

AHA Hosts Simplot Cookout

In 2011 the American Hereford Association (AHA) and Simplot Livestock Co. partnered on a research project to document the benefits of using calving-ease Hereford sires in a large-scale predominately Angus heifer program.

Calving ease and calf vigor are two significant traits in the cattle industry. A live calf that is born unassisted and gets up and nurses right away is important in any calving environment but is critical in a heifer program.

This year marks the third breeding season AHA has worked with Simplot. In addition to ranches in several northwest U.S. states, Simplot is also one of the largest cattle feeders in that region. Calves in the project have been followed through every phase of development to slaughter to gather economic data.

On Wednesday, April 23, AHA hosted a cookout for Simplot staff to thank them for their help with the research project. Attendees included the cowboys who work day-to-day with the research cattle, plus administrative staff and those who assist with data collection. **HW**



AHA staff and Board members served Certified Hereford Beef (CHB®) steak sandwiches to more than 20 Simplot staff members.



Jack Ward, AHA chief operating officer and director of breed improvement, handed out a project update and shared with the attendees how Hereford is using the data collected.



AHA Director Sam Shaw (left) looks over recent research results with Ward and Dr. Randall Raymond, Simplot Livestock director of research and veterinary services.



Craig Huffhines, AHA executive vice president, welcomed the Simplot staff and thanked them for their help with the project. Staff members also shared their insight and thoughts about incorporating Hereford genetics.



Cooking up the steaks was Keith Pearce, manager of Simplot's Pasco, Wash., feedlot.