

Ready, Set, Geaux!

The beef industry takes NOLA.

Cattle industry members gathered to speak easy in the Big Easy, Jan. 30–Feb. 1. During the four-day 2019 Cattle Industry Convention and National Cattlemen’s Beef Association (NCBA) Trade Show, New Orleans hosted more than 8,700 cattlemen and cattlemen for the beef industry’s largest annual meet-up.

General highlights

Delivering an entertaining keynote address at the Opening General Session Jan. 30 was four-time Super Bowl champion and NFL Hall of Fame quarterback Terry Bradshaw. Bradshaw told stories about his experiences in the beef industry and in the NFL, expressing his passion and appreciation for cattle producers and their efforts in improving beef cattle production. In addition to his football and broadcasting career, the Louisiana native is a gospel

and country singer, best-selling author and a breeder of championship quarter horses.

Attendees had the opportunity to spend three days navigating the 6.5-acre trade show, while also attending a wide range of engaging events including live cattle-handling demonstrations and the popular Cattlemen’s College educational forum. More than two dozen sessions in eight Cattlemen’s College session tracks covered topics like herd management, cattle health, and improving profitability.

CattleFax held its popular U.S. and Global Protein and Grain Outlook Seminar Thursday, Jan. 31. The session looked at the factors that drive the market, such as domestic and international supplies and demand. Art Douglas, Ph.D., presented his outlook for 2019 U.S. and world weather at the session.

The Closing General Session Friday, Feb. 1, featured an appearance by Secretary of Agriculture Sonny Perdue, who encouraged the audience to tell its story to today’s consumers.

Holding meetings at this event were the National Cattlemen’s Beef Association, the Cattlemen’s Beef Board, the American National CattleWomen, CattleFax and the National Cattlemen’s Foundation.

Hereford highlights

Booth #1539 was buzzing with excitement at the NCBA Trade Show. On opening night, trade show attendees lined up to sample some delicious Certified Hereford Beef® prime rib. American Hereford Association (AHA) Board Director Jim Bellis, Aurora, Mo., was on hand to help serve more than 1,200 samples.

The AHA team hosted a media event Thursday morning, where leading industry media and other guests learned about the Association’s ongoing progress and latest projects. Executive Vice President Jack Ward, Chief Operating Officer and Director of Breed Improvement Shane Bedwell and Director of Commercial Programs Trey Befort led discussion on how the AHA and Certified Hereford Beef LLC are capitalizing on the breed’s strengths to meet the needs of every component of the marketplace.

“The Hereford breed continues to strategically strengthen our position by

Certified Hereford Beef prime rib was a huge hit at the NCBA trade show’s opening night Wednesday, Jan. 30. More than 1,200 samples were given to attendees that stopped by the AHA booth.



Cattlemen and cattlemen from across the country were eager to discuss the prominence of Hereford genetics in the beef industry.



Leading livestock media representatives learned about the Association's ongoing progress and latest projects at an AHA-hosted media event.



focusing on all industry segments," Ward says. "We are totally committed to the beef cattle industry."

Interest and enthusiasm for the Hereford breed was a common theme of discussion throughout the convention. Over the course of the three-day trade show, cattlemen and cattlemen from across the country stopped by the AHA booth to discuss the advantages Hereford genetics have brought to their herds.

Throughout the convention, Bedwell and Ward were interviewed for multiple media platforms to discuss the importance of Hereford's role in the beef industry. Bedwell appeared on a panel of breed association representatives Friday morning for NCBA's Cattlemen to Cattlemen, which will air March 5 on RFD-TV.

Leaders selected

Jennifer Houston, Sweetwater, Tenn., was named president of the NCBA at the organization's annual meeting Feb. 2.

Houston previously served as the 2018 president-elect. Houston and her husband, Mark, own and operate East Tennessee Auction Market in Sweetwater. She has been active in the beef industry for more than 30 years, first serving at the state level then being elected to position in national posts. She has been an NCBA board member since 1996.

Marty Smith (Florida) was elected NCBA president-elect and Jerry Bohn (Kansas) was elected vice president. Don Schiefelbein (Minnesota) was elected chair of the NCBA Policy Division and Todd Wilkinson (South Dakota) was elected vice chair. Laurie Munns (Utah) was elected chair of the NCBA Federation Division and Buck Wehrbein (Nebraska) was elected vice chair.

Elected to serve on the Beef Promotion Operating Committee from the Federation, joining Munns, Wehrbein and ten members elected from the Cattlemen's Beef Promotion and Research Board, were: Katie Brenny (Minnesota), Gary Deering (South Dakota), Bradley Hastings (Texas), Chris Jeffcoat (Pennsylvania), Clark Price (North Dakota), Jeff Rudolph (Nebraska), Don Terry (Tennessee) and Veabea Thomas (South Dakota).

NCBA policy priorities were also established at the meeting. These priorities included 2019 work in Fake Meat; Trade and Market Access; Dietary Guidelines; and

Regulatory Reform and Implementation. In addition to the NCBA annual meeting, the Cattlemen's Beef Promotion and Research Board, CattleFax, American National CattleWomen and National Cattlemen's Foundation also conducted business meetings. **HW**

Editor's note: Additional coverage of the 2019 Cattlemen's College and CattleFax Outlook sessions will be included in future issues of the *Hereford World*.



AHA Chief Operating Officer and Director of Breed Improvement Shane Bedwell discussed the role of breed associations and genetic trends in the beef industry on a panel for an episode of NCBA's Cattlemen to Cattlemen.

Cattlemen's College overview

More than 1,500 cattlemen and women took advantage of educational opportunities at the 26th annual Cattlemen's College in New Orleans, Jan. 29-30.

Keynote speaker at the breakfast Jan. 30 was Bill Cordingley, head of wholesale banking North America, Rabobank. He spoke on "Greater Expectations, Bigger Opportunities," touching on the different forces that work together to yield a complex demand story for beef.

He shared U.S. cattle producers should expect "a more global and uncertain environment" in the demand for beef. He also pointed to technology and the pace of change as having an influence in the future of the cattle industry and recommended producers be engaged in helping tell a positive story.

A highlight of the Cattlemen's College event was a Jan. 29 afternoon session that featured Temple Grandin, Ph.D., conducting a cattle handling and facility design presentation. A reception followed, with the full slate of concurrent educational sessions the following morning. **HW**