

Hereford Women | Leverage Your Resources

by Kathy Messer Bryan

It's that time of year again — the kick off of the spring sale season! As I scroll through my Instagram and Facebook feeds I find myself clicking links to visit virtual sale catalogs and websites. The world of cattle sales has taken a drastic turn thanks to the advancement of technology and social media. The National Hereford Women (NHW) have a long track record of working with our breeders and their sales to raise funds for Hereford youth, but we also take time to help market Hereford cattle using tools provided by the American Hereford Association (AHA). Ultimately, our goal is to produce a quality calf that ensures the future of the Hereford industry.

When looking at animals listed online and in sale catalogs, the GE-EPD (genomic-enhanced expected progeny differences) logo is important to consider. As a breeder, investing time and money into getting GE-EPDs on your animals can help you market your animals with extra assurance



they will perform as predicted. With a genomic profile on hand, prospective buyers can purchase young, unproven animals with confidence knowing they have been genotyped for desired traits.

Regardless of the role we play in our operations, in order to advance our industry we must first provide a product our buyers want. As Hereford breeders, we are fortunate to have an Association that researches, collects and provides data on our dams and sires to generate genomic profiles for these animals. Registered and commercial breeders can visit Hereford.org/genetics/breed-improvement/ to research offspring from their desired sires and dams.

Upcoming events

Join the National Hereford Queen at the 51st annual Powerhouse Hereford Sale Feb. 2 in Ft. Worth, Texas, for the chance to own a custom framed Hereford print. Proceeds from this purchase will help raise funds for the Queen program.

The national Hereford shows at the Fort Worth Stock Shows will kick off Monday, Feb. 3, at 8 a.m. in Watt Arena at the Fort Worth Stock Show grounds.

The NHW is looking forward to seeing each of you at these events. Please visit with one of our broad members if you have any questions regarding how to join or how to participate in our upcoming events.

Want to be a part of the NHW board? Applications are due Aug. 1, 2020. You can email your application to NationalHerefordWomen@gmail.com

Dues can be paid at any point throughout the year. Dues can be paid online at Herefordwomen.com or mailed to our treasurer, Nikki Rogers, at P.O. Box 1122 Milton, WA 98354. A membership form can be found on the website or emailed to you. Please contact NationalHerefordWomen@gmail.com with questions. **HW**



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