

What's New? | Association News and Events

"What's New?" is a column designed to keep you in the know about Hereford happenings. You can sign up for *Hereford Headlines*, an electronic newsletter distributed the first Friday of each month by the American Hereford Association (AHA) highlighting Hereford news and events. You can also receive the *Bald Faced Bottom Line*, a commercially-focused electronic newsletter sent the third Friday of each month. To subscribe to these free newsletters, send an email to outreach@hereford.org. Archived issues are posted at Hereford.org.

Member Services

HerfNet will end Dec. 1, 2023

The AHA recently released dynamic search features in MyHerd to allow members and commercial producers access to a more robust set of information. These MyHerd features are capable of the same functions as HerfNet, plus much more. HerfNet will be retired on Dec. 1, 2023. AHA encourages producers to start learning the capabilities of the new MyHerd search functions. Tutorials, webinars, short videos and other resources are available at Hereford.org/myherd-tutorials.

Feedout Programs

Next Hereford Feedout Programs Near

Cattle for the next Hereford Feedout Program and the National Junior Hereford Association (NJHA) Fed Steer Shootout will arrive at HRC Feed Yards, LLC, Scott City, Kan., Dec. 19-23. Entry deadline was Nov. 1. Interest continues to grow for both programs as a convenient, cost effective way to discover feeding and carcass performance, while also learning more about the cattle feeding and beef packing sectors. Find more about the programs at Hereford.org/genetics/breedimprovement/feedout-program and Hereford.org/Youth/NJHAFed-Steer-Shootout.

Youth

HYFA Season of Giving

In December, the second annual Hereford Youth Foundation of America (HYFA) Season of Giving will take place. Dedicated to HYFA's pillars of scholarship, leadership, education and research, generous donors will rise to the challenge of

giving a different amount each day from Dec. 4-8, 2023. Contributions from other donors can unlock daily challenge values. Any amount helps unlock these challenges and raises funds for HYFA.

Grand Drive to 25

HYFA is commemorating the coming 25th anniversary of the Junior National Hereford Expo (JNHE) by offering special Grand Drive to 25 donor packages to the valued partners who comprise the history and future of the JNHE. HYFA's circle of donors made 25 years of the JNHE possible, and the foundation tips its hat to each and every supporter since the first show in Tulsa, Okla., in 2000. Packages of one to five years are available and can be customized for each donor. Please contact HYFA to learn about the Grand Drive to 25 and pledge your annual support.

National Shows

Plan to attend these January 2024 national shows

Cattlemen's Congress:

Jan. 3-6, 2024, Oklahoma City, Okla.

- "Hereford Eve in OKC"
Frozen Genetics Sale:
Jan. 4 – 6:30 p.m.
- "Hereford Night in OKC"
National Hereford Sale:
Jan. 5 – 6 p.m.

National Western Stock Show:

Jan. 11-13, 2024, Denver, Colo.

- Stockyards Beef Festival:
Jan. 11 – 5 p.m.
- National Western Hereford Sale: Jan. 12 – 4 p.m.

Fort Worth Stock Show:

Jan. 29, 2024, Fort Worth, Texas

Association News

Holt joins the AHA

The American Hereford Association (AHA) is pleased to welcome Emilee Holt, Caldwell, Idaho, as the Western region field representative.

Holt is an Idaho native and lifelong Hereford enthusiast. She grew up raising and exhibiting Hereford cattle and was a 15-year member of the Idaho Junior Hereford Association.

"The versatility of the Hereford breed adds a lot of value for both seedstock and commercial operations," Holt says. "I'm excited to continue promoting Hereford genetics while assisting breeders in my home region."

A 2019 Kansas State University (K-State) animal sciences and industry alumna, Holt worked for NJW Polled Herefords for almost four years, while also assisting with her family's Hereford herd. Holt has experience in the commercial and seedstock sectors of the beef industry. She completed internships with Wagyu Genetics and Boise Valley Feeders, Agri Beef Company, where she assisted with analyzing DNA and feedlot management. Holt was also a member of the livestock judging and meat evaluation teams at K-State.

"We are excited to have Emilee join the AHA team. She brings a wealth of Hereford knowledge and experience to the AHA and seedstock producers in her territory," says Joe Rickabaugh, AHA director of seedstock marketing. "Emilee is a vibrant person who enjoys Hereford cattle. We welcome her to Team Hereford."

Holt can be contacted at 208-965-3130, or at eholt@hereford.org. **HW**