VitaFerm® Junior National Hereford Expo

The Hereford Masters in Madison

Madison, Wis.
July 4-10, 2026

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	*New Holland Pavilion 1 Prefunction*
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	*Exhibition Hall Mendota 5-8*
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	*Exhibition Hall Mendota 5-8*
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	*Exhibition Hall Mendota 5-8*
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.*

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