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**Padre says:**

**“You can have everything you want in life if you’ll just help enough other people get what they want.”**

**Good News For Flint Hills Cattlemen At WIBW Information Seminar**



The future of the cattle industry is bright. That was the message presented by speakers at the Beef Producers Information Seminar Friday morning, kicking off the 25<sup>th</sup> anniversary of the Flint Hills Beef Fest at the Emporia fairgrounds. Their presentations were moderated by Farm Director Kelly Lenz of AM 580 WIBW, Topeka radio station, host for the educational meeting that began with a pancake and sausage breakfast. However, drought conditions, cowherd dispersions, fluctuating market values, higher input costs and increased government regulations are having

ramifications on the industry, the panelists told more than 250 cattlemen attending from a 250-mile radius.

“It is a challenging industry,” granted Bill Donald, Melville, Montana, rancher who serves as president of the National Cattlemen’s Beef Association.

“We won’t be successful without teamwork,” emphasized the third generation cattlemen.

“I’m very bullish on the cattle business,” Donald said. “I’ve told my boys, ‘We’ve got to get cowed up. This thing is going to get good.’”

- \* U.S. exports are booming, with markets formerly closed or restricted to the U.S. reopening.
- \* The world’s population is expanding. And, as living standards continue to improve – particularly in developing countries – the world will demand more protein.
- \* This demand growth is coming at a time when U.S. cow numbers are comparable to the low levels of the 1950s.

“I think we’ll see record prices, but there’ll also be record inputs,” Donald analyzed. “There will be lots of risk for the rewards.”

Glynn Tonsor, Extension livestock specialist from Kansas State University, echoed Donald’s philosophy. “Despite increased risks in cattle production, there will be opportunities for average returns,” he said.

**Circus Features Excitement For All**

When the Picadilly Circus decided to come to Topeka, The Big 94.5 Country FM and AM 580 WIBW were the media to attract young, old and in-between to the Sunday afternoon performance.

No one was disappointed in one-and-half-hours of excitement featuring the Elephant Extravaganza, Motorcycle Madness, Katunga the giant jungle monster, contortionists, clowns and much more.

“Celebrating 25 years entertaining families throughout North America, we pulled out all of the stops,” evaluated Cuin Griffin, Picadilly Circus promotion director.



**Flint Hills Pasture Sells \$1,400 Acre**



What could be a record price for Flint Hills pasture was paid for the OK Ranch in an auction conducted by Griffin Real Estate & Auction Service LC, Cottonwood Falls, and advertised on AM 580 WIBW.

The 1,991 acres of prime grassland all under one fence, owned by the Herschman family near Florence in Marion County, sold on a bid of \$1,400 an acre.

According to Rick and Nancy Griffin, there was considerable interest from throughout the Midwest with more than 100 in attendance for the auction.