A quote I find very valuable and applicable comes to mind as I sit down to write this month’s edition of Commercial Connection: “You can’t manage what you don’t measure.” — Peter Drucker

As we wind down a busy and productive summer and prepare for fall activities, there are some great opportunities for producers to consider taking advantage of to measure value and performance and to add value to their operations.

Fed Steer Shootout
Another successful National Junior Hereford Association (NJHA) Fed Steer Shootout has been wrapped up, and though the contest steers endured an exceptionally harsh winter in southwest Iowa, some great information and, most importantly, a comprehensive education were gained by the contest participants. To enhance the educational component of the contest this year, several educational videos and quizzes were developed with help from our great friends and contest supporters at BioZyme® Inc. Information from these activities, coupled with the data and information gathered from participants’ steers on feed, will be organized into “Performance Portfolios” to showcase their knowledge gained from the contest. The top five selected participants will be given the opportunity to travel to Kansas City, Mo., to present what they learned. Additional awards will be given based on these educational activities.

Hereford Feedout Program
What our junior members have learned from the Fed Steer Shootout sets a great example of what, I believe, seedstock producers as well as commercial cow-calf producers should take note of and consider taking part in when an opportunity like this becomes available. A new program that gives producers an outstanding opportunity to get involved is the Hereford Feedout Program, which was introduced in last month’s issue of the Hereford World. Being held at HRC Feed Yards in Scott City, Kan., this program will give producers the opportunity to gain a valuable understanding of the cattle feeding industry and to collect some great information and data on cattle that go through the program. Cattle will also be given the opportunity to be marketed as Certified Hereford Beef candidates through an industry-leading marketing program — U.S. Premium Beef. Gaining an understanding of how cattle perform in the feedyard and on the rail through a program like this gives producers such a significant advantage when it comes time to marketing their product.

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