What's New? | Association News and Events

"What's New?" is a column designed to keep you in the know about Hereford happenings. You can sign up for Hereford Headlines, an electronic newsletter distributed the first Friday of each month by the American Hereford Association highlighting Hereford news and events. You can also receive the Bald Faced Bottom Line, a commercially-focused electronic newsletter sent the third Friday of each month. To subscribe to these free newsletters, send an email to outreach@hereford.org. Archived issues are posted at *Hereford.org*.

Association Programs

Sires Selected for 2027 NRSP

The American Hereford Association National Reference Sire Program (NRSP) is a powerful tool for individual breeders and the collective breed to evaluate the genetic merit of young Hereford sires through large contemporary groups of their progeny head-to-head in the real world of commercial cow-calf production. Proven sires are also evaluated in the test to further validate their values while providing more reliable data for comparing young sires to the Hereford population.

The program is designed to identify and validate the genetic merit of young sires that offer seedstock producers and commercial users of Hereford genetics the opportunity to improve their herds for specific traits and a combination of traits. It also provides ongoing confirmation of the profitability associated with Hereford genetics.

These are the sires selected for the 2027 NRSP to use at Olsen Ranches, Harrisburg, Neb.

Learn more about the NRSP under the "genetics" tab at *Hereford.org*.

Sires Selected for 2027 NRSP	
Reg. number	Sire Name
44484862	Churchill Doc Holiday ET
44499660	Genoa 9985 Harvester 23259 ET
44650060	SHF Night Hawk L060 N267
44654445	Churchill Finale 4304M ET
44650581	SHF New River 2912 N136
44666894	Churchill Gunsmoke 5106N ET
44621041	4B Exclusive 4224 ET
44671976	Churchill Strike 4505M ET
44638253	Innisfail Signature 11M ET
44693605	Canyon Gem Superstation 458N
44668324	Whitehawk Legend 790N ET
44676458	PERKS C&L 1H Legacy 5066
44768284	Koanui Lips T147
44616165	Churchill JR Thomas 4253M ET
(Reference)	
44358760	Birdwell New Standard 2912 ET
43898290	EFBeef D876 Cost Cutter F255

Commercial Programs

Hereford-influenced feeder calf sales

Hereford producers and commercial users of Hereford genetics continue to attract increased buyer demand at Hereford-influenced calf, feeder cattle and replacement heifer sales across the country, such as these upcoming events:

Oct. 29, 2026 — **Valentine Livestock Auction Special Spring Calf Sale Featuring Hereford-influenced Section,** Valentine Livestock Auction, Valentine, Neb.

Oct. 30, 2026 — **Spring Calf Special Featuring Hereford Influence,** Saint Onge Livestock, Saint Onge, S.D.

Nov. 11, 2026 — **Hereford & Baldie Influence Sale,** United Producers Inc., Columbia, Tenn.

Nov. 12, 2026 — **Spring Calf Special Featuring Hereford Influence,** Belle Fourche Livestock Market, Belle Fourche, S.D.

Nov. 18, 2026 — **Hereford-influenced Feeder Calf Sale,** Cherokee Sale Co., Cherokee, Okla.

Nov. 20, 2026 — **Nebraska Hereford Association Hereford Influenced Sale,** Burwell Livestock Market, Burwell, Neb.

Dec. 3, 2026 — **Traditions Hereford-influenced Feeder Calf Sale,** Bluegrass Stockyards, Stanford, Ky.

Dec. 3, 2026 — **Nebraska-Kansas Hereford Influence Feeder Calf Sale,** Marysville Livestock Inc., Marysville, Kan.

Dec. 7, 2026 — **Faith Livestock Auction Calf & Yearling Special Featuring Herford-influenced Section,** Faith Livestock Auction, Faith, S.D.

Dec. 7, 2026 — **Kentucky Hereford Assn. Certified Hereford-influenced Feeder Calf Sale,** Bluegrass Stockyards, Lexington, Ky.

Jan. 2, 2027 — **Greater Midwest Certified Hereford Feeder Calf Sale,** Carthage Livestock, Inc., Carthage, Ill.

Jan. 4, 2027 — **Hereford-influenced Feeder Calf Sale,** Oklahoma National Stockyards, Oklahoma City, Okla.

Jan. 28, 2027 — **Nebraska-Kansas Hereford Influence Feeder Calf Sale,** Marysville Livestock Inc., Marysville, Kan.

Feb. 18, 2027 — **Mitchell Livestock Hereford-influenced Feeder Special,** Mitchell Livestock, Mitchell, S.D.

Feb. 19, 2027 — **Mitchell Livestock Hereford Influenced Elite Female Sale,** Mitchell Livestock, Mitchell, S.D.

Mar. 1, 2027 — **Hereford-influenced Feeder Calf Sale,** Cherokee Sale Co., Cherokee, Okla.

Find a complete listing and details at *Hereford.org/commercial/programs/feeder-cattle-sales*.

National Shows

Plan to attend these upcoming national shows

For details regarding specific show information, schedules, sales and hotels please visit each event page on *Hereford.org*.

North American International Livestock Expo:
Nov. 12-18, 2026, Louisville, Ky.
Hereford.org/aha-events/national-shows/naile/

Western States Hereford Show:
Nov. 30-Dec. 5, 2026, Reno, Nev.
Hereford.org/aha-events/national-shows/reno/

Cattlemen's Congress:
Jan. 3-9, 2027, Oklahoma City, Okla.
Hereford.org/aha-events/national-shows/cattlemens-congress/

National Western Stock Show:
Jan. 12-16, 2027, Denver, Colo.
Hereford.org/aha-events/national-shows/nwss/

Fort Worth Stock Show:
Jan. 27-Feb. 1, 2027, Fort Worth, Texas
Hereford.org/aha-events/national-shows/fwss/

Youth

Season of Giving

The Hereford Youth Foundation of America Season of Giving will be Dec. 16, 2026. The annual campaign has generated more than $745,000 since its inception to support the foundation's pillars of scholarship, leadership, education and research. HW

Nov. 21, 2026
11:30 a.m. CT
MIDDLE TENNESSEE
Hereford Association
KY-TN Livestock Market • Cross Plains, TN
The Middle Tennessee 4th Fall Sale Hereford Association
Registered & Commercial
Selling 68 Lots!
Cow-Calf Pairs
Bred & Open Heifers
Breeding Age Bulls
Hereford Influence Females
COWBUYER
Online Bidding at www.cowbuyer.com
For additional information contact Kathryn Ingram at (423) 337-1383
Catalog available for viewing at www.mthereford.org

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Paul and Christie Johnston
Cole and Andrew
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989-859-1131

GMF
•grand meadows farm•
• GRAND OPPORTUNITY SALE • ONLINE • SEPT. 12, 2026
The Bielema Family
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