

# Hereford Breeders

AHA members gathered in Kansas City Nov. 1-3 for the 2008 Annual Meeting.

Hereford enthusiasts from across the U.S. traveled to Kansas City, Mo., Nov. 1-3 to participate in the 2008 American Hereford Association (AHA) Annual Meeting activities.

"The AHA Annual Meeting in Kansas City is always a great time of year when Hereford breeders come together to elect the new association leadership, honor those who have given greatly to our industry and review the



**"The opportunity is there; the choice is ours."**

— Tom Field

business objectives of the past year and future years ahead," said Craig Huffhines, AHA executive vice president.

## Marketing forum

2008 State Presidents Council Chairman Philip Moon organized the state presidents' meeting/breeders' forum that kicked off

the Saturday morning activities. Marketing was the focus of the meeting, which included a presentation by Tom Field, National Cattlemen's Beef Association (NCBA) executive director of producer information, and a marketing panel that included Billy Ashe, Tennessee Hereford Association, Brad Hurst, Missouri Hereford Association, and Perry Nowak, Royal Beef feedlot.

Field, who grew up on a Hereford ranch in Colorado and was an active junior Hereford member, encouraged producers to think about their value as a seedstock producer. He

asked producers to think about, "Would anyone notice if you went out of business?"

He explained there are two things that drive every choice cattle producers make: 1) Do the cattle you produce function on the land you were given to be steward of? and 2) Can you produce a product with those cattle that fit the market you are targeting?

Field encouraged breeders to produce Hereford cattle that are free from problems. "Don't breed anything that makes life hard for the commercial cattleman," he said.

"Don't overlook opportunity" was a theme that was evident in Field's presentation. "I drive down the road today and see all those black cattle, and I say 'there are black cows looking for a Hereford bull,'" he said. "They just haven't found one yet."

Field challenged Hereford breeders saying, "The opportunity is there; the choice is ours."

Following Field's presentation, Ashe talked about the Tennessee Hereford Marketing Program Sale and how producers from Tennessee and surrounding states are benefiting from the sale that has created value for Hereford-influenced genetics. Hurst discussed the Hereford-influenced feeder calf sale that is scheduled for Dec. 4. This is the first year for the Missouri sale that will be at the Joplin Regional Stockyards.

Wrapping up the marketing panel was Nowak, who is manager of Royal Beef Feedlot in Scott City, Kan. Royal Beef is the current home of the National Hereford Feedout. Nowak talked about the opportunities of retaining ownership and how to figure a breakeven.

"Efficiency is there; it's real," Nowak said about feeding Hereford cattle. He said the challenge is that most packers do not want "Hereford" cattle because

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- 28 LCC Back N Time, WRB Elizabeth 3T Crowned American Royal Champions
- 30 American Royal Junior Hereford Show
- 31 Ladies of the Royal Average \$3,738
- 33 Show Winners Recognized



LCC Back N Time ET after being selected grand champion bull.



2009 State Presidents Council officers (l to r) are: **James Anderson**, Gooding, Idaho; and **John Wheeler**, Fayetteville, N.C.

# Celebrate Demand

packers have the perception these cattle will not yield or grade.

Nowak added that without the Certified Hereford Beef (CHB) program, he predicts finished Hereford cattle would average about \$3-4 under the market. "There is work to do, but if we can push the Certified Hereford Beef program even more, that is where your value is," he said.

A video archive of the marketing forum is available online at [HerefordResource.com/breedersforum](http://HerefordResource.com/breedersforum) or producers can order a DVD of the presentations by contacting Phillip Moon at [pamoon@windstream.net](mailto:pamoon@windstream.net) or (870) 743-5003.

Following the marketing forum was the delegate orientation, which included presentations by the six Board candidates. After the orientation, there was an open question-and-answer session with the AHA Board of Directors. Hereford breeders had a chance to ask Board members and staff the status of current programs and activities.

## Other Saturday highlights

The American Hereford Women (AHW) hosted its annual meeting on Saturday morning at the Hilton President Kansas City. Highlights of the event included recognizing Kathy Buchholz, Bardwell, Texas, as the 2008 AHW Woman of the Year award recipient, and thanking the retiring AHW board directors, Bonnie Coley-Malir, Dublin, Ohio, and Susan Turner, Rochester, Texas.

Saturday afternoon was the Ladies of the Royal Sale at the American Royal Complex. Twenty females averaged \$3,738, six steers averaged \$2,500 and 16 embryos gathered \$440 per embryo.

That evening Hereford breeders gathered at the AHA headquarters and enjoyed an evening of fellowship. "This year the AHA Board of Directors and staff hosted the membership at the AHA headquarters, where breeders mingled in the historic AHA 'Halls of History,' contemplating where

we've been and looking forward to where the Hereford breed is heading into the future," Huffhines said. "Not in many decades has the Hereford breed seen more commercial interest in an industry that is seeking Hereford's inherent attributes of efficiency from all segments of production."

## Herefords in the ring

Sunday, Hereford enthusiasts spent the day at the American Royal Complex, attending the junior Hereford show followed by the national Hereford show.

Junior exhibitors paraded 50 entries before judge Chris Mullinix, El Dorado, Kan. Hereford breeder Bob Goble evaluated the 179-head open show. For highlights of the show, see Page 28. For complete placings of both shows, visit [Hereford.org](http://Hereford.org), and the "Shows" menu on the left includes "National Show Results."

## New directors selected; award winners recognized

Monday the Annual Membership Meeting was at the Hilton President Kansas City. The meeting included the election of three new directors, announcement of the new officers and recognition of Hall of Fame and Hall of Merit inductees.

Selected to serve as AHA directors for the next four years are: David Breiner, Alma, Kan.; Paul Funk, Copperas Cove,



State delegates cast their votes for the three AHA Director positions.

Texas; and Jimmie Johnson, Clinton, Okla. Leading the organization in 2009 will be Bill King, Stanley, N.M., as president and Bob Harrell Jr., Baker City, Ore., as vice president. See Page 20 for more information about the AHA leadership.

Also during the meeting, Doug Bennett and Pat Wilson were inducted into the Hereford Hall of Fame and Jon Beever and Larry Cundiff were honored with the Hereford Hall of Merit Award.

In addition, AHA committee chairmen presented updates to the membership, sharing how the member service fees are put to work. Highlights included updates on research projects, promotional activities and CHB LLC. For those who were not able to attend the meeting, a pdf of the presentation slides is available online at [Hereford.org/annualmeetingppt.pdf](http://Hereford.org/annualmeetingppt.pdf).

The pages that follow highlight the weekend's activities. **HW**



Past recipients of the Hereford Herdsman of the Year Award recognized B.C. "Bud" Snidow as a Hereford Herdsman emeritus prior to the Ladies of the Royal Sale, Saturday, Nov. 1.