

Foundation's Focus

by Amy Cowan

Let's Feed the Future

Join the Hereford Youth Foundation of America (HYFA) in September and October as we work together to take the Feed the Future Program to the next level. Tremendous strides were made in the first year of the program, and as we approach the end of year two, let's rally all of those VitaFerm® receipts and show our support of future youth programs here at the American Hereford Association (AHA).

This summer we began recognizing Feed the Future Customers of the Week, which are farms and ranches and individual

breeders who have gone the extra mile and sent in the most receipts. Plans are in motion and we will continue to recognize those who support the program through the AHA Annual Membership Meeting taking place Oct. 26-28, in Kansas City, Mo.

The sky is the limit as to what this program can generate for HYFA. All it takes to make this program successful is to purchase a bag or tub of VitaFerm supplement, snap a picture of the receipt and send it in.

Last year, BioZyme Inc., donated more than \$14,000 to HYFA from

the first year of the Feed the Future program. At that time, we set a goal to double and maybe even triple that in 2018. Although we are making good progress, we have a ways to go during the next couple of months. Let's see what a difference \$1 and one receipt at a time can make. It is my hope HYFA will have lots to celebrate when the final Feed the Future receipts are tallied for 2018. **HW**

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Thanks for Feeding the Future

CUSTOMER OF THE WEEK



Thank you to all of our Feed the Future Customers of the Week who were recognized on HYFA's Facebook page the last couple of months. We appreciate your belief and continued support in this growing program. Keep those receipts coming — we can't wait to see what October's outcome will bring.



Kevin and Sheila Jensen and Family — Kansas

Jensen Bros. Herefords was started with a 4-H Hereford breeding heifer in the fall of 1972, and in 2019 they will have more than 300 Hereford calves. Jensen Bros., along with their herdsman, Eddie Sandberg, have been customers of VitaFerm since the 1980s. VitaFerm products fed to their Hereford cattle has provided Jensen Bros. with enough income to raise and educate their family. Thank you, Kevin and Sheila, for supporting Feed the Future.

Perks Ranch — Illinois

Perks Ranch was founded in 1961 and is owned by the Doug Perks family. The herd is managed by Tom and Tammy Boatman and currently consists of 120 registered Hereford cows and 70 commercial recipients utilized in the ET program. Perks Ranch believes in VitaFerm products and supporting youth through BioZyme's Feed the Future Program. Thank you, Perks Ranch, for donating to Hereford youth.



Hidden Oaks Ranch — Texas

The Rogers family donates to Feed the Future because of their experiences within the National Junior Hereford Association. All four of their children have benefited from the many opportunities that the American and HYFA offer including valuable leadership skills and scholarships. Their love for Hereford youth and VitaFerm products are why they continue to support Feed the Future!

Lawrence Family — Indiana

Scott, Susan, Marry, Ed, Sarah, Samuel and Sage Lawrence from Avilla, Ind., use VitaFerm products on their cow-calf operation. Thank you, Lawrence Family, for supporting Feed the Future.

Thank you for investing in the future of Hereford youth and texting your receipts to 816-383-3109. **HW**

