

Join the Hereford Conversation

Like many of you, I look forward to the start of the new year as a time to set goals, make plans and anticipate what the next 365 days will bring. Aside from setting goals, I always find the unknown to be exciting. Spring calving is here. Seeing breeding decisions come to life provides new opportunities and builds the foundation for the future of your program.

Some Hereford breeders rang in 2023 at Cattlemen's Congress, each with their own set of goals and intentions for the week. As I was traveling to Oklahoma City, Okla., it dawned on me the significance of kicking off a new year with fellow breeders and users of Hereford genetics all providing and seeking quality genetics.

During two dynamic weeks in January — Cattlemen's Congress and the National Western Stock Show — cattlemen and women found genetics to propel their programs toward fulfilling their unique goals.

In my mind, there isn't a better time of year to attend two events where Hereford takes center stage and when the excitement of the next 365 days is top-of-mind for many people. The collective conversation and buzz of excitement across both weeks revolved around growing current and future opportunities for the Hereford breed. Like you, I'm excited to be part of it.

Hereford communication ahead

The unparalleled excitement of these two weeks in January also fuels the goals and plans of the American Hereford Association (AHA) marketing and communications this year.

We strive to continue creating a clear, compelling message for the breed through new avenues in the digital space. With the addition of a

videographer, the Hereford message has been amplified through various video segments distributed throughout industry and across AHA platforms.

In 2023, the messaging will center around the key points outlined in the "1881 — A Historic Opportunity" booklet that was a ride-along to the December *Hereford World*. Our aim is to keep these key messages in front of the industry on a consistent basis. Technology is driving rapid revolution of the marketing space; this is an incredible time for individual breeders to join the conversation.

Consider the marketing resources available at Hereford.org. National advertising campaigns, videos and other AHA materials are available for free use in your farm, ranch and breed marketing. Additionally, follow the AHA on Facebook, Instagram and Tik Tok (@americanherf) to find content that can be shared directly to your page.

Be sure to tune in to AHA's podcast, 1881, for the latest Association updates and inspiring insights from Hereford breeders, commercial cow-calf producers and industry leaders. The podcast has proven to be an effective way to connect with listeners and share the Hereford story.

If you have suggestions for future podcast guests or topics, scan the QR code on the page and submit your idea.

With three months of 2023 already under our belts, I hope you are already seeing success as your plans and goals become a reality. **HW**

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