

Why Are We Here?

by Noah Benedict

What drives someone to do what they do? How can one put into words their love and passion for someone or something? Why are we here?

At some point in a National Junior Hereford Association (NJHA) board member's career, they are asked these questions, or will even ask themselves these questions. These questions are difficult. They force a person to be real, open and honest about themselves and what they are passionate about. I will try to answer to these questions from my perspective.

What drives me?

Surrounding myself with 12 friends who share my passion for Hereford cattle drives me. The team's pursuit of success and love for the NJHA drives me.



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My little sister, Faith, drives me. Faith is 11 years old and serving as her role model — and every other junior making their way through the NJHA — drives me. I want to be the best I can for these kids, so they can one day lead young people who look up to them.

How do I put into words my love for the NJHA?

I can't and don't want to imagine my life without my first Hereford show heifer. I was hooked from the time I first stepped in the ring at 5 years old. I love Hereford cattle and the people in the breed, and the NJHA has turned my love into a passion. I want every person who attends the Junior National Hereford Expo (JNHE) to have a great experience, and I will do anything I can to make that happen. When my junior show career ends this summer, it will be safe to say I spent 14 years of my life cultivating a passion and loving every second along the way.

Why am I here?

I am here because of the joy in seeing someone at the JNHE win a contest. I am here because of the competitive opportunities showing

cattle and the NJHA board gives me. I am here because of the hard work behind every champion slap — from both the exhibitor and the people behind the scenes. I am here because of my family's love for Hereford cattle, and the qualities the NJHA instills. I'm here because I love the NJHA.

Why are you here?

Juniors, I challenge you to ask yourselves these questions. Look at your answers and see if you want to be part of #TeamHereford. I'm curious to know, why are you here?

Please keep an eye out for information about the Hereford Spectacular April 20, an online fundraiser for the 2021 JNHE. It's an event you don't want to miss! **HW**