



OUR Family JOURNEY

Nearly 20 years ago, we began what we call a giant science project—a decision that dramatically changed the trajectory of our future and family. Here are some of the major milestones for Windy Hill Meadows (WHM) since then.

2008
2010
2011
2012
2013
2014
2015
2016
2017

Purchased First Donor Cow

Entered First Partnership

Completed First Performance Bull Test

Purchased Eggemeyer Farm

Developed Lease Partnership with Rankin Family (bull customer)

Expanded Bull Test on Wolter Family Home Farm

High ADG Bull in Western Illinois Performance Tested Bull Sale; Windy Hill Meadows Brand Officially Launched

First Bull Collected for Semen Sales; Expanded Embryo Program to Steffens Family Partnership

Purchased Bartlow Family Herd at Retirement; Initiated Calf Buy-back Program for Feedlot

2018

Formed Partnership with Salt & Strings Butchery in Louisville



2019

Started Feedlot Research Program

2020

Formed Partnerships with Tebbe Family, Deer Valley Farm on Embryo Program

2021

Initiated Dry Matter Intake Testing to Validate Feed Efficiency; Hosted First Open House Bull Sale

2022

Began Kerley Beef Collaboration on Nutrition; Presented to American Angus Board of Directors



2023

Bradley Leaves The Maschhoffs to Put Full-Time Focus on Windy Hill Meadows; Lauren (daughter) Named Miss American Angus

2024

Formally Introduced WHM Business to Beef Industry

2025

Plans to Expand Herd with Reser Family Partnership (long-time bull customer)

2026

Deer Valley Substance 4186, a WHM Bred Bull Sold by Deer Valley Farm and Selected by Grimmus Bull Stud

Bradley Delivered Opening Remarks at the 2026 BIF Symposium; Joined the 2026–27 BIF Officer and Board Team

Captured Reserve Champion Bull and Reserve Champion Division Heifer Recognition at the 2026 NJAS PGS Show

Became Supplier to Valley Gold Meats, Nashville, TN; Expanded WHM Distribution to Hotels and Fine Dining Restaurants Across Middle TN



Recognized with AHIR Data Driven Herd 2026 Silver Award

