

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.



AHA Website

New breeder locator

Check out the latest enhancement to the American Hereford Association (AHA) website. Go to Hereford.org, and you will see the new "Find a Breeder" button on the top left-hand corner. This button allows you to search for Hereford breeders by state, find members or look for a specific animal.

Commercial

Hereford-influenced feeder calf sale listings

Boost your marketing efforts by participating in upcoming Hereford-influenced feeder calf sales, open to operations of all sizes. Consigning Hereford and Hereford-influenced calves to a special Hereford sale is an effective way to put cattle in front of buyers interested in Hereford genetics and may provide a price premium. Contact the organizer for specific requirements and deadlines. For commercial female listings, visit Hereford.org/commercial/marketplace/female-listings.

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 3, 2022

Location: Carthage Livestock Auction - Carthage, Ill.

Contact: Brent Lowderman
309-221-9621

Breed Improvement

HRF online sale in December

The Hereford Research Foundation (HRF) will host an online sale Dec. 14. Sale funds — outside of the AHA budget — support continued breed improvement research. This research includes projects conducted in conjunction

with universities, private firms and ranches. Semen and embryos are among the sale offering. Smartauctions.co will host the online auction.

Youth

Junior activities internship

The AHA is offering a summer internship opportunity for a college student seeking hands-on experience in event planning, breed association work and public relations. The selected applicant will assist the AHA youth department with the planning and execution of junior shows and leadership events.

Applicants must be enrolled in an agriculture-related major and should be self-starters, detail-oriented, outgoing and able to work well with all types of people. Travel to the Junior National Hereford Expo and the Faces of Leadership Conference are required. The internship spans from approximately mid-May to mid-August. Specific starting and ending dates will be based on the selected applicant's availability.

To apply, send a cover letter, résumé and references by Feb. 1, 2022, to Amy Cowan, AHA director of youth activities, acowan@hereford.org or 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153.

National Shows

Cattlemen's Congress

As you plan for this year's National Hereford Show and Sale in Oklahoma City, Jan. 5-8, 2022, keep in mind the schedule is slightly different than last year.

Hereford Junior Heifer Show:

Jan. 5 — 8 a.m.

Hereford Bull and Heifer Pen Show:

Jan. 6 — 8 a.m.

"Hereford Eve in OKC" Frozen

Genetics Sale: Jan. 6 — 7:30 p.m.

Hereford National Bull Show:

Jan. 7 — 8 a.m.

Display of "Hereford Night in OKC" National Sale Cattle:

Jan. 7 — 4 p.m.

"Hereford Night in OKC" National Hereford Sale: Jan. 7 — 6 p.m.

Hereford National Female Show:

Jan. 8 — 8 a.m.

Hereford Publications, Inc.

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The Hereford Publications Inc. (HPI) staff aims to help cattlemen promote their genetics and share their story through the development of a compelling advertising campaign or a creative marketing piece. Stay up to date on the services provided by HPI by following the Facebook and Instagram accounts. **HW**