



# Shorthorn Success

Derek Jungels

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**F**or generations cattle producers have attended the National Western Stock Show in Denver to display cattle and sell private treaty. Derek Jungels of Kathryn, N.D. decided to give a twist to the tradition in 2007.

For several years prior to that Jungels Shorthorn Farms (JSF), operated by Derek and his father, Dennis, had found success exhibiting bulls at NWSS. In 2004 they took home Reserve National Calf Champion. In 2005 one of the bulls displayed on “The Hill” at the event caught the attention of Shorthorn breeders and industry icon Lee Leachman, going on to be a high use AI sire. The next year a different bull, JSF Real World 16Rx sold to a syndicate made up of Shorthorn breeders and Leachman Cattle of Colorado. He garnered a great deal of attention for not only Jungels but also the Shorthorn breed.

The idea for the Durhams for Denver sale was actually hatched at the NWSS that year and came to fruition in 2007 when Jungels decided to haul 20 bulls to Denver to sell in a bid-off style auction.

“The idea to sell the pen of bulls added a different twist at Denver because no one brought those type of numbers, nor did they bid them off. Everyone thought we were crazy,” says Jungels.

The marketing risk paid off and Jungels has steadily increased the number of head taken to NWSS for his sale. In 2013 they cataloged 60 head for sale successfully bidding 58 of the 60 bulls. Today, JSF bulls are being used naturally in 32 states, five Canadian provinces, and via AI all over the world through Select Sires acquisition of two bulls from JSF.

Jungels thinks the sale’s success comes from the uniqueness of the sale itself and also from the product his family produces for cattle. “The seedstock business is about taking care of your customers and offering a reliable product. Just because your cattle are purebred and registered does not mean they are meeting the desires and needs of the industry. We strive to produce functional animals that excel in convenience traits,” says Jungels.

In addition to the bull offering in Denver, Jungels has successfully organized a 100 head female sale at the ranch called Durham Nation. Last year, a blend of exceptional bred heifers, donor quality cows, and top notch heifer calves sold to 14 different states and Canada, averaging over \$4,000/hd.

### *Listen & Learn*

Jungels knows there is still a lot to learn about being a cattle producer. Though raised on a farm and ranch, the cattle had always come second to the farming. It wasn’t until Jungels returned from college in 2000 that the family really pursued raising registered Shorthorns seriously.

“There is still a lot to learn and I am learning every day. I watch and listen, trying to take something from every place I visit and those I talk too. It’s a constant process to build a herd and a successful business,” says Jungels.

He has done a lot of listening to customer input and those he trusts in the industry. Among the many has been Ron Bolze of Nebraska. In 2004 Bolze was the executive secretary of the American Shorthorn Association. On a farm visit at Jungels Shorthorns he asked what the goal of the operation was. Derek responded that he wanted to be the top Shorthorn bull supplier in the U.S. After a five-hour tour of the cattle operation Bolze responded, “You have all the tools, now go do it.”

“That meant a lot to me then and still does today,” says Jungels of the comment.

Others who have influenced Jungels in recent years are fellow seedstock operator Justin Spickler of the Spickler Ranch and feedlot operator and commercial producer Collin LaPlant.

It’s the relationships with fellow cattlemen and clients that keeps Jungels moving forward in his quest for excellence, for without them, there would be no business. His son Brock is also a big motivator. At the age of seven he is just now becoming a cattleman in his own right. Jungels says it is rewarding to know his son enjoys the cattle and working alongside him, “I want to build this and leave it better for him in order to help further a legacy.”

- 35-years-old
- Jungels Shorthorn Farms
- Graduated from Jamestown College, with degrees in Business Administration with finance emphasis, Management Information Systems and Physical Education.
- Lives near Kathryn, N.D.

**BACKGROUND:** Raised on a farm and ranch operation near Finley, N.D. Derek Jungels has always had Shorthorn cattle in his life. Today he splits his time as president of First State Bank of North Dakota in Lisbon, N.D. and as an operator of the family cattle business – Jungels Shorthorn Farms.

**FAMILY:** Son, Brock (7) and parents, Rita and Dennis

**RECOGNITIONS:** Nominated for the 2011 Beef Improvement Federation Seedstock Producer of the Year and later chosen as the American Shorthorn Association’s “Builder of the Breed” for 2012.

**INDUSTRY INVOLVEMENT:** American Shorthorn Association where he served as a director, Vice-President and executive committee member from 2006-2012. North Dakota Stockmens Association member. North Dakota Shorthorn Association past secretary-treasurer. He is also a Shorthorn breed representative to the North Dakota Winter Show.

**COMMUNITY INVOLVEMENT:** Relay for Life, and volunteers at the Ransom County Fair.