

Art and Stories



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Stories are a universal language.

Growing up, I always enjoyed art class the most. I had the same art teacher from kindergarten to my freshman year of high school. He taught me the importance of learning the basics and following the “rules” before trying to break them. It’s a concept I apply to taking photos, writing and life.

It didn’t matter if it was a pinch pot or self-portrait, he was methodical and thorough. The easiest way to get a bad grade was to disregard directions (this applied to everyone, even the kindergarteners). My annual self-portrait sketch was almost always terrible, but I followed directions and adhered to the basics, so my grade was usually OK.

Along with being an artist, he was quite the storyteller. He told stories about a wide variety of topics, like sneaking the family dog his vegetables under the table as a kid or pulling over and getting out of his car to confirm that dashed lines on roads are much longer than they appear. Art and stories go hand-in-hand, and stories are special. The best songs tell stories, the best writers tell stories, the best photographers tell stories. The best things have a spectacular story.

May is Beef Month — and one of the things that makes Certified Hereford Beef® (CHB) special is its story. From the stories behind the ranches and feedyards that play a part in getting *Certified Hereford Beef* on plates to the product’s distributors and retailers, it’s a unique brand.

Along with *Certified Hereford Beef’s* story, the beef meets high quality standards. The tender, delicious Hereford beef represents a consistent, premium product backed by even better producers.

Whether it’s in a well-loved family recipe, at an Independence Day cookout or sale day lunch, don’t forget to make *Certified Hereford Beef* part of your story.

In this issue

The May/June *Hereford World* is all about *Certified Hereford Beef*. You’ll find the list of 1,282 CHB Sires of Distinction on Page 36. Stories about the CHB Retailer of the Year and Food Service Distributor of the Year are on Page 26 and Page 30.

The next generation of beef producers and storytellers will meet at the VitaFerm® Junior National Hereford Expo (JNHE) on July 6-12, in Grand Island, Neb. The event is celebrating its 25th anniversary in 2024, and Lauren Jones, National Junior Hereford Association communications chair, recaps the history of JNHE on Page 48. Moreover, bios for this year’s judges are on Page 54. The “Grand Daddy of ’Em All” is going to be a good one.

It’s worth noting that our editorial designer, Cindy Himmelberg, is retiring after three years of working on the *Hereford World* and *Baldy Advantage*. May/June 2024 is her last issue. Her smiling face and attention to detail will be missed in the office. We appreciate her so much for playing a part in telling Hereford’s story. **HW**