

Measure Up

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. We look forward to awarding all contest winners at the American Hereford Association (AHA) Annual Membership Meeting and Conference – Hereford Honorees Awards Ceremony, Fri., Oct. 25. To say I am proud of our youth who have invested their time and resources

in this contest is an understatement, and I look forward to seeing this program and our young leaders continue to develop in the future.

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.

For additional details on the NJHA Fed Steer Shootout as well as the Hereford Feedout Program at HRC Feed Yards and suggested calf preparation protocols for each program, you can visit Hereford.org/Genetics/Breed-Improvement/Feedout-Program/ or Hereford.org/Youth/NJHA-Fed-Steer-Shootout/. **HW**

Trey Befort is the director of commercial programs for the American Hereford Association. He can be reached at tbefort@herefordbeef.org.