

What's New? | Association News and Events

"What's New?" is a column designed to keep you in the know about Hereford happenings. You can sign up for *Hereford Headlines*, an electronic newsletter distributed the first Friday of each month by the American Hereford Association (AHA) highlighting Hereford news and events. You can also receive the *Bald Faced Bottom Line*, a commercially-focused electronic newsletter sent the third Friday of each month. To subscribe to these free newsletters, send an email to outreach@hereford.org. Archived issues are posted at Hereford.org.

Hereford World Shines

The American Hereford Association (AHA) is longtime supporter of the Livestock Publications Council (LPC). LPC was founded nearly 50 years ago to serve and advance the livestock publishing industry. In July, *Hereford World*, Hereford Publications, Inc. (HPI) and Hereford Youth Foundation of America (HYFA) earned several top LPC awards during the annual Agricultural Media Summit in Raleigh, N.C. (see below).

Annual Meeting

Plan to be in Kansas City

The 2022 American Hereford Association (AHA) Annual Membership Meeting and Conference — Built on Tradition. Engineered to Sustain. — will be Oct. 21-22 at The Loews Kansas City Hotel, in Kansas City, Mo.

The weekend schedule will include an educational forum and industry trade show on Friday, Oct. 21. The Annual Meeting and Hereford Honorees breakfast will take place Saturday morning, Oct. 22, and will honor the 2022 Hereford Heritage Hall of Fame and Hereford Hall of Merit inductees. The Hereford Youth Foundation of America (HYFA) Scholarship winners, as well as the National Junior Hereford Association (NJHA) Fed Steer Shootout winners will be recognized at a special awards luncheon on Friday, Oct. 21, in conjunction with the educational forums. The national show award winners will be recognized before the Ladies of the Royal sale on Saturday, Oct. 22. The National Hereford Queen will be crowned for the coming year on Sunday, Oct. 23.

2022 AHA Board Candidates

The AHA nominating committee is pleased to announce the six candidates nominated for election to the AHA Board of Directors. The candidates are:

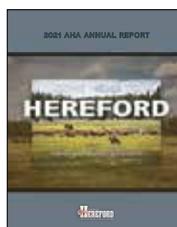
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First place
Newspaper cover



First place (tie)
Annual report



First place
Association website



Second place (tie)
General Excellence
newsletter



Second place
National show coverage



Honorable mention
Event/Show program



Honorable mention
Instructional story



Honorable mention
Annual report

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Youth



Enter the Fed Steer Shootout

Plan to learn more about the cattle feeding sector and how your genetics perform at the next level by participating in the 2023 National Junior Hereford Association (NJHA) Fed Steer Shootout. The contest entry deadline is Nov. 1, 2022, and the delivery deadline for cattle to HRC Feed Yards in Scott City, Kan., is Dec. 10-14, 2022. For more information and to plan your cattle delivery, contact Trey Befort at tbefort@herefordbeef.org.

Cattle can be entered individually or in pens of three and must meet the following qualifications:

- 2022-born steers
- Purebred Hereford and commercial Hereford-influenced steer categories
- 600-pound weight minimum
- Be weaned at least 45 days prior to delivery
- Received two rounds of vaccinations

Visit [Hereford.org/Youth/NJHA-Fed-Steer-Shootout](https://www.hereford.org/Youth/NJHA-Fed-Steer-Shootout) to enter and learn more.

HYFA Scholarships

Plan now to apply for the 2022 Hereford Youth Foundation of America (HYFA) spring scholarship program. The deadline is April 1, 2023.

The HYFA scholarship program is designed to provide recognition for outstanding members of the NJHA. This coming year, HYFA will award more than \$200,000 of academic scholarships to Hereford youth.

Visit [HerefordYouthFoundation.com/submittable.com/submit](https://www.HerefordYouthFoundation.com/submittable.com/submit), to apply today.

Association News

Free genotypes for heifer tract scores

You can receive free genotypes by providing heifer reproductive tract scores for the ongoing fertility research project at the University of Missouri. Jared Decker, Wurdak Chair in Animal Genetics and his colleagues are researching how reproductive tract scores can predict pregnancy rate success. They developed a scoring rubric that evaluates the size and tone of the uterine horns as well as the size and development of the ovarian follicles.

This multi-breed research project is open to heifers only. Tract scoring must be conducted 30 to 45 days ahead of breeding. Decker's goal is to include at least 2,500 Hereford heifer reproductive tract scores and genotypes in the project.

You can find more details in a description providing at the inception of the two-year project here: [Blog.SteakGenomics.org/2020/02/HeiferRecruitment.html](https://www.Blog.SteakGenomics.org/2020/02/HeiferRecruitment.html). If you have additional questions, please contact Decker at deckerje@missouri.edu.

Sustainability webinar draws crowd

Cattle producers and allied industry from five countries participated in the Genetics of Sustainability webinar hosted by the American Hereford Association (AHA) in July. The webinar introduced AHA's collaborative research project with

Colorado State University, which aims to enhance the understanding of the genetic differences in seedstock relative to enteric methane production and nitrogen excretion, a byproduct of rumen fermentation.

Research will document the relationship between components of environmental sustainability and inherent Hereford efficiency advantages. Selection tools developed through the project could enable cow-calf producers to further improve profit potential through increased efficiency. As well, the research and tools could carve new revenue paths for Hereford breeders and commercial users of Hereford genetics via verified sustainability attributes.

You can watch the webinar — including the question and answer session — at [Hereford.ac-page.com/cswebinarrecording](https://www.Hereford.ac-page.com/cswebinarrecording).

National Shows

Get JNHE pics here

Be sure to order your favorite memories captured at the 2022 VitaFerm® Junior National Hereford Expo (JNHE). To view and purchase photos taken at the 2022 JNHE, visit the Hereford Gallery at [HerefordGallery.Shootproof.com](https://www.HerefordGallery.Shootproof.com).

The site will be updated with photos featured in the September issue and more. Photos available on Shootproof include show and award winners as well as candid photos from throughout the week. **HW**

