



2024 EDITORIAL FOCUS

*Hereford World / Baldy Advantage**

*January	Heterosis economics
*February	Plotting the next cattle cycle
March	Beef Quality Assurance
April	Accelerating genetic gain
May-June	Sustainable beef production
July	Numbers Matter — Efficiency Pays
*Aug	Sorting and developing profitable replacements
Sept.	National Junior Hereford Exposition
*Oct.	The shape of herd rebuilding
Nov.	Bridging the gap (generational transition)
Dec.	Meeting seedstock customer expectations