

The American Hereford Association (AHA) Board of Directors met in Kansas City, Mo., April 21-22. The following are highlights of the meeting:

Nominating committee

The 2009 nominating committee was approved including Mark Cooper, chairman, Willow Creek, Mont.; Steve Lambert, Oroville, Calif.; Tom Lane Jr., Atwood, Tenn.; Tim Sayre, Arenzille, Ill.; and Lee Haygood, Canadian, Texas.

The 2009 Annual Membership Meeting will be Monday, Nov. 2, in Kansas City. Weekend events prior to the meeting, including educational breeder forums, will be announced in future *Hereford World* issues.

Pan-American evaluation

The Pan-American Genetic Evaluation will officially proceed in July 2009. The run will be done once a year with the results released in the summer. Data from the Uruguay and Argentina Hereford Societies will be added once a year.

Circle A Ranch project

The goal of the Circle A Ranch project was to prove the value of heterosis. Jack Ward, AHA chief operating officer and director of breed improvement, reported that there was an additional \$14,000 data fee paid by the AHA but that there has already been a \$7,000 contribution to help to defray this cost. The final report on heifer pregnancy comparing the baldie females to the straight-Angus females reported a 7% advantage. Vern Pierce, University of Missouri associate professor of agricultural economics, published an economic advantage of more \$50 per head due to the heterosis effects on fertility. See Page 50 of this issue for more about the project.

Research foundation

The Hereford Youth Foundation of America (HYFA) board has given the AHA permission to fund research through the Foundation, as scientific research is one of its missions. A research oversight committee will be formed to oversee research project funding. Monies designated for research purposes will be handled in separate accounts within the Foundation.

Heifer calving rate, survivability research

Dan Moser, Kansas State University animal geneticist, reported his work on heifer calving rate should be completed by fall 2009. A technical paper will be written to educate breeders as to the definition and meaning of the trait.

A second report from Mike MacNeil, Fort Keogh Livestock and Range Research Laboratory, focused on survivability. MacNeil will be performing several test runs on sire data for the Board to review at the summer Board meeting.

Feed efficiency research

A proposal from Olsen Ranch was distributed concerning the possibility of adding a *GrowSafe* system to its feedlot. The system would be used to collect feed intake data on National Reference Sire Program (NRSP) cattle.

Abnormality marker discovered

It was reported that the hypotrichosis gene marker has been found in Hereford cattle. Hypotrichosis is a condition in Hereford calves that causes varying degrees of hairlessness. Commercialization of the test is under way.

Marketing update

Staff was directed to develop a business plan for multi-media video marketing opportunities. The first phase of this plan will be the development of 90-second breeder promotional videos that will be played during the Junior National Hereford Expo this summer in Tulsa.

The Board approved the policy that in publications produced by Hereford Publications Inc., the whole suite of expected progeny differences (EPDs) available should be published; there should be no selecting which ones to print and which ones to omit.

It was announced that Sara Faber, a new graduate from Oklahoma State University with a master's degree in communication, accepted the job as AHA marketing and shows coordinator (see Page 28).

Show and sale report

All AHA national sale animals must be DNA profiled through AHA's official DNA lab (Maxxam), and any added or late sale entries must be DNA profiled, samples must be collected on-site, and proceeds will be held until the results have been approved by the buyer.

There will be no changes in the measurements of cattle for the upcoming show season.

The 2010 National Western Stock Show National Hereford Show schedule in Denver has been amended. The bulls will show on Friday and the females on Saturday. This change may allow bulls to come out of the show and into the national sale.

The next Board meeting will be Aug. 2-5 in Santa Fe, N.M. **HW**