

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.

Annual Meeting Notice

The 2021 American Hereford Association (AHA) Annual Meeting and Conference is Oct. 22-23 at the Loews Kansas City Convention Center in Kansas City, Mo. The business portion of the Annual Meeting will be Saturday, Oct. 23.

Prior to the Annual Meeting, the event will feature an educational forum and trade show on Friday, Oct. 22. Saturday, Oct. 23, will include the Annual Meeting as well as the Hereford Honorees reception to honor this year's Hereford Heritage Hall of Fame and Hall of Merit recipients and the Century and Golden Breeders.

Annual Meeting and trade show attendance is free for AHA members and guests.

Do not miss the opportunity to network with Hereford breeders and enthusiasts and gain insight into the latest industry news.

To make reservations at the Loews Kansas City Convention Center, please visit Hereford.org/Events/Annual-Meeting. If making reservations via phone, mention the AHA group rate. A complete schedule of the 2021 Annual Meeting and Conference will be available in the October *Hereford World*. **HW**



partnership to educate members and cattle producers on the importance of animal health programs in maximizing cattle's genetic potential.

Adult members, youth members and commercial cattle producers are encouraged to support the partnership by submitting photos showcasing their use of Merck Animal Health products.

Submit photos and include #HerefordStrong to AHA via Facebook Messenger. By providing photos, the participant grants Merck Animal Health and the AHA permission to use the photo for the purpose of advertising, publicity, trade, display, exhibition and any other commercial or other business purpose.

For every photo submitted to AHA, Merck Animal Health will donate \$100, up to \$15,000 total, to support Hereford Youth Foundation of America (HYFA). HYFA is dedicated to scholarship, leadership and educational support of youth in the Hereford cattle business.

Scholarship and National Hereford Queen deadlines approaching

The deadline for NJHA fall scholarships is Sept. 1. Each year more than \$20,000 is awarded providing opportunities for higher education.

Scholarships must be submitted online thought Submittable. HYFA Scholarship winners will be recognized Oct. 22 at an awards luncheon.

For more information, scholarship requirements, and Submittable instructions, visit Hereford.org/Youth/Scholarship-Opportunities.

National Hereford Queen applications are due Sept. 1. The crowning of the new Hereford Queen will take place during the American Royal on Oct. 24. For more information, email nationalherefordwomen@gmail.com.

Breed Improvement

Schultz re-elected to BIF board

Kevin Schultz of Sandhill Farms, Haviland, Kan., was re-elected to the Beef Improvement Federation (BIF) board of directors during the recent BIF Research Symposium and Convention in Des Moines, Iowa. Schultz is a past president of the American Hereford Association (AHA).

More than 400 beef producers, academia and industry representatives attended the 53rd annual event. Another 250 registered to participate online. Virtual participation included 14 countries.

Shane Bedwell, AHA chief operating officer and director of breed improvement, also serves on the BIF board.

BIF's mission is to help improve the industry by promoting greater acceptance of beef cattle performance evaluation.

For more information, visit BIFSymposium.com. **HW**

Annual Meeting Announcements

Time to nominate Century and Golden Breeders

Century and Golden Breeders will be honored at the AHA Annual Meeting and Conference to recognize their commitment to the Hereford business.

The Century Breeder honor recognizes families and operations that have been in business for 100 years. The Golden Breeder award honors those who have been in business for 50 years.

Honorees will be recognized on Oct. 23 during the Hereford Honorees Reception at the AHA Annual Membership Meeting and Conference.

Nominations for Century and Golden Breeders may be made to Shane Bedwell, AHA chief operations officer and director of breed improvement, at sbedwell@hereford.org or 816-842-3757.



Commercial

Summer sales offer opportunities for Hereford-influenced cattle

Video auction markets across the nation give producers using Hereford genetics and participating in the Association's commercial programs marketing opportunities this summer. Hereford breeders are encouraged to attend and network with commercial producers, buyers and market representatives.

Those who are planning to market cattle in any of the following sales and are interested in joining AHA commercial programs, such as the Hereford Advantage or Premium Red Baldy Programs, may contact Trey Befort at tbeafort@herefordbeef.org.

Aug. 2-6 – Superior Livestock Auction – Video Royale XXIX, Winnemucca, Nev.

Aug. 10-11 – Cattle Country Video – Oregon Trail Classic, Gering, Neb.

Aug. 16-17 – Western Video Market, Cheyenne, Wyo.

Aug. 16-20 – Superior Livestock Auction – Big Horn Classic, Sheridan, Wyo.

Aug. 23-24 – Northern Livestock Video Auction – Early Fall Preview, Billings, Mont.

Sept. 8-9 – Superior Livestock Auction – Labor Day XXXVII, Hudson Oaks, Texas

Sept. 14 – Western Video Market, Ogallala, Neb.

Sept. 16 – Cattle Country Video – Sandhills Roundup, Cheyenne, Wyo.

Sept. 17 – Northern Livestock Video Auction – Fall Premiere, Billings, Mont.

Youth

Enter the 2022 Fed Steer Shootout Contest



The National Junior Hereford Association (NJHA) Fed Steer Shootout is accepting entries for the 2022 contest.

Delivery date for the contest is set for Dec. 1-15, 2021, at HRC Feed Yards in Scott City, Kan. The NJHA Fed Steer Shootout is an opportunity for members to gain cattle feeding experience and education through feedyard performance and carcass data analysis throughout the contest.

Animals can be entered individually or in pens of three and must meet the following qualifications:

- 2021-born steers
- Purebred Hereford and recorded or registered in the AHA database at time of entry OR
- Commercial animals meeting Certified Hereford Beef® Live Animal Specifications
- Be weaned at least 45 days prior to delivery
- Received two rounds of vaccinations

Visit Hereford.org/Youth/NJHA-Fed-Steer-Shootout to enter and learn more.

Support #HerefordStrong

Merck Animal Health and the AHA are in the second year of their five-year