

Herefords Are Turning Heads

The Hereford breed is making its presence known at national events.



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In this issue of the *Hereford World*, you will find results of the 2019 National Western Stock Show along with a recap of the 2019 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show. These events were fantastic, and once again, the American Hereford Association (AHA) had a strong presence at both.

Herefords in Denver

The shows were deep during the National Western, with record numbers in the Yards. With the exception of Friday, the weather cooperated, so the pens were full of those looking to add a new herd sire or a top-notch replacement or just studying the various sire groups and programs. During the Yard show, the sale arena was packed full of breeders from around the world — and even those from other breeds, who were envious of the quality and the enthusiasm for the breed.

The Hill show started with the junior show Wednesday followed by the bull show Thursday. I would like to compliment all of the breeders and exhibitors for getting their cattle spot on despite our tight schedule. The bull show was the best I have ever seen. The classes were deep and were loaded with very useful bulls that combined pedigree, a set of trait values and looks. I will wager there were bulls from both the Hill and pen shows that will have a great influence on the Hereford breed. During his final remarks, judge Charlie Boyd Jr. pointed out the Hereford breed is so unique because breeders emphasize structure and genetics — it is no longer one or the other, but both. The open female show rounded out what was, again, an amazing show with an incredible amount of depth.

The Mile High Night Sale on the Stadium floor was also a huge success. This sale has certainly become the

talk of the industry, and the breeders put forth their best effort yet to bring a great set of cattle and genetics. As most of you know, it takes a real army to get this sale set up and ready, and I want to thank everyone who helped get this accomplished.

AHA takes New Orleans

After the National Western, our staff turned its sights to New Orleans to get ready for the NCBA convention and trade show. Our booth has become a destination spot for many of the attendees, and this year was certainly no exception.

The trade show gives us the opportunity to interact with those from all parts of the industry. This year, we had a special treat for those who came by the AHA booth on the opening evening. We hosted a carving station and offered samples of *Certified Hereford Beef*[®] prime rib. Our booth was busier than ever before, and we made some great connections with producers from all over the U.S.

We also hosted our second annual media briefing during the convention. For this hour-long session, we invite media folks and anyone else who is interested to come to get an update on different activities going on at the AHA. The briefing highlighted AHA business, including breed improvement projects, commercial programs, junior activities, changes to *Certified Hereford Beef* carcass specification and various other projects in progress.

It has been a very exciting start to 2019, and the production and bull sales have certainly gotten off to a good start. Much of the U.S. has either seen huge amounts of rain or record-low temperatures. Mother Nature always challenges us during calving season, but I urge you to stay positive — each of you is making a difference in the industry, and it is being recognized. **HW**