

## Inside...



**Udder Scoring System Updated ..... 20**



**Sidwell Family Celebrates 100 Years in Hereford Business ..... 26**

**Dealing with Urban Sprawl ..... 56**



**Laudeman, Passwaters Take Top Honors in Louisville ..... 70**

# HEREFORD WORLD

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Producers from seven states consigned 613 steers and 219 heifers in the 2nd Greater Midwest Certified Hereford Feeder Calf Sale in Carthage, Ill.

can work together to pool their calves into larger groups in order to attract buyers willing to pay premium prices for high-quality calves," says Darrell Ailshie, manager of Tennessee Livestock Producers, which hosted the sale in its new auction facility in Columbia.

A total of 45 consignors from seven states participated in the 2nd Greater Midwest Certified Hereford Feeder Calf Sale in Carthage, Ill., Dec. 4. The sale included 613 steers and 219 heifers that were at least 50% Hereford, age verifiable, preconditioned, castrated, dehorned, weaned and bunk broke. All calves were tagged with Hereford Verified ear tags and sorted into load sizes by weight, type and sex.

"Although the prices were considerably softer than a year ago, due to the economy, the Carthage sale was the best place in the Midwest to sell a Hereford-based feeder calf on Dec. 4," says Jerry Huth, Oakfield, Wis., one of the sale coordinators.

"As an example, the sale prices were \$.05-\$.15/lb. over local Wisconsin markets where I would traditionally sell my calves. The extra cost that I incurred in sending my calves to Carthage was basically trucking. (All other marketing costs were comparable to a Wisconsin feeder calf sale). The key to success is that we pooled a load, and it only cost me \$18 to ship a calf (350 miles from Oakfield to Carthage). This translates to about \$.03/lb. Now, I may not be the best economist around, but if it cost me 3 cents to get an average increase in price of 10 cents, I will take the \$42 premium (7 cents × 600 lb.)."

The Missouri Hereford Association coordinated efforts with the Joplin Regional Stockyards, Carthage, Mo., to host a special Hereford-influenced sale as part of its age and source verified sale Dec. 4. The sale featured 3,000 head, including 190 Hereford and Hereford-influenced calves.

Marty Lueck of Journagan Ranch, Mountain Grove, Mo., assisted with the sale. "The Hereford and Hereford-influenced calves held their own during a rather soft market day," Lueck says. "The Hereford groups ranged between \$81 to \$88.50."

To learn more about Hereford feeder calf marketing opportunities, contact Williams at (308) 222-0170 or visit [HerfNet.com](http://HerfNet.com) and [HerefordVerified.com](http://HerefordVerified.com). **HW**

## Herefords Bring PREMIUM

*Regional sales add value to small groups of feeder calves.*

Participating in organized marketing efforts that bring together the numbers and verification feeders are demanding can yield producers more dollars. Since late October, three Hereford-influenced feeder calf sales have helped add value to consignors' cattle because they have offered: same sex loads, calves that have a good health program and are light in flesh, like-in-kind and weaned.

Buyers and sellers gathered for the largest offering yet at the annual Tennessee Hereford Marketing Program feeder calf sale Oct. 27. Ninety-six consignors sold 1,121 head of age, source and health-verified Hereford and Hereford-influenced calves in the program's 10th year, earning sellers more than \$29,000 in premiums.

"These sales are great opportunities for small- to medium-sized producers," says Jim Williams, Certified Hereford

Beef (CHB) vice president of supply. "It allows producers to commingle their cattle into larger groups, which allows them to avoid the discounts usually received for small groups."

According to a University of Tennessee analysis, the calves sold for \$26 per head more than the average feeder calf in Tennessee that week. Leaders have guided the Tennessee Hereford Marketing Program to achieve its goal of providing a marketplace where producers can sell small groups of Hereford calves at fair market price. That goal has long been surpassed.

The average number consigned was 12 head, ranging from one to 44 head. Also aiding the success of the sale was the demand for CHB. Buyers from two CHB-participating feedlots purchased more than 700 head.

"This is a great example of how cattle producers that have small herds