



FOR IMMEDIATE RELEASE

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NJHA Fed Steer Shootout Releases Second 2018 Contest Dates

KANSAS CITY, Mo. – The American Hereford Association (AHA) and National Junior Hereford Association (NJHA) are again teaming up with Gregory Feedlots, Inc. to launch a second NJHA Fed Steer Shootout contest in 2018.

The contest is accepting cattle entries with cattle delivery dates set for Jan. 1-5, 2018, at Gregory Feedlots, Tabor, Iowa.

Thanks to its continued support of Hereford youth, BioZyme, Inc.'s sponsorship of the 2018 Fed Steer Shootout is providing a second opportunity for NJHA members to gain invaluable cattle-feeding industry education and experience.

Throughout the Fed Steer Shootout program, participants will have the ability to estimate feedyard performance and carcass merit, and then compare the information to actual performance data. They will also measure and compare the profitability of their animals during the contest.

“As we wrapped up the 2017 NJHA Fed Steer Shootout, we are looking forward to growing the program in 2018 and years to come,” said Trey Befort, AHA director of commercial programs. “This is a great opportunity for youth to learn about this side of the industry, and we encourage everyone to participate.”

To qualify for the steer-only program, cattle must be purebred Hereford or Hereford-crossbred steers. Crossbred steers must meet Certified Hereford Beef (CHB®) live-animal specifications to qualify for the Shootout. In addition, cattle in the program must have a 2017 birthdate, have a weight of 600-750 pounds, have been weaned 45 days or more prior to delivery and have had two rounds of vaccinations.

Alternate delivery points may be available based on area participation. All costs will be financed by the feedyard through the competition, with total expenses deducted from final payment at the conclusion of the contest. A final report will be returned to participants at the conclusion of the contest.

Winners of the shootout will be announced at the 2018 AHA Annual Meeting and Conference Honoree Reception hosted in Kansas City, Mo. Categories include feedyard performance, carcass performance and overall performance in the purebred, crossbred, pen of 3 and individual divisions.

To learn more about the program, contact Trey Befort, AHA director of commercial programs, at 816-842-3757 or tbefort@herefordbeef.org. To view the entry form for the program, visit Hereford.org/youth.

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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.

