

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.

Commercial

Hereford-influenced feeder calf sale listings

Boost your marketing efforts by participating in upcoming Hereford-influenced feeder calf sales, open to operations of all sizes. Consigning Hereford and Hereford-influenced calves to a Hereford special sale is an effective way to put cattle in front of buyers interested in Hereford genetics and may provide a price premium. To view a complete list of upcoming Hereford-influenced special sales visit Hereford.org/commercial/programs/feeder-cattle-sales. Cattlemen can also list their Hereford-influenced commercial females and feeder cattle for sale privately on the Hereford website. For commercial female listings visit Hereford.org/commercial/marketplace/female-listings.

Youth



HYFA Thank you

The Hereford Youth Foundation of America (HYFA) thanks everyone who participated in the HYFA Season of Giving. Donors raised \$284,000 for the youth of the Hereford breed. Find the list of donors at HerefordYouthFoundation.org.

Spring scholarship applications due April 1

HYFA and National Hereford Women team up each spring to offer various scholarships and prestigious junior awards that will be presented at the VitaFerm® Junior National Hereford Expo (JNHE), this year in Grand Island, Neb. The application link can be found at Hereford.org/youth/scholarship-opportunities.



Grand Drive to 25

To celebrate 25 years of JNHE, and sustain the next 25 years of the event's legacy, HYFA is offering special Grand Drive to 25 donor packages to all of its valued partners who make up the history and future of the JNHE.

Twenty-five years of the JNHE would not be possible without HYFA's circle of donors, and the foundation tips its hat to each and every supporter since the first show in Tulsa, Okla., in 2000. Help grow the lasting legacy of the JNHE. One-, two-, three-, four- and five-year packages are available and may be customized to fit each donor. Please contact

HYFA today to learn about the Grand Drive to 25 and pledge your annual support.

Association news



View Cattlemen's Congress and NWSS results

Results from the 2024 Cattlemen's Congress in Oklahoma City can be found at Hereford.org/events/national-shows/cattlemens-congress. Results from the 2024 National Western Stock Show (NWSS) in Denver can be found at Hereford.org/events/national-shows/national-western. Official AHA press releases from both events are available at Hereford.org/media/news and event coverage will be printed in the March issue of the *Hereford World*.



Mark your calendar: 2025 World Hereford Conference

The American Hereford Association (AHA) is eager to host the 2025 World Hereford Conference, accompanying tours and the Young Breeders Competition Oct. 22-26, 2025, in Kansas City, Mo. Event details will be provided as they become available at WorldHerefordConference.com.

Hall of Fame/Hall of Merit nominations due June 1

Nominations for the AHA's prestigious Hall of Fame and Hall of Merit are due June 1. Deserving recipients for the 2024 induction will be honored at the AHA Annual Meeting and Conference in Kansas City in October.

The Hall of Fame honor recognizes Hereford breeders who have dynamically influenced the direction and advancement of the breed. The Hall of Merit commends individuals who have greatly influenced the cattle industry.

You may submit your nomination online by going to Hereford.org. You will find the nomination forms under the "About" tab. Please contact Emily Wood at ewood@hereford.org or 816-842-3757 for more information about submitting your nomination. **BA**

