

Time-Saving Transfers

MyHerd.org offers online animal transfer.

by Julie White

It's simple, efficient and keeps a little more money in their pocket-books — these are the common remarks from American Hereford Association (AHA) members from across the country and of all ages and herd sizes using online animal transfer. This *MyHerd.org* online registry system feature provides a time-saving avenue for members to transfer ownership of animals with just a few clicks, all while saving on postage and cutting back on paperwork.

“Whether you're selling a large group of calves or a few singles, the old school way of transferring animals would have you sign the back of each registration paper and have you write down all of the contact information of each buyer, followed by sending the registration papers via snail mail,” says Marcia Mickelson of

Sonoma Mountain Herefords, Santa Rosa, Calif.

“This process can take a great deal of time not only for me, but for the staff at AHA to input the information. With MyHerd, I can have a calf transferred on Monday and the new registration paper is in the mail to the new owner on Tuesday.”

The AHA leadership and staff had online animal transfer in the plan from the beginning stages of developing MyHerd. In addition to increasing efficiency, Stacy Sanders, AHA records department director, says, “The animal transfer feature might also encourage more transfers to be conducted which benefits the Association in promoting the breed to commercial producers directly and providing

them with helpful information via the tabloid issues of *Hereford World*.”

A feature for everyone

Mickelson and her family run a 200-head registered Hereford herd. They market bulls each fall through their annual bull sale and sell heifers private treaty. She began using MyHerd in 2014 in conjunction with CattleMax, a herd management software.

“At first I thought ‘Why do I need MyHerd when I am already an online records person using CattleMax?’” she explains.

“What I didn't realize is that by using MyHerd, it gives me direct access to my records at AHA and alleviates the cumbersome task of transferring records on animals that are sold. CattleMax does not have an animal transfer feature. What I do like is that the MyHerd transfer feature works hand-in-hand with my herd management software. Between the two software programs, I am always on top of where our herd data is not only in online files with CattleMax, but what our animal's and breeder's status is at the AHA.”

Members with small herds appreciate the efficiency as well. National Junior Hereford Association member Emilee Holt and her family have 20 head of Herefords in Caldwell, Idaho. They retain most heifers as replacements and market bulls as yearlings to commercial cattlemen.

Personal List feature

The Personal List is a feature of *MyHerd.org* that allows users to easily access a list of members they frequently do business with. The personal list is an all-purpose feature. MyHerd users can quickly choose a buyer to transfer an animal or release an artificial insemination (AI) certificate to, and it can also be downloaded and used to update their mailing list for promotional materials like sale catalogs and post cards.

Shelia Jensen, Jensen Bros., Courland, Kan., says the “personal list” is one of her favorite features on MyHerd.

“You can go in there and it has a complete list of your buyers. It tells you their names and information — it's like having your own address book. And it's personal, so other breeders can't get into it, which is a nice feature to have.” **HW**





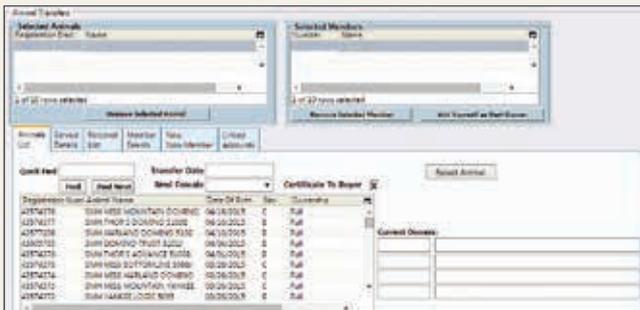
“I began using MyHerd in spring 2014 mostly because of its convenience and ability to help me keep up-to-date EPDs (expected progeny differences) of all of my cattle as that plays a big part

when marketing our cattle,” she explains. “I appreciate that I am able to work on MyHerd anywhere I have access to Wi-Fi. I can still do our records when I’m at college away from home.”

Holt also says the animal transfer feature helps her simplify the paperwork. “My brother (Ben) and I also own all of our cattle together so I am able to transfer them and add

continued on page 52...

MyHerd.org animal transfer FAQs



The “animal transfer” feature of MyHerd.org cuts back on time and paperwork for members.

1. What does it cost to transfer animals with MyHerd?

The cost to transfer animals on MyHerd is the same as the traditional hard copy form; however, members will find transferring animals online to be more efficient and cost effective. Online transfers will not require purchasing postage to mail a hard copy certificate to the American Hereford Association (AHA), nor do members have to wait for the certificate to be received and transferred by the records department.

Animal transfer fees

Transfer description	Member rate*	Non-member rate
Filed within 30 days of the sale date	\$5	\$11
Filed more than 30 days after the sale date	\$8	\$17

*The animal must be currently owned by a member of the AHA in order to be eligible for the member transfer rate. Animals owned by non-members are charged the non-member rate when transferred to a member of the AHA.

2. When an animal is transferred on MyHerd, how much time does it take for the new owner to receive a registration certificate?

Animals transferred electronically are moved to the new owner’s herd in real-time. If the new owner is on MyHerd he can see the animal in his active registered list immediately following a successful transfer. The new registration certificate is released when the transfer fee is paid.

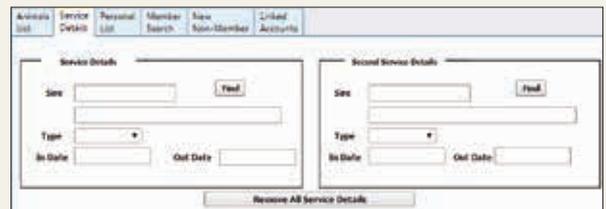
3. Does MyHerd allow members to transfer purchased animals to themselves?

MyHerd’s animal transfer feature only allows members to transfer animals to their customers. The purchased animals

must be transferred by the seller on his or her MyHerd account or submitted by the buyer in hard copy form to the AHA.

4. How many animals may I transfer at a time on MyHerd?

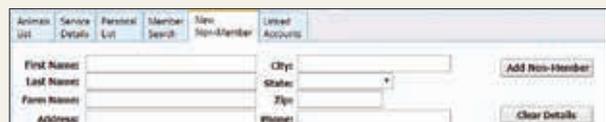
The animal transfer feature allows members to transfer up to 10 open females and bulls at a time. Bred females must be transferred one at a time with service information.



Bred females must be transferred one at a time with service information. Click on the “service details” tab to complete the required information.

5. If I sell an animal to a person who isn’t a member of the AHA, can I still transfer the animal on MyHerd?

The animal transfer feature allows you to add a new non-member to the database. Once the contact information is added, a non-member account is created and the new non-member is added to the selected members box of the transfer screen.



Animals may be transferred to non-members. Click on the “new non-member” tab to add their information.

6. How many animals have been transferred using MyHerd?

Animal transfer is the second most used feature on MyHerd. Hereford members transferred 12,493 animals on MyHerd last fiscal year.

7. How do I sign up to use MyHerd.org?

To sign up for MyHerd, e-mail your AHA member number to MyHerd@hereford.org or contact the AHA customer service department for more information about the system and its features. **HW**

...Time-Saving Transfers continued from page 51

one of our names to the registration paper online which is very simple," she says. "If you have the information needed to transfer an animal you can follow the easy-to-understand directions, fill out everything and be done in five minutes or less per animal."

Learning to use MyHerd

Holt says that there is a learning curve in the beginning stages of using MyHerd features. "In the beginning I had a tough time figuring out how to use the program but the more I have used it I have gotten better at it and

can get things done faster," she says. "Now that I have gotten better at using MyHerd it has saved me tons of time. I can log on and see what I need to do right away on the main page and finish it in half the time without having to find certain papers piled on my desk and make extra trips to the post office to mail them."

Mickelson adds, "I will say that if you are not familiar with a computer it can be a bit daunting. However, if you consider that your computer is your friend and a useful tool, for the first time out, simply follow the steps that MyHerd has laid out. It's a very simple step-by-step process. Once you get the hang of it, it's very quick and easy. MyHerd takes all of the paperwork out of time consuming 'paperwork.'" **HW**



MyHerd.org webinars

Do you need help with the new online registry system, or would like to see how the new system works before signing up? Join the *MyHerd.org* team

for a webinar on how to get started with MyHerd or how to transfer your Hereford cattle electronically. This is also a great opportunity to ask questions and get virtual help. Go to Hereford.org/schoolofmyherd to register for an upcoming session.

Upcoming webinar sessions

Introduction to MyHerd
April 19, 7:30 p.m. CST

Transfers made simple
April 21, 7:30 p.m. CST

Note: What is a webinar? A webinar is a seminar or presentation that takes place on the Internet. A webinar allows participants from different locations to come together for a virtual presentation and ask questions. **HW**