



# Online Catalogs Provide Options

**Hereford producers utilize HerfNet's online catalog service to reach potential customers.**

by Leah Bond

The screenshot shows a computer screen displaying the HerfNet.com website. The top navigation bar includes links for "Sale Catalogs", "List New Cattle", "Record Search", "Feeder Calves", "Commercial Females", "Hereford Seedstock", and "Sale Results". Below this, there's a banner for "American HEREFORD" and a sub-banner for "Guest - AHA Hereford Animal Listing Reed Stock Farm Bull & Female Sale". The main content area displays a grid of cattle records with columns for animal ID, name, sex, birth date, and other details. At the bottom, there are links for "Email", "Sale Location: Hampton, MN", and "Sale Notes".

Jeff, Bonnie and Justin Reed, owners of Reed Stock Farm in Hampton, Minn., listed the 500th HerfNet catalog for a private-treaty offering of 10 head.

In December 2006 the 500th HerfNet catalog was activated. *HerfNet.com* is an online marketing service for commercial and seedstock Hereford producers that has been available for almost six years.

First-time HerfNet users, Jeff, Bonnie and Justin Reed, owners of Reed Stock Farm in Hampton, Minn., listed the 500th catalog for a private-treaty offering of 10 head. They chose to advertise on HerfNet because it is reasonably priced and gives them the opportunity to reach prospective customers they may not otherwise reach, Justin says.

HerfNet was created by the American Hereford Association (AHA) in 2000 with the purpose of serving as an online marketing suite geared toward commercial Hereford producers wanting to advertise feeder calves, says Stacy Sanders, AHA records department director. Today HerfNet marketing options are also available to seedstock producers. The Web site has five catalog-listing options — feeder calves, commercial females, seedstock sales,

## Online catalog pricing

### Private-treaty catalog

Initial listing for two months — \$20 plus \$5 per animal.

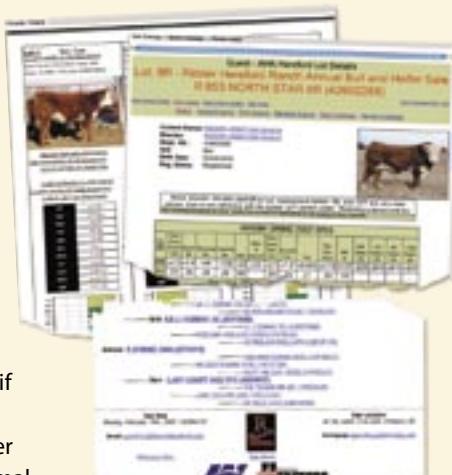
Includes up to 10 lines (approximately 100 words) of introductory comments, seller's contact details, etc., and up to 50 words of sale notes on each animal. Links will be provided to pedigree and expected progeny difference (EPD) details for each animal, obtained directly from the Hereford database.

Photos and logos are an extra \$3 per photo if provided in electronic format or \$10 per photo if scanning is required.

Renewal of existing listing (unedited) is \$10 per month. Changes to existing listing are \$5 per animal.

Any private-treaty catalogs of 25 or more lots are eligible for online sale catalog.

For more information, visit *HerfNet.com* and click on the "List New Cattle" tab and then select "Seedstock Private Treaty Catalog."



### Online sale catalog

\$75 setup fee, plus \$2 per lot electronic entry or \$5 per lot manual entry.

Discounted setup fees for catalogs of 30 or more lots — 30-60 lots receive \$30 discount; 60 lots or more receive \$65 discount.

Photos are an extra \$3 per photo if provided in electronic format or \$10 per photo if image scanning is required.

Note: For electronic entry rate to apply, all sale details — lot number, registration number, sale notes and photos — must be provided in compatible format via e-mail or CD. Visit *HerfNet.com* and click on the "List New Cattle" tab and then select "Seedstock Sale Catalog" for more information and to download template files. **HW**

seedstock semen and seedstock private treaty.

On average the number of potential customers a producer can reach by advertising on HerfNet is about 3,500, but it depends mostly on the individual sale, Sanders says. Some sale catalogs can have up to 10,000 "hits" — the number of times an individual Web site/catalog is viewed. Private-treaty catalogs usually have fewer hits than production sale catalogs because they have fewer lots for sale.

Private-treaty catalogs are traditionally listed on HerfNet for two months, while most production sale catalogs will be active for about 90 days prior to the sale date and taken off of HerfNet the day after the sale.

One advantage HerfNet has is that it is an affordable alternative for both large and small producers. Reed Stock Farm owns about 40 head of cattle — 35 registered Herefords — and sells approximately five to six bulls and 10 females each year through consignment sales, Justin says.

"I felt HerfNet was a very reasonably priced advertising option that has the ability to reach potential customers all over North America," Justin says. "In just the short amount of time that it has been on the Web, the online catalog has been good exposure for our farm and has generated more interest in our program."

Another advantage that HerfNet has compared to other forms of advertising is convenience. Buyers can easily search for cattle based on expected progeny difference (EPD) criteria, Sanders says. This can be a tremendous time saver for buyers because they don't have to flip back and forth through print catalogs to find what they're looking for.

"HerfNet is not meant to act as a replacement for traditional advertising such as print catalogs, but merely works in addition to them — in a supplementary fashion," Sanders says. "Cattle cannot be purchased online, so buyers must contact the seller in order to purchase animals."

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## Creative Services catalogs online

HerfNet offers producers a profitable complement to print forms of advertising.

"There are more and more people getting comfortable with computers and using the Internet," says Cleo Shaw, Shaw Cattle Co., Caldwell, Idaho. "A lot of people go to breed association Web sites to search for the data they want or need. HerfNet offers something for the commercial cowman and the seedstock producer."

Catalogs produced by Hereford Publications Inc.'s (HPI) Creative Services are posted on HerfNet

and available for prospective buyers to view before the print catalogs arrive in mailboxes, says Caryn Vaught, HPI production manager.

Posting catalogs on HerfNet is a free service for producers who have their catalogs produced by the Creative Services team. Catalogs that are not produced by Creative Services may also be posted online for \$100.

Creative Services customers have two online sale book options — the traditional "searchable" version and downloadable PDF (portable document format). To view the PDF users need Adobe Acrobat Reader, which is a free program.

The online catalogs have many of the same features as print catalogs and have the option to conduct searches. Prospective buyers can enter selection criteria and in seconds have a list of cattle that are best suited for their operation. Catalogs can be searched by lot number, animal name, sire and expected progeny differences (EPD).

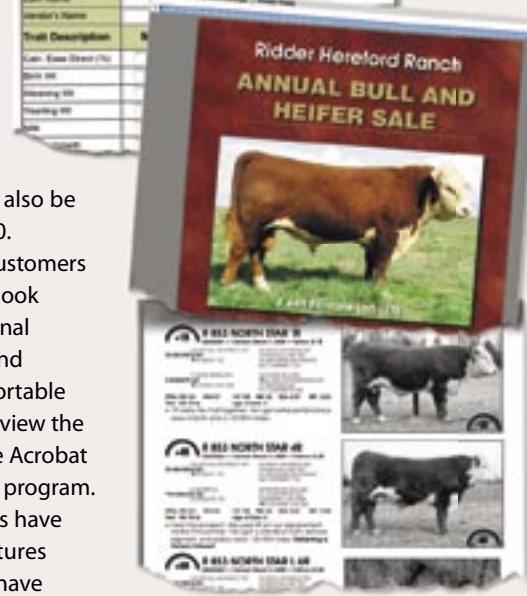
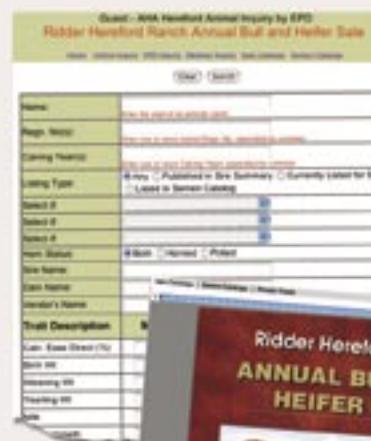
HPI will process the catalog information and notify the producer via e-mail when it has been posted online.

The online catalogs can include a link to the breeder's Web site, so prospective buyers can get more information about the farm or ranch.

The PDF version looks exactly like the "printed version" producers receive in their mailboxes. With this option the entire catalog can be downloaded and printed for the buyer to read.

A benefit of the PDF version is that when a producer gets a call a couple days before the sale and a prospective buyer wants a catalog the breeder can direct the buyer to the online version. **HW**

creative  
Services



Creative Services customers have two online sale book options — the traditional "searchable" version, left, and a downloadable PDF (portable document format) below.

The Reeds admit that being able to view catalogs without having to call and request them from the seller and also having the ability to research pedigrees are what they like most about HerfNet.

"The ability to see pictures and evaluate EPDs and performance pedigrees online without having to request a catalog and then wait for it to come in the mail is a big advantage for the buyer," Justin says. "And being able to research cow families is very important when investing in a herd bull, too."

Feeder calf and commercial female catalogs are listed free of charge; however, some fees are required for seedstock producers wanting to list catalogs; see "Online catalog pricing."

To post a catalog on HerfNet producers can go to *HerfNet.com* and click on the "List New Cattle" tab. Catalog options are: feeder cattle, commercial female, seedstock sale, seedstock semen or seedstock private treaty.

After selecting the type of catalog, producers will be provided with the costs and more

information about posting the catalog. Catalog templates can be downloaded to aid in developing the catalog.

After filling out the template, producers can save and name the file by the member account number that the catalog will be billed. Then they e-mail it to [catalogs@herfnet.com](mailto:catalogs@herfnet.com).

Producers only need to provide registration numbers when submitting data for their catalogs. Pedigree and EPD information will be pulled from the database. **HW**

## Posting photos and logos

Hereford breeders can add pictures and farm logos to online catalogs as well as to any animal in the American Hereford Association (AHA) database.

"We chose to put our ranch brand and select photos online because it is just one more way to advertise and get name recognition," says Cleo Shaw, Shaw Cattle Co., Caldwell, Idaho. "When someone comes across one of our animals in a search, the '/S' brand comes up with the pedigree."

Producers can post both small and large animal pictures. Large photos can only be added if a small photo accompanies; the small photo is used as a link to the large one.

Small images should be saved as a "jpeg" file and named x.jpg, where the x represents the animal's registration number. Large images should be named x\_L.jpg where the "L" signifies that it is a large picture. Farm logos should be saved as a "gif" file and named memb\_x\_logo.gif, where the x represents the producer's member number.

Electronically submitted photos for an online catalog are \$3 each or \$10 to scan a hard copy of the picture. All hard copies that are submitted for scanning will be returned to

the owner. To post a picture of an animal that is not listed in a catalog, the cost is \$5 if electronically submitted or \$10 if scanning is required.

Once a photo is uploaded it will remain on the database indefinitely. Multiple photos can be uploaded; if an animal has more than one photo in the database the most recent will be displayed and the other photos can be viewed by clicking on the "View Other Images" link.

Farm logos can be displayed for \$50 a year. Farm logo advertisements are similar to *Hereford World* seedstock directory ads. The only difference is that because of size limitations, the logos can only contain basic graphic elements such as initials and brands. Contact information should not be included in logos since full contact information for each operation is already provided through owner and breeder links of each animal.

Please e-mail electronically submitted pictures and farm logos to [catalogs@herfnet.com](mailto:catalogs@herfnet.com). See Table 1 for more information. **HW**

**Table 1: Online graphics**

Image	Name	File type	Example	Maximum dimensions (pixels)
Member logo	Memb_x_logo (x = member number)	gif	Memb_7017597_logo.gif	110 x 110
Small animal image	x.jpg (x = registration number)	jpeg	19310583.jpg	220 x 160
Large animal image	x_L.jpg (x = registration number)	jpeg	19310583_L.jpg	750 x 575

**Note:** Logos look best when made with transparent background. The maximum file dimensions must be adhered to. Some images will be impossible to fit in these dimensions (particularly if the photo is shot vertically, rather than horizontally), but every attempt will be made to allow the images to be used. However, no guarantees can be made regarding usage.