

748 ENLOE RD. REWEY, WI 53580



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NANA'S BREEDING UP PROGRAM

For those individuals wanting to start or have the desire to build up a herd of registered Normande cattle there are two options to accomplish that goal. The quickest way is to purchase a registered Normande from the registered herd of a NANA member. But this can be very costly given current cattle market prices. Currently, 500 pound beef feeder calves headed to a feed lot are selling for \$3.90/pound for a total of \$1650.00. 800 pound beef feeders are selling for 2.85/pound for a total cost of \$2285.00. When these same animals are sold on the beef fat cattle market they will sell for \$2.35/pound at 1300 pounds, they will bring \$3055.00.

On the dairy side the use of beef bulls on the lower producing cows within a dairy herd to cash in on the high beef feeder calf prices has created its own storm within the dairy industry. The storm created is a low inventory of dairy replacement heifers to replace the low producing or problem breeding cows in a dairy herd. Currently bred dairy replacement heifers can easily sell for \$4000/heifer.

So, if you are looking to buy a registered beef Normande female expect to pay from \$2500 to \$4000+ per animal, depending on age, size, percent Normande, and pedigree. If you want a registered Normande dairy female, expect to pay \$3000 to \$5000 per animal, again depending on size, age, percent Normande, A2A2, and pedigree.



NANA's Breeding Up Program can help you develop/breed a Normande herd with a smaller strain on your farming budget. Many of NANA's members/breeders have utilized the Breeding Up Program to start and develop their herd of registered Normandes. But utilizing NANA's Breeding Up Program is not a quick way of accumulating/putting together a registered Normande herd. It takes time. In fact, it will take two years and nine months from the time you inseminate an any other breed female with Normande semen before the resulting female calf produces a calf of her own and starts producing milk.



You can find NANA's Breeding Up Program details on NANA's website under The Rules of Registry. There are two key rules to remember as you participate in the Breeding Up Program. First, a female of any breed of cattle, either purebred or grade, may be used to begin the Breeding Up of your herd to a Normande purebred status. Second, the Normande bulls used in a breeding up program must be registered in the NANA herd book. And must be 75% or higher percentage Normande. The breeder may breed his females by natural service or by artificial insemination (AI).

A calf resulting from mating a registered Normande bull to a non-registered female of any breed is considered a 50% Normande, a half-blood. And is eligible to be registered in NANA's Herd Book as

a half-blood. If that half-blood registered female is bred to a registered Normande bull the resulting calf can be registered as a 3/4 blood (75%) Normande female. Mate that 3/4 (75%) Normande to another registered Normande bull the resulting calf is considered an 88% Normande.

Once an animal has reached the purebred status (88%), in NANA's Breeding Up Program, NANA will add the sire's percent Normande and the dam's percent Normande, divide the total by two to come up with percent Normande of the resulting animal that is being registered from the 88% Normande female. Some examples: 88% Normande female mated to a 92%

Normande bull will result in a calf that is considered 90% Normande; a 90% Normande dam mated with a 96% Normande sire results in a calf that is 93% Normande; a 94% Normande dam mated with a 100% Normande (Fullblood) sire results in a calf that is 97% Normande. NANA's Breeding Up Program does not allow Normande breeders to breed an animal up to the "Fullblood-100%" category. The fullblood designation for an animal is reserved for those Normande animals that trace their entire pedigree back to registered Normandes in France. All current fullblood Normandes in the United States are the result of fullblood Normande embryos imported from France, or their fullblood descendants. Or are fullblood descendants from the original fullblood Normandes



imported into the United States from France back in the early 1970's.

What can one expect for hair color and color pattern in NANA's Breeding Up Program? Often times the first generation (50% Normande) will have a hair coat color and color pattern similar to the dam. The second generation will more than likely have more spotting and the hair color will pretty much be like the dam's breed. Black hair color is always dominate for two or three generations if the original female had black hair color. A black hair colored dam (Angus, Holstein, Black Simmental, Black Limousin, etc.) will produce a black hair colored calf unless the dam has a red hair color recessive gene. Dams with a red hair coat will produce red hair colored calves-usually. There is always the exception. When you start crossing Normande with White Park, Pinzgaur, Buelingo, Murray Grey, etc, the resulting hair color and patterns can be interesting and somewhat unpredictable.



<Normande/Holstein



Normande/Jersey>

As always, anyone desiring to breed Normandes and develop a herd of them is encouraged to become an Active Member of NANA. Annual membership dues are only \$30. An Active Membership enables you to register or transfer your Normandes at member rates, to vote on the affairs of the Association, and to receive NANA's newsletter at no extra cost. The registration and transfer fees for non-members is double the fees members pay. It pays to be a NANA member!

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"TRYO P", A FRENCH NORMANDE BULL

"Semen from the French Normande bull "Tryo P" is being marketed in the United States and Normande breeders have the opportunity to obtain his semen and use it on their Normande females. There are two things that are unique about Tryo P. The first is he is a **polled** French Normande bull. The second is **he is not a "fullblood"** Normande. OS Normande, the French Normande Association, recognizes Tryo P is a "**purebred"**, not as a fullblood. Thus, he has the same designation as an American Normande who is not a fullblood.

NANA's Board of Directors urges NANA members to review NANA's Rules of Registry, Article III. NANA members are welcome to breed their Normandes to Tyro P, but the Board wants breeders to understand no offspring of Tyro P can be

considered/recognized as "fullblood", since he himself is not a fullblood. If you have a question concerning NANA's Rules of Registry please contact the NANA office.

RECENT LOCAL SHOW RESULTS



The Central Virginia Livestock Show was held at the Lynchburg, VA Livestock Market on May 3, 2025. Kyle Evans of Nelson County raised and showed this Normande steer purchased from Grant and Nancy Massie of Upper Place Farm near Lowesville, VA. It was the first time a Normande had been shown at the show and two Normande's competed in this year's show! The judge called them "wild, colored cows". Kyle's steer ended up placing second overall in the carcass class against Black Angus, Charolais and Limousin steers to prove once again that Normandes are the ultimate carcass breed! Kyle and the Massie's were very excited by the steer's performance. Kyle has since purchased another steer from the Massie's for next year's show. The dam of Kyle's new purchase

is the well known cow from Wayne and Lisa Dewey's breeding, Circle D Glorious Butterfly (95% Normande). The steer's sire is, Circle D Empire Mardi Gras (94.5% Normande). The Massie's are looking for another terrific showing this year as they promote the Normande breed in Virginia.

With this article, Normande Happenings sends out an invitation to all those who have shown their Normandes at local shows to submit your show results to Normande Happenings to be included in future issues. Please provide information about the show, placings, animals pedigree, and pictures.



BOLENS PROMOTE NORMANDES

Over the years NANA has promoted the Normande breed by various means. There have been live animal displays at various agricultural shows and events. NANA has a number of printed materials promoting our breed, including a quarterly newsletter. We have a website and a Facebook page. A number of years ago an informative video about Normandes was created and is still available on a CD disc. And NANA has a national breed show.

Individual breeders/members have also actively promoted Normandes. For a number of years Wayne and Lisa Dewey provided live animals for the Parade of Breeds during the Iowa State Fair. Dennis and Suzanne Jones have delighted residents in an elderly care facility with a live Normande display for the residents. And Normande Field Days have been hosted by Jeff and Nona Bock, Chris and Brenda Conley, Ray and Marge Stonecypher, Bob and Diane Lange, Paul and Delores Moechnig, Barb and Karl Wogsland, the Mueller family, Bolen brothers, and Wayne and Lisa Dewey.



In March of this year, Bruce and Connie Bolen participated in the first "Homestead Days" held in Kirksville, MO. Kirksville is the most populated city in Adair County in Missouri. Kirksville was founded in 1842 and now has a population of 17,500. It prides itself in being a college town because it has three colleges within its city limits.

One of the purposes for having Homestead Days was to share different ideas about agriculture and rural living to the general public. The Homestead Days event the Bolen's promoted the Normande breed in was held in the Assembly of God church in Kirksville. Ten vendors participated in the event in the church building. Bruce and Connie Bolen were one of the vendors and approximately 100 individuals viewed the displays the vendors

set up in the church building. Bruce and Connie enjoyed talking to the different folks who stopped by their display and were glad to tell them about the Normande breed.

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WISCONSIN FARM TECHNOLOGY DAYS



The 2025 edition of the Wisconsin Farm Technology Days is scheduled for August 5-7, 2025, at Clinton Farms near Bear Creek, WI, in Waupaca County. Clinton Farms is a 750 cow dairy operation owned and operated by the Clinton family. The fourth generation of the family is actively involved in the day-today operation of the family dairy farm. The Clinton family has a long history with hosting this Wisconsin premier agriculture show. In 1978 the family hosted the old Wisconsin Farm Progress Days. Then in 2003, the family hosted the first Wisconsin Farm

Technology Days after the show's name change from Wisconsin Farm Progress Show. The 2025 Wisconsin Farm Technology Days will be the third time the Clinton's have hosted this show.

Wisconsin Farm Technology Days is a three day event that features field demonstrations, a fifty acre tent city featuring the latest agriculture technology and equipment, and consumer education. Admission is \$15/ day and there is no charge for parking. Free shuttle wagons will be operating during the show, a variety of food vendors will be present, and battery powered scooters/chairs will be available to rent for those who have difficulty walking. Admission for those who are 12 years old or younger is free. NANA will have a live animal exhibit in the popular Beef Tent, along with breed promotional material. NANA has had a live animal exhibit in the Beef Tent for over twenty years now. If you can assist with manning NANA's exhibit during the show, please contact the NANA office.

WHAT IS THE DIFFERENCE?

NANA has three types of annual membership, Active, Associate, and Junior. The membership fees are \$30/year for Active; \$20/year for Associate; and \$10/year for Junior Membership. What is the difference?

Active Membership entitles the Active Member to vote on the affairs of the Association related to the Annual Membership Meeting (Election of Board of Directors, changes to the Association's By-Laws, to serve on the Board of Directors if elected to the board, and any other business that would come before the Annual Meeting attendees.), to receive "Normande Happenings" at no extra cost, to register their Normandes and transfer animal ownership at the Active Member fees (see fees in Classified section), and to be listed on NANA's website Breeder Page. And as an added benefit, you get to associate with and rub shoulders with other "cool" Normande breeders!

As an Associate Member and Normande enthusiast you receive NANA's quarterly newsletter "Normande Happenings" to keep you informed about Normandes in the United States. An Associate Member cannot vote on any affairs of NANA. Associate Members can register and transfer Normande animals with NANA at the non-member fee rates (double member rates). The added benefit of an Associate Membership is you get to associate with and rub shoulders with "real cool" Normande breeders!

Junior Membership is for those individuals who are 18 years old or younger. Junior Members can register and transfer animals at member rates and they receive NANA's newsletter at no extra cost. The only thing Junior Members cannot do compared to an Active Member is to vote on the affairs of the Association. The added benefit for Junior Members is you get to associate with and rub shoulders with "super cool" Normande breeders.

If you have not kept your NANA membership up, or renewed your membership for this year, we invite you to submit the applicable yearly membership fee. You can join/renew electronically on NANA's website. Or you can mail your membership fee check to the NANA office. We hope to hear from you!

IN MEMORIUM



Mary "Diane" (Short) Petersen, 73, of Oxford Junction, Iowa, passed away peacefully on Sunday, June 22, 2025, at her home surrounded by loved ones following a brief illness. Diane grew up on an Iowa dairy farm where her love for cattle, gardening, cooking, and family was cultivated. While completing her degree in Family and Consumer Science at Iowa State University, she met her husband of 51 years, Merle Petersen. They farmed together, raising registered Normande cattle. They were recognized with NANA's Legacy Award during NANA's 50 Year Celebration in 2024. Besides being Merle's right hand farm help, Diane also taught Home Economics for over 30 years. Diane is survived by her husband, Merle; daughter Katie Glasglow (Jeff); son Jacob (Becky), son Caleb (Kristin); daughter Chelsea (Jamaica Connon); and son Alex (Nik Fernholz); 11 grandchildren, and 2 great grandchildren. Diane's funeral service was held on June 26, at St. Mark's Lutheran Church in Oxford Junction, IA. The North American Normande Association extends its deepest sympathies to the Petersen family as they mourn their loss.

Nomination for North American Normande Association

DISTINGUISHED BREEDER AWARD

The Distinguished Breeder Award is bestowed annually upon a current or former NANA Member, who in the opinion of the Board of Directors, has bred Normande cattle for many years and thereby has made a notable contribution to the advancement and promotion of the Normande breed in the United States. Anyone who is a current NANA member in good standing with the Association can nominate a breeder for this award.

NAME OF NOMINEE:			
ADDRESS:			_
		ZIP CODE:	
PHONE:	EMAIL:		_
I nominate the above person(s	,		
SIGNATURE OF NOMINATOR		DATE	
NAME OF NOMINATOR:			-
ADDRESS:			
CITY:	STATE:	_ ZIP CODE:	
PHONE:	EMAIL:		_
In your opinion, what qualities Distinguished Breeder Award?	•	ents entitle the nominee to be con pages if necessary)	sidered for the

NOTE: The award will be voted on and presented as the name(s) appear on this application.

DEADLINE: This nomination form, accompanied by biographical and other supporting information, must be received at the NANA office: 748 Enloe Rd., Rewey, WI 53580, on or before August 1st, 2025

BOARD OF DIRECTORS NOMINATIONS

NANA'S Board of Directors consists of seven board members elected by the members of NANA. Directors serve three year terms when elected and there is no restriction on the number of terms a person can serve on the board. The terms are staggered so the entire board is not up for re-election every three years. September 19, 2025, is the date of NANA's Annual Membership Meeting in Mineral Point, WI, so it is time to nomionate candidates for the NANA Board of Directors. Under NANA By-Laws individuals can serve an unlimited number of terms, and individuals can nominate themselves. Directors whose three year terms are ending are: Lexa Miller, Black Earth, WI, and Michael Mueller, Rewey, WI.

The Board of Directors is responsible for overseeing the programs and business of the Association. Director's terms are for three years. The Board attempts to have two face to face meetings per year, if possible, and additional meetings as needed by means of a teleconference or Zoom.

If you would like to nominate someone please use the form below and send their name, address and phone number to the NANA office. Be sure and ask the person you are considering nominating if they are willing to serve before you send in their name. Nominations must be in to the NANA office by August 15, 2025. Voting will take place via mail in ballots and at the Annual Membership Meeting in Mineral Point, WI on Sept. 19, 2025.

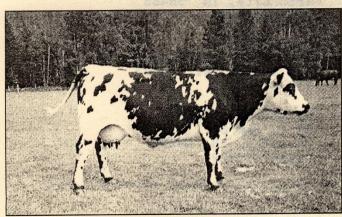
BOARD OF DIRECTORS NOMINATION

NAME:			
ADDRESS:	<u>. </u>		
CITY:		STATE:	ZIP:
PHONE:			-
EMAIL ADI	DRESS:		
SEND TO:	NANA		
	748 Enloe Rd.		
	Rewey, WI 53580		
OR EMAIL	THE ABOVE INFORMATION	ON TO:	nana@yousq.net

*NOMINATIONS MUST BE RECEIVED BY August 15, 2025

Platt Haven is Normande heaven

by Jean Nelson



Typical Normande 3/4 blood cross bred cow.

Growing up on a Colorado dairy convinced Richard Platt that "there is only one way to milk a cow and that's with a calf." Consequently, Richard and wife Donna went to work raising commercial cattle when they bought their ranch near Heron, Montana in 1966. But something happened in 1988 that changed the course of the family business. That was the year son Ty won the county fair's reserved carcass champion with a steer sired by a Normande bull Richard imported from Canada. Ty used his prize money to purchase a full blood Normande heifer and the family's seedstock operation was born.

Since then the Platts' Normande herd has grown to 35 head of mother cows and the winning hasn't stopped. The family's steers have won the fair's carcass champion class five of seven years and they routinely pick up steer of merit awards as well. The reason? Fifteen one hundredths inch of backfat, 14.5 to 15 inches of rib eye and .99 to 1.76 yield grade.

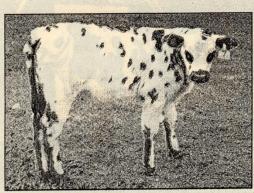
"When we found our steers were what the market wanted, we began pushing the breed," Richard said. He points out that the Normande carcass fits in well with Monfort's fat trim procedures, producers are paid on what's left after backfat is trimmed. Right now the Platts

cull any animal that is less that a 3/4 blood Normande and will eventually cull anything that is not a full blood. They are especially anxious to see the calf crop from an artificial insemination project involving three bulls recently imported from France.

The Platts market their stock mostly private treaty and go to some sales. All their heifers are currently spoken for, but bulls are available. They are typically sold as yearlings and most are fertility tested. Richard thinks the breed's popularity is held back some because of the industry's current preference for black cattle. He maintains that outside color has little to do with carcass yield, but concedes that the Normande's tri-color hide could give the impression of a dairy breed background. A dual-purpose breed from France, the Normande can sport any combinations of red. black and white.

Carcass merit is the main production focus at Platt Haven, but that doesn't mean other traits suffer. The calves usually wean off at 600-650 pounds on the timber-pasture land gracing the western Montana ranch. And they are good at scratching out a living in less desirable conditions as well. "Last year was a tough drought year and while our weaning weights were down, the cattle did fine," said Richard. He expects heavier calves this year due to much improved feed conditions. The cows spring calve, and birth weights range from 70 to 105.

What started as a son's fair project and ended up as a business focus shift, could also shift the family business structure, Richard says in mock worry. "Ty has eight fullbloods and the way he keeps buying females, he'll likely have the whole herd pretty soon," he jokes.



This calf is a domestic purebred born this spring.



Richard and Donna Platt with a full blood Normande three-year-

Normande spring breeding

all new bulls and sexed semen are in





















Tzess





please see our current catalog at https://normandegenetics.com/catalog/



Normande Genetics has been the main provider of French Normande genetics since 1997. We import semen and embryos from France, and we ship all across the U.S.

For more information, call $612\,823\,7212$ or check our website: www.normandegenetics.com, email: jerome@normandegenetics.com Follow us on



CLASSIFIEDS



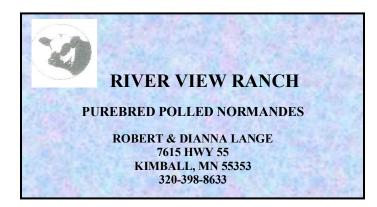
608-574-4853

Mike & Sharon, Matt & Beth Mueller

748 Enloe Rd., Rewey, WI

BREEDING POLLED, PERFORMANCE MEASURED NORMANDE BEEF GENETICS SINCE 1992







PDM Normandes

Normande cattle for sale

Paul and Delores Moechnig

64841 310th Ave Lake City, MN 55041

Phone: 651-345-4372

Email: pdmoechnig@embarqmail.com



CEDAR LANE RANCH

BRUCE & CONNIE BOLEN
14858 HUNGRY HOLLOW RD.
GREENTOPO, MO 63546
660-665-3919 660-342-0565
clbolen@gmail.com

CLOVER LUCK FARM

DAVID SEARS
84 JEWETT ST.
PEPPERELL, MA 01463
978-433-6802
cloverluckfarm@gmail.com

D

DATES TO REMEMBER

*?????-YOUR SPOUSE'S BIRTHDAY

*?????-YOUR ANNIVERSARY

*HAVE YOU PAID YOUR 2025 DUES?

*AUG. 5-7, 2025: WISCONSIN FARM
TECHNOLOGY DAYS, BEAR CREEK, WI.

*SEPT. 18-21, 2025: WORLD BEEF EXPO,
MILWAUKEE, WI.

*SEPT. 19, 2025: NANA ANNUAL
MEMBERSHIP MEETING, MINERAL
POINT, WI.

*SEPT. 20, 2025: NANA NATIONAL
NORMANDE SHOW, MINERAL POINT, WI

*SEPT. 30-OCT 3, 2025: WORLD DAIRY
EXPO, MADISON, WI.

*NOV. 27, 2025: THANKSGIVING

*DEC. 25, 2025: CHRISTMAS

THE COVER

The calf in our cover picture is an unidentified spring calf born several years ago in the Crick Ridge Farm herd owned by Jeff & Nona Bock of Spring Valley, WI. Normande calves are always eye catching and make great picture subjects in a pasture setting.

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.

Editor: Michael Mueller

Publisher: North American Normande Association

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VISIT NANA'S WEBSITE: www.normandeassociation.com

ADVERTISING RATES

BUSINESS CARD SIZE: \$10.00/ISSUE OR \$30.00/YEAR

ONE-QUARTER PAGE: \$25.00/ISSUE OR \$80.00/YEAR

ONE-HALF PAGE: \$40.00/ISSUE OR \$120.00/YEAR

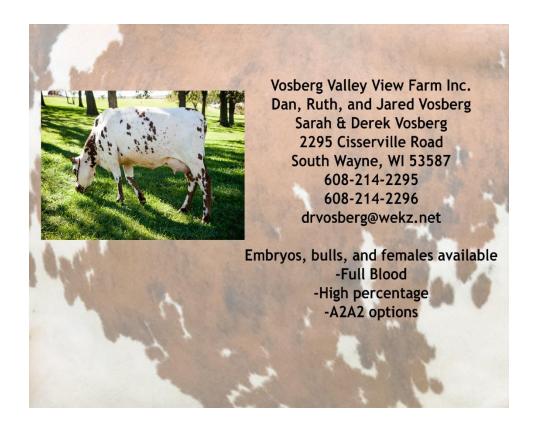
FULL PAGE: \$50.00/ISSUE OR \$150.00/YEAR

***WANTED ADS ARE FREE.

***NO EXTRA COST FOR PHOTOS IN ADS

NANA MEMBERSHIP DUES

NANA membership dues for 2025 will be due after 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.



NANA FIELD DAY

Several years have gone by since NANA has had a Field Day. The purpose of a Field Day is to highlight a breeder and promote the Normande breed in the area the breeder is located. Field Days in the past have included a farm/herd tour, a meal, and a brief program. If you are interested in being a host for a NANA Field Day sometime in 2025 please contact the NANA office and we will see what the possibilities are.

NANA REGISTRATION, TRANSFER & MEMBERSHIP FEES

ANNUAL ACTIVE MEMBERSHIP	\$30.00
ANNUAL ASSOCIATE MEMBERSHIP (NON-VOTING)	20.00
ANNUAL JUNIOR MEMBERSHIP	10.00
REGISTRATION AT 0-6 MONTHS	10.00
REGISTRATION AT 7-12 MONTHS OF AGE	15.00
REGISTRATION AT 13-24 MONTHS OF AGE	20.00
REGISTRATION OVER 24 MONTHS OF AGE	25.00
*NON-MEMBER REGISTRATION FEES ARE DOUBLE THE AB	OVE
TRANSFER WITHIN 60 DAYS OF SALE	10.00
TRANSFER AFTER 60 DAYS OF SALE	15.00

2024 YEAR CODE WAS: M