

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.

Breed Improvement

HRF to host online sale

The Hereford Research Foundation (HRF) will host an online sale Dec. 8 to generate funds for continued research. The HRF supports projects conducted in conjunction with universities, private firms and ranches to research methods to improve beef cattle production.

Commercial

Hereford-influenced feeder calf sale listings

Operations big and small can take advantage of Hereford-influenced feeder calf sales to boost marketing efforts. Consigning Hereford and Hereford-influenced calves to a special Hereford sale is a great outlet for buyers interested in Hereford genetics and may result in a premium for the seller. Contact these organizers for specific requirements and deadlines. For commercial female listings, visit Hereford.org/commercial/marketplace/female-listings/.

Equity Livestock Markets Focus on Red Feeder Cattle Sale – Stratford

Date: Nov. 4
Location: Stratford, Wis.
Contact: 715-966-4850

Equity Livestock Markets Focus on Red Feeder Cattle Sale – Sparta

Date: Nov. 5
Location: Sparta, Wis.
Contact: 715-966-4850

Equity Livestock Markets Focus on Red Feeder Cattle Sale – Monroe

Date: Nov. 6
Location: Monroe, Wis.
Contact: 715-966-4850

Equity Livestock Markets Focus on Red Feeder Cattle Sale – Altoona

Date: Nov. 6
Location: Altoona, Wis.
Contact: 715-966-4850

Montana Hereford Association Hereford Influenced Feeder Calf Sale – Three Forks

Date: Nov. 11
Location: Three Forks, Mont.
Contact: 406-425-2252

Kentucky Hereford-Influenced Feeder Calf Sale

Date: Dec. 3
Location: Stanford, Ky.

Greater Midwest Hereford-Influenced Feeder Calf Sale

Date: Jan. 4, 2021
Location: Carthage, Ill.
Contact: 217-357-3314

Hereford Publications Inc.

HPI accepting 2021 summer internship applications

Hereford Publications Inc. (HPI) is offering a summer communications internship for college juniors and seniors to assist with the production of the *Hereford World* magazine and with the Creative Services department.

This is a 12-week, paid internship at the AHA headquarters in Kansas City, Mo., and provides experiences in feature writing, photography, editing, proofing, design, communicating with clients and project management. The intern will also attend the Junior National Hereford Expo to assist in covering the event. Applicants must be working toward a degree in agricultural communications or agricultural journalism. Strong writing and editing skills are required, along with knowledge of Adobe InDesign, Photoshop, Microsoft Office programs and Associated Press (AP) style.

Applications are due Friday, Dec. 4. Applicants can send their cover letter, resume, three writing samples and references to Caryn Vaught, HPI production manager, at cvaught@hereford.org or mail them to 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153.

National Shows

Cattlemen's Congress

Due to the cancellation of the 2021 National Western Stock Show, the AHA Board of Directors voted to recognize the 2021 Cattlemen's Congress in Oklahoma City, Okla., to be held Jan. 4-17, 2021, as a National Hereford Show.

This is the tentative schedule for the show and sale:

Junior Heifer Show: Jan. 7

National Bull Show: Jan. 8

Pen Show: Jan. 9

National Sale: Jan. 9

National Heifer Show: Jan. 10

The AHA will release additional information as it becomes available. This information will be available on AHA social media outlets and Hereford.org.

Youth

Enter the 2021 Fed Steer Shootout contest

Entries are now being accepted for the 2021 National Junior Hereford Association (NJHA) Fed Steer Shootout contest. Steers must be delivered Dec. 15 to HRC Feed Yards, Scott City, Kan. Throughout the contest, participants will receive various data reports for their steers on feed and will be given the opportunity to participate in a number of educational activities.

Awards will be given in both pen of three and individual divisions for purebred and commercial categories. Participants completing the Performance Portfolio portion of the contest will also be given the chance to compete for additional awards.

Visit Hereford.org/Youth/NJHA-Fed-Steer-Shootout for more information or call Trey Befort at 816-842-3757. **HW**