

Summer Sizzle

The weather is getting consistently warmer and the days longer — what a wonderful time of year it is.

I find myself, like so many other Americans, thinking more and more about summer gatherings and spending time outside. Hearty meals are swapped out for fresh, simplified family dinners and, in my opinion, the perfect complement to a nice summer day is beef sizzling on the grill.

May is beef month and cattlemen and Hereford breeders have a lot to celebrate — their customer, the consumer, loves beef. According to the July 2015 Consumer Beef Index provided by the Beef Checkoff, beef continues to be one of Americans' favorite foods, particularly with the millennial parent demographic. There is a growing consideration of beef as a top protein choice accompanied by an interest in beef recipes.

Consumers have increasingly positive opinions about beef's taste, nutrition and value for the money — all of which they consider highly important when making purchasing decisions.

The millennial group, 80 million strong, and specifically millennial parents place greater importance on nutrition. They also, however, appreciate beef's value for the money more than other age groups and understand how beef fits with a health-conscious diet.

We've heard it before, but individuals who make up this



Julie White



group connect daily through social media, are more engaged in information seeking and are an active part of the conversation about beef and nutrition.

This is all great news for Hereford breeders, who, at their core, are beef producers. Certified Hereford Beef (CHB) LLC staff are working to create demand for CHB product as well as to procure supply all while maintaining the standards set by both the program and its customers. I encourage you to visit *HerefordBeef.org* to see how they are reaching millennials with inviting recipes, how-to's in the kitchen and easy to understand information about the benefits of beef in a healthful diet.

And, speaking of beef and grilling, Hereford youth should take advantage of a fantastic contest hosted each year at the Junior National Hereford Expo (JNHE) — the Great American CHB Grill-off. Young Hereford chefs have a chance to share their creativity and to gain critical public speaking skills, all while learning to promote the product they raise. What better way is there to reach the millennial group with the great message about

beef, specifically CHB, than by their peers?

In this issue

We've dedicated numerous pages to share with you important details about the upcoming JNHE in Madison, Wis., July 9-15. Flip to Page 32 to learn more about all the great sights and attractions Madison has to offer. Just afterward on Page 35, you'll find a preview of the JNHE. There are some really fun activities planned, including a new group painting activity.

The 2016 Program for Reaching Individuals Determined to Excel (PRIDE) Convention is heading to West Texas this summer Aug. 6-9. Youth attending will have the opportunity to learn more about the feedlot sector and to visit Hereford herds in Texas and New Mexico. See Page 66 for a schedule and more details about this popular summer event.

The Hereford Youth Foundation of America (HYFA) is gearing up for a "Weekend in Wine County." HYFA invites Hereford breeders and enthusiasts to "The Harvest II" fundraiser event at Kunde Family Winery in Sonoma, Calif., Aug. 26-27, 2016. This is a one-of-a-kind event you won't want to miss. Page 86 has more details.

Also, in this issue, we recognize 957 Hereford bulls that have excelled in carcass traits through the Certified Hereford Beef Sire of Distinction (CHBS) program. **HW**