



'They Want It All' Campaign

A new American Hereford Association (AHA) ad campaign launched last fall. The campaign includes three ads focused on how Herefords are accountable, predictable, profitable and sustainable. Each ad targets a segment of the industry — commercial cow-calf, feedlot and consumer — sharing a message of Hereford relevance to each segment's personal business model.

The first ad released features Jess Herbers of Goose Creek Valley Farms, Montvale, Va. Copy in the ad touts: "There's a reason a tried and true black baldie is the most favored cow in America's cow herd. She's accountable, predictable, profitable and sustainable. Her calf and her steer mates are in demand, regardless of end point."

The second ad will be placed in national and regional

publications later this spring. Randall Raymond, DVM, Simplot Land & Livestock director of research and veterinary services, is featured in this second ad, which explains how matching cattle to environments and maximizing hybrid vigor isn't new to commercial cow-calf producers. Diversified beef operations are making the most of available technology and, now, genomic information to reap all the benefits of crossbreeding without compromising end product merit.

AHA also partnered with the American Brahman Breeders Association to develop a new tigerstripe female ad that promotes the value of the Hereford-Brahman cross. This ad will be placed in southeast publications.

State associations and breeders can utilize the ads in local and state publications or sale catalogs. To download AHA ads in three different sizes and color or black-and-white, visit HerefordResource.com. You can request a password by e-mailing adenton@hereford.org. **HW**

Both print ads have digital ads and videos to support and complement the message.

In the first video, Herbers discusses the value of Hereford genetics to his commercial cow herd. Goose Creek Valley was AHA's nomination for the Beef Improvement Federation (BIF) commercial producer of the year award.

Materials to support the message, including links to the video, are posted at Hereford.org/TheyWantItAll.

Accountable, Predictable, Profitable and Sustainable

To complement the new American Hereford Association (AHA) ad campaign, new AHA promotional items were unveiled during the Annual Meeting in Kansas City, Mo., Oct. 31. With the theme "Hereford Does It All" new items available include a poster, a bumper sticker and a vinyl banner.

Hereford enthusiasts can purchase these items on ShopHereford.com. Other promotional items recently added to the "Ranch Kit" section of ShopHereford.com include a member sticker, AHA and Certified Hereford Beef (CHB®) co-branded pens, a power bank to re-charge cell phones, and air fresheners. New AHA-branded

clothing was also recently added to the site including an adult and a youth puffer vest, a hooded sweatshirt and a new baseball cap. **HW**

