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NATIONAL JUNIOR HERFORD ASSOCIATION NEWSLETTER | FALL 2021



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Cruce Fat (min).....	3.7%	Protein (min).....	10.0%
Cruce Fiber (max).....	1.7%	Magnesium (min).....	1.0%
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SHOWING THANKS

Never forget to take the time to thank those who helped you get to the point you are now.



Bryce Brancel, Endeavor, Wis., was selected as the champion peewee showman at the 2021 Junior National Hereford Expo on July 5, judged by Jim and Jan Adcock, Assumption, Ill. More than 700 Hereford juniors competed in showmanship making this a coveted accomplishment.



PROCESS

that leads to

PROGRESS

by **Noah Benedict**

NJHA CHAIRMAN

National Junior Hereford Association (NJHA) members, fall in love with the process of working hard to achieve the goals that you set for yourself. There are so many objectives that we are expected to set and achieve for ourselves as we grow up and those are necessary expectations in our lives. They can take us to some of the highest “mountain-top” moments that we will experience in our lives. However, what some people fail to acknowledge is the process it takes to accomplish those goals.

Everyone looks back on the banners they did or didn't win. They look back and see how much money they did or didn't make. They look back and see how many ball games they won versus how many lost. These reflections are valuable and have a place in a person's personal

improvement, but NJHA, don't forget to look beyond the actual achievement and instead on the path to the banners, the championships and the failures.

The process you take to achieve that success could be even more important than actually reaching your goal.

The process that got you those banners includes waking up early every morning when your classmates sleep in during the summer, saying no to “normal” summer activities because you need to rinse your show string, checking your animals throughout the day and so many more commitments. The process that wins you a championship includes the hours of blood, sweat and tears you poured into your sport, the long bus ride home after a game and pushing yourself physically when you have nothing left in the tank. No matter what it is that you choose to set your goals in, the process you take to achieve that success could be even more important than actually reaching the goal. It sets you up for a work ethic and drive to help you succeed in the rest of your life.

Part of the reason we should acknowledge process over endpoint so heavily is because success is not always achieved, no matter how much effort was put into the process. Unfortunately, in our journey of life we can find failure, and we find it more often than we care for. Everyone who has ever found success at any level has had to experience failure at some point in their lives. While I wish every NJHA member reading this article the absolute most success in whatever they want to accomplish in life, I hope even more that you can learn from the process that you go through to seek success and the failures you experience along the way. There is beauty in our failures and tremendous opportunities to learn, but you have to be dedicated to improving yourself in order to be willing to see it.



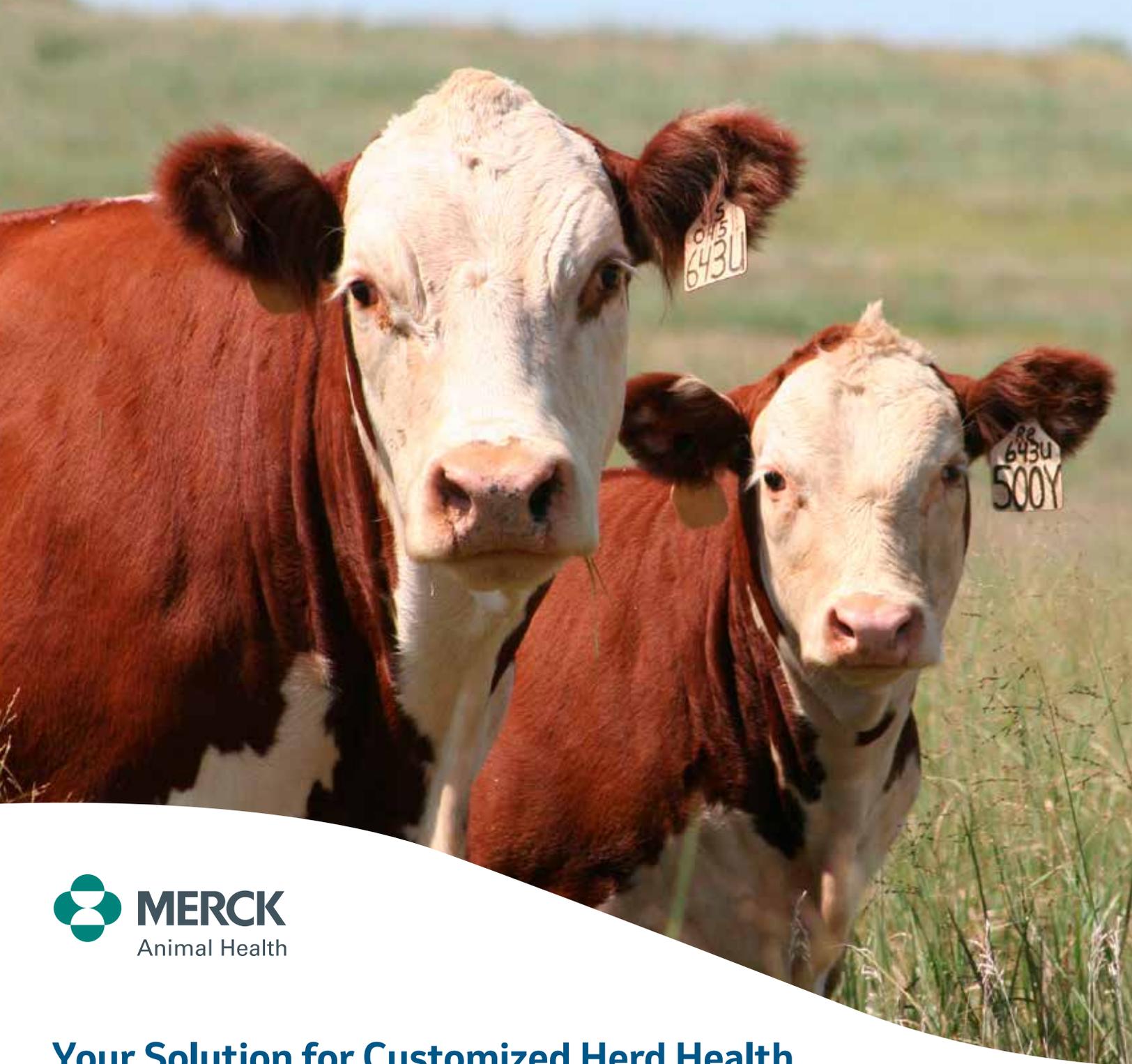


NJHA members, when you have a goal in mind that you are passionate about, never stop striving for it. If you want to win a show, win a regional or get an A in your hardest biology class, throw yourself into it. What you choose to do when attempting to accomplish your goals will significantly shape the person you become.

NJHA members, when you have a goal in mind that you are passionate about, NEVER stop striving for it.

The process you take affects your work ethic, standards, dedication and love for whatever you may be doing. If you fail along the way, it's okay to be upset. Quite frankly, if you set a goal and fail, and you aren't upset, you didn't set the right goal for yourself, so it's okay to be disappointed, but pick your head up as soon as you can and try again. There is a world of opportunity waiting out there in the success you seek and the process that it takes to get there, along with the possibility of failures along the way. All aspects of these lessons will teach you something, but only if you let them lead you to that progress.





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PURPOSEFUL

RELATIONSHIPS

by **Wyatt Lawrence**

NJHA VICE CHAIRMAN

“It’s not about what you know, but who you know.” This quote is in no way devaluing the knowledge that someone has or the utility gained through a proper education. Instead, this quote refers to the immense value in the relationships we develop throughout life. Everywhere you go you have opportunities to meet new people. What started as a name card next to you on a table can turn into a valuable lifelong friendship, and I’ve found the best relationships are those that develop from a common purpose.

I’ve found the best relationships are those that develop from a common purpose.

It’s fitting to compare building relationships to how we raise cattle. Both start with a decision to step out. To have valuable relationships you have to get through the sometimes awkward introduction process. This is where many individuals hesitate because it can be intimidating to meet new people. Whether it is the fear of rejection or our own self-doubt, we can almost always come up with a reason why we shouldn’t speak to a new person, yet these can be some of the most productive conversations. You need to make the decision between a few moments of discomfort or always wondering what that conversation could have brought. I challenge you to choose the former option.

It is no surprise the best relationships also take time. Just like working show cattle there is no fast route, it is constant care that get cattle ready to show. Relationships are the same way; you cannot rely on a one-time encounter and expect that to be enough to carry a relationship into the future. If you want relationships to grow you must take the time to get to know people. The key to this interaction is to be intentional. When you go to events such as the Junior National Hereford Expo or a regional show you must be intentional about saying “Hello”. When you truly value something you put the time into it; therefore if you value the relationships you have built, you will be intentional about pursuing them.

Finally, when you have made a decision to build a relationship and put in the work, you have opened the door for opportunity. I say opportunity because no matter how hard you work in the barn there is no guarantee that you will win the show. However, you have committed all of the proper steps to put yourself in the position to do well. When you have intentionally invested in your relationships, you open the door for so many possibilities. A true relationship is the difference between knowing someone and being known by someone.

All of my life my father and I have attended a production sale of a well-known cattleman in our state, never buying an animal but I grew up knowing and respecting this producer and his family. I had always wanted to be able to go to the National Western Stock Show and work cattle. One day, I worked up the courage to ask if they needed any help, and my now mentor, Dar, said “You bet.” Now, four years later after many hours of washing cattle, feeding and a production sale internship, I can call Dar my mentor and close friend in the cattle industry, simply by making it a priority to pursue that relationship.

You never know what a relationship will turn into, someone you meet in the National Junior Hereford Association could truly make a difference in your future. That is why we must be intentional in all relationships, make the decision to take a chance, work hard and be ready for when opportunity comes around for us to squelch the nerves and say “Hello.”



BRANDING THE WAY

by **Ralston Ripp**

NJHA DIRECTOR

When most of us hear the word branding, we think to gather our leather gloves, boots and a ball cap and head to the neighbor's yard for a full day of sitting horseback or doctoring calves on the ground. Calves are marked with a well-known group of letters or symbols that have been used to identify cattle for generations, or it may be a new combination used for the first time in hopes of what may become of the herd and name behind the brand for years to come. These brands represent a family, an operation, a business, a dream for the future and a long lasting tradition that symbolizes worth and value for that animal and their caretaker. Many times, a brand sets the tone for the past, present and future.

Many times, a brand sets the tone for the past, the present and the future.

Much like brands define a cattle herd, our personal brand as individuals represents what we stand for. When building my brand, I was determining what I wanted others to think of when hearing the name, whether they knew me already or not. Much like the permanent mark

of ownership by a hot iron, once we choose to head down a certain path of branding ourselves, there are no major adjustments available. Technology can be a key tool in making sure we reach a large audience with our personal brand. Actions through technology and on social media are even more crucial today than ever before when representing yourself. In November 2020, I launched an online boutique alongside my sister and mom. I now know that my personal brand reflects upon my business and our future, whether I'm currently working or not. I strive to be transparent and share my genuine self with others, in hopes that they will do the same, while chasing after whatever dream they aspire towards.



When taking a look at the big picture . . .

- 1 **WHAT** are you trying to accomplish?
- 2 **WHY** are you striving for this?
- 3 **WHO** will it impact?
- 4 Can you expand the impact to **BETTER SERVE** those individuals or purpose better?
- 5 **WHAT STEPS** do you need to take to get you where you strive to be?

My question to you, National Junior Hereford Association (NJHA) members, is what actions are you taking to better your brand and yourself?

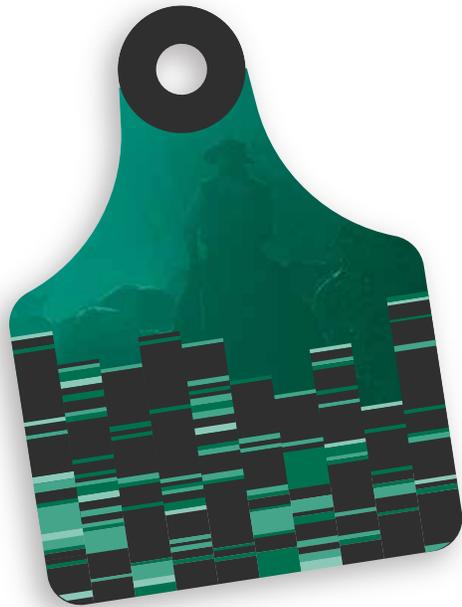
I am an individual who would much rather do business with a firm handshake, so it is hard to comprehend that what is on a computer screen or phone can make or break relationships and future plans, before even meeting someone. As an owner of *Two Sisters and a Barn* boutique, I know the reality is 90% of business comes from a good picture and striking representation on social media. Similar to advice from your grandparent on how to rope a calf and where to place the iron; I have found the above questions very beneficial to ask when trying to grow your own personal brand and determining what you hope to represent and influence.

NJHA, be proud and confident in building your brand, as it is unique to YOU.



Now, by no means am I as wise or experienced as many grandparents; but I do hope these questions spark a flame for you to want to know more and pursue building your own brand, whether it be for a business or yourself. Let these five questions stop and make you think. Your answers may hold the map to your brand, and that brand just might pave the way for your future endeavors. NJHA, be proud and confident in building your brand, as it is unique to YOU. Reach for the biggest star, remember to show gratitude and represent yourself in the way you always imagined. Your brand is unlike any other and can only belong to your own actions. Much like your family's branding iron, your personal touch has the power to be life lasting and ever changing. Now grab your life by the horns, and BRAND your life with the most impact!





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FED STEER
SHOOTOUT
NJHA

NJHA SHOOTOUT

551

**2022 CONTEST
ENTRY DEADLINE**

NOVEMBER 1, 2021

**2022 CONTEST
DELIVERY DATE**

DECEMBER 11-15, 2021

HRC Feed Yards, Scott City, Kan.

**ENTER & REVIEW
GUIDELINES**

hereford.org/youth/njha-fed-steer-shootout

**PRE-DELIVERY
PROTOCOL**

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- 2 Rounds of vaccinations (MLV)
- Specific protocol available

The NJHA Fed Steer Shootout is an industry leading opportunity for NJHA members to gain invaluable industry education and experience.

Contestants will collect feed yard performance and carcass data while gaining a broad knowledge of the cattle feeding and packing industries through a comprehensive educational contest.

THE NEXT STEP

by **Bailey Morrell**

NJHA COMMUNICATIONS CHAIR

My guess is within the next two-three years several of you will start or have already started thinking about colleges, scholarships and internships that you may be interested in. While some have already decided what you want a career in and know the steps it will take to get there, but I'm sure many other fellow National Junior Hereford Association (NJHA) members are putting off the idea of college, choosing instead to focus on high school sports or being in the barn. As a senior in high school I too had so many other commitments it was hard to focus on the future, however now, as a senior in college at Colorado State University, I am reflecting on the advice I was given during that time in my life and am passing it on to each and every one of you. Let this serve as an advice column from someone who has been there and done that, and follow these three main steps to be successful in your next step.

BE PREPARED

Senior year of high school is filled with making the most of your last memories with friends, however, do not let deadlines sneak up on you during this important time. Set up a calendar with important dates, such as when scholarship or college applications are due and work leading up to this deadline, procrastinating only makes it harder in the end. Begin to narrow down your list of schools you could see yourself attending and VISIT them early. Wherever you choose to go to college, will help shape some of the most formative years of your life. My family and I made it a point to tour the colleges I was serious about attending because when you step on campus it should feel like home.

BE OPEN TO CHANGE

First, if you already think you know what you want to do in your career, congratulations. It is not easy to sort and wade through all the career options available and still find one you are drawn to. Nevertheless, college is a time where you can grow and change your mindset with every passing day. Do not be afraid to explore different majors, minors and opportunities during your time in college, use the limited time to diversify yourself and your interests. My personal advice would be to get involved with at least two clubs within your freshman year of college. Moving away from home and



meeting new people is hard, but clubs and organizations offer a unique new group of people with at least one common interest, making the transition to new friends and social life much smoother.

BE YOURSELF

Whether it is in a scholarship application, picking your major or making friends, it is important to be yourself in college. For the first time, you are solely responsible for the choices that surround your life; anywhere from what to sign-up for, what to eat and what time to go to bed. College is the time before you hit the "real world," so spend it wisely with no regrets, exploring yourself as an individual during this time.

Be open to change and new opportunities, while always staying true to who you are.

The NJHA, my team and I all want to see you succeed and thrive in your daily lives. Whether you are in high school reading this, already in college or a younger member looking down the road, I believe these three steps will serve as the reminder to be prepared for what life throws at you. Be open to change and new opportunities while always staying true to who you are and what you believe in. NJHA members, good luck in your next step.

2021 Faces of Leadership conference coverage on all NJHA social media platforms.



81

Attendees

22

States Represented

3

Impactful Days



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SUPPORTING THE JUNIOR NATIONAL HEREFORD EXPO

OCTOBER 26, 2021 | LOWDERMAN AUCTION OPTIONS

MAKE SURE TO CAPITALIZE ON THIS UNIQUE SALE THAT SUPPORTS THE JUNIOR NATIONAL HEREFORD EXPO (JNHE). THIS EVENT HIGHLIGHTS PAST JNHE CHAMPIONS. IT IS NOW YOUR TURN TO OWN THESE GENETICS.



SHOWING THANKS

by **JW Cox**

NJHA FUNDRAISING CHAIR

“If you are not willing to learn, no one can help you. If you are determined to learn, no one can stop you”

- Zig Ziglar.

There is a lot of truth to this quote. One must not only be willing, but also courageous enough to ask for help. In today's world, asking for help is often considered a sign of weakness, however, what many do not realize is the value that comes from the helping hands that surround us. In our National Junior Hereford Association (NJHA) community especially, help can range from scholarships and sponsorships to programs like Faces of Leadership. Our donors not only support young Hereford breeders and assist them in chasing their dreams, they also create young leaders. These future leaders are encouraged to develop life skills and values all while learning the importance of teamwork and opportunities.

Our donors not only support young Hereford breeders and assist them in chasing their dreams, they also create future leaders.

Through its extensive education programs, such as the Junior National Hereford Expo (JNHE), Faces of Leadership Conference and the Fed Steer Shootout, the NJHA continues to lay the foundation for the beef industry's future trailblazers. These programs encourage, recognize and reward the development of life skills and values in the next generation of beef producers. Not only that, but these programs recruit, train and identify future role models to new NJHA members, encouraging them to learn from their peers. My team and I recognize that many of these opportunities would not be possible without the support of our Hereford family.

So, thank you. Thank you to our Hereford family for being supportive and generous pillars of our community. The hours spent planning events, the countless scholarships granted and the community outreach provided by the American Hereford Association, National Hereford Women, Hereford Youth Foundation of America and countless ranches and families that have



benefited our NJHA members and helped build future leaders who will impact the world. These organizations go above and beyond to support and advance young leaders in and out of the beef and agriculture industries. Whether or not our junior members stay involved in the breed as adults, I know that they will always be able to reflect on the education and experiences provided by the NJHA.

The NJHA is one of a kind, reflecting our one of a kind Hereford breed. Whether it's docility, kindhearted mothering ability or bringing value to commercial crossbreeding programs, our breed is second to none. Similarly the NJHA, its members and breed supporters are dedicated, charitable and hold themselves to the highest-level of integrity.

We owe thanks to the great people within this breed and our organization for their unconditional support over the years. I encourage you to take a moment to thank those who have helped you get where you are today, some of which may be within the Hereford family, or your parents and mentors that you have always looked up to that have guided you down the path to success. Make sure you take the time out of your day to thank the people who have had an impact on your life just like our association supporters have impacted ours.



with the

HEREFORD HERDSMAN

by **Libby Rushton**

NJHA MEMBERSHIP CHAIR

Some memories stick like super glue within your mind. When my family was new to showing Hereford cattle and traveled to Nashville to participate in our first Tennessee State Fair, we were stalled beside a family my dad kept describing as, “the nicest and most helpful people.” This family just so happened to be the Hopkins family, owners of Hopkins Ranch of Herefords. Anyone who shows cattle knows how this story goes, the people from your state that you travel with and compete with become more than friends, they become your show family. I can assure you that my dad described them correctly, you will search high and low and never find a better set of people, and I am grateful for my time watching all four of the Hopkins brothers compete in the show ring. This year, at the 2021 Junior National Hereford Expo (JNHE), Ethan Hopkins was awarded the honor of Junior Hereford Herdsman of the Year. It was my privilege to get to ask him a few questions after receiving this coveted award.

You will search high and low
and never find a better set
of people.

Q What does receiving this award mean to you?

A It means that I am in the right place. I know that I belong raising Hereford cattle. This is my passion! When your peers vote for you for an award like this it is so humbling.

Q Why did you get into Hereford cattle?

A Hereford cattle are second to none in quality. Breeders have worked hard to improve and continue to be progressive in breeding. Hereford cattle have great maternal traits and structural integrity when compared to other breeds. When all of this is put together they rise to the top.

Q Briefly describe your cattle operation.

A Our operation is around 150 head of purebred Herefords and we are continually growing this number. Our main market is selling show cattle to junior members, but we also keep bull buyers in mind when making breeding decisions. We utilize an extensive embryo program as we try to become more progressive in our breeding. Our goal is to produce sound, functional cattle with look and balance.

Q When you think of your family’s operation, what are you most proud of?

A When I think of our operation I am most proud of the progress we have made. Each year we set a goal to have a better year than our last. We remember where we started, and are dedicated to the improvement of our herd. We want to raise the best cattle possible for our farm and for our customers.





Q What do you consider to be your greatest accomplishment in the Hereford show ring and why?

A Winning a division at the 2020 JNHE was something I will always remember and cherish. But what I feel is my greatest accomplishment is when I exhibited my show heifer Lacey (HPH 101D Lacey 103F). She was a bred-and-owned female that I exhibited a few years ago. She had a successful show career as a fall calf winning the Southeastern Regionals, reserve division at the JNHE, champion hereford and reserve supreme female at the Tennessee State Fair. I think the reason it was so special is because we could see our ranch's genetic progress. Her mother was a successful show heifer for us, but seeing progress with our breeding decisions made showing Lacey so much more meaningful.

Q This is your last year as a junior. What does your future look like as an adult Hereford breeder?

A Sadly this is my last year as a junior, but I think it is just the beginning of a new chapter. My main hope is that I can continue to build our program and work with even more juniors. The Hereford breed has such a bright future and it begins by growing the young members. I know I could not have made it without my mentors, and I hope to continue to be involved with the Hereford association more than ever!

The Hereford breed has such a bright future and it begins by growing the young members.

Q Is there anything you would like to say to the members of the National Junior Hereford Association (NJHA)?

A The NJHA has been such a blessing. I have so many great memories that I will never forget. I would like to give a thank you, not for just the herdsman award, but also the effort and work that is put into raising juniors like me!



@jrhereford



2021 Junior National Hereford Expo event coverage on all NJHA social media platforms.



1,385

NJHA Entries

40

States & Canada

More Than
11,000

Virtual Spectators





2022

BANNERS
IN THE
BLUEGRASS
LOUISVILLE, KENTUCKY

JNHE

JULY 16-22, 2022

hereford.org/youth/jnhe

HEREFORD HOMEROOM

by **Lauren McMillan**

NJHA LEADERSHIP CHAIR

The first day of school. This phrase sparks different emotions for people of all ages, ranging from excited to worried, stressed and all of the above. Throughout the day you find your new locker, say hi to old friends while making new ones, go to new classes, and before you know it the school day is over and you have officially survived the first day of school. Throughout our lives, we have felt this feeling countless times because each year there is a first day of school. However, as we grow older and create more friendships while building connections and confidence, the first day is hopefully no longer thought of as scary.

This “first day of school” looked a little different than most as students were constantly invited to move around for activities and talk to new people all while learning and engaging in trainings.

The workshops were constructed to be an hour long so those attending got the most out of the experience. Representatives from the NJHA board of directors facilitated an activity for members to learn each other’s names and hobbies, an activity for members to collaborate while not speaking and lastly a lesson on how to make GREAT goals. Although it may seem impossible to hold the attention of students with ages ranging from

7-21, we accomplished this success through the help of older NJHA members who truly acted as mentors and the respectful listening skills of younger juniors who wanted to learn. Members walked away from this experience with smiles on their faces and new lifelong friendships.

A true highlight of my experience this summer was the days following a Hereford Homeroom workshop. Parents and participants alike would stop me to express how much their child enjoyed the experience and would not stop talking about the new goals they wanted to achieve. Another highlight was when I overheard juniors repeating other members names, helping to solidify them in their minds, making stronger connections and more potential friendships for the duration of the show and into the future. These examples show that Hereford Homeroom was not only fun and engaging to all members, but impacted juniors as they found it important to their own future success in both the association and life.



This summer, the National Junior Hereford Association (NJHA) Board of Directors were fortunate enough to serve as teachers for Hereford junior members of all ages who were participating in their “first day of school” in the Hereford Homeroom. For those that did not get to experience it, Hereford Homeroom is a leadership training opportunity for all Hereford junior members to learn more about leadership while meeting new people along the way. The facilitation was done by our NJHA board members at most state preview shows and regional shows around the country this summer.

Members walked away from this experience with smiles on their faces and new lifelong friendships.



Hereford Homeroom did not end on its first day of school. We continued the school year by taking these lessons and building upon them during the Faces of Leadership conference in Oklahoma City. Previous Hereford Homeroom sessions set the stage for members to dive deeper into leadership and personal goals while actively building friendships with attendees from other states. Although the idea of Hereford Homeroom seemed intimidating at first, both for our NJHA board of directors to facilitate and for those attending a new program, we were all soon filled with laughter and excitement towards the success of the program and the goals being made. Just like the first day of school, as

members begin to come back in the following years, this experience will allow them to connect with old friends while meeting new ones and continue building on leadership fundamentals that will benefit them for many years to come.

It set the stage for members to dive deeper into leadership and personal goals while actively building friendships.



Welcome FAMILIAR FACES

by **Luke Daniels**

NJHA DIRECTOR

National Junior Hereford Association (NJHA) members, join me in welcoming our newest national advisors, Andrew and Suzanne Matheny. Let's take the time to learn more about their operation and family.

In 1982, Andrew Matheny purchased a Hereford cow as an FFA project, marking the beginning of his involvement in the Hereford breed. He then became involved in the American Junior Hereford Association (AJHA), where he met his now wife Suzanne, who was an active member as well. In 1990, they began Matheny Herefords and have grown it to a 150-head operation. Their spring calving program is a diverse system, which allows them to utilize artificial insemination (AI) and embryo transfer (ET) technologies. Each year their Hereford calves are split between natural mating and ET calves, totaling 50 head. The remainder of their cow herd is used as recipients to raise ET calves for other purebred breeders. The set-up of the Matheny Herefords program allows the family to sell genetics from their herd twice each year. Females are marketed through an annual production sale, The Breeder's Cup, held each fall, while bulls are sold in conjunction with Boyd Beef Cattle and Meyers Angus in an annual spring bull sale. The family also sells cattle via private treaty to purebred breeders each year. A large majority of their calves are contract ET calves, but the remaining commercial calves are sold in the Kentucky Hereford-Influenced Feeder Calf sales.

We love watching NJHA members grow up in the Hereford breed and become successful adults.

Andrew and Suzanne have a special place in their hearts for the NJHA program and the juniors that go through it. "We love watching NJHA members grow up in the Hereford breed and become successful adults," said Suzanne. "The NJHA offers an abundance of opportunities both in and outside of the showing that help juniors grow as individuals."

The couple resides in Mays Lick, Ky., and have two children, Austin and Taylor Belle. Both graduates of



K-State and past NJHA chairmen, Austin and Taylor are accustomed to everything Hereford. Austin is now an intricate part of the family operation and Taylor Belle has since joined the American Hereford Association (AHA) as director of communications and digital content. Andrew is serving his term on the AHA board of directors while acting as the liaison from the senior board to the NJHA board of directors. He and Suzanne are coming on as our advisor couple and we can't wait to get started. Our team is ecstatic to see Andrew and Suzanne Matheny come aboard for the next three years.

They join Max Stotz to complete our team of NJHA advisors. A special thanks goes out to our newly retired advisors Andy and Betsy Beck. We commend them for their countless years of unselfish service towards our board and forever owe them a debt for their efforts.

Our newest advisors have one final piece of wisdom to share. "Take advantage of your time in the organization," said the Matheny's. "Meet as many members as possible and don't be afraid to try new contests and ideas."



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Jayna Blume	SD
Kade Boatman	IL
Kendall Boatman	IL
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Matthew Bruns	NE
Judd Daniels	TX
John Dauer	TX
Jake Drost	OR
Reagan Dunn	PA
Hardy Edwards	GA
Brody Everhart	IN
Hayden Everhart	IN
Kora Hawkins	WV
Luke Haygood	TX
Mark Haygood	TX
Brady Jones	WI
Lauren Jones	WI
Nicholas Jones	WI
Aiden Kleinman	MO
Katherine Krauss	KS
Stephen Lorenzen	IL
Brayson Mayo	KS
Kamdyn Moore	KS
Bailey Morrell	CA
Haley Mouser	MN
W. Zeb Murphree	TX
Elizabeth Pribil	OK
Ryan Pribil	OK
Macy Reed	MO
Maggie Reed	MO
Mallory Reed	MO
Logan Rhoads	IL
JD Seward	IN
Halie Walsh	MN
Mia Walsh	MN
Grant Waters	MO
Kristin Waters	MO
Jarrett Worrell	TX

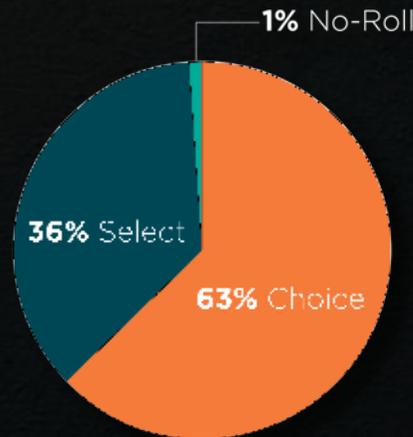
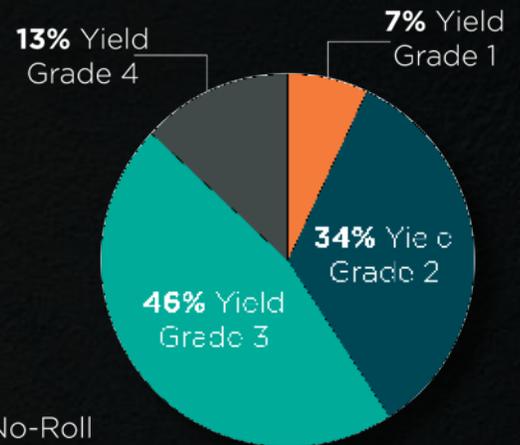
2021 NUMBERS

DIVISIONS

Purebred Individual Entries	37
Purebred Pen of 3 Entries	13
Commercial Individual Entries	18
Commercial Pen of 3 Entries	13

ENTRIES

Steers	133
NJHA Members	41
States	15



PERFORMANCE AVERAGES

Head Harvested	124
In Weight	738
Out Weight	1408
Days on Feed	177
Average Daily Gain	3.91

CARCASS AVERAGES

Hot Carcass Weight	899
Dressing Percentage	63.9%
Ribeye Area (in. ²)	15.0
Back Fat (in.)	0.70
Marbling Score	418

WORDS FROM THE FEEDLOT



Haley Mouser
MINNESOTA

“This is my second year in the program. My previous year I was able to get data back on ribeye area, percent intramuscular fat (%IMF), weight, implants, medicines and learned about their complete stay at the feed yard and how it relates to an industry perspective. I was able to take that data back to my herd and see what genetics I need to continue and not continue to breed to produce the most marketable product.”

“I’ve done the program for four years, and this year I brought 12 steers. I’ve learned that there are a lot of variables that go into the feeding of cattle and also how to visually appraise them. It’s a learning experience that I feel other people should do. You can always try things and this allows you to learn from your mistakes.”



Hardy Edwards
GEORGIA



Blake Bruns
NEBRASKA

“We bought steers back to put into this great program to learn more about the genetics, marketing and feedlot side of things, but also to see their overall potential in the food chain. I’m using this program to see what my steers marbling was, their yield grade and to bring that information back to improve our own operation and produce better livestock for the feedlot.”

“I think the real-world knowledge learned here is truly valuable to my generation of agriculturalists. I grew up in the cow-calf industry and the show ring but this is my first time seeing the outputs of my hard work and genetic improvements from my ranch. It allows me to see cattle from Willows, Calif., who are now in Scott City, Kan., and knowing that process and getting to be more hands on involved in it has truly been a great experience.”



Bailey Morrell
CALIFORNIA



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