

2007 Beef Improvement Federation 39th Annual Meeting

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Huffhines Honored for Service

Release provided by **Beef Improvement Federation**

FORT COLLINS, COLO. (June 7, 2007) —The Beef Improvement Federation (BIF) honored Craig Huffhines June 7 with its Continuing Service Award during the organization's 39th annual meeting in Fort Collins, Colo.

Huffhines has been the executive vice president and chief executive officer (CEO) of the American Hereford Association (AHA) since 1997. He initially joined the AHA staff in 1992 upon completing a master's degree in meat science from Colorado State University (CSU). His early responsibilities included director of feedlot and carcass programs for AHA's *Certified Hereford Beef*® (CHB) program. He was named CHB director in 1995, launching a fully aligned, breed-specific, branded beef program into the retail and foodservice sectors.

During his tenure at AHA, Huffhines has assembled a great team of employees combining a blend of professionals representing decades of experience in pedigree registry work with a young group of agriculture professionals leading the charge in innovative technological and marketing advancement.

Under Huffhines' guidance, CHB has become a true national brand. In addition, Huffhines' team has instituted a fully aligned



► Craig Huffhines, executive vice president of the American Hereford Association, receives the 2007 BIF Continuing Service Award.

traceability system that tracks cattle from the ranch through the processing phase.

A native Texan, Huffhines received his undergraduate degree in animal science from Texas A&M University prior to his master's training at CSU. He was project leader for the CSU Hereford study, which formed the basis for the CHB program. He

has since served in several industry capacities, including president of the National Pedigreed Livestock Council from 2003 to 2006, chairman of the BIF Emerging Technology Committee from 2004 to 2007, and member of the National Cattlemen's Beef Association (NCBA) National Animal Identification working group.

Huffhines has served on the BIF board of directors. During his tenure he was instrumental in forming the present working relationship between BIF and *BEEF* magazine. Chairing the Emerging Technology Committee, his leadership has been instrumental in the promising field of molecular genetics.

The Emerging Technology Committee has assisted the U.S. Department of Agriculture (USDA) with the bovine genome project through the collection of DNA samples. In addition, Huffhines has helped organize and has led BIF efforts in molecular genetic

information validation, use, and database development. Under Craig's leadership the committee has begun to establish marker assisted selection protocols.

He and his wife, Mary Joe, are the parents of three sons — Seth, Cole and Miles.



Editor's Note: This release is adapted from a news release provided by the Beef Improvement Federation. It is available for redistribution. For more information about BIF, visit www.beefimprovement.org.