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NATIONAL JUNIOR HERFORD ASSOCIATION NEWSLETTER | FALL 2022





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Maggie Shepard, Altamont, Ill., locks eyes with the judge as her heifers ears perfectly face forward during Peewee Showmanship at the 2022 VitaFerm Junior National Hereford Expo in Louisville, Ky.







# THE VALUE OF A MOMENT **THE VALUE OF THE NJHA**

“In 2015, I was sitting in a red bag chair, listening to the retiring National Junior Hereford Association (NJHA) Board of Directors give their farewells and reminisce on the Hereford family. I got chills and stars in my eyes hearing from individuals. I as a 15-year-old junior member, adored these leaders. I knew then I desired to have the opportunity to be humbled to wear a maroon jacket and serve my fellow juniors across the nation. Four years later in Lincoln, Neb., at the Faces of Leadership Conference, I knew for certain my desire to be a NJHA Director was unbreakable, and the Hereford youth are the individuals I wish to serve.”

RALSTON RIPP  
NJHA CANDIDATE SPEECH

by **Ralston Ripp**

NJHA VICE CHAIRMAN

**F**ast forward from 2019 and here I am three years later living out a legacy that once only seemed like a dream. I knew when I was just eight years old that Hereford cattle were going to be a big part of my future. How big, that little big brown eyed girl dreaming of her next Hereford show steer, couldn't even imagine. From beginning with showing steers, to convincing my grandpa to partner on my first registered Hereford female, it has been a wild, rewarding ride. The moments of first walking into the ring, competing in team sales competitions, running for National Hereford Queen and attending Faces of Leadership conferences across the country – I am proud to say I have found my greatest strengths, built upon my weaknesses and made my greatest friends within the Hereford family.

From the outside looking in, some may say it is just showing cattle. However, we know we are building better leaders. We are creating moments of elevation and inspiration for all juniors. I began with a paragraph from my candidate essay about why I ran for the board and the moment that I knew I was determined to be a director.

Looking back, I am very grateful for the people who invested in me and my dreams. I could have never imagined the impact of meeting and building relationships with individuals all across the United States and Canada. The NJHA has provided me with, not only great mentors, but also the best pals. God knew I needed to serve with these individuals on the board to both lean on and push me to be a better person. It is times on the board filled with small moments and big lessons where the value of the NJHA has proven to be priceless.

**I** am proud to say I have found my greatest strengths, built upon my weaknesses and made my greatest friends within the Hereford family.

This term, "Hereford family," is familiar by many across the beef industry. The people and the opportunities are what defines the family. I am confident in saying that the NJHA is the avenue for building this family and ensuring endless opportunities. The NJHA embodies creating and promoting enthusiasm for the Hereford breed, while providing opportunities through



leadership, education and teamwork (-) thus ensuring a brighter future for youth and the cattle industry. It is truly an organization that creates excitement for not only our cattle, but our juniors!

Through contests and numerous leadership opportunities, education has grown to be a huge part of our association. Whether at the Junior National Hereford Expo (JNHE), Faces of Leadership, BOLD, Fed Steer Shootout Field Day or Bridging the Gap, NJHA provides opportunities and a place for the moments to make an impact for you!

If you are thinking of joining the NJHA or hesitant to get involved and say yes to a new opportunity, just remind yourself, you never know where it could lead. It is pretty fun to start thinking about all the memories that have made me who I am today. I have grown from being that young girl sitting in a bag chair and listening to retiring addresses at JNHE, to now living out the experience and life as an active NJHA member and the NJHA Board of Directors Vice Chairman.

I am so thankful for the uncomfortable moments of challenges and being pushed to be better. There is no better way to sum up the gratitude I have for the time with my Hereford family and the impact it has had on me than with words from the Dr. Seuss himself, "Sometimes you will never know the value of a moment, until it becomes a memory."



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Hotel lodging is already available to reserve at  
[hereford.org/youth/jnhe](https://hereford.org/youth/jnhe)





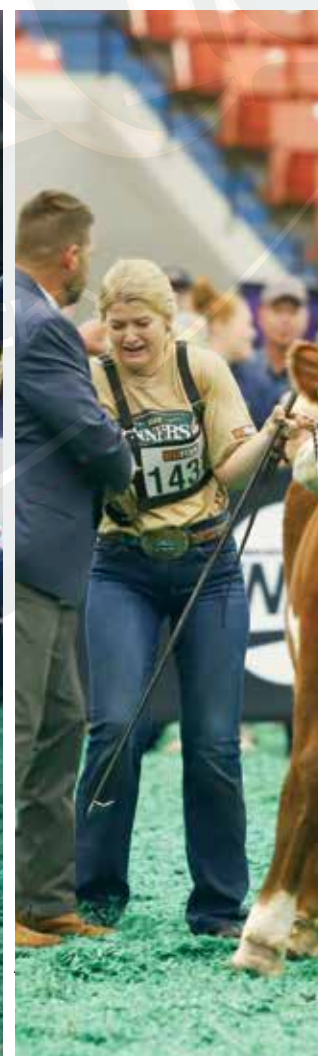
# JUNIOR NATIONAL HEREFORD EXPO



JULY 2022



LOUISVILLE, KY.





The best week of the summer truly takes a team to accomplish. One of the most vital parts to team Hereford during the Junior National Hereford Expo (JNHE) is our ambassador team. From competitions, awards or even placings in the ring, our JNHE Ambassador team is always a part of making the JNHE a success. Since the first year in 2012, the ambassador program has changed and adapted quite a bit. The goal of the ambassador program is for every person who participates to leave with great connections, knowledge and experiences that will help them in their future.

The JNHE Ambassador team is responsible for many things leading up to, the week of and directly following JNHE. Some of these duties include office and customer service, all aspects of event planning and execution, pre and post-show correspondence, processing and running show programs, contest organization, preparation and execution, working with boards and many other show duties. All these tasks allow them to see and be a part of the behind-the-scenes that it takes to successfully put on a livestock show at a national level. It also gives our junior board a chance to get to know each ambassador who help us out throughout the week.

This year, team Hereford was lucky enough to have five individuals who joined our team for the month of July. Emerson Tarr, LeRoy, Ill., Katherine Krauss, Russell, Kan., Kase LeRow, McGregor, Texas, Jaclyn Tweeten, Spring Grove, Minn. and Walter Steely, Sebree, Ky.

These five began their summer at the home office in Kansas City, Mo., to assist with preparation work during the week leading up to JNHE. They then traveled to Louisville, Ky., where their smiling faces and helping hands gave exhibitors the best experience possible throughout the week. Whether it be working the thank-you table, coordinating contest prizes or being the answer to questions at the show office, we truly couldn't have done it without our ambassador team this summer.

If I could, I would jump at the chance to do it all over again.

"I loved being a JNHE Ambassador this summer because it allowed me to learn about and meet people of a different breed than I'm used to. Being able to watch the Hereford staff work and help play a part in the efficiency of JNHE was an awesome experience that will help me throughout my career," commented Walter. "On top of that, the best part about showing livestock is the awesome people you meet. I'm blessed to know the people I met while I was an ambassador and know that I will cherish those relationships for the rest of my life!"

Our ambassador team this summer came from different schools, backgrounds and parts of the country, but it is always amazing to see them build relationships



with one another through their few short weeks. They all bring different ideas and experiences to the table, which also allows our junior board to hear feedback and new ideas from each of the ambassadors. Katherine Krauss is no stranger to the Hereford breed and explained how being an ambassador impacted her. "I am thankful to have had the chance to be a part of the 2022 JNHE Ambassador Team. I was privileged to get to work with the amazing staff at the American Hereford Association and the junior board members, as well as some other talented individuals who were on the team with me. Having shown at previous JNHE's it was a totally different experience getting to work behind the scenes," remarked Krauss. "Seeing how much work, effort and planning goes into JNHE gives you a whole new appreciation for the weeklong show. It really does take an army to pull it off. I gained a lot of valuable skills and knowledge from being a part of this team. If I could, I would jump at the chance to do it all over again as it was a truly enjoyable experience."

Team Hereford is so grateful for all our ambassadors from previous years. Looking to the future, we are so excited to see this program grow even further and continuing to give young people in our industry an opportunity to further their experiences.



by **Libby Rushton**

NJHA COMMUNICATIONS CHAIR

# ALL HANDS ON DECK!



# SALE OF CHAMPIONS

SUPPORTING THE JUNIOR NATIONAL HEREFORD EXPO

## COMING THIS SPRING!

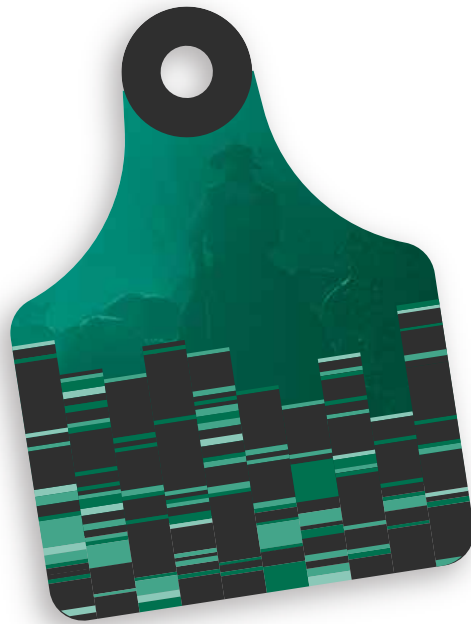
**FEBRUARY 21, 2023** | LOWDERMAN AUCTION OPTIONS  
CONSIGNMENTS DUE BY DEC. 1, 2022

By combining the Sale of Champions with the spring Junior National Hereford Expo (JNHE) fundraiser sale, buyers have even more chances for these unique lots and to support the JNHE.

Make sure to capitalize on this unique sale that supports the JNHE. With highlight lots from past JNHE Champions, to unique opportunities for special advantages in Madison, Wis. this is a can't-miss event. It is now your turn to capitalize on these opportunities.







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There are often times when you meet people that you instantly make a connection with. You can build a strong friendship and help each other grow, despite going to different schools and having your differences. I know that no matter what happens in life, Bryden Barber is just a phone call away and I attribute that to the National Junior Hereford Association (NJHA) and giving me the opportunity to meet him. I am thankful he allowed me the opportunity to interview him on his most recent accolades at this year's Junior National Hereford Expo (JNHE) as well as success beyond the ring.

by **Tar Tut**

NJHA LEADERSHIP CHAIR

# HEREFORD HERDSMAN



## WHAT DOES IT MEAN TO YOU TO HAVE RECEIVED THE JOE LEWIS MEMORIAL AWARD & JUNIOR HEREFORD HERDSMAN OF THE YEAR?

“It is truly an honor and a humbling experience to be awarded the Walter and Joe Lewis Memorial Award as well as the Junior Hereford Herdsman of the Year Award in the same year! I have always dreamt about being awarded the Herdsman of the Year, especially being nominated alongside some of my best friends that I have grown up with in the Hereford breed for as long as I can remember.”

## WHAT HAS BEEN YOUR GREATEST ACHIEVEMENT WITHIN THE HEREFORD BREED?

“While one of my greatest achievements was being selected the Junior Herdsman of The Year, another that stands out the most to me was having shown the National Champion Polled Female at the 2021 VitaFerm Junior National Hereford Expo. The culmination of years of hard work and dedication within our program all led to that moment.”

## HOW HAS THE NATIONAL JUNIOR HEREFORD ASSOCIATION (NJHA) PREPARED YOU FOR YOUR FUTURE?

“The NJHA has shaped me into who I am today. I would not be where I am without this association and breed. I have been able to make so many connections and have had countless opportunities within this breed. Having the opportunity to attend leadership conferences like Face of Leadership and the new Building on Leadership Development (BOLD) has certainly helped me in my communication skills, leadership skills and taught me how to make connections with new people that I wouldn't have had the opportunity to meet.”



## WHO IS YOUR BIGGEST MENTOR AND WHY?

My grandparents are some of my biggest mentors in life. Dale and Mary Barber are the foundation of what is known as Barber Ranch. They have and continue to instill in me what it means to be a hard worker and to never settle for anything. Through their knowledge and wisdom, I have been extremely fortunate to have seen success on all levels.

## TELL US ABOUT YOUR FAMILY OPERATION

“We are located just 60 miles northwest of Amarillo, Texas. Our operation is family-owned and operated for over 115 years and the ranch currently has over 350 horned and polled cows running in Channing, Texas. At Barber Ranch, family comes first. There are three generations currently involved in the day-to-day operations of the ranch. During a summer day, you'll find the eldest generation, Dale and Mary, riding horseback checking pastures, the second-generation Brett bailing hay and Justin working a set of calves, and my sister Aidyn and I working on show cattle in the barn. While my aunt Terri, uncle Jason and sister Rylee are not on the ranch full-time anymore, they stay involved through the marketing and promotion of Barber Ranch cattle during live and online sales and at shows throughout the country.”

## WHAT IS YOUR ADVICE TO JUNIOR MEMBERS?

Get involved and stay involved. There is nothing that I have found more valuable than getting involved in the programs that the NJHA has to offer. Whether that be the Fed Steer Shootout, Pen to Pen and so many others, there is a lot to be said about how they build you to be successful in life, and there is no doubt that these programs are on the right track to making the best better, and the best can be found when you Come Home to Hereford.



**DEC. 12-16, 2022**

**A WEEK TO CREATE OPPORTUNITIES FOR  
SCHOLARSHIP, LEADERSHIP, EDUCATION AND RESEARCH**

# HEREFORD

# *Season of Giving*



Over the course of a week, generous donors have provided a challenge and each gift goes towards unlocking that challenge value.

Follow along on social media and email to stay up-to-date as we get closer!



by **Lauren Jones**

NJHA DIRECTOR

# A Lasting Legacy

**Y**ou never know how the people you meet are going to influence your life. This is something that our National Junior Hereford Association (NJHA) Board of Directors try to teach any time we get the chance. On July 22, during the 2022 VitaFerm Junior National Hereford Expo (JNHE), former NJHA Chairman Cody Jensen, saw this statement become a reality for him as he was honored with the inaugural Bob Norton Excellence Award. Jensen's past relationship with Bob, forged through the NJHA, makes the honor even more special for him.

"It was quite the shock when I heard my name. There is such a diverse group of people on the Hereford Youth Foundation of America (HYFA) Board and that they chose me to receive this honor means a lot," said Jensen.

Though Bob is no longer with us, his impact will be felt by juniors through BioZyme's continued support of the JNHE and many other HYFA programs.

Bob Norton, the late BioZyme, Inc., CEO, and HYFA board member, passed away unexpectedly on April 13, 2022. The 2022 JNHE Banners in the Bluegrass held in Louisville, Ky., was dedicated to his memory and coincided with HYFA establishing this award. The Bob Norton Excellence Award is given to a former NJHA member who demonstrates Bob's incredible work ethic, along with his zest for life and dedication to youth programs. Bob and his wife, Lisa Norton, along with everyone at BioZyme Inc., have been long-time

supporters of the NJHA.

While serving on the NJHA board, Cody met Bob and Lisa. They continued to grow their relationship while Cody was studying feed science and management at Kansas State University. Cody interviewed for a position at BioZyme and said that, "Even with several job offers, after I talked to the director of operations at the time, a career at BioZyme just seemed like the best fit for me." Cody currently is a plant manager for BioZyme and has worked for the company for the past six years.

"I remember the day Bob called me right after they hired Cody and how excited he was to hire a young man he had met through our partnership with VitaFerm," said Amy Cowan, director of youth activities and foundation for the American Hereford Association (AHA).

Lisa Norton, current BioZyme President, says Cody is the perfect first recipient.

"Bob and I were introduced to Cody through AHA. His experience on the NJHA Board of Directors exemplified his exceptional work ethic, and we knew with that great foundation he would be a great fit for our company and our culture. He has been with us for six years now and is truly an integral part of our BioZyme family. Cody has really demonstrated great leadership, using care that comes full circle in all he does. Bob was always proud of him, and today is no different," said Lisa.

Though Bob Norton is no longer with us, his impact will be felt by juniors through BioZyme's continued support of the JNHE and many other HYFA programs.

"Bob is truly going to leave a lasting legacy," Jensen says. "Some juniors hadn't had the chance to meet him yet, but the people he had met, he has touched and left a legacy that will be shared with future generations."





MARCH, 2022

## **Jacob Wiechart**

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Jacob has been a member of the NJHA and the Buckeye Junior Hereford Association for seven years. Jacob raised the champion bred-and-owned Hereford steer at the 2021 VitaFerm Junior National Hereford Expo, which then went on to win champion Hereford steer at the Ohio State fair.

APRIL, 2022

## **Logan McFatridge**

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Logan has been an active member of the NJHA, Indiana Junior Hereford Association (IJHA), 4-H, FFA and Block and Bridle clubs. He currently attends Purdue University and hopes for a career in sales and credits this career choice on organizations like the NJHA. Logan was recently elected to the NJHA Board of Directors and is excited to take his leadership to a national level.



MAY 2022

## **Trevor Johnson**

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Trevor has been an active member of the NJHA, participating in programs like the Fed Steer Shootout, Faces of Leadership and BOLD. A graduate of Butler Community College, he is now a junior at Kansas State University, competing on the livestock judging team. He says that his biggest goal in life is to be the youngest person inducted into the Cattle Feeders Hall of Fame.

# HEREFORD



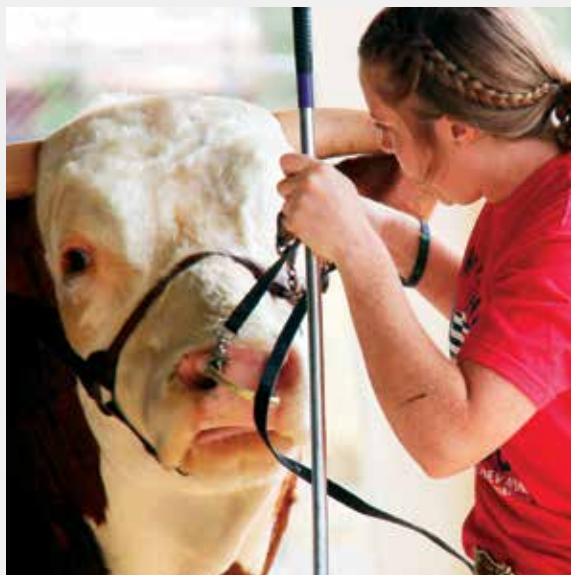
JUNE, 2022

## Logan Pomi

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Logan Pomi started showing Herefords when she was eight years old, exhibiting locally, state and nation wide.

She will be a sophomore this fall at the University of Idaho majoring in animal science with a production option. She has served as the California-Nevada Junior Hereford Association treasurer and queen and is now serving as the current association president.



JULY, 2022

## Megan Underwood

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She has been incredibly involved in the breed, from conferences to serving as an ambassador at the Junior National Hereford Expo (JNHE), and she was fortunate to attend the first BOLD conference. She says that because of these opportunities she has been able to develop a deeper passion for the breed, determine career goals and build a support system unlike any other.

AUGUST, 2022

## Joseph Schohr

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Joseph is 14 years old, and is in his first year of high school. He is excited to continue growing as a leader in the NJHA, and showed his excitement by attending his first ever Faces of Leadership this year. Joseph has been a member of the California-Nevada Junior Hereford Association since he was eligible at eight years old, and was the 8th grade Prospect Award recipient during the 2022 VitaFerm Junior National Hereford Expo.



# HIGHLIGHT

# PASSING THE

# T O R C H

by **Lauren McMillan**

NJHA MEMBERSHIP CHAIR



**A**s children, we grow up with playdates that include lots of fun, games, screams and giggles. Although this may be a blast for the kids involved, the parents are the ones that are making the snacks, cleaning up the toys and ultimately trying to help the children avoid breaking a bone during each of their rambunctious adventures. This scenario could also be described as the relationship between the National Junior Hereford Association (NJHA) Board of Directors and our advisors, but on a slightly more calm level.

Each year, the American Hereford Association (AHA) provides a liaison to help advise the NJHA, along with two sets of advisors. While the liaison holds a single year term, the chosen advisors include one couple and an individual, who serves a three-year term, and these positions can be extended to a six-year term. The role of these wonderful people is to assist the board with anything they may need and provide us with advice, guidance and wisdom to make sure we are making the best decisions.

Max Stotz served a six-year term as an individual advisor and retired this summer at the 2022 VitaFerm Junior National Hereford Expo (JNHE) in Louisville, Ky. Stepping into the newly open position is a past junior member, Max's son, Keysto Stotz. I had the great honor of interviewing both fantastic gentlemen to hear their wisdom as well as their excitement for the future.

The Hereford blood runs deep in this family as Max began working with Hereford cattle in 1981. As his love for the breed grew, he worked at several different beef operations around the country, including Star Lake Cattle Company. He now has his own cow-calf operation of about 30-40 head of Hereford cattle. Stotz said he was humbly honored to be given the chance to serve the junior association that gave so much to him. "To give me that honor, I just was beyond words," said Stotz.

During my interview, I had the opportunity to ask Max for any parting advice he has for junior Hereford members. "You better cherish and take advantage of the

opportunities you have," he said without hesitation. "The amount of people and connections each and every junior has been able to make is truly unbelievable."

He continued with a chuckle, "Every junior nationals is an season of Yellowstone. It only comes around once a year. Juniors work all year for one season of the show and put so much into it. Then you must wait another year to have another season and already can't wait until it comes out."

Max left me with this, "You young kids now are making your own history. Thirty to forty years from now you guys will be the ones telling your kids these stories. But you know, there are a lot of us still around that know the history of our breed and how much it has changed."

We greatly appreciate all of Max's wisdom and knowledge and look forward to more to come.

Following in his father's footsteps, Keysto Stotz is ready to continue impacting the Hereford breed. A member of the NJHA in his younger years, Keysto served as the Chairman of the NJHA board from 2013-2014. He is now the director of bands at Skiatook Public Schools, while still being involved in the Hereford industry. The current junior board is excited to see a more recent junior member in our advisor group to give us a different perspective on several matters, and always appreciate when our advisors come in with the experience of a teacher.

Keysto said the Faces of Leadership conference played a big role in his favorite memories on the junior board. He said getting to bond with the board beforehand and then working with juniors while learning about the agricultural industry is something that has always stuck with him.

"I see very different people and youth every day," he said. "I spend my whole day just trying to make kids better. That is the best part of my job is to make them successful and better through my avenues in music." This perspective is something we are all excited to add.

After watching his father's calm wisdom all of these years, Keysto explained that he learned to, "think before you speak." He wants to help give our junior board the best experience and knowledge and is excited for the next three years.

The NJHA would not be able to function without its advisors and adult guidance. We are forever thankful and blessed to have people pour so much time and effort into our association to help us continue to advance the Hereford breed. Make sure to thank your parents for all they have done throughout your "playdate" called life.





# FACES OF LEADERSHIP



AUGUST 2022

BILLINGS, MONT.



# OPTION A OR OPTION B

by **Wesley Denton**

NJHA FUNDRAISING CHAIR

**F**irst-time Faces of Leadership attendees Clayton and Denton Stapleton face adversity, overcome challenges and choose to reach for the sky everyday. Clayton and Denton are the 19-year-old twins of Travis and Joni Stapleton, Clinton, Ill. They are currently freshmen attending Richland Community College in Decatur, Ill. Clayton is majoring in agriculture business and Denton is majoring in agriculture communications. While tackling their new coursework and struggles of being a freshman, they have an additional hurdle to overcome. They were diagnosed with Cerebral Palsy at an early age.

Three out of 1,000 children around the world are diagnosed with Cerebral Palsy, which affects body movement and muscle coordination. Both of which can make it difficult to be involved in an industry as physically demanding as the agriculture industry, but these two young men have found ways to overcome these challenges and be successful at anything they put their minds to.

“Sky’s the Limit,” the 2022 Faces of Leadership conference, was hosted in Billings, Mont., in early August. The two brothers agree it was an eye-opening experience as they left the comfort of their home and faced new opportunities head-on. They said attending the conference helped them tremendously improve their leadership and communication skills, while learning a lot about themselves.

Clayton described arriving at Faces of Leadership as, “Okay here you go, go meet people.” He saw two options, A) He could meet people, or B) He could sit in silence. After pushing themselves to get this far in the process to just get there, it was no surprise that Option A was picked.

Denton explained, “I saw a bunch of people that I had seen at the VitaFerm Junior National Hereford Expo (JNHE) that I didn’t get the opportunity to talk to and now I had the chance to.” He said he made countless connections and memories that he otherwise would not have gotten if he didn’t attend the conference.

The National Junior Hereford Board Association (NJHA) Board of Directors conducted several workshops with the juniors covering topics including What’s My Ag Story, Habits and Patterns, Who Am I and How to Approach Change. One of the workshops that hit home







for Clayton was the “What’s My Ag Story,” and the 5-gallon bucket activity. The 5-gallon bucket contains the five most important and valuable things that keep you going every day. Clayton said when he began to share the five things he wrote down with others, he found similarities and the activity made him cherish his important things.

Denton enjoyed the “How to Approach Change” workshop and the change drill activity. During the change drill the juniors were asked to change something about their appearance and their partner would have to determine what they changed. They were asked to change one thing, then three, then five and finally 10 things.

At first, Denton thought it was easy, but once they said change five and then 10 things it was frustrating. He didn’t know what else to change about his appearance. Denton added, “It was difficult at the time, but after we

talked about it I realized the importance.” Looking at someone from a different perspective and not judging a book by its cover were some of the many conversations they had from this activity, and it was important to him because this is a part of his everyday life. He said, many people don’t see everyday life from a handicapped perspective and some people judge him based on his disability. But this activity helped him grow in realizing other people’s approaches to change.

Denton strives to be a motivational speaker and an influencer through his Tiktok, [denton\\_stapleton03](#). Through his followers, he shares his own ag story and the challenges he faces every day. Amanda Radke was the opening speaker during Faces of Leadership and she talked about how important it is to share our way of life and the unique challenges and perspectives we have. Denton said, “Amanda helped me with how I can improve my skills in sharing my story.” He has countless people ask him for advice and loves to share with his followers. One thing that Amanda said that stuck out to him was, go out and be you while making connections and that is what he tries to do with his followers and,

“Hearing about Cheryl’s dad helped me realize that anything is possible.

overcoming obstacles.

Clayton found a connection with our closing speaker, Cheryl Michell. She wrapped up the week talking about the face of a leader, using a picture of her dad, and how each wrinkle and scare has a story behind it of what made that leader into the person they are today. Cheryl’s dad had been diagnosed with cancer and has had many surgeries. She talked about all the challenges he faced but regardless of what was going on in his life he always had a smile on his face and was a phone call away from anyone that needed him.

“Hearing about Cheryl’s dad helped me realize that anything is possible and the sky is the limit,” said Clayton. “As a kid, I wanted to be a cop, but didn’t think I could do it with my disability, but I now realize anything is possible if I put my mind to it.”

Both of them would like to run for the NJHA Board of Directors one day and want to be there for other members in the challenges they face and to bring a smile to their faces. Clayton and Denton can’t wait till next year’s Faces of Leadership in Columbus, Ohio, and would encourage anyone to attend. They would both like to thank their parents and family for getting them involved in the industry and giving them the opportunity to improve their leadership skills, tour operations and make connections at Faces of Leadership. Clayton and Denton are the perfect examples that with a little hard work and

# NO LIMIT LIVESTOCK SHOW

by **JW Cox & Libby Rushton**

NJHA CHAIRMAN & COMMUNICATIONS CHAIR

**S**arah Cate Orr grew up in rural west Tennessee and was not directly involved in cattle or the show industry until the age of 16. Growing up, her willingness to tackle every opportunity put in front of her has led to her being active in the Hereford breed, singing and music, while also playing five different instruments. Being excited to try new things developed her into a well-rounded individual.

No different than her childhood, she decided to continue pushing herself in these past years, wanting to create a livestock show within her community. But not just your average livestock show. No Limits Livestock Show was designed with individuals who are in special education programs in mind. “The plan was to have their very own show and allow them to work with mentors to prepare for the show,” said Orr. “Like most things in 2020, the No Limits show was not able to happen because of COVID.”

This did not stop her involvement though, she worked with others interested in the cause to continue planning, fundraising even more money and visiting special education classrooms in different school districts. In those visits she distributed 144 gift bags to students filled with books, games and toys, all with an agriculture theme. In the spring of 2021, she was also able to visit these classrooms in person, bringing a “mobile farm” with her, and giving these students the ability to interact with different animals including chickens, goats, pigs, calves and sheep.



The summer of 2021 was the culmination of years of hard work and postponements with the first show of its kind in correlation with her county fair. “After a year of planning and raising money, it all came together. I could not have anticipated the amount of support my community gave to this show,” Orr commented. “An FFA advisor from a nearby town reached out to me early on to let me know he had sheep that would be great to work with if I was interested. The morning of the show, he arrived with members of his chapter as well as sheep for each of our exhibitors.”

I have had people from other communities reach out to see if we could do something similar where they are.

Pairing each special education exhibitor with a young volunteer, each group spent the first half of the day teaching them how their livestock were washed, dried, fed and cared for, as well as how to step into the show ring. Then that evening, the first of the teams stepped in the ring. “Their genuine honesty and excitement is truly infectious,” said Orr about their pure joy.

Sarah Cate plans to continue to expand the No Limits Livestock Show through the coming years. She wants to push it beyond the borders of her own community and make it available for everyone who could benefit from this program. “I believe we can make this happen,” said Orr. “It will just take preparation and more volunteers.”

A childhood full of taking the next chance to grow, developed a young leader who at the age of 18 hosted a livestock show of a unique caliber and at 19 plans to expand beyond what was done before. Just like there are no limits for the individuals involved in this show, by continuing to push ourselves and taking the opportunity to make a difference, we can all attempt to leave a legacy as impactful as the No Limits Livestock Show.





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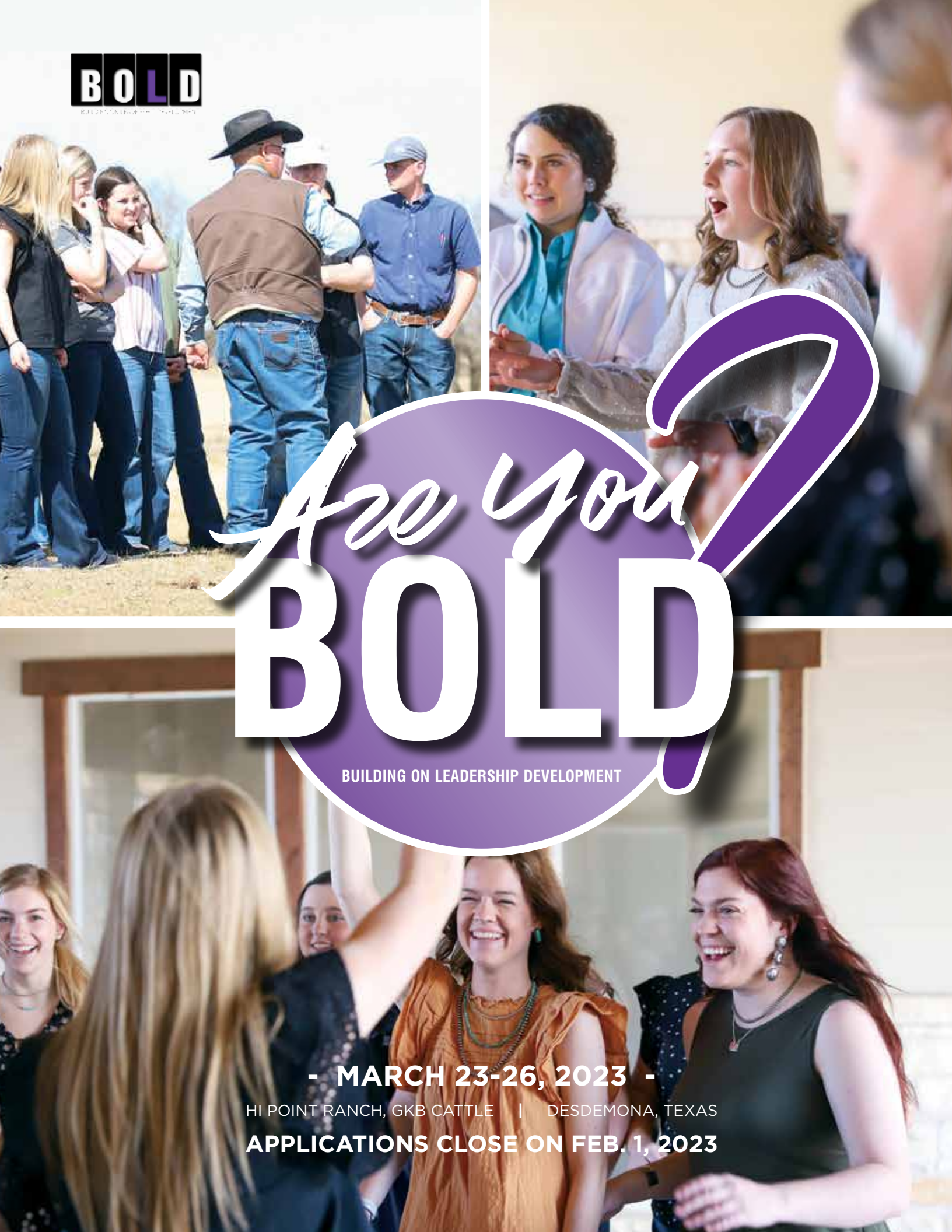
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# **FED STEER** **SHOOTOUT** **NJHA**

**2023**

## FED STEER SHOOTOUT CONTEST



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**Contest Entry Deadline:**  
November 1, 2022

**Contest Delivery Dates:**  
December 10-14, 2022

**HRC Feed Yards**  
Scott City, Kan.





## 2022 ENTRIES

Steers	200	50% increase
NJHA Members	75	83% increase
States	17	13% increase



**TREVOR JOHNSON**  
CENTERVILLE, S.D.

“I think the best part is getting to test your own genetics. There aren’t many opportunities for small producers to put their cattle on a feed-trial and get real-world results back to use in their own herds.”

## ENTRIES BY DIVISION

Purebred Individual Entries	62
Purebred Pen of 3 Entries	15
Commercial Individual Entries	36
Commercial Pen of 3 Entries	19

**LEE MAYO**  
HRC FEED YARDS

“The most precious resource we have in all of agriculture are the young people that are coming up in the ag industry that are going to join the business and be part of this business.”

## ENTRIES BY STATE

CA	21
GA	15
IA	3
IL	9
IN	5
KS	42
MN	2
MO	12
MT	4
NE	7
NM	9
OK	16
SD	9
TX	29
WI	3
WV	7
WY	7



# THE SHOOTOUT

by **Hannah Pearson**

NJHA DIRECTOR

**T**he National Junior Hereford Association (NJHA) Fed Steer Shootout was started in 2017 to give juniors experiences in the beef industry outside of the showring and allow junior members and their families to test their genetics, improving their future herds. One member that has taken advantage of the Fed Steer Shootout program is Katherine Krauss of Russell, Kan. Krauss has participated in the Fed Steer Shootout (FSS) since 2017 and has found great success in the program.

Over the past six years, Krauss has entered calves in the junior contest. It has impacted her junior career by providing an opportunity to find success in the Hereford breed outside of the showring and the VitaFerm Junior National Hereford Expo (JNHE), as well as develop from a commercial focus. It's also been a great way for her to build her network.

"It has given me the opportunity to connect with other NJHA members that focus on the same aspect of their herds that I do," said Krauss.

The FSS focuses on the junior's carcass genetics and other aspects of the feedlot industry. The opportunity for junior members to learn more about the technology used in the feedlots to make cattle more efficient, provides more insight on how they can prepare them back in their cow-calf operations. Some of these technologies such as implants affect how the cattle finish and their final yield and quality scores. Through the FSS, Krauss has been able to keep up with these changing practices and how they affect her cattle, and so she can better prepare for the finished product.

"This impacts how I look at my data and what kinds of breeding decisions I will be making," said Krauss. "In order to counterbalance the implants, we as producers have to look at our genetics and breed more marbling into our calves. This situation is just one of the changes that can come about through time."

**I**t has given me the opportunity to connect with other NJHA members that focus on the same aspects of their herds that I do.

The NJHA has a new focus of getting members active in the field day to continue education about the meat industry and what the consumers are looking for at the grocery store. This event has just finished its second year and looks to incorporate more of the educational activities of the FSS into the event. The beef industry is an ever-changing industry that has a consumer base with



an ever-growing list of demands, requiring producers to keep an open mind to change. Being active in the FSS, Krauss has learned the importance of staying in tune with the consumer.

“There is always a new and different demand for calves in the feed yard and it is constantly changing. Staying attuned to these changes can help make sure that you stay on top of your genetics and do not take unnecessary discounts in the future,” said Krauss.

**“I truly believe that every NJHA member should participate in this contest at least once during their junior career.**

Krauss was awarded in 2017 and 2021 with steers that were high performing, earning accolades like highest average daily gain in both the purebred and commercial divisions, largest ribeye area in the purebred division and others. Results for the 2022 NJHA Fed Steer Shootout program will be announced during the 2022 American Hereford Association Annual Meeting in Kansas City, Mo.

She attributed her success to taking the time to interpret the data she gets back from the contest and factor that into her next breeding decision. For her, the data she gets back is a major tool in making that decision and knowing where she needs to improve her herd’s genetics.

“Knowing where your steers might be lacking, whether it be needing to gain more weight, put on more muscle or

having a higher marbling score is always good to know,” claimed Krauss. “If you have the tools available to show in detail where some changes could be made in your herd, it gives the opportunity to set you up for success.”

Through the years of participating in the FSS, she has gained lots of memories, but her favorite memory that sticks close was being named the reserve purebred Hereford steer at the 2017 contest.

“That was the first banner that I had ever won and to have won it through a national contest made it even more memorable. For me, it was great to see that what my family and I were doing for our breeding program was successfully acknowledged in an industry-based competition,” said Krauss.

Krauss strongly encourages other juniors to participate due to all that they can get from this opportunity and to grow their network.

“Being able to expose yourself to different aspects of the livestock industry is critical in making you a better decision-maker, not just in terms of your own cattle, but for others as well,” said Krauss. “I truly believe that every NJHA member should participate in this contest at least once during their junior career. It is an amazing opportunity to learn more about your own cattle, the Hereford breed and the cattle industry.”

Junior members don’t forget to take advantage of this great opportunity. Entries are due on November 1, for the 2023 contest and cattle need to be delivered to HRC Feed Yards in Scott City, Kan., between December 10-14. For more information about the NJHA Fed Steer Shootout program visit [hereford.org/youth](https://hereford.org/youth) and find the page dedicated to the program.





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