

by Isaac Rhode

## Kansas City Lights Shine on Juniors

The National Junior Hereford Association (NJHA) and its members took center stage at the American Hereford Association (AHA) Annual Membership Meeting and Educational Forum in Kansas City, Mo. Juniors were recognized for their involvement in programs, leadership skills and academic success while breeders stepped up to support the Hereford Youth Foundation of America (HYFA) that makes these youth programs possible.

### Juniors recognized at Annual Meeting

Hereford youth captured the spotlight during a special award ceremony where HYFA and its donors proudly presented \$163,000 in scholarships to 27 NJHA members to support their further education. Those that were in attendance were recognized on stage and received a commemorative plaque for their achievements.

The NJHA Fed Steer Shootout contest teaches juniors about the opportunities and challenges of the cattle feeding industry. The 2023 contest was hosted by HRC Feed Yards LLC in Scott City, Kan., and saw 67 members from 18 states enter 207 steers in the program. This year's winners received more than \$15,000 in cash prizes and awards from HYFA, which were given to both top performing junior members and their fed cattle.

### Breeders support the HYFA mission

This year marked the fourth year in a row that the Jensen Bros. Herefords Chosen Female Sale



NJHA board members watch the bidding as Hoffman Ranch, Thedford, Neb., and Stellpflug Cattle Co. LLC, Glenrock, Wyo., partnered to purchase the NJHA's Lot 1 street sign at the 2023 Ladies of the Royal Sale.

proudly supported the Foundation 1 Campaign, donating a percentage of the sale proceeds to Hereford youth. The sale is always a great way to kick off the Hereford festivities in Kansas City, and the Jensen family is an integral part of HYFA's mission. The Foundation 1 Campaign began in 2017 with Sierra Ranches, Modesto, Calif., donating 1% of their fall production sale proceeds to HYFA. Each year since, additional breeders, organizations and donors have continued to join the campaign and push the HYFA mission forward.

The NJHA started fundraising for the "Grand Daddy of 'Em All," the 25th Anniversary Junior National Hereford Expo (JNHE), during the Ladies of the Royal Sale, by selling the iconic Lot 1 street sign. Hoffman Ranch, Thedford, Neb., and Stellpflug Cattle Co. LLC, Glenrock, Wyo., joined together to begin the Grand Drive to 25 fundraising campaign.

Lot 1 topped the sale at an impressive \$25,000, with the partners choosing to double down on their support for a total commitment of \$50,000 over two years, securing the sponsorship in the polled female show at the JNHE. The 2024 JNHE will be

held in Grand Island, Neb., July 6-12, 2024. We tip our hats to these generous donors.

The AHA Annual Meeting and American Royal are the jumping-off point of many different campaigns for HYFA and the mission that it holds dear: to promote scholarship, leadership, education and research, for the next generation of Hereford youth. HYFA is grateful for all who

join us in supporting this mission and are excited to see what the future has in store. **HW**

Isaac Rhode is a member of the NJHA board of directors.



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