

The American Dream



Shane Bedwell

The Fourth of July is one of my favorite holidays every year. What's not to love about great fellowship, barbecue and an amazing fireworks show? This tradition that takes place each year was made possible by our "Founding Fathers" that signed the Declaration of Independence, proclaiming freedom from Great Britain.

This independence had to be defended, and through loyal patriots giving it all during the Revolutionary War, the United States of America was born. Along with this birth came the American flag — the red, white and blue — the symbol of strength and unity for our country and something all Americans should be inspired by and have a deep sense of pride for.

A lot has surely taken place since 1776, and as cattlemen you have seen some dramatic changes in type and what is considered the ideal, not to mention the evolution of expected progeny differences (EPDs) that were made possible through performance testing and now on to a genomic era that is giving us the most accurate information on potential sires and dams as genomic-enhanced (GE-) EPDs.

This progress, along with artificial insemination (AI) and embryo transfer (ET), has allowed breeders to capitalize on superior genetics. We're in a beef business that wants it all, and because of these technology advancements, whether you're a small or a big operation, you can succeed. Really, it's the American dream.

But ultimately it's the consumer that drives the bottom line, whether it's a grocery store selling Certified Hereford Beef (CHB®), your longtime bull customer at the annual sale or a feedlot that bought a load of Hereford feeder steers, they want it all. In each one of these cases, the customer is looking for the best product available at an affordable price, and if you can pass on a profit to that individual and create a desirable experience, you'll have a customer for a lifetime.

In knowing this basic marketing strategy and realizing that the commercial cow herd holds the key to success for future growth, the American Hereford Association (AHA) recognizes the opportunity to provide service to you as seedstock producers.

Hereford breeders, as well as the AHA, must focus past the bull sale and provide customer service and tools to those producers to help market their product. Not only will these tools help commercial producers market their product, but they will also help Hereford breeders build brand recognition for their product.

\$CHB Program

On the next page you will find information on the \$CHB Program. This program can serve as a marketing tool for both you and your customers. What I like about it is that it's market driven by genetic improvement. There is no denying the strides Hereford has made in



terms of performance and end-product merit. These, along with the conversion advantage that Hereford has in the feedlot, should allow you as breeders to capitalize on this program.

What we need from you is to share this information with your customer base and to return the form to us. We will then look up the bull battery of your commercial customer and simply average his \$CHB index. If his bull battery falls into the top 20% of the breed for \$CHB, that operation will be recognized with the logo.

This information, along with the producer's feeder cattle's weight, vaccination, weaning information, etc. will be e-mailed to our growing list of feedlot buyers. Likewise, this information will be available for customers to use at local sale barns and video auctions. In order for this program to work, you as seedstock breeders must transfer ownership of the bulls to your customers. This transfer will be the only way that we can verify that the commercial producer owns them.

This program will be a great way to assist cattlemen who are spending top dollar at sales for progressive genetics but will also help educate additional buyers on the reasons to include this type of genetics in their herd.

So as your neighbors gather around the grill for another celebration of America's independence, share your story and commitment to the Hereford breed and let them know about this program that can add value to their cattle. This form can be found at HerefordFeederCattle.com. **HW**



To qualify for the
\$CHB Program,
the following requirements must be met:

- Sired by registered Hereford bulls with transferred ownership.
- Hereford bull battery avg. \$CHB index* value ranking in top 20%.

| Percentile | \$CHB |
|------------|-------|
| Top Value | 50 |
| Top 1% | 36 |
| Top 5% | 32 |
| Top 10% | 30 |
| Top 15% | 29 |
| Top 20% | 28 |
| Top 25% | 27 |
| Top 30% | 26 |
| Top 35% | 25 |
| Top 40% | 25 |

* Certified Hereford Beef Index (\$CHB): This is a terminal sire index that is built on a production system where Hereford bulls are used on British-cross cows with a focus on gain and end product merit.

Please select all that apply from the following options:**

- If cattle meet required \$CHB threshold, distribute information.
- Distribute information, regardless of \$CHB ranking.
- Return results to producer for internal use only.

**Information form with EPD rankings will be returned to producer, regardless of distribution preference. If the producer chooses, this form will be distributed to a growing list of cattle feeders and will be listed on HEREFORDFEEDERCATTLE.COM

For questions or interest in the program, please contact Trey Befort at the American Hereford Association, 816-842-3757. You can also visit herefordfeedercattle.com to download the form.

