

A United Front

Team Hereford joins forces to host one of the industry's favorite junior nationals.



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The *Hereford World* September issue always focuses on the results of the recent Junior National Hereford Expo (JNHE). This year's results are more special because of the challenges presented by COVID-19. At the beginning of 2020, the National Junior Hereford Association (NJHA) board of directors along with American Hereford Association (AHA) staff and members of the Kentucky Hereford Association were moving forward with exciting plans for the JNHE.

Obviously, those plans had to change, and it was very impressive to see everyone work together to change the venue, adjust the schedule, add some virtual components to provide opportunities for Hereford juniors to showcase their skills and to build and rekindle friendships.

Banding together

A special shout-out goes to everyone involved in planning the JNHE, but I would like to especially thank the AHA staff. It was incredible watching everyone pitch in and help with all aspects of the event. Another shout-out needs to go to the American Royal staff. They did an outstanding job putting together an incredible venue in a short period of time. The junior board needs to be commended for promoting healthy initiatives and adjusting to a more virtual version of contests, annual meeting and election. This event has proven this group is resilient, determined and committed to the organization.

We keep hearing that through this pandemic, we are going to learn something. I believe this is absolutely the truth. The first thing I have learned is we are surrounded by great people

who have a work ethic that needs to be adopted by many outside our industry. Second, I learned changes can give us an opportunity to get better.

This year, many components of the JNHE were hosted virtually. Virtual is defined as "carried out, accessed or stored by means of a computer, especially over a network." The JNHE was a prime example that we can incorporate a virtual component to an event or work situation and have fantastic results.

Along with many contests, results and interviews, the cattle shows were watched by more than 8,000 Hereford enthusiasts from all over the world. Team Hereford did an outstanding job, and it was rewarding to see everyone "Come Home to Hereford" in Kansas City, Mo., for the 2020 version of the JNHE.

New partnerships

The AHA continues to build on industry relationships, and over the past few months, the AHA has developed a partnership with Merck Animal Health to educate our membership on proper weaning and vaccination programs. These programs will allow for success for order buyers, feedlots, backgrounders and cow-calf producers.

Research is still key to documenting the value of both genetics and animal health programs. Merck Animal Health has agreed to donate \$100 per picture of a producer using a Merck product. Please help us support opportunities for education and research by messaging your photos using Merck products to the AHA Facebook page. **HW**