

## Making Hereford History

The 101st Herd Bull and Reference Edition is here.

*“If you want a new idea, read an old book.” – Ivan Pavlov*



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The Hereford breed is one made up of rich history — and some of it is encapsulated at the American Hereford Association’s headquarters in Kansas City, Mo., with artwork lining the walls, a small museum filled with portraits and other artifacts, and old editions of *American Hereford Journal* and *Polled Hereford World* packed on shelves.

When researching a story or searching for ideas, I sometimes start with archival copies of Hereford publications. I could spend hours reading up on the breed’s history, marveling at old photos and advertisements and comparing differences in today’s writing to what was published 70-80 years ago.

And like Pavlov said: “If you want a new idea, read an old book.” If you’re looking for inspiration or ideas, history helps.

The Hereford breed has deep roots, and July is a month chock-full of anniversaries and history — Hereford or otherwise. Of course, the United States celebrates Independence Day on July 4. July’s VitaFerm® Junior National Hereford Expo (JNHE) is celebrating its 25th anniversary in Grand Island, Neb. And there is this 101st Herd Bull and Reference Edition.

Dating back to 1923, Hereford enthusiasts have been using the pages of Herd Bull and Reference editions to find their next herd sire and connect with breeders for more than 100 years. *Hereford World* has certainly undergone changes over the years, but the publication has always been a place for the Hereford breed’s stories to be captured and written.

### In this issue

Every year, we celebrate the Herd Bull and Reference Edition with special features coinciding with the issue’s theme. This year, the special section is “Efficiency Pays. Numbers Matter.” Beginning on Page 43, stories in this section of *Hereford World* encompass how Hereford breeders meld numbers with experience to enhance efficiency and create new opportunities.

On Page 44, we kick off the special section with a story about a performance pioneer the beef industry lost in January 2024, James Bennett, of Knoll Crest Farms. Then, on Page 52, more history is recognized, with a feature about Jackson Hereford Farms, Mechanicsville, Iowa, and their 134 years in the Hereford breed. There are more features as you flip through the section, including stories about the deep-rooted Perrin family in Louisiana and Century Hereford Breeder, Johnson Hereford Farm, Milford, Iowa.

With this issue, we also welcome Megan Underwood to our team as editorial designer for *Hereford World* and *Baldy Advantage*. **HW**