

# Looking Back, Looking Forward

Our roots impact our future.

“Where we are going always reflects where we came from.”

I watched these words appear on my TV screen in blue letters before the next episode of the series I was watching. This show usually features a thought-provoking quote before each episode.

“Where we came from” can represent different things. Whether it’s on the farm, ranch, office or elsewhere, our roots and backgrounds impact who we are. They impact our goals, our careers, our plans, our day-to-day endeavors and the tiny details that make us who we are.

The Hereford breed has roots spanning hundreds of years. In the 1700s, the Hereford breed was founded in response to demand driven by Britain’s Industrial Revolution. Producers needed efficient, high-yielding, reproductively sound cattle, and Herefords were the answer. Centuries later, the Hereford breed is still the answer, working with those principles at the forefront.

“Where we are going always reflects where we came from.” Hereford’s innovative background reflects in the first-of-its-kind research project with Colorado State University and the industry-leading National Reference Sire Program (NRSP). It shows in breeders’ constant work to improve their herds.

Hereford innovation was on full display during the 2023 American Hereford Association (AHA) Educational Forum and Annual Meeting, Oct. 19-22. We’ll provide full coverage from the event in the December *Hereford World*. This year’s meeting theme, fittingly, was “Efficiency Pays. Numbers Matter.” Conversations were had about genetics, economics, sustainability, efficiency and all things Hereford. People learned,

connected and networked. Breed leaders were recognized, and Hereford achievements were celebrated.

Additionally, there’s just something special about bald-faced red cattle in the fall in Kansas City — the American Royal was a Hereford show before it became the well-known national livestock show it is today. Kansas City is home to Hereford history, and it’s a place where breeders gather year after year.

## In this issue

Every year, the AHA Annual Report is unveiled at the AHA Annual Meeting. You’ll find it with the November *Hereford World*. You’ll notice the report has a different feel than in years past, with more pages, several new sections and stories and statistics that go above and beyond your standard fiscal year-in-review. The Annual Report serves as a look back on the year’s success. For example, Certified Hereford Beef® enjoyed a 10% increase in foodservice and retail distributor volume, almost 1,600 head of cattle were entered in Hereford Feedout Programs and Hereford Youth Foundation of America assets increased by nearly \$1.4 million.

We feature the recently retired president of the AHA Board of Directors, Bill Goehring, and his story, on Page 26. We also highlight the first-ever Seedstock Hereford Academy on Page 34. Young Hereford breeders from six states met in Kansas City, Mo., Colorado and Nebraska to take part in the inaugural Hereford Seedstock Academy, a new, elite, leadership development program.

The Hereford breed was founded on principals like efficiency and fertility. It’s where we came from, and it’s where we’re going. **HW**



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