

Time Marches On

The only thing that stays the same is everything changing.



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Something about country music from the '90s and '00s takes me right back to my childhood. I can remember bouncing around in the back seat, listening to whatever station my parents had on the radio. I usually had to ask for country music — they preferred classic rock. When I hear a song I used to love, I can't help but wonder where the time went.

And, when I think about time, I like to think about history. As time has marched on and things have changed, Hereford publications have been a mainstay. The first Hereford publication was published in 1910, starting with *The American Hereford Journal*, which was privately owned and published twice each month. There's no doubt the breed, along with its publications, has changed over the past century, but some of its guiding principles remain. In the first issue, there were stories about the success of Hereford cattle, sale reports, market outlooks, advertisements, editorial from staff members and testaments from breeders.

For perspective, an excerpt from Vol. 1, No. 1., of *The American Hereford Journal* published in 1910 reads: "Something like twelve years ago, J.B. Shields, a farmer living near Lost Springs, Kan., a famous point on the famous Santa Fe Trail, purchased a registered Hereford cow with calf at foot for \$90. He sold the calf a year later and re-invested the proceeds in a heifer. Since his first purchase Mr. Shields has sold \$5,240 worth of cattle more than he bought, and today he owns 125 head, worth at least \$10,000. During this time, farming and butchering have taken more of his time than the cattle. In other words, the Herefords have been more or less of a sideline.

"Such instances, no doubt, are numbered by the dozen. Herefords are money makers."

As time has marched on, the Hereford breed has remained a leader. Whether it's trailblazing research, range bulls, feedlot efficiency or foundation females, Herefords are there at the forefront.

Change is expected, and almost guaranteed. Like the Tracy Lawrence song goes, "The only thing that stays the same is, everything changes, everything changes."

Change is also important. Change is essential for growth and improvement. Today's glossy *Hereford World* and four-color commercial tabloids are starkly different than those first small black and white Hereford publications printed on newsprint. Much of the evolution stems from how and what Hereford breeders communicate to fellow breeders and commercial customers. In 2023, the American Hereford Association (AHA) and Hereford Publications Inc., continue to find new ways to share the Hereford story — just like we have for years.

In this issue

In every issue, we celebrate history of some kind — and the April 2023 *Hereford World* is no different, starting with the Dams and Sires of Distinction on Pages 32 and 42. In 2023, the AHA named 2,590 Dams of Distinction, and added 105 bulls to the list of Sires of Distinction. We celebrate an Environmental Stewardship Award Program (ESAP) winner and Hereford breeder on Page 26, and the historic Line 1 Herefords on Page 46. Champions were named at the Fort Worth Stock Show; find those winners on Page 54.

It's hard to believe it's already April. As time continues to march on, different aspects of life will continue to change. While the past is important, don't spend too much time reflecting on it. Keep your eyes forward and continue making history. As Vince Gill sings, "There ain't no future in the past." **HW**