

## Keeping it Moving

Hereford builds momentum with industry-leading initiatives and programs.



Sydnee Shive is the managing editor of *Hereford World*. She can be reached at [sshive@hereford.org](mailto:sshive@hereford.org).

“Keep the line moving.”

It was a way of life and slogan for the 2015 Kansas City Royals World Series team that had a knack for rallying. The Kansas City Royals, the American Royal Livestock Show and the American Hereford Association (AHA) all go hand-in-hand. The American Royal, which started as a Hereford show more than a century ago, inspired the Kansas City baseball team’s name. Every year, the American Royal coincides with the AHA Annual Meeting and Educational Forum.

The breed’s iconic red hide and white face, in addition to the combined efforts of the AHA and Hereford producers toward improvement, make the breed an industry standout. The Hereford breed is home to several industry-leading and unique programs that help keep the line moving.

For instance, the Hereford Feedout Program and the National Junior Hereford Association (NJHA) Fed Steer Shootout are both unique to the AHA.

These programs enable Hereford breeders and commercial users of Hereford genetics to cost-effectively document feedlot and carcass performance at HRC Feed Yards LLC in Scott City, Kan., while gaining further insight into production sectors beyond the cow-calf pasture. Participation in both programs continues to grow. As well, the NJHA and the AHA are also exploring ways to help more juniors participate in this valuable program.

Furthermore, for 25 years, the National Reference Sire Program has been identifying and validating the genetic merit of young sires, providing seedstock producers and users of Hereford genetics opportunities to improve their herds for specific traits. It also helps confirm the profitability associated with Hereford genetics. The list of current sires selected for the program can be found at *Hereford.org*, along with results from last year’s round of sires. These sires influence 7% of the more than 2 million AHA pedigrees.

Previous and ongoing AHA research programs continue to serve as the cornerstone of breed improvement. For instance, the ongoing multi-year research project with the University of Illinois is evaluating and documenting the production advantages of F1 black baldies compared to black Angus peers. This project leverages previous AHA research efforts and will result in a comprehensive analysis of the entire life cycle, including lactation and maintenance energy requirements. This research builds upon the economic value of Hereford heterosis demonstrated by the University of Tennessee economic analysis completed last year. Hereford keeps the line moving and the bald-faced breed at the forefront of an ever-evolving beef industry through these and other projects.

All of this and more was highlighted at the 2024 Annual Meeting and Educational Forum.

### In this issue

The November 2024 issue of *Hereford World* features the Annual Report, as it does each year. You can find the report beginning on Page 49. The report recaps Fiscal Year 2024 (FY24) and includes statistics, breeder testimonies and more. From the more than 20,000 head of Hereford and Hereford-influenced feeder calves and yearlings that sold in 30 sales across the U.S., to the continued growth of AHA programs and the introduction of a revamped *Hereford.org*, the AHA kept the line moving in FY24.

Retiring AHA Board president, Wyatt Agar, is featured on Page 24. The Hereford Seedstock Academy is another unique AHA program, designed for the breed’s best and brightest young leaders. The 2024 class is featured on Page 30.

Hereford continues to build momentum, create forward progress and keep the line moving. **HW**