

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.



WATCH FOR DELEGATE NOMINATIONS

Information for nominating voting delegates will be sent May 1. Replies are due by May 31.

Board announcements

Delegate selection process information

A nominating committee selects a slate of American Hereford Association (AHA) Board nominees. However, all active adult AHA members may provide input to the election process via their selection of state voting delegates. Active adult AHA members should receive information about how to nominate themselves or another active adult AHA member to serve as a voting delegate.

Take part in the Board election process by nominating the active AHA member(s) from your state who will represent you in electing the next AHA Board members. The process began April 1, when the AHA sent an email to all eligible active adult members to ask them whether they would like to participate in the election of voting delegates electronically or by traditional mail. Eligible members who wish to participate electronically needed to respond to that email by April 22. Eligible members are any adult AHA members who had at least one animal registered in the preceding calendar year where they were identified as the original owner of the animal.

On or before May 1, eligible members will receive information about how to nominate voting delegates. Replies are due by May 31.

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, Mo., in October.

The Hall of Fame honors 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 can 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.

Century and Golden Breeder nominations due June 1



Celebrating generational Hereford breeders is a highlight of the AHA Annual Meeting and Conference. The Century Breeder recognition honors families and operations in the Hereford business for 100 years. Golden Breeders recognizes those raising Herefords for 50 years. You will find the

nomination form at Hereford.org, along with a list of those previously recognized. For questions or more information, contact Emily Wood at ewood@hereford.org.

Association news

Cowles joins AHA staff

Corbin Cowles, Rockfield, Ky., is the new AHA Midwest region field representative.



Corbin Cowles

"Corbin is a talented young man with strong interpersonal skills, seedstock industry knowledge and enthusiasm for the position," says Joe Rickabaugh, AHA director of seedstock marketing. "He will be a solid asset to the upper Midwest region, working with the many high-quality Hereford operations throughout the territory. We look forward to him joining Team Hereford."

Cowles, an Oklahoma State University animal science alumnus, attended graduate school at the University of Kentucky. He has worked for Schrader Real Estate and Auction Co. in Columbia City, Ind., as an auction manager and licensed real estate agent since 2022. Cowles additionally worked for *The Stockman* magazine, providing ring service and herd consulting. He also assists with his family's Angus and Simmental

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seedstock operation, Pleasant Hill Farms. Cowles is involved in his state and county cattlemen's associations and has a wealth of livestock judging experience.

"I am incredibly honored and excited to represent one of the preeminent breed organizations in the entire beef industry," Cowles says. "With the leadership of this Association combined with the quality of the cattle, the Hereford breed is positioned for continued success into the future. I'm looking forward to building relationships with breeders, helping operations reach their goals via marketing their genetics and being a representative for AHA to the industry at large."

Cowles will act as a liaison for AHA members in his region while supporting Hereford breeders and the Association's initiatives. He will represent the breed at sales and events and help Hereford breeders utilize AHA promotional and marketing programs, as well as Hereford Publications Inc. advertising and marketing services. Cowles also will continue build the breed's strong ties to commercial producers. He begins his duties May 1.

Cowles' territory includes Illinois, Indiana, Kentucky, Maryland, Michigan, Ohio, Pennsylvania, West Virginia and Wisconsin. He can be reached at 270-991-2534 or at ccowles@hereford.org.

Apply for the second annual Hereford Seedstock Academy

The AHA is eager to host the second annual Hereford Seedstock Academy Sept. 2-6. During four intensive days of networking and interactive educational sessions, members of the Seedstock Academy will delve into: the role of Hereford genetics in the current and future commercial cattle sector; adding value to Hereford cattle and

enhancing client experience; value points in the cattle feeding sector; AHA breeder and commercial Hereford user tools and services; and the evolution of Certified Hereford Beef®.

Complete the application on [Hereford.org](https://www.hereford.org) by July 1.

2024 AHA Annual Meeting dates and hotel information

Make plans to join us for the AHA Annual Membership Meeting and Conference held Oct. 24-27, at the Kansas City Marriott Downtown. Registration and a detailed event schedule will be available by late summer. Find more information at [Hereford.org/annual-meeting](https://www.hereford.org/annual-meeting).

2024 Headquarter Hotel

Kansas City Marriott Downtown
200 West 12th Street
Kansas City, Missouri 64105
816-421-6800

2025 World Hereford Conference



The AHA looks forward to hosting the 2025 World Hereford Conference, associated tours and the Young Breeders Competition Oct. 22-26, 2025. Event details and registration information will be provided as it becomes available at [WorldHerefordConference.com](https://www.worldherefordconference.com).

Industry news

Paying for true value

Buyers procure millions of calves and feeder cattle each year with little or no knowledge of their genetic composition and potential. The Genetic Merit Pricing (GMP) Task Force is looking to change that by encouraging the use of objective measures in price discovery.

"Without objective genetic information on potential growth rate, feed efficiency, marbling

and other key traits, we cannot accurately project how a given group of cattle will perform or how valuable their carcasses will be," explains Ken Odde, Ph.D., GMP facilitator. He is a former head of Kansas State University's animal sciences and industry department. "That lack of genetic information creates a big hole in our ability to price cattle according to their true value."

The GMP is a coalition of 32 producers from all industry segments, representing some of the nation's brightest and most experienced cattle producers, marketers, backgrounders and feeders.

The AHA is a GMP founder and funding partner. The GMP's next quarterly meeting is scheduled for May 7-8.

Attend the 56th annual BIF Research Symposium and Convention



The 56th annual Beef Improvement Federation (BIF) Symposium and Convention will be June 10-13 in Knoxville, Tenn. Each year the BIF symposium draws a large group of leading seedstock and commercial beef producers, academics and allied industry partners. The attendance list is a "who's who" of the beef value chain, offering great networking opportunities and conversations about the issues of the day. Program topics focus on how the beef industry can enhance value through genetic improvement across a range of attributes that affect the value chain.

For registration and more symposium details, including hotel information, visit [BIFSymposium.com](https://www.bifsymposium.com).

Register for the 2024 Cattlemen's Conference



Head to Oklahoma State University in Stillwater, Okla., May 22-23 for the Cattlemen's Conference. Registration is open until May 3 for \$200 per attendee. This provides access to all conference events, meals, breaks and social hours.

This year's focuses are gene editing, breeding systems and heterosis relative to marketing endpoint, and regenerative ranching and sustainability. More event details can be found at CattleConference.com.

Youth

Entries opening for JNHE



Online entries opened in April for the 2024 VitaFerm® Junior National Hereford Expo (JNHE) July 6-12 in Grand Island, Neb. Visit JrHereford.org to receive more information and enter online. Please note all entries must be completed online.

To accommodate the growing contests, JNHE participants must pay \$5 to participate in showmanship and judging. All showmanship and judging contestants must pre-enter by June 1 and pay the entry fee at that time. JNHE participants must be members of the National Junior Hereford Association (NJHA).

JNHE entry deadlines

The early-bird online entry deadline (\$20 discount per entry) is May 15, and the final ownership and entry deadline is June 1. If you have questions about the online entry process or anything related to JNHE, contact Bailey Clanton at bclanton@hereford.org or Amy Cowan at acowan@hereford.org.



NJHA board applications open

Twelve outstanding Hereford juniors serve on the NJHA board of directors. Each year, four board members are elected to three-year terms at the annual membership meeting, which is held in conjunction with JNHE. During their term, directors develop and implement programs and events that serve junior Hereford members from across the nation. Candidate applications close June 1. Find more details at Hereford.org/youth/NJHA/board.

Record-breaking: Hereford Sale of Champions



Hereford family legacies and champion genetics highlighted the record-setting Hereford Sale of Champions, which raised \$100,000 for the 25th JNHE. This year's JNHE — The Grand Daddy of 'Em All — will be July 6-12 in Grand Island, Neb.

The Sale of Champions features valuable genetics from previous JNHE winners. It also serves as a platform for JNHE members and their families to give back to the association.

“As an exhibitor, participant, breeder and spectator of all 25 JNHEs, it was a no-brainer when it came time to support an event that has impacted myself and my family so much,” says sale consignor Randy Mullinix, Purple Reign Cattle, Toulon, Ill. “Amazing that a kid teaching a calf to lead, can lead to all the incredible opportunities that this great event has come to offer.”

Featured genetics in this year's Sale of Champions included flushes and embryo lots out of the top five bred-and-owned females selected at the 2023 JNHE.

A flush out of GCC ML Cruella 800K topped the sale genetics at \$21,250, going to Hurricane Hefty Ranch of Oklahoma City. The flush by the KLD RW Marksman D87 ET daughter was consigned by Ella Weldon Cattle Co., Piedmont, Okla. “Cruella” earned grand champion junior female honors at the 2023 North American International Livestock Exposition and was reserve grand champion during the 2023 American Royal junior show.

Among other top purchases, Bar One Ranch, George and Karen Sprague, Eugene, Ore., gave \$25,000 for a lifetime membership to the Hereford Youth Foundation of America (HYFA) Club. Sprague is a HYFA board member and longtime supporter of HFYA's pillars of education, scholarship, leadership and research, and the junior membership as a whole.

With the purchase, Sprague joins the “Grand Drive to 25 Campaign” created to support this year's JNHE and help sustain this flagship event for the next 25 years.

Find more about the “Grand Drive to 25” campaign and the 25th JNHE, at Hereford.org/youth. **HW**