

What's New? | Association News and Events

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for *Hereford Headlines*, a weekly electronic newsletter from the American Hereford Association (AHA), and additional Hereford news by sending an email to info@hereford.org. Archived issues are posted at Hereford.org.

Plan to attend Annual Meeting and Conference

The 2019 AHA Annual Membership Meeting and Conference will be Oct. 25-27 at The Sheraton Kansas City at Crown Center in Kansas City, Mo.

The weekend schedule will include an educational forum and trade show on Friday and the Annual Meeting on Saturday morning. The Hereford Honorees reception will honor this year's Hereford Heritage Hall of Fame recipients as well as the Hereford Youth Foundation of America scholarship winners. The event will be hosted at The Sheraton at 6 p.m. with food and drinks followed by the awards program.

Calling Century and Golden Breeders

A highlight of the Hereford Honorees Reception during the AHA Annual Meeting and Conference is celebrating families who have been raising Herefords for generations.

The Century Breeder recognition honors families and operations which have been in the Hereford business for 100 years, and the Golden Breeder recognition honors those in the business for 50 years.

To nominate a Century or Golden Breeder, contact Shane Bedwell, AHA chief operating officer and director of breed improvement at sbedwell@hereford.org or 816-842-3757.

Summer video sale schedule

Hereford breeders are encouraged to attend video sales this summer at multiple locations across the nation to network with commercial producers, buyers and marketing representatives. See a list of the summer video sale schedule at Hereford.org/2019/06/Summer-Video-Sale-Schedule. If you have any customers marketing cattle at any of these sales and are interested in participating in American Hereford Association commercial programs, contact Trey Befort at tbeafort@herefordbeef.org.



Enter in the 2020 Fed Steer Shootout contest

The National Junior Hereford Association (NJHA) Fed Steer Shootout is accepting entries for the 2020 contest.

Delivery dates are set for Dec. 1-7, 2019, at Gregory Feedlots, Tabor, Iowa. Participants in the program will gain experience in the fed cattle sector by comparing estimated profitability, feedlot performance and carcass merit with actual performance data.

Animals can be entered individually or in pens of three and must meet the following specifications:

- 2019-born steers
- Purebred Hereford and recorded or registered in the AHA database at time of entry OR
- Commercial animals meeting Certified Hereford Beef® Live Animal Specifications
- Be weaned at least 45 days prior to delivery
- Underwent two rounds of vaccinations

To enter and to learn more, please visit Hereford.org/Youth/NJHA-Fed-Steer-Shootout.

Ward delivers keynote at the 2019 Herefords Australia Breed Forum

AHA Executive Vice President Jack Ward presented the keynote speech at the 2019 Herefords Australia Breed Forum, held in Hamilton, Victoria, June 11-12. Ward addressed the forum's 150 attendees by discussing the growing awareness of the benefits of crossbreeding in commercial herds in the U.S.

He explained how this awareness has led to an increase in demand for Hereford genetics in commercial cow herds. As a result of more crossbreeding and faster rates of genetic gain, there has been an increase in Hereford bull sales in the U.S. in the last few years.

According to Ward, the biggest advantage from heterosis can be seen in lowly heritable traits such as fertility, longevity, health and efficiency. Heterosis also has a large net positive cumulative effect.

"This was a great forum that focused on how Hereford genetics fit the various environments in Australia through crossbreeding," Ward says. "It was a real honor to be a part of the forum and to tour ranches and visit with breeders and attendees."

Visit HerefordsAustralia.com.au for a full recap. **HW**

Annual Meeting Notice

American Hereford Association

The 2019 American Hereford Association (AHA) Annual Membership Meeting will take place at 9 a.m., Saturday, Oct. 26, at The Sheraton Kansas City at Crown Center in Kansas City, Mo.

To make reservations at The Sheraton Kansas City, please call 816-841-1000 and ask for the AHA \$154 room rate. The cutoff for the AHA rate is Oct. 2.

A complete schedule of the Annual Meeting and Conference will be provided in the October *Hereford World*. **HW**

