

Global Efforts

Hereford breeders and delegates from around the world set global standards for the breed.



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The 2020 World Hereford Conference was recently hosted by the New Zealand Hereford Association in Queenstown, New Zealand, March 9-13. The event was well attended by breeders from around the world. It was great to see some beautiful country and to learn more about agriculture in New Zealand. Presenters discussed everything genetics, beef consumerism and various grazing technologies adopted by New Zealand producers. During the conference, attendees were able to enjoy some great Hereford beef from the New Zealand Hereford Association's branded program, Hereford Prime.

Conference attendees also toured the Earnseugh and Locharburn Hereford studs, and we enjoyed outstanding hospitality while looking at great cattle and learning more about New Zealand's sheep industry. The Earnseugh stud not only has a great cattle operation that produces Hereford, Angus and composite seedstock but also runs one of the strongest Merino sheep operations. We looked at various fleeces produced at the stud, including one valued at \$3,000 per pound.

The World Hereford Council (WHC) held a meeting in conjunction with

the conference, and country delegates elected Larry Feeney of Ireland as the new secretary general of the WHC. Feeney was selected over two other strong candidates: Carsten Schmidt, Germany, and P.J. Budler, U.S. After 30 years of service, Feeney is approaching retirement as the secretary of the Irish Hereford Breed Society. In addition, he is currently president of the Irish Pedigree Cattle Breeders Council. Feeney will replace Jose "Pepe" Bonica, Uruguay, who has served as the secretary general for the past eight years. Bonica has done a great job representing the Hereford breed around the world, and we thank him for his service.

Global concern

During the conference, COVID-19 became a widespread concern around the world. As those of us from the U.S. traveled home, we found ourselves right in the middle of mandated changes due to the pandemic. The past few weeks have been interesting for the team at the American Hereford Association (AHA) as our staff has transitioned to working remotely. I want to thank each of them personally for their continued efforts to work with our membership and their customers to provide quality customer service, and I want to thank our membership for your patience during these times. These certainly are uncertain times, but as we celebrate Beef Month, I am confident the cattle industry will come out stronger by focusing not only on genetics but also on efficiencies and marketing.

Board action

The AHA Board of Directors hosted the spring Board meeting April 7-8. Due to travel restrictions, the Board met via Zoom Video Conferencing. See Page 8 for highlights of the meeting. **HW**



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