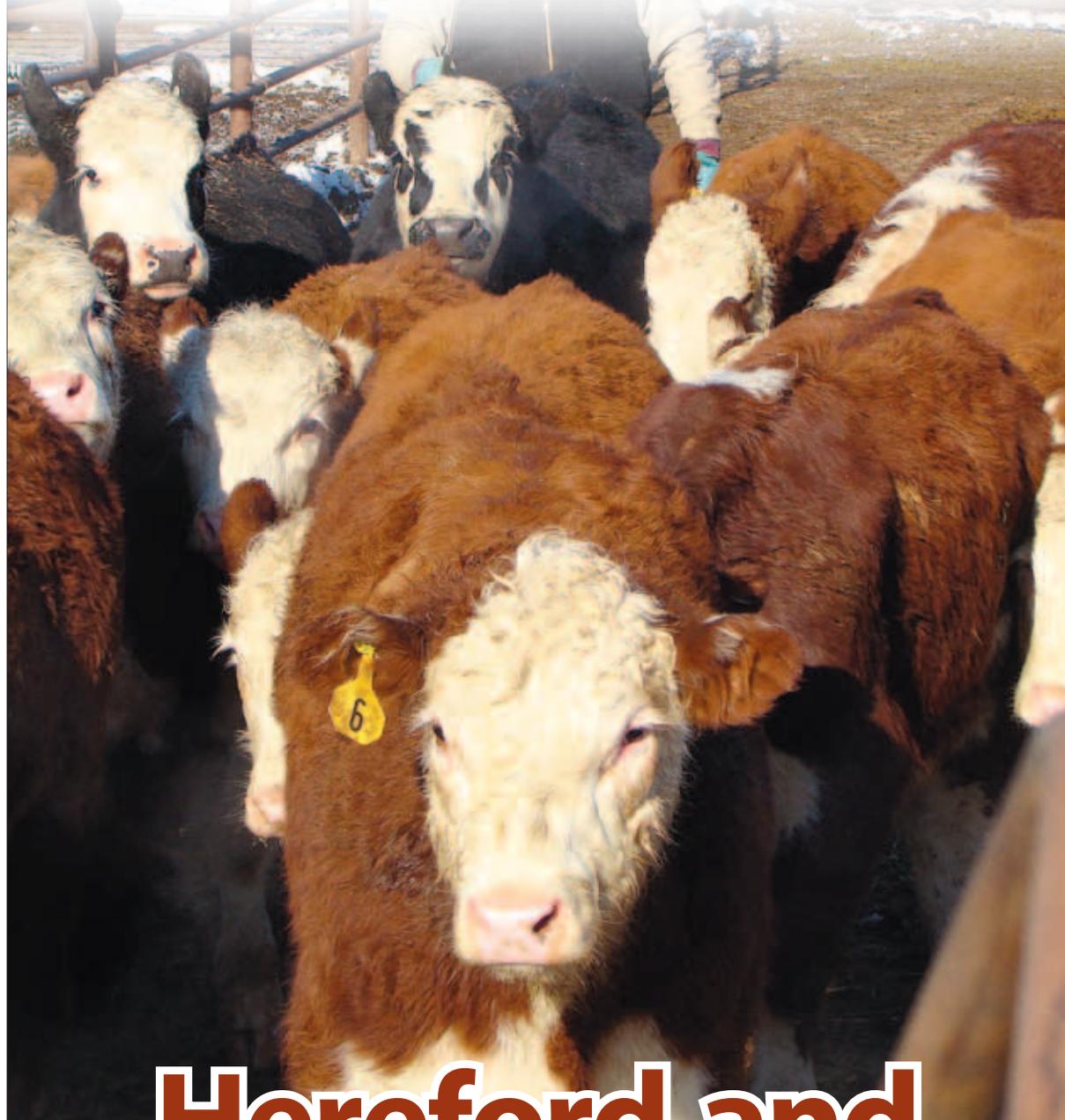


WANTED



New CHB LLC supply manager is willing and able to help cattlemen market their calves.

by Sara Gugelmeyer

Demand is up for Hereford genetics across the board. One place in particular is for Hereford and Hereford-influenced feeder calves to serve the demand for Certified Hereford Beef (CHB®) products. Trey Befort, the CHB LLC supply chain manager hired in August 2013, wants to help commercial cattlemen and seedstock producers find ways to meet this demand.

Befort says, "As the demand for CHB continues to increase, we need to manage the supply and determine where those cattle are to acquire more cattle into the CHB network."

First on his to-do list has been to build a network of feedlots interested in feeding Hereford and Hereford-influenced calves. "We started at the top and asked our two packing partners (Greater Omaha Packing Co. Inc. and National Beef Packing Co. LLC plants in Dodge City and Liberal, Kan.) about yards they already had good relationships with. We've been canvassing those feedyards and explaining

Hereford and Hereford-Influenced Feeder Calves



the CHB program and how it can work for them,” he says.

Befort says he and other American Hereford Association (AHA) staff have also been contacting sale barns. “We are trying to establish communication with the auction markets so whenever they have any cattle in their sale that might fit our live specs, they could communicate that to us. That allows us to notify everyone in that feedyard network we’ve put together. That applies to video markets too — Superior and Western Video, among others. So if they have lot numbers that fit the CHB program, they can communicate that to us.”

It’s a win-win for everybody; more competition for Hereford feeder cattle means better prices for sellers. It means more cattle in the participating feedlots, which include both custom and commercial yards, and more cattle eligible for the program at the packer level. Ultimately, that’s more CHB on plates around the country.

What can commercial cattlemen do?

First, they can raise cattle that qualify for the CHB program (see “CHB live animal specifications” sidebar). Next, when their calves are near market-ready, they should contact Befort. Depending on their unique operation, he can help producers decide what’s the best way to get their calves into the CHB supply.

For smaller producers not near a participating yard, that might mean pooling cattle with a neighbor or participating

in one of the many Hereford feeder cattle auctions to create a load. For larger producers, there may be an opportunity to direct market their calves to a participating feedlot. Either way, Befort can let the near 30 participating feedlots know these cattle are for sale.

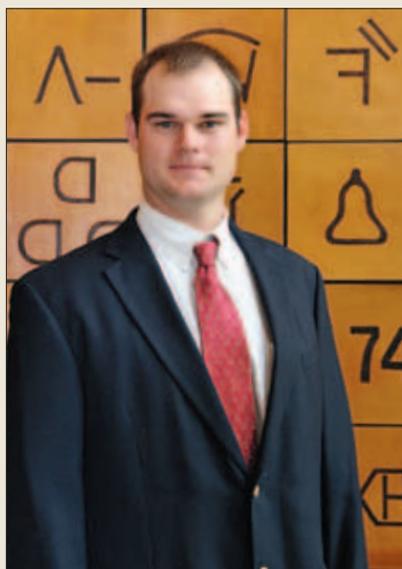
What can seedstock producers do?

They should spread the word. Befort says, “It really starts with breeders. When they sell a bull, they know a lot better than I do about where it’s going. They can be very instrumental in helping us communicate to their customers that there’s a want and need for Hereford-influenced calves,” he says.

There’s a new supply development brochure available, which is a great way to inform bull and female buyers about the program. Producers can ask their field representative for copies or contact Befort.

Producers shouldn’t forget Hereford Verified.

For those interested in a source- and age-verified market, there’s Hereford Verified. Hereford Verified is a genetic, source- and age-verification program that pulls together a network of seedstock producers, commercial producers, cattle feeders and licensed packers with data, market access and premiums. Producers should contact Heidi Tribbett (htribbett@hereford.org) for more on enrolling their cattle in that program. **HW**



Meet Trey Befort

Raised on his family’s cow-calf operation near Pratt, Kan., Befort is a 2010 graduate of Kansas State University. After graduation, he completed the Career Leadership Opportunity training program with JBS-Swift before accepting a position as a cattle buyer for the JBS-Swift Grand Island, Neb., beef plant.

His wife then accepted a position with the American Royal, initiating the move to the Kansas City area. Since taking the position of CHB supply manager, he’s enjoyed the opportunity to learn more about the Certified

Hereford Beef program and says he is looking forward to continuing to grow the CHB supply by working with producers.

Contact Befort with questions and concerns or to visit about your cattle marketing options. You can reach him at 620-770-3419 or tbeft@herefordbeef.org.

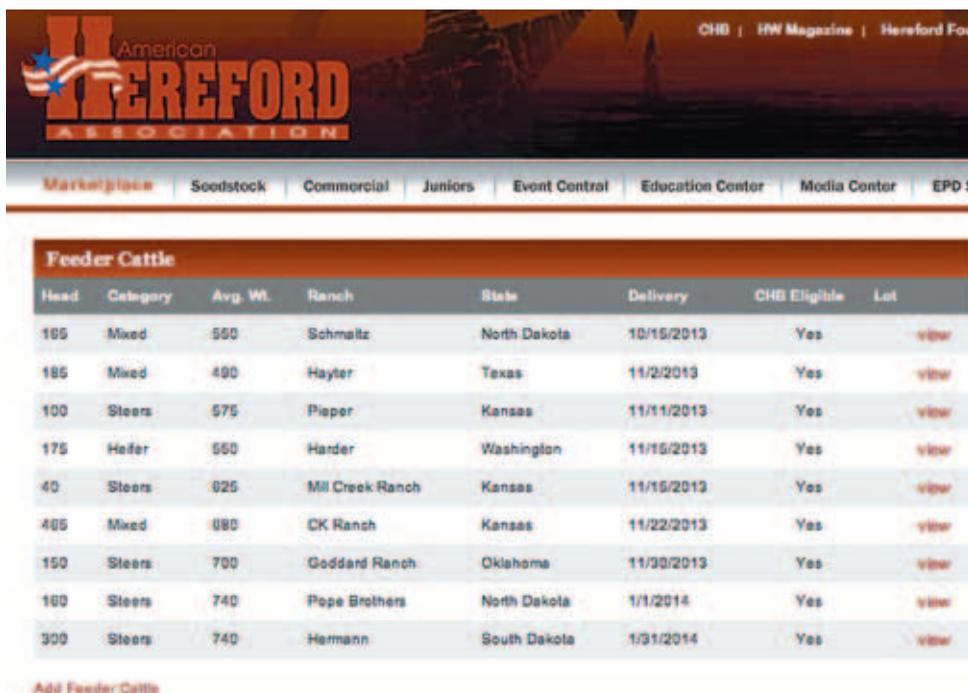
CHB live animal specifications

-  Cattle must be at least one-half Hereford breeding and 100% British bred.
-  Cattle must have a predominately (51%) whiteface. Cattle must exhibit white markings over the jaw, forehead and muzzle. Cattle must have white markings on all three locations, or they are unacceptable.
-  Cattle must exhibit some or all of the traditional markings of a Hereford or Hereford/English crossbred animal such as white on the face and neck. White markings on any part of the hip, shoulder or side of the body such as spots, stripes, or belts are not acceptable.
-  Cattle offered for qualification other than solid red, solid black or roan with a predominately whiteface — such as yellow, gray, brown, brindle or smoke — are ineligible.
-  Steers and heifers presented for qualification must be of beef-type breeding. Animals must express some evidence of muscle bulge. Although not limited to, this bulge is best observed in the large muscles of the round.
-  An animal expressing dairy-type breeding (dairy-type head, prominent “hook” bones, large “barrel-like” body, etc.) typically has muscles in the round, which are semi-flat to concave or “dished” in appearance, and is not acceptable.
-  Cattle offered for qualification shall not have an excessive hump on the withers (protruding above the top line), excessively long ears (ears that project downward from the head) or an elongated head indicative of *Bos indicus* genetics. The hump on the withers should not be confused with a crest on the neck, which is normal for many thick muscled cattle, particularly males.
-  To qualify, cattle may be either horned or polled. Bulls, bullocks or cows are not acceptable.



FREE cattle listing on Hereford Marketplace

Hereford Marketplace is a quick and easy way to let people know about your feeder cattle for sale. Log on to HerefordMarketplace.com, scroll down to the feeder cattle section and click “Add feeder cattle.” Once the form is submitted, allow 24 hours for it to be approved, and then the listing will appear on the website free for all to see.



The screenshot shows the American Hereford Association website with a navigation menu including Marketplace, Seedstock, Commercial, Juniors, Event Central, Education Center, Media Center, and EPD 5. Below the navigation is a table titled "Feeder Cattle" with columns for Head, Category, Avg. Wt., Ranch, State, Delivery, CHB Eligible, and Lot. The table lists several cattle listings with their respective details.

Head	Category	Avg. Wt.	Ranch	State	Delivery	CHB Eligible	Lot
185	Mixed	550	Schmaltz	North Dakota	10/15/2013	Yes	view
185	Mixed	490	Hayter	Texas	11/2/2013	Yes	view
100	Steers	575	Pieper	Kansas	11/11/2013	Yes	view
175	Heifer	550	Harder	Washington	11/15/2013	Yes	view
40	Steers	625	Mill Creek Ranch	Kansas	11/15/2013	Yes	view
405	Mixed	680	CK Ranch	Kansas	11/22/2013	Yes	view
150	Steers	700	Goddard Ranch	Oklahoma	11/30/2013	Yes	view
160	Steers	740	Pope Brothers	North Dakota	1/1/2014	Yes	view
300	Steers	740	Hermann	South Dakota	1/31/2014	Yes	view

At the bottom of the screenshot, there is a link that says "Add Feeder Cattle".