



FOR IMMEDIATE RELEASE

Contact: Angie Stump Denton at adenton@hereford.org or 785.363.7263
Nov. 9, 2009

Rodgers Inducted Into Hereford Hall of Fame

KANSAS CITY, Mo. — Frank Rodgers of Frank Rodgers & Sons Polled Herefords, Buhl, Idaho, was inducted into the Hereford Hall of Fame Nov. 2 in Kansas City during the American Hereford Association (AHA) Annual Membership Meeting. The Hall of Fame honor annually recognizes breeders who've dynamically influenced the direction and advancement of the Hereford breed.

Frank got started in the Hereford seedstock business in 1948 near Denver. He and his wife Margaret would raise cattle there until moving to southern Idaho in 1973. In 2008, Frank and Margaret sold their last set of bulls in February and dispersed their herd in December.

In addition to showing in the National Western Stock Show's pen show, the Rodgerses collected carcass data every year to prove their herd. Until 2000, Frank fed out one-third of their calves to study each animal's carcass data. After 2000, they began utilizing ultrasound. Frank made the carcass data available to buyers because he felt it was important.

Frank and Margaret are active in their community, as well as breed and industry events. They support 4-H and FFA programs and the Idaho Junior Hereford Association.

Fellow Idaho Hereford breeder Greg Shaw of Shaw Cattle Co., says, "I have known Frank for many years and have always found him to be an enthusiastic and passionate supporter of Hereford cattle."

Scott Holt, Caldwell, Idaho, was a young man when he met Frank. “Frank has helped shape my career in the livestock business,” Scott says. “Frank’s work ethic and spirit were constant reminders to do things right. He’s unwavering in his loyalty to the Hereford breed and his integrity is without question. The Hereford Hall of Fame would not be complete without him.”

Frank and Margaret have raised two sons, two daughters and countless Hereford calves during their 56 years of marriage.

###

The American Hereford Association, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth and research. For more information about the Association, visit Hereford.org.

For pictures and additional news releases, visit www.herefordphotoshop.com/media. Enter “Hereford09” when prompted for a password.

Cutline:

Frank Rodgers, Buhl, Idaho, was inducted into the Hereford Hall of Fame Nov. 2 in Kansas City during the American Hereford Association (AHA) Annual Membership Meeting. Pictured (seated, l to r) are: Frank and Margaret Rodgers. Standing (l to r) are: Kyle and Carrie Ferguson, Nebraska City, Neb.; Greg and Barb Stukenholtz, Nebraska City, Neb.; holding Landon Ferguson; Cliff and Curt Stukenholtz, Nebraska City, Neb.; and Jerry Huth, AHA director.