

# Cattle Con Recap

Catch up with Team Hereford after its trip to the 2020 Cattle Industry Convention deep in the heart of San Antonio.



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We just returned from the 2020 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show, and this year the American Hereford Association (AHA) welcomed guests from around the world to our booth, which featured our new national advertising campaign "Come Home to Hereford."

It is always fun to share the Hereford message with those who are considering incorporating Hereford genetics and equally exciting to hear the success stories from those who have added Hereford genetics to their herd.

## Hereford highlights

One of the highlights of the week happened during the opening of the trade show where we offered guests a sample of Certified Hereford Beef® (CHB) prime rib. In addition to the trade show, the AHA staff spent a great deal of time meeting with not only commercial cattlemen but also feedlot operators, packers, researchers and various other industry partners.

The AHA also hosts a media briefing each year to give a quick update on the various projects the AHA has been working on, along with a glimpse to what is on the horizon. This year, we shared with the media the relaunch of the Pan American Cattle Evaluation and recapped the changes in the carcass specs for CHB and the growth of its premium program. On the marketing front, we shared the success of "The Brand" Marketing Summit and touched on the recent launch of Herefords On Demand. We also reported that we had celebrated a 20-year anniversary of the National Reference Sire Program.

The Red Angus Association of America staff joined us to update the media on the progress and achievements of the Premium Red Baldy program.

Doug Stanton, with IMI Global,

joined us to highlight the changes to the Hereford Advantage program and shared more than 3,000 head have been enrolled. The first set of cattle were marketed very successfully through a Superior Livestock Auction.

In commercial news, we shared the AHA has launched a new marketing opportunity to represent feeder cattle from producers who utilizing Hereford genetics. The AHA fieldstaff are working with S= Cattle, owned and operated by Nolan Stone, to connect all segments of the industry from the seedstock producer to the commercial cattleman and to the feedlot operator and the packer. Reach out to your regional AHA fieldman to discuss your options.

## Partnership announcement

In addition, the AHA is excited to announce a new partnership with Merck Animal Health to help educate our members and their customers on the value of a well-planned health program to give feeder cattle the best opportunity to succeed. We realize genetics are a key component to a producer's bottom line, but without proper weaning and health protocols, those genetics may not ever have an opportunity to be successful. If you are planning a meeting, sale or any type of event, reach out to the AHA to see how to utilize our partnership with Merck Animal Health.

Lots of exciting things are happening around the AHA. Attendees at NCBA were certainly very upbeat about the new year. As always, there will be challenges, but cattlemen are always ready for a challenge.

Finally, it has been a great winter in Kansas City, Mo., as the Chiefs won the Super Bowl. It was an exciting road to the championship — go Chiefs! **HW**