

Youth Movement | The Season of Giving

by JW Cox

When cattle farmers flip their calendars to November, a few things mark their weekly plans no matter the breed. Across the nation in early November, plans are made for the North American International Livestock Exposition (NAILE), followed by celebrations of Thanksgiving for every hand on the ranch. With these events on the schedule, we all embrace the season of giving. Personally, when looking at the month of November, I look forward to seeing my family at both the NAILE and Thanksgiving and experiencing the joy of both events.

While this attitude of giving is one that all breeders around the country feel during the holiday season, Hereford breeders cherish it year round. We are reminded constantly of the generosity and selflessness of the Hereford family

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JW Cox, NJHA fundraising chair

as we help the next generation get started and assist the juniors to future success. Scholarships given by the Hereford Youth Foundation of America (HYFA) in both the fall and spring are just one example. Juniors see love and support from their Hereford family at all the junior shows and events such as NAILE, Cattlemen's Congress, the American Royal and the Junior National Hereford Expo (JNHE).

We are fortunate to have gracious donors who also support our National Junior Hereford Association (NJHA) through fundraisers, which include purchasing calendar advertisements and sponsorships for the JNHE. Our newest fundraising event, the Sale of Champions, has been met with fantastic support. The NJHA board of directors started this program in 2020 to honor past champions and help other breeders expand genetics within their own herds. The donors are always generous, but the Hereford community as a whole always steps up to give top dollar to grow the genetics of their herd and benefit the junior programs. It was so popular last year the junior board also added a spring sale to highlight the genetics of past winners as well as coveted sponsorship opportunities during the upcoming JNHE. Be on the lookout

for coverage of the spring sale and dates to view.

As a young person coming up in the Hereford breed, I could not have asked for a better place to call home than the Hereford community. The opportunities to grow my operation and knowledge through the great breed programs that this Association offers are unlike any other. Through extensive educational programs, such as the JNHE, Faces of Leadership Conference and the NJHA Fed Steer Shootout, the NJHA continues to lay the foundation for the beef industry's future producers and agricultural supporters — none of which would be possible without the support of our great members and donors.

These selfless individuals deserve to be thanked, as the organization would not hold this year-long season of giving without them. On behalf of myself and the NJHA board of directors, I would like to say thank you to all our donors and supporters for giving us the opportunity to grow and succeed through this breed. We would also like to thank our buyers from the Sale of Champions this past October. It is truly an honor to host the JNHE and Sale of Champions, but we could not do so without the help of every member along the way. **HW**



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