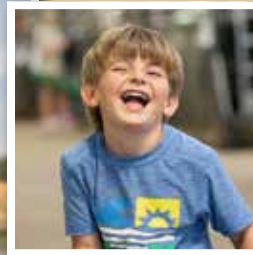


SATURDAY

National Junior Hereford Association (NJHA) members and their families packed their trailers, bedded their cattle and made a mad dash to Madison, Wis., for the 24th annual VitaFerm® Junior National Hereford Expo (JNHE). They were greeted at the grounds by friendly faces and volunteers as they unloaded their tack and livestock. Welcome to the “Mad Dash to the Hereford Bash!”



SUNDAY



Sunday marked the official beginning of the “Mad Dash to the Hereford Bash.” While some exhibitors finished the trek to Madison, others began checking in cattle, competing in contests and taking in everything the exhibition had to offer — from the NEOGEN DNA collection to the first Pen-to-Pen session. Attendees finished the fun-filled day with opening ceremonies and the Hereford Youth Foundation of America (HYFA) 5K Mad Dash, along with food, fun and cornhole.



MONDAY

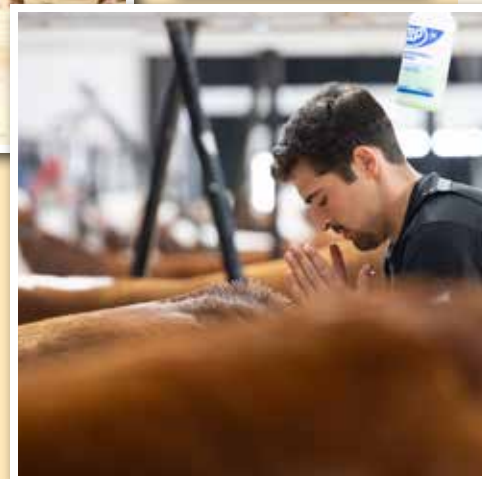


There weren't any Monday blues to be found in Madison. Bright-eyed and bushy tailed, JNHE attendees kicked off day three of the "Mad Dash to the Hereford Bash" by judging cattle. The National Hereford Women hosted their second annual Catch-A-Vibe event in conjunction with Queen's Tea, where youth worked with Hereford royalty to build their very own buddies. VitaFerm® and Sullivan Supply hosted workshops for exhibitors to improve their feeding and fitting skills. The afternoon and evening hours didn't skip a beat, with the Hereford bowl buzzer round, the team fitting competition and Bridging the Gap.

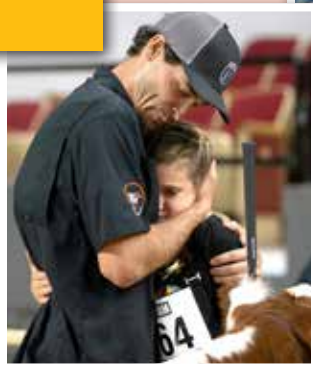
The morning began with state groups gathering in the showring for the selection of the best group of three and best group of five. Showmen dashed to the Alliant Energy Center to compete in showmanship, and dreams came true as champions were selected.



TUESDAY



WEDNESDAY



If rain on your wedding day is good luck, the same sentiment must apply for a show day, because rain, it did. The bred-and-owned show made Hereford history on Wednesday with the first-ever selection of the top five bred-and-owned females. Sponsored by GKB Cattle, Desdemona, Texas, Maddie O'Leary grabbed the grand champion banner along with a custom Hart Trailer. It was a memorable day, filled with special moments.



THURSDAY

Thursday marked the beginning of the owned female show, and Hereford juniors brought the heat to the showing. Juniors were competitive inside and outside the showing, as scholarship and contest winners were announced during the midday and evening award ceremonies. Four young people donned the coveted maroon jacket for the first time, while four young people gave tearful goodbyes and celebrated the end of their term as an NJHA director.



FRIDAY



NJHA members wrapped up a magical week in Madison with the completion of the owned female show. Judge Blake Bloomberg said it best: “Hereford, you guys have something strong. You’ve got great leadership, you’ve got breeders that believe in the cattle, and you’ve got young people that have great stock. What more could you ask for in 2023?”

