

# We Can Move the World



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Like many of you growing up as farm kids, much was expected of my siblings and me. We were our parents' half-sized farm hands who were to help with their full-sized work.

Moving equipment, feedstuffs and supplies, or building and repairing shelter seemed like a never-ending job. Something had to be moved or lifted, and it never appeared to be an easy task.

Of course we learned to pick up that 50 lb. bag of feed using our legs, not our back, and a tractor and loader can come in handy, but, probably, one of the greatest tools we learned for helping with heavy lifting and hard work is the lever. And, to our surprise, a lever can be fashioned out of about anything — a T-post, a 2×4 piece of lumber, a pipe, etc. — and there were a lot of options for the fulcrum, or pivot.

We as kids were able to lift objects that would otherwise have been too heavy for us.

In describing the principle of the lever, ancient Greek mathematician and inventor Archimedes is known for saying, "Give me a place to stand on, and I will move the Earth."

In his comment on the mechanical advantage of the lever, Archimedes is saying that with the appropriate use of tools, one can lift significantly more than with brute force.

The concept transcends just lifting hefty objects. As

cattlemen and Hereford breeders, we have a wealth of tools at our fingertips. With the right leverage, we can advance the industry even further than we might imagine.

The technology available to Hereford breeders gives them the ability to make highly informed genetic decisions to advance their programs. They can capitalize on the strengths of the breed and through data collection and utilization can improve their herds. There are also an unprecedented number of avenues to market cattle from traditional methods to social media.

However, one of the greatest assets available for leverage, youth, will ensure the strength of the breed and the beef industry.

In mid-July, nearly 900 youth participated in the Junior National Hereford Expo (JNHE). The quantity and quality of kids and cattle were unprecedented. It's exciting to see adult breeders already leveraging this advantage, the strength of Hereford youth, through investing in programs that support their development as cattlemen and people of sound character.

I witnessed Hereford breeders giving children responsibility, expecting good work and investing their time mentoring. But I also saw National Junior Hereford Association (NJHA) members rising to the challenge to learn, to grow and to help one another.

## In this issue

Each year the September issue of the *Hereford World* is dedicated to young Hereford breeders. The 2016 JNHE again set records. Youth from 41 states attended the event for a week of competition, leadership and educational opportunities and to have a great time.

In this issue you'll also learn about the Faces of Leadership-PRIDE Convention, which was hosted in Amarillo, Texas, which develops the next generation of cattlemen.

We hope you enjoy the nearly 80 pages of editorial focused on Hereford youth. In addition to the JNHE results, we dive deeper into what makes an event like the JNHE happen — volunteers. With more than 100 volunteers from Wisconsin, the week went off without a hitch.

Turn to Page 40 to learn how three sisters and former NJHA members use what they learned from their time as Hereford juniors each day in their careers. This is the beginning of the "Where are they now?" series we are excited to share with you.

We also invite you to provide feedback to help us keep *Hereford World* relevant to our readers. Turn to Page 46 for a survey and for more information.

We are looking forward to getting to know our readers better in order to produce the best magazine possible. **HW**