

Montana Red Angus

2025 Summer Newsletter

From the President's Desk:

Happy summer to all,

Who can believe summer is here and moving right along? With cows all turned out on grass hopefully the next steps of ranch life are treating you all well and going smoothly without major hiccups. With coming of summer so has exciting thing with the Montana Red Angus Association. The commercial marketing team has been hard at work putting together an event with speakers for everyone to gather and learn of the new and exciting things nationals have put together for capturing the market of red hided calves. Many exciting things are taking place in the cattle industry to propel business forward for success. Hopeful to see you all at the event in Billings on July 23 to listen talk and learn about all the things going on in the industry now.

Best regards,

Luke Larson

MTRAA Photo Contest – Deadline August 10th

It is time for the MTRAA Photo Contest for this year. The winning photo will receive a check for \$250 and your photo will be used for the month of October in the calendar.

The photos need to be a high resolution -- so they can be used for advertising purposes.

Check your emails for a link to submit your photos.



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Montana Red Angus Association Hosts Marketing Revival in Billings

As market opportunities continue to expand, commercial cattle producers face the challenge and promise of maximizing returns through strategic, value-driven marketing. To support producers in navigating this evolving landscape, the Montana Red Angus Association will host its “Marketing Revival” on Tuesday, July 23, at the Northern Hotel in Billings.

This free, one-day event is designed to help Montana ranchers better understand how to add value to their calf crops through verification, market alignment and supply chain awareness. The event kicks off with lunch at noon, followed by educational sessions beginning at 1 p.m. and a social hour at 4 p.m.

The afternoon will feature a powerhouse lineup of speakers covering topics including retail procurement, supply chain innovation, feeder perspectives and practical marketing solutions for Red Angus producers. Scheduled presenters include:

- Grant Keenan, Director of Cattle Management and Procurement, Walmart
- Ian Wheal, CEO and founder of Breedr, presenting “Supply Chain Management for the Future”
- Kelly Smith, Director of Commercial Marketing, Red Angus Association of America, with sessions on “Sustainable Beef and the Opportunities at Hand” and “Angus Access: What It Really Means”
- Doug Shepard, commercial cattle feeder, offering insights from the buyer’s perspective

A key topic of discussion will be Angus Access, the Red Angus Association of America’s newly rebranded value-added program. Representing the next chapter of the beef industry’s first genetic, age and source verification program, Angus Access is built on USDA-approved standards and has been trusted by Red Angus producers for more than 30 years. With no cost beyond the price of the tags, this voluntary program positions producers to meet the growing demand for traceability in today’s beef marketplace.

Whether you’re actively marketing Red Angus-influenced calves or exploring ways to improve your program, this event provides a valuable opportunity to connect, learn and take actionable steps toward more profitable outcomes. Make plans to attend and join fellow Montana ranchers in charting a path from pasture to progress. Attendees are asked to RSVP by July 20 by emailing mtraasecretary@gmail.com.

2025 MTRAA Committees

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Tim Geib – Chair
Cele Menees
Kara Herbst

COMMERCIAL MARKETING

Tom Morton – Chair
Trish Gruszie
Bruce Ketchum
Ryan Clark

JUNIOR COMMITTEE

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Veronica Christensen
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MEMBERSHIP

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Katie Morton

NILE BANQUET

Kara Herbst – Chair
Jaclyn Ketchum
Betsy Larson
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Madri Blom – Chair
Ron Fischer
Marvin Laubach
Tim Geib

NILE SALE

Luke Larson – Chair
Tim Geib
Craig DeBoer
Paul Herbst
Kyle Shobe

NILE SHOW

Dana Weatherford – Chair
Madri Blom
Jenny Moke
Vern Stensvad

NILE Sale Incentive

Kara Herbst – Chair
Lacey Sutherland
Jake Feddes
Annette Steffan
Katie Morton

By-Laws

Bruce Ketchum – Chair
Andy Roberts
Tom Morton
Luke Larson

Nominations

Tena Ketchum – Chair
Laurie Sutherland
Karen Raisland

72nd National Red Angus Convention

September 9-11, 2025 – Loveland, CO

- September 9 – Red Angus Stakeholders Foundation & Kick-Off Events
- September 10 – Commercial Cattlemen Symposium & Education Day
 - September 11 – Business Day

RAAA is hosting an extra session for affiliates this year. MTRAA is excited to announce that we have budgeted two \$1000 stipends to support our members in attending the National Red Angus convention. These funds are intended to help offset travel, lodging, or registration costs. One will go towards a current board member and the second will go towards a perspective member who has an interest in running for the MTRAA board in the future. Limited to 1 per membership. Must send in an application to the Montana Secretary.

Deadline August 15 – Application found on the MTRAA website.

2025 Buckle Sponsorship

The MTRAA board is asking for sponsorships to help with funding our Buckle Program. Every year the MTRAA awards buckles to Montana youth who excel with their Red Angus influenced livestock at their county fairs. To receive a buckle, individuals must win Grand or Reserve Grand overall in Breeding, Market or Carcass. The winning animals must be at least 50% Red Angus. Through the years we have seen a growth in this program, which has exceeded our expectations. The youth are the future of our breed and the Ag industry. All sponsorships are tax deductible. We would like to have the sponsorships by August 1st. Sponsorship form found in newsletter.

2025 NILE HAPPENINGS

- Oct. 15 Arrival
- Oct. 16 Check-in
 - Annual Meeting
 - Futurity
- Oct. 17 Prestigious Sale
 - Banquet
- Oct. 18 Show

Mark it on your Calendar!!!

2025 NILE Headquarters

Hampton Inn Billings
5110 Southgate Drive
Billings, MT 59101

Tell them you are with MTRAA

2025 NILE Late Nominations

If you are still interested in a late
NILE sale nomination,
contact Jeff Thomas.
406-581-8859

Montana Red Angus Calendar

If you want your sale date in the 2026 Montana Red Angus calendar – Contact Kara. You need to make sure you let her know your actual date. Email mtraasecretary@gmail.com.

It is \$75 to reserve your date – Checks made out to MTRAA.

Deadline is August 8th

If you purchased a page at the NILE Banquet dinner your page is due to Tracey Koester with Cow Camp Promotions on August 8th.

Don't forget to send in your photos for the annual photo contest! Pictures are used in the 2026 MTRAA Calendar.

Red Angus Round Up 2025

Dates: July 14-18, 2025

Taylor Dorsey -JRA Advisor is doing an excellent job making plans for Round-Up. They are going on the following adventures.

Yellowstone Cattle Feeders

PAYS Public Auction Yard

Pictograph Cave State Park

Midland Bull Test

Montana State Food Product Development

Montana Silversmith

Green Mountain Red Angus

Beartooth Ranch

Adventure Whitewater

Montana Red Angus sponsored the Opening Night for Round-Up.

Montana Red Angus also sponsored sweatshirts for each Junior that is attending



DATES TO REMEMBER

July 23rd - Pasture to Progress Montana Red Angus Marketing Revival

August 1st – Buckle Sponsorship

August 8th - Calendar Sale Date Reserved and Calendar Ads need to be submitted to Cow Camp Promotions

August 10th - Photo Contest Deadline

August 15th - Deadline for National Convention Cost Covering Application

September 9th – 11th – National Red Angus Convention

September 15th – NILE Female Futurity Entry Form Due

October 16th - MTRAA Annual Meeting

October 17th – NILE Red Angus Sale

October 18th – NILE Red Angus Show



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