

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for Hereford eNews, a weekly electronic newsletter from the American Hereford Association (AHA). Send an e-mail to eNews@hereford.org to subscribe. Archived issues are posted at Hereford.org.

Annual Meeting approaches

The 2010 American Hereford Association (AHA) Annual Membership Meeting will be Monday, Nov. 1, at the Clubhouse on Baltimore Tudor Room. A weekend packed full of events is planned for Hereford enthusiasts. For more information, see Page 30.

Submit data by Nov. 1 for spring analysis

All data need to be submitted prior to Nov. 1 in order to be included in the next genetic evaluation. The AHA performance department requests all breeders submit cow weights and body condition scores when sending weaning weights. These weights and scores are imperative to the development of longevity and fertility genetic selection traits.

Take advantage of feeder calf sales in your area

Consigning Hereford and Hereford-influenced calves to a special Hereford sale not only provides a great outlet for buyers interested in Hereford genetics but may also result in a premium for the seller. Contact these organizers today for the specific requirements of each sale. Many have a consignment deadline, and the earlier you commit your stock, the better advertisement your calves will get. Whether you have one head or 100, one of these sales may be the perfect marketing outlet for you:

Kansas Hereford Feeder Calf Sale

Date: Oct. 22

Location: Manhattan Commission Co., Manhattan, Kan.

Contact: Gus Gustafson 785-238-7306 or John Cline 785-776-4815

Tennessee Hereford Marketing Program Feeder Calf Sale

Date: Oct. 25

Location: Tennessee Livestock Producers, Columbia, Tenn.

Contact: John Woolfolk 731-225-2620 or Darrell Ailshie 931-212-8512

Kentucky Certified Hereford-Influenced Sale

Date: Oct. 26

Location: Bluegrass Stockyards South, Stanford, Ky.

Contact: Lowell Atwood 606-669-1455 or John Meents 419-306-7480

Missouri Hereford Association Hereford-Influenced Feeder Calf Sales

Dates: Nov. 8, 2010; Jan. 10, 2011; April 11, 2011; and July 11, 2011

Location: Miller Co. Regional Stockyards, Eldon, Mo.

Contact: Matt Reynolds 660-676-3788 or Marty Lueck 417-948-2669 or mvlueck@centurytel.net

Montana Hereford Association Hereford-Influenced Feeder Calf Sale

Date: Nov. 17

Location: Headwaters Livestock Auction, Three Forks, Mont.

Contact: Jerry Gereghy 406-662-3375 or jgereghy@transdynamics.com

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 4, 2011

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: Jerry Huth 920-583-3223 or huth@wildblue.net

Watch JNHE videos online, order pictures

Watch highlight videos from the 2010 VitaFerm Junior National Hereford Expo (JNHE) on Hereford.org by clicking on "Videos" under the "Media Center" tab. They are also posted on the Hereford YouTube channel, <http://www.youtube.com/user/herefordvideos>.

To view and purchase JNHE photos, visit HerefordPhotoshop.com.



Sysco, the largest foodservice distributor in North America, is launching the Certified Hereford Beef line from its Minnesota branch. Wyatt and Brian Lawrence of Lawrence Herefords, along with other Hereford breeders, helped Sysco employees kick off the CHB sales with a meeting in Minneapolis on Aug. 27. **HW**