

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for Hereford eNews, a weekly electronic newsletter from the American Hereford Association (AHA). Send an e-mail to eNews@hereford.org to subscribe. Archived issues are posted at Hereford.org.

Breed improvement department requests

Hereford breeders who have collected feed intake data are asked to submit the information to the Association. This information includes steers, bulls and heifers. The Association is collecting as much data as possible to put together some discovery and validation populations for genomics.

In order to continue to move the breed forward and assure commercial cattlemen that Hereford breeders are proactive in their approach to breed improvement, the Association requests breeders submit DNA on any animals that will be culled due to cosmetic issues such as cancer eye or prolapse.

For information on these or any other breed improvement projects, contact Jack Ward, AHA chief operating officer and director of breed improvement, at 816-842-3757 or jward@hereford.org.

Hall of Fame, Merit nominations due May 1

Nominations for the Hereford Heritage Hall of Fame and Hereford Hall of Merit are due May 1.

The Hall of Fame honor recognizes Hereford breeders who have dynamically influenced the direction and advancement of the Hereford breed. Hall of Merit recipients aren't necessarily Hereford breeders but have, in their own ways, greatly influenced the Hereford breed and the cattle industry.

For more information on how to nominate deserving individuals for the 2010 induction at the American Hereford Association (AHA) Annual Meeting in November, contact Mary Ellen Hummel at 816-842-3757.

Journagan family donates ranch to Missouri State University

Missouri State University announced Feb. 12 that the Journagan family had donated its 3,300-acre ranch with

Watch for Delegate Nomination Postcards

The postcards will be mailed to all American Hereford Association members in late April. Replies must be postmarked by May 31, 2010.

equipment and facilities, including about 1,000 head of cattle, to the university. The ranch is located just 10 miles south of the Mountain Grove, Mo., campus. The second-largest single private gift in the 104-year history of Missouri State University – in excess of \$7 million – will provide almost unlimited opportunities to expand and transform the university's William H. Darr School of Agriculture, according to Missouri State officials.

The first part of the gift was completed in December with the transfer of 243 registered Hereford cows. And with this transfer, Missouri State now has the largest Hereford herd in the country that is associated with a university.

Herefords top San Antonio All-Breed Bull Sale

Of the nine breeds represented in the 47 head sold Feb. 10 in San Antonio at the All-Breed Bull and Commercial Heifer Sale, Herefords were the top seven grading bulls and the top sellers.

Fourteen Hereford bulls sold for an average of \$3,850, compared with an overall average of \$2,928, making Hereford the high-selling breed in the bull sale. The top seller and the fourth highest-grading bull, C&M Rambo 8019, sired by GH Rambo 279R, consigned by C&M Herefords, Nara Visa, N.M., sold for \$9,000 to Diamond S Cattle Co., Fort Worth. The second high seller and highest-grading bull in the sale was also sired by GH Rambo 279R and also purchased by Diamond S. B&C L1 Rambo 28021 was consigned by B&C Cattle Co., Miami, Texas, and sold for \$7,000.

Enter now for JNHE

The online entry process is ready for the VitaFerm Junior National

Hereford Expo (JNHE) July 3-10 in Indianapolis. Visit JrHereford.org to enter online or to

download entry information.

Also, entry packets have been mailed to all active junior members. If you have any questions about the online entry process or anything relating to the JNHE, contact AHA Youth Activities Director Amy Cowan at 816-842-3757 or acowan@hereford.org.

JNHE participants must pay \$5 to participate in showmanship. All showmanship contestants must pre-enter by May 20 and pay the \$5 entry fee.

Entry deadlines:

Early bird (save \$20): April 23

Final ownership and entry deadline: May 20*

* *Animals purchased in Hereford production sales after May 20 will be accepted until June 1.*

Sire summary available now

The *Spring 2010 Sire Summary* is now online at Hereford.org. Hard copies will be available and can be requested by contacting AHA staff at 816-842-3757.

The new summary includes detailed listings on sires from U.S., Canada, Uruguay and Argentina to help producers make informed buying, breeding and other management decisions. A total of 2,214 sires are listed in the summary. There are 938 proven sires, 796 young sires and 181 reference sires from the National Reference Sire Program. The balance of the sires can be found in the carcass section, which is a list of the 783 highest-accuracy bulls for carcass traits.

National show photos for sale

Photos from the 2009-10 national shows are available for purchase at HerefordPhotoshop.com.

Don't miss the Hereford Register

The fifth edition of the *Hereford Register* will be published as a special

section in the July 2010 *Hereford World*. These “yellow pages” of Hereford breeders throughout the U.S. and Canada will include basic listings of July 2010 advertisers with a quarter-page or larger ad and July 2010 seedstock advertisers.

Hereford Register listings include: name, address, telephone, e-mail and Web site. Listings can be purchased for \$50 if you are not a July advertiser meeting the aforementioned specifications. Listings are organized by state, then alphabetically by ranch or farm name. Seedstock ads are added at the end of the section and are available for \$350 per inch per year.

The section will be printed on special paper and bound in the magazine. Reprints will be available upon request and the directory will be posted on *HerefordMarketplace.com*.

For more information, contact your field representative, Joe Rickabaugh, at jrick@hereford.org or Amy Myers at amyers@hereford.org. Rickabaugh and Myers can also be reached at 816-842-3757.

Scholarship applications due May 1

May 1 is the deadline to submit applications for scholarships and other awards given during the JNHE.

For more information, visit the NJHA Web site, JrHereford.org, or contact AHA Youth Activities Director Amy Cowan at acowan@hereford.org or 816-842-3757. **HW**

Celebrating 100 Years of Hereford Publishing



This month we continue to commemorate the 100th year of Hereford publishing. The two final issues in volume 1 of the *American Hereford Journal* were dated April 1 and April 15, 1911.

Here are some highlights printed in the April 1, 1911, issue:

- Best Gains from Herefords — A four-year Michigan experiment station project proved that whitefaces are the most economical feeders. The project compared Hereford-, Angus- and Shorthorn-sired calves. The Herefords were the most economical and made the most gain for the least cost.
- The 1911 National Feeders' and Breeders' Show in Fort Worth was reported as the best yet held for the Hereford breed. C.M. Largent, one of the foremost Hereford breeders in Texas at the time, said, "There has never been a greater demand in Texas and throughout the South for purebred bulls than at the present time. We sold 10 times as many bulls as at any former show." The grand champion steer of all breeds and ages was a Hereford owned and shown by Boog-Scott Bros., Coleman, Texas.

From the April 15, 1911, issue:

- In an editorial from the editors thanking Hereford breeders for supporting the publication during its first year, the recent success of the Hereford breed was documented. The article explained that during the past year, the Hereford breed had seen a turning point in demand with prices paid for Hereford breeding stock increasing by at least fifty cents compared to the previous year.

— **Angie Stump Denton**, editor