

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.

Board Announcements

Nominate AHA Board directors

The AHA's Board of Directors nominating committee is requesting volunteers to serve a four-year term as a director. Members are encouraged to contact representatives in their respective regions to submit nominees. This year's nominating committee is:

Tommy Mead, chairman
Midville Ga.
706-339-0201
Tommy@meadcattle.com

Pete Atkins (Northwest region)
Tea, S.D.
605-351-9847
petea15@gmail.com

David Burns (Southeast region)
Pikeville, Tenn.
615-477-5668
burnsda2@gmail.com

Les Midla (Northeast region)
Marianna, Pa.
724-267-3325
nmidla@pulsenet.com

Kyle Peréz (Southwest region)
Nara Visa, N.M.
575-403-7971
kyleperez82@yahoo.com

Increase in DNA prices

The AHA was recently informed that NEOGEN will increase prices on a variety of genomic tests. Because of the increase in costs, the AHA Board of Directors recently voted to increase the cost of the AHA Genomic Profile by \$4 to \$46 on April 1, 2022. Members will still receive the \$4 credit if DNA is submitted through a Tissue Sample Unit (TSU).

Membership News

Submit NRSP nominations

The AHA is seeking nominations for the National Reference Sire Program (NRSP). This industry-leading program allows producers to test young sires in a commercial setting.

Participating sires reap the benefits of acquiring high-accuracy carcass expected progeny differences (EPDs) and performance data. Breeders can

also leverage a sire's participation in the NRSP as a marketing tool. See Page 56 for results from the 2020-born calf crop at Olsen Ranch in Harrisburg, Neb., a 23-year test herd for the NRSP.

Nominations are due March 1. Visit Hereford.org/genetics/breed-improvement/nrsp/ for full program details and to complete the online application.

Online auction raises research funds

Thanks to all of the consignors and bidders who helped raise just over \$40,000 for the Hereford Research Foundation through the online sale in December. Sale funds — outside of the AHA budget — support continued breed improvement research. This includes research projects conducted in conjunction with universities, private firms and ranches.

2022 Hereford Feedout Program sees record numbers

Seedstock and commercial cattle producers enrolled a record 756 head of Hereford and Hereford-influenced steers in the American Hereford Association's (AHA) 2022 feedout programs. The significant increase in cattle numbers underscores the value producers are gaining from the opportunity.

Participants in the Hereford Feedout Program (HFP), which began in 2020, enroll a minimum of five head of steers that comply with a specified 45-day weaning and preconditioning protocol. They receive feedlot performance data for their cattle throughout the feeding period, as well as carcass data.

Similarly, the National Junior Hereford Association (NJHA) Fed Steer Shootout (FSS) program, begun in 2017, enables NJHA members to enroll a minimum of one steer, meeting the same weaning and preconditioning requirements of the HFP. Juniors also receive feedlot and carcass data for their entries. This year's FSS includes 200 steers from 74 NJHA members in 17 states.

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 (JNHE) and the Faces of



2021 JNHE Ambassadors (l to r) Shelby Kirton, Okeechobee, Fla., Alexa Montagne, Elk Point, S.D., Murray Perkins, Buchanan, Tenn., Faye Smith, Walton Kan. and Audra Graves, Cleveland, Ala.

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. 15, to Amy Cowan, AHA director of youth activities, acowan@hereford.org or 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153.

JNHE ambassador program

College students may apply for the JNHE ambassador program. The ambassadors will assist the NJHA board and AHA staff during a three-week long internship. Ambassadors will arrive in Kansas City, Mo., prior to the JNHE and will work through the duration of the event, including the wrap-up.

During this time, ambassadors will gain experience in event planning and execution, show correspondence, show program processing, contest organization, and working with board and youth members. Candidates must be at least incoming college freshmen. They must have national show experience, but they cannot be exhibitors at the 2022 JNHE.

To apply, complete the online application found at Hereford.org/youth/njha/internships-ambassador-program/ and attach your resume and two letters of recommendation by March 15.

Spring scholarship applications due April 1

The Hereford Youth Foundation of America (HYFA) and National Hereford Women team up each spring to offer various scholarships and prestigious junior awards that will be awarded at the JNHE in Louisville, Ky. More than \$30,000 of scholarships will be awarded including the newest Mead Memorial Scholarship and Ostgaard

Breiner Memorial Scholarship for non-traditional college students. To learn more about the scholarship opportunities and to apply please visit HerefordYouthFoundation.submittable.com/submit.

HYFA launches new website

HYFA is excited to announce its newly renovated website featuring online giving, an up-close look at the foundation's programs and how you may show your support. Please be sure and check out HerefordYouthFoundation.org for all the latest foundation happenings and to learn more about the missions of scholarship, leadership, education and research.



National Shows



Cattleman's Congress results

Results from the 2022 Cattleman's Congress in Oklahoma City can be found at Hereford.org/events/national-shows/cattlemens-congress/. Official AHA press releases from the event are available at Hereford.org/media/news/. Visit Next Level Images to purchase and download official backdrop and candid photos at NextLevel-image.com/2022-Shows/Cattlemens-Congress. **HW**