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### **Tennessee Livestock Producers Honored with Innovator Award**

**KANSAS CITY, Mo.** —Tennessee Livestock Producers (TLP), Columbia, Tenn., was honored with a Hereford Industry Innovator Award by the American Hereford Association (AHA) Jan. 14. Darrell Ailshie, TLP general manager, was presented the award during a ceremony at the National Western in Denver. TLP was chosen for this award because of the organization's commitment to increasing the value of Hereford feeder calves through the Tennessee Hereford Marketing Program (THMP).

Since 1932, Tennessee Livestock Producers (TLP) has been the marketing affiliate of Tennessee Farm Bureau. Through TLP, Ailshie and a group of other concerned cattlemen, from the Tennessee Hereford Association and the Tennessee Polled Hereford Association, began the THMP sale more than a decade ago because they saw a need for an organized marketing outlet for Hereford and Hereford-influenced calves.

Although it started out small, about 200-300 head sold in the office of the TLP auction facility in Columbia, the first year, it has grown to 852 head sold this year from 66 consignors. Not only that, it has inspired similar programs across the country to aid producers in marketing their Hereford calves for a premium.

AHA Board member John Woolfolk is the coordinator for the Livestock Producers Genetics program, a division of TLP. Woolfolk says TLP goes above and beyond to help Hereford breeders. "Two or three times Darrell's given orders to buyers working in local sale barns to buy Hereford calves that came through the (TLP) barn. These calves were grouped, backgrounded and then sent to a Certified Hereford Beef-

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participating feedlot. Persons selling those calves never realized that they had a Hereford

friendly buyer at the auction that day.”

Ailshie says about accepting the award on behalf of TLP, “I feel like a turtle on a fence post; I’m up there where everybody can see, but somebody had to help me get up there. I am so excited to accept this recognition for our company, our state Hereford marketing committee and all those folks that have put in the time to make it work, because without them I’d still be in the dirt. I give all the credit to the cooperative spirit and effort, and the get it done attitude of those folks that have worked hard for this over the years.”

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*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 log on to [Hereford.org](http://Hereford.org).*