

# Evaluating Top 20 Sires by Registration

It was just over a year ago that the American Hereford Association (AHA) Board of Directors, along with other industry leaders, re-evaluated the strategic plan.

Prior to the strategic plan session, a survey was done by *Drovers-Vance Publishing* in order to find out the demand for Hereford genetics within the commercial industry and to pinpoint the traits that are important to these commercial breeders. These surveys are vital to the development of the plan because they ask the questions regarding the future.

The most important economically relevant traits (ERT) to commercial cattlemen were calving ease (CE) and disposition. In addition, this survey showed that the demand for Hereford cattle within the commercial industry is growing. This increased demand has been obvious over the past couple of years, as the reported bull sales have been tremendous.



Jack Ward

With this extra demand comes an extra burden to the purebred industry. How is the demand for Hereford genetics going to be filled? Will it be through expansion of existing breeders or will it be through membership growth? At the end of the day, it will be both, but, more importantly, the growth will need to be done with commercial cattlemen in mind.

Each year I like to look at the bulls used by registration. In the table below, you will see the list of top sires by registration for the 2010 calf crop.

As you look through this list, I think it is important to focus on the set of sires as a group. First, you will find eight of these bulls are listed in the major AI stud directories. Next, you will note that the average of these bulls will find them in the top 35% of the breed for every trait but fat, and it is better than breed average. After a closer look, they are in the top 10% for marbling, weaning weight (WW) and baldie maternal index (BMI) and in the top 2% for Certified Hereford Beef index (CHB\$). Finally, you will notice that 19 of these sires are proven sires — sires that have at least .60 WW accuracy.

As the interest grows for Hereford genetics, breeders need to continue to put pressure on calving ease, and when you do this, mature weight will stay in check.

It has been highly publicized this spring that breed dynamics have changed over the course of the past several years. British cattle,

through their chase to add growth in order to catch continental breeds, have gotten mature weight too big.

I am not going to get in the argument of which size of cow is the most efficient because that will vary between environments. However, we must continue to understand the value of our breed and what the commercial breeder is asking us to provide. Let's provide easy-doing, problem-free cattle that can be used by commercial cattlemen at any level including using Hereford bulls in heifer programs.

It is an exciting time for the Hereford breed, and the challenge is in your hands. Find out what your customers need and produce that type of cattle.

I would also like to remind everyone that the Beef Improvement Federation (BIF) meetings will be in early June in Bozeman, Mont. I would like to encourage you to take the opportunity to attend the meetings. You can find more information on the BIF Web site, [www.beefimprovement.org](http://www.beefimprovement.org), or in *Hereford eNews*.

Finally, I just want to remind everyone to consider purchasing a share in Loewen Foundation 34X, registration number 43074983. All of the proceeds of the sale of this bull will be donated to the Hereford Research Foundation to support all AHA breed improvement projects. You can find more information concerning the sale of this bull at [Hereford.org](http://Hereford.org), or you can contact me at 816-842-3757 or [jward@hereford.org](mailto:jward@hereford.org). **HW**

## 2010 top 20 sires by offspring registration

Reg. No.	Sire Name
P42797564	CRR About Time 743
P42584003	SHF Rib Eye M326 R117
P42460503	THM Durango 4037
42536808	CJH Harland 408
P42593689	MSU TCF Revolution 4R
42897554	CL 1 Domino 860U
P42827386	UPS TCC Nitro 1ET
P42016383	Feltons Legend 242
42426386	UPS Domino 3027
42731411	Churchill Yankee ET
P42483846	STAR Bright Future 533P ET
P24020737	PW Victor Boomer P606
P42539056	Lagrand Reload 80P ET
42897201	HH Advance 8203U ET
P42620083	PCR 286 Mr Advisor 502R
P42254372	Remitall Online 122L
42644307	UPS Domino 5216
42843881	KT John Wayne 7167
P42588968	KJ C&L J119 Logic 023R ET
P42817055	Sparks Trend 2007