

Momentum

Enthusiasm for the Hereford breed kicked off a strong 2018.



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The saying goes — time flies when you're having fun — and, for me, the first two months of 2018 have sped by.

January and February were packed with exciting Hereford happenings, and by the looks of it, the spring will round out at the same pace.

Soon after welcoming 2018, American Hereford Association (AHA) staff were off to Denver for the National Western Stock Show (NWSS). I attended my fourth National Hereford Show at the NWSS, where I've seen enthusiasm for the Hereford breed only grow each year. Hereford breeders brought their best to compete on the Hill and in the Yards, and the Mile High Night Sale, grossing over \$1 million, is indicative of a strong Hereford demand. Coverage of the four-day event begins on Page 56.

A week back in Kansas City, Mo., brought final preparations for Hereford's presence at the Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show Jan. 31-Feb. 2 in Phoenix, Ariz.

The AHA and Certified Hereford Beef (CHB) booth was once again a popular meeting place for Hereford breeders and commercial cattlemen. The booth donned a striking 10-foot banner of "The Bald-Faced Truth About Hereford Genetics," staff interacted with attendees and materials were handed out to promote Hereford and the CHB brand.

New this year, the AHA hosted a press conference as a central event to share about Hereford's dedication to the commercial industry and new programs. A highlight of the presentation at this media event was discussion on how AHA's new genetic evaluation is leading the industry in genetic technology. AHA Chief Operating Officer Shane Bedwell detailed many of AHA's new programs and CHB Chief Operating Officer Amari Seiferman spoke on how the

CHB brand continues the tradition of marketing and promoting the Hereford breed's superior genetics. Read more Cattle Industry Convention highlights on Page 102.

While in Phoenix, the AHA cohosted a one-of-a-kind event — the Red Reception — to announce for the first time, two leading cattle breed associations have united to develop a genetically verified female program to meet the needs of commercial cattlemen. The AHA has teamed up with the Red Angus Association of American to launch the Premium Red Baldy program, which is a tagging program designed to maximize heterosis by combining the best traits of two breeds. Read more about this groundbreaking new program on Page 108.

Cattlemen's College is the premier cattle industry educational event and one I look forward to attending each year. In upcoming issues of the *Hereford World*, we will share in-depth information from these informative sessions on genetics, antibiotics, infectious diseases, imports and exports, engaging with federal agencies, cattle ID, calf management, and many others. Turn to Page 112 to get back to the basics of bull selection.

While some staff were in Phoenix, others were hard at work back in Kansas City packing up the downtown office at 1501 Wyandotte Street in preparation for the big move. On Feb. 5 the AHA opened its doors for business at its new headquarters location at 11500 N.W. Ambassador Drive.

In the weeks leading up to the move, I found myself reflecting on the breed's history and the foundation built by past generations that has set the breed up well for the future.

Hereford has momentum as commercial cattlemen are looking to take advantage of heterosis in their herds. I can't wait to see what the year holds. **HW**