

Keeping Up the Momentum



Julie White

If my experiences this January are any indication of how 2016 will play out, I'm in for a treat. In the first month of the year, I found myself heading west twice: first stepping off a plane into a brisk mountain winter and second, into winter of a different kind — sunshine and palm trees.

For the second year in a row, the Hereford breed broke records at the National Western Stock Show (NWSS) in Denver. Red and white flooded the Yards and the Hill with some of the best cattle in the country. Numbers were up and the excitement for the industry was even higher.

Be sure to turn to Page 60 for nearly 40 pages of NWSS highlights and results. The NWSS is a place of history and homecoming for many — especially for three sisters from Colorado. Turn to Page 36 to travel back in time to learn about the 100-year history of the DeBerard/Orr family and the NWSS.

Two weeks later, I was sitting alongside more than 6,000 cattlemen at the 2016 Cattle Industry Convention and National Cattlemen's Beef Association Trade Show in San Diego.

In addition to industry updates, we received insight into recent market price shocks and the potential for future instability in the industry from analysts during the CattleFax Outlook Session. A summary of the Cattle Industry

Convention can be found on Page 110.

I also encourage you to check out all of the outstanding presentations available online from the popular Cattlemen's College at beefusa.org.

Keynote speaker Robert O'Neill captivated cattlemen during the general session. As a former United States Navy SEAL, team leader and Naval senior chief petty officer, O'Neill shared with cattlemen lessons learned from more than 400 combat missions — lessons I found to be fitting for the current state of our industry and for beef producers who have the thankless job of feeding the world.

He says to be prepared. It won't always be perfect, but having a plan in place will help to ease the blow of life's unexpected punches.

And when that unexpected obstacle comes into sight, don't react but rather respond to the situation. O'Neill says taking the emotion out of the professional decision-making process will lead to more sound decisions in the moment.

Lastly, never quit — I think that's something cattlemen have down. No two years are the same, and they surely have some of the toughest days, but the heritage of the Hereford breed and the American cattleman prove they never quit.

In this issue

Hereford youth can start making plans for this year's Junior National Hereford Expo (JNHE), "A Hereford Scene in 2016," in Madison, Wis., July 9-15. The JNHE schedule on Page 23 details another exciting week.

The Cornelius family shares how their attention to detail and focus on end goals have made their operation, Coyote Ridge Ranch, a success.

Flip to Page 52 to learn how Hereford breeders are saving time with the American Hereford Association's online registry system, MyHerd.org, specifically with the artificial insemination (AI) certificate release function.

Page 118 gives us a different view of the beef industry through the lens of economist Bill Helming, who believes the beef industry and consumers would benefit from two beef production models — the one that already exists plus another forage-based system for animals that would produce only high-quality ground beef.

In this issue we included the "2015 Sales Digest: A Year in Review," proving that Hereford demand has been strong. Remarkably, in five years the average for Hereford bulls has more than doubled.

Finally, our editorial this month rounds out with some management tips for cattlemen. **HW**