

NHW Adds Recipes to Website

Adding value and focus

National Hereford Women (NHW) goals focus on youth development, promotion of Hereford cattle and active support of the future of Certified Hereford Beef (CHB®). These goals have been the foundation of the NHW and provide areas of growth for the organization. As the Hereford breed has evolved to meet the changing beef industry, the members of the NHW seek to add value in ways that support the organization's goals.

New CHB collaboration

The NHW is excited to showcase the next platform of sharing our passion for Hereford cattle and CHB. With CHB LLC and the help of AgTown Technologies, the NHW website, *HerefordWomen.com*, now houses a multifaceted recipe website. This collaboration was unveiled during the NHW Annual Meeting at the Junior

National Hereford Expo in Grand Island, Neb.

The additional area of the NHW website is accessible through the American Hereford Association (AHA) website, *Hereford.org*, and the CHB website, *HerefordBeef.org*. This combined effort will allow all consumers of beef to access the recipes through various outlets and will serve as another tool in promoting Hereford cattle and agricultural production. This online platform has the potential to develop into an online community that encourages AHA and NHW members to share stories and meals that can bring all beef consumers to the table.

The website also features a function that invites users of the page to share their favorite beef or family recipes. A login will be required to share a recipe but it will be an easy-to-use format. The website will have recipe selections for appetizers, breakfast, Hereford beef, main courses, marinades and rubs, side dishes, salads, soups, stews and chili, desserts, drinks, quick and easy, holiday favorites, and cooking for a crowd. All Hereford enthusiasts are encouraged to share their favorite family recipes and their stories tied to the great Hereford breed.

"Tradition, family, food and fellowship. Those four words evoke so much heritage and memories for the NHW," says Alise Nolan, NHW president. "This website is a tool for Hereford breeders and beef consumers alike to connect and grow the heritage and fellowship

tied to beef that is produced by members of the Hereford family."

Preserving the past with the future

The Hereford breed is synonymous with the efforts to feed a growing population in a time of innovation. The breed's versatility provided a foundation for much of the history tied to advancement in the cattle industry. And today is no different. The breed's genetic potential grows each day, while the breeders and leaders continue to find ways to adapt the versatility into production. The NHW sees this growth as an opportunity to connect with the next generation of consumers and their need for understanding beef production. This online portal will allow us to showcase stories of ranches of all sizes and their importance to developing a growing breed.

Please join the NHW, CHB and AHA in the next chapter of innovation associated with Hereford cattle by sharing your recipes and stories on the website *HerefordWomen.com*. This is one way we can grow agricultural awareness and a relationship with all beef consumers. After you share your recipe and it is posted on the website, be sure to share it through your social media outlets or e-mail to your friends. By using the hashtags #TeamHereford and #NationalHerefordWomen, we can connect and grow our online community. And don't forget to tag the NHW on Facebook or Pinterest. **HW**

National Hereford Women

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