



While at CK Ranch, attendees enjoyed a hayrack ride to view spring pairs and replacement heifers.



Throughout the event, AHA staff and Board members were interviewed by radio broadcasters in attendance. Pictured here, Tom Steever from Brownfield Network interviews Jack Ward, AHA chief operating officer and director of breed improvement, about the Circle A Ranch Heterosis Project. The Brownfield Network includes 300 affiliates in Iowa, Illinois, Indiana, Nebraska, Missouri, Wisconsin, North Dakota, South Dakota and Kansas.

Telling **Our** Story

*AHA Board and staff hosts
Herefords, Heterosis and
Headlines Media Event.*



Media professionals had several chances to update their Hereford photo banks with photo opportunities at the feedlot, Sandhill Farms and CK Ranch.



The tour group included 11 media professionals, the AHA Board of Directors and four AHA staff members.



At Ford County Feed Yard the attendees enjoyed a bus tour of the lot as well as a chance to get out and look at some Hereford pens close. At that time there were 82 pens of cattle that would qualify for the Certified Hereford Beef program.

April 22-24 American Hereford Association (AHA) Board and staff hosted livestock editors and radio broadcasters for an event dedicated to sharing the Hereford message. A total of 11 media professionals representing nearly 2 million subscribers plus radio affiliates in more than 12 states attended the Herefords, Heterosis and Headlines Media Event.

Attendees toured the AHA headquarters Wednesday and then traveled with key AHA staff and the Board across Kansas. The first stop was Ford County Feed Yard, Ford, Kan. The group

also stopped at Sandhill Farms, Haviland, Kan., and CK Ranch, Brookville, Kan. On Friday the group visited National Beef Packing Co. LLC's headquarters in Kansas City and Hen House Markets, a local Kansas City supermarket chain that has featured Certified Hereford Beef® for more than a decade.

A highlight of the event was the presentation of results from the Circle A Ranch heterosis study (See Page 50). Other presentations included a breed improvement update, a CHB update and many other Hereford-related story ideas.



The second stop on the tour was Sandhill Farms, Haviland, Kan. Kevin and Vera Schultz welcomed attendees to their farm. The Schultz family has participated numerous years in the National Reference Sire Program and in the heterosis research projects.

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"Hereford semen sales have been extremely good," ABS Global Beef Sire Acquisition Manager Lorna Marshall told tour attendees. "We are up about 20% this year and they are our fastest-growing breed over the last three years from a semen sales standpoint." She says ABS staff has seen more interest in crossbreeding, and she thinks Herefords are a sensible choice. "We are in a new world with higher input costs, higher feed costs; people are looking at how to make a super efficient momma cow. And I think that has always been one of the strengths of Hereford cattle: they are low-input, highly efficient cattle, that cross well on Angus."



The first stop Friday morning was National Beef Packing Co. LLC's headquarters in Kansas City. Attendees had a chance to visit the "sales pit" and witness how the company's beef products are sold and shipped. Board member Wes Hudson watches as National employee Wayne Montez explains how the beef orders are shipped and tracked.



AHA Board member Jimmie Johnson visits with Vince Collins, a Hen House Market meat manager. It is estimated that the CHB tonnage sold each year by the 12 Hen House stores equates to about 17,000 to 20,000 Hereford-influenced cattle harvested.



The group visited the Hen House Market at 135th Street in Overland Park, Kan. Hen House has featured CHB[®] in its meat case for 10 years. Jon Wissman, meat director, shared information about Hen House.

Hosting the final stop on Thursday was CK Ranch. Pictured (l to r) are: Bill King, AHA president; Jack Vanier, CK Ranch owner; Craig Huffhines, AHA executive vice president; Donna Vanier, CK Ranch owner; and Mary and Ray Negus, CK Ranch managers. **HW**

