

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. Archived issues are posted at Hereford.org.

Annual Meeting Notice

American Hereford Association

The 2020 American Hereford Association (AHA) Annual Membership Meeting will take place at 9 a.m., Saturday, Oct. 24, at the Loews Kansas City Convention Center in Kansas City, Mo.

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.

To make reservations at Loews Kansas City, please call 816-897-7070 and ask for the AHA \$179 room rate. Group rate is valid from Oct. 21-26. A complete schedule of the Annual Meeting and Conference will be provided in the October *Hereford World*.

Details are subject to change pending COVID-19 restrictions. HW



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 on Oct. 23 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 or call 816-842-3757.



Bedwell, AHA's chief operating officer and director of breed improvement, was selected to serve a three-year term as a breed association representative.

"I look forward to this opportunity to further my involvement in BIF by serving as a breed association representative," Bedwell says. "The organization is dedicated to advancing and coordinating all segments of the beef cattle genetics, and I hope during my term I can contribute to helping move the beef industry forward."

Breed Improvement

Bedwell elected as BIF breed association representative

The Beef Improvement Federation (BIF) announced new directors and officers June 8 during the virtual annual meeting and symposium. Shane

More than 1,300 beef producers, academia and industry representatives registered to participate in the organization's 52nd Annual Research Symposium — Online. BIF's mission is to help improve the industry by promoting greater acceptance of beef cattle performance evaluation.

For more information about this year's event, including additional award winners and meeting coverage, visit BIFconference.com and see Page 22 for a recap. The 2021 BIF Convention and Research Symposium will be June 22-25 in Des Moines, Iowa.

Commercial

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 who 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.

Aug. 4-5 - Cattle Country Video – Oregon Trail Classic, Gering, Neb.

Aug. 17-18 - Western Video Market, Cheyenne, Wyo.

Aug. 17-21 - Superior Livestock Auction – Big Horn Classic, Sheridan, Wyo.

Aug. 24-25 - Northern Livestock Video Auction, Billings, Mont.

Sept. 9-10 - Superior Livestock Auction – Labor Day XXXVI, Ft. Worth, Texas

Sept. 15 - Western Video Market, Ogallala, Neb.

Sept. 17 - Cattle Country Video – Sandhills Roundup, Torrington, Wyo.

Sept. 21 - Northern Livestock Video Auction, Billings, Mont.

Youth

Enter in the 2021 Fed Steer

Shootout contest

The National Junior Hereford



Association (NJHA) Fed Steer Shootout is accepting entries for the 2021 contest.

Delivery date for the contest is set for Dec. 15, 2020, at HRC Feed Yards, Scott City, Kan. Participants in the program will gain education and experience in the cattle feeding industry and will receive feedlot performance and carcass data throughout the contest. Animals can be entered individually or in pens of three and must meet the following specifications:

- 2020-born steers
- Purebred Hereford and recorded or registered in AHA database at time of entry OR
- Commercial animals meeting Certified Hereford Beef® Live Animal Specifications
- Be weaned at least 45 days prior to delivery
- Underwent two rounds of vaccinations

Visit Hereford.org/Youth/NJHA-Fed-Steer-Shootout to enter and to learn more. **HW**

Neogen, American Hereford Association announce educational partnership

Neogen Genomics and the American Hereford Association (AHA) are announcing the launch of an educational partnership to help association members make the best use of the rapidly evolving genomic tools available to them.

Through the partnership, AHA members will have expanded access to Neogen's genomics expertise at in-person AHA-sanctioned conferences and other meetings, as well as via on-line events and resources.

"We are very pleased to announce our expanded partnership with the American Hereford Association," said Neogen's Director of Marketing and Sales, Tom Schultz. "Just as beef producers seek constant improvement as they move from one generation of animals to the next, we constantly seek to improve the products that we offer the beef industry from one generation to the next. It can be difficult for producers to keep up with the latest genomic technology. This effort is intended to make it easier for Hereford producers to learn about the latest innovations — and what it means to them."

There will also be educational opportunities for junior members to learn about the concept of genomic testing for genetic improvement. "As DNA technology evolves, this partnership will allow our members to stay current on proper DNA extraction and the opportunities it provides for genetic improvement," says Jack Ward, AHA executive vice president.

Neogen's GeneSeek Genomic Profiler™ portfolio provides seedstock producers, breed associations, and genetics suppliers with the best tools on the market for DNA testing in cattle. Highly accurate genomic-enhanced expected progeny differences (GE-EPDs) improve sale results, genomically assist seedstock selection, and accelerate breed improvement — which ultimately impacts a producer's bottom line. **HW**