

Actions Speak Louder Than Words



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Feed your family CHB and feed your calves in a Hereford Feedout Program.

“Well done is better than well said.”
— *Benjamin Franklin*

“Pay less attention to what men say.
Just watch what they do.”
— *Dale Carnegie*

“Action speaks louder than words
but not nearly as often.”
— *Mark Twain*

“The superior man acts before
he speaks, and afterwards speaks
according to his action.”
— *Confucius*

It's an adage most of us learned when we were young, and it's one that's been around for centuries. It can be phrased many ways; but its meaning is universal — what you do, means more than what you say. It's applicable to most environments and scenarios, whether it's at home, in the workplace or classroom, on the ranch or at the grocery store.

For instance, Hereford bulls designated as Certified Hereford Beef® (CHB) Sires of Distinction listed in this issue resulted from breeders' deliberate aims and execution.

The Hereford Feedout Program (HFP) is another example of Hereford breeders and commercial users of Hereford genetics taking steps to discover genetic value in the name of improvement. Program participants feed as few as five head at HRC Feed Yards in Scott City, Kan., receiving feedlot and carcass performance. Cattle in the program are candidates for CHB and are marketed on the U.S. Premium Beef® Grid.

Of course, building demand for CHB requires deliberate action, too. Start in your home, at the kitchen table. Find CHB at a store or restaurant near you by using CertifiedHerefordBeef.com/where-to-buy. Ask for it at restaurants that don't serve CHB. Make it a goal to visit establishments with

CHB on the menu or CHB in their meat case. Serve it at large gatherings, like sales, events and parties. Create conversation about CHB, while making it a mainstay in your home.

Delivery dates for the fall HFP are June 10-14. You can arrange to send full-pen groups (more than 50 head) to HRC Feed Yards at any time. Find out about these and other commercial opportunities at Hereford.org/commercial.

In this issue

The May/June *Hereford World* celebrates *Certified Hereford Beef*. In this issue, you'll find how the 18th annual Power of Meat (PM) report released by the Meat Institute and FMI – the Food Industry Association influences CHB on Page 28. Consumers are seeking value in terms of price, convenience and better-for attributes in meat purchases, according to the report.

This year's list of CHB Sires of Distinction begins on Page 32. The program recognizes Hereford bulls excelling on the rail and in bottom-line profit potential in the feedlot. In 2023, 1,112 bulls made the list.

In this issue, we also provide previews for the upcoming VitaFerm® Junior National Hereford Expo, July 8-14 in Madison, Wis. The schedule for the event and other information can be found beginning on Page 54.

National Junior Hereford Association members attended the second annual BOLD Conference. A recap of the fun-filled networking and leadership development event is on Page 52.

June 21 marks the official beginning of summer. Make it a good one, and don't forget to serve *Certified Hereford Beef* at your barbecues, cookouts and other gatherings. Don't just ask for *Certified Hereford Beef*; make it a kitchen staple. **HW**