

Foundation for the Future

The spirit of giving and community has been on full display this spring as we race toward this year's VitaFerm® Junior National Hereford Expo (JNHE), "The Hereford Masters in Madison." Annually, the Hereford Youth Foundation of America (HYFA) Foundation Club serves as a central hub for connection, hospitality and purpose while welcoming members, supporters and families who share a passion for advancing Hereford youth.

The Foundation Club has become a cornerstone of the JNHE, offering a place for donors and friends of the breed to gather, recharge and engage more deeply with HYFA's mission. From morning conversations over coffee to afternoon visits ringside, the space fosters meaningful relationships and highlights the collective commitment to supporting leadership, education and opportunities for junior members. The steady growth of Foundation Club memberships

each year is a testament to the strength and enthusiasm behind the Hereford community and its shared dedication to the future.

Thanks Sale of Champions supporters

HYFA thanks those who brought that same energy into one of the most anticipated events of the spring — the Sale of Champions, which was held March 4 to benefit the JNHE. The sale once again demonstrated what can be accomplished when a community rallies behind a common goal with a great turnout and overwhelming support. Buyers and consignors came together with purpose — supporting the 2026 JNHE and the Growing a Lasting Legacy Fund — helping sustain and strengthen the JNHE for years to come. The excitement and generosity seen throughout the event created momentum that will carry the JNHE forward.

The success of the Sale of Champions goes far beyond the showring. Proceeds directly benefit JNHE, helping ensure the event continues to grow and provide life-changing experiences for Hereford youth across the country. From contests and leadership development opportunities to scholarships and educational programming, these funds play a critical role in enhancing every aspect of the junior national. The selling of a lifetime Foundation Club membership — an exclusive opportunity only available through elite offerings such as the Sale of Champions — continues to make a lasting impact. This unique offering not only provides a VIP JNHE experience but also represents a long-term commitment to HYFA's mission.

from members plays a vital role in sustaining HYFA's pillars of scholarship, leadership, education and research. It's an investment not only in the event itself, but in the young people who represent the future of the Hereford breed. Each membership contributes to a larger vision of cultivating confident, capable leaders who will carry the Hereford legacy forward.

The Foundation Club creates a space where supporters can see firsthand the impact of their investment while enjoying the very best the exposition has to offer. From exclusive hospitality and premium viewing opportunities to the camaraderie shared among members, the experience is both meaningful and memorable.

Foundation Club memberships can be purchased through the HYFA website each year prior to the JNHE, making it easy for supporters to get involved and be part of the experience. There are three levels of Foundation Club membership, each offering unique benefits designed to enhance your time during the JNHE. Club members receive VIP passes with access to ringside seating, providing a comfortable and convenient way to take in the show. In addition, beverages and hors d'oeuvres are served during designated club hours, creating an inviting atmosphere to relax, connect and celebrate alongside fellow supporters.

As the JNHE quickly approaches, we invite you to be part of something bigger. Join the Foundation Club, enjoy the best of JNHE and help continue creating opportunities for Hereford youth for years to come. **HW**

Join the Foundation Club today

The impact of a Foundation Club membership reaches far beyond the week of JNHE. Support

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