

Building on the Basics

I can still remember when Grandpa Stump gave me my first heifer — Cinderella. I was so excited about getting to show and having my own Hereford heifer. Before that I had participated at the county fair showing Aunt Sue and Uncle Jim's lamb "Cuddles" in the Hereford heifer show. I'd also attended several regional shows as well as the Junior National Polled Hereford Show in Hutchinson as a spectator, watching from the sidelines and wishing I could show. But now, I was finally old enough to have my own heifer and enter the showing as a Hereford junior.

Now Grandpa wasn't a show jock, and to him he wasn't giving me a show heifer; he was giving me a female to help me build my future. She was to be the foundation of my cow herd that I would continue to build throughout my years in 4-H, FFA and Hereford youth programs.

Grandpa taught me the basics: Cinderella needed feed and water to survive, and if I wanted to be a seedstock producer, she needed to get bred and have a calf. If I had time to show her, that was OK,

but the key was getting that calf and expanding my herd.

Through the years, I've learned more about the basics of raising cattle. Everyone needs a good management, breeding and marketing program if he or she wants to be a successful seedstock or commercial producer. I've also learned it is important to keep abreast of new technologies that could help improve a program.

Great ways to learn about new techniques are reading magazines like the *Hereford World*, attending state and national conferences, and just taking time to visit with other cattle producers. I've always thought it was a good idea to take someone else's successful idea and tweak it to fit my program.

It's also important to realize not all new marketing options or management techniques are going to work for everyone. So take the time to investigate and to evaluate the pros and cons and then decide if these options or techniques are something you want to incorporate into your program.

In this issue

This month we revisit the basics of beef genetics, marketing and farm/ranch management. Then in each section, we build on the basics and explore "what's new."

On Page 50 you can read about expected progeny differences (EPDs) and the basics of genetic evaluation. In that section, we also take a look at Hereford \$Profit Indexes, the process of collecting ultrasound data

and the future of Hereford genetic evaluation.

Freelance writer Kindra Gordon has put together a management section starting on Page 82 that proves the difference between moving an operation from good to great is through management. Kindra explains management strategies that can enhance the productivity and profitability of your business's bottom line, including implementing herd health biosecurity, monitoring financial vital signs and improving farm family communication.

In the marketing section, which starts on Page 170, we evaluate the basics of a good marketing program and then take a look at two non-traditional marketing options — online and silent auctions.

Don't forget to utilize the *Hereford Handbook* and the *Hereford Register*. Both are full of valuable information to help you as a Hereford breeder.

We hope you enjoy this issue cover to cover.

Unfortunately, Grandpa passed away when I was in grade school and wasn't able to see the fun my sisters and I had showing cattle and participating in Hereford activities. But most of all, I wish he could have witnessed how we built our herds and how we developed a passion for the Hereford breed. I think he would have been proud.




Angie Stump Denton



Passing on a passion for Herefords. Just like I did, my son, Wesley, is learning about the basics of cattle production. Papa Stump (my dad) gave Wesley his first heifer in 2004. Pictured here is her second calf, Batman.