2013 Annual Meeting
The AHA Board: Serving You
## Marketing Committee

- Steve Lambert, chairman
- Jonny Harris
- Dale Venhuizen
- Eric Walker
Gentleness for safety: ease on fences, equipment and people

The true profit driver: Repro-spring better than a Hereford cow system. The cheapest and most productive technology available on cattle prouduction today is natural insemination. Nitrogen saving, efficiency, feed back and increase of carneros on reproduction, sometimes, up to more than 400% of your savings.

Another reason why AI studs have rediscovered the Hereford breed: A strong, healthy calf is the key to get us up and growing in our new calves. AI. 40. Ameliorate the bull, in general, reduce the cost of running and manage the use of Hereford semen.

Beef quality in the perfect package: Certified Natural Beef™ have been grown from 81% growth to the farm to table, making it viable whereas 34% of the most common beef is produced in America. Species, feed, and quality of the Hereford breed is an old tradition which has grown to be a tradition.
Promoting Herefords: National Ad Campaign

- 49 ads placed — 2.8 million print impressions reaching 963,669 beef farms
- 7 months digital advertising — 567,000 impressions
BuyHereford.com

- 17 Total Sales
- Grossed $[amount]
- [number] page views
Hereford Sales
Our Website: Hereford.org

• Hereford.org had nearly 390,000 visits, by 121,500 visitors making more than 1.1 million page views

• Banner ads had 800,000 views
Member Service Committee

• Dale Venhuizen, chairman
• Jonny Harris
• Steve Lambert
• Fred Larson
• David Trowbridge
Member Service

- New real-time online processing.
- Goal to roll out to membership next few months.
- New tools/services: online transfers, contacts database, release AI certificates, online payments, plus more.
- Will require breeder action to resolve questions/errors before work can be completed.
- Future: Electronic certificates, DNA request & tracking
- Q&A sessions today after Annual Meeting and tomorrow after Board Q&A
Herd Management Software Programs

- **GEM**: fully compatible.
- **CattleMax**: fully compatible.
- **Cow Sense and Cattle Pro**: some compatibility, no progress since this time last year.
Member Service

Educational videos — YouTube.com/herefordvideos

- EPD Basics
- Hereford EPDs and Indexes
- Whole Herd TPR
- How To Register
- How To Transfer
- What is CHB
- BuyHereford.com
- Genomic-enhanced EPDs
- How to collect DNA samples
Member Service

Herd Benchmark Reports

- New report last year after each EPD release (twice a year)
- Show herd genetic trend in table and graph format.
- Compare your herd to breed average.
Rule 17A: New embryo transfer policy
For embryo transfer (ET) calves there will no longer be an ET certificate required for registration. The new requirement for registering an ET calf will be the reporting of the recovery date of the embryo at the time of flush. As previously, ET calves are charged an additional $10 per head over and above the normal registry rate (same cost as an ET certificate). This change is effective Nov. 1, 2013.
Member Service

New registration and enrollment fees:
Starting Jan. 1, 2014, registration fees will increase 50 cents per head and Total Performance Records (TPR) cow herd enrollment fees will increase by 50 cents.
Breed Improvement Committee

• Marty Lueck, chairman
• Keith Fawcett
• Fred Larson
• Dale Micheli
• Sam Shaw
• David Trowbridge
Breed Improvement

Genomics Today

- June 2012 GE-EPDs were released
- Since test was commercialized in June 2012 — additional 2,781 genotypes — 2.35 times increase
- Updated correlations released in April that more than doubled the predictive power for some traits
- With Fall 2013 EPDs, genomic information is blended up and down the pedigree
Breed Improvement

Genomics Today

- Continue to participate in weight trait project — feed efficiency project with DNA and phenotypes for feed intake being used for marker discovery
- Sequencing 18 high influenced bulls in cooperation with USDA fertility project
Breed Improvement

National Reference Sire Program
Continue to document information on younger bulls that will add accuracy and value to young bulls.

- 2,000 cows in program were used to test more than 30 young bulls.
- Partner with Olsen Ranch and Stahly Ranch to collect feed intake data on large contemporary groups.
- Collecting DNA on all progeny of young sires for future use.
Breed Improvement

Simplot Livestock Co. Calving Ease Research

- Comparing calving-ease Hereford sires to Angus sires.
- Results from the first set of calves is reported in the November *Hereford World*
- Second set of calves is on ground and third year expanded to include mature cows
- All data used in NCE and feed intake used in USDA Feed Efficiency project.
Circle A Ranch
Circle A continues to utilize Hereford genetics in its commercial herd.

University of Wyoming
The AHA is working with Dr. Scott Lake to evaluate feed efficiency in the feedyard cattle and how it relates to cows. Three sires were used of high, moderate and low feed efficiency.
## Breed Improvement

- Heifer Calving Rate (HCR) released
- Sustained Cow Fertility (SCF) released
- Udder Quality EPD released
- According to NAAB data, Hereford semen sales increased 2% compared to last year. Since 2006 Hereford has had an 90% increase in domestic semen sales.
- DNA testing required for all walking sires.
Breed Improvement

Looking Forward

• Re-evaluating $ Indexes.
• Looking at tenderness and variation in marker information.
• Develop trait for feed intake.
Breed Improvement

Research Foundation Committee

- Jack Ward
- Craig Huffhines
- Marty Lueck
- John Loewen
- Jack Turner
- Jerry Huth
- Alex Mih
- Dan Moser
- Stacy Sanders
Hereford Publications Inc. Board

• Eric Walker, president
• Curtis Curry
• Steve Lambert
• Keith Fawcett
• Jonny Harris
Award winning publication

- HPI won a first, three seconds and an honorable mention in the Livestock Publications Council Contest.
Hereford Publications Inc.

- *Hereford World* advertising up 10%
- Creative Services team produced 17 ride-along catalogs plus 53 other catalogs
- HPI Field Staff attended 171 sales
• Dale Micheli, chairman
• Lucky Hicks
• Ed McMillan
• Sam Shaw
• John Stadler
• David Trowbridge
• Dale Venhuizen
Certified Hereford Beef LLC

CHB LLC experiences record growth in 2013.
— 48.8 million lb. sold, a 4% increase.
• Currently 301 retail supermarkets are located in 35 states
• CHB is sold through 38 foodservice distribution centers
• National Beef Packing Co. Inc., Dodge City, Kan.
• Greater Omaha Packing Co. Inc., Omaha, Neb.
• The Fresh Market 12.6% 8.4 mil lb.
• Affiliated Foods Amarillo 17.1% 5.8 mil lb.
• Sysco Minnesota 17.3% 1.8 mil lb.
• Coborn’s --- 3.5 mil. lb.
• Since its inception, 4.3 million head of cattle have been identified through licensed packing plants as meeting the live animal specification
• This fiscal year 259,000 head were certified
### CHB LLC

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
<th>Difference</th>
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</thead>
<tbody>
<tr>
<td>Number CHB live cattle identified</td>
<td>382,000</td>
<td>359,122</td>
<td>+6%</td>
</tr>
<tr>
<td>Carcasses certified</td>
<td>259,000</td>
<td>244,624</td>
<td>+6%</td>
</tr>
<tr>
<td>Total pounds sold</td>
<td>48.8 million</td>
<td>47 million</td>
<td>+4%</td>
</tr>
<tr>
<td>Pounds sold per carcass</td>
<td>188 lb.</td>
<td>191 lb.</td>
<td>+2%</td>
</tr>
</tbody>
</table>
Secretary & Finance Report

Craig Huffhines
The Great Debate Continues
Continued Demand Growth
AHA 2013 Financial Position

AHA Total Assets $5,317,943

AHA 2013 Consolidated profit $113,856
# Net Income and P&L for each Entity

<table>
<thead>
<tr>
<th>Entity</th>
<th>Revenue</th>
<th>Profit or Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHA</td>
<td>$3,331,503</td>
<td>($173,652)</td>
</tr>
<tr>
<td>HPI</td>
<td>$1,510,647</td>
<td>$13,512</td>
</tr>
<tr>
<td>CHB</td>
<td>$1,033,670</td>
<td>$293,165</td>
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<tr>
<td>ABRA</td>
<td>$85,076</td>
<td>($19,175)</td>
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<tr>
<td>Net Gain</td>
<td>$113,850</td>
<td>Deprec. $177,807</td>
</tr>
</tbody>
</table>
Net Income (Loss) FYE 8/31
Number of Registrations FYE 8/31

- 2004: 68,826
- 2005: 71,330
- 2006: 69,344
- 2007: 63,943
- 2008: 69,754
- 2009: 65,000
- 2010: 70,260
- 2011: 67,930
- 2012: 65,000
- 2013: 64,293
Number of Cows on Inventory

2004: 109,531
2005: 110,380
2006: 106,120
2007: 108,467
2008: 107,521
2009: 103,093
2010: 101,677
2011: 97,581
2012: 101,021
2013: 100,494

2013 Annual Meeting
National Hereford Women

President: Denise Billman, Ohio
Vice president: Paula Acheson, Kansas
President elect: Carol Preifert, Pennsylvania
Secretary: Susan Hayhurst, Indiana
Treasurer: Shellie Collins, Oklahoma
Asst. Treasurer: Beth Blinson, North Carolina
National Hereford Women

Strive to further the education of the youth in the Hereford breed, by awarding these scholarships to well deserving individuals.

- John Wayne Scholarship
- Golden Bull Awards
- Future Cattleman
- Junior Golden Bull Award
- Prospect Awards, Jr.
- Prospect Awards, Sr
- Poll-ette Founders Scholarship
- Ed Bible Memorial Scholarship
National Hereford Women

NHW-sponsored JNHE Contests

- Creative Arts Contest
- Extemporaneous Speech Contest
- Illustrated Speech Contest
- Youth Heifer Award
- Hereford Grill-off Contest
National Hereford Women

Queen’s Tea & Social
Hereford Youth Foundation of America

- Ray Ramsey, president
- Ruth Sims, vice president
- Jo Ellard, director
- Bob Kube, director
- Nancy Keilty, director
- Bruce Everhart, director
- Steve Folkman, director
- Marcia Mickelson, director
- Doug Perks, director
- George Sprague, director
- Joe Walker, director
'13 HYFA Foundation Female

Foundation female and three embryo packages generated $61,000 to benefit youth.
Foundation Scholarships

During fiscal year 2013, more than $60,000 was distributed to Hereford youth in scholarship monies provided through HYFA.

Last night awarded more than $35,000 in scholarships to a group of outstanding Hereford youth.
Growing a Lasting Legacy

Thank you to G&R Polled Herefords, Jim & Sue Rowland, for their inaugural gift.
Last night’s total: $144,000
Thank you to GKB Cattle, Gary & Kathy Bucholz, for donating the 2014 Foundation Female
Thank you to William & Jackie Adair and Walt and Jil McKellar for donating a heifer pregnancy sired by RST Time’s A Wastin’ 0124 and out of DJB 46B Beth 1L, that will sell as Lox X in Grandview CMR’s “The Big One” Dispersal Sale on Friday Nov. 8.
# NJHA Activities

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
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<tbody>
<tr>
<td>Chairman</td>
<td>Keysto Stotz</td>
</tr>
<tr>
<td>Vice chairman</td>
<td>Courtney Tribble</td>
</tr>
<tr>
<td>Communications chair</td>
<td>Kristin Bielema</td>
</tr>
<tr>
<td>Membership chair</td>
<td>Brady Jensen</td>
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<tr>
<td>Leadership chair</td>
<td>Shelby Rogers</td>
</tr>
<tr>
<td>Fundraising chair</td>
<td>Elise Hackett</td>
</tr>
<tr>
<td>Directors</td>
<td>Taryn Adcock</td>
</tr>
<tr>
<td></td>
<td>Amanda Bacon</td>
</tr>
<tr>
<td></td>
<td>Cody Jensen</td>
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<td></td>
<td>Jason May</td>
</tr>
<tr>
<td></td>
<td>Krissi McCurdy</td>
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<td></td>
<td>Tommie Lynne Mead</td>
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</tbody>
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NJHA Activities

- Nearly 2,490 active junior members.
- A record 1,213 entries were exhibited by 650 youth from across the U.S. at the 2013 JNHE “Show Me Herefords”
- Youth participated in 23 contests and activities during the week.
- 78 youth from 21 states participated in the 2013 Program for Reaching Individuals Determined to Excel (PRIDE) Convention in Brookings S.D.
Thank You, Retiring Directors

- Cliff Copeland
- Marty Lueck
- Dale Micheli