

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for Hereford eNews, a weekly electronic newsletter from the American Hereford Association (AHA). Send an e-mail to eNews@hereford.org to subscribe. Archived issues are posted at Hereford.org.

**Harris reports available**

Hereford breeders can order copies of the Harris Heterosis Research Project final report titled *Impacts of Crossbreeding on Profitability in Vertically Coordinated Beef Industry Marketing Systems*, which was included with the January *Hereford World* and is available online at [Hereford.org/HarrisHeterosisProject](http://Hereford.org/HarrisHeterosisProject).

Various package sizes are available, including 10, 25, 50 and 100 copies. To place your order, contact Angie Denton at [adenton@hereford.org](mailto:adenton@hereford.org) or 785-363-7263.

**Educational Forums DVD available**

Hereford breeders can order a DVD of the Educational Forums presentations from the 2010 American Hereford Association (AHA) Annual Meeting. Each DVD costs \$25, which includes shipping and handling. To order online visit [HerefordPhotoshop.com](http://HerefordPhotoshop.com).

Presentations on the DVD include: Fact or Fiction: Genomics and Its Role in Breed Improvement, by Dorian Garrick, Iowa State University; Reproductive Success: Integrating Technology Into Your Breeding Program, by Dr. David Faber, Trans Ova Genetics; Animal Welfare: What does that mean to me as a Hereford breeder?, by Dave Daley, California State University, Chico; Advocating for Agriculture: Stand Up and Tell Your Story, by Daren Williams, NCBA executive director; and Strategizing for the Future: What Hereford Breeders Need to Do the Next Five Years to Meet Customer Needs the panel including, Paul Bennett, Montie Soules, Marty Lueck, Lorna Marshall, Mark Akin, Bobby Harrell and Dave Daley.

**New data online**

The *Spring 2011 Sire Summary*, published by the AHA, is available in print and online at [Hereford.org](http://Hereford.org). A total of 2,228 sires are listed in the summary.

There are 880 proven sires, 769 young sires and 194 reference sires from the National Reference Sire Program. The balance of the sires can be found in the carcass section, which is a list of the 889 highest accuracy bulls for carcass traits. Sire entries include not only expected progeny differences (EPDs) but also \$Profit Indexes for cattlemen who prefer to look at one number rather than many to identify the most profitable genetics for their production scenarios. The four indexes are Baldy Maternal Index (BMI\$), Brahman Influence Index (BII\$), Certified Hereford Beef Index (CHB\$) and Calving EZ Index (CEZ\$).

In the summary preface are explanations of these indexes and a wealth of other knowledge to help users understand the listed sire information.

To request a sire summary, contact AHA staff at 816-842-3757.

**Spring Gold TPR breeders named**

Eighty-eight dedicated Hereford breeders achieved Gold TPR™ (Total Performance Records) status for spring 2011, according to the AHA.

The Gold TPR Breeder recognition is presented to progressive Hereford breeders who have measured traits and collected and promptly submitted performance data at all levels of production.

"The reason the Gold TPR program was established was to recognize those breeders who go the extra mile to collect data at all levels of production and report that data in a timely manner," says AHA Chief Operating Officer and Director of Breed Improvement Jack Ward.

Since the program's inception in 2005, Hereford breeders have increased their data collection efforts.

Breeders must meet a specific set of requirements in order to be eligible for the program. They are:

- Submitting herd inventory prior to date inventory surcharge goes into effect.
- Complete reporting of calving ease and reproductive status for each dam on inventory.
- Complete reporting of birth weights for all live calves recorded in the calf crop.
- Complete reporting of weaning weights for all live calves recorded in the calf crop.
- Complete reporting of yearling weights for all live calves recorded in the calf crop.
- Complete reporting of scrotal measurements for each bull calf with a recorded yearling weight.
- Reporting of ultrasound data on 25% or more of the calf crop.
- Note: For weaning and yearling weights, disposal codes are accepted if the animal has been removed from the herd.

The following Hereford breeders were recognized as spring 2011 Gold TPR Breeders:

- Asmus Herefords**, Audubon, Iowa
- Baker Hereford Ranch**, Rapid City, S.D.
- Douglas Banks**, Hamilton, Ohio
- Bar JZ Polled Herefords**, Holabird, S.D.
- Bay Brook Farm**, Dabneys, Va.
- Beckleys Herefords**, Ravenna, Ky.
- Beef Resources Partnership**, Tabor, Iowa
- Beery Land & Livestock Co.**, Vida, Mont.
- Blueberry Hill Farms Inc.**, Norfolk, Neb.
- Bookcliff Herefords**, Russell, Kan.
- Brannan & Reinhardt**, Otis, Kan.
- Lloyd Brown**, Powell, Wyo.
- CK Ranch**, Brookville, Kan.
- Carters Polled Herefords**, Rocklake, N.D.

- Bruce Chambers**, Alma, Kan.
- Churchill Cattle Co.**, Manhattan, Mont.
- Mark Cooper**, Willow Creek, Mont.
- Courtney Herefords**, Belle Fourche, S.D.
- Coyote Ridge Ranch**, LaSalle, Colo.
- Jackie or Christie Davis**, Lincoln, Calif.
- Deana Jak Farm**, Wagontown, Pa.
- Deer Track Farm**, Spotsylvania, Va.
- Duncan Ranch Co.**, Joplin, Mont.
- Dvorak Herefords**, Lake Andes, S.D.
- Elkington Polled Herefords**, Idaho Falls, Idaho
- Ellis Farms**, Chrisman, Ill.
- Elzemeyer Polled Herefords**, Richmond, Ind.
- Falling Timber Farm**, Marthasville, Mo.
- Flat Stone Lick**, Marianna, Pa.
- Frederickson Hereford Farm**, Starbuck, Minn.
- Friedt Herefords**, Mott, N.D.
- Gerber Polled Herefords**, Richmond, Ind.
- Larry & Carol Gildemaster**, Virgil, S.D.
- Harrell Hereford Ranch**, Baker City, Ore.
- Gary Hedrick**, Marietta, Ga.
- Hill Vue Farm**, Blairsville, Ga.
- Frank Hug & Sons**, Scranton, Kan.
- Jim Hultin**, Helena, Mont.
- Huth Polled Herefords**, Oakfield, Wis.
- JB Ranch**, Wayne, Neb.
- JBB/AL Herefords**, Gooding, Idaho
- JBN Livestock**, Box Elder, S.D.
- David or Juanita Jennings**, Rogers, Ark.
- Kevin Jensen**, Courtland, Kan.
- K7 Herefords**, Lockridge, Iowa
- K&B Herefords**, Onida, S.D.
- KEG Herefords**, Valentine, Neb.
- Ralph Kiger**, Kernersville, N.C.
- Knoll Crest Farm**, Red House, Va.
- Krogstad Polled Herefords**, Fertile, Minn.
- S.E. Lawrence Polled Herefords**, Avilla, Ind.
- Linton Polled Herefords**, Miller, Neb.
- Mill Creek Ranch**, Alma, Kan.
- E.L. Mobley**, Fairdealing, Mo.
- Monahan Cattle Co.**, Hyannis, Neb.
- Mrnak Herefords**, Bowman, N.D.
- Harry Myers Jr.**, Statesville, N.C.
- NS Polled Herefords**, Shaker Heights, Ohio
- Eldon Olthoff**, Emery, S.D.
- Owego Stock Farm**, Argyle, Wis.
- Gino Pedretti**, El Nido, Calif.
- Ravine Creek Ranch**, Huron, S.D.
- Rolling Hills Acres**, St. Elizabeth, Mo.
- Phil & Chris Rottman**, Fremont, Mich.
- S&S Farms**, Windom, Kan.
- Sandhill Farms/Kevin Schultz**, Haviland, Kan.

- Lester Schafer**, Buffalo Lake, Minn.
- Schu-Lar Polled Herefords**, Lecompton, Kan.
- Sellman Ranch**, Crawford, Neb.
- Jason Shanks**, Waynoka, Okla.
- Shaw Cattle Co. Inc.**, Caldwell, Idaho
- Simpson Polled Herefords**, Redfield, Iowa
- Sonoma Mountain Herefords**, Santa Rosa, Calif.
- Grady Sparks**, Connerville, Okla.
- Springhill Hereford Farms**, Blue Rapids, Kan.
- Virgil Staab & Sons**, Hays, Kan.
- Storey Hereford Ranch**, Bozeman, Mont.
- Stuber Ranch**, Bowman, N.D.
- Thorstenson Hereford Ranch**, Selby, S.D.
- Towner Farm**, Girard, Kan.
- Trinity Farms**, Mount Pleasant, Texas
- Triple S Ranch**, De Queen, Ark.
- Vessers Triple E Hereford Farm**, Powers, Mich.
- Kathleen Wagner**, Catskill, N.Y.
- Weimer Cattle Co.**, Susanville, Calif.
- Wichman Herefords**, Moore, Mont.
- Williams Herefords**, Presho, S.D.

**New sire DNA policy**

The AHA will require all Hereford sires born after Jan. 1, 2011, to be DNA genotyped at the official AHA DNA laboratory before their progeny can be registered.

This policy has been adopted to improve the quality control of pedigrees. Numerous times during the year, AHA staff identifies pedigree mistakes, and the discovery comes at times when it is very difficult to make a determination of correct parentage of an animal. Genotyping walking herd sires will be very beneficial toward minimizing this issue in a cost-effective manner.

**Use Y for 2011**

The year letter code for 2011 is Y. This notice is for producers who use letter codes in their identification system. For more on tattoo and identification tips, visit the Education Center at [Hereford.org](http://Hereford.org).

**National show photos available**

Photos from the National Western Stock Show, North American International Livestock Expo and the Western Nugget National Hereford Show are available for purchase at [HerefordPhotoshop.com](http://HerefordPhotoshop.com). **HW**