

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.

Annual Meeting Notice

2022 American Hereford Association Annual Meeting

The 2022 American Hereford Association (AHA) Annual Membership Meeting and Conference — "Built on Tradition. Engineered to Sustain." — will be Oct. 21-23, 2022, at the Loews Kansas City Convention Center in Kansas City, Mo. Please RSVP online to assist us in planning the event.

You will find detailed information about the event in the Annual Meeting Guide AHA members receive with the October issue of *Hereford World*. It includes: candidates for the AHA Board of Directors along with their profiles and Q&A; details about the educational forums and a complete schedule, including recognition of inductees to the AHA Hall of Fame and Hall of Merit.

Stay up to date with all information regarding the Annual Meeting and Educational Forums at Hereford.org/events/annual-meeting/. To register for the event, please fill out the form on the website by Oct. 3, 2022. **HW**



Hereford Feedout Program

Enrollment deadline approaching

The Hereford Feedout Program is a retained ownership program that allows you to cost-effectively feed some of your cattle and collect valuable data. The program aims to maximize profit potential, improve carcass expected progeny difference (EPD) accuracy and expand market avenues. Other program benefits include access to the U.S. Premium Beef® grid and marketing into the Certified Hereford Beef® brand.

To participate in the feedout program, entries must be submitted by Nov. 1, 2022. Delivery to HRC Feed Yards, Scott City, Kan., is Dec. 10-14, 2022. To learn more, visit Hereford.org/genetics/breed-improvement/feedout-program/. You can also contact Trey Befort, AHA director of commercial programs, at 816-842-3757 or Lee Mayo, HRC Feed Yards general manager, at 620-872-5328.

Sale Season

Stay up to date

Fall sale season is picking up where the spring season ended — strong! You can keep track of the action and see recent sale results by visiting the "Sale Results" page under the "Marketing" tab on the AHA website. To view current Herefords On Demand (HOD) production catalogs, click on "Production Catalogs" located under the "Marketing" tab. Let HOD help you find your next herd bull or foundation female with its ability to provide weekly updated live EPDs and a search function within and across online catalogs.

Youth

Enter today

Entries are now being accepted for the 2023 National Junior Hereford Association (NJHA) Fed Steer Shootout contest. Enrollment deadline is Nov. 1, 2022. Steers must be delivered Dec. 10-14, 2022, to HRC Feed Yards, Scott City, Kan. Throughout the contest, participants will receive various data reports for their steers on feed and will be given the opportunity to participate in several educational activities. Awards will be given in both pen of three and individual divisions for purebred and commercial categories. Participants completing the Performance Portfolio portion of the contest will also be given the chance to compete for additional awards. Visit Hereford.org/Youth/NJHA-Fed-Steer-Shootout for more information or call Trey Befort at 816-842-3757.



Commercial

Hereford-influenced feeder calf sale listings

Boost your marketing efforts by participating in upcoming Hereford-influenced feeder calf sales, open to operations of all sizes. Consigning Hereford and Hereford-influenced calves to a special Hereford sale is an effective way to put cattle in front of buyers interested in Hereford genetics and may provide a price premium. Contact these organizers for specific requirements and deadlines. For commercial female listings, visit Hereford.org/commercial/marketplace/female-listings.

Tennessee Hereford Marketing Program Feeder Calf Sale

Date: Nov. 2, 2022
Location: Tennessee Livestock Producers – Columbia, Tenn.
Contact: Richard Brown
931-239-9785

Equity Livestock Focus on Red Sales

Dates: Nov. 2, 2022 - Stratford, Wis.
Nov. 4, 2022 - Monroe, Wis.
Nov. 4, 2022 - Eau Claire, Wis.
Contact: Perry Wolff
715-966-4850

Montana Hereford Association Hereford Influenced Feeder Calf Sale

Date: Nov. 9, 2022
Location: Headwaters Livestock Auction – Three Forks, Mont.
Contact: Denise Loyning
406-425-2252

Stockland Livestock - Davenport, Wash.

Date: Nov. 14, 2022
Location: Stockland Livestock - Davenport, Wash.
Contact: Kale McGuinness
509-703-3981

Burwell Livestock - Burwell, Neb.

Date: Nov. 18, 2022
Location: Burwell Livestock - Burwell, Neb.
Contact: Trevor Toelle
308-214-1543

Kentucky Certified Hereford Influenced Sale

Date: Dec. 1, 2022
Location: Bluegrass Stockyards South – Stanford, Ky.
Contact: Adam Gordon
859-583-9372

Premium Whiteface Feeder Calf Sale hosted by MN Hereford Breeders

Date: Dec. 1, 2022
Location: Pipestone Livestock Auction Market – Pipestone, Minn.
Contact: Kent Heins – 612-280-4260
Pipestone Livestock Auction Market – 507-825-3306

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 5, 2023
Location: Carthage Livestock Auction – Carthage, Ill.
Contact: Brent Lowderman
309-221-9621

HYFA Scholarships

Plan to apply for the 2023 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. In 2023, HYFA will award more than \$200,000 of academic scholarships to Hereford youth.

Visit HerefordYouthFoundation.submit.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 provided at the inception of the two-year project here: Blog.SteakGenomics.org/2020/02/HeiferRecruitment.html. If you have additional questions, please contact Decker at deckerje@missouri.edu

Staff Announcements

Nelson Joins AHA Records Department

Talina Nelson joined the AHA in August as a customer service representative in the records department. Nelson assists members with cattle registrations, transfers and general membership service.

"We are excited to welcome Talina to the records team and know that she will be a great asset to all of our members. Her enthusiasm for Hereford history and the agricultural industry will serve her well in this role," says Stacy Sanders, director of the AHA records department.

Nelson's agricultural background includes her family experiences as well as studying agricultural business and psychology at Northwest Missouri State University.

"Growing up, I watched my grandparents raise cattle, and they taught me the importance of herd history. I couldn't be more excited to be able to help breeders document their own herds while helping maintain the Hereford breed's herd book," Nelson explains.

Like her grandparents, Nelson is also proud to serve as an advocate for the beef industry, bridging the knowledge gap between producers and consumers. She cultivated her

passion for agricultural advocacy in her previous role with William Coy's Farm to Table Restaurant.

Member Services

Order tags and TSUs early

As seasonal testing volume increases, please consider placing TSU and DNA orders sooner rather than later so you can have results available when you need them. TSU and blood card order forms are available at Hereford.org/genetics/dna-testing/. DNA requests can be made online through MyHerd or by calling or emailing the AHA Customer Service Department.

ShopHereford

Check out some feature items

ShopHereford serves as your one-stop shop for everything related to promoting Hereford cattle. Be sure to visit ShopHereford.com for new apparel, home décor or other Hereford-branded items. With each purchase you are proudly representing Hereford and supporting the AHA, Certified Hereford Beef®, NJHA and the Hereford Youth Foundation of America. Thanks for your ongoing support!

Have ideas or suggestions about merchandise to include on ShopHereford? Email us at Shop@hereford.org. **HW**



Hereford Garnet Hoodie



AHA Tailgater Trunk Cooler



Come home to Hereford Mug