

"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](mailto:eNews@hereford.org) to subscribe. Archived issues are posted at [Hereford.org](http://Hereford.org).

**Use B for 2014**

The year letter code for 2014 is B. This notice is for producers who use letter codes in their identification systems. For more on tattoo and identification tips, visit the "Education Center" at [Hereford.org](http://Hereford.org).

**Association updates**

The American Hereford Association (AHA) Board of Directors has

approved two rule changes and an increase in fees.

**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.

**Steers need registration papers:** Starting in 2014, all steers showing at the Junior National Hereford Expo (JNHE) must be registered by the AHA and out of a registered sire and dam. No steer certificates will be accepted, only registration papers. The AHA will still offer traditional steer certificates

for those state and regional shows not requiring a registration paper on steers at this time.

**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.

**Reno photos available**

Western Nugget National Hereford Show photos, including candid and backdrop photos, are available to purchase at [HerefordPhotoShop.com](http://HerefordPhotoShop.com).

**Hereford prints for sale**

Support Hereford youth and purchase Hereford prints. Unveiled during the Hereford Youth Foundation of America (HYFA) "Growing a Lasting Legacy" campaign fundraiser, the *Out at Tie Outs* art-mounted print is the perfect gift for any Hereford enthusiast.

The photo was taken by Heidi Anderson, Legacy Livestock, of the historic West Bottoms during the recent JNHE in Kansas City. Print No. 1 sold in Kansas City, while numbers 2-99 are now available. You can order a 10" x 20" for \$140 or a 12" x 36" for \$225.

Also unveiled in Kansas City was *The Hereford Ox, 1840*. The original canvas painting is on display at the AHA. Ten limited-edition canvas prints were sold. Now HYFA is offering 11" x 14" prints of *The Hereford Ox, 1840* as well as those of "Anxiety 4" and "Silver."

Prints of all three can be purchased individually for \$30 or a set of "Anxiety 4" and "Silver" for \$50. Visit [HerefordYouthFoundation.org](http://HerefordYouthFoundation.org) to order all four HYFA prints.

**Hereford offers internships, ambassador program**

AHA is offering several opportunities this summer for college students hoping to further their education and gain valuable real-world experience working with youth activities.

**Junior activities internship** — The AHA youth department is offering college juniors or seniors the opportunity to assist with the planning and execution of junior shows and leadership events and to gain experience in association work.

Applicants must be enrolled in an agriculture-related major and should be self-starters who are detail-oriented and outgoing and have the ability to work well with all types of people. Travel to the JNHE and other shows should be expected as part of the internship.

**AHA communications internship** — The AHA communications and marketing team is offering a communications internship for college juniors or seniors to assist with communication projects and production of Herd Book, August and September *Hereford World* issues.

Applicants must be working toward a degree in agriculture communications or agricultural journalism. Writing and



**Spring Gold TPR breeders named**

Eighty-nine dedicated Hereford breeders achieved Gold TPR™ (Total Performance Records) status for spring 2014, according to the American Hereford Association (AHA).

Also, the AHA has released the updated EPDs for spring 2014. The EPDs and the updated Trends, Traits and Distributions report are available online at [Hereford.org](http://Hereford.org).

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:

- Submit 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.
- Report 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 2014 Gold TPR Breeders, organized by state:

**Arkansas**

David or Juanita Jennings, Rogers

**California**

Gino Pedretti, El Nido  
Sonoma Mountain Herefords, Santa Rosa  
Weimer Cattle Co., Susanville

**Colorado**

Doug Hall, Fruita

**Iowa**

Ron Beaver Herefords, Clarinda  
K7 Herefords, Lockridge  
Simpson Polled Herefords, Redfield

**Georgia**

Gary Hedrick, Marietta

**Idaho**

JBB/AL Herefords, Gooding  
Canyon Gem Livestock, Jerome  
Colyer Herefords, Bruneau

**Illinois**

Beever Family Herefords, Mansfield

**Indiana**

Grieves Herefords, West Lafayette  
S.E. Lawrence Polled Herefords, Avilla

**Kansas**

Bookcliff Herefords, Russell  
Brannan & Reinhardt, Otis  
CK Ranch, Brookville  
Douthit-Downey Land & Cattle, St. Francis  
Mike Flory, Lawrence  
GLM Herefords, Marysville  
Gustafson Herefords, Junction City  
Frank Hug & Sons, Scranton  
Kansas State University, Manhattan  
Sandhill Farms/Kevin Schultz, Haviland  
Schu-Lar Polled Herefords, Lecompton  
Springhill Hereford Farms, Blue Rapids  
VJS Polled Herefords, Hays

**Kentucky**

Beckleys Herefords, Ravenna

**Maryland**

Church View Farm Inc., Millersville  
R&T Acres, Frederick

**Michigan**

Grand Meadows Farm, Ada  
Ronald MacNaughton, Grand Ledge

**Minnesota**

Belfey Herefords, Bagley  
Krogstad Polled Herefords, Fertile  
Kruse Polled Herefords, Harris  
Lester Schafer, Buffalo Lake

**Missouri**

Kenneth & Carleen Buchanan, Higginsville  
Nickelson Farms, Belgrade

**Montana**

Beery Land & Livestock Co., Vida  
Bernard & Stacie Buzanowski, Pompeys Pillar  
Churchill Cattle Co., Manhattan  
Holden Herefords, Valier  
Richard & Shirley Thomas, Gold Creek  
Wichman Herefords, Moore

**Nebraska**

Blueberry Hill Farms Inc., Norfolk  
JB Ranch, Wayne  
Joe Brockman, Lawrence

KEG Herefords, Valentine  
Linton Polled Herefords, Miller  
Monahan Cattle Co., Hyannis

**North Carolina**

Harry Myers Jr., Statesville

**North Dakota**

Friedt Herefords, Mott  
Stuber Ranch, Bowman

**Ohio**

NS Polled Herefords, Shaker Heights

**Oklahoma**

Loewen Herefords, Waukomis  
Mendel Hereford Ranch, Covington  
Elizabeth Pribil, Hennessey

**Oregon**

Quentin/Gayle Cook, Vale  
Harrell Hereford Ranch, Baker City  
High Desert Cattle Company, Canyon City  
Greg Thomas, Bonanza

**Pennsylvania**

Fields Edge Herefords, Narvon  
Flat Stone Lick, Marianna

**South Dakota**

Baker Hereford Ranch, Rapid City  
Bar JZ Polled Herefords, Holabird  
Dvorak Herefords, Lake Andes  
Frederickson Ranch, Spearfish  
Hillsview Farms, Eureka  
Eric & Roxanne Knock, Tulare  
Eldon Lee Olthoff, Emery  
Mike & Lori Peskey, Iroquois  
Ravine Creek Ranch, Huron  
Stuwe Herefords, Hoven  
Richard & Betty Wettlaufer, Winfred

**Tennessee**

Walker Polled Hereford Farm, Morrison

**Texas**

Flying S Herefords, Dallas  
Indian Mound Ranch, Canadian  
JP Family Limited Partnership, San Angelo  
Kurtis Mathias, Mount Pleasant  
Texas Stardance Cattle LLC, Hamilton  
Trinity Farms, Mount Pleasant

**Virginia**

Bay Brook Farm, Dabneys  
Deer Track Farm, Spotsylvania  
Meadow Ridge Farms, Inc., Broadway

**West Virginia**

West Virginia University, Morgantown

**Wisconsin**

Henry/Charlotte Handzel Jr., Whiskey Run  
Farms, Cottage Grove  
Huth Polled Herefords, Oakfield

**Wyoming**

Ned & Jan Ward, Sheridan **HW**

editing skills are required. Experience with photography, social media and website maintenance is preferred but not required.

Both internships span approximately mid-May to mid-August, with specific starting and ending dates depending on applicant's availability. Applications for both are due Feb. 15.

Applicants for the junior activities intern can send a cover letter, résumé and references to Amy Cowan, AHA director of youth activities, P.O. Box 014059, Kansas City, MO 64101. For more information, contact Cowan at 816-842-3757 or [acowan@hereford.org](mailto:acowan@hereford.org).

Communication applicants can send a cover letter, résumé, three writing samples and references to Angie Stump Denton, AHA director of communications, 1039 Vista Rd., Blue Rapids, KS 66411. For more information, contact Denton at 785-562-6197 or [adenton@hereford.org](mailto:adenton@hereford.org).

### JNHE Ambassador Program

College students can also apply for the JNHE Ambassador Program. The 2014 ambassadors will assist the NJHA board and AHA staff throughout the JNHE week — July 5-13 — in Harrisburg, Pa.

The five ambassador positions include:

- 1. Contest coordinator** — help with the facilitation of the 22 contests including room setup, starting on time, judge gifts, etc.
- 2. Event coordinator** — assist with organization of opening ceremonies, awards banquet and shows.
- 3. Technology coordinator** — assist with show office, data entry, social media, etc.
- 4. Operations assistant** — help coordinate people and cattle check-ins and assist with oversight of tie outs, showring and facility setup.
- 5. Communications assistant** — assist with press releases, photos and daily newsletter as well as contribute to the September *Hereford World*.

Candidates must be a 2014 high school graduate or older and must have had national show experience. Ambassadors cannot be exhibitors or competitors at the 2014 JNHE.

Ambassador applications are available online at [Hereford.org/jnheambassador](http://Hereford.org/jnheambassador) and are due March 15.

### Hereford banner, flag available for purchase

Hereford breeders can order the Profitabull Hereford banner and the Hereford flag that were displayed in Denver. The 3' x 8' banner costs \$125 and the 1' x 4' flag is \$50.

To order, visit [Hereford.org](http://Hereford.org) and under the "Marketplace" tab is the "Hereford banner, flag" link. To order, you will be directed to the Boelte-Hall website. On that site select "Boelte-Hall Greeting Cards," and then this link should take you to a page with Hereford cards. Scroll to the bottom of the page to find the banner and flag options. **HW**

## Hereford-sired replacement females average \$529 more than Angus-sired

Real-world research utilizing Hereford bulls has led to documented real-world results in baldie female demand compared to straight-bred Angus females.

During the recent Circle A Ranch Sale Oct. 19, 29 black-baldie heifers averaged \$2,960, and the top-selling lot was black-baldie heifers bred with heifer-calf-confirmed pregnancies at \$3,450 each. The average price paid for the 269 straight-bred Angus heifers was \$2,431. That's a Hereford-sired advantage of \$529 per head in price.

In 2007 Circle A Ranch, Iberia, Mo., began a research project with the American Hereford Association (AHA) designed to determine and measure the advantages of using Hereford genetics on commercial Angus cows.

Results from the project documented the Hereford efficiency advantage with a 7% increase in conception rate along with improved feed efficiency and average daily gain. Utilizing the Circle A data, economist Vern Pierce developed an economic model

which projected that over a 10-year period, using Hereford bulls on Angus-based females would add \$514 net over the life of a cow or approximately \$51 per cow per year to a rancher's bottom line.

Now, six years later, Circle A is still using Hereford genetics and having great success. Circle A's Nick Hammett says that since the completion of the research project, the ranch has purchased four Hereford bulls that it is utilizing natural service and collecting for artificial insemination.

The Hereford bulls are mated to Angus cows, and the resulting heifers are highly sought-after. Each fall Circle A Ranch offers bred replacement heifers in its production sale, and in recent years, the Hereford-sired heifers have been topping the sale.

Hammett says the Circle A Ranch staff plans to continue using Hereford bulls: "We will keep using Hereford genetics. If they keep selling like this, it's a win-win for us. We harvest all the steer progeny, and the F1 females sell really well." **HW**