



# Art & Answer

Photo by Kalle Seagraves



Since its inception in Herefordshire, England almost 300 years ago, Hereford cattle continue to answer a variety of contemporary questions.

Back then, folks were looking for efficient beef cattle capable of feeding the expanding industrial revolution with more beef than the dual-purpose breeds.

When Hereford cattle first came to the United States, they were the answer to a similar question — efficiently adding more pounds of beef to cattle roaming domestic ranges — and efficiently adding those extra pounds to younger cattle.

Today's beef industry faces questions just as vexing.

How do we make the world's most efficient beef cow herd even more efficient via genetics? How do we bolster beef producers' economic sustainability? How does the beef industry address the growing societal

concern about the role of cattle in environmental sustainability?

Hereford's inherent breed advantages for production efficiency, such as fertility, longevity and feed efficiency provide an answer. Plus, these breed advantages are magnified through heterosis when Hereford is the complementary component in managed crossbreeding systems.

This special section of *Hereford World's* Annual Herd Bull and Reference issue celebrates specific examples of Hereford's role as an answer. It also celebrates some of the people behind the cattle. Even with science and technology, effectively breeding cattle is an art unto itself.

Speaking of which, you will also read about someone who sees Hereford cattle through an artistic lens, as well as one Hereford breeder who carries on the unique, historic art of custom hat making.

Here's to Hereford — art and answer! **HW**

by *Wes Ishmael*

