

A Prosperous Partnership

by Hannah Pearson

Many junior exhibitors recognize BioZyme® Inc. as the brand behind VitaFerm® and SureChamp® or by the BioZyme products in their barn or show box. Hereford youth can immediately spot the orange logo behind the VitaFerm Junior National Hereford Expo (JNHE), from the banners in the showing to the VitaFerm T-shirt day. For the National Junior Hereford Association (NJHA), BioZyme's support goes above and beyond the JNHE title sponsorship. BioZyme values the agricultural industry and its future leaders — supporting Hereford youth time and time again through continued generosity.

The BioZyme JNHE sponsorship allows the NJHA



to provide national junior show attendees with great opportunities in and out of the showing. Young people grow their networks, prepare for the future and get connected to potential employers through the JNHE, in large part due to BioZyme's generosity.

The late Bob Norton, who was the CEO of BioZyme and a Hereford Youth Foundation of America (HYFA) board member, valued these connections. This was reflected during the 2022 JNHE, when the inaugural Bob Norton Excellence Award went to previous NJHA chairman, Cody Jensen, to celebrate Bob's life and his contributions to young people in agriculture. Cody met Bob during his time on the NJHA board, maintained his relationship with Bob through college and accepted a job with BioZyme upon graduation.

Supporting the future

BioZyme also partnered with HYFA on Feed the Future, a program where BioZyme donated \$1 to HYFA for every BioZyme brand bag or tub purchased by an American Hereford Association member. Through this program, BioZyme was able to



President
Ray Ramsey
317-462-7122, rayramsey77@gmail.com

Vice President
George Sprague
541-465-2188, gks@bar1ranch.com

Directors
Steve Folkman
920-474-7403, cnlfarm@excepc.com
Nancy Keilty
231-228-6578, nancykeilty@mindspring.com
Jill Bielema
616-292-7476, jbielema@comcast.net
Katie Colyer
208-599-2962, katie@hereford.com
Bill King
505-220-9909, bill@billkingranch.com
Kathy Buchholz
214-537-1306, kathy@gkbcattle.com

Director of youth activities
Amy Cowan
816-842-3757, acowan@hereford.org

HerefordYouthFoundation.org

give thousands of dollars to NJHA members to support scholarship, leadership, education and specific NJHA programs. Examples include the NJHA Fed Steer Shootout, which fit BioZyme's goal to promote the future of agriculture. BioZyme's support and belief in the NJHA help make the Fed Steer Shootout, and other youth development opportunities, a success.

The NJHA appreciates BioZyme's and the Norton family's long-standing support and looks forward to working together for years to come. BioZyme and the Norton family have made a lasting impact on the Hereford breed and its young people, and their continued support promises a bright future. **HW**

Editor's note: Hannah Pearson serves on the NJHA board of directors.

