



# Press Release

FOR IMMEDIATE RELEASE  
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## **Gridley Ranchers Donates Hereford Bull Sale Proceeds to Research** CCA Commends Schohr Herefords for Commitment to State's Beef Producers

Oakdale – This weekend, at the 2008 California-Nevada Hereford Association Breeders' Choice Premier Hereford Sale, Schohr Herefords of Gridley will be donating 100 percent of the proceeds of a top quality Hereford bull to a cause that benefits all California cattle ranchers.

A lofty goal of the California Cattlemen's Association's (CCA) Livestock Memorial Research Fund (LMRF) is to raise \$50,000 for foothill abortion vaccine research this year. With the help of beef producers throughout the state, CCA is well on its way to meeting this commitment and hopefully putting an end to the widespread foothill abortion problem that costs California producers more than \$6 million each year.

One of the most reputable Hereford operations on the West Coast, the Schohr family is donating a bull that will fit any beef operation. Schohr Hereford's SS Neon Boris 7S15 is stout and athletic, excelling in low-birth with high growth and has outstanding carcass data. Out of one of Schohr Hereford's most powerful MH Dakota 0230 daughters with an excellent udder, this herdsire prospect is sired by breed leader GH Neon 17N.

"CCA would like to extend many thanks to the Schohr family for their generous contribution," said CCA President Bruce Hafenfeld, Weldon. "They serve as a great example for all cattle producers, as they are not only being proactive for their own operation, but they are helping all of their fellow cattlemen by giving to this cause. The proceeds from this bull will be a tremendous help in our search for a foothill abortion vaccine."

'7S15' will be offered at the 2008 California-Nevada Hereford Association Breeders' Choice Premier Hereford Sale on Sunday, Oct. 19, at Farmer's Livestock in Oakdale. Contact Carl Schohr at (530) 864-4354 or Steven Schohr at (530) 864-2855 for more information about this outstanding bull.

For more information on the LMRF, the foothill abortion research project or how you can donate to this cause, contact the CCA office at (916) 444-0845

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Founded in 1917, the California Cattlemen's Association (CCA) represents California's 1.35 billion- dollar beef cattle industry on legislative and regulatory affairs and remains the number one voice for the industry today. CCA is an affiliate of the National Cattlemen's Beef Association, which represents America's cattle farmers and ranchers.

