



Hereford breeders celebrate hard-won accomplishments and unfolding opportunities.

Excitement was electric at the American Hereford Association (AHA) Annual Membership Meeting and Educational Forum Oct. 19-21, as breeders from across the United States and around the world gathered in Kansas City, Mo.

“Numbers Matter. Efficiency Pays.” — this year’s meeting theme — echoed throughout the expanded Educational Forum as participants learned from industry leaders and each other how Hereford continues to gain momentum in the commercial cow-calf sector.

For instance, Charley Martinez, University of Tennessee Extension agricultural economist, presented results from a new economic analysis you will hear more about in the coming months. It models the economic advantages of using a Hereford bull, rather than an Angus bull, in a commercial Angus cow herd over 10 years. Bottom line, using a Hereford bull and capturing heterosis yields significantly more average annual net income, net worth and female net present value.

Other Educational Forum presentations shared the power and benefits of efficiency through a variety of industry lenses from the feedlot and the Hereford Feedout Programs to cow feed conversion on forage and managing mature cow size to the potential implications of gene editing in the seedstock business.

As always, much more information was shared by breeders and guests amid lively one-on-one discussions. Throughout the event, attendees also had the chance to visit with industry partners exhibiting in the trade show.

Earned accolades

As always, the annual event is also a time to recognize individuals for an array of achievements. Members of the National Junior Hereford Association (NJHA) received \$163,000 in scholarships during Friday’s awards banquet. Top competitors in the NJHA Fed Steer Shootout were also named.

Highlights of Saturday’s awards breakfast included recognition of Golden and Century Hereford Breeders, presentation of the Commercial



ANNUAL MEMBERSHIP MEETING & AMERICAN ROYAL COVERAGE

- 28 Agar Named AHA President
- 29 New AHA Directors Elected
- 32 Hereford Hall of Fame, Merit Inductees Celebrated
- 36 Circle B Named AHA Commercial Producer of the Year
- 38 Hereford Woman of the Year: Supportive and Kind
- 40 50- and 100-Year Hereford Breeders Honored
- 44 Hereford Youth Honored with Scholarships
- 52 Fed Steer Shootout Winners Recognized
- 54 Ladies of the Royal Recap
- 56 2023 National Hereford Queen: Making an Impact
- 58 2024 National Hereford Queen: Happy to Be Here
- 60 National and Regional Show Award Winners Honored
- 64 Jenkins, Ogburn and Farmer Win American Royal Shows

Hereford Producer of the Year and inductions to the Hereford Hall of Merit and Hereford Hall of Fame.

Changing of the guard

Retiring members from the AHA Board of Directors were recognized at the Annual Membership Meeting for their years of steadfast service and guidance. They were Bill Goehring, Libertyville, Iowa; Becky King-Spindle, Moriarty, N.M.; and Whitey Hunt, Madison, Ga.

New members elected to the Board were Jerry Delaney, Lake Benton, Minn.; Cindy Pribil, Hennessey, Okla.; and Scott Sullivan, Grannis, Ark.

On with the show

The celebration moved to the American Royal Complex Saturday afternoon for the national and regional show awards ceremony, the Ladies of the Royal Sale and Junior Hereford Show. On Sunday, champions were named at the American Royal Hereford Show and the 2024 National Hereford Queen was crowned. **HW**



Thanks to our partners

The AHA is grateful for industry partners whose generosity and ongoing support make events like the Annual Meeting and Education Forum possible. Thank-you.

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