinor in the United States, Jerome was the point person. Jerome and NANA worked together in planning and hosting the 2008 Cinor held in Madison, WI, during the 2008 World Dairy Expo. The 2008 National Normande show was part of the Cinor's events Cinor attendees participated in.

Jerome came to the United States as a young bachelor. A number of years ago he became a married man when he and Cynthia Miller tied the knot. They reside in Minneapolis, MN, and Cynthia works as a writer.

2024 DISTINGUISHED SERVICE AWARD-JEFF & NONA BOCK

No one can say that Jeff and Nona Bock allow dust to settle under their feet. Raised on a farm near Spring Valley, WI, Jeff grew up knowing hard work and long hours. He has applied those attributes to his 3 Rivers Landscape, Inc. business he has in River Falls, WI, and to his farm and Normande herd near Spring Valley, WI. Jeff has been a member of NANA for over twenty-five years; and his name has become synonymous with good Normande cattle and unselfish service to the association.

The Bock's prefix is Crick Ridge Farm and you will find "Crick Ridge" in the pedigrees of many beef Normandes. A



number of prominent Normande herds have had Crick Ridge bred bulls in their sire line up over the years. For twenty years Jeff and Nona entered bulls in the St. Croix Valley Bull Test. In 2016 and 2018 their Crick Ridge bulls brought the top price for the SCVBT sale (\$5700 and \$4600). In 2011 the Bocks hosted the NANA Field Day. And when the Wisconsin Farm Technology Days were held in Pierce County, they provided the live cow/calf pair for NANA's exhibit in the Beef Tent. It was under Jeff's leadership and efforts as a member of NANA's Board of Directors (encompassing several terms) that NANA's Heifer Program was created. The ribbons NANA gives to exhibitors at the national show were obtained under his initiative, and he helped cover some of their initial cost. Over the past few years Jeff has researched and authored "Meet Your Breeder" articles for Normande Happenings, including the current one in this issue. And Jeff and Nona have been exhibitors at NANA's National Show every year since its beginning in 2008 with the exception of 2023. And as exhibitors they have gone home with a number of Grand Champion and Reserve Champion trophies, along with many first place class winners.

The NANA Board of Directors, and entire NANA membership, thank Jeff and Nona for their unselfish service to the North American Normande Association and the Normande breed during the past twenty-five years.

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MORE 2024 SHOW PICTURES

One of the things exhibitors at NANA's National Show say about the show is that it is a fun show to show in. Take a look at these pictures of the Adult Dairy Showmanship Class exhibitors and convince them that they were not having fun.



JOHN OSINGA



TRAVIS HACH



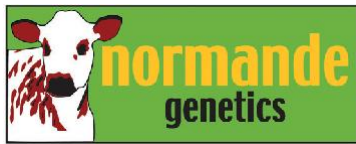
SARAH VOSBERG



JARED VOSBERG & CHRIS CONLEY



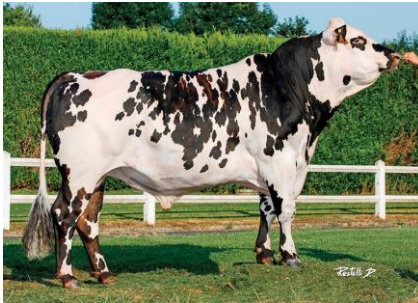
IZANA WATRUBA & TANYA HACH



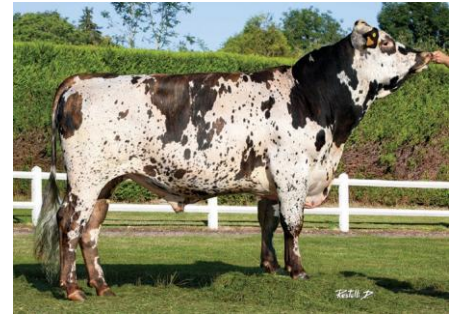
Normande spring 2025 lineup



Niville



Ocasse



Oroï



Paluel



Paris



Reflexion



Pelé



Pilier



Tayoral



Tzess

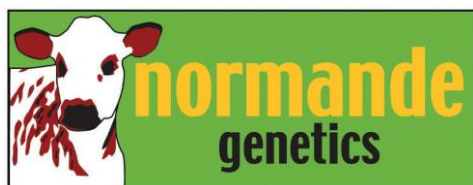


Treasure



TinoRossi

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THE COVER

This issue's cover pictures were taken by professional photographer, Maddy Hensel of Dairy Agenda Today, and were taken during NANA's 2024 National Show. Left to right, the pictures are of Rudan Phoenix Tinsel 1522 (Reserve Grand Champion Dairy Female), and Do Dandy Jasmine (Grand Champion Dairy Female).

The NANA office is looking for eye catching and attractive pictures of Normande cattle to use on the cover of future issues of "Normande Happenings". Please submit your picture(s) to the NANA office and if the editorial advisory board (my family) should choose your picture it will be on the cover of a future "Normande Happenings".

THANK YOU!

NORMANDE HAPPENINGS is the official newsletter of the North American Normande Association published by the Association office four times per year. Active, associate and junior NANA members receive the newsletter as part of their dues. Non-members may subscribe for a cost of \$15.00/year.

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VISIT NANA'S WEBSITE:

www.normandeassociation.com

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NANA MEMBERSHIP DUES

NANA membership dues for 2025 became due on January 1, 2025. See the next page for NANA's fees. An Active Member receives Normande Happenings at no extra cost, can vote on the affairs of the Association, can serve on the Board of Directors, and can register and transfer animals at member fees. An Associate Member is a Normande enthusiast and will receive Normande Happenings at no additional cost. An Associate Member can register and transfer animals, but at non-active member rates. An Associate Member does not vote on the affairs of the Association. A Junior Membership is for youth 18 years old or younger. Junior Members receive Normande Happenings at no extra cost, can register and transfer animals at member rates, but cannot vote on the affairs of the Association.



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ANNUAL JUNIOR MEMBERSHIP	10.00
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REGISTRATION AT 13-24 MONTHS OF AGE	20.00
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*NON-MEMBER REGISTRATION FEES ARE DOUBLE THE ABOVE	
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TRANSFER AFTER 60 DAYS OF SALE	15.00

2024

YEAR

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NANA has been gifted several hundred units of semen from this Circle D bred bull (Wayne & Lisa Dewey, Circle D Farm). He is a known calving ease sire with birth weights between 70 to 80 pounds! Most of his calves will be black hided. His semen is priced at \$5.00/unit and you pay the shipping. There is a 5 unit minimum per order. Cost of shipping is determined by distance and who it is shipped through. United Parcel Service (UPS) covers all of the United States and will be the more costly service. If you live in the service area for Speedy Delivery, the cost of shipping will be less through them. If you live not too far away you can come to the NANA office and pick it up yourself.

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NORTH AMERICAN NORMANDE ASSOCIATION