

Celebrating the Hereford Advance

Following a year of growth, Hereford members honor breeders and set plans for 2015 at the AHA Annual Meeting, Oct. 31-Nov. 2.

Hereford members from across the country met in Kansas City, Mo., Oct. 31-Nov. 1 for a weekend of celebrating deserving breeders, hearing

from industry leaders, conducting American Hereford Association (AHA) business and attending Hereford activities at the American Royal.

Dale Venhuizen, Manhattan, Mont.; **Mike Mitchem**, Certified Hereford Beef (CHB) LLC director of food service sales; and **Dale Micheli**, Ft. Bridger, Wyo., sat (l to r) on the panel to discuss "Understanding the Consumer." Mitchem discussed with attendees what today's consumer is looking for and "fresh" is at top of mind — something CHB can key in on. Micheli said quality is important to the consumer and breeders must make marbling a priority. As beef prices increase, Venhuizen said, consumers are choosing ground beef, and if they are going to pay more for the product, they expect a high-quality eating experience.



A crowd of nearly 200 attended the Friday afternoon educational forum, "Hereford Genetic Summit: Continuing the Conversation," at the Kansas City Marriott Downtown. Four sets of panelists and attendees discussed pertinent industry issues — "Understanding the Consumer," "Economic Drivers of the Beef Industry," "Your responsibility as a Seedstock Producer and the Value of Hereford Genetics in the Commercial Industry" and "Our Current Course" — stemming from the Hereford Genetic Summit hosted in September.

Honoring legacies, recognizing youth

Following the panel, members and guests enjoyed the Hereford Honorees Reception. During the event, Hall of Fame, Hall of Merit, Heritage Award, Century Breeder, Golden Breeder and scholarship winners were honored.

During the reception, Roger Stuber of Stuber Ranch, Bowman, N.D., was inducted into the Hereford Hall of Fame. John Ascuaga, Carson City, Nev., was honored with the Hereford Hall of Merit Award (see Page 30).

This past year, Rausch Herefords, Hoven, S.D., recorded its 10,000th



Leading the discussion on "Economic Drivers of the Beef Industry," (l to r) were **Jerry Huth**, Oakfield, Wis.; **David Trowbridge**, Tabor, Iowa; **Trey Befort**, CHB LLC supply chain manager; and **Douglas Olsen**, Harrisburg, Neb. They focused on the importance of documenting Hereford as the feed efficiency experts and discussed the great opportunity in the next few years to make strides in carcass traits.

Bob Harrell, Baker City, Ore.; **Joe Van Newkirk**, Oshkosh, Neb.; and **Doug Gerber**, Richmond, Ind., spoke on "Your Responsibility as a Seedstock Producer and the Value of Hereford Genetics in the Commercial Industry." Gerber said "to hit a target in flight, you have to lead the target," and seedstock producers need to be



on the forefront of genetic improvement. Van Newkirk said the perception of Herefords has changed in the past eight to 10 years because progress has been made, but breeders need to tweak traits like marbling. Harrell said he defines profitable cattle as those that can do more things better than average across a handful of traits.



Pictured are AHA directors (l to r) **Sam Shaw**, Caldwell, Idaho, and **Fred Larson**, Spring Valley, Wis., discussing "Our Current Course." Shaw and Larson shared with members four new expected progeny differences (EPDs) breeders can expect in the next year: udder quality, feed efficiency, sustained cow fertility and heifer calving rate, which, they said, help to encompass the overall picture of what the Hereford breed wants to be producing.

registration with the AHA. The Rausches were presented with the Heritage Award (see Page 32).

In celebration of 100 years in the Hereford business, Franklin Nash & Family Herefords and Mike Deewall Family Herefords, Coldwater, Kan., were honored as a Century Hereford Breeder. A Golden Breeder award was presented to Doyle Hereford Ranch, Garland, Texas, in recognition of 50 years in the Hereford business (see Page 33).

To conclude the awards ceremony, the Hereford Youth Foundation of America (HYFA) awarded more than \$37,000 in scholarships to National Junior Hereford Association (NJHA) members (see Page 34).

Membership elects directors

The Annual Membership Meeting began Saturday morning with delegates electing three new directors and the announcement of new officers.

Elected to serve as AHA Directors for the next four years are Jim Mickelson, Santa Rosa, Calif.; Kevin Schultz, Haviland, Kan.; and Bob Thompson, Rolla, Mo. Leading AHA in 2015 will be Eric Walker, Morrison, Tenn., as president and Sam Shaw, Caldwell, Idaho, as vice president (see Page 28).

In addition, AHA committee chairmen presented program updates to the membership. A PDF of the presentation slides summarizing the committee updates is available online at Hereford.org/AnnualMeeting.

NHW hosts meeting

The National Hereford Women (NHW) hosted its annual meeting Saturday afternoon, where members elected new board members and announced NHW officers (see NHW board photo on Page 38). The highlight of the meeting was the recognition of the 2014 Hereford Woman of the Year — Kay Morgan, Burwell, Neb. (see Page 38). For more on the NHW annual meeting, see Page 22.

Sale averages \$6,900

The Ladies of the Royal Sale took place Saturday afternoon at the Wagstaff



Retiring after four years of service pictured (l to r) are **Dale Venhuizen**, Manhattan, Mont.; **Steve Lambert**, Oroville, Calif.; and **Keith Fawcett**, Ree Heights, S.D.

Auction Arena at the American Royal complex. As the gavel fell silent, 20 heifers averaged \$6,900, four bred heifers averaged \$7,663 average, two flushes averaged \$8,000 and 23 embryos completed the sale with an \$899 average. For more sale highlights, see Page 37.

Herefords in the ring

Hereford junior exhibitors led 58 head before judge Blake Bloomberg, Stillwater, Okla., following the sale Saturday evening. On Sunday morning, Judge Kevin Hafner, Yukon, Okla., sorted the 170-head open show. For highlights and show results, see Page 44. For complete placings of both shows, visit Hereford.org.

Prior to the selection of the champion bull, Katie Nolles, Bassett, Neb., was crowned the 2014-15

National Hereford Queen. Katie will spend the next year as the face of the Hereford breed and agriculture advocate. She competed against nine other state queens for the title. First runner-up honors went to Bailey McKay, Marysville, Kan.; Jordan Spindle, Moriarty, N.M., was named second runner-up; and Kagney Collins, Flanagan, Ill., was selected as Miss Congeniality (see Page 40).

Numerous Hereford exhibitors were also recognized during the open show for showcasing their breeding programs at national and regional shows throughout the past year. Awards for Hereford show heifer, show bull and premier exhibitor were presented to recipients in each of four U.S. regions. See Page 42 for a list of the 2013-14 winners. **HW**

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