

Hereford Passion at its Finest!
Kent Pascoe Marysville California
Hereford Influenced Commercial Cattle Operation
By Erica Bianchi

“My passion and love for the Polled Hereford will always be rivaled with none other!” says Kent Pascoe of Marysville Calif. Hereford was the breed of choice for Pascoe since he was a young boy in 4-H. “I had experiences with other breeds of cattle, but they never won my heart, the way that Herefords have.” At a young age he recalls helping his grandfather, born in 1870, on his 160 acre ranch in the Sutter Butte area.

Kent and his wife now raise roughly 75-100 head of Hereford influence commercial cattle in the Marysville area, alongside a very long time and trusted friend who helps them with the day to day operations. Due to illness and growing old the Pascoe’s have had to cut back on their herd numbers. Health issues coupled with the devastating drought led to a reduction in the herd, however they are thankful to have been able to replenish with young black pairs. “We will of course run all Hereford bulls on these new black pairs, to make F1 calves.” Shares Pascoe. A few years ago Kent was able to retire from the Grass Valley Irrigation District, where he has worked for over 35 years, and begin to raise cattle full time.

Along with his Hereford influenced herd present in Calif, he also runs over 100 head of mostly Charolais influenced cattle in Nevada. These cattle are run in conjunction with his son in laws herd of over 800 head. Kent shares that his grandchildren are the future of his operation, currently three grandkids, two boys (18 and 13) and one girl (8) help run his herd in Nevada. “They are all already tremendous cow hands.” The oldest boy will graduate from high school this summer and return home to help run the ranch.

Back in the day, starting in 1970 Pascoe ran all Hereford cattle on a forestry permit that he had for many years. Sharing that Hereford was the way to go due to the docile and easy to work with nature of the breed. This permit started with a permit that was given to his grandfather and then passed down to him. Cattle were always wintered in the forest and summered in Marysville shares Kent. He now summers all his cattle in the Sierra Valley. “Even though the scenery has changed that breed of cattle never did!” shares Pascoe.

Every year Kent searches high and low for their next herd sires, this year he visited Fallon Bull Sale and purchased a Polled Hereford bull and one Murray Grey to use on his heifers. They will turn the bulls out with the cows in March and always calve in the early spring time. Pascoe’s market their calves raised in Nevada every year on the Western Video Market which has always been successful for them. They market their calves in Calif as one large group at either Shasta Livestock Market or Fallon Livestock Market.

“The future of the Hereford breed will only go up from here,” says Kent. Sharing that he feels although other breeds have done better at marketing and advertising Kent believes that the Hereford breed is beginning to catch on again. Seeing an increased market for black baldy calves Kent has high hopes for the breed that he loves so deeply. Believing that the breed will only sore on from here, Kent will continue to love Hereford cattle. Raising Hereford influenced cattle has been his life’s biggest dream since a very young age and Kent shares that he is blessed to have such a rich past and an even better future within the breed that he loves so deeply.