

# THE ■ ■ ADVANTAGE

NATIONAL JUNIOR HEREFORD ASSOCIATION NEWSLETTER | SPRING 2022





COMMITTED TO HEREFORD  
COMMITTED TO HEREFORD  
COMMITTED TO HEREFORD  
COMMITTED TO HEREFORD  
COMMITTED TO HEREFORD

# S/S

**COMMITTED TO HEREFORD**

**PAST PRESENT FUTURE**

**INDUSTRY PARTNER & OFFICIAL SHOW SUPPLIER OF THE NJHA**

Faces of Leadership Conference Sponsor  
Sullivan Supply/Stock Show U Team Fitting Contest  
Sullivan Supply/Stock Show U Title Showmanship Sponsor  
Sullivan Supply Hereford Herdsman Scholarship Fund Sponsor

The \$20,000 Sullivan Supply Scholarship Program  
Stock Show University Complimentary Youth Educational Program  
The Pulse Compliments of Sullivan Supply



**SULLIVAN  
SUPPLY**

Dunlap, IA • Hillsboro, TX • Lodi, CA • Hillsboro, OH

800-475-5902

[www.sullivansupply.com](http://www.sullivansupply.com)

# WHAT'S INSIDE

4

## A PERSONAL RECORD

Focusing on preparing yourself for success, instead of worrying about how to create it.

16

## CORNHOLE FOR A CAUSE

2022 National Hereford Queen, Lauren Gatz, introduces her service project.

6

## CATTLE MARKETS

An insightful look at current cattle market trends and where to find more research.

18

## CHERISHED TIME

The importance of our families and friends in our lives is critical to our success and happiness.

9

## SALES ACADEMY

One of the newest contest additions to the JNHE, explained by our membership chair.

20

## THE BEGINNING OF A HEREFORD LEGACY

A look into the start of Chapman Land & Cattle, a quickly growing name in the Hereford breed.

10

## END OF AN ERA

A reflection on the impact of the NJHA over the years of an individual's involvement.

23

## DATES & DEADLINES

Preparing for the 2022 spring season with dates and deadlines to remember.

12

## BE YOU. BE REAL. BE BOLD.

Remembering the first-ever BOLD Leadership Conference and getting excited for the future.

24

## I LIKE THE HEREFORDS 4-3-2-1...

In preparation for the 2022 JNHE Livestock Judging Contest, we provide insight into the process.

14

## HEREFORD HIGHLIGHT

A look back at the past 6 months of Hereford Highlights from across the nation.

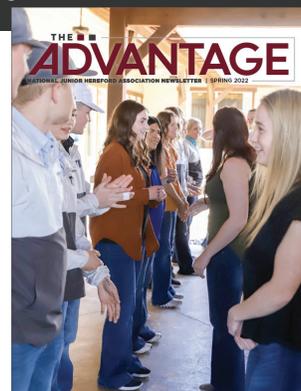
25

## SCHEDULE RULES & REGS

A look at the 2022 JNHE Schedule as well as the expected rules and regulations.



The BOLD Leadership Conference in Desdemona, Texas, welcomed twenty National Junior Hereford Association (NJHA) members who applied to attend this elite leadership opportunity, hosted at Hi Point Ranch owned by Gary and Kathy Buchholz of GKB Cattle.



# A PERSONAL RECORD

by **Noah Benedict**

NJHA CHAIRMAN

“Today, I broke my own personal record for the number of days in a row I have woken up alive”

– Kelly Barnes.

Kelly Barnes, the leadership coach for our National Junior Hereford Association (NJHA) Board of Directors, and recent speaker at the 2021 Faces of Leadership conference, said this to our board for the first-time last year and it caught me by surprise. I had never thought of waking up in the morning as a personal record or really anything beyond routine. As I began to reflect on it however, this statement gave me a new perspective on how to approach life.

We spend so much of our lives looking toward the next step, the next goal and the next plan. Just last week one of my best friends shared a post on Instagram talking about appreciating the moment you are in right now, but how we struggle doing so. Our junior members in high school are numb to the question of where they are going to college or what they plan on studying. Members in college constantly are asked where they are interning over the summer, what they want to accomplish or where they want to live when they graduate. Even adult members probably get asked when they are going to expand the farm, what their next career move is going to be or when they are going to turn their parents into grandparents. All of these are valuable, crucial parts of life and NJHA members, I’m not telling you to not prepare for them, but don’t become so consumed by them that you miss the little moments in the present.

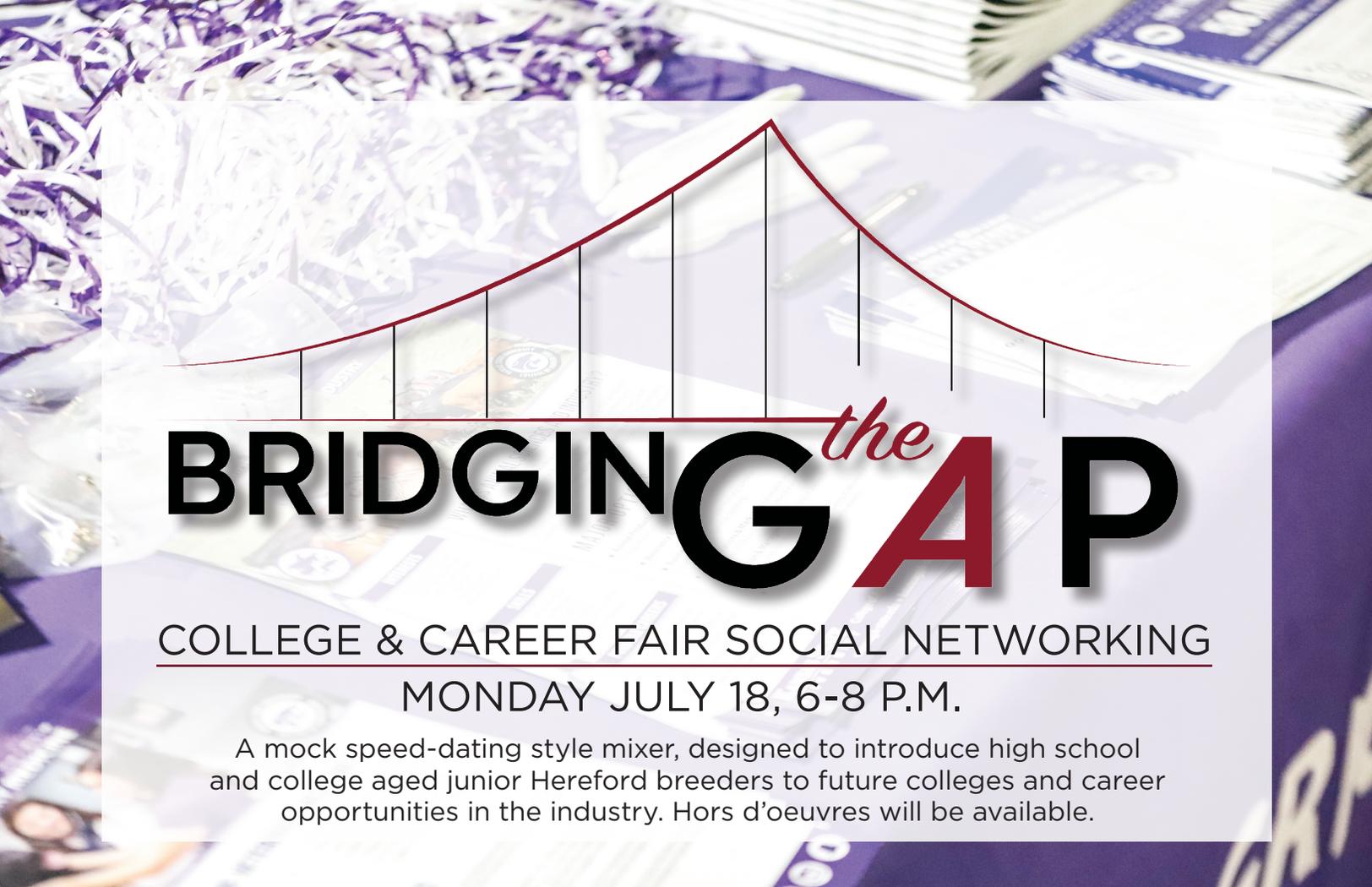
“Do the right things preparing for the future, while continuing to live in the present.

Last spring, I remember talking to my parents and saying I was starting to get nervous about what I was going to do post-graduation the following May. They encouraged me to continue to do things, the right way and God’s plan would place me right where I needed to be. I finished the semester well, planned an amazing 2021 Junior National Hereford Expo (JNHE) with my fellow board members and worked hard on the farm to present my show heifers that summer. It wasn’t too much later that I was notified and recommended to submit my application to work for the American Hereford

Association as the Upper Midwest Field Staff. This wasn’t a position I had planned on pursuing at any point during my college career, but I am so thankful that I trusted my parents’ last spring. Without their advice, I might have potentially rushed into taking a position that I wouldn’t have enjoyed half as much as the one I accepted with the Hereford family.

So, juniors, I urge you to listen to the wise words of my parents. I want you to continue to do the right things, preparing for the future, while continuing to live in the present. Study hard and take something away each and every time that you enter a classroom, because you’ll never have any of those moments back. Give everything you have on the court, field, track, or wherever you choose to compete. Work hard with your family on your show heifer so you can market yourself and your family’s operation. But most importantly, remember to enjoy all of this along the way. Take note of the days that don’t seem special. They may not seem special, but every time you put your best foot forward in whatever you do, you are accomplishing more than you had the day before. Prepare yourself for success instead of worrying about how to create it and remember to wake up every day, proud to be breaking your personal record for number of days alive.





# BRIDGING *the* GAP

COLLEGE & CAREER FAIR SOCIAL NETWORKING

MONDAY JULY 18, 6-8 P.M.

A mock speed-dating style mixer, designed to introduce high school and college aged junior Hereford breeders to future colleges and career opportunities in the industry. Hors d'oeuvres will be available.

## Be-YOU-tiful You Image Workshop

JNHE MONDAY JULY 18, 11:30 A.M.



*Catch a Vibe*

Solo Cowboy Fit Styling | BarnKat Clothing Trunk Show | Glittered Pig Merch  
Makeup Demo & Lash Bar | Kay Knight Designs Custom Brand Jewelry  
Queens Tea | Snack Stations | Music & Fun

# CATTLE MARKETS

by **Wyatt Lawrence**

NJHA VICE CHAIRMAN

The cattle industry is a challenging business to be a part of, with changing markets added to an endless list of jobs needing to be completed on the ranch. In addition, the margins farmers and ranchers make on their operations is razor thin, with a profit seeming almost impossible to achieve some years. For small scale producers this can be even more challenging as they have less head to carry their yearly expenses. That is why prices can be so impactful on the profitability of ranches. The outlook for cattle prices in 2022 has been extremely positive in the past several months, but the question is why? What has changed in the last year to impact the markets so much? There are several different factors leading up to the current published market projections available.

The first point to look at are cattle inventories across the country. Drought in western states has driven cow inventories down over the past year. Many ranchers have been forced to sell off a large number of cows in their herd. Feed limitations drove many head to harvest increasing the number of kill cows by 10% from 2020, according to Greg Henderson with Farm Journal's AgWeb.com, cow numbers are sitting at the lowest since 2015. Less cows in production leads to a shortage of calves born in 2022. This shortage, coupled with growing demand for beef and the covid pandemic have given the beef industry a lot of attention.

Consumers have been looking for stable nutritious food sources and beef is one of the proteins they turned to. This was not only felt in the United States, but across the world leading to more great news for the beef markets. Henderson explains exports not only grew in quantity by 17% but also increased in value 38% over the last year. So not only were we exporting more pounds, we were also receiving more value for those beef products.

“Consumers have been looking for stable nutritious food sources and beef is one of the proteins they turned to.”





With basic supply and demand you can observe what is happening to cattle prices. Low cow inventory is going to restrict the supply curve. So, even if demand for beef products remains unchanged, the average price or equilibrium price will rise. Josh Maples, Mississippi State University, analyzed projections for early 2022 feeder cattle prices at \$1.44 per cwt in the month of April. These are outstanding figures for us as producers.

I hope for this to not just be taken as information but as a tool. This is a short snapshot of what the beef market has done and what is projected leaving great hope for us as young producers. My advice would be to take time to watch and learn. Ask larger producers what they are considering this year for their marketing strategy. Look at your own operation and see what you can do to bring value to your calves.

Now is an exciting time to be in the beef industry as demand for feeder cattle, breeding females, bulls and packaged meat are on the rise.

Now is an exciting time to be in the beef industry as demand for feeder cattle, breeding females, bulls and packaged meat are on the rise. As young people, this is where we can continue promoting Hereford genetics. A boost in price is good, but a boost in efficiency, productivity and being sold at higher prices, is how producers can really start to make headway. Hereford cattle are right for the times and can help cattlemen make the good times last.

## FOR MORE RESEARCH:

AgWeb.com

<https://www.agweb.com/markets/futures>

CattleFax

<https://www.cattlefax.com/#!/data/cattle/other-prices/six-state-fed-steer/>

Beef Magazine

<https://www.beefmagazine.com/marketing/market-reports>



# CONTESTS AND EDUCATION

## CONTEST CHANGES & ADDITIONS

### Hybrid CHB Cooking Challenge

- It's back in a new format!
  - A pre-recorded video will be submitted, preparing a home-created dish featuring Certified Hereford Beef(CHB).
  - Channel your inner Food Network Star.
  - Videos can be used by CHB for future marketing purposes.
- Submit through Submittable by June 1

### Hybrid Extemporaneous Speech

- INTERMEDIATE & SENIOR CONTEST ONLY
- Virtual presentations will be held June 28 for Intermediate and June 29 for Seniors.
  - Finalists will compete in person at the JNHE, with new random topics, July 17.
- Register through Submittable by June 1

### Hybrid Illustrated Speech

- PEEWEE & JUNIOR CONTEST ONLY
- Virtual presentations will be held June 14 for Peewees and June 15 for Juniors.
  - Finalists will compete in person at the JNHE, July 17.
- Register through Submittable by June 1

### Hybrid Individual Sales

- PEEWEE & JUNIOR CONTEST ONLY
- Pre-recorded videos must be submitted for judging during the virtual stage of the contest.
  - Finalists will be chosen from submitted videos to compete at the JNHE on July 18.
- Submit through Submittable by June 1

### Sales Academy

- INTERMEDIATE & SENIOR CONTEST ONLY
- Part 1 includes submission of pre-sale advertising materials.
  - Finalists will be chosen from submitted materials to present in a mock sale day on July 18.
  - Further details are described on page 9.
- Submit through Submittable by June 1

## ADDITIONAL CHANGES

- Showmanship & Judging Contest - All exhibitors in the 2022 JNHE will be automatically entered into the Judging Contest for a \$5 fee. Anyone additionally wanting to compete must register through herefordjuniornationals.com by June 1. If you wish to opt out of the contest and not participate, you may do so at the time of entry.
- Photo Contest - The Enhanced Category of the Photo Contest has been removed. Photos must still be submitted by June 1.
- Team Fitting Contest - State advisors must submit their teams online by July 17.
- State Group Classes are back and will take place following senior showmanship finals.

**JULY 16-22, 2022**  
[hereford.org/youth/jnhe](http://hereford.org/youth/jnhe)



# SALES ACADEMY

by **Libby Rushton**

NJHA MEMBERSHIP CHAIR

I'm sure you are as excited as I am watching the count down to the beginning of our 2022 Junior National Hereford Expo (JNHE). Looking forward to reconnecting with old friends and making new ones throughout the week, all while exhibiting our animals we've worked so hard to get ready, is a highlight of the event. There are also plenty of events and contests to keep busy throughout the week, and I am excited to introduce our newest event- The Sales Academy Contest. This contest is something that our National Junior Hereford Association (NJHA) Board of Directors has been working hard on and we are excited to see the creativity and involvement you participants will bring to it. This contest combines some of our most familiar events from previous years such as the individual sales and speaking contests while adding some new features.

Open to our intermediate and senior members, this contest will be split into two parts, and is designed to mimic the real-world of sales. The first section of the Sales Academy Contest is the pre-sale advertising. Participants will choose one animal from their own herd and which provided scenario their animal best fits into. The three scenarios to choose from are:

- A bull sale (marketing to commercial buyers)
- An online sale or private treaty
- The national consignment sale in Oklahoma City

Contestants will submit materials that are used in these sale scenarios including footnotes, sales graphics and any other optional sale materials. Be sure when turning in your sale materials you state which category your animal falls in. These materials will be due June 1, 2022, through submittable.

After June 1, judges will select a number of finalists to then compete in person at the 2022 JNHE on July 18. These finalists will then present in the second part of the contest: sale day. They will have the opportunity to market their animal to both judges and a live audience. We encourage you to get creative while brainstorming ways to market your animal to the audience, and the use of other sale aids are allowed if they are related to your chosen scenario.

Here are my tips for the new contest:

## BE CREATIVE

Since this is the first year of this contest, we are excited to see what animals and sales methods our junior members have to offer. There are so many ways to highlight and efficiently market your animal, so do what works for you. Each sales method may be completely different than the next, and we are excited to see where your thoughts take you, and possibly bring an entirely new perspective to the sales industry.

## BE FAMILIAR

Whatever scenario and animal you choose, make sure you are very familiar with them. You want to ensure you can answer all questions about your animal and explain its strengths thoroughly.

## DO YOUR RESEARCH

Look at other sales materials that are similar to your chosen scenario and what makes their sales successful, or their materials stand out. What aspects of these do you like? What would you have changed? Think about the things that you can do to make your materials easy to understand but also eye catching.

## LOOK AT THE RULES

The rules for this contest are posted on [hereford.org](http://hereford.org) under the JNHE tab. Familiarize yourself with what the judges are looking for and make sure to take notice of due dates and how many points each section is worth.

Our NJHA board is very excited for our revamped competitions and events this year and we hope you are too! I encourage you to get involved and compete in our new Sales Academy Contest this summer if you are eligible. See you in Louisville, Ky., for Banners in the Bluegrass!

# END OF AN ERA

by **Bailey Morrell**

NJHA COMMUNICATIONS CHAIR

Looking back on the past three years serving on the National Junior Hereford Association (NJHA) Board of Directors, I can honestly say that it was one of the best experiences of my life. Having the opportunity to travel, meet new people and make a difference in our organization will be something I never forget.

I am the third generation of my family to raise Hereford cattle and have been on the wash rack since before I could reach their toplines with a hose. Raising and showing cattle is truly something I love to do because it helps tie my family and many others together. We all have people we see at shows one or two times a year and those people are still considered your family, your Hereford family.

As I reflect on the past 15 years as a member of the NJHA and the California-Nevada Junior Hereford Association, I am truly grateful for the people I have met. After eight years of Junior National Hereford Expo's (JNHE) I have made countless friendships with people I may only see once a year. Each time I get to see the people I share memories with, it is like we pick up right where we left off, and that is what makes these friendships so valuable.

I would like to give a shout out to a few who truly impacted me in the last three years- but also the ones who have helped shape the memories I have in this organization.

Raising and showing cattle is something I love to do because it helps tie my family and many others together.

The Billman family from Idaho took in my mom, cousin and I, on the fourth of July while we were at a jackpot together and were so kind to us. My first pen-to-pen mentee Kendall Boatman, still chooses to stay in contact via a very long daily snapchat streak. Hailey and Cale Mouser from Minnesota, the first members I really had the chance to connect with during my first Faces of Leadership conference as a NJHA Director. My great friend Melanie Fishel from North Carolina who was my roommate at Faces of Leadership in California, then National Hereford Queen during my first year as a director. I will never forget the amount of bobby



pins I put into her hair to help make her crown hold in Louisville, Ky. Honestly, each and every individual I have met and connected with over the years, whether that be at JNHE, American Hereford Association's (AHA) Annual Meeting, Faces of Leadership or different state shows has truly made an impact on me and my story. But I would be remiss if I didn't also thank the Hereford Youth Foundation of America (HYFA) and AHA Board Directors that have taken the time invest in me and support me over the last three years.

Now, the title of this article is the end of an era, and I am sad to say that is the truth for my career in the NJHA. However, it is important to remember that it is also the beginning of a new adventure. For me, that means the beginning of a new adventure as a senior member of the AHA, but also the beginning of so many new adventures for members of the NJHA. Last summer I watched my younger cousin, Hayden, show her first Hereford heifer, and it was amazing to see the next generation of my family hit the showing.

While things may be ending or a tide turning in your own life, it is important to realize that you have so many new adventures on the horizon. Think about what is next for you in your own life and make a plan to accomplish the goals you have set for yourself. NJHA, thank you for an amazing 15 years filled with memories and friendships. You all helped make this adventure possible and I hope the next adventure in your life proves just as fulfilling as this one did for me.

# THE JUNIOR HEREFORD SHOW

ACHIEVE



NEWS & UPDATES

FRIENDS

CHAMPIONS

YOUNG LEADERS

BUILDING YOUR BRAND

LEAD

JUNIOR  
LEADERS

PEERS PERSPECTIVE

CHANGE INSPIRATIONAL



INDUSTRY LEADERS

SUCCESS & FAILURE

SHOWS

LEARN



Listen on  
Apple Music



Listen on  
Spotify



# BE YOU BE REAL BE

# BOLD

by **Lauren McMillan**

NJHA LEADERSHIP CHAIR

When change happens, new growth emerges. The future leaders of the American Hereford Association (AHA) and National Junior Hereford Association (NJHA), attendees of the Building On Leadership Development (BOLD) Conference took this message to heart during their three days in Desdemona, Texas. This conference was not only new for its members in attendance but for the entire association. Change was required to make BOLD possible, but by the end of the conference, even greater change was made in the students' personal and professional growth.

BOLD was generously supported by Gary and Kathy Buchholz of GKB Cattle, accommodating 20 attendees, chosen by application, and seven NJHA board of directors, at Hi Point Ranch. The junior board anxiously awaited members' arrival and could not wait to see their expression when taking in the gorgeous house, beautiful land and excitement of Texas cattle ranches. The house was filled with joy, laughter and excitement as members'

team-building skills were put to use in the kitchen while cooking dinner together. The chaotic excitement did not end there as we created a leadership circus with a scavenger hunt around the house to continue to build our teams.

In addition to building intra personal connections, Kelly Barnes, began his session: Leadership is Influence, kick starting our deep dive into leadership. This conference was created to advance leaders in the Hereford industry to grow in their future careers. These future leaders are the people in the association that will influence the next generations. Shannon Worrell of Ag 1 Source, guided the group through different personality styles in order for members to know how they best lead and how to work well with those that are different than you. Although everyone in the room was there to grow, each person has their own unique personality and different definition of how to achieve that growth.



With building and growing as a main theme, a great takeaway from Kelly's session was, "If you don't risk, you don't succeed - If you don't fail, you don't grow". Fear of failing is a hindrance for all of us. There is pressure on people to create the best future and always try to be the best you can be. Although this may seem harmless, in a society full of social media only showing what is perfect, one failure can be blasted around the world in a matter of seconds, leading people to be hesitant in their actions to avoid failure. However, there is no learning without failure, by accepting it, people allow themselves to be authentic and vulnerable and willing to get back up and try again.

Embracing failure is difficult, but by working hard at something you are passionate about, it becomes easier as you look to improve. During our round table discussion with elite professionals in the agricultural industry, Gary Buchholz stated "Whatever you do, do it good." This statement caught me off guard at first as we had just learned it was okay to fail. However, doing it good doesn't mean you won't fail, but instead that you will do everything the right way, ask questions and work hard to do it to the best of your abilities.

Not only did the attendees get to hear from professionals from around the country in their prospective field, they also were able to learn from their peers on the NJHA board of directors. The junior board was blessed with the opportunity to be bold and step outside of their comfort zones, facilitating sessions to the members. Throughout these sessions,

members were able to learn about intra vs. inter communication, emotional maturity and fostering relationships through hands-on activities and stories from the board's own experiences.

Now that the first ever BOLD Conference is in the books, it is time to reflect on the experience. Through great leadership lessons, ranch tours, helpful advice and lifelong connections made, members are already looking forward to returning and enhancing their skills further. This conference sparked interest for others to be bold when they go home and make a change in their own lives as well as those around them. I look forward to seeing the change in those that attend the next time we meet as well as the direction they lead this association.





SEPTEMBER, 2021

## Cierra Collins

---

Cierra started her own podcast, Shooting for Grand, because she wanted to get other showmen's perspective of the the cattle industry. She wanted to hear about their experiences in the showing and the hard work they put in to get there.

OCTOBER, 2021

## Sarah Cate Orr

---

Along with being active in the Tennessee Junior Hereford Association and serving as the Tennessee Hereford queen,

Sarah Cate planned and executed a livestock show for disabled students. This show was held in August and had such a great turnout, they are hoping to have this show again in the future.



NOVEMBER, 2021

## Haley Mouser

---

Haley serves as the president of both the Minnesota Junior Hereford Association and her FFA chapter, secretary of her FFA region and a team member for the Minnesota Beef Ambassador and Sure Champ Leadership Team. Raising Hereford cattle is her first passion alongside public speaking and advocacy.



# HEREFORD

DECEMBER, 2021

## Cady Pieper

Cady is a 6th generation Hereford breeder and she lives on the historic, Sutor Hereford Farms. Active in her local FFA chapter, state 4-H and the National Junior Hereford Association, she strives to be the best role model she can be and pushes other people to be their best.



JANUARY, 2022

## Kynlee Dailey

Kynlee found a love with cattle and the dedication to the industry and the breed is inspiring. Her next steps will be to mentor young showmen to successful careers both in and out of the show ring.

FEBRUARY, 2022

## Salem Sifford

Salem is the president of the Virginia Junior Hereford Association, active in local, regional and national shows and NJHA activities. This year she won the 4-H National Livestock Judging Contest, while continuing to lead her FFA chapter as president and Virginia Star Farmer.



# HIGHLIGHT

# CORNHOLE

FOR A  
CAUSE



by **Lauren Gatz**

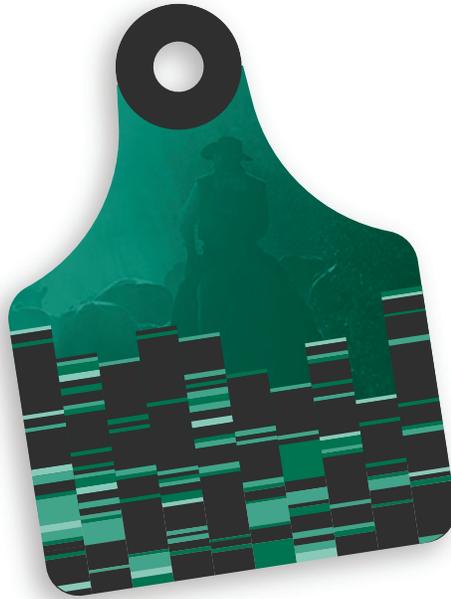
## NATIONAL HEREFORD QUEEN

Calling all cornhole enthusiasts to participate in the 2022 National Hereford Queen service project, Cornhole for a Cause! The National Hereford Queen is excited to be able to give back to the Louisville Ky., community while having fun with a bracket-style cornhole tournament. All proceeds from the tournament will benefit the Norton Children's Hospital located in Louisville.

Norton Children's facilities and services are not-for-profit and rely solely on the generosity of donors to support its programs, improvements, education and advocacy. They care for all children in need without discrimination based on a family's ability to pay for their services. The Norton Children's system cares for more than 185,000 patients every year, providing comprehensive inpatient and outpatient care, including a full range of services for heart disease, cancer care, neurosciences, spine, orthopedic and neonatal care.

This single elimination cornhole tournament will be held on Sun., July 17, during the Food and Fun Night at the Junior National Hereford Expo (JNHE). A bracket will be created based on the entries and participants will have a chance to compete in the finals on Tues., July 19, in Broadbent Arena during the Taste of Kentucky Food Truck Night. We will only be accepting 64 teams so start organizing your team now and be on the lookout for entries and official rules coming out prior to the JNHE. Teams will be made up of 2-4 current National Junior Hereford Association (NJHA) members with the opportunity to "sub" in and out at the conclusion of each round. There are no limits or minimums on how many rounds each player must participate in. Early entries are due by June 1, and will cost \$40 per team. Entries submitted after the early entry deadline will be \$50 per team until the 64-team maximum. All entry fees will be paid on-site during the night of the contest.

All proceeds will be hand-delivered to Norton Children's Hospital during the JNHE. Don't miss out on this exciting opportunity to gather for some friendly competition benefiting children and families in Louisville, and the surrounding areas during Banners in the Bluegrass!



Your herd is covered.

On the ranch, you make decisions using visual appraisal every day. But what about the traits you don't see? That's where NEOGEN's® GGP comes into play. We've loaded the most informative markers and filled in the gaps to provide you with the most complete and powerful seedstock selection tool in the industry.

So, you can be sure those lines in the tag are working overtime for you to provide confidence in selection decisions that help bolster your reputation amongst your herd and customers for generations to come.

**GGP's markers have you covered and informed. Leverage GGP today by contacting your breed association or go to [genomics.neogen.com/en/ggp-beef](https://genomics.neogen.com/en/ggp-beef)**

# Cherished

# T I M E

by **Luke Daniels**

NJHA DIRECTOR

What exactly does family mean to you? If you're like me, maybe the answer to this question has changed over time. Make no mistake, family has always been an important and massive component of my life. Expecting the same to be said for you, then what exactly could the change be?

I remember it like yesterday, attending my first Junior National Hereford Expo (JNHE). That particular July was in 2012 in Grand Island, Neb. Although it is already so different just ten years later, my three brothers and I are still attending the same event that we look forward to each and every summer. Even with our age gap, we all collectively love this association just as much as ever before; and can't thank the NJHA enough for its learning opportunities, emphasis on personal growth and relationships made for a lifetime. Speaking contests, Hereford Quiz Bowl, Team Fitting Contest, Livestock Judging and more were all under my belt at a young age.

The biggest thing I've come to realize when looking back, is not the activity nor the accomplishment. If my family didn't encourage me to get involved and remain along my side, nothing would be the same today. It's family that made it all possible from day one. Now if you're closer to my age and in college, you've had the opportunity to maybe understand this concept better and continue to be reminded by everything they do for you. Things are quite a bit different than a decade ago at my first JNHE. A sophomore in college now, my appreciation for my family is as big as it could ever be. My twin brother Eric is attending Texas Tech University, Judd (15) is a freshman in high school and Dirk (9) is a third grader.

The older you get, the less time you will have open on your schedule. We spend our whole life preparing

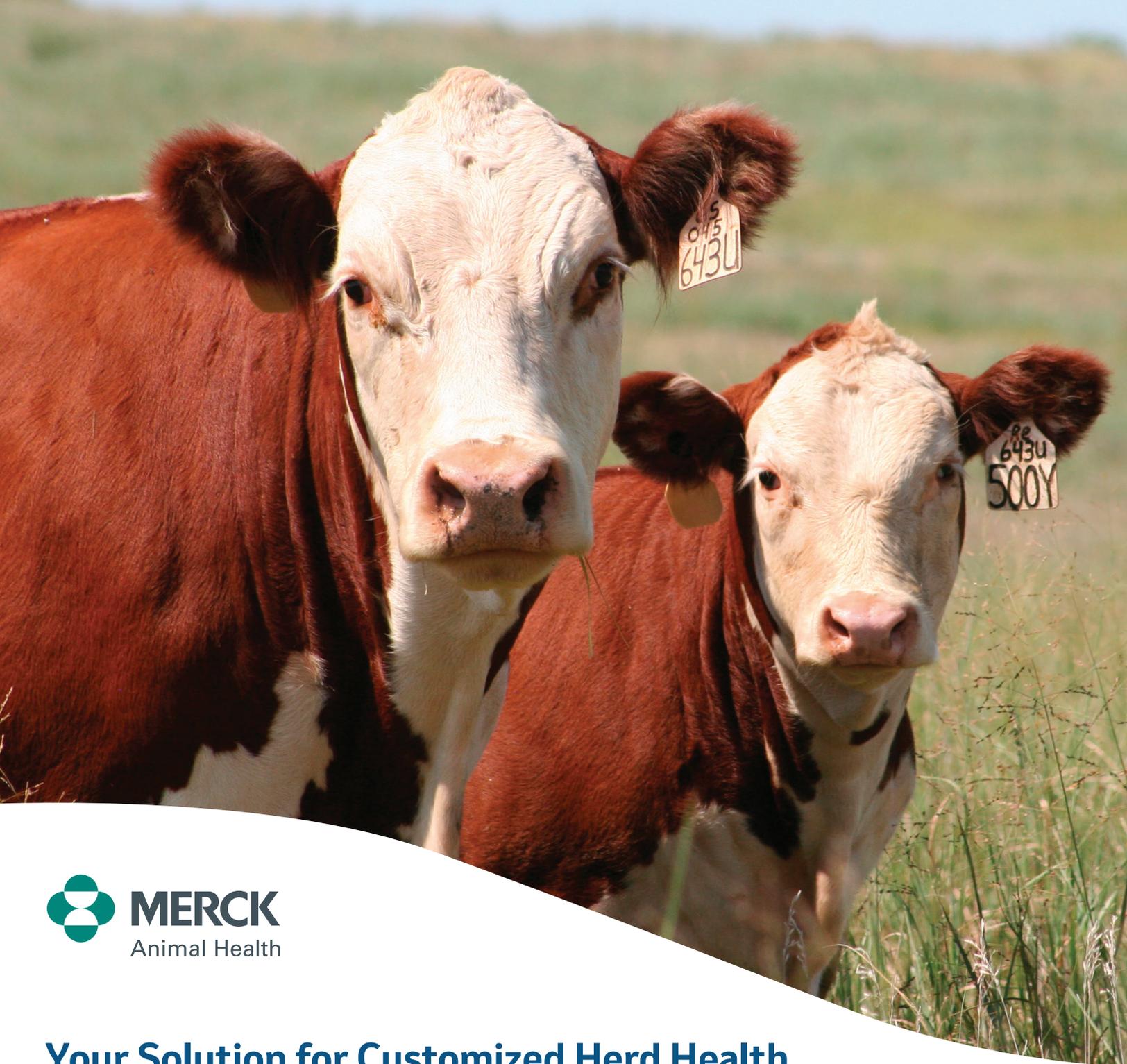
I wish someone would've told me how fast and quick things would change.

for the future and filling up every day with activities and progressive growth. I say this, not out of regret, but because I wish someone would've told me how fast and quick things would change, and how much I'd look back, wishing I'd cherished time with family. And if someone did tell me, I wish I would've listened more.

But back to the main question, what does family mean to you? I can't be the person to define that for you, but I can hope that family means as much to you as it does me. For those on the younger side of the audience, thank your family for choosing Hereford, it is such a fun and foundational part of your life. Before you know it, you'll be in college or taking your first job. You'll be getting married and working towards creating a family of your own. Whatever it is you'll be doing, I can tell you that every chance you get now matters.

Often, I find myself wishing to be with or see my family more, they're my biggest supporters and my strongest team. It's hard that we seem to realize that too late, but it makes you appreciate the times you do get even more. At a young age, my dad told me that time is the most valuable asset you will ever have. How are you spending your time and is it efficient enough to allow you to see your family or even just call and check in? Finding a good balance in your life is essential to you and the people you love most. Always keep in mind, that family comes in many forms too. The Hereford family is a huge, very tight-knit web that cares about you and wants to help you succeed. Knowing all of this, I challenge you to figure out what exactly family means to you, and cherish those little moments together.





## Your Solution for Customized Herd Health

Only Merck Animal Health offers you and your herd an exclusive set of solutions and team of experts to help reduce labor and cost while improving the efficiency and sustainability of your operation. Learn how at [MAHCattle.com](http://MAHCattle.com)



# THE BEGINNING OF A

# HEREFORD LEGGACY

by **JW Cox**

NJHA FUNDRAISING CHAIR

When the gavel dropped in Oklahoma City during the 2022 Cattlemen's Congress, the buyers name of the Hereford Youth Foundation of America (HYFA), Lot 1 Kentucky Derby Package was announced as Chapman Land and Cattle. This new name has begun to make waves over the last year, continuing to show their support for Hereford juniors and HYFA.

Chapman Land and Cattle is quickly growing as a recognized Hereford breeder. However, this family operation, with Ryan Chapman at the helm, only started recently and Ryan worked his way up from the bottom, only to turn around and give back as a major supporter of Hereford juniors.

In a recent interview with him, he told me that he has a family motto he is hoping to instill in his children. When they pick something they will stick to it, no matter how many curve balls or rough patches they may go through.

Ryan Chapman is no stranger to hard work and building businesses from scratch. Ryan got a job at the age of 18 working as a parking attendant in Nashville, Tennessee, making \$6.75, directing traffic and sweeping

cigarette butts off the ground. Shortly later he convinced the owner of the parking lot to let him be the manager and then he began managing parking lots and garages for other property owners. His hard work, grit and strong leadership skills allowed the company he started, Premier Parking, to grow into managing over 400 parking locations in 50 cities across the United States, and employing over 2,000 people.

When they pick something, they will stick to it no matter how many curve balls or rough patches they may go through.

In 2017, Ryan decided to step down from leading the company and sell the business. His family bought the initial 492 acre farm in Nunnelly, Tennessee, shortly followed by an acquisition of an additional 100 adjoining acres. He then got started in the commercial cattle business. Admitting that he had no prior farming





background, he wanted to be involved in the agriculture world after meeting other people in it. Within his commercial herd he had a handful of unregistered Herefords and he said, “I didn’t know any better than I just knew I liked Herefords, they were my favorite cows and I decided to research and learn everything about the breed I could.” A good friend and mentor of his introduced him to fellow Hereford breeders to learn from and then, in 2019, he purchased a handful of registered Hereford heifers from Burns Farms, in Pikeville, Tenn. He has since been traveling the country with his registered herd manager, John Thomas, assembling a first class set of Hereford cattle.

In June of 2020, he and his wife Betsy, decided that the family would sell their house in Nashville. They would move their family, Betsy & Ryan along with his daughter, Vivian age 9, and son, Bo age 6, to their farm in Nunnelly full-time. They have continued to grow their land portfolio acquiring another 600 acres and leasing additional land. As their farms continue to grow in size so does the cow herd quality and quantity. Chapman Land and Cattle are focused on building some of the best genetics from some of the top herds, not only in the southeastern region, but from across the country.

When I asked Ryan why he chose to focus on the National Junior Hereford Association (NJHA) as a subject of his support and as a donor he said they had an obligation to help. It was God’s plan for him to end up in the Hereford breed, and especially now that his kids are growing up in this association, he felt like he needed to do everything he can for the younger generation. “After all,” he mentions, “when we are all long gone, they will be the ones at the helm of our operations.”

He wants to try and make his giving meaningful and provide us juniors with the most help and head start on life we can. His personal mission is to keep building awareness and a connection to agriculture, and to provide resources by investing in the future of not only the breed but the future of our junior members.

His personal mission is to keep building awareness and a connection to agriculture.

Chapman Land and Cattle is a true testimony that you can do anything that you put your mind to and work hard to accomplish. Ryan said, “he loves to work hard in the face of adversity, that he has the grit, the will and the want.” The Hereford breed is a family he knows, and I think there is no truer person to speak on this topic than a gentleman who started knowing nothing about the agriculture industry or what a Hereford was, to becoming one of the top Hereford breeders in the South, working to create some of the most competitive genetics in the country. The Chapman family had their first annual bull sale this year, and he says you can expect a production sale in the future, once he believes his cattle are at their peak. With their continually growing operation, they are truly proving that you can accomplish anything that you set your mind to.

Ryan says he wants to beat the odds a new breeder faces and make his herd grow into a generational operation that his children could take over. As someone who didn’t grow up in agriculture, he is dedicated to giving his own children the opportunity to grow up with dirt under their nails and a heifer in the show ring.

# FACES OF LEADERSHIP



BILLINGS, MONTANA

**SKY'S**

THE LIMIT

AUGUST 3-6, 2022 | REGISTER BY JULY 1, 2022  
[hereford.org/youth](https://hereford.org/youth)

MADE POSSIBLE BY THE COLEY-MALIR LEADERSHIP ENDOWMENT



# DATES & DEADLINES

## MAY

- 1** Washington State Spring Show, Chehalis, Wash.
- 6-8** NW Regional Junior Show, Madras, Ore.
- 15** Junior National Hereford Expo (JNHE) early bird online entry deadline
- 8** Maryland Junior Hereford Preview Show, Gaithersburg, Md.
- 27-29** California/Nevada Junior Hereford Association Field Day, Red Bluff, Calif.
- 28-29** Kansas Junior Show, Manhattan, Kan.
- 28-30** Midwest Prime Time Regional Show, Findlay, Ohio

## JUNE

- 1** Advisor of the Year Nominations Due  
Contests Deadline (CHB Hybrid Cooking Challenge, Hybrid Extemporaneous Speech Contest, Future Professionals Contest, Hybrid Illustrated Speech, Hybrid Individual Sales, Sales Academy, Judging Contest, Photo Contest and Showmanship Contest)  
NJHA Board Candidate Online Application Deadline  
JNHE Final Online Entry, Ownership Deadline (Online Only. No late entries accepted.)
- 3-5** Nebraska Junior Show, Kearney, Neb.
- 3-5** Indiana Junior Preview Show, Lebanon, In.
- 4** Pennsylvania Junior Show, Meadville, Pa.
- 4-5** Kentucky Junior Hereford Show, Russellville, Ky.
- 4-5** Wisconsin Junior Preview Show, Jefferson, Wis.
- 7-11** Texas Junior State Show, Belton, Texas
- 9-11** Red Dirt Redezvous Regional, Stillwater, Okla.
- 9-11** Southeastern Regional Junior Hereford Exposition, Cookeville, Tenn.
- 10-11** South Dakota Junior Hereford Field Days, Watertown, S.D.
- 10-11** Ohio Premier Junior Preview Show, Wooster, Ohio
- 10-12** Missouri Cattleman's Junior All Breeds Show, Sedalia, Mo.
- 16-18** Georgia Junior Hereford Association Field Day, Comer, Ga.
- 17-19** Illinois Junior Preview Show, Altamont, Ill.
- 18-19** Midwest Classic Junior Hereford Preview Show, Pipestone, Minn.
- 24-26** Multi State Junior Preview Show, Winona, Miss.
- 24-26** Iowa Junior Preview Show, Adel, Iowa

## JULY

- 1** Faces of Leadership Earlybird Registration Deadline
- 15** Final Faces of Leadership Registration Deadline
- 16-22** Banners in the Bluegrass Junior National Hereford Expo, Louisville, Ky.
- 25-26** North Dakota Junior Hereford Show, Minot, N.D.

## AUGUST

- 3-6** Faces of Leadership Conference, Billings, Mo.

# I LIKE THE HEREFORDS 4-3-2-1. . .

by **Ralston Ripp**

NJHA DIRECTOR

Reasoning, decision making, public speaking and responsibility are just a few of the skills livestock judger's hope to grow. Youth and adults partake in the activity to not only compete, but also to see great cattle and livestock from across the nation.

Our National Junior Hereford Association (NJHA) hosts thousands of youth in a show ring, multiple times a year, to be evaluated by a judge in the center. I believe there is immense value in teaching the why and the how of livestock judging. It only makes sense for juniors to understand what the judge is evaluating as they walk circles in front of their examining stare. With that being said, I am so excited to share that, along with continuing to welcome all juniors to compete in the Livestock Judging Contest at the 2022 Junior National Hereford Expo (JNHE), we are adding a brief introduction and explanation to the start of the contest. Whether it is the first time for a young showman or an experienced judger stepping into that contest, we want to ensure we are catering to our audience and sharing knowledge, while not losing the competitive atmosphere for everyone involved.

When it comes to market cattle, prioritize muscle first. Then go into looking at composition, balance and structure. Market cattle's end goal is to provide a delicious steak, while getting to their endpoint in an efficient manner, and it is important to always remember that while judging a market class.

On the contrary when looking at breeding cattle, we want them around for as long as they are sound. Structure and function are the utmost important factors for our heifers and bulls. After we know they are sound and able to take care of themselves when turned out, balance and eye appeal, along with natural muscle can be taken into consideration when marking your card.

## MARKET CATTLE PRIORITIES

1. Muscle
2. Balance/Composition
3. Structure

## BREEDING CATTLE PRIORITIES

1. Structure and Function
2. Balance/Composition
3. Natural Muscle

Remember these are the big picture priorities to look at. As the quality of cattle continues to improve, the little things matter more, but going back to the basics, will always keep you on the right track.

I am an example of a junior that did not know what she was doing at seven years old, when marking a card at JNHE. I quickly fell in love with getting to defend my placings and learning that everyone shared a different opinion. That is the most unique aspect of livestock judging as everything looks different in another's eye. BUT, look at the positive side of how cool it is that we get to share our perspective and have a voice in defending why. Plus, when it is done in a competitive atmosphere it continues to challenge every individual to be better. While it may be intimidating, I hope to eliminate those butterflies and share the opportunity to expand on making quick and efficient decisions, while getting to look at great Hereford cattle during the 2022 JNHE.



**2022 VITAFERM JUNIOR NATIONAL HEREFORD EXPO  
JULY 16- 22 | LOUISVILLE, KY.**



**16  
JULY, SATURDAY**

- 2 p.m. Gates open for tack trailers to arrive and set up in barns
- 6 p.m. Cattle may arrive into tie-outs

**17  
JULY, SUNDAY**

- 7 a.m. NJHA Board and Candidate Orientation Breakfast.....*Crowne Plaza Hotel*
- 8 a.m. Tattoo checks begin in each barn
- 9 a.m. - Noon Cattle Paper check-in ..... *Broadbent Arena*
- 9:30 a.m. Hereford Bowl Check-In & Written Test ..... *W3 & W4*
- 10 a.m. All cattle must be in barns at this time  
- NJHA Candidates to hand out goody bags and t-shirts to state advisors
- 11 a.m. Extemporaneous & Illustrated Speech Contest Finals ..... *W5, W6, W8, W9*
- Noon Steer weights electronically declared by this time
- Noon Queen's Orientation
- 12:30 - 3:30 p.m. Neogen's DNA Collection Stations..... *Broadbent Arena*
- 2 p.m. Hereford Pen-to-Pen Session #1..... *W1 & W2*
- 3:30 p.m. Meet the Candidate Ice Cream Social & Delegate Roundtables ..... *W3 & W4*
- 6 p.m. Opening Ceremonies ..... *Broadbent Arena*
- 7 p.m. State Food & Fun Night/Cornhole For a Cause ..... *West Hall A & B and Driveway*

**18  
JULY, MONDAY**



- 7 a.m. HYFA 5K Race ..... *KEC Facility*
- 8 a.m. Judging Contest Check-In & Orientation ..... *Broadbent Arena*
- 9 a.m. Judging Contest ..... *Broadbent Arena*
- 11 a.m. Individual Sales & Sales Academy Finals..... *W5, W6, W8, W9*
- 11:30 a.m. NHW's Catch-A-Vibe Event, followed by Queen's Tea ..... *W3 & W4*
- Noon VitaFerm Prep-to-Win Workshop..... *Broadbent Arena*
- 1 p.m. Hereford Pen-to-Pen Session #2..... *W1 & W2*
- 2:30 p.m. Hereford Bowl Buzzer Round (start with senior division)..... *New Market Hall*
- 3 p.m. Sullivan Supply Stock Show University..... *Broadbent Arena*
- 5 p.m. Sullivan Supply Fitting Contest..... *Broadbent Arena*
- 6 p.m. Future Professionals Contest Interviews..... *W5 & W7*
- 6-8 p.m. Bridging the Gap College & Career Fair Social Networking..... *W6 & W9*

**19  
JULY, TUESDAY**

- 8 a.m. Sullivan Supply National Showmanship Contest.....*Broadbent Arena*  
Senior, Intermediate & Senior Finals ..... *Ring 1*  
Junior & Peewee..... *Ring 2*
- 6:30 p.m. State Group of 3 & 5 Group Classes and Taste of Kentucky Food Truck Night.....*West Hall A & B*

**20  
JULY, WEDNESDAY**

- 8 a.m. Cow-Calf Pairs, B&O Females, Produce of Dam group class ..... *Ring 1*  
Steer Show followed by B&O Bulls..... *Ring 2*  
\*Awards ceremony following conclusion of Ring 2
- 6 p.m. NJHA Membership Update, Dinner & New Board Election..... *W3 & W4*

**21  
JULY, THURSDAY**

- 7:30 a.m. Owned Female Show..... *Broadbent Arena*
- Noon Awards Ceremony..... *Broadbent Arena*
- 7 p.m. HYFA Scholarship, Awards & Maroon Jacket Ceremony..... *Broadbent Arena*

**22  
JULY, FRIDAY**

- 7:30 a.m. Conclusion of Owned Female Show..... *Broadbent Arena*

Hereford Youth Foundation of America (HYFA) VIP Club will be open  
Tues.- Fri., 10 a.m. - 5 p.m., in New Market Hall. Refreshments will be available.



# 2022

## JNHE RULES & REGS



### ENTRY INFORMATION

1. Fees:
  - Early Bird Online Entry Fee is \$40 per entry if processed by MAY 15
  - Online Entries processed between MAY 16 and JUNE 1 are \$60 per head
  - A one-time bedding fee per entry is \$70 and this includes bedding for tie-outs.
2. Deadlines:
  - Earlybird Entry Deadline - May 15
  - Final Entry Deadline - June 1
  - Final Ownership Deadline - June 1
3. The online entry system will not work without a registration number, so please plan ahead to ensure registrations and transfers are handled in advance of the May 15 and June 1 deadlines.
4. "PENDING" or "APPLIED FOR" will not, under any circumstances, be accepted online in the registration field. YOU MUST have a registration number before completing your online entry. This includes calves on the side of cows for the cow-calf pair show.
5. Please be sure to indicate whether your female(s) will show in the owned show, the bred-and-owned show, or both. Female(s) exhibited in both shows will require two entry fees and one bedding fee.
6. All steers showing at the Junior National Hereford Expo (JNHE) must be registered by the American Hereford Association (AHA) and out of a registered sire and dam.
7. ALL steers must have a DNA profile on file at the AHA at the time of entry. No steer certificates will be accepted, only registration papers.
8. All entries and additional orders will be submitted through herefordjuniornational.com.
9. If an animal is transferred after the completion of any entry, the animal will be removed from the entries and the exhibitor will not receive the stall space or refund.
10. VitaFerm Sure Champ will be sponsoring one free shirt to each exhibitor who enters cattle; additional shirts may be purchased online through June 1, or at the JNHE. You will be able to order parking passes, extra t-shirts, showmanship entries and more, through the online system until June 1.
11. **Entry fees are non-refundable.**

### BARN AND TIE-OUT POLICIES

1. Porta Cool Units WILL NOT BE allowed in the barns or in the tie-out areas. It was the decision of the National Junior Hereford Association (NJHA) Board to no longer allow Porta Cool Units due to the space issues in the barns.
2. No pens or tents will be allowed in tie outs.
3. No need to arrive early and mark tie outs since tie outs will be pre-assigned by state and marked by state advisors. All cattle will be tied on the panels provided in the tie out area and NO INDIVIDUAL PENS will be built in tie outs. We appreciate your cooperation with this and your help ensuring everyone has adequate space in tie outs.
4. No generators inside the barns.

### STALLING INFORMATION

1. No exhibitors, or advisors will be allowed on the grounds and in tie outs until 2 P.M. SATURDAY, JULY 16.
2. NO CATTLE will be allowed on grounds until 6 P.M., SATURDAY JULY 16 and NO CATTLE in barns until Sunday morning, July 17.
3. All exhibitors will be stalled by state in the barn and advisors are in charge of stalling assignments within each state.
4. We ask that advisors and exhibitors do not set up stalls or any decorations prior to the barns being open Saturday, July 16 at 2 p.m., nor your state advisor assigning the stall spaces. The state advisors will have final say in stalling for each state, so we ask that everyone cooperate with this stalling process in order to get the week off to a good start.
5. ALL CATTLE EXHIBITING AT THE JNHE MUST BE STALLED WITH THE STATE THE JUNIOR EXHIBITOR IS FROM. If under special circumstances the case arises that the junior exhibitor is competing with a different state association, it must be specified at the time of entry, no exceptions.

## GENERAL RULES

1. Exhibitors must be 7 years old and not yet 22 years old by January 1, 2022, and a current member of the National Junior Hereford Association (NJHA).
2. Junior memberships are \$15 and must be paid prior to entry. Dues may be paid via MyHerd.org and membership forms may be completed online through jrhereford.org.
3. All animals must be registered with the AHA.
4. Each entry, except in the bred-and-owned bull show must be owned solely by the junior exhibitor(s) and in his/her recorded ownership before June 1. Siblings may jointly own animals, provided all are current members of the NJHA and meet JNHE age requirements. No animal is eligible to compete if recorded in joint ownership (other than the sibling rule and bred-and-owned bull rule), and no joint ownership with farm name or family name.
5. Horned or de-horned animals are eligible for the horned owned breeding show
6. Polled cattle or cattle with scurs are eligible for the polled owned breeding show.
7. Scurs, if present, must be loose and not firmly attached to the head; they must not be removed or tampered with.
8. Horned and polled cow-calf pairs, steers, bred-and-owned bulls and bred-and-owned females will show together in their respective shows.
9. All animals must be registered and transferred prior to the June 1 entry and ownership deadline date.
10. No late transfers or entries will be accepted.
11. Entries with "pending" listed, as the registration number will not be accepted and entry will be refused. This includes calves showing on the sides of cows in the cow-calf pair show.
12. All cattle must be in place in the barn by 10 a.m. on Sunday, July 17. All cattle must be processed by noon on Sunday, July 17.
13. Original registration certificate must be presented at check-in.
14. All animals will have tattoos checked unless the original registration paper has been stamped VERIFIED by an AHA staff member.
15. Tattoos that are missing, illegible, altered, incorrect and/or in any other way disagree with the official AHA records will be justifiable cause for disqualification of entry. CHECK TATTOOS WELL BEFORE LEAVING FOR THE JNHE.
16. Entries must meet Kentucky health regulations. All animals must have an official health certificate. Refer to the health requirements available at jrhereford.org.
17. Exhibitor must show his/her own animals. Only exhibitors who are in attendance at the JNHE and are physically unable to show the animals due to illness or injury will be excused.
  - In the case of extenuating circumstances, the family must come to the NJHA board and AHA Youth Director, in which case, the board of directors and AHA Youth Director have sole discretion as to whether the animal may be shown by a substitute showman.
  - Owner may secure another junior member to show his/ her animals if excused or if exhibitor has more than one entry in the same class.
  - It is recommended that if you have more than one animal being shown in a class you utilize a fellow junior from your own state to assist.
  - No adult may assist a junior member or be allowed in the showing at any time.
18. Exhibitor must wear official show shirt in both showmanship and in the entire cattle show along with entry numbers on chest and back.
19. Additional show shirts may be purchased online through June 1, or at the JNHE.
20. Exhibitor must follow AHA fitting rules as stated in the official Show Rules and Classifications of the AHA.
21. State herdsmanship (neatness, decoration, workmanship and cooperation) will be judged.
22. If all requirements are not met, the NJHA Board and Youth Director reserve the right to disqualify any entry.
23. All persons making entries in the show shall agree to abide by all the rules and regulations as outlined and will not hold the American Hereford Association or the Junior National Hereford Expo organizers responsible for accident, loss or injury to any person, animal or article.
24. No farm signs or videos may be displayed at the stalls. Family signs may be displayed if junior exhibitor(s) names are included.
25. The following showmanship divisions will be offered: peewee, junior, intermediate and senior.
26. All showmanship and judging contestants must pre-enter by JUNE 1. There will be no entries accepted at the show. The entry fee is \$5 per contest.
27. Calves at the side of cow-calf pairs may show in separate female or bull shows, however, additional entry fees will apply. If the calf is not showing separately an additional \$70 bedding fee applies.
28. Breeding cattle will not be weighed or measured.
29. The most current EPDs will be used. EPDs for all cattle will be provided to the judge for him/her to use at their discretion.
30. Junior members will only have EPDs if they are compliant with Whole Herd TPR or purchased an animal from a Whole Herd TPR breeder. If you feel that you are not compliant with Whole Herd TPR, please call the AHA records department immediately.
31. Horned and polled owned females will be shown separately, alternating at the divisions. Horned and polled bred-and-owned females will show together in one show, with one grand and reserve grand champion bred-and-owned female being selected.
32. Bred-and-owned females may also enter the owned show and must indicate this on the entry form and pay an additional entry fee.

# 2022

## JNHE RULES & REGS



33. Due to the Kentucky Expo Center regulations and safety of exhibitors, NO DOGS will be allowed on the grounds, in the tie outs, in the barns or in Broadbent Arena with the exception of service animals with proper identification.
34. Any animal a junior enters may be used in the team-fitting competition and/or be asked to be used in the judging contest.
35. When entering contests be sure to use your age as of January 1 of the current year.
36. At the JNHE, the exhibitor of any animal that wins competition shall, promptly after the announcement that such animal has won such competition, permit the Association to secure a DNA sample from such animal. Please see Rule 4 of Section VII of the Association rules and regulations for how DNA testing is handled.
37. It is a policy of the NJHA board of directors that if an animal gets loose in the showing, an exhibitor will be given two chances to regain control of said animal throughout the duration of that particular show. After the third instance, exhibitor and animal will be dismissed from the showing by an NJHA board member or AHA staff member
38. Only Junior National Hereford Expo exhibitors are allowed to show animals in the showing. This includes ALL special classes.
39. No aerosol cans are allowed in the make-ready area or the showing.

### CLASS BREAK RULES

1. Class and division breaks will be determined after check-in. The AHA classifications for national shows will be utilized as guidelines.
2. Steers classes will be split by weight.
3. There WILL NOT be a 2022 calf division in the OWNED female show.
4. If the number of entries warrant, classes will be divided.

### SPECIAL COW-CALF RULES

1. Offered to cows born prior to Aug. 1, 2020.
2. No maximum age for cows.
3. Calf must be her natural calf and no more than 240 days in age as of the day of the show. (Calves must be born on or after November 22, 2021.)
4. There will be bred-and-owned cow-calf classes and owned cow-calf classes.
5. Winners of the bred-and-owned and owned classes will compete for grand champion cow-calf pair.
6. Polled and horned pairs will be combined in one cow-calf show.
7. Bred-and-owned cow-calf class – Exhibitor must be the breeder and owner of BOTH the cow and the calf. The same cow-calf pair may not show in both the bred-and-owned and standard cow-calf classes.
8. Owned cow-calf classes – Exhibitor must be the breeder of the calf and must have been the recorded owner of the cow at the time of conception.
9. Bull and heifer calves on the side of cows in the cow-calf pair show are eligible to show in individual classes. They must be entered individually and pay the additional entry fee.
10. The bred-and-owned bull show ownership rules apply to bull calves in the cow-calf show.
11. There will be no nurse cows allowed in the cow-calf pair show or stalled in the barns.
12. All calves on the side of cow-calf pairs MUST be registered and tattooed.

### BRED-AND-OWNED SHOW RULES

1. To be eligible for the bred-and-owned show, the exhibitor(s) must have owned the entry's dam at the time of conception and must be listed as the breeder and original owner on the registration certificate.
2. Bred-and-owned females calved on or after August 1, 2020 are eligible.
3. Bred-and-owned females may also show in the owned show. This must be declared at the time of the entry. An additional entry fee will be charged.
4. Horned and polled bred-and-owned females will show together.
5. Bred-and-owned bulls calved after August 1, 2020 are eligible.
6. There will not be a class for 2-year-old bulls.
7. Horned and polled bulls will show together.
8. Bred-and-owned bulls must have been bred by the junior exhibitor, but may be owned jointly with an adult/farm, provided that the junior exhibitor is the sole breeder, original owner and is officially recorded as a current owner of that bull.
9. All bulls calved before January 1, 2022, must be shown with a nose lead.

## STEER RULES

1. All steers showing at the Junior National Hereford Expo must be registered by the American Hereford Association and out of a registered sire and dam.
2. ALL steers must have a DNA profile on file at the AHA at the time of entry.
3. No steer certificates will be accepted, only registration papers.
4. The Junior National Hereford Expo (JNHE) will be using a weigh back system. The JNHE steer exhibitor must fill out and turn in this form with their steers' declared weight. This will become the animal's official weight. All steers will be divided into classes according to weight after check-in is finalized.
5. Steer weights will be declared electronically by noon, Sunday, July 17. Declare forms are available through jrhereford.org. This data will be used when breaking classes and will be provided to the judge.
6. The top three placing animals in each class will be weighed. No reweighs will be allowed once the animal has stepped off of the scale.
7. There will be a 5% tolerance from the declared weight and the show day weight.
8. All animals outside of the 5% tolerance will be disqualified.
9. Steer classes will be divided by weight.
10. There will NOT be a separate prospect steer show.

## SPECIAL CLASSES

1. Produce of Dam – Each exhibitor can enter 1 group consisting of two bred-and-owned progeny representing one dam. No steers are allowed. Enter through herefordjuniornational.com by June 1.
2. State Groups – Two divisions of any combination of steers, females or bulls is acceptable. There may be only one group per state. State Advisors are responsible for entries, they can be found on the JNHE resources page.
  - Large State Division - 25 head or more entered by the state
    - Five animals from one state, owned by three or more exhibitors and representing not more than two animals per exhibitor.
  - Small State Division - Less than 25 head entered by state
    - Three animals from one state, owned by two or more exhibitors and representing not more than two animals per exhibitor.
3. Premier Adult and Junior Breeder
  - Award points are computed from winnings in breeding animal classes:
    - 5 points for 1st
    - 4 points for 2nd
    - 3 points for 3rd
    - 2 points for 4th
    - 1 point for 5th place.
  - Points are given only for individual classes; no points for champions or groups.
  - The Senior Premier Breeder Award is given to the adult or farm with the top point total.
  - The Junior Premier Breeder Award is given to the junior member with the top point total, regardless of the number exhibited.
    - \*Computed the same as the National Hereford Open Shows.
4. Premier Exhibitor
  - Award points are computed from winnings in breeding animal classes:
    - 5 points for 1st
    - 4 points for 2nd
    - 3 points for 3rd
    - 2 points for 4th
    - 1 point for 5th place.
  - Points are given only for individual classes; no points for champions or groups.
  - The Premier Exhibitor Award is given to the junior with the top point total, regardless of the number exhibited.
    - \*Computed the same as the National Hereford Open Shows.

## CONDUCT

1. The JNHE is a family event. Any false representation, interference, or unsportsmanlike conduct on the part of any attendee will be dealt with by AHA staff according to the equities of the case. If any attendee interferes in any way with the judges or shows disrespect to them, or to the show, the JNHE may withhold any awards or take any other steps deemed desirable.



## 2021-2022 | BOARD OF DIRECTORS



CHAIRMAN

**Noah Benedict**  
Dewey, Ill.  
nojo1132@gmail.com  
217-372-8009



VICE CHAIRMAN

**Wyatt Lawrence**  
Princeton, Minn.  
wyattherf99@gmail.com  
763-242-2804



COMMUNICATIONS  
CHAIR

**Bailey Morrell**  
Willows, Calif.  
bsmshowcattle5@gmail.com  
530-519-5189



FUNDRAISING  
CHAIR

**JW Cox**  
Flemingsburg, KY  
jwcox2009@gmail.com  
606-748-4738



LEADERSHIP  
CHAIR

**Lauren McMillan**  
Tiskilwa, Ill.  
Laurentmcmillan@gmail.com  
815-876-7909



MEMBERSHIP  
CHAIR

**Libby Rushton**  
Waverly, Tenn.  
libbyrushton2001@gmail.com  
931-209-6019



DIRECTOR

**Luke Daniels**  
Dalhart, Texas  
luke@circleh.info  
806-268-2191



DIRECTOR

**Ralston Ripp**  
Kearney, Neb.  
ralstonripp@gmail.com  
308-293-5560



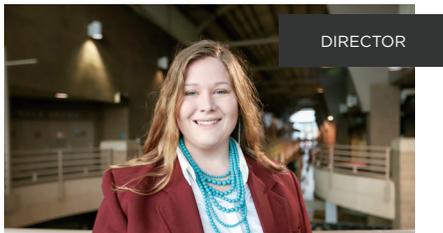
DIRECTOR

**Wesley Denton**  
Blue Rapids, Kan.  
dentonw@ksu.edu  
785-336-4155



DIRECTOR

**Lauren Jones**  
Darlington, Wis.  
ljherefords15@gmail.com  
608-482-3525



DIRECTOR

**Hannah Pearson**  
Oconto, Neb.  
hjpearson001@gmail.com  
308-870-3805



DIRECTOR

**Tar Tut**  
Faribault, Minn.  
tartut@outlook.com  
507-491-3493

*Your legacy*

POWERED BY

**TRANS**

**OVA**

**genetics**

OBJECTS IN MIRROR  
THAN THEY ARE

*Your legacy*

IS NOT ONLY WHERE YOU CAME FROM, BUT MORE  
IMPORTANTLY, IT IS WHERE YOU ARE HEADED.

**TRUST TRANS OVA TO CONTINUE YOUR LEGACY.**

**TRANS** **OVA**  
**genetics**

[WWW.TRANSOVA.COM](http://WWW.TRANSOVA.COM)

# PROGRESSIVE CATTLEMEN

RELY ON RESULTS



**VITAFERM**<sup>®</sup>

IN THE PASTURE



**SURE•CHAMP**<sup>®</sup>

IN THE SHOW RING

For more information or to find a dealer near you, visit [www.vitaferm.com](http://www.vitaferm.com) or [www.surechamp.com](http://www.surechamp.com).