

# Don't Miss the Summit



Craig Huffhines

Make time to attend the Hereford Genetic Summit Sept. 4-5 at the Darr Agriculture Center, located on the Missouri State University Campus in Springfield, Mo. For the serious Hereford breeder, this is an event you will not want to miss.

The purpose of the Summit is simple — we want to understand what it will take to keep the Hereford breed in a position of strength. We will attempt to dissect the various trends that are challenging and changing the U.S. beef industry and the consumer signals that drive procurement trends back through the supply chain.

## HEREFORD GENETIC SUMMIT

**The purpose of the Summit is simple — we want to understand what it will take to keep the Hereford breed in a position of strength.**

The U.S. beef cattle industry is facing major changes in infrastructure, consumer trends, global trade influences and economic dynamics never seen before in our history. We want to talk about these hard hitting issues and what it is we might need to think about as we design and engineer Hereford genetics for the challenges to come.

We have planned an amazing lineup of speakers and an array of entertainment. On Thursday evening, a Hereford tailgate party is planned where you will sample various ways Certified Hereford Beef

(CHB®) can be prepared including a very popular Brazilian barbeque.

The Friday night finale will be held on the Showboat Branson Belle that will take us on an early fall evening cruise across the beautiful Table Rock Lake, where you will be treated to great music, great food and fun entertainment.

Until July 15 the registration price is a reasonable \$150 for an individual and \$200 per couple. Your registration will include a day and a half of panel discussions with some of the elite thought leaders in the U.S. beef industry. All your meals are included in your registration as well as the Showboat Branson Belle cruise and dinner.

Kevin Ochsner, host of NCBA's (National Cattlemen's Beef Association) "Cattlemen to Cattlemen" on RFD-TV, will be our facilitator and will help us to involve the audience in thought provoking conversations with our panelists.

Other "who's who" of the U.S. beef cattle industry will be speaking including renowned feedlot consultant and cattle feeder Kee Jim; Randy Blach, CattleFax CEO; Lorna Marshall, Genex senior beef account manager; Dr. Randall Raymond, Simplot Livestock Co. director of research and veterinary services; and two of the most respected seedstock suppliers in the U.S. — Galen Fink and Don Schiefelbein. You will also hear from leading food industry analyst Joe

Pawlak from Technomics and John Lundeen, National Cattlemen's Beef Association (NCBA) senior executive director of market research.

Technology has taken our business to a new level. Genomic code enhancements of our expected progeny differences (EPDs) are beginning to allow us to predict the genetic merit of animals under a year of age much more accurately than before.

Novel reproductive science now allows efficient oocyte recovery and IVF (in vitro fertilization) technology, which has immensely changed the speed at which we can turn generations. We are in a new age of beef cattle breeding and production agriculture.

Our ability to drive improvements of our product is getting better and better, yet we must take a serious look at what the industry is telling us as we make selection decisions in the future. The capital investment in the seedstock business is significant. Therefore, it should be in all of our best interest to continue to engineer the genetics that will continue to be in high demand into the future.

Come join your fellow Hereford breeders, American Hereford Association staff and industry leaders for this educational event that we hope will stimulate thought and conversation as to where you think you as a breeder might head in the future. **HW**