

Foundation's Focus

by *Chloé Fowler*

#HerefordStrong

Through education, scholarship and leadership, the Hereford Youth Foundation of America (HYFA) instills values needed to continue the upward momentum within the industry.

However, foundations cannot support the next generation without support in return. Industry leaders bridge this gap and create success for those in need.

One such supporter is Merck Animal Health, a global organization that believes working with the producer and the consumer as partners – not

competitors – will improve animal health and build relationships.

“While we may not be able to help you control the weather, we can help you bring strong, heavy, uniform herds to market,” the company states. After a year like 2020, followed by one of the most powerful winter storms in history hitting the Midwest and Texas, it is evident producers are at the mercy of many factors outside of their control. However, Merck is committed to supporting your farm or ranch, in the present and future, with your children and

the next generation of Hereford breeders in mind.

Stronger together

Merck is partnering with HYFA for the next four years to donate funds when Hereford producers engage with Merck’s animal health products. To participate, simply take a picture featuring Merck products on your ranch or farm, preferably with some Hereford cattle in the mix. Then, send the picture to any of the American Hereford Association’s (AHA) social media platforms including the AHA, National Junior Hereford Association (NJHA) and the HYFA pages on Facebook and Instagram. Be sure to include #HerefordStrong in the message or subject. For every image received, Merck will donate \$100 to HYFA. Photos submitted may also be featured on AHA’s and Merck’s social media, as well.

Anyone is eligible to submit photos. Both juniors and adult members alike can share photos to help the Foundation reach its \$15,000 goal. This partnership promotes innovation and growth for the next generation of Hereford breeders and livestock producers.

Merck is proudly involved with supporting the NJHA Fed Steer Shootout, the AHA Annual Membership Meeting and Conference and the Junior National Hereford Expo. The industry leader’s involvement in Hereford programs will continue to make our future #HerefordStrong. **HW**

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