



FOR IMMEDIATE RELEASE

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Ford County Feedyard honored as Hereford Industry Innovator

KANSAS CITY, Mo. — Ford County Feedyard Inc., was presented the AHA Hereford Industry Innovator Award by the American Hereford Association (AHA). Danny Herrmann, yard owner and manager, was presented the award at the National Western Stock Show Hereford Carload and Pen Show in Denver, Jan. 15.

Ford County Feedyard, Ford, Kan., has been a licensed Certified Hereford Beef cattle feeder since 2004 and a participating Hereford Verified yard since the program's inception in 2005.

Danny is one of the most prolific buyers of Hereford feeder cattle in the country. He annually feeds 20,000-25,000 Hereford-influenced cattle. Jim Williams, Certified Hereford Beef (CHB) LLC vice president of supply, says, "The impact made by Ford County many times goes undetected with the countless times it was runner-up bidder, whether in the country, at the sale barn or on the video. Ford County has helped re-establish the bar for Hereford feeder cattle bidding on thousands of loads of Hereford-influenced cattle."

Danny has managed the yard since 1990 and says he enjoys feeding Herefords. "The performance on them has always been good and we have built a unique marketing arrangement with National (Beef Packing Co. LLC) that has been advantageous."

While Ford County Feedyard buys some of the Herefords to feed, Danny says many of the cattle are from producers who want to retain ownership. Either way, the feed yard can get performance and carcass data back to the raiser. "I enjoy getting data back for these producers, it helps these guys identify a problem if there is one and correct it, or continue to find ways to improve their genetics."

Ford County Feedyard is a family-owned, custom feeder with a 50,000 head capacity, marketing more than 120,000 head per year. The operation was founded in 1972 by Danny's father, George, and partners. The Herrmann family maintains full ownership of the facility, which also includes a 3,000-head starting yard managed by Danny's brother John, and a farming enterprise managed by his brother Ronnie.

The American Hereford Association, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth and research. For more information about the Association, visit Hereford.org.

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Cutline:

Ford County Feeders, Ford, Kan., was presented the AHA Hereford Industry Innovator Award during the National Western Stock Show in Denver. Pictured following the presentation are: Craig Huffhines, AHA executive vice president; Colleen and Danny Herrmann of Ford County Feeders; and Bill King, AHA president.