Board Action

Summer AHA Board Meeting

The American Hereford Association Board of Directors met July 21-22 in Canadian, Texas.

Breed improvement
Dale Woerner and Blake Foraker, Texas Tech University meat scientists, updated the American Hereford Association (AHA) Board about new technology that measures carcass red meat yield more accurately, and the potential industry evolution of using it in carcass pricing.

The Board reviewed potential updates to the Growth, Teat, Udder, Scrotal, Fat and Carcass models and then unanimously approved implementation of the updates to the evaluation as soon as possible.

The staff shared that the transition to Weatherbys Scientific for AHA's DNA testing has gone well and results have been received with minimal issues.

Finance
The Board unanimously approved the fiscal year 2026 (FY 26) consolidated budget of $9,169 before depreciation and ($174,599) after depreciation.

Certified Hereford Beef®
Ernie Davis, Certified Hereford Beef® (CHB) CEO and president, updated the Board on current business and marketing initiatives, as well as potential new customers.

Marketing and communications
The AHA marketing and communications staff reviewed the national and regional advertising budget and placement schedule for FY 26, including print and digital. The staff also shared analytics for social media platforms and *Hereford.org*. Additionally, staff provided updates about the World Hereford Conference and the 2025 Hereford Seedstock Academy.

Commercial programs
AHA staff provided the Board updates about the Hereford Feedout Programs, current calf and feeder cattle markets, and the Hereford live specification affidavit program. The Board voted unanimously to recognize Groendyke Ranch, Nash, Okla., as the 2025 AHA Commercial Producer of the Year.

Member service
AHA staff shared that the 2025 Board election was underway and that July 31 was the final day for ballots to be postmarked for the delegate election. The staff explained 22 state/state groups would not receive a ballot because they were either short of eligible delegates or had only the correct number nominated. The Board voted unanimously to ratify the election process.

Show and sale
Staff gave an update about the VitaFerm® Junior National Hereford Expo (JNHE). They reported 84 National Junior Hereford Association members from 20 states were expected to attend the Faces of Leadership conference at Purina corporate headquarters near St. Louis, Mo.

Staff informed the AHA Board it needed to select a third judge for the Cattlemen's Congress pen show. The Board unanimously approved the selection of Jeff Ward, Wyoming.

The Board also discussed the possibility of a performance show at the JNHE. No action was taken.

Hereford Publications Inc.
Mark Core and Ashley Schueler, Vermeer Corporation, provided an overview of the HPI strategic plan developed from the planning session held after the spring AHA Board meeting. HPI staff presented current financials and business highlights.

Executive session
The Board moved into an executive session. HW

