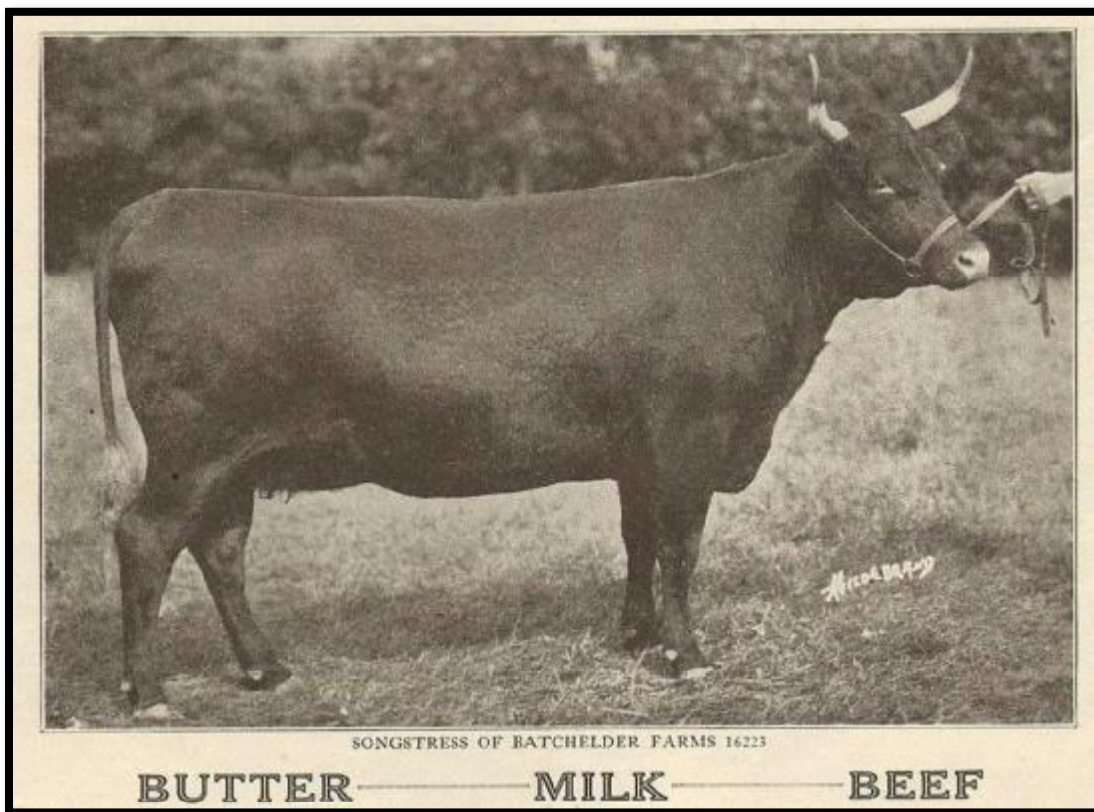


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AMDCA Newsletter June 2015  
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# American Milking Devon Cattle Association

*Established in 1978 to promote the conservation of American Milking Devon cattle as a triple purpose breed by maintaining a breed registry, encouraging knowledgeable and responsible breeding, and educating the public about the historic role of American Milking Devon Cattle, as well as their place in a healthy sustainable agriculture.*



## ***Songstress of Batchelder Farms 16223***

*From a Nov 27, 1924 brochure for Batchelder Farms, Mont Vernon, New Hampshire  
Winning 2 year old Devon at the 1922 Eastern States Livestock Show.*

To stop receiving the newsletter or if you have suggestions, content or announcements to be included, please contact Shelly Oswald (814) 786-7687 or [myorjojr@verizon.net](mailto:myorjojr@verizon.net).

## **News from the Directors:**

The Draft of the minutes to the annual meeting are attached at the end of the newsletter. We thank all who attended. Please note that all **membership dues should now be sent to Bonnie Hall.**

There have been several instances of cattle that have registration issues/problems being brought to our attention and wanted to share the following:

We are stewards of these animals and to provide responsible stewardship, we need to make sure our animals are properly identified with tattoos, registered before we sell them, and make prompt transfers to new owners

1. The registration papers are key to transferring the animal. They must have a raised seal over the registrar's name to be valid and this copy must be sent in for the animal to be transferred.
2. The current/transferring owner must be the registered owner of the animal and the seller is responsible to pay for and send the registration transfer to the registrar for the new owner. Buyers might ask the sellers to see the registration papers.
3. In order to transfer the papers to the new owner, the seller needs to be a current member of the AMDCA. Many (not all) members are listed on the breeder's list and this can be a first place for new buyers to check.
4. The association does not know if the animals may have been sold without papers for some reason and we do not have "genetic recovery" for unregistered animals - our herd book is closed.
5. For calves and any unregistered adult cattle – both parents need to be registered with the AMDCA.
6. All questions should be referred to Ray Clark at (802) 626-8306. He will see your number on his caller ID and call you back if he does not answer right away. He does not have email.
7. For your reference, rules of registration are listed in the "Member Services" section of the website in the "New Members Guide" <http://www.milkingdevons.org/memguide.pdf>

Since the annual business meeting, an additional fire safe has been purchased to protect our documents. Tom Slater has been appointed to fill Bruce Balch's seat on the board for the remainder of his term and Andrew Van Ord has assumed the responsibilities of Secretary. We are also seeking volunteers to host and organize future Fall Gatherings. Please let us know if you are interested.

## **Reminders:**

- Send membership applications, dues, registrations, registration transfers, address and/or email corrections to: Bonnie Hall, 610 East Pond Meadow Road, Westbrook, CT 06498 [johnandbonniehall610@comcast.net](mailto:johnandbonniehall610@comcast.net) (860) 399-4611 All checks are to be made out to: "AMDCA"
- Membership dues should be sent in at the first of the year and if not received by the annual meeting, your name will be removed from the breeders and mailing lists and you will not be able to process registrations until the dues are paid.
- Direct questions, concerns, requests for information, etc. to Ray Clark at (802) 626-8306. Ray is the primary contact for the association.

## **Notices:**

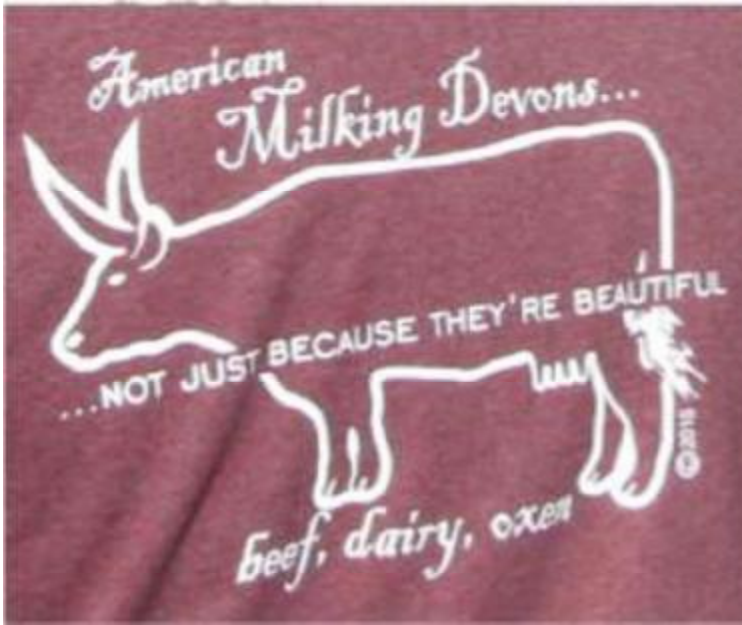
Paperback copies of the herdbook Vol 2, and Vol 3 are available here: <https://www.lulu.com/> (search for "herdbook")

## **AMD in the Media:**

Across the Fence video by University of Vermont about AMD cattle with Ray Clark, Doug Flack and Jeremy Michaud from June 2, 2015 <http://www.milkingdevons.org/breed.html> or [https://www.youtube.com/watch?v=\\_WNzzJLBhZk](https://www.youtube.com/watch?v=_WNzzJLBhZk)

Media coverage for Oxen in the Blue Ridge, Ferrum, Virginia on June 12, 2015 <http://www.wdbj7.com/news/local/Blue-Ridge-Institute-holds-an-oxen-driving-workshop/33566984-.VX4cY0WQfW4.facebook>

North Carolina Community – Mother Earth News. Kendy Sawyer video with Lark <https://www.facebook.com/MotherEarthNC/videos/965910023440125/?fref=nf>



*Limited edition T-shirts created a unified look – more accurate horns on future shirts*

## ***Mother Earth News Fair Fletcher, NC***

~ Kendy Sawyer ~ HineSite Milking Devons ~  
Fries, VA ~ May 7, 2015

27 Milking Devon breeders, friends and family joined my Milking Devon cow, Lark, at the Mother Earth News Fair in Fletcher (Asheville) NC. This was probably the most fun I have ever had in two days. Thank you to everyone who supported this project.

The purpose of participating in Mother Earth News Fair and similar functions is marketing: to build breed awareness and engage with the target audience. 20,000 people interested in sustainable lifestyle paid to attend the fair. An encounter with a cow and cow owners helps entry-level homesteaders decide if they want cattle, and how cattle would fit into their lives. A memorable, positive experience leads to breed recognition, more interest, research, and follow-up. A promotional event is not intended to produce quick sales. Fair appearances should be part of a comprehensive marketing program that also includes print advertisements, press releases, social media and educational events.

Having a Milking Devon present helped generate media coverage: Lark was featured in videos on Mother Earth News Facebook pages, as well as stories in local newspapers. People came to the booth to see milking and yoking demonstrations un-aware of Milking Devons prior to this experience. Related publicity began February 15 and still continues.

Conservation Girl mentioned Milking Devons on her Mother Earth News Fair Podcast. An upcoming episode will feature our story, and Eric Hallman, executive director of the Livestock Conservancy (LC), milking Lark. Conservation Girl, C.S. Wurzberger, has been hired by the LC to promote rare breeds. A link to podcasts that have already been released is at [HeritageBreeds.org](http://HeritageBreeds.org).

I used the tag line “Not just because they’re beautiful” on the T-shirts and promotional brochure for this event. It encouraged good conversational flow as almost all visitors said, “What a beautiful cow,” when they walked up to Lark.

Stephanie Kiratzis coordinated our Mother Earth News contacts, volunteer scheduling, had Devon breeders sleeping at her house, and still managed to milk her own cows twice a day. Sherri Fitzgerald flew in from California and the Hart family drove six hours with six children in the van to help promote Milking Devons. Patricia Howell never leaves her farm – but she came to the fair. Almost 40 people helped to make this event successful. Total expenses were approximately \$1100, friends of the breed provided \$733 of support through gifts, brochure ads and T-shirt purchases.

Dexter, Dutch Belted and even Ankole-Watusi rare breed cattle populations are recovering – not because they are more deserving – but because they are effectively marketed. There is competition for potential breed stewards; once people commit to a breed they appear reluctant to switch to another. I believe it is important to reach out to entry-level farmers with information they can use to choose Milking Devons.

I think we need to commit to finding and nurturing the next generation of stewards for these cows as part of a long-term plan to reach and maintain recovering status with the Livestock Conservancy. It may be time to fund active marketing of the Milking Devon breed.





*Saturday morning crew:  
Hinesite  
Larkspur  
#1824, Kendy Sawyer, Kayla Wright, Sherri Fitzgerald, Patty Howell (top left)*

*Eric Hallman, Livestock Conservancy's Executive Director was one of many people who had never milked a cow before. With Kendy Sawyer*





*Felicity Hart, 10, of Hartburn Farm, Lexington, VA fed, groomed, milked Lark at the fair.*

*Galax Gazette and Independence Declaration give great local coverage – in the future I'll send press releases to the papers near the fair as well.*



*Banners with a simple message directed the crowd to our on-going demonstrations.*



## AMDCA Officers

### **President / Treasurer**

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### **Contact:**

Please direct questions to Ray Clark at (802) 626-8306

Website: <http://www.milkingdevons.org>

## Ray's Corner

*Quotes and advice from Director Ray Clark.*

"Research the poisonous plants that might be in your area. Some plants are poisonous only when wilted so be sure to research that aspect also. Calves taste things that sometimes they should not, so be aware of and remove the dangers in their environment for their safety. In our area, wild cherry leaves are poisonous when wilted but not a really a problem when green or dry."

Recommended readings:

"Feeds and Feeding" by F.B. Morrison  
<http://babel.hathitrust.org/cgi/pt?id=coo.31924002927238>

"Merck Veterinary Manual"

<http://www.merckmanuals.com/vet/index.html>

## AMDCA Volunteers

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**Newsletter Committee:** Lawrence Gilley, Kendy Sawyer, Andrew VanOrd, Jackie Cleary, Ray Clark

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