

by **Trey Befort**

Traveling across our great nation during the past nine years with the American Hereford Association (AHA) has provided me the awesome opportunity to visit with individuals from all segments of the cattle and beef industries. It is always very interesting to see the vast differences in management practices at the cow-calf level, which contribute to a high-quality and consistent beef product for our consumers to enjoy. The people involved in the beef supply chain — and their stories and backgrounds — make our industry second to none.

I believe it is always important to tell your story, no matter what role you play in the supply chain. There are numerous platforms for folks to share their stories and the industry programs they utilize, all of which make a difference to producers and consumers.

For instance, the national Beef Quality Assurance (BQA) program enables producers to document their adherence to production practices backed by science. Your BQA certification provides potential cattle buyers with more confidence in what you're offering. The BQA certification program also builds consumers'



confidence as they consider choosing beef rather than other proteins.

Tell the Hereford story

Closer to home, telling the Hereford story grows more important and necessary. The breed continues to expand market share by providing customers with genetic solutions while leading the seedstock industry into new areas of genetic research.

AHA always appreciates hearing from members and commercial producers who share their message about how Hereford genetics help them improve and add value to their operations.

In June, our team gathered these kinds of messages as we visited breeders and commercial users of Hereford genetics. If you have suggestions about whom we should visit in the future please contact me (tbefort@hereford.org) or Taylor Belle Matheny, AHA director of communications and digital content, (tmatheny@hereford.org).

Use the tools

As you tell your story, keep in mind the number of AHA programs to help you and your customers market Hereford and Hereford-influenced cattle. For

example, the Hereford Advantage program is tailored to feeder cattle, while the Premium Red Baldy and Maternal Advantage programs are geared to assist marketing commercial females.

The AHA Hereford Feedout Program and the National Junior Hereford Association Fed Steer Shootout illustrate another area of growing participation benefiting individual participants and the breed overall. These programs are a cost-effective, practical way for purebred and commercial producers to collect valuable information about their genetics — information they use to improve their programs and tell their stories.

Keep an eye out for results from this year's feedout programs. Also, plan to participate in next year's programs. HRC Feed Yards at Scott City, Kan. will feed the cattle once again. Entry deadline for both programs is Nov. 1. Cattle delivery to HRC Feed Yards is Dec. 10-14. Find more details at Hereford.org/genetics/breed-improvement/feedout-program and at Hereford.org/Youth/NJHA-Fed-Steer-Shootout. **HW**

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2023

FED STEER SHOOTOUT CONTEST



Participate in a real world cattle feeding contest



Increase your knowledge of the beef industry



Compete for over \$10,000 in awards and scholarships



Learn more at hereford.org/youth



Contest Entry Deadline: November 1, 2022

Contest Delivery Dates: December 10-14, 2022

HRC Feed Yards
Scott City, Kan.

PROVE THE WORTH OF YOUR GENETICS

Maximize your profit potential | Improve carcass EPD accuracy
Collect valuable carcass and performance data | Expand marketing avenues
Gain access to the U.S. Premium Beef® grid | Market into Certified Hereford Beef®

PROGRAM GUIDELINES

Groups of 5 head (min.) per producer | Weaned 45+ days
2 rounds of vaccinations (MLV) - specific protocol available upon request |
Financing options available

ENROLLMENT DEADLINE: NOVEMBER 1, 2022
DELIVERY TO HRC FEED YARDS: DECEMBER 10-14, 2022

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