

# What's New? | Association News and Events

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for *Hereford Headlines*, a weekly electronic newsletter from the American Hereford Association (AHA), and additional Hereford news by sending an email to [info@hereford.org](mailto:info@hereford.org). Archived issues are posted at [Hereford.org](http://Hereford.org).

## Annual Meeting Announcements

### Attention Century and Golden breeders

The AHA is seeking nominations for breeders who have been raising Hereford cattle for generations. The Century Breeder recognition honors families who have been in the Hereford business for 100 years, and the Golden Breeder award denotes 50 years of raising Herefords.

Each year, the AHA honors these families during the Hereford Honorees Reception at the AHA Annual Membership Meeting and Conference.

To nominate a Century or Golden Breeder, contact Shane Bedwell, AHA chief operating officer and director of breed improvement at [sbedwell@hereford.org](mailto:sbedwell@hereford.org) or call 816-842-3757.

### Plan to attend AHA Annual Membership Meeting

Mark your calendar for the 2020 AHA Annual Membership Meeting and Conference in Kansas City, Mo., Oct. 23-25 at The Loews Kansas City Convention Center, 1515 Wyandotte St., Kansas City, MO 64108.

The event will feature four-educational sessions covering leading industry topics.

Attendance to the educational sessions and trade show is free for AHA members and guests. This is a can't-miss opportunity for Hereford breeders and enthusiasts to network and to gain more industry knowledge.

Friday evening proceeding the educational seminars will be the Hereford Honorees Reception to recognize Hereford Hall of Fame and Hall of Merit recipients as well as scholarship winners.

The Annual Membership Meeting, the Ladies of the

Royal Sale and the junior show will take place Saturday. The weekend will wrap up Sunday with the American Royal National Hereford Show.

Watch for more information about the event and the Annual Membership Meeting in future *Hereford World* issues and in the *Hereford Headlines* blog.

## Breed Improvement

### Genetic defect discovered

The AHA, in collaboration with Dr. David Steffen and Dr. Jessica Petersen at the University of Nebraska-Lincoln, have discovered a novel defect in Hereford cattle called **Mandibulofacial Dysostosis (MD)**. This genetic defect is considered autosomal recessive, meaning an affected calf must have two carrier parents.

For more information turn to the *Performance Matters* column on Page 10.

## Merck Animal Health and AHA announce five-year educational partnership

Merck Animal Health (known as MSD Animal Health outside the United States and Canada) announces its five-year partnership with the American Hereford Association (AHA) to educate members and cattle producers on the importance of animal health programs in maximizing cattle's genetic potential. Through the partnership, Merck Animal Health will lead educational sessions at the AHA's Annual Membership Meeting and Conference, as well as at the Association's in-person and online educational opportunities.

"Merck Animal Health is proud to partner with the American Hereford Association to deliver the latest information on building animal health programs and protocols that help improve cattle wellbeing and performance," says Kevin Mobley, executive director of cattle sales and marketing for Merck Animal Health. "The AHA has a strong history and even brighter future as it continues to serve and educate its growing membership, including its younger members and future leaders of the industry."

The new partnership will support the value of developing strong genetic and animal health programs. "It's great to have

Merck Animal Health work with our team," says Jack Ward, AHA executive vice president. "Animal care and health are critical to the success of our producers' operations, and we look forward to Merck Animal Health's contributions in this educational effort."

### Submit photos and support the Hereford Youth

To help kick off the new partnership, cattle producers are encouraged to share a photo showing them using a Merck Animal Health product with their own cattle. For every photo submitted to the AHA, Merck Animal Health will donate \$100 (up to \$15,000 total) to support the Hereford Youth Foundation of America. The foundation is dedicated to scholarship, leadership and educational support of youth in the business of raising Hereford cattle.

Submit photos via Facebook Messenger to the AHA and use #HerefordStrong in the message. Photos must be submitted by Sept. 15, 2020. By providing a photo, the participant grants Merck Animal Health and the AHA the permission to use the photo for purposes of advertising, publicity, trade, display, exhibition and any other commercial or other business purpose. **HW**

## Youth

### 2020 VitaFerm® Junior National Hereford Expo

Follow along and catch up on the action from the 2020 Junior National Hereford Expo July 10-15 in Kansas City, Mo., by visiting [HerefordJuniorNational.com](http://HerefordJuniorNational.com).

### 2020 Faces of Leadership — Growing Future Leaders

Due to the current circumstances, the 2020 Faces of Leadership conference has been cancelled and postponed for July 28-31, 2021, in Columbus, Ohio.

## Staff Announcements



### Caldwell Joins CHB Staff

Kyle Caldwell of Midlothian, Texas, started June 30 as an account manager for the Certified Hereford Beef® team. In this

#### Kyle Caldwell

position, he will represent Hereford farm and ranch families across the country and will aid in serving retail and foodservice locations throughout the nation.

## Stay up to date with the AHA

To stay informed on the latest news and event coverage at the American Hereford Association check out:

[Hereford.org/media/press-releases/](http://Hereford.org/media/press-releases/)

Caldwell brings years of cattle industry experience stemmed from growing up on a family commercial cow-calf operation and five years of meat industry experience to the brand. He has a passion for service, education and desire to further the reach and influence of the values that the American Hereford Association has represented for nearly 140 years.

“I am excited to be working with foodservice and retail professionals across the nation to enhance their product offerings by promoting Hereford beef products,” Caldwell says. “I look forward to meeting and working with people on all sides of the industry from producer to consumer.”

Caldwell completed his undergraduate degree from Texas Tech University in animal science, while concentrating in meat science. Most

recently, Caldwell graduated from Texas A&M with a master’s degree specializing in meat science and food safety. During his graduate research he also coached the 2019 meat judging team.

“Kyle’s unique perspective on the beef industry will be an asset not only in the marketing of meat products to restaurants and retailers, but also in the development of educational materials for programs such as the CHB University Meat Labs,” says Amari Seiferman, *Certified Hereford Beef* president and CEO. “We are excited to have him help further advance the brand.” **HW**

## Summer video sale schedule

Hereford breeders are encouraged to attend video sales this summer at multiple locations across the nation to network with commercial producers, buyers and marketing representatives. If you have any customers that will be marketing cattle at any of these sales and are interested in participating in American Hereford Association commercial programs, such as the Hereford Advantage or Premium Red Baldy programs, contact Trey Befort at [tbefort@herefordbeef.org](mailto:tbefort@herefordbeef.org).

Sale date	Market	Sale location	Catalog deadline
July 1	Cattle Country Video – High Plains Showcase	Cheyenne, Wyo.	June 12
July 6-10	Superior Livestock Auction – Week in the Rockies XXXII	Loveland, Colo.	June 13
July 13-15	Western Video Market	Reno, Nev.	June 25
July 20-22	Northern Livestock Video Auction	Billings, Mont.	July 2
July 27-31	Superior Livestock Auction - Video Royale XXVIII	Winnemucca, Nev.	July 11
Aug. 4-5	Cattle Country Video – Oregon Trail Classic	Gering, Neb.	July 17
Aug. 17-18	Western Video Market	Cheyenne, Wyo.	July 30
Aug. 17-21	Superior Livestock Auction – Big Horn Classic	Sheridan, Wyo.	August 1
Aug. 24-25	Northern Livestock Video Auction	Billings, Mont.	August 7
Sept. 9-10	Superior Livestock Auction – Labor Day XXXVI	Ft. Worth, Texas	August 24
Sept. 15	Western Video Market	Ogallala, Neb.	August 27
Sept. 17	Cattle Country Video – Sandhills Roundup	Torrington, Wyo.	August 28
Sept. 21	Northern Livestock Video Auction	Billings, Mont.	September 4 <b>HW</b>