

Supporting Youth

by Della Ehlke, AHW treasurer

The American Hereford Women (AHW) sponsors or co-sponsors many contests in support of Hereford youth. All contests are held and most of the scholarships are awarded annually as part of the Junior National Hereford Expo (JNHE). Following is a quick recap of the programs that are currently being supported by the AHW. Contest and scholarship winners were reported in the September *Hereford World*.

Grill-off

Certified Hereford Beef (CHB) LLC joined forces with AHW in Tulsa this past July as co-sponsors of the biggest Great American Hereford Grill-off to date.

The grill-off, which originated in 2006, has enjoyed steady and enthusiastic growth.

This most recent grill-off boasted 10 participating teams. CHB LLC provided all of the beef for the contest including peeled

tri tip, clod tenders and 85% lean ground beef. Watch for the winning recipes to be posted on the CHB Web site.

A panel of three judges — including Mary Ann Berg, CHB Ambassador; NCBA Chef Michael Musel; and Heather Buckmaster, Oklahoma Beef Council — judged the teams on their recipe and showmanship/presentation.

The Washington team claimed first place in the youth division while Texas took top honors in the adult segment of the contest. Cash prizes were paid to the top three teams. Winning teams also received a CHB grilling set, and all participants received CHB aprons.

Golden Bull Achievement

This recognition can include up to five awards, which consist of a bronze Hereford bull, donated by the American Hereford Association and the National Junior Hereford Association (NJHA), and a \$750

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Membership — \$10 annually

Jessye Goertz

79483 Hwy. 2, Berwyn, NE 68814

Directors

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Ann Guess, *Jayton, Texas*

Barb Wilkinson, *Highlands Ranch, Colo.*

Web site: ahw.hereford.org

stipend, sponsored by the AHW and the Hereford Youth Foundation of America (HYFA).

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Experiences as a CHB Ambassador

by Mary Ann Berg, NOP director

As a Certified Hereford Beef (CHB) Ambassador, I have the opportunity to travel and represent our brand at events across the country. These trips have presented me with the opportunity to mingle with consumers who are very excited about the product we as Hereford breeders provide. The consistency of CHB is one of our strong selling points. The Hereford genetics

promise this consistency in flavor and tenderness. Consumers want to buy flavor, not fat.

Here are some highlights of my recent trips: The Fresh Market (TFM) openings in two Philadelphia-area suburbs kicked off the new TFM opening season. Brad Ellefson, CHB LLC account manager, works with TFM meat departments to plan the

promotion of Hereford beef at each opening.

The Vero Beach, Fla., opening in August was a great opportunity for us to promote CHB, despite the 90 degree temperatures. The consumers in this retirement community were impressed with the tenderness and flavor of the grilled ribeye we served as samples.

Our fall has been busy for family activities and my work with CHB. I transitioned from a TFM opening at Normal, Ill., to the Wayne County Fair before traveling to TFM Manager's Preview in Greensboro, N.C. Brad Ellefson and I worked with Mike Louderback from National Beef Packing Co. LLC at this event. The meat managers organizing the event were showcasing Hereford products.

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National Organization of Poll-ettes

Chairman

Paula Tracy, *Rupert, Idaho*

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Mary Ann Berg, *Dalton, Ohio*

Brook Herring-Gandy, *Beaumont, Miss.*

Diann Strickland, *Mershon, Ga.*

Margeaux Firestine, *Womelsdorf, Pa.*

Betsy Beck, *Bainbridge, Ind.*

Prospect award

One recipient in each of the age groups (sixth, seventh and eighth grades) received an engraved leather halter in 2009.

John Wayne Scholarship

HYFA and AHW award two \$1,000 college scholarships to NJHA members who make outstanding contributions to agriculture and the Hereford industry.

BC Snidow Award

In addition to the presentations listed above, which are awarded at the JNHE, the AHW is proud to sponsor the BC Snidow Award, given annually to a deserving NJHA member who exemplifies the qualities most admired in Bud Snidow. Some of these qualities are honesty, fairness, hard work, enthusiasm and dedication to the Hereford breed and its people. This

award is presented at the Annual Meeting in Kansas City.

Hopefully, by the time you are reading this, the decision will have been made to form ONE Hereford Women's group, which will further enhance our ability to provide meaningful ways to support Hereford youth. **HW**

The front cover of the holiday TFM flyer will be featuring Hereford standing rib roast. What a testimony to this company's confidence in the Hereford product.

Have you tried a tri-tip? This is a cut very familiar on the west coast. Next time you order your freezer meat add a tri-tip to your order. It can be used in a variety of ways: oven roasted, grilled or sliced thin across the grain and seared for use in sandwiches, fajitas or stir fry. Here is a recipe featuring the tri-tip for you to enjoy. **HW**

Filet of Tri-tip

1 whole tri-tip, approx. wt. 1½ to 2 lbs.

Rub entire tri-tip with olive oil. Season generously all sides of the tri-tip with sea salt/peppercorn mix.

Place on the grill on high heat to braise approximately 4 minutes per side. Move to 300 degrees indirect heat. Cook till your desired doneness (125 degrees medium rare, 135 degrees medium) approximately 20 to 30 minutes. Allow to rest 10 minutes. Slice thin starting from narrow end of tip and carving width-wise or against the grain so you have small pieces of meat.

Yield: 3 to 4 servings