

Transfers Made Simple

MyHerd.org offers online animal transfer.

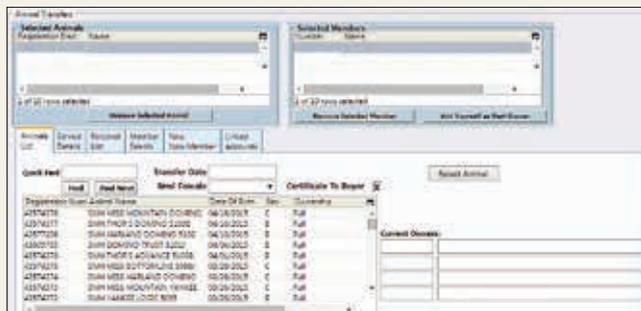
by Julie White

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,

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

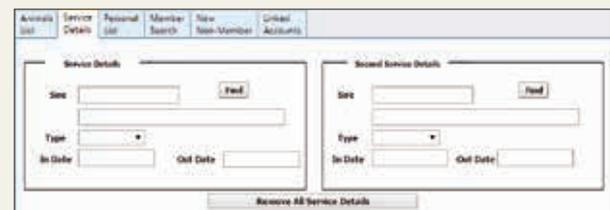
*The animal must be currently owned by a member of the AHA in order to be eligible for the member transfer rate. Animals owned by non-members are charged the non-member rate when transferred to a member of the AHA.

2. 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.

3. 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.



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4. Does MyHerd allow jointly owned animal transfers?

The animal transfer feature allows a member to transfer ownership to more than one owner. Remember, no animal can be transferred to more than four owners at one time. A “syndicate” or similar type of entity consisting of one or more individuals, firms, etc., may be listed as one or more of the four designated owners of the records. Request a breeding share agreement form from the records department to set up a syndicate.

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.”

Efficiency goal

For this very reason, the AHA leadership and staff had online animal transfer in the plan from the beginning stages of developing MyHerd.

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“The animal transfer feature in MyHerd had been thought about for a while as a way to make office operations more efficient,” says Stacy Sanders, AHA records department director. “Over time we heard more and more mentions of it from members indicating they wish that transfers could be conducted by simply sending a list of animals in with owner information. We didn’t feel like that would make AHA any more

efficient so it was decided to make it a part of the new online system as it was being developed to make this easier for members as well.”

Following their 2012 summer meeting, the AHA Board of Directors announced that an online registry system was being developed and tested with features that included online transfer of ownership.

“Efficiency wasn’t the only reason for AHA wanting to make transfers

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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 do I select the buyer in order to transfer ownership on MyHerd?

The animal transfer feature provides four options to select the buyer for transfer: personal list, member search, add non-member and linked accounts. Members can also maintain ownership on an animal by clicking the button “Add yourself as a part-owner” in the selected members box. The button

To maintain ownership on an animal, click “Add yourself as a part-owner” in the selected-members box.

is tied to the primary account, so if you have family linked to your account and one of them needs to maintain ownership, select that person’s name from your linked account option.

7. 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.

8. Can I use MyHerd to transfer animals even though I use a herd management system (CattleMax, Gem, etc.)?

MyHerd works great in addition to a herd management system because it offers features a herd management system cannot provide like animal transfer, Artificial Insemination (AI) certificate release and online AHA bill payment. The MyHerd team recommends that producers use only one system to submit registrations and Whole Herd Total Performance Record (TPR™) data; otherwise, their herd management software could become out-of-date. Contact the MyHerd team at MyHerd@hereford.org to learn more about how to use MyHerd with your herd management system.

9. 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**

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easier for members,” Sanders explains. “It 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*.”

Less hassle, less time

Barber Ranch, Channing, Texas, is a family-owned purebred Hereford operation that has been using MyHerd for two years. Mary Barber says she appreciates the ease of use and doing bookwork in real-time.

“Herefords are what pays our bills,” she says. “Anything that saves time while getting the job done is appreciated and transferring animals on MyHerd is exceptionally fast and so easy. All the animal info is right at your fingertips so you don’t have to look for papers.”

Barber says the most helpful feature of MyHerd animal transfer is having the member database available, which allows her to find

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names and addresses instantly. “If your buyer is not already in the database, it is simple and easy to add them,” she says. “We have a bull sale in November and a heifer sale in December. By using MyHerd animal transfer, all those animals can be transferred to their new owners in a very short time. Just a few clicks and you are

done — no trip to the post office and no signatures.”

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.

“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 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.”

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.”

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 logon 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.”

She says that MyHerd is now an important recordkeeping tool she uses. “I feel that I am in control of our data instead of the other way around. Through the MyHerd home page, I can control all aspects of our performance records. At all times, I can see what data is needed from me in order to meet our goals as a Gold TPR Breeder. Another useful tool is the ability to see what artificial insemination (AI) certificates are in our stockpile, or even release AI certificates to fellow breeders for our herd sires. MyHerd takes all of the paperwork out of time consuming ‘paperwork.’” **HW**