

A Commitment to Progress

Continue to grow in 2019 by dedicating your efforts in maximizing the strengths of your enterprise.



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I hope all of you are enjoying the holiday season and spending quality time with family and friends. As our boys get older, Mary Ann and I understand that this time is so precious.

In this issue of the *Hereford World*, you will find a recap of the Annual Meeting. This one was especially exciting with huge attendance and a lot of interaction between members and industry leaders. The staff certainly enjoyed hosting everyone at the new headquarters. If you were not able to be with us during the meeting, rest assured there is always an open invitation for you to visit. Just like visiting a breeder's farm or ranch, the coffee will always be hot, and we will enjoy hosting you.

Maintaining the momentum

As we celebrate Christmas and New Year's, we take time to reflect on the past year. More importantly, we take time to eagerly anticipate the goals and changes of the coming year. The American Hereford Association (AHA) had a great year, but it is just as exciting to think about what we have in store.

Momentum for the breed continues to push forward as breeders continue to focus on producing profitable genetics for their customers. I commend the AHA membership for focusing on progress and adopting tools which make Hereford cattle more reliable. This progress and reliability are due to — first and foremost — committing to whole herd reporting, focusing on customer needs and making genetic progress in the areas of economic relevance by utilizing all tools available. The growth of the young sire test herd, the addition of genomics, the changes to the *Certified Hereford Beef*[®] program, the continued focus on artificial insemination use and the adoption of tools which

position the Hereford breed in a stronger spot are all essential to our continued growth.

I am sure most of you are just like my family — we just finished calving a few fall calves and are working to get cows bred back while anxiously awaiting the winter and spring calves. This is always exciting as I am sure some younger genetics have been added to the mix of proven genetics, and it is fun to see how these new matings pan out. As we anticipate the performance of the new set of calves, we can consider making a few New Year's resolutions. I would challenge all producers to take a look at what you are doing in your program and to look at ways to make your firm even stronger. Maybe you could commit to becoming a Platinum TPR breeder and look at doing a little more data collection or genotyping. Maybe you could commit to participating in the Cow Herd Project or to attending more educational meetings.

Your resolution could be to commit a little more time to your customers. Look to them to help identify areas that can make your herd stronger. Your customers can be your strongest allies, and if you interact with them, that partnership will strengthen based on a mutual understanding you are working to improve their operations.

The agriculture community is one filled with great people who are committed to feeding the growing world population. Like you, I am so blessed to live in a country that gives us the freedom to make choices and to spend our lives in a manner we love. I thank God each day that I have a loving and healthy family and that I can provide for them through a job I love. God bless everyone during this holiday season. **HW**