

## Rounding Out 2020

The 2020 Annual Membership Meeting and Conference features a week-long celebration of Team Hereford.



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The American Hereford Association (AHA) recently finished a fantastic “Hereford Homecoming” themed Annual Membership Meeting and Conference week that included virtual educational and award sessions along with the new Board election. I would like to thank our industry partners for their continued support of this event and give a special thanks to Merck Animal Health.

### A Hereford homecoming

The “Hereford Homecoming” week started with some great educational webinars. Shane Bedwell, AHA chief operating officer and director of breed improvement, kicked off the week with a session on breed improvement topics. The following evening, Danette Amstein, Midan Marketing, touched on consumer preferences and Danielle Beck, National Cattlemen’s Beef Association, gave an update on agriculture policy issues in D.C. On Wednesday evening, we turned our focus to feeder calf marketing and health with presentations from Nolan Stone of S= Cattle Co. and Lowell Midla, VMD, MS, Merck Animal Health. Thursday’s awards ceremony recognized our talented Hereford juniors, dedicated breeders and outstanding Certified Hereford Beef® partners.

We hosted the Annual Membership Meeting Saturday morning which started with a membership breakfast to honor the 2020 Hall of Fame and Merit inductees. Burke Healy was introduced as the newest member of the Hereford Hall of Merit and Warren and Isabel Brown, Billy Ashe and John and Ginger Dudley were recognized as the newest members of the Hereford Hall of Fame.

### A 2020 reflection

Like everything this year, the Annual Meeting took on a different look, but it did not slow down the enthusiasm of the membership, Board or staff. Fiscal year 2020 saw an increase in both junior and

adult memberships, a slight growth in registrations and a positive consolidated net income. Here are a few highlights for the year:

- Over 83% of animals were recorded electronically in 2020. The Board continues to support developing MyHerd tools that allow breeders to customize searches and lists.
- The Board formed a new Commercial Programs committee to focus on programs and relationships promoting Hereford genetics into commercial cow herds and feedlots. Both the Premium Red Baldy and Hereford Advantage programs saw growth in participation, helping to increase the value of Hereford-influenced cattle. The membership also saw a renewed commitment of AHA field staff in the placement of Hereford-influenced feeder cattle. Partnerships have been formed with cattle procurement firms to help place large groups of feeder cattle; plus, Hereford special feeder sales continue to prosper.
- Juniors continue to be a significant part of the AHA with growth in membership and in programs like the National Junior Hereford Association Fed Steer Shootout.
- Breed improvement continues to be at the forefront. A genomic component was added to the maternal traits, which is reflected in the weekly Pan-American Cattle Evaluation. The National Reference Sire Program remains vital in allowing breeders to evaluate and identify great young sires.

Looking ahead to next year, the AHA will continue to focus on identifying and proving the value of Hereford genetics in commercial cow herds. The message from this year is clear: “Come Home to Hereford.” **HW**