

Making History

January starts off an exciting year.

“It’s truly a great set of cattle. But I think more importantly, us as breeders and commercial people, it’s a great time to be in the cattle business. It’s a great time to be in the cattle business in America.”

Bill Goehring, Libertyville, Iowa — past American Hereford Association (AHA) president — shared that sentiment before he and fellow judges selected the champion pen-of-three females at the Cattlemen’s Congress. His words reflect historically high cattle prices as U.S. cattle numbers search for a bottom, even as demand for Hereford genetics increases, all underpinned by strong consumer beef demand.

Hereford breeders and enthusiasts kicked off 2025 by selling nearly \$1.8 million worth of Hereford genetics through eight days of the Cattlemen’s Congress and National Western Stock Show (NWSS). Year after year, sales at these events bring Hereford enthusiasts together for the best of what the breed has to offer. Between Hereford Eve in OKC, Hereford Night in OKC and the National Western Hereford Sale, excitement was high. The National Hereford Sale — Hereford Night in OKC — averaged \$19,878 on 27.50 lots. Herefords in the Yards at the NWSS averaged \$19,302 on 43 lots, and Hereford Eve in OKC grossed \$388,250 on semen, embryos and flushes.

Additionally, amongst the Angus, Red Angus, SimAngus and Balancer females sold in the NWSS Maternal Merit Sale, F1 black baldies brought \$4,267 per head and red baldies averaged \$4,075, topping the groups of heifers.

Last year was a historic one for the Hereford breed, too. The constant work of breeders and the AHA to push Hereford to new heights is certainly paying off. In 2024, Hereford bulls averaged almost \$7,000 — \$6,964 to be exact. After glancing through a few

years’ worth of *Hereford World* issues, it’s one of the highest averages I could find, and the highest since 2015’s figure of \$6,843. This number is calculated using sale reports printed in the magazine throughout the calendar year.

As Goehring also said in his comments: “Keep the knife sharp, and keep them good. Herefords are in an excellent position in the marketplace.”

In this issue

March *Hereford World* features coverage from the Cattlemen’s Congress in Oklahoma City and the NWSS in Denver. Between the two shows, 871 cattle were exhibited. Cattlemen’s Congress coverage begins on Page 40, and NWSS results begin on Page 74 with the Maternal Merit Sale recap.

Joe Rickabaugh, longtime AHA director of seedstock marketing, wrapped up 25 years of service to the Hereford breed on Jan. 31. It’s difficult to express just how much Joe has influenced the Hereford breed and its people since his first day in February 1999. Joe is truly one-of-a-kind; his story is featured on Page 26.

The AHA is extremely excited to host the World Hereford Conference (WHC) and accompanying tours in conjunction with the Annual Membership Meeting and Educational Forums in October. We plan to feature the WHC in each issue of *Hereford World* leading up to the event; our first installment is on Page 34.

Lastly, the annual Sales Digest in Review is on Page 102. Through 211 sales reported by field representatives in *Hereford World* and *Baldy Advantage*, more than 7,300 Hereford bulls averaged \$6,964.

If the rest of 2025 is anything like January, Hereford is in for a historic year. **HW**



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