

What's New? | Association News and Events

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for *Hereford Headlines*, a weekly electronic newsletter from the American Hereford Association (AHA), and additional Hereford news by sending an email to info@hereford.org. Archived issues are posted at Hereford.org.

Get ready for the Annual Meeting

Plan to attend the 2018 American Hereford Association (AHA) Annual Meeting and Conference in Kansas City, Mo., Oct. 26-28, at The Westin Kansas City at Crown Center, 1 E. Pershing Rd., Kansas City, MO 64108.

This year's event boasts an educational forum, an expanded trade show and a growing awards reception, offering more education, networking and excitement than ever.

On Friday, Oct. 28, the Association will welcome Hereford breeders to visit the new AHA headquarters at 11500 N. Ambassador Drive.

Friday's educational forum will cover a variety of topics including new marketing opportunities, commercial programs, breed improvement updates, a Certified Hereford Beef (CHB[®]) session and *MyHerd.org* updates.

Attendance to the educational sessions and trade show is free for AHA members and guests. This is a can't-miss opportunity for Hereford breeders and enthusiasts to network and to gain more industry knowledge.

Friday evening following the educational seminars will be the Hereford Honorees Reception to recognize Hereford Hall of Fame and Hall of Merit recipients as well as scholarship winners.

Saturday will be the Annual Meeting, the Ladies of the Royal Sale and the junior show. The weekend will end with the American Royal National Hereford Show on Sunday.

Annual Meeting Notice

American Hereford Association

The 2018 American Hereford Association (AHA) Annual Membership Meeting will take place on Saturday, Oct. 27, 9 a.m. at The Westin Kansas City at Crown Center in Kansas City, Mo.

To make reservations at The Westin Crown Center, please call 888-627-8538 and ask for the AHA \$149 room rate. The cutoff for the AHA rate is Oct. 5.

A complete schedule of the Annual Meeting and Conference will be provided in the October *Hereford World*. **HW**



To make reservations, contact the hotel at 888-627-8538, or go to Hereford.org/events/annual-meeting. The room rate is \$149, and the cutoff for reservations is Oct. 5.

AHA launches Maternal Advantage program

The AHA recently began the Maternal Advantage program – a genetically verified program that identifies premium replacement females.

This new female-focused program is designed to take advantage of hybrid vigor by capitalizing on Hereford genetics.

The program generates females with added longevity, more docility, increased fertility and more profit per year. This program can be utilized by producers using Hereford bulls on British-based or Brahman-based females in their breeding programs.

To take advantage of the program, producers must verify that eligible females are sired by registered Hereford bulls. Participating bull batteries must rank in the top 50% of the breed for Baldy Maternal Index (BMI\$) if used on British-based females or the top 50% of the breed for Brahman Influence Index (BII\$) if used on Brahman-based females.

Both of these maternally focused indexes are geared to identify Hereford bulls that will be profitable when used in a rotational cross with mature commercial Angus-influenced or Brahman-influenced females. Both BMI\$ and BII\$ have significant weight on the AHA's Sustained Cow Fertility expected progeny difference, which



Taylor De Jong captures the winning June Hereford Shots photo

Congratulations to Taylor De Jong, Lebanon, Ore., for her winning shot "Herefords and Apple Blossoms" entered in the June Hereford Shots contest. The June theme was entitled "The Momma", calling for entries featuring the Hereford cow.

De Jong's photo will compete against the other 2018 monthly winners for the title of "Hereford Shot of 2018" in December.

Photos for the "Out to Pasture" themed September contest are due Sept. 1. For more information about the 2018 Hereford Shots contest, please visit Hereford.org/2017/12/hereford-shots-2018-monthly-photo-contest. **HW**



predicts fertility and longevity of females. They also have an emphasis on growth, efficiency and end-product merit for nonretained females.

For more information about the Maternal Advantage program, contact Trey Befort at tbefort@herefordbeef.org, or visit Hereford.org/maternal-advantage.

Strong Hereford presence at the 2018 BIF Conference

The Beef Improvement Federation (BIF) awarded Van Newkirk Herefords, Oshkosh, Neb., with the BIF Seedstock Producer of the Year Award. The prestigious award recognizes a producer who has shown dedication to improving the beef industry at the seedstock level. Joe and Cyndi Van Newkirk were present to receive the award on June 22 during the BIF annual meeting and symposium in Loveland, Colo.

Craig Huffhines, Amarillo, Texas, was presented with the 2018 BIF Pioneer Award. The award recognizes individuals who have made lasting contributions to the improvement of beef cattle, honoring those who have had a major role in acceptance of performance reporting and documentation as the primary means to make genetic changes in beef cattle.

Huffhines was instrumental in paving a multitude of improvements along the

path for the AHA and served as the AHA executive vice president during the implementation of Whole Herd Total Performance Records (TPR™), the inclusion of genomics, and was instrumental in pioneering the current Certified Hereford Beef® (CHB) program.

Shane Bedwell, chief operation officer and director of breed improvement of the AHA, and Kevin Schultz, president of the AHA Board, were elected to the 2018-2019 BIF board. Schultz will serve as a director and Bedwell will serve as an association representative. Stephen Scott, CEO, Canadian Hereford Association, was also appointed to the board to represent the Canadian beef industry.

“I look forward to serving on the BIF board of directors,” Bedwell says. “It is an honor to serve an organization that has the passion and desire to pursue improvements in the beef industry.”

Additional coverage of the 2018 BIF Conference is provided on Page 30.

Enter in the 2019 Fed Steer Shootout contest

The National Junior Hereford Association (NJHA) Fed Steer Shootout is accepting entries for the 2019 contest.

Delivery dates are set for November 17-25, 2018, at Gregory Feedlots, Tabor, Iowa. Participants in the program will

gain experience in the fed cattle sector by comparing estimated profitability, feedlot performance and carcass merit with actual performance data.

Animals can be entered individually or in pens of three and must meet the following specifications:

- 2018-born steers
- Purebred Hereford and recorded or registered in the AHA database at time of entry OR
- Commercial animals meeting Certified Hereford Beef® Live Animal Specifications
- Weigh between 500-800 lb.
- Be weaned at least 45 days prior to delivery
- Undergo two rounds of vaccination

To enter and to learn more, please visit Hereford.org/youth/njha-fed-steer-shootout.

Help feed the future

The AHA, BioZyme® Inc. and the Hereford Youth Foundation of America (HYFA) invite all Hereford breeders to participate in the Feed the Future program, benefitting the HYFA.

In its second year, the program contributes \$1 to HYFA for every bag or tub of eligible BioZyme supplement

any AHA member purchases from Nov. 1, 2017, through Oct. 31, 2018.

Participate in this program in three easy steps:

1) Select the correct VitaFerm® supplement to maximize the potential of your cow herd. Eligible products include Concept•Aid®, Heat™, Cattleman's Blend™, 30:13 Protein Tub™, Roughage Fortifier®, Sure Start® Pellet and, new this year, Vita Charge® Stress Tub.

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

3) BioZyme will donate \$1 per bag or tub with proof of purchase to HYFA. Donations will be made annually. **HW**