Bald-Faced Beef Improvement

Hereford breeders recognized by BIF.

Hereford breeders were recognized for their progressive management and commitment to improving the beef industry during the Beef Improvement Federation (BIF) Research Symposium held in Boise, Idaho, June 1-4. Approximately 400 beef producers, academia and industry representatives attended the event to support its mission to improve the industry by promoting greater acceptance of beef cattle performance evaluation.

Colyer Herefords, Bruneau, Idaho, was named the BIF Seedstock Producer of the Year; Jensen Ranch, Courtland, Kan., was recognized as a seedstock finalist. Autauga Farming Co., Autaugaville, Ala., received the BIF Commercial Producer of the Year.

Exceptional seedstock

Since 1876, Colyer Herefords has balanced multi-generational heritage with cutting-edge genetic progress. Today the fifth, sixth and seventh generations of the Colyer family manage the ranch, which has evolved from a traditional commercial cow-calf operation into one of the nation's premier seedstock programs.

"For nearly 150 years, the Colyer family has made a lasting impact on commercial cow herds across the United States by supplying Hereford and Angus genetics rooted in disciplined selection, comprehensive data collection and a focused breeding program," says Shane Bedwell, American Hereford Association (AHA) chief operating officer and director of breed improvement. "Their longevity, combined with a forward-thinking approach to genetic improvement, is something that should be admired across the beef industry."

Progressive commercial cattle

Autauga Farming Co. has spent more than a century refining one of the Southeast's most distinguished commercial cow herds. Founded in 1919 and now stewarded by the fourth and fifth generations of the Wendland family, the operation reflects a deep, unwavering commitment to beef improvement.

At the heart of the enterprise is a fall-calving herd of 1,018 breeding females — a closed herd for more than 40 years. Their three-breed terminal rotation of Angus, Hereford and Charolais is engineered for maximum hybrid vigor and produces calves that excel in maternal traits, feedlot performance and carcass quality.

"Their innovative spirit and love of agriculture have and will continue to make a positive and influential impact," says Michelle Elmore, Alabama Beef Cattle Improvement Association executive secretary.

Hereford influence

The bald-faced influence at BIF reached past the award winners, as Bedwell completed his second three-year term on the BIF board, and AHA executive vice president Jack Ward was elected to serve. Certified Hereford Beef® (CHB) even took stage-center plate when it was served during a BIF luncheon. The CHB tri-tip was well received in the room full of progressive cattlemen and industry leaders.

Look for more in-depth profiles on the award winners, BIF research and industry updates in the upcoming August *Baldy Advantage*. HW

Colyer Herefords was named BIF Seedstock Producer of the Year. Pictured (l to r) are: Angie Denton, *Drovers*; Guy, Katie and Cruz Colyer, Colyer Herefords; and Gordon Hodges, BIF board president.

Autauga Farming Co. was named BIF Commercial Producer of the Year. Pictured (l to r) are: Angie Denton, *Drovers*; Andy, Dan and Susan Wendland, Autauga Farming Co.; and Ken Odde, BIF board vice president.