

WHA Southeast District Virtual Tour Summary

The Wisconsin Hereford Association's Southeast District hosted the 2022 Southeast Wisconsin Virtual Tour on August 27, 2022, at Double Days Banquet Hall, Cottage Grove, WI. Attendees enjoyed an educational afternoon and evening with information presented on today's beef industry, future direction, and the benefits of Hereford Cattle for sustainability and efficiency within the industry. Speakers included:

- Tammy Vaasen, Executive Director, Wisconsin Beef Council: "Sustainability in Wisconsin's Beef Industry"
- Shane Bedwell, COO and Director of Breed Improvement, AHA: "Hereford's Impact in the US Beef Industry thru Sustainable Genetic Research...Where we've been and where we're going"
- Bryce Schumann, Seedstock Sales Director, Vytelle: "Cattle Producers advancing and optimizing Genetic gain through the use of Vytelle platforms"
- Jeff Swenson, DATCP Livestock Specialist: "Wisconsin's Beef Industry's Latest News"
- Bruce Everhart, Chairman, AHA: "2022 AHA Review"
- Noah Benedict, Regional Field Representative, AHA: "AHA Marketing Opportunities, Programs, Tools & Resources"
- Dr. Steve Merry, AHA/CHB Director, WHA Member (MGM Polled Herefords, Hartford, WI): "Health Benefits of Beef in Our Diet"

Attendees also enjoyed viewing the WHA Southeast District Virtual Tour video. The Virtual Tour was a visual and audio tour of several Southeast District Farms, with photos, and video of the farms narrated by the WHA members. Each farm's tour included photos of the cattle, information about the genetics utilized by the farm, and an introduction to the WHA Member Family and farm. The WHA Southeast District Virtual Tour was assembled and edited by Sarah Monson, of Sarah Monson Photography and SandRock Ranch Herefords, Benton WI.

A delicious Certified Hereford Beef meal was enjoyed by the attendees, as well as social and networking time. Thank you to all whom attended the WHA Southeast Wisconsin Virtual Tour!

The Wisconsin Hereford Association says "Thank You" to Steve Folkman, Jim Renn, and Dr. Steve Merry for all of their work in planning the 2022 Southeast District Virtual Tour! Thank you for all of your time planning a great educational program and event for the Wisconsin Hereford Association. The Wisconsin Hereford Association also says "Thank You" to Sarah Monson, for creating the beautiful Southeast Wisconsin Virtual video and audio tour!