



High Plains Genetics

Under New Ownership and A New Name

Red Valley Genetics

By Maegan McPherson

Roger and Jayne Joseph are the new owners of what is now called Red Valley Genetics, formerly High Plains Genetics, in Piedmont, South Dakota.

Red Valley Genetics name was created because Piedmont, SD is located in part of an area referred to as the Red Valley, or Race Track; a rock layer in the Spearfish Formation, which forms a valley circling the Black Hills. It is mostly red shale with beds of gypsum. Piedmont lies west of Interstate 90, north of Summerset, SD, east of the Black Hills National Forest, and south of Elk Creek, SD. "We wanted to use the local roots, so this is how we picked the name," stated Jayne.

Both Roger and Jayne were Midwest born and raised. Roger is from Valentine, Nebraska with deep family roots in the Ag business. He also owned and operated the

Peppermill Restaurant for 12 years after his father started it, and ran it with his wife Betty for 10 years. That has now passed to Rogers's son Robert, who has owned and operated it for almost 15 years.

Jayne was born and raised south of Winner, South Dakota on a farm/ranch. She also had a ranch south of Winner that her son Wade owns and raises Black Angus feeder cattle. She raised four sons and is a certified Orthopedic Physician Associate.

Roger and Jayne owned and operated a Registered Black Angus seed stock herd and had their 25th Annual and last sale on 1/16/2023. Red Valley Genetics was considered as a purchase as soon as they sold their ranch and registered Angus cattle.

"Shortly after all of that took place, we found out that High Plains Genetics was for sale. We had the pleasure of using the facility with one of our own mares the spring of 2023 and wanted to continue that

relationship with our own mares. It is important to us to have this caliber of facility in the upper Midwest to support the extremely high quality of equine here," Jayne explains.

Roger and Jayne have always had horses as an important part of their ranching background. "We historically sold well broke saddle horses at our Registered Black Angus Annual Sale. We had a good band of broodmares and stallions to support that, most with Woody as the background. We are familiar with DNA and semen storage etc. so, we just have to switch from cattle to horses."

"We now own 3 stallions of our own. Automatic Cat (Smooth as a Cat x Autumn Boon), is a beautiful blue roan and is 6 panel negative. Currently he is standing at Cedar Ridge Stallion Station in Whitesboro, Texas, but he will be at Red Valley Genetics 6/1/24. We also have Never Just Playing (Playin Stylish x Never

Rey Never); whose dam is a Metallic Cat daughter and his sire is by Docs Stylish Oak. "Player" is currently in training with Matt Lopez in Texas. Our newest addition is Bougie Rey, he is by Hashtags x Playin with Lights by CD Lights. We purchased him at the Black Hills Stock Show, and since he is young, he is currently on his way to training with Kenny Platt."

The Joseph's look forward to providing a full service breeding facility to our region. Stallion collection and breeding mares will continue to be a large part of what they offer. "We plan to continue to grow our team of professionals as we develop more services. Currently we plan to not collect bulls right away, but we will start flushing cows/heifers and bovine embryo work. We can currently house ten stallions. We do offer haul in collection services

allowing us to work with many more than ten. We also offer collection, freezing, storing, and shipping of frozen semen."

"The haul in option is great for our clients that are still using the stallion in his chosen discipline. Our service goals will shift with the horse seasons. Breeding season is going to be our first priority. We are currently discussing everything from foaling, halter breaking, sales prep, and many other opportunities."

"We are excited to get the breeding season underway. With that being said, we are also excited to embrace some new opportunities. We hope customers will understand and be patient with the remodel and changes being made. We are hoping to have an open house as soon as we can, but most likely it will be AFTER the peak of breeding season, around the first

part of June."

"We want to continue to grow a great client base that has exceptional horses. If we can be a part of the process at any stage we want that opportunity. We know the quality of horses that are in this region and want to help show them off. We all know the horse market is very competitive. We also know that it has ups and downs. By expanding our services we feel like we can meet current and new clients where they are in that process. We can offer foaling/breeding/weaning and so much more all right here at Red Valley Genetics. 🐾🐾"

Photo caption:

Back: Roger Joseph, Ty Hendrix (manager) Chad Cordell (assistant manager)

Front: Jayne Joseph, Lisa Wilson, Paula McCollam

