

Spring AHA Board Meeting

The American Hereford Association Board of Directors met April 7-8 in Kansas City, Mo.

Commercial programs

The staff gave an update on the Hereford Feedout Programs, Hereford-influenced feeder calf and commercial female sales, and the Certified Hereford Beef® (CHB) affidavit program.

Member service

Staff shared that there will be two fewer voting delegates for the 2025 Board election.

The nominating committee presented the following 2025 American Hereford Association (AHA) Board candidates: Chris Beck, Nevada; Bryan Blinson, North Carolina; Ross Carlson, Minnesota; Joe Ellis, Illinois; Joe Dan Ledbetter, Texas; and Ryan McGuffee, Mississippi.

The Board voted unanimously to ratify the election process.

Breed improvement

The Board received an update on the current University of Illinois and AgNext/Colorado State University research projects.

Staff also shared potential opportunities surrounding DNA testing.

CHB

The Board reviewed CHB financials and voted unanimously to invest in an additional employee.

The Board also requested that a strategic planning committee be organized to develop a short-term and long-term CHB strategic plan.

Finance/audit

UMB portfolio managers provided the Board an update on current market strategies and investment policies for the AHA reserve account and the Hereford Legacy Fund.

The Board voted unanimously to direct the AHA staff to begin negotiating the renewal of the current office lease agreement.

Marketing/communications

Staff updated the Board about digital and social media analytics, the national advertising campaign schedule, potential auction market promotion and World Hereford Conference progress.

The Board discussed breeder cooperative advertising opportunities and asked the staff to create video material that could be co-branded by AHA members and used to expand regional exposure.

Staff provided data and options for a marketing campaign aimed at sharing the value of Hereford genetics with commercial cow-calf producers in the Southeast.

The Board voted unanimously to support a Southeast marketing campaign.

Hereford Publications Inc. (HPI)

The Board received an update on current financials, field staff, advertising sales, the editorial calendar, social media and the agenda for the HPI strategic planning meeting.

Show and sale

The Board voted unanimously to recognize the 2025 American Royal as a Level 1 National Show. The Board voted unanimously to host the 2026 National Hereford Sale at Cattlemen's Congress alongside the 2026 Level 1 National Show.

The Board suggested that the cow-calf division be moved to the end of the female show at each national show, as the champion and reserve champion cow-calf pairs will compete for the overall female grand championship, starting with the 2025-26 national shows.

Junior/Hereford Youth Foundation of America

The Board received an update on current and ongoing National Junior Hereford Association activities. Staff reported that the VitaFerm® and Sullivan Supply agreements were updated. Staff also reported that fundraising was going well for the 2025 VitaFerm Junior National Hereford Expo. **HW**