

Communications Corner | One of a Kind

by Kendra Davis

It's crazy to think a whole month has gone by since Hereford breeders came to Kansas City, Mo., to become stronger marketers for their operation and the Hereford breed by partaking in "The Brand" Marketing Summit.

Reflection

With more than 220 participants from 28 states and Canada, Hereford enthusiasts were out in full force and ready to take on the challenges they face when it comes to their marketing strategy. The audience was ambitious, enthusiastic and committed to the things they were doing to make a difference in the industry.

While many understand the importance of marketing, organizing a strategy seems to get pushed to the backburner because of other things taking precedence — calves need vaccinating, cows need feeding, fields need planting. Therefore, the American Hereford Association (AHA) hosted The Brand Marketing Summit to help Hereford breeders develop a streamlined marketing plan.

The two-day event was full of creativity and innovation and



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provided an opportunity to learn from fellow Hereford breeders and industry experts. Together, we successfully learned how to tell the story of so many powerful brands and the one we all have in common — the Hereford breed.

From company success stories, hands-on learning and even a keynote by a Kansas City celebrity, there was something for everyone. I

invite you to read more about The Brand on Page 43.

The beautiful thing about a marketing conference like this is we all come from different operations and different parts of the country, making it really easy to get into a competitive spirit. The Brand brought all of the breeders together, got them under the same roof and got them thinking about sharing the same message about the Hereford breed. We were all able to come together for the common goal of making the entire breed better — and, in turn, making the beef industry better as well.

To those who attended this first-of-its kind event, thank you. I hope you enjoyed the event and were able to take something home that has made a difference in the way you communicate to your customers within your marketing strategy. I look forward to seeing your new strategies in the coming months. **HW**

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