

Log On For Herefords

When looking for Hereford genetics, the first place to go is HerefordMarketplace.com.

by Angie Stump Denton

Producers looking for Hereford genetics can now go to one place to find what they need. At *HerefordMarketplace.com*, visitors have access to Hereford production sale and private-treaty sale catalogs, semen catalogs, feeder calf and commercial female listings, sale results, links to upcoming sale dates (Event Central), and *BuyHereford.com*.

Joe Rickabaugh, American Hereford Association (AHA) director of seedstock marketing and field staff, says, “When developing the Hereford Marketplace site, we wanted it to be the place people went when looking for Herefords. We wanted a page that would be ‘the source’ to find Hereford genetics.”

Hereford Marketplace is also easily accessible from any page on *Hereford.org*

by clicking on the “Marketplace” link at the top of the page.

Marketplace also includes links to Hereford Photoshop, *ShopHereford.com* and sale results.

A complement to Marketplace is Event Central, which is also listed on the top menu bar on all *Hereford.org* pages. Event Central includes a listing of all Hereford events and deadlines. Browsers can view Event Central in four ways — details, calendar, timeline and map. The menu on the left allows visitors to filter the events by clicking on event type and/or a certain state. For more about Event Central, see “*Hereford.org*” on Page 40.

Online sale catalogs

Visitors can view production sale and private-treaty sale catalogs at *HerefordMarketplace.com*. Catalogs are posted in three formats — PDF, flip and searchable-EPD (expected progeny difference) “data” format.

“When we are looking at a catalog online, we like to look at the flip style,” explains Tammy Boatman of JWR Land and Cattle Co., Dallas, Ga. “It gives us a ‘real-like feeling’ — like we are actually looking at a printed catalog. Then if we see something that catches our eye, we can zoom in to read it better.”

JWR hosts an annual production sale each May. Because the Boatmans and Rakestraws chose to have Creative Services produce their catalog, it was posted online in all three formats at no extra cost.

“We think all three options are great and have a purpose,” Tammy says. “The flip style gives people the more real feeling they get when actually looking at a printed catalog

The screenshot shows the Hereford Marketplace website interface. At the top, there's a navigation bar with links like 'Home', 'Marketplace', 'Event Central', etc. Below that, there are several sections for different types of sales:

- Production Sales:** A table listing sales with columns for Date, Name, and Lots. Example: 3/23/2010, S&D Producer Sale, 80 lots.
- Private Treaty Sales:** A table listing sales with columns for Name and Lots. Example: 5/12/2010, Williams Herefords, 15 lots.
- Feeder Cattle:** A table listing sales with columns for Head, Category, Avg. Wt., Ranch, State, Delivery, CHS Eligible, and Lot.
- Commercial Females:** A table listing sales with columns for Head, Category, Avg. Wt., Ranch, State, Delivery, and Lot.
- Sale Results:** A table listing results with columns for Date, Name, State, Region, Lots Sold, Gross, Avg. Bull, Avg. Female, and Avg. Example: 9/10/2010, Texas AB 300r Sale, TX, 71 lots, \$159,870 Gross.

There are also promotional banners for 'Standing the Best VIII' and '2010 AI Book'.

At *HerefordMarketplace.com*, visitors can find sale information on production sales, private treaty sales, commercial females and feeder calves as well as semen catalogs. Sale catalogs can be viewed in three ways: flip format, PDF or a searchable-EPD format. Marketplace also includes links to Hereford Photoshop, *ShopHereford.com* and sale results.

and lets them see how the catalog was actually laid out. For example, we lot our catalog by cow families or sires, so if it was a 2-page layout, they get the full effect of seeing the whole family.

"The PDF is great for people who didn't get the catalog in the mail and want to print it off themselves. We have one customer who prefers to not receive the catalog in the mail and wants to print the catalog himself from his computer. The PDF also comes in handy if the catalog you received in the mail gets wet, lost, or marked or torn by kids.

"The EPD-searchable style is great for people who are needing to improve a certain EPD in their herds. Like add more milk or add more growth. I would imagine a lot of bull buyers use this one more; after all, your bull is half your herd when it comes to breeding."

Hereford breeders who do their own catalog or utilize another organization to produce their catalog, can be listed on Marketplace at a low cost. They can choose to have their catalog posted in any of the three formats. As an added benefit, the catalogs will also be listed in the *Weekly Hereford Sales Digest* that is e-mailed to more than 5,000 subscribers during sale season.

Online catalog rates are:


- **PDF version** — \$200 – Customer will provide a low resolution PDF to post to the site.
- **Data version** — \$2 per lot or \$5 per lot if Creative Services staff provides the data entry. The data will need to be submitted on an Excel template that can be downloaded at Hereford.org/content/online-creative-services.
- **Flip Version** — \$250 – Customer provides a low resolution PDF*.
- **All three options** — \$500 for 100 lots or less, \$600 for more than 100 lots.

*Note if the PDF file is not optimized or if the flip generator determines

errors, it is the customer's responsibility to fix the errors and resubmit a new PDF. If the Creative Service team incurs additional hours due to technical issues, those hours will be billable at \$40/hour.

Sale catalogs can be viewed in three ways: flip format, PDF or a searchable-EPD format.




 = Flip format



 = PDF format



 = searchable-EPD format

For more information about getting a catalog listed on HerefordMarketplace.com, contact your field representative or Caryn Vaught at cvaught@hereford.org or 816-842-3757.

Feeder cattle, commercial females

With the development of the Hereford Marketplace Web site, it was decided to incorporate the feeder calf and commercial female listings that were previously included on HerfNet.com.

The feeder cattle and commercial female listings are not an online auction. There are no fees, commissions or obligations imposed upon the buyer or the seller. The listing's purpose is to provide buyers with contact names and phone numbers to negotiate directly with the seller or his/her representative.

The service is open to all Hereford and Hereford-influenced feeder cattle and commercial female producers. Producers and/or their representatives can list cattle by completing an online form or by calling the toll-free number (866-437-3638). Note: AHA does not validate the accuracy of any cattle descriptions listed on Hereford Marketplace.

The feeder calf and commercial female listings on Hereford Marketplace are open to all cattlemen, regardless of their AHA affiliation.

Newly received listings should appear on the Web site within two business days. In addition to the online listing, feeder calf information is faxed to select Certified Hereford Beef feedlots. If you would like to receive this fax, please contact Heidi Tribbett, Hereford Verified and Hereford Marketplace specialist, at 866-437-3638. **HW**