

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.

National Shows

Plan to attend these national Hereford shows in January.

Cattlemen's Congress:

Jan. 4-7, 2023, Oklahoma City, Okla.

- "Hereford Eve in OKC"
Frozen Genetics Sale:
Jan. 5 – 6:30 p.m.
- "Hereford Night in OKC"
National Hereford Sale:
Jan. 6 – 6 p.m.

National Western Stock Show:

Jan. 12-14, 2023, Denver, Colo.

Fort Worth Stock Show:

Jan. 30, 2023, Fort Worth, Texas

Feedout Programs

Enrollment deadline and delivery time frame approaching for Hereford feedout programs

The entry deadline for the 2023 National Junior Hereford Association (NJHA) Fed Steer Shootout and the Hereford Feedout Program is Nov. 1. Delivery to HRC Feed Yards, Scott City, Kan., is Dec. 10-14, 2022. To learn more, visit Hereford.org or call Trey Befort at 816-842-3757.

Youth

Hereford Season of Giving

In December, the Hereford Research Foundation (HRF) and the Hereford Youth Foundation of America (HYFA) will present the first-ever Hereford Season of Giving. Dedicated to the mission of scholarship, leadership, education

and research, generous donors will rise to the challenge of giving a different amount each day of the week from Dec. 12-16, 2022. If enough money is contributed by other donors throughout that day, the challenge value will be unlocked. Any amount helps unlock these challenges and raises funds for HYFA and HRF, which that will support generations to come.

JNHE steer show rule change in 2023

A new rule for the steer show will take effect during the 2023 VitaFerm® Junior National Hereford Expo (JNHE) in Madison, Wis., July 8-14. This rule was voted on and approved by the NJHA board. The new rule: "All steers will be required to be parent verified to both sire and dam; therefore, a DNA profile of the steer, the sire and dam must be completed through the official AHA lab by entry deadline. To request a DNA kit for your animal, access your MyHerd or contact AHA customer service."

Commercial

Hereford-influenced feeder calf sale listings

Take advantage of upcoming Hereford-influenced feeder cattle and commercial replacements female special sales to boost your marketing efforts. A complete list of upcoming Hereford-influenced feeder specials can be found at Hereford.org/commercial/programs/feeder-cattle-sales/. To view commercial replacement female listings and sale dates visit Hereford.org/commercial/marketplace/female-listings/.

Mitchell Livestock Hereford-Influenced Bred Cow and Heifer Sale

Date: Dec. 20, 2022

Location: Mitchell Livestock - Mitchell, S.D.

Contact: Preston Burma
605-680-0448

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Jan. 3, 2023

Location: Carthage Livestock Auction - Carthage, Ill.

Contact: Brent Lowderman
309-221-9621

Mitchell Livestock Hereford-Influenced Feeder Cattle Sale

Date: Feb. 16, 2023

Location: Mitchell Livestock - Mitchell, S.D.

Contact: Preston Burma
605-680-0448

Cherokee Sales Co. Hereford-Influenced Feeder Cattle Sale

Date: April 19, 2023

Location: Cherokee Sales Co. - Cherokee, Okla.

Contact: Jarrid Herrmann
785-564-0869

Member Services

Educational videos for members

The AHA released a series of educational videos for members to ensure their success. The series provides members with information about various Association departments and functions, from DNA testing to Certified Hereford Beef®. You can find these informational videos at Hereford.org/member-services/herd-management-tools/educational-videos/membership-training-videos/. **HW**