

# CANDIDATE PROFILES

## Charles Crow - Florence, AL



### Tell us about the history of your operation.

I got into the cattle farming business quite by accident. Back in 2000 I had a 7-year old son and was looking for a place where he and I could go kick our heels up and enjoy the country life, hunting, fishing and so forth.

I came across an existing cattle farm that had all I was looking for and got the opportunity to purchase it. It was a beautiful setting with a little cabin down on a beautiful creek with rolling hills, bottom land with established pastures and plenty of woods.

I bought the farm along with 8 mostly Angus cross mama cows, 4 calves and the meanest Angus bull in North Alabama! I really had no intention of keeping the herd but found myself enjoying the time my son and I spent caring for them with the added attraction of being able to call it a farm for tax purposes.

I continued to grow the herd over the next 10 years to around 30 cows and a couple of bulls. All that time, I kept seeing that black baldy cattle tended to bring more money at the sale barns, so I sought out a way to create more black baldy calves.

I ended up searching online for a red Hereford bull to use for making those black baldies and as I was searching, I ran across an advertisement for a Black Hereford

bull that was homozygous black and polled. I had never heard of a Black Hereford at the time, much less a homoblack and homopolled one! It turns out that he was owned by our own Tim Tarter!

I remember calling Tim that very night and he quickly explained to me that he was probably the only homoblack and homopolled polled bull east of the Mississippi River! So, I quickly made a deal with him and within a few days I had my first Black Hereford bull, Rolling Black Thunder, standing on the farm.

From there Tim convinced me to go to what was maybe the first Black Hereford sale in the South hosted by Bobby Lide in Texas. I came back from that sale with twelve heifers, so now I had a registered bull and twelve registered heifers. Within six months of that, I got an opportunity to buy herd of Herefords and Black Herefords from a north Alabama farmer who was forced to sell his herd for health reasons. My little herd grew another eighteen or so cows, some with calves and another herd bull. So, within a year I went from owning a small commercial herd to being a registered seed stock breeder.

I soon sold off all my commercial herd to concentrate on my Black Herefords, the rest is history! I started registering animals, attending the yearly meetings at Joe Hoagland's farm and getting to know a lot of people in the Black Hereford breed. From there I knew that I wanted to continue to be a part of the future of our breed.

Over the next few years, it became obvious that if I was going to get where I wanted to go with the breed I needed the help of someone with much more experience in the industry than I had. Along with that I was busy running my construction business during those years, so I had limited time to work on the farm as well as study the breed to make sound breeding decisions. In 2017 I was fortunate to find and hire a young Austin Cole, who had grown up in the Hereford business. Under his guidance we made great progress in improving our herd. Austin stayed with me as my farm manager for about 3 years and put together our first online auction sale back in April of 2017.

In the summer of 2023, I was fortunate to be able to hire Jeremy Smith to manage my farms and boy did I strike gold with that hire! Jeremy has worked tirelessly to improve our herd, and he, in my humble opinion, is as good a cattleman as we have in our industry. So good in fact, that in January of 2024 we became a partnership! Jeremy has made significant efforts to continue to improve the genetics of our herd and has overseen two very successful sale events at our farm over the past two years. We are both totally committed to the breed and to making our herd the best it can be. We look forward to the future of the breed and the ABHA.

### What do you view as a strength of the Black Hereford breed and how can those strengths be used in today's beef industry?

For market appeal the Black Hereford's black hide gives them an edge and the commercial buyers are willing to pay more of a premium for the baldy appearance which increases that premium.

For meat quality our cattle have proven to have excellent marbling and can compete with the purebred Black Angus, which has historically been the gold standard for tender and very flavorful beef. Herefords, our other parent breed, also have excellent flavor but their marbling ability typically falls short of our Black Hereford's marbling. Our cattle do very well in varying climate conditions and the adapt very well when moved from one region of the country to another.

Our cattle inherit really strong maternal traits from both the Angus and Hereford; we have productive cows that breed back quicker and have high calving ease numbers. Also, we tend to wean heavier calves on the average than our parent breeds, all due to the hybrid vigor boost we get through the cross breeding.

Also, through our cross breeding we take some of the high spirited temperament inherent in the Angus breed and tone it down with the docility of the Hereford breed, which of course makes handling our cattle easier than handling Angus.

The hybrid vigor we get from the crossbreed also improves our feed efficiency for converting feed to pounds on hoof which again, is attractive for the commercial breeder. Our calves hit the ground and grow fast and reach good market weights with moderate frames, again due primarily to the heterosis gained by our cross breeding.

Our gestation period is shorter than the Hereford breed due to the Black Angus influence which leads to smaller calves on the average than the Hereford breed and other many other breeds since calves gain most of their weight in the final 30 days of gestation period.

Statistics that I have researched indicate that our cows are not only great mothers but also tend to stay productive longer than either of our parent breeds. We actually have a 13 year old cow on our farm that just confirmed pregnant to AI breeding. Just think of the advantage a commercial breeder has if he can produce one or two more calves from a cow, at today's prices it could easily put another \$3,000.00 into his pocket!

All of the advantages I have discussed above can help put our breed into the driver's seat over all other breeds in the years to come!

## **What are your goals for the future of the Black Hereford Breed?**

I do believe that our organization has made great progress over the past years, and our future is very bright. Our board is doing an excellent job, and I believe that as a whole, the board is working hard to continue to improve our association as well as our breed.

With that said there are some goals I would be interested in pursuing should I become a board member which would include some, if not all, of the following:

- Continuing to work toward whole herd reporting. This will improve our EPD accuracy if and when we choose to implement it.

- Even before we move to whole herd reporting we need to continue to work to grow our HB registrations. Ernie tells me that we have over four thousand NX's in our current registry and that they typically represent about 12% to 15% of our registration entries per year. We need to encourage our members to register those cattle if they are still in their herds or remove them from the registry if they have been sold commercially. I do know that, at least in our early days, many members chose not to register their cattle until they were sold so many NX's were added to their registry and never removed when they were culled or sold commercially.

- We also need to encourage our members to keep their registries up to date. I know we are all guilty of falling behind on that, but I am almost sure that a reasonable percentage of our 40,000 plus registered animals no longer exist in anyone's herd.

- We need to continue to emphasize the need of our membership to report their data as again, that will increase the accuracy of our EPDs. We also need to encourage members to post carcass data. I know that is something that Jeremy and I are planning to get started along with getting the Genomically Enhanced Female Project 100K testing completed on the remainder of our cow herd.

- With the scientific advancements that we have today we are going to be faced with more and more genetic defects within our cattle herds. Testing for those defects is obviously going to become more frequent and thus more expensive. We need to continue to cut the cost of that testing as that will help encourage our members to participate.

- I believe we need to work on board transparency. I know there is no intention of the board to hide anything from the membership, but I believe it would be in the best interest of the board and its members if the board shared some meeting notes either on a monthly or even a quarterly basis to keep the members informed of actions that the board is considering as well as

maybe a quarterly review of our financials. The review could even have a feedback option that would allow the board to "check the temperature" of the membership on actions they were discussing. I have sat on many public and private member boards during my career, and I have found transparency with members is valuable to the overall health of the organization.

- We need to continue to grow our support of the junior association, after all they are our future! I have been impressed with the way their association has grown and matured over the past few years and the efforts they have put forth to make their association better. I know that I was on the board several years ago when we merged their checking account into the association's checking account. As I remember we were changing banks at that time, and their account was pretty insignificant, so we decided to merge the accounts. I do believe though that we continued to report their balance as a separate line item in our financial statement. I personally would like to see their accounts placed back into a separate account. I would also like us to generate a separate financial statement for their group. By doing this, they will gain experience in dealing with financial statements, budgeting their activities as well as getting valuable business experience on running the finances of their own farm or any other business endeavor in the future.

- We need to continue to offer members educational opportunities in the coming years. Electronic media has made seminars and training much more accessible, and we need to look at offering our members some online educational opportunities. Those could run the gamut from how to do the basics of registration to breeder education to learning how to best market their cattle.

## **What does your present operation do to promote Black Hereford genetics, whether it be locally, state, regional or national level?**

We actively participate in the ABHA from participating in the annual meeting to Jeremy Smith (my partner) chairing the show committee and being a member of the sale committee. We participate in many of the members and state association sales by both placing our cattle in their sales and by purchasing cattle from those sales.

We participate in all ABHA sponsored show events and have been extremely fortunate over the past few years to do very well at those events. We also show at several regional show events. We have both a Facebook site and website and work to be active and keep updated on those sites.

We place full page advertisements in each ABHA magazine.

We market semen and embryos nationwide.

We are continually working to improve the breed by outcrossing our cattle to the best foundation cattle we can find. We realize that our members and buyers are becoming more and more conscious of the quality of our animals, and we continue to invest in our herd to try to offer those quality genetics to our buyers.

We work with the 4H Clubs and other school groups with farm visits and educational discussions.

We have a rapidly growing interest in the Black Hereford breed in our region of the country and take every opportunity we can get to talk about our breed with anyone that will listen!

## **Additional comments you would like to share with the ABHA membership:**

First and most importantly, I have a wonderful family! Cherion and I have will be married for 51 years this September. We have one son, John Charles, who is married to Katherine Albright Crow. They have two children, a son Adler who is 4 years old and daughter Della who is 16 months old. Without a doubt they are the joy of our lives!

You can never understand the love and relationship to grandchildren until you experience it!

I am actually an electrical engineer by degree and owned and operated an electrical construction company for 46 years before turning over the reins to John Charles and my general manager.

From a board member point of view, I am very familiar with the inner workings of our board as I served on the board from 2015 to March of 2018. Those were some difficult years on the board as we were dealing with not only being a fairly new association but also having the competition of a competing association within our own breed along with the advent of the discovery of the MSUD genetic defect. I continued to serve as treasurer to the board for several months after my term ended. My company actually furnished accounting at no cost to the board until I resigned from the treasurer's job at which time our company accountant continued to manage the accounting for a nominal fee for a year or so.

I have served on and chaired multiple boards of directors during my career including bank boards, YMCA and other community boards, church boards, state licensing boards, contractor boards and economic development boards to name some. With that experience I feel that I can lend at least a little expertise to the ABHA board of directors. I do believe that a board of directors like ours needs both cattle expertise and business expertise and, while I do not claim to be the cattle expert that many of you are, I do think that my experience as a businessman can be an asset on that side of the board.

I will never totally retire, as I enjoy working too much to do that, but I am fortunate to have Jeremy to run the day-to-day operation of our cattle business which gives me time to spend on working with and for the ABHA board. The ABHA's future is bright, and I plan to be part of it no matter the outcome of this election!

# Rod Garman - Watts, OK



## Tell us about the history of your operation.

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Jamie and I began our cattle operation in 2005 with a set of commercial cows. In 2006, we purchased a group of Angus and Hereford cross cows, and they outperformed everything else we had. I especially loved the black, white-faced calves and they topped the market at the sale barn that week.

That success sparked my interest, and I soon discovered the American Black Hereford Association online. I started making calls, but quickly realized that no one was selling Black Hereford females. So, we decided to make our own.

We traveled to Journagan Ranch in Missouri and purchased every Hereford cow they had available in their sale that year. We brought home all 87 head and bred them to Angus bulls. Nine months later, we were officially in the Black Hereford business.

Today, we run over 1,000 head and sell more than 250 bulls annually. We're committed to sourcing the best Hereford and Angus genetics available and putting them into our program. We do this not only to offer our customers fresh, high-quality genetics, but also to do our part in advancing the breed and improving the ABHA.

## What do you view as a strength of the Black Hereford breed and how can those strengths be used in today's beef industry?

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I believe there are several key strengths to Black Hereford cattle.

First, they are black-hided and we all know black hides sell better. Second, crossing two purebred animals often produces a superior offspring. Both Hereford and Angus breeds bring valuable traits to the table that benefit both cow-calf producers and feedlot operators.

From the Hereford side, one of the most important traits is docility. For cattlemen, docile animals are easier to work with and handle, which often leads to better breeding success, especially with AI programs. Feedlot operators also value Hereford influence because calmer cattle convert feed more efficiently.

From the Angus side, we gain higher meat quality. Angus cattle consistently grade better. Angus is also where the black hide comes from. So, when you cross these two powerhouse breeds, you get a superior animal: black-hided, more efficient to feed, and capable of producing more calves over their lifetime. The resulting calves are in high demand at feedlots and command premium prices.

At the end of the day, all these benefits point to one clear advantage: more dollars in the pockets of those using Black Hereford genetics.

## What are your goals for the future of the Black Hereford Breed?

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If re-elected, this will be my second five year term and for most of my first term, I've had the honor of serving as President of the ABHA. Over the past five years, I've watched our breed grow by double digits across several key categories. I've seen Black Hereford cattle improve by leaps and bounds, and perhaps most importantly, I've seen our association grow more unified.

The Bible says, "*A house divided cannot stand.*" Five years ago, I believe we were divided but today, we are not. We now have hundreds of breeders across the country, each with different goals, customer bases, and geographic challenges. And that diversity is a strength.

Whether you choose to start with F1s or stay as close to purebred as possible... whether you prefer to use Hereford sires or breed black to black, I believe that choice should always lie with the member.

It's your operation, your strategy, and your right.

Looking ahead, I want to continue building on the growth we've achieved. One of the most important ways we can do that is by gathering and sharing more data to show the real-world advantages of Black Hereford cattle. We've already begun forming a team to conduct a feedlot study that will help highlight those benefits.

We've also just launched a new website, and my goal is to provide educational content to support our breeders whether that's tutorials on how to use DigitalBeef, strategies for marketing cattle, or information about herd defects. There are many topics we can cover that would be a huge benefit to our members.

And above all, we must remain unified as a board and as an association, so we can continue moving forward to bigger and better things.

## What does your present operation do to promote Black Hereford genetics, whether it be locally, state, regional or national level?

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As I've mentioned before, we sell over 250 bulls a year. We use the best genetics available, which in turn produces better cattle. And as long as we're making our cattle better, the ABHA is getting better too.

I don't claim that we set the standard, but when we invest in quality genetics and see improvement in our herd, other breeders take notice and often follow suit. I always say: use better bulls, buy better cows whatever your budget allows. Keep pushing to improve your herd as much as possible. I believe that if you do well, then I will do well. To me, it's not a competition about who sells out of bulls first or who makes the most money.

What matters to me is seeing other breeders succeed because when they sell out and see strong demand, they start thinking about producing more for next year. That leads to more registrations and ultimately more growth for the ABHA.

Beyond the cattle, Jamie and I are strong supporters of today's youth. We believe that if we don't invest in young people, someone else will and that "someone" could be a bad influence that leads them down the wrong path.

That's why we donate thousands of dollars each year to support young people, including scholarships for our ABHA Juniors. We help sponsor nearly every event the ABHA hosts because we truly believe in this breed and in what we're building together.

As President of the ABHA, I do my best to attend every sale and event we hold. It's important to me that our members see firsthand that the board is engaged, involved, and committed to supporting them.

**Additional comments you would like to share with the ABHA membership:**

In short, I just want to say thank you for all the support the membership has shown me. Whether I win or not, I'm truly grateful for every phone call, every handshake, and every pat on the back with words of encouragement. Hearing "we appreciate what you're doing" means more to me than I can express.

I have absolutely no interest in financial or personal gain from serving on this board. In fact, serving takes time away from my businesses and that comes at a cost. But I don't do it begrudgingly. I believe I'm called to serve one more term to help take the ABHA to the next level. A good leader, after all, must first learn how to serve.

As I've said before, I believe the ABHA has one of the best things going in the cattle industry. We just need to stay focused on growth and most importantly, continue improving our cattle, year after year.

Again, thank you all for your continued support. May God bless you all.

Rod Garman

## Jason Schroeder - Westphalia, MO



### Tell us about the history of your operation.

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Deep in the rolling hills and cattle country of Osage County, Missouri, near the unincorporated community of Babbtown, my family and I continue building on the legacy of generations before us. Our operation, Schroeder's Black Herefords, sits on a Century Farm, where cattle have been raised by my family since the 1800s. Today, I'm proud to be the fifth generation to work this land, alongside my wife, Kristin, our son Cole, who works as an Ag Tech for John Deere, and our daughter, Austin, who works for CattleMax, and now our grandson, Weston. I own an Auto Repair business in town with my brother, Eric, who also helps us on the farm, and Kristin owns her own Cabinetry and Lighting business. My father, Ed, also resides on the farm, and at 87 years old, he continues to help us with day-to-day operations! Kristin's parents also live on a Century Farm here in Missouri, where her grandfather raised Hereford cattle.

While our family has always been committed to cattle, our journey with registered Black Herefords began in 2006. In 2003, we were searching for a new bull to add to our commercial herd when we learned about a relatively new breed at the time—the American Black Hereford. Their calmness and docility immediately caught our attention. True to Schroeder fashion, we researched and considered the decision carefully.

Three years later, we purchased our first American Black Hereford bull. We joined the Association in 2008.

That bull became a local attraction—neighbors and fellow cattlemen stopped by just to see him. His impact on our commercial herd was undeniable, and we were hooked. We soon began purchasing registered Hereford stock to grow and expand our Black Hereford herd, which continues to thrive and grow year after year. We now sell our females at a production/consignment sale every November and sell our bulls all over the country by private treaty.

Today, we strategically divide our cattle into breeding groups to meet different goals, always working to strengthen the maternal traits in our Black Herefords while also improving carcass quality. Some of our breeding still incorporates Hereford genetics, and we also use AI breeding to maintain the balance we strive for and to introduce new genetics. To do that, we typically use anywhere between 10-20 herd sires and AI Sires.

Generational farms are built on the foundations laid by those before us, and with each generation, the operation grows stronger. For us, raising cattle isn't just a livelihood, it's a family legacy we're honored to carry forward.

### What do you view as a strength of the Black Hereford breed and how can those strengths be used in today's beef industry?

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Economically, one of the greatest strengths of the Black Hereford breed is in their color—black hides often bring a market premium. When bred up to purebred status, Black Herefords offer even more advantages: increased calf output over the cow's lifetime, the docility of the Hereford, improved feet and legs, and strong maternal characteristics.

These strengths position the breed as a valuable asset in today's beef industry, especially in commercial crossbreeding programs.

By incorporating Black Herefords, producers can tap into the full benefits of heterosis, boosting growth, fertility, and efficiency, which directly improves profitability and strengthens the bottom line.

### What are your goals for the future of the Black Hereford Breed?

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I would like to see a set of clear, achievable goals that the entire membership can support—goals that will carry our breed forward for years to come.

One of my big-picture ambitions is to organize a large-scale feedlot study to gather hard data on Black Herefords' performance. While this will be challenging in today's environment of high cattle prices, I believe it's vital. As an association, we need credible, verifiable data to present to the "big four" packers and major feeders to prove that our product is not only competitive but valuable. At the end of the day, we are in the beef industry, and we must demonstrate our worth in that arena if we want to remain a mainstay.

Another key objective is expanding awareness and education. This means reaching out to potential new producers and also equipping our current breeders with the knowledge they need to succeed. I have given informative talks on using tools like Digital Beef, sharing tips, tricks, and step-by-step guidance to help breeders make the most of their resources. We also need to focus on educating members about contemporary groups, proper data collection, and how these factors directly impact EPD accuracy. This knowledge can help producers make better purchasing decisions and set breeding goals that fit their operations.

My phone is on seven days a week, and I am always happy to help with Digital Beef questions or just to talk cattle in general. I believe that open communication, shared resources, and collective effort are the keys to strengthening our breed's future.

**What does your present operation do to promote Black Hereford genetics, whether it be locally, state, regional or national level?**

Our operation takes every opportunity to promote the Black Hereford breed—locally, statewide, regionally, and even internationally. Social media has been a powerful tool for us; by sharing everyday life on the farm, we've grown a following of over 23,000 people on Facebook alone, and we have almost **5 billion** views since January 1st on our Facebook page. This platform allows us to showcase the breed's benefits and reach curious cattle enthusiasts across the U.S. and beyond.

In addition to social media, we use our website to answer the many common questions we receive, and Kristin has even created a detailed chart that explains how to create a Black Hereford, making the information easy to understand and accessible for anyone interested in the breed.

We receive countless messages and comments, and we make it a priority to educate and provide resources. For every negative comment, we get many more genuine inquiries from people eager to learn more. We see this as a fantastic opportunity to grow awareness and appreciation for Black Herefords.

We also actively promote the breed with our booth, at large events like The Ozark Farm Fest in Springfield, Missouri, where many cattlemen and curious attendees gather. These face-to-face opportunities allow us to connect directly with the cattle community and spread awareness of the Black Hereford's strengths. Additionally, we partner with Hamilton Family Livestock to promote Black Herefords through the Central States Select Black Hereford Sale held the first weekend in November, helping to showcase top-quality genetics and support the market.

**Additional comments you would like to share with the ABHA membership:**

Being a lifetime member of the American Black Hereford Association is a natural extension of our farming legacy. Being on the board of directors is an opportunity to give back to the industry that has shaped my family's life and to help ensure its success for future generations. I believe strongly in promoting the American Black Hereford, supporting fellow producers, and encouraging the next generation to find their place in agriculture. Serving on the board of directors allows me to share my experiences, represent the needs of breeders, and work alongside those who share a passion for improving cattle genetics, herd health, and the overall sustainability of our breed and our industry. At the end of the day, it's about more than just cattle; it's about community, heritage, and leaving the next generation with the tools, knowledge, and opportunities to keep this way of life thriving.

I respectfully submit my consideration for a position on the Board of Directors for the American Black Hereford Association. Having served a five-year term five years ago, I bring a deep understanding of the association's history, commitments, operations, promotions, and goals. My continued commitment to promoting the breed and supporting fellow producers drives my desire to serve again.

I look forward to the opportunity to contribute my experience, passion, and knowledge to help guide the future of the American Black Hereford Association.

Respectively,  
Jason Schroeder  
573-680-1439

# Michael Sherman - Montgomery, PA



## Tell us about the history of your operation.

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My grandfather purchased our current farm in 1956, which is located in central Pennsylvania in a valley along the Susquehanna River. I grew up spending all available time I could on the farm as it was in my blood.

When I was 14, I used funds gathered from summer employment and rode my bicycle to a local livestock market purchasing 2 dairy-cross baldie bottle calves to get my start into cattle farming. Two years later in 1994, I purchased my first registered Hereford heifer from the proceeds of the calves to begin what has evolved into my current operation. I graduated from Penn State University with a degree in Animal Science while expanding the business. While in college, I represented the Nittany Lions nationally as a member of the Intercollegiate Meats Judging Team. In 2006, my wife and I were presented the opportunity to purchase the family farm.

Our venture into Black Herefords began in 2018 as we transitioned our Registered Hereford herd to Black Herefords. Our herd is currently  $\frac{3}{4}$  Black Herefords and  $\frac{1}{4}$  traditional Herefords with our 35 brood cows being bred to Black Hereford sires annually. We have marketed our genetics far beyond the borders of Pennsylvania. Our operation has an LLC in place to direct market beef to consumers.

Our cattle are managed in an intensive rotational grazing system with daily moves in a forage based environment. The farm has won numerous statewide awards for conservation such as the PA Cattlemen's Environmental Stewardship Award and the Chesapeake Bay Clean Water Farm Award. Our farm was featured of a national CRP video campaign celebrating the 30th anniversary of the program. We have enrolled our farm into Pennsylvania's Agricultural Land Preservation Program ensuring our land will remain a farm for perpetuity.

## What do you view as a strength of the Black Hereford breed and how can those strengths be used in today's beef industry?

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I believe the strength of the Black Hereford breed in cattle production today is what has commonly been referred to as "the bald-faced truth". In a variety of markets coast to coast, commercial cattlemen have proven that there is no substitute for white faced calves which top feeder markets and supplying packers with a high-quality beef on a consistent basis. By breeding Black Herefords, our membership has the opportunity to incorporate the best of two breeds rather than limiting breeding decisions strictly to a single breed. Thus, we are able to make genetic progress twice as fast as other breeds by creating diverse lines poised to take advantage of hybrid vigor and heterosis. Each year, our breeders are turning more to embryo transfer and artificial insemination as we develop the genetic traits our buyers come to expect and put a premium on. As we gain market share as a breed, we increase our profitability which in the end brings sustainability to our family farming operations. The demand for our genetics through our progressive breeding decisions as a whole will propel our breed into the forefront of the next generation of cattle breeders.

## What are your goals for the future of the Black Hereford Breed?

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My goals for the breed is to continue to increase Black Hereford's market share through education and outreach. In Pennsylvania, my decision to focus on Black Herefords to most seemed like I was chasing a fad... until the "niche" cattle began to outperform traditional breeds in independent third-party testing. We need to capitalize and promote our collective successes too small to mid sized family farms which will utilize our genetics to fill feeder pens throughout the county. Our marketing campaign as a breed has been extremely successful but we cannot sit back and rely on previous success to carry us forward. Enhanced non-traditional marketing campaigns to reach those previously untouched will expand breed awareness and provide additional opportunities for our membership. Growth of the association relies greatly on the continued formation of regional associations. I am part of a group that just formed the Mid-Atlantic Black Hereford Association and will serve as Vice President on the new board.

I believe a golden opportunity prevalent in the market today is the movement towards dairy beef. A goal of mine is to increase promotion of semen and bull sales to dairy producers looking to capitalize on the current "black calf markets" as an additional source of income for their operations. This alternative revenue stream for our members will once again increase the market share and awareness of Black Hereford genetics. I would also like to see increased educational opportunities for our youth membership by encouraging carcass classes at local and state fairs. We know what we are putting under the hide, it is time to share our story with rural America so they can see the benefits of our genetics which are ultimately destined for backyard grills throughout the nation.

**What does your present operation do to promote Black Hereford genetics, whether it be locally, state, regional or national level?**

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I have been performance testing Hereford influenced bulls for 15 years at the Pennsylvania Livestock Evaluation Center sharing the data nationally to increase awareness and highlight the benefits of Hereford genetics. After receiving the High Indexing Hereford Bull Award four out of seven years with traditional Herefords, I tested our first Black Hereford in 2018. Since then, I have tested approximately 35 Black Hereford bulls through the program and have developed a market for Black Hereford genetics in the Northeast. I have shared the data nationally, in a transparent fashion for all bulls tested, documenting the benefits of our breed from a phenotype and genotype perspective. In 2025, we supported the Tennessee Black Hereford Association by selling 3 bulls and 2 pairs in their spring sale. I am active on social media and use various platforms to support and endorse our breed throughout the public. I am currently testing the use of Black Hereford semen in a dairy herd for price evaluation and calf acceptance by local veal calf buyers. We will be looking to begin a sale for the Mid-Atlantic Black Hereford Association providing greater exposure in the Northeast for Black Hereford Genetics.

**Additional comments you would like to share with the ABHA membership:**

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I would like to thank the membership for their consideration in this election and the opportunity to represent them. With your support, together we can continue to build upon our great foundation that continues to see expedient growth and breed acceptance across the cattle industry today.

Thanks,  
Michael