

# There is No Secret Ingredient

Success usually relies on more than luck.

Kung Fu Panda, one of my favorite childhood movie franchises, features a cartoon panda learning that the only thing he really needs to be successful is himself. Memorable quotes connect the movies' storylines:



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*"If you only do what you can do, you will never be more than you are now."*

*"Your real strength comes from being the best 'you' you can be."*

*"The only thing that matters is what you choose to be now."*

The moral of the story: there is no secret ingredient. It's just you.

There is no one-size-fits-all approach to change or growth, whether you apply that principal to yourself or your operation. And, success is not a result of some magic formula or stroke of luck. Instead, success is built upon a foundation — an authentic understanding of yourself, your goals and what you value.

Authenticity is about being true to you, embracing what you're good at and not-so-good at and owning your unique story. Moreover, authenticity plays into fostering genuine connections and meaningful relationships — which are integral to essentials like establishing a customer base and learning from fellow breeders. When we remain authentic, we attract like-minded individuals who align with and believe in our values and vision.

Furthermore, authenticity breeds innovation. Success in any facet of life is a journey of growth and learning and chasing after what is important to you. The next time you find yourself searching for the secret ingredient to success, remember what guides you and trust in your journey.

## In this issue

In the April 2024 issue of *Hereford World*, we feature this year's Dams of Distinction on Page 28 and Sires of Distinction on Page 36. These lists are a direct reflection of hard work and years of breeding decisions. Efficient, fertile and productive females are the bedrock of the most successful cow herds. While all females may have the opportunity to become a Dam of Distinction, only a small percentage meet the program's rigorous requirements and fit the job description of an ideal cow year after year. This year, 2,514 females were recognized. The Sires of Distinction program recognizes Hereford bulls whose daughters have received at least seven Dams of Distinction awards, and this year, 105 sires were recognized.

Bulls evaluated in the American Hereford Association's (AHA) National Reference Sire Program (NRSP) provide opportunity for commercial and seedstock breeders to learn more about their genetics while finding sires with potential to impact herds across the country.

The data from the 2022-born group of calves is in. The nearly 300 Hereford steers tested as part of the program graded 50% Prime, and 100% Choice and Prime. Shane Bedwell, director of breed improvement, says, "This is a major win for the breed and a great testament to Olsen Ranches' steadfast pursuit to make the breed better. The results are also a compliment to the breeders behind these impressive sires."

Find an overview of the data, sire groups, commentary from Bedwell and more information, beginning on Page 20. **HW**