

## Branding the Best

Hereford breeders can be proud to offer a product that is gaining national recognition for its tenderness and quality.



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While on a recent walk through my neighborhood, I was taking in the signs that spring was fully among us. The grass was greening up, trees were budding and the first flowers of the year were emerging from the ground. The birds were plentiful, and their spring songs were beautiful.

About halfway through this particular walk, a scent caught my nose — one that's indicative of warm weather. It meant my favorite time of year was finally upon us when families are spending more time outdoors, the grill is king and beef is center stage.

May kicks off the summer grilling season when families across the U.S. will enjoy steaks, burgers and all-beef hotdogs at family meals, parties, holiday celebrations and tailgates.

This edition of the *Hereford World* is again dedicated to Certified Hereford Beef (CHB®) with a focus on the beef industry from farm to fork.

Hereford plays an important role in the sustainability of our industry and our way of life by creating a product demanded by consumers.

### Beyond the breed

With the momentum the breed is enjoying, along with the strategic plan set a year ago by the American Hereford Association Board of Directors, Hereford is poised to be a leader in the industry.

As a member of an industry providing a nutritious, great-tasting protein to consumers, I've witnessed Hereford breeders step up to the challenges and demands from its customers.

Known as the "efficiency experts," Hereford naturally offers cattle that do more with less. With 7% higher pregnancy rates, \$51 more per cow per year, a \$30 advantage in feedlot profitability and a \$20 advantage in feed efficiency, according to research that can be found at [Hereford.org/genetics](http://Hereford.org/genetics),

Hereford heterosis creates sustainability in the beef supply chain for your customers and, in turn, consumers.

The CHB brand is home to naturally great-tasting beef. Hereford breeders can be proud to offer a product that is gaining national recognition for its tenderness and quality. The CHB team is working to share this message with consumers and driving demand.

### In this issue

This issue's special section starts on Page 32 with the Certified Hereford Beef Sire of Distinction program. This year 363 bulls are recognized for excelling in carcass traits and improving bottom-line profit in the feedlot and on the rail.

On Page 36 we hear from retiring CHB President Jim Mickelson on how the CHB program is creating demand for Hereford beef. Turn the page to meet a celebrity chef and TV personality who is incorporating CHB into his unique culinary style.

Rounding out this section is the latest on beef nutrition research, the beef demand outlook and a report on U.S. beef production.

The National Junior Hereford Association's (NJHA) biggest event of the year is fast approaching. On Page 55 find information on this year's Junior National Hereford Expo in Grand Island, Neb., as we share the latest on the exciting shows, contests and family fun planned for July 1-7.

The NJHA summer excitement doesn't end there. Youth are headed to the West Coast this year for the Faces of Leadership Conference in San Francisco. A schedule can be found on Page 86.

I hope each of you has a fun-filled summer and can enjoy some great Hereford beef on the grill. **HW**