

Countdown to History

World Hereford Conference comes to the U.S. in 2025.



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As we completed this year's Annual Meeting and Educational forum, the American Hereford Association (AHA) Board and staff turned its attention to next year's event, which we will host in conjunction with the World Hereford Conference (WHC) Oct. 22-26 in Kansas City, Mo. You can find the schedule and details at WorldHerefordConference.com.

This congregation of Hereford breeders from around the world began in 1951 after formation of the World Hereford Council. The WHC has been held every four years since then. The exception is the 2025 event, coming five years after the last one due to COVID-19. The United States first hosted the WHC in 1960 and then again in 1996.

Combining next year's WHC with the AHA Annual Membership Meeting and Conference and the American Royal offers AHA members and international guests ample opportunity to get acquainted and exchange ideas.

Learning for all

Next year's Educational Forum will highlight AHA research efforts over the past few years, focused on documenting the value Hereford genetics provide the commercial U.S. cow herd across diverse environments.

The Educational Forum will feature the progress the Association has made in collecting valuable data at Olsen Ranches, Harrisburg, Neb., and how this data adds accuracy to the Pan-American Cattle Evaluation (PACE). Our research partners will also share ongoing results from the groundbreaking collection of greenhouse gas, feed and water intake and blood urea nitrogen data at Olsen Ranches, as part of the mainstay National Reference Sire Program.

A pre-conference tour (Oct. 16-21, 2025) and post-conference tours (Oct. 26-29, 2025) will provide AHA members and international guests

with the chance to view and hear from leading U.S. Hereford breeders in several states, while enjoying sights along the way. The pre-tour will be in Montana. There are two options for the post-conference tours: The Nebraska Sandhills with a couple of stops in Colorado; or Oklahoma and Texas. Here again, you can find details and register at WorldHerefordConference.com.

Young Breeders Competition

The Young Breeders Competition adds excitement to the upcoming WHC. Each country represented at the WHC can enter a team of four individuals, between the ages of 18 to 26 years old. The competition includes events emulating the knowledge and skills employed by breeders of the host country to accomplish day-to-day tasks.

The Young Breeders Competition will be Oct. 19-25, 2025, and much of the contest will be conducted at Kansas State University. The competition concludes with a fitting and showmanship contest at the American Royal Oct. 25. Winners will be named during the closing reception.

The National Junior Hereford Association, with support from the Hereford Youth Foundation of America, sent a U.S. team to the most recent WHC in New Zealand. They did very well, but most importantly, they were able to connect and network with young breeders from around the globe.

Please plan to join us for these landmark WHC events. Grow your knowledge of both the U.S. Hereford industry and abroad and extend gracious hospitality to our international guests, just as we receive when traveling beyond our borders. Hereford breeders from around the world have so much in common. At the same time, we each have something unique to contribute to the breed's success. **HW**