

The Future Looks Bright

by **Cheryl Evans**, *AHW vice president*

Upcoming announcements from Certified Hereford Beef (CHB) LLC will add to the excitement of the Hereford breed. Supplying increased demand is now CHB LLC's No. 1 problem.

The first year's results from the Harris Ranch heterosis research project are very positive. Hereford-influenced cattle have marked advantages in feed conversion, which is the No. 1 economic advantage in the feeding industry. The demand for Hereford bulls and females looks very exciting.

Members of the American Hereford Women (AHW) are proud of the Hereford breed and its producers. We look forward to a bright future in the Hereford industry.

The AHW's mission statement is to promote the Hereford breed of cattle; to support Hereford youth with encouragement, awards and scholarships; and to encourage involvement of women in the Hereford breed through education and recognition. Let's take a look at how we're working to achieve our mission.

Promote Herefords

We are now offering a new interactive DVD "Learning With Herefords!" developed for junior Hereford members. This DVD features areas of the industry with a tic-tac-toe game, a matching terms game and sections on showmanship, wholesale and retail meats, quiz bowl, history, timeline, and memory.

The AHW is continuing to offer the Bud Snidow DVD, which highlights Hereford history and the Hereford breed as only Bud could tell the story.

The group offers up to \$800 for a Beef Improvement Federation (BIF) sponsorship for an American

Hereford Association (AHA) member to attend the BIF annual conference to keep up on the latest technology in the industry.

Supporting youth

The AHW offers a total of seven scholarships/awards to members of the National Junior Hereford Association (NJHA).

AHW members help support NJHA events and activities, including the Junior National Hereford Expo (JNHE) and the Program for Reaching Individuals Determined to Excel (PRIDE) Convention.

This year, in cooperation with the NJHA and CHB LLC, the first Great American Grill-off contest was conducted at the JNHE. There was a standing-room-only crowd watching the team presentations. Plans are being made to continue this contest.

The group also has several items for fund-raising with the profits from these going to the juniors or the Hereford Youth Foundation of America.

Encourage involvement

Each year the AHW honors an Outstanding Hereford Woman of the Year at the AHW annual meeting. The AHW developed, in cooperation with the National Organization of Poll-ettes and CHB LLC, a CHB Ambassador program and assisted with the funding of the program.

A newsletter updating members on the industry events and news is sent out in the fall, winter and summer of the year, and AHW leaders write articles for the *Hereford World* glossy issues.

AHW is a member of the American Agri-Women and the American National CattleWomen.

If you would like to become

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Hereford Works at www.herefords.net

an AHW member, send your \$10 annual dues to American Hereford Women, c/o Cheryl Evans, P.O. Box 310, Winona, MS 38967.

Christmas ideas

Do your Christmas shopping with AHW, and at the same time, help raise funds for Hereford juniors. Items for sale include:

- Learning With Herefords! DVD — \$35
- Bud Snidow DVD — \$20

Add \$2 shipping and handling for each DVD ordered.

To order, contact Cheryl Evans at eehje@dixie-net.com or P.O. Box 310, Winona, MS 38967.

AHW also has Hereford candles, Hereford charms and leather mouse pads with AHA or NJHA imprinted on them.

You can view pictures and get more information on the above items as well as print out a membership application by clicking on the Hereford Women tab on *Hereford.org*. **HW**

The Hereford Cattlewoman

by **Ruth Espenscheid**, *NOP Secretary*

The alarm goes off early in the morning, and it is the start of another day for the Hereford cattlewoman.

For some it is going out to do chores and then coming back to the house to rustle up breakfast for some hungry ranch hands. During breakfast, plans are made for the work that lies ahead that day on the ranch.

For others it is getting up to make breakfast for a busy family on the go and then getting yourself ready for another day of work off the farm while making sure there is lunch in the refrigerator for your husband when he comes in at noon.

Whether she works on the farm or off the farm, the cattlewoman is always depended on to help with much of the cattle work, including weaning calves, pregnancy checking, ultrasounding, checking pastures, vaccinating or doing the other numerous tasks involved in the cattle business.

Her schedule dictates whether the work will be done during the week or on Saturdays, when she is home to help. The farm or ranch schedule revolves around her schedule so she can record data, fill syringes, sort cattle, tattoo calves, put in ear tags or tackle any other job that needs doing.

The Hereford cattlewoman is a necessity on a farm or ranch. Her job description might sound something like this:

She will assist with any or all jobs on the farm or ranch,

including, but not limited to, all aspects of cattle work, crop production, record keeping, online registrations and production records, entertaining prospective buyers, and running errands.

But her role does not stop there. There are the activities and meetings with the state breed association and the time spent assisting with junior activities and helping with food stands, fundraisers and whatever task lies at hand for the betterment of the Hereford breed.

Even though her role revolves around the cattle business, she still finds time to chauffeur the kids to games, practices, lessons, 4-H and FFA meetings, and other activities. You will usually find the cattlewoman active in her church and community, as well.

Perhaps she finds a minute to relax with a good book and a hot cup of coffee or tea, but those minutes are sometimes rare. But one thing is for sure, even though, there are not enough hours in the day, she would never trade places with her urban counterpart.

The Hereford Cattlewoman — a true treasure on every farm and ranch. Take time to express your appreciation to this unsung hero in your cattle enterprise today. **HW**

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