



FOR IMMEDIATE RELEASE

Contact: Kaylen Alexander, kalexander@hereford.org

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Hereford Youth Awarded in Inaugural NJHA Fed Steer Shootout

KANSAS CITY, Mo. — Hereford youth gained invaluable cattle feeding and industry education experience through the inaugural National Junior Hereford Association (NJHA) Fed Steer Shootout.

“We are proud of the growth of our junior program and the benefits it brings to our younger breeders,” says Jack Ward, AHA executive vice president. “Over the years, the NJHA has had a strong focus on leadership and education. We are excited to offer an opportunity for our junior membership to become more directly involved with the beef industry outside of the show ring.”

In its first year, 29 youth from 11 states entered 72 steers in the Fed Steer Shootout program. Participants estimated feed yard performance and carcass merit, and then compared the information to actual performance data. They also had the opportunity to measure and compare the profitability of their animals during the contest. The steers were fed at Gregory Feedlots in Tabor, Iowa, in partnership with David Trowbridge and the Gregory Feedlots.

The Hereford Research Foundation sponsored \$5,000 in cash awards and Anderson Bean Boot Company provided handcrafted boots for winners. Program sponsors include UltraInsights Processing Lab, Inc., GeneSeek®, Allflex USA, Greater Omaha Packing Co., Inc. and Zoetis Animal Health.

Tava Gustafson, Junction City, Kan., entered the grand champion and highest retail value steer of the first NJHA Fed Steer Shootout.

Winning champion pen-of-three Hereford steers was MacKenzie Trowbridge, Tabor, Iowa, and the reserve champion pen-of-three Hereford steers was entered by Mallory and Regan Carlson, Murdock, Minn.

The champion individual Hereford steer was consigned by Joshua Shaw, Caldwell, Idaho, and the reserve champion individual Hereford steer was fed by Katherine Krauss, Russell, Kan.

In the commercial division, Madi Ridder, Marthasville, Mo., entered the champion pen-of-three commercial steers, and Ben Ridder, Marthasville, Mo., fed the reserve champion pen-of-three commercial steers.

Hanna Gregory, Houstonia, Mo., took home champion individual commercial steer honors and Colton Stiefvater, Salem, S.D., fed the reserve champion individual commercial steer.

Juniors who were presented overall awards for standout steers in the program include Trevor and Tate Johnson, Centerville, S.D., highest marbling score with their commercial steer; Lauren McMillan, Tiskilwa, Ill., largest ribeye area with her Hereford steer; and Mallory and Regan Carlson, highest average daily gain with a steer out of their Hereford pen-of-three.

Molly Biggs, Dixon, Ill., was named the 2017 Fed Steer Shootout Junior of the Year for going above and beyond throughout the program. She was present for all program-hosted webinars, attended the open house at Gregory Feedlots and shared her experience at the AHA Annual Meeting and Conference educational forum.

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The American Hereford Association, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the

Hereford breed and supporting education, youth and research. For more information about the Association, visit Hereford.org.

For pictures and additional Annual Meeting news releases, visit hereford.org/media.

Cutlines:

MacKenzie Trowbridge, Tabor, Iowa, consigned the champion pen-of-three Hereford steers in the 2017 NJHA Fed Steer Shootout. Pictured (l to r) at the 2017 Hereford Honoree Reception during the AHA Annual Meeting and Conference in Kansas City, Mo., are Kevin Shultz, 2018 AHA president; MacKenzie Trowbridge; Steven Green, NJHA chairman; Trey Befort, AHA director of commercial programs; and Annah Dobson, National Hereford Queen.

Mallory and Regan Carlson, Murdock, Minn., consigned the reserve champion pen-of-three Hereford steers in the 2017 NJHA Fed Steer Shootout. Pictured (l to r) at the 2017 Hereford Honoree Reception during the AHA Annual Meeting and Conference in Kansas City, Mo., are Kevin Shultz, 2018 AHA president; Mallory Carlson; Steven Green, NJHA chairman; Annah Dobson, National Hereford Queen; and Trey Befort, AHA director of commercial programs.

Katherine Krauss, Russell, Kan., consigned the reserve champion individual Hereford steer in the 2017 NJHA Fed Steer Shootout. Pictured (l to r) at the 2017 Hereford Honoree Reception during the AHA Annual Meeting and Conference in Kansas City, Mo., are Kevin Shultz, 2018 AHA president; Katherine Krauss; Steven Green, NJHA chairman; Annah Dobson, National Hereford Queen; and Trey Befort, AHA director of commercial programs.

Madi Ridder, Marthasville, Mo., consigned the champion pen-of-three commercial steers in the 2017 NJHA Fed Steer Shootout. Pictured (l to r) at the 2017 Hereford Honoree Reception during the AHA Annual Meeting and Conference in Kansas City, Mo., are Kevin Shultz, 2018 AHA president; Madi Ridder; Steven Green, NJHA chairman; Annah Dobson, National Hereford Queen; and Trey Befort, AHA director of commercial programs.

Ben Ridder, Marthasville, Mo., consigned the reserve champion pen-of-three commercial steers in the 2017 NJHA Fed Steer Shootout. Pictured (l to r) at the 2017 Hereford Honoree Reception during the AHA Annual Meeting and Conference in Kansas City, Mo., are Kevin Shultz, 2018 AHA president; Ben Ridder; Steven Green, NJHA chairman; Trey Befort, AHA director of commercial programs; and Annah Dobson, National Hereford Queen.

Colton Stiefvater, Salem, S.D., consigned the reserve champion individual commercial steer in the 2017 NJHA Fed Steer Shootout. Pictured (l to r) at the 2017 Hereford Honoree Reception during the AHA Annual Meeting and Conference in Kansas City, Mo., are Kevin Shultz, 2018 AHA president; Colton Stiefvater; Steven Green, NJHA chairman; Trey Befort, AHA director of

commercial programs; and Annah Dobson, National Hereford Queen.

Trevor and Tate Johnson, Centerville, S.D., consigned the highest marbling score steer with their commercial calf; Lauren McMillan, Tiskilwa, Ill, consigned the largest ribeye area steer with her Hereford calf; and Mallory and Regan Carlson, Murdock, Minn., consigned the highest average daily gain steer with a calf out of their Hereford pen-of-three in the 2017 NJHA Fed Steer Shootout. Pictured (l to r) at the 2017 Hereford Honoree Reception during the AHA Annual Meeting and Conference in Kansas City, Mo., are Tate Johnson; Kevin Shultz, 2018 AHA president; Trevor Johnson; Mallory Carlson; Steven Green, NJHA chairman; Trey Befort, AHA director of commercial programs; and Annah Dobson, National Hereford Queen. Not pictured are Lauren McMillan and Regan Carlson.

Molly Biggs, Dixon, Ill., was named the 2017 Fed Steer Shootout Junior of the Year. Pictured (l to r) at the 2017 Hereford Honoree Reception during the AHA Annual Meeting and Conference in Kansas City, Mo., are Kevin Shultz, 2018 AHA president; Molly Biggs; Steven Green, NJHA chairman; Trey Befort, AHA director of commercial programs; and Annah Dobson, National Hereford Queen.

Tava Gustafson, Junction City, Kan., consigned the grand champion and highest retail value steer in the 2017 NJHA Fed Steer Shootout. Pictured (l to r) at the 2017 Hereford Honoree Reception during the AHA Annual Meeting and Conference in Kansas City, Mo., are Kevin Shultz, 2018 AHA president; Tava Gustafson; Steven Green, NJHA chairman; Trey Befort, AHA director of commercial programs; and Annah Dobson, National Hereford Queen.