

Foundation's Focus

by Wesley Denton

Foundation for the Future

The foundation female lot is a Hereford Youth Foundation of America (HYFA) tradition, dating back to 2008 when a female donated by Star Lake Ranch, Skiatook, Okla., sold at the National Western Stock Show. For two consecutive years, T/R Cattle Company, Glencoe, Okla., has provided a female for the Lot 1 Foundation Female campaign, with proceeds supporting HYFA's pillars — scholarship, leadership and education.

On sale night, Lot 1, half embryo interest in T/R Cattle Company's female, T/R 8424 Ms Merlot K23, was purchased by Cottonwood Springs Farm, Cedar, Mich., and Everhart Herefords, Waldron, Ind., for \$30,000. It is because of gracious donors and buyers that HYFA can provide opportunities for its junior members and create a lasting legacy for years to come.



T/R Cattle Company raises primarily Hereford, Angus and Balancer cattle. Owner Trent Ray is a product of the National Junior Hereford Association (NJHA) and firmly believes in its mission. The company strives to be involved with its cattle customers' junior careers from beginning to end. Ray hopes he can help junior exhibitors find a place in the beef industry while providing a positive experience in the NJHA. Ray's first experience with the NJHA was in 2004 at the Junior National Hereford Expo (JNHE) in Mississippi.

"From the beginning, the open arms of everyone set the breed apart," Ray says.

Since wrapping up his junior career, Ray has been a major supporter of the NJHA. He strongly believes participating in the NJHA gives young people an advantage in the future.

"If we can give a tiny bit back to the Association for what it did for us and the breed, we would love to be a part of that," Ray says.

Ray believes that HYFA is a valuable asset to juniors, and he is thankful for the opportunities, experiences and events it supports. With a goal to grow the next generation of breeders and industry leaders, HYFA annually awards close to \$200,000 in scholarships

to support juniors within the Hereford breed as they pursue their higher-education goals.

HYFA backs education and leadership opportunities for young people involved with the Hereford breed, such as:

- The Faces of Leadership Conference, supported by the Coley-Malir Leadership Endowment, provides juniors access to career opportunities and leadership development.
- The BOLD Leadership Conference is being hosted again in 2023. At BOLD, attendees can hone the skills they learned at Faces of Leadership in a smaller group setting.

- The NJHA Fed Steer Shootout is an opportunity for juniors to gain real-world cattle feeding experience. The JNHE is more than a cattle show; it's the largest educational event of the year with contests, mentorship opportunities and networking events.

Thank you to, T/R Cattle Company, Cottonwood Springs Farm and Everhart Herefords, for your support of HYFA. HYFA is committed to providing leadership and scholarship opportunities for the next generation. The future of the Hereford breed is bright. **HW**

Wesley Denton serves as the fundraising chair on the NJHA board of directors.



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