

BioZyme Inc. Donates \$30,000 to Support Hereford Youth and the Fed Steer Shootout Contest

BioZyme® Inc., longtime supporter of Hereford youth, announced its commitment to educating youth in agriculture with a \$30,000 contribution to the National Junior Hereford Association (NJHA) Fed Steer Shootout through the Hereford Youth Foundation of America (HYFA) and BioZyme's Feed the Future Program during the American Hereford Association (AHA) Hereford Honorees Program Oct. 26.

"We are proud and excited about the educational opportunities involving Hereford youth," says Bob Norton, BioZyme CEO. "Feed the Future was created to support the HYFA academic component, where education extends beyond the classroom. BioZyme firmly believes in activities and experiences that are engaging, relevant and expose our young folks to new opportunities. The Hereford Fed Steer Shootout is such a program providing knowledge about the industry from a commercial perspective to perhaps a different audience than the show circuit."

Since its inception, the BioZyme Feed the Future program has given back to youth education and research through dollars collected from the sale of VitaFerm® products. The program contributed \$1 to HYFA for youth education and research for every bag/tub of eligible BioZyme supplement any AHA member bought in 2018. Last year BioZyme donated \$14,671 to HYFA through Feed the Future, and this year the program will now fully support the Fed Steer Shootout.

"We think this is a great extension on top of the other sponsorship opportunities we've had with the Association," says Jessica Judge, BioZyme marketing brand coordinator. "This is a great opportunity to bridge that gap between our experiences with junior nationals and in the showing to more of a commercial perspective."

Not only will participants enter steers in the contest, the new partnership will allow the NJHA to incorporate more educational components into the program as well.

In addition to the existing webpage and webinars offered to youth, participants can now learn from a series of educational e-blasts and curriculum. A Facebook group has also been created to update youth and their parents on the activities taking place at Gregory Feedlots.

BioZyme is committed to outreach to encourage engagement and to support various organizations in stewardship and humanity. In particular, BioZyme is dedicated to the youth livestock industry and supports students and exhibitors through programs such as the NJHA Fed Steer Shootout.

"One of the things that VitaFerm really values about our partnership with the AHA is how integrated we are," says Ashley Fitzsimmons, BioZyme regional and partners in performance marketing manager. "We really feel that the culture of BioZyme fits really well with the culture of the AHA, and specifically within the youth programs." **HW**