

Join the 'Feed the Future' Campaign

On the landmark date of Sept. 1, 2016, BioZyme® Inc. launched the "Feed the Future" program and pledged to donate \$1 to the Hereford Youth Foundation of America (HYFA) for every bag or tub of eligible BioZyme supplement that any American Hereford Association (AHA) member buys through the end of 2017.

With only eight months left in the year, it's time to switch to a higher gear and to ramp up our participation so the efforts of HYFA, dedicated exclusively to scholarship and educational support of youth, are furthered.

The participation thus far has been commendable, but with more than 7,000 adult and junior members in the AHA, the potential return is tremendous. As of now, the highest performing state has been Illinois. Coming in a strong second and third are Wyoming and Wisconsin, and rounding out the top four is my home state of Tennessee.

I did a little research and found there are 430 AHA members in Illinois, 76 in Wyoming, 292 in Wisconsin and 230 in Tennessee. What this tells us is we could still

do a lot more. If Wyoming is the second highest performer with 76 members, how much can Texas contribute with 789? Additionally, only individuals from 13 of the 48 contiguous United States have submitted their invoices, so there is still a huge untapped audience.

When I first began this article, I wanted to make it effective and a strong call to action. Well, little did I know how effective it would be for me. I received my article assignment the week before my spring break, so when I went home, "Feed the Future" was in the back of my mind. Once home, I did my ritual of hopping in a farm vehicle and driving the pastures to check new calves, and as I was passing one of the barns, I noticed a new pallet of Concept-Aid® just arrived. I continued into the field and checked the mineral tub as a result of seeing the pallet.

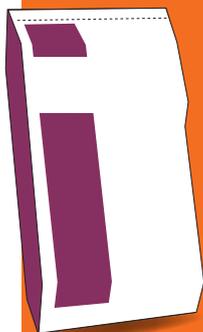
The cattle were out of mineral, so as I returned to the barn to grab some, I had the revelation that I should submit the invoice to BioZyme. After I hounded my mom until we found the invoice, I submitted it. But I have a confession

to make: this was my first time to do so. This isn't easy for me to admit since I have had a lot of exposure to the promotion of this program, but submitting those invoices always seemed to come at the "wrong time." I'm not making an excuse, but I know that life can get in the way. To combat the ease of forgetting, I have found it best to give myself periodic reminders, which is what this article assignment did for me and resulted in me participating in "Feed the Future."

I think it's safe to say no one is against benefitting HYFA or doubts the quality of VitaFerm products, so the success of this campaign is dependent on our effort in submitting our invoices. Metaphorically, the money is in the bank, and all we have to do is to drive to the bank and to withdraw it.

Are we going to turn off the TV, get out of the recliner and send in our receipts? We need to hold one another accountable as Hereford breeders and to realize that the investment we make in our cow herd is equally as important as the investment we wish to make in the Hereford youth. **HW**

AHA members can participate in the Feed the Future program by completing these two easy steps:



Step 1:

Select the correct VitaFerm supplement to maximize the potential of your cow herd. Eligible products include Concept-Aid®, Heat™, Cattleman's Blend™, the Mineral Lyk Tub, 30:13 Protein Tub™, Roughage Fortifier and Sure Start® Pellet.

Step 2:

Each time you purchase an eligible VitaFerm product, take a picture of the invoice with a smartphone or camera and email a copy of the invoice to Hereford@biozymeinc.com or text your picture(s) to 816-383-3109.

