



WEDNESDAY, OCT. 22, 2025

<i>Time</i>	<i>Event Description</i>
10 a.m.–3 p.m.	World Hereford Council Delegate Meeting <i>Lunch will be provided.</i>
6–9 p.m.	Welcome Beef Festival <i>Buses from the Kansas City Marriott Downtown will depart at 5:15 p.m. for the American Hereford Association.</i>

THURSDAY, OCT. 23, 2025

7 a.m.–5 p.m.	Attendee Registration and Trade Show <i>A continental breakfast will be provided from 7-8 a.m. in the Basie Ballroom.</i>
8–8:45 a.m.	The Hereford Quest for Excellence <i>Tom Field, Ph.D., University of Nebraska–Lincoln</i>
8:45–10:15 a.m.	Beef Cattle Improvement – Past, Present and Future <i>Dorian and Daniel Garrick, Ph.D., Theta Solutions</i>
10:15–11 a.m.	<i>Refreshment Break</i>
11–Noon	Global Perspectives: Country Report Presentations <i>Argentina, German Hereford Association, Kazakhstan, South African Hereford Cattle Breeder’s Society, Asociación Paraguaya Polled Hereford</i>
Noon–1:30 p.m.	Unlocking Potential Luncheon: How Innovation is Redefining Animal Health in Cattle Production <i>Presented by Merck Animal Health, Tiago Arantes, DVM</i>
1:30–3 p.m.	Hereford F1 Efficiency Impacts <i>Shane Bedwell, American Hereford Association Dan Shike, Ph.D., University of Illinois</i>
3–3:45 p.m.	<i>Refreshment Break</i>
3:45–4:45 p.m.	Global Perspectives: Country Report Presentations <i>Norwegian Hereford Association, Danish Hereford Association, Dutch Hereford Society, NZ Herefords, Canadian Hereford Association, Hereford Cattle Society</i>

SHUTTLE SCHEDULE

WEDNESDAY, OCT. 22, 2025

- 5:15 p.m. Load shuttles at the Marriott for the American Hereford Association Welcome Beef Festival
- 9 p.m. Final bus departs for the Marriott Kansas City Downtown

FRIDAY, OCT. 24, 2025

- 5:15 p.m. Load shuttles at the Marriott for Arrowhead Stadium
- 9:45 p.m. Buses begin loading to depart for the Marriott Kansas City Downtown

SATURDAY, OCT. 25, 2025

- 11:30 a.m. Continuous shuttles from the Marriott Kansas City Downtown to the American Royal Complex
- 8:30 p.m.

SUNDAY, OCT. 26, 2025

- 7:30 a.m. Continuous shuttles from the Marriott to the American Royal Complex until conclusion of the show
- 3 p.m. All post-tour attendees must board the shuttle from the American Royal to the Marriott
- 3:30 p.m. Pick-up post-tour attendees at the Marriott to depart for Kansas City Downtown Airport

EVENT SCHEDULE

FRIDAY, OCT. 24, 2025	
7 a.m.–4 p.m.	Attendee Registration and Trade Show <i>A continental breakfast will be provided from 7-8 a.m. in the Basie Ballroom</i>
8–8:45 a.m.	Tracing the History of the National Reference Sire Program <i>Shane Bedwell, American Hereford Association</i>
8:45–10 a.m.	Genetic Improvement of Hereford Sustainability Traits <i>Mark Enns, Ph.D., Colorado State University</i>
10–10:45 a.m.	<i>Refreshment Break</i>
10:45 a.m.–Noon	Global Perspectives: Country Report Presentations <i>Herefords Australia, Irish Hereford Breed Society, Animal Breeders' Association of Estonia, Hereford Uruguay</i>
Noon–1:30 p.m.	Shaping the Breed's Future: Young Breeders Competition and Hereford Youth Foundation of America Scholarship and Awards Luncheon <i>Presented by VitaFerm®, Chris Cassady, Ph.D.</i>
1:30–2 p.m.	<i>Coffee and Dessert in the Trade Show</i>
2–3:30 p.m.	Lifecycle Assessment of High Performance Cattle in the Cow-Calf Sector <i>Greg Thoma, Ph.D., Colorado State University</i>
3:30–4 p.m.	Carrying the Tradition Forward <i>Jack Ward, American Hereford Association</i>
6–9:45 p.m.	Global Celebratory Gala <i>Buses will depart from the Kansas City Marriott Downtown at 5:15 p.m. for Arrowhead Stadium.</i>
SATURDAY, OCT. 25, 2025	
7 a.m.	Attendee Registration, Trade Show Open and Breakfast Served
8 a.m.	AHA Annual Membership Meeting and Hereford Honorees Recognition
1 p.m.	Young Breeders Fitting and Showmanship Competition Hale Arena <i>Presented by Sullivan Supply</i>
2 p.m.	American Royal National Junior Hereford Show Hale Arena
5 p.m.	International Sale Social Wagstaff Arena
6 p.m.	Young Breeders Competition Awards Ceremony Wagstaff Arena
6:30 p.m.	The Ladies of the Royal International Edition Sale Wagstaff Arena
SUNDAY, OCT. 26, 2025	
8 a.m.	American Royal National Hereford Show <i>Show point awards presentation following the selection of the champion female drive. Crowning of the 2026 National Hereford Queen will take place prior to the champion bull drive.</i>

All sessions for the World Hereford Conference will be held in the Basie Ballroom located on the second floor of the Marriott Downtown Kansas City. Registration and Shop Hereford will be open on the first floor in the 12th Street Meeting Room.