

# Hereford Shines in Oklahoma City and Denver

Pride was earned every step of the way.

Hereford breeders and exhibitors did the breed proud at the Cattlemen's Congress in Oklahoma City and the National Western Stock Show (NWSS) in Denver. Both featured extraordinary cattle quality, incredible enthusiasm and strong sales reflecting the breed's increasing momentum.



Jack Ward is the executive vice president of the American Hereford Association. He can be reached at [jward@hereford.org](mailto:jward@hereford.org).

Attendance was noticeably higher than last year's attendance throughout each event. It was inspiring to see both Hereford breeders and producers from outside the breed watching, studying and searching for genetics that might be useful in their programs. Observers included more international guests than in the past. In fact, they were among the buyers of the standout offering in this year's National Hereford Sale.

Speaking of which, a huge thanks go to the consignors and buyers for making the sale a tremendous success.

## Enhanced commercial focus

The pen and carload shows at both events always provide the opportunity to showcase the breed to commercial cow-calf producers. Interest and attendance were strong. As well, the American Hereford Association (AHA) Board of Directors' decision last spring to channel more resources toward commercial promotion was obvious.

The AHA worked with the Oklahoma Cattlemen's Association (OCA) to promote the Cattlemen's Congress pen show to commercial producers in Oklahoma and surrounding states. This included serving Certified Hereford Beef® (CHB) steak sandwiches during the pen show. The OCA staff cooked and served 500 ribeye steak sandwiches supplied through CHB partner 4T's Family Market, Hennessey, Okla. Additionally, the AHA thanks WW Manufacturing for donating the working chute that was raffled off during the pen show. More than 300 signed up for the raffle. You had to be in attendance to enter and win.

Similarly, the AHA supplied CHB tri-tip for the inaugural Stockyards Beef Festival at the NWSS. The Stockyards Beef Festival shared various branded beef samples with participants, each paired with a specific wine. The main draw was an offering of an elite female from the Hereford, Charolais, Simmental and Angus breeds.

Holden Herefords, Valier, Mont., offered an incredible open yearling heifer from the heart of their program. She sold to an international buyer for more than \$50,000.

Along with the Beef Festival, the AHA helped support and promote the National Western's inaugural Maternal Merit commercial replacement heifer sale. It featured 20 AI-bred heifers each from five leading producers — black baldy, Angus, Balancer, Red Angus and SimAngus. Hermes Livestock of Washington County, Colorado, consigned the black baldies, which garnered the highest average of the groups. Congratulations to the Hermes family, and thanks to all who helped sponsor this event.

## CK Ranch in the Yards Hall of Fame

A special Denver highlight came when CK Ranch, John J. Vanier Family, Brookville, Kan., was named the first inductee into the NWSS Yards Hall of Fame.

CK Ranch exhibited carloads of Hereford bulls over many decades and had tremendous success. Beginning in 1951, CK Ranch exhibited the grand champion carload eight times in a 14-year span. Today, the Vanier family continues to make an incredible impact on the beef industry and remains extremely supportive of the Hereford Youth Foundation of America and the AHA.

Special sections in this issue of *Hereford World* offer a taste of the action from an incredible two weeks for the Hereford breed. **HW**