

Register Now for Hereford Genetic Summit



Jack Ward

Sept. 4-5 the American Hereford Association (AHA) will host the Hereford Genetic Summit. Attendees will have the opportunity to hear from some of the beef industry's best minds on a variety of topics including what is driving consumer demand, the economic drivers in the beef industry, how Hereford fits in the commercial cow herd and feedlot, and what is the role of the seedstock producer.

This event will be facilitated by Kevin Ochsner. You can get details on the speakers and agenda and sign up for the Summit online at HerefordGeneticSummit.com.

placed throughout all regions of the U.S. This information validates the fact that Hereford cattle are well adapted in various environments.

The survey showed producers are still targeting calving ease (CE) and disposition as areas for improvement in the cow herd, but it was interesting to see efficiency, fertility, udder quality, end product and moderate mature size are all on the radar for improvement. And when Hereford bulls are used in these herds, all of these traits are important but producers feel Hereford can really impact efficiency favorably.

Second, it looks like Hereford bulls will see similar demand as in the most recent past and

Angus demand will actually see a slight decrease in demand. As buyers make bull selections, they will require that the bulls are fertility tested and then will buy bulls that are favorable for CE and disposition, choices which follow the traits of interest that target the cow herd. Other factors that will influence bull selection include favorable EPDs (expected progeny difference) for growth and end product.

Of course, price will be an issue; the reputation and support of the seedstock breeder will have an influence, and one of the biggest changes from

the past is that bull buyers will be using profit (\$) indexes and want genomic-enhanced EPDs.

All of these things favor Hereford, and during our recent visit to Simplot Livestock Co., Grandview, Idaho, Dr. Randall Raymond, Simplot Livestock director of research and veterinary services, commented that Simplot staff members have been pleased to have access from Hereford to the kind of data they need to make informed decisions. Hereford genetics play a very solid role in the makeup of the commercial industry in the U.S., and it will be important that seedstock providers continue to make breeding decisions based on the needs of the commercial breeders within their areas.

The bottom line to the survey is that we need to continue to work at the AHA to provide Hereford breeders the tools to make the progress needed, and the Hereford Genetic Summit will allow you to hear from industry leaders about how we should continue moving forward. It is our hope that the Summit will stimulate dialog and that all of us will learn how to keep Hereford in the minds of the beef industry at all levels of the production chain. **HW**

HEREFORD GENETIC SUMMIT

Get on Board, Navigate Your Future

Included in this day-and-a-half seminar will be some great social activities including a Hereford tailgate party, where attendees can catch up and share stories with friends and fellow breeders.

To help plan the event, the AHA conducted a survey through MarketSense Inc., to canvas commercial cow-calf producers throughout the U.S. to see what traits are important to them and how Hereford will fit that demand.

First, we found that Hereford cows were the base for 27% of cattlemen who participated and that distribution was evenly