The Hereford Invitational Returns to the Fairway

Taking a swing to support Hereford youth.

by ***Gentry Warner***

Hereford enthusiasts traded show sticks for golf clubs during the Hereford Invitational Golf Tournament at the 2026 VitaFerm® Junior Hereford Expo (JNHE), "The Hereford Masters in Madison." The field featured 20 teams comprised by 76 competitors of all ages, who had a chance to connect outside the barn while raising funds to support Hereford juniors through the Hereford Youth Foundation of America (HYFA).

"I just enjoyed getting out of the barns and spending time with my buddies I only get to see a few times a year," says Grady Carter, JNHE exhibitor and tournament participant. "I had one drive that had us cheering and belly laughing. We will be able to talk about that for a while."

Enthusiasm surrounding the tournament exceeded expectations, with participants excited to see the event return. A 5K run enjoyed by many replaced the golf tournament in recent years. However, folks kept clamoring for the Hereford Invitational to return.

This year's JNHE theme, inspired by the Masters Tournament, made it the perfect time to revive the event, says Amy Cowan, American Hereford Association (AHA) director of youth activities and foundation. So, the National Hereford Women partnered with HYFA and AHA staff to tee up the tournament once again.

"Supporting these kids is instrumental to the future of this breed," says Steve Folkman, tournament lunch sponsor. "When Amy called about helping with the golf tournament, I simply said, 'What do you need?'"

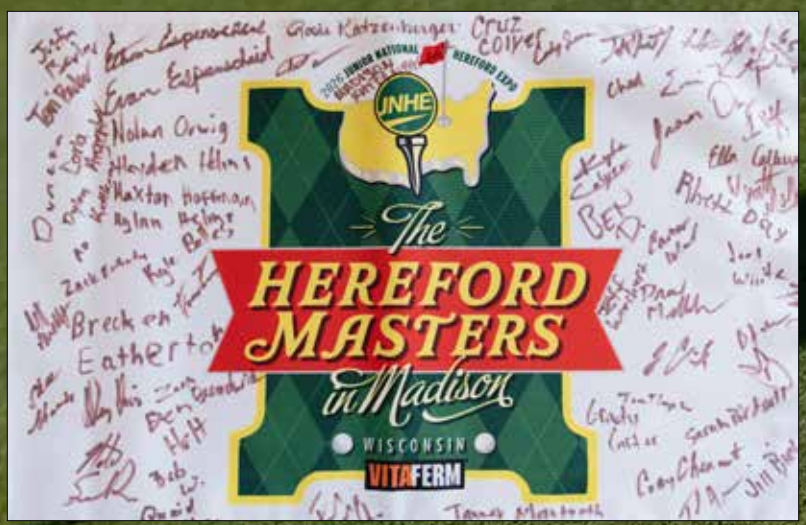
The tournament was much more than a competition. It bolstered relationships, traditions and the commitment to the Hereford breed, while investing in the future of leaders through the Faces of Leadership Scholarship Endowment.

"To get out on this beautiful course and be with breeders on a different level than just the barns is so special," says Jill Bielema, HYFA board member. "Getting to see HYFA and the National Hereford Women collaborate with AHA staff and put on a top-notch event is just so special." HW

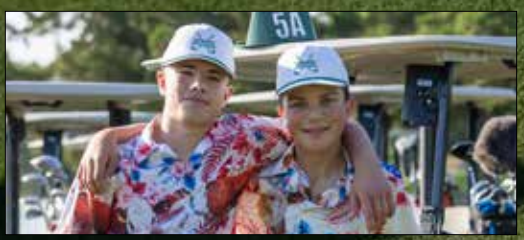
Nolan Orwig, Toulon, Ill., waves before tee time.

Even cowboys play golf.

The grass is always greener on the golf course.



Signatures of all the participants that made the comeback of the Hereford Invitational so special.



Haxton Hoffman, Thedford, Neb., and Hayden Helms, Arapahoe, Neb., pose for a picture before the Hereford Invitational kicks off.

Flight A champions: Ben Holt, Sheridan, Wyo.; Zack Eatherton, Castle Rock, Wash.; Brecken Eatherton, Castle Rock, Wash.; and Kyle Belles, Spangle, Wash.

Quaid McIntyre, Leedey, Okla., swings for par on the last hole of the day.

Grady Carter, Stratford, Okla.; Quaid McIntyre, Leedey, Okla.; and Peyton Pruett, Bradford, Tenn., discuss the next putt.

All smiles for a second-place finish from team members, Carter Ward, Plattsburg, Mo.; Cody Jensen, Platte City, Mo.; Tom Thompson, Amity, Mo.; and Justin Click, Kernville, Calif.

Hudson Carter, Stratford, Okla., and Wyatt McIntyre, Leedey, Okla., enjoying each other's company outside the barns.

Hollis Fawcett, Ree Heights, S.D.; Cruz Colyer, Bruneau, Idaho; Brad Gohr, Madras, Ore.; and Kyle Colyer, Bruneau, Idaho, took home third place in Flight A.