

Beef: Protein's Powerhouse

Celebrate Beef Month and Hereford beef this May.

During a recent interview with Jonathan Wells, US Foods® Atlanta category operations manager, I couldn't help but ask for more details when Wells referred to beef as the "celebration category."

"Everyone is going to eat beef to celebrate," he told me. "It's where the demand always is, and it's the exciting thing on the menu."

Beef has been the celebration food of choice for centuries, even making cameos in old sagas from Ancient Greece. Still, there are dangers in becoming complacent about beef demand. There is a balance between celebrating beef's traditional heritage and sharing its incredible nutritious and sustainable qualities. Sure, I am confident beef will always have a place at the head of the dinner table but only if our industry succeeds in bridging the gap with shoppers who are disconnected from agriculture. And that disconnect, unfortunately, is the detrimental difference between

protein consumers today compared to any other time in history.

In this issue

This issue of *Hereford World* celebrates Beef Month and our breeders who dedicate every day to raising the world's best beef. The large majority of the nation's beef supply grades Choice and higher, and that success starts with genetics. Join the Association in congratulating the breeders of the 2019 CHB Sires of Distinction on Page 30.

Medical professionals are recognizing beef's healthy qualities. See the "Doc's Orders" on Page 38, and learn why sharing beef's healthy qualities is important in regards to the plant-based movement on Page 52.

Lastly, experience Team USA's adventures at the World Hereford Conference (Page 58) and what Hereford juniors have in store at the Junior National Hereford Expo (Page 64). **HW**



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