



- TENTATIVE SCHEDULE -

SATURDAY, JULY 4

- 9 a.m. Gates open for tack trailers to arrive and set up in barns *New Holland Pavilions*
- 6 p.m. Cattle may arrive into tie-outs through the night *Quann Park*

SUNDAY, JULY 5

- 7 a.m. NJHA Board and Candidate Orientation Breakfast *New Holland Pavilion 1 Mezzanine*
- 8:30 a.m. Hereford Bowl Check-In & Written Test *New Holland Pavilion 1 Mezzanine*
- 9 a.m. All cattle must be in the barns at this time
- 9 a.m. Tattoo checks begin in each barn
- 9:30 a.m.-Noon Cattle Paper Check-In & Exhibitor Packet Pick-Up
- 10 a.m. Advanced & Illustrated Speech Contest *Exhibition Hall Meeting Rooms*
- Noon Steer weights declared electronically by this time
- Noon National Hereford Women's Queen's Orientation and Queen's Tea
- 12:30 p.m. DNA Collection Stations
- 2 p.m. NJHA Meet-Up #1 - Powered by SureChamp® *Exhibition Hall Mendota 1-4*
- 3:30 p.m. Meet the Candidate Social & Delegate Forum *New Holland Pavilion 1 Mezzanine*
- 5:30 p.m. State Group Photos *Veterans Memorial Coliseum*
- 6 p.m. Opening Ceremonies *Veterans Memorial Coliseum*

MONDAY, JULY 6

VITAFERM® T-SHIRT DAY

- 8 a.m. Judging Contest Check-In & Orientation *Veterans Memorial Coliseum*
- 8:30 a.m. Hereford Invitational Golf Tournament *Pleasant View Golf Course*
- 9 a.m. Judging Contest *Veterans Memorial Coliseum*
- *Oral Reasons Contest to immediately follow *Exhibition Hall Meeting Rooms*
- 1 p.m. NJHA Meet-Up #2 - Powered by SureChamp® *Exhibition Hall Mendota 1-4*
- 2:30 p.m. Hereford Bowl Buzzer Round (start with senior division) *New Holland Pavilion 1 Mezzanine*
- 3 p.m. Sullivan Supply Stock Show University *Veterans Memorial Coliseum*
- 5 p.m. Sullivan Supply Fitting Contest *Veterans Memorial Coliseum*
- 6 p.m. Future Professionals Contest Interviews *Exhibition Hall Meeting Rooms*
- 6-8 p.m. Bridging the Gap College & Career Fair *Exhibition Hall Atrium*

TUESDAY, JULY 7

- 8 a.m. State Group of 3 & 5 Classes *Veterans Memorial Coliseum*
- 9 a.m. Sullivan Supply National Showmanship Contest *Veterans Memorial Coliseum*
- Senior, Intermediate & Senior Finals *Ring 1*
- Junior & Peewee *Ring 2*

WEDNESDAY, JULY 8

- 7 a.m. NJHA Membership Update, Breakfast & New Board Election *New Holland Pavilion 1 Mezzanine*
- 9 a.m. Bred-and-Owned Show *Veterans Memorial Coliseum*
- Cow-Calf Pairs, Bred-and-Owned Females, Produce of Dam *Ring 1*
- Steer Show followed by Bred-and-Owned Bulls *Ring 2*

**Buckle and Awards Ceremony honoring CHB Cooking Challenge, Photo & Poster Contests, prior to selection of the Bred-and-Owned Top Five.*

THURSDAY, JULY 9

- 7 a.m. Trans Ova Genetics Donors & Donuts *Veterans Memorial Coliseum*
- 7:30 a.m. Owned Female Show *Veterans Memorial Coliseum*
- 6 p.m. HYFA Scholarship, Awards & Maroon Jacket Ceremony *Veterans Memorial Coliseum*

**Buckle and Awards Ceremony honoring Future Professionals, Speech and Judging Contests, will follow the selection of the Division 3 Polled Females.*

FRIDAY, JULY 10

- 7:30 a.m. Conclusion of Owned Female Show *Veterans Memorial Coliseum*

**Buckle and Awards Ceremony recognizing Herdsman of the Year, Walter and Joe Lewis High Point Senior, GKB Super States, Golden Pitchfork and the Bob Norton Excellence Award will be held prior to the champion drives.*





WELCOME TO THE HEREFORD MASTERS IN MADISON

A tradition unlike any other.

by *Chloé Durian*

“The Hereford Masters in Madison,” the 2026 VitaFerm® Junior National Hereford Expo (JNHE) is set to be an exciting summer event in Madison, Wis. Inspired by the tradition and prestige of golf’s greatest tournament, this year’s theme invites junior members and their families to step onto the course (showring) with confidence, camaraderie and a shared passion for the Hereford breed. From the first arrival to the final backdrop, every moment is designed to reflect what makes the breed great.

Each year, the JNHE serves as more than just a cattle show — it’s a gathering of generations, a celebration of hard work and a place where lifelong friendships are formed. This year, we will build on that legacy, using time-honored traditions and encouraging juniors to bring their best, in and out of the showring.



The JNHE is more than just a cattle show — it’s a gathering of generations, a celebration of hard work and a place where lifelong friendships are formed.

Whether competing in contests, exhibiting cattle or connecting with peers from across the country, participants will find opportunities to grow.

Beyond the showring, attendees can expect a full slate of events highlighting the depth and diversity of the Hereford experience. From educational contests and leadership development opportunities to social gatherings and the return of the fan-favorite golf tournament, the week promises something for everyone. These moments not only showcase talent but also reinforce the values that define the Hereford community — integrity, dedication and a commitment to the future.

The Hereford Invitational Golf Tournament

You read that right — the golf tournament has made its way back to the JNHE, this time labeled as the Hereford Invitational Golf Tournament. After a brief hiatus, we are bringing back one of the most requested events of the summer, perfectly pairing with “The Hereford Masters in Madison.”

If you feel up to the challenge, the Hereford Youth Foundation of America (HYFA) is partnering with the National Hereford Women (NHW) to host the golf tournament Monday, July 6, at 8:30 a.m. There will be a shotgun start for all teams at Pleasant View Golf Course, setting the tone for the rest of the week.

While juniors are participating in the

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From educational contests and leadership development opportunities to social gatherings and the golf tournament’s return, JNHE has something for everyone.



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National Junior Hereford Association (NJHA) judging contest in Veterans Memorial Coliseum, we encourage JNHE families, supporters, fellow breeders and others to join us at the golf course.

Proceeds from the golf tournament will directly support the JNHE's Growing a Lasting Legacy fund, NJHA programs, scholarships and opportunities that invest in the growth and development of Hereford youth. Each swing counts toward the future of the breed.

Registration for the golf tournament is open to all JNHE attendees, families and supporters, with limited team spots available. Teams are encouraged to register early to be sure they can participate in this highly anticipated event.

The success of an event, like the JNHE, is made possible through the unwavering support of volunteers, families and industry partners, which is made possible by HYFA. A special thank you is also extended to the generous supporters of the Sale of Champions, whose contributions play a vital role in enhancing the JNHE experience and ensuring continued

opportunities for junior members. All these investments in youth guarantee the JNHE will continue to provide meaningful experiences that shape the next generation of agricultural leaders. It is through this collective effort that the Hereford breed remains strong, innovative and deeply connected.

As the Hereford family gathers in Madison, the 2026 JNHE offers a chance to celebrate achievements, embrace new challenges and look ahead with optimism. "The Hereford Masters in Madison" is more than a show — it's an invitation to step forward, take your shot and make your mark. **HW**

HEREFORDS IN THE CITY

Bridging agriculture and urban classrooms through the 2026 queen service project.

by **Lauren Wingler**

As the 2026 National Hereford Queen, I am honored to introduce my service project, which will take place during the 2026 VitaFerm® Junior National Hereford Expo (JNHE), "The Hereford Masters in Madison." I'm proud to announce Herefords in the City — Bridging Agriculture and Urban Classrooms.

My inspiration

My service project was inspired by an experience that changed my perspective on agricultural education. While attending the National 4-H Congress as the Tennessee State 4-H Beef Project Winner, I participated in a service project that took us into inner-city classrooms. Walking into those schools, I did not know what to expect. What I discovered, however, left a lasting impression.

Many of the students I met had never seen a cow or stepped foot on a farm, and they had very little

understanding of where their food comes from. Yet, when I began sharing my story of growing up as a fourth-generation Hereford breeder, their curiosity quickly piqued. Students eagerly asked questions about cattle, how calves are born, what cattle eat and how beef makes its way from pasture to plate. What impacted me most was not the opportunity to simply talk about agriculture, but the connection we created. In those moments, agriculture was not about rural versus urban lifestyles. Instead, it became a bridge — one that connected students to an industry that touches their lives every single day, whether they realize it or not.



2026 National Hereford Queen, Lauren Wingler, will host her service project, Herefords in the City — Bridging Agriculture and Urban Classrooms, during the JNHE.



Bring your agriculture-themed children's books to Queen's Tea at JNHE. As part of her service project, Lauren Wingle will be collecting and donating agriculture-themed children's books to classrooms and school libraries in urban communities.

The project

Agriculture impacts every aspect of our daily lives, yet many young people — particularly those in urban areas — have little firsthand exposure to farming, ranching or food production. Herefords in the City seeks to bridge this gap by bringing agricultural education, resources and experiences directly into classrooms that might otherwise have limited access to them.

As part of this initiative, I will be collecting and donating agriculture-themed children's books to classrooms and school libraries in urban communities. These books will serve as enduring educational tools, giving students the opportunity to explore farming, ranching and cattle production long after an initial classroom visit. By placing these resources directly into the hands of students, we hope to spark curiosity, inspire learning and provide a tangible connection to the origins of their food. Ultimately, this project aims to

cultivate awareness, understanding and appreciation for agriculture among the next generation — one book at a time.

The book collection will take place during the JNHE this summer in Madison, Wis. National Junior Hereford Association (NJHA) members, families and supporters are encouraged to bring new or gently used children's books related to agriculture, farming or livestock to donate to the project.

Support from the National Hereford Women (NHW) will play an important role in helping this effort succeed. Through social media promotion and assistance with collecting books during JNHE, the

NHW will help expand awareness and encourage participation across the Hereford family. In addition, I plan to work with state junior Hereford associations to promote the project within their states and encourage members to contribute to the book drive at JNHE.

While the collection will launch at JNHE, its impact will reach far beyond the event. Each donated book creates an opportunity to connect a student with agriculture and the individuals who dedicate their lives to the industry.

At its heart, Herefords in the City is about planting seeds of curiosity, knowledge and appreciation for agriculture. By connecting students with the story of cattle production and the families behind it, we can help build a stronger understanding between urban children and the agricultural community.

I am honored to lead this service project and deeply thankful for the support of Hereford families nationwide who make initiatives like this possible. With your generosity and dedication to agriculture, we can introduce students to a world they may never have encountered. Together, we have the power to make a lasting impact — connecting young people to agriculture, sharing its story and inspiring the next generation of leaders, one classroom, one book and one student at a time. **NHW**



The annual service project by the National Hereford Queen, typically hosted in conjunction with Queen's Tea at JNHE, brings together state queens, princesses and young exhibitors of all ages.