

"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).

## 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).

## 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. See Page 18 for FAQs about this policy.

## Use Y for 2011

The year letter code for 2011 is Y. 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).

## National show photos available

Photos from the 2010-11 national Hereford shows are available for purchase at [HerefordPhotoshop.com](http://HerefordPhotoshop.com).

## Illinois launches reward program

The Illinois Polled Hereford Association (IPHA) has developed a points-based program for all members of the Illinois Junior Hereford Association to encourage broader participation in activities offered to Hereford youth on both the state and national levels. Points will be earned for participation in events, not placement or ranking in the event, to encourage juniors to participate in the numerous contests and shows sponsored by the IPHA and NJHA.

For more information, visit [ilpha.com](http://ilpha.com).

## Certified Hereford Beef Sires recognized

The Certified Hereford Beef Sire of Distinction (CHBS) program recognizes Hereford bulls that have excelled in carcass traits. The Board initiated this program in August 2007.

To qualify as a CHBS, a bull must

1. Be in the top 25% for the CHB\$ profit index.
2. Have a minimum accuracy level of 30% for both ribeye area (REA) and marbling (MARB) expected progeny difference (EPD).

"We use this distinction to recognize sires in the Hereford breed that excelled in improving carcass traits," says Jack Ward, American Hereford Association (AHA) chief operating officer and director of breed improvement. Although all bulls have the opportunity, only a few bulls will be recognized. Ward advises producers to remember that using balanced-trait selection is very important. "Do not over emphasize carcass traits while sacrificing other important traits for your herd."

Bulls receiving the CHBS status are recognized on the AHA Web site, [Hereford.org](http://Hereford.org), with CHBS after the animal's name. For more information about the CHBS program, contact Ward at [jward@hereford.org](mailto:jward@hereford.org) or 816-842-3757.

A total of 720 sires earned the CHBS recognition in 2011. To download a complete report visit [Hereford.org/CHBsires](http://Hereford.org/CHBsires). **HW**



## Plan to attend "The Harvest"

The Hereford Youth Foundation of America (HYFA) invites Hereford breeders, enthusiasts and supporters to save the date and make plans to attend "The Harvest" fund-raising event at Kunde Family Estate in Sonoma, Calif., Aug. 19-21. "The Harvest" will be hosted by the Jim and Marcia Mickelson family to raise money for HYFA's \$5 million capital endowment campaign with all proceeds benefiting scholarship and education for Hereford youth.

The event will start in San Francisco, Calif., Aug. 19 with tours and sightseeing in and around the Bay Area on Thursday evening and Friday. On Friday afternoon the group will make its way to Kunde Family Estate for a casual barbecue and Hereford fellowship. Saturday will include a ranch tour of Sonoma Mountain Herefords and local winery tours and tasting.

The highlight of the wine country weekend will be Saturday evening's sale, featuring some of the breed's most elite genetics. The sale is managed by Eddie and Ruth Sims of National Cattle Services and will take place on Kunde's famous Boot Hill, perched high above Sonoma Valley on the steps of the Mayacamas Mountains. Boot Hill boasts 360-degree views of Kunde's 1,850-acre winegrowing estate and will be the perfect setting for the evening's meal and entertainment.

The auction will not only feature embryos from the breed's most prominent donors, flushes and heifer calf pregnancies, but will offer some one-of-a-kind silent and live auction items including vacation getaways, a 2012 National Finals Rodeo package, exquisite artwork and something special for everyone.

"The Harvest" event pricing and travel details will be available in April.

If you are interested in being part of this history-making event, contact Eddie or Ruth Sims at 580-492-4590, [simsncs@aol.com](mailto:simsncs@aol.com) or Amy Cowan at [acowan@hereford.org](mailto:acowan@hereford.org), 816-842-3757. **HW**