

by **Sam Birdsall**

Thanks to the generosity of countless donors, the Hereford Youth Foundation of America (HYFA) winter fundraising season was remarkably strong, culminating with \$247,000 contributed during December's Hereford Season of Giving campaign. This annual initiative is a cornerstone of HYFA's efforts to help develop growth and leadership in the next generation of Hereford breeders through the National Junior Hereford Association (NJHA). HYFA donors also support Hereford Research Foundation efforts aimed at continuous breed improvement.

The impact of contributions to this campaign cannot be overstated, as they directly support the future of Hereford youth, empowering them to achieve their goals and advance the breed.

Sale of Champions

As the NJHA moves forward into the spring season, members are already hard at work preparing for another marquee event: the Sale of Champions, which will take place on March 5.

The Sale of Champions serves as a key fundraiser to support the VitaFerm® Junior National Hereford Expo (JNHE) held each July — an event recently recognized as the “Best of the Barns Junior National” by the Sullivan Supply's Best of the Barns contest. This online auction features premier lots donated by some of the nation's top breeders, including frozen genetics, such as embryos and semen. Many of the genetics offered hail from recent champions, making the Sale of Champions a must-watch event for Hereford enthusiasts nationwide.

The 2024 Sale of Champions set a high bar for success, grossing a record-setting \$100,000 in support of the 25th JNHE, held in Grand Island, Neb. The funds raised ensured that the NJHA could

deliver on its promise of hosting an unforgettable event — dubbed “The Grand Daddy of 'Em All” — in celebration of 25 years of the JNHE. Thanks to the unwavering support of sellers, buyers and partners, the NJHA created a memorable experience for attendees while showcasing the best of Hereford genetics and community.

This year, the NJHA hopes to build on that momentum. Hosted again on Sale Day, the NJHA is pulling out all the stops to make March 5 a must-view event. Breeders and buyers alike are encouraged to participate and make their mark. The funds raised through the Sale of Champions contribute to the success of the JNHE, ensuring it remains a premier showcase for the Hereford breed and a vital educational and networking opportunity for participants.

As the countdown to the auction begins, NJHA's social media channels will continue to provide updates on the lots available for bidding. Prospective buyers are encouraged to follow the NJHA on Facebook and Instagram, as well as Sale Day's platforms, for previews and information about this year's exciting offering.

While March promises to be an exciting month for NJHA, the organization's efforts are part of a year-round commitment to supporting youth and advancing the Hereford breed. The funds raised through initiatives like Season of Giving and the Sale of Champions enable the NJHA to host world-class events, provide scholarships and deliver educational programs that continue to build a pipeline of future leaders.

Mark your calendars for March 5, and join the NJHA in supporting the Sale of Champions. Whether you're a seasoned breeder, a first-time buyer or simply a Hereford



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enthusiast, your participation makes a difference. Together, we can ensure that the Hereford breed and its young leaders continue to grow and succeed for generations to come.

Looking ahead

The 2025 JNHE, “Live from Louisville,” is shaping up to be another extraordinary event. As one of the most anticipated gatherings on the Hereford calendar, JNHE brings together breeders, families and youth from across the country for a week of competition, camaraderie and learning. Events like these are made possible by the tireless dedication of NJHA members, the generosity of donors and the enthusiastic participation of the Hereford community. **HW**