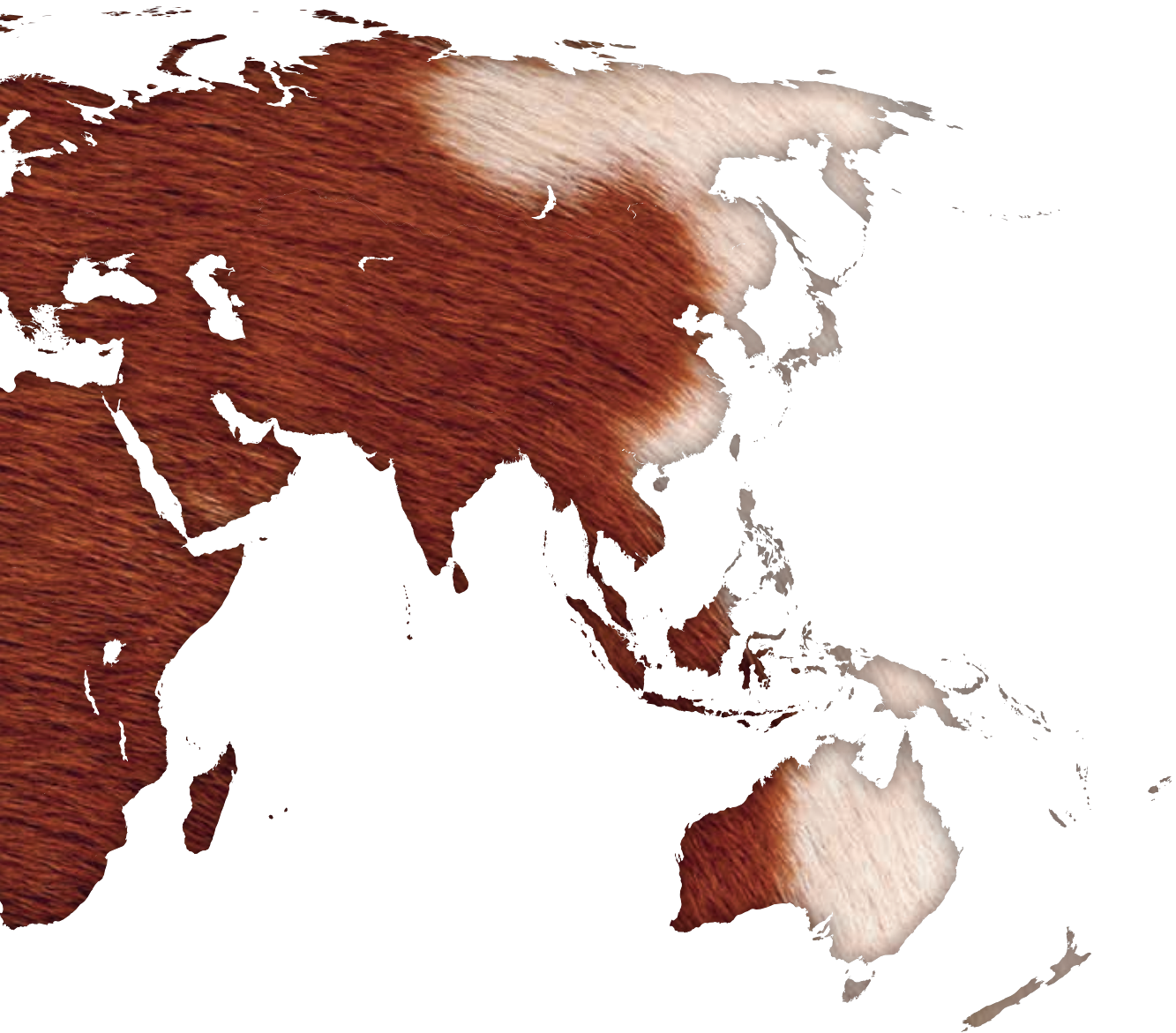




Herefords Go Global



by *Julie Mais*



ello, hola, nǐ hǎo, bonjour, xin chào, kon'nichiwa, yeoboseyo, sälemetsiz be — greetings that are as diverse as the culture, landscapes, religions, family structures and political atmospheres one can witness in countries across the globe.

One thing these nations and their citizens do have in common is the desire to have safe, nutritious and affordable food available for their families. And a second thing is the aspiration to make a living doing what they are passionate about.

In this issue we take a look into how “Herefords Go Global” and the interconnected beef industry.

Successful Hereford breeders and cattlemen have a keen business sense and networking abilities and are forward thinkers. In the pages that follow

we will hear from Hereford breeders around the world who have these attributes and are capitalizing on the breed’s hardiness, longevity and adaptability. We will read about how American breeders import and export genetics and the challenges that come with each endeavor.

U.S. cattlemen are, in essence, beef producers who are feeding the world. We take a look at the global consumer and the challenges and opportunities that come with the beef trade.

We will also follow two young Hereford producers who hopped on a plane for an experience of a lifetime and to witness a different culture and way of raising cattle.

Without packing a bag, just turn the page; let’s visit a new place and learn a little on the way. **HW**