

Resolve

History is a worthy teacher but a lousy compass for anyone who wants to do anything other than repeat it.

That's what makes the Hereford breed's centuries-long story in the United States so compelling.

Hereford breeders remain true to sustaining the breed's unique inherent genetic advantages — the reasons the cattle came to this country. Yet, those same breeders continue to embrace new ideas, harness innovative technology and develop deeper insights in the name of continuous

breed improvement. They remain committed to making Hereford genetics fit for the times as the cattle and beef industries evolve.

Every new calf sired by a Hereford bull, every new bull sold to a repeat customer and every new issue of *Hereford World* deserves celebration as a contemporary solution. Each one also stands as a challenge to improve the next one.

The special section that follows offers a glimpse of the resolve driving the breed's enviable progress since the beginning. **HW**

by **Wes Ishmael**