

Knowledge is Power

Serve your customers by learning how your genetics perform.



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Congratulations to all the breeders of the Certified Hereford Beef[®] Sires of Distinction recipients. This list continues to grow and is filled with bulls offering multi-trait excellence. You will find this year's list starting on Page 32 in this issue.

It is evident the industry will continue aiming for more carcass quality to meet consumer demand. As the industry increases the percentage of carcasses grading Choice and higher, consumers continue to demand even more despite historically high retail prices. These prices stem from the smallest beef cow herd in decades and ever-expanding consumer beef demand. Beef is clearly in the driver's seat relative to the other proteins. Taste and quality differentiate beef as does the compelling story of its producers.

Along with the storied history of cattle producing families, there is no denying beef remains part of the solution to environmental concerns with the unique upcycling ability of cattle, carbon sequestration in the lands they roam and all the rest.

Speaking of which, the greenhouse gas emissions study being conducted at Olsen Ranches Inc. in Harrisburg, Neb., is yielding promising results. Early data suggests a heritability of 0.37 for enteric methane production. As more data is collected, we will analyze correlations between enteric greenhouse gas production and growth and carcass traits.

Hereford Feedout Programs drive knowledge

I am blown away by the energy and enthusiasm surrounding the Hereford Feedout Programs. There were more than 100 young people from coast to coast at the recent Fed Steer Shootout Field Day. They had the chance to see their cattle on feed at HRC Feed Yards LLC in Scott City, Kan., and learn more about the cattle feeding and beef packing sectors of our business.

My hat's off to these young people for establishing a baseline for how their genetics perform in the feedlot and on the rail. Seedstock producers must understand the value points demanded by the industry and know how their genetics perform for the commercial producer, the cattle feeder and the packer. This knowledge is the bedrock of reputation seedstock production. All seedstock breeders should feed a pen of their own cattle or a pen of their customers' cattle at least once.

Thanks to Lee and Katie Mayo, along with their HRC team, for the monumental effort they dedicate to this program. This is an unmatched opportunity, which should be leveraged by even more Hereford breeders.

Join us at BIF

With continued learning in mind, this year's Beef Improvement Federation (BIF) Symposium is in Amarillo Texas, June 10-13. The program is jam-packed with industry-relevant topics. Hosted by West Texas A&M University, I'm sure we will enjoy some great hospitality, too. The early-bird deadline is May 9, so be sure to take advantage of the lower registration cost. You can find more information at BIFSymposium.com.

As always, keep them sound. **HW**