

All Roads Lead to Rome

There are many ways to reach a destination.



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The old proverb “All roads lead to Rome” has been on my mind as we’ve been putting together this 94th Annual Herd Bull and Reference Edition. In ancient times across the Roman Empire, smaller roads less traveled would feed into more highly traveled roads which would, in turn, you guessed it, lead to Rome — the bustling hub of European civilization centuries ago.

To today’s adopted meaning — there are many paths to one destination, all the methods of doing something will achieve the same result in the end.

As you pick up this *Hereford World* issue, I hope you’ve noticed the publication’s fresh appearance. It’s a humbling experience and an honor not only to coordinate editorial Hereford breeders read each month but, even more so, to take on the task of updating the look.

To bring you the updated *Hereford World*, the entire Hereford Publications Inc. (HPI) staff worked together, along with input from HPI committee members, to finalize a design we hope you enjoy. Months of planning and collaborating came to fruition in the 2017 July *Hereford World*.

Just like “All roads lead to Rome,” we could have taken numerous creative roads and come up with a dozen different looks aside from what we presented to you today — the possibilities were endless. However, we always kept in mind the purpose of this publication: to be the voice of the Hereford breed by bringing progressive, profit-minded Hereford breeders and commercial cattlemen timely articles and editorial columns to their doorstep that help them make sound management and marketing decisions.

I also hope you notice we did not break down the foundation of this

award-winning publication but, instead, built upon it with fresh colors and a more open approach to design, all while keeping the most important information readers need easy to find.

In this issue

In this year’s Herd Bull and Reference Edition, we explore “Herefords Across America.” One of the favorite parts of my job is learning about the road Hereford breeders choose to take to reach their common goal — raising Hereford cattle demanded in the beef industry. We cover how Hereford breeders approach their businesses, challenges and successes in vastly different locations and environments. It’s my pleasure to share with you these unique operations beginning on Page 54.

Hereford had a strong presence at this year’s Beef Improvement Federation Annual Meeting and Research Symposium in Athens, Ga. The convention focuses on ways product value can be enhanced across all segments through genetic improvement. A summary of the event and key points for Hereford breeders is on Page 114.

We are excited to bring you another installment of “Where are they now?,” a series on past National Junior Hereford Association members who are making a difference in the industry. Turn to Page 40 to read how a young high school ag teacher is making a difference in her school and community.

And, finally, on Page 48 we say goodbye to longtime American Hereford Association employee Bruce Huxol, who spent 43 years as an artist for the *Hereford World* before entering retirement on April 1.

On behalf of the *Hereford World* staff, we truly hope you enjoy this issue. **HW**