



2008 World Hereford Conference Scheduled

Scandinavia will host the 15th World Hereford Conference (WHC) June 30-July 2, 2008, in Copenhagen, Denmark. The event will feature pre- and post-event farm tours.

Hundreds of Hereford breeders from around the world will visit farms in Finland, Sweden, Denmark and Norway. The conference will provide a forum for Hereford breeders to share information and discuss ways to continue to enhance Herefords worldwide.

Beef quality issues, environmental regulations and world trade trends are subjects to be discussed by specialist speakers. Of particular interest will be the results of the Hereford Global Evaluation Research. The Hereford breed will be the first beef breed to conduct a genetic evaluation of combined country databases so that Hereford animals from around the world can be evaluated.

March 31 is the registration deadline for the conference and for pre- and post-tours. For more information visit the WHC Web site, www.worldhereford.com. U.S. Hereford breeders are encouraged to contact Doris O'Neal at (816) 699-9269 about flight options. **HW**

15th World Hereford Conference schedule

June 29

Pre-tour arrives late afternoon
Other delegates arrive
Registration at Scandic Hotel,
Copenhagen



June 30

- 7:30 WHC delegates meeting
- 12:30 Lunch for congress delegates
- 1:30 Opening ceremony
- 2:30 Global evaluation for a global breed. What does it mean for Hereford? — *Hans Graser*
- 3:30 Coffee for congress delegates
- 4 Principles of \$ indexing, making it work for you
- 4:30 Sponsors
- 5 Feed efficiency
- 5:30 Country reports

July 1

- 8:30 "The cheapest way to make a park" nature preparation
- 9:30 Sponsors
- 10 Coffee for congress delegates
- 10:30 Beef world trade
- 11 Country reports
- 11:30 Longevity. What makes Herefords leaders? *F. Zablo*
- 12:30 Lunch for congress delegates
- 1:30 Country reports
- 2 Brand marketing
- 2:30 Sponsors
- 3 Country reports
- 3:30 Coffee for congress delegates
- 4 Hereford in future
- 4:30 Subprimal – whom to use
- 5 Beef quality: tenderness, gene markers, marbling and traceability

July 2

Depart for Herning — The Danish National Show on July 4
Sightseeing in Copenhagen and overnight in Odense — the home of Hans Christian Andersen

**For Travel Booking, Contact
Doris O'Neal (816) 699-9269**