

Building on Progress

The Annual Membership Meeting and Conference underscored Hereford's expanding industry footprint.



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"Come Home to Hereford, Where Grit Builds Greatness," is the theme of the 2021 American Hereford Association (AHA) Annual Report you'll find in this issue of *Hereford World*. It highlights the dynamic progress of the breed and Association that should make every AHA member proud.

The theme was also the backdrop to the Annual Membership Meeting and Conference in October in Kansas City, Mo. A power-packed educational forum opened the full weekend of activities.

Tom Field, director of the Paul Engler Agribusiness Entrepreneurship program at the University of Nebraska-Lincoln, explored the power of purpose and the three circles of motivation. Field, who will work with Kevin Ochsner, Agcellerate president, to facilitate the next AHA Strategic Plan, also shared the timeline and process.

Kevin Good, CattleFax vice president of industry relations, provided current and historical insight to cattle markets, including how improving beef consistency and carcass quality continue to build consumer beef demand.

Scott Bennett, American Farm Bureau Federation director of congressional relations, shared an insider's view of policy issues impacting U.S. agriculture.

Scott Nordstrom, DVM, Merck Animal Health director of new product development, shared information about the future of animal health innovations and making herd health a priority.

Recognizing dedication

The National Junior Hereford Association (NJHA) awarded \$150,000 in scholarships and presented awards for this year's NJHA Fed Steer Shootout. Participation in the Fed Steer Shootout continues to grow. Moreover, it continues to educate juniors about feeding cattle through harvest and the importance of management and genetics.

Inducting members into the Hereford Hall of Merit and Hall of Fame highlighted the start of the annual meeting. I extend my personal congratulations to these deserving inductees. John Meents and Jim Birdwell were inducted to the Hall of Merit. John recently retired as the AHA fieldman in the Upper Midwest Region after more than 20 years. Jim Birdwell a friend of the Hereford breed, recently retired as an auctioneer. Jim Courtney, Lawrence Duncan, Bob Harrell and Dale Micheli are the newest members of the Hereford Hall of Fame. What a group! These gentlemen and their families committed themselves as Hereford breeders and served in various leadership roles within the beef industry. You can read more about them in the December issue.

Continuing the leadership legacy

AHA delegates elected three new members to the AHA Board of Directors during the membership meeting. Members then received updates about various AHA activities, many of which are highlighted in the annual report.

Registrations, cow inventories, memberships and transfers increased last year. The AHA continues to expand the breed's industry presence by investing in a national ad campaign and promoting Certified Hereford Beef®. With new staff, AHA furthered its commitment to creating marketing opportunities for members while increasing awareness of Hereford's value in the commercial cow-calf, feedlot and beef packing sectors.

A tremendous American Royal Hereford show and sale concluded the weekend. Thanks to the AHA members who were able to attend, and thanks to our allied partners for their support in making the 2021 Annual Meeting and Conference such a tremendous success.

Remember, "Come Home to Hereford, Where Grit Builds Greatness." **HW**