

The People Behind the Cattle

Good, honest people are a Hereford breed strength.



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As Hereford bulls continue to command record-high prices at production sales across the nation, I am reminded that buyers aren't just investing in genetics — they're making an investment in the people behind the bull. Genetics matter, of course, but the breeder matters just as much. I go back to this phrase: It's all about the people.

The people behind the Hereford breed are the driving force behind bald-faced genetics becoming a key component of the nation's slowly rebuilding cow herd. Word of mouth is still one of the best marketing tools. The historic production sales we've seen this spring underscore the interest the bald-faced breed is currently enjoying.

American Hereford Association (AHA) president, Austin Snedden, sums it up best in his column on Page 8: "Good, honest cattle come from good, honest people. I believe that is a Hereford breed strength. Our membership is filled with good, honest, hardworking folks who refuse to take shortcuts, which translates into raising cattle that are backed by good, honest data and production."

On the cover

My friend, Kelsey Vejraska, took the cover photo during the 2025 World Hereford Conference (WHC) Sandhills Sights and Mountain Views post-tour. Brandy Jamerman, Hershey, Neb., showcases a group of cows at Snowshoe Cattle Co., Arthur, Neb., for the group of visitors they hosted from around the world. The 2025 WHC brought so many different people together, and the event was a success due to the hard work of dedicated Hereford breeders, AHA staff and volunteers. It's the people behind the Hereford breed that make it so special.

This photo is different from past covers, but we hope it represents the Hereford breed's strength — good, honest people.

In addition, Nebraska was home to 302 Dams of Distinction in 2025, and several belong to the Buzanowski family at Snowshoe Cattle Co.

In this issue

The April issue of *Hereford World* features National Reference Sire Program (NRSP) results on Page 24. Shane Bedwell, the AHA director of breed improvement, works hard to break down the data and provide an annual recap for readers. The NRSP is a success thanks to the Olsen family, along with other test herds over the years, as well as the breeders nominating bulls and using sires evaluated in the test.

The 2025 list of Dams on Distinction (DOD) begins on Page 32 — 2,412 females from 40 states and Canada were recognized as DOD. Flip to Page 44 to view the list of 75 sires that earned the Sires of Distinction honor in 2025. This recognition of high-performing cattle is a representation of the Hereford breeders behind them.

Each year, the AHA honors 100-year Hereford breeders at the Annual Meeting. We also feature each operation in an issue of *Hereford World* — being a Hereford breeder for more than a century is no small feat. Two Century Breeders were recognized in 2025. One of them, the Oklahoma State University Purebred Beef Cattle Center, is featured on Page 40. The OSU program has been maintained for more than 100 years thanks to generations of hard work. The second Century Breeder, the Lauber family of Yates Center, Kan., will be featured in our upcoming July herd bull edition. **HW**