

Youth Movement | The Greatest Week

by JW Cox

Hereford cattle flooded the Kentucky Exposition Center as they spread the green chips in Broadbent Arena in Louisville, Ky. The “Super Bowl of cow shows,” was about to begin, and all the hard work and long hours spent preparing for this year’s VitaFerm® Junior National Hereford Expo (JNHE) was finally in full swing.

JNHE was a great event, and it was made possible by all our awesome National Junior Hereford Association (NJHA) members who participated. This breed can do so much for the younger generation, and I often encourage others to get involved. When you gather more than 700 junior members with the same passion, in the same building, for a week-long adventure, they make endless memories and connections.



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This week is one of the most anticipated weeks of the year for every Hereford family. I know my family was already planning for next year’s JNHE before we had even left Louisville.

Opportunities abound

There are many opportunities for juniors to get involved at JNHE, from showing cattle, competing in different contests both in and outside of the ring or even participating in our special programs such as Pen-to-Pen and Bridging the Gap. If you are not interested in competing at JNHE, but still want to attend, there is another opportunity for you to get involved — the JNHE Ambassador program. The JNHE Ambassador program is a mini-internship focused on teaching participants the intricacies of event-planning, both before and after the JNHE. Applications for next year will open in the winter, and I encourage you to apply.

After a fun, eventful week with our Hereford family, I was driving home and realized the magnitude of what our team had pulled off. The NJHA board of directors worked hard to make this one of the best events of the year, and I believe that became a reality when the green chips settled at the end of the week. Over the many trials and difficult years since the pandemic, we have tried to return to Louisville, and we finally made it happen. It was a success.

From DJ JJ keeping the showing tunes going to the enthusiasm during the food and fun night and the celebration of states during the opening ceremonies, it’s safe to say that NJHA members were excited for this week. That excitement set the tone.

I would be remiss if I didn’t mention the tremendous amount of support the NJHA board receives each year to help make JNHE possible. From our great sponsors



JW Cox, NJHA Chairman

to the great team in the office and the American Hereford Association (AHA), everyone helps make this week memorable.

Run for the board

As I walked into the showing ring this year, I remembered my first JNHE, in this exact same ring, just five years ago. I thought about how much I have grown as a person through this great association. Attending my first JNHE, I knew I wanted to run for the NJHA junior board, and it has truly been a great experience.

If there is a NJHA member that is debating whether he/she wants to run for the NJHA board of directors, let me emphasize that it is one of the greatest things I have ever done. It led to some of the best experiences I have ever had. I encourage you to take advantage of all that the NJHA has to offer beyond showing cattle, from Faces of Leadership and BOLD to the NJHA Fed Steer Shootout Program; there is something for everyone.

Serving on the board has been one of the greatest experiences of my life. We have such a great team and a great deal of momentum moving forward as we look to next year and make a “Mad Dash to The Hereford Bash!” **HW**