



CANADIAN HEREFORD ASSOCIATION

Memorial Scroll Honour Roll

The Canadian Hereford Association honours individuals who are recognized as leaders in the development of the Hereford breed in Canada.

This Award is not limited to Hereford breeders. Guidelines for the award recognize that many people on the perimeters of the Hereford industry make outstanding contributions as employees, elected representatives, research scientists, livestock specialists, etc. For these reasons, it is the intention of the Canadian Hereford Association to consider everyone associated with the Hereford industry in bestowing such awards.

We place on the Honour Roll those living persons who we deem to have been most instrumental to the well being of the industry. A Memorial Scroll recognizes leaders who have passed on.

It is not a coincidence that those persons who have made an outstanding contribution to the Hereford industry are also very much involved with their families in community affairs. In many instances, while we know them best for their leadership in the Hereford industry, they are also leaders in other phases of agricultural production.

The assistance and knowledge of such men and women improves the well being of everyone who comes in contact with them. Many of our Canadian Hereford industry leaders have been recognized nationally and internationally for their unselfish dedication to the improvement of life for their fellow man.

The Board of Directors, CANADIAN HEREFORD ASSOCIATION



Memorial Scroll

ROBERT (BOB) H. GORDON and JOYCE GORDON



Robert (Bob) Gordon was born in Oak Lake, Manitoba, back in 1932. As a young boy, he showed interest in agriculture and actively participated in the family farm business. He was a member of the Oak Lake 4-H Beef Club, which, one day, introduced him to his future wife, Joyce.

Joyce, too, grew up as a 4-H member, actively participating in the Carroll 4-H Beef and Swine Club. It is their 4-H activities that brought Bob and Joyce together. They became great friends and eventually married in 1959 and started their family shortly after that. Bob and Joyce have five children – Lois, Shirley, Sheila, Lynn and Robert - and 10 grandchildren.

Providing for their children and teaching them a strong work ethic was important to them. Their children became the reason for their involvement with the Hereford breed in the early seventies. Both Bob and Joyce recognized the importance of teaching their children the benefits of working with cattle and as a result, something even more profound came about.

Bob was active on the Manitoba Hereford Association Board and was a national board member in 1979. While serving on the national board, Bob had the idea to start a Canadian Junior Hereford Association and made plans to host an inaugural youth event at their family farm. This became an annual event which morphed into our current day national junior show called Bonanza.

Years later, Bob and Joyce's daughters Lois, Shirley, and Sheila helped to orchestrate and plan Bonanza 1981, in Brandon, Manitoba. All of their children are actively involved in the agriculture industry in one form or another today.

As Hereford breeders, the Gordons had tremendous success. Bob was known for his good eye for cattle

and his ability to pick out the 'good ones'. Together, Bob and Joyce found themselves owning many champion cattle that did well in the show ring and sold exceptionally well in the sale ring. Bob's interest in cattle took him across the globe. He marketed, sold, and showed cattle internationally and helped on various trade deals. Bob's eye landed him a dream job working for what is now known as Alta Genetics. The Gordons traveled the country together looking for the next breed changer. There is no doubt that as a team, they were a great match. In 2007, to honor their contributions to the agriculture and beef industry, the Gordons were inducted into the Manitoba Agriculture Hall of Fame.

The Gordons' legacy will continue for many years. The hard work they did to establish Bonanza will last for generations as the program continues to be a success. Sadly, Bob passed away on July 29th, 2016. Joyce continues to be an active member in her community as a resident of Boissevain, Manitoba and attends as many Hereford sales as time permits. The Gordons will forever be remembered for their commitment and passion to the Hereford Breed.

