

\$CHB Program Identifies and Promotes High-Quality Feeder Cattle



The American Hereford Association (AHA) is seeking to identify and promote high-quality groups of Hereford and Hereford-influenced feeder cattle to a growing number of reputable buyers.

“As a growing number of commercial producers realize the benefits of incorporating Hereford genetics into their

operations, the AHA recognizes the opportunity to provide service to those producers,” says Trey Befort, AHA director of commercial programs.

He says 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. These tools will

not only help the commercial producer market their calves, but will also help the Hereford breeder build brand recognition for their product.

The AHA has developed a tool for interested producers to utilize through the \$CHB Program. This free tool consists of a simple feeder cattle information form, available through the AHA, that producers can complete and return.

Along with many other fields, this form requires Hereford bull registration numbers, with transferred ownership, that sired the calf crop. Group average expected progeny differences (EPDs) are then determined and include: Yearling Weight (YW), Carcass Weight (CW), Marbling (MARB), Ribeye Area (REA) and Certified Hereford Beef Index (\$CHB). Because single trait selection has a negative effect on the development and improvement of the breed, the focus of this program will be put on the \$CHB index.

Once the bull battery is verified to the producer who submitted the form and the group average \$CHB rank is in the top 20% of the Hereford breed is proven, the information is distributed to a list of reputable potential buyers. Additionally, this information can be provided to marketing representatives (i.e. video market reps, sale barn managers, etc.) at the producer's discretion.

Cattle that reach the top 20% \$CHB threshold will also be given the opportunity to utilize the \$CHB logo on whatever marketing documents and channels available.

“The ability to promote the program logo ties right back into brand recognition and buyers associating that with quality and reputation,” Befort says.

For questions or interest in the program please contact Trey Befort at the AHA at 816-842-3757. The \$CHB Program form is included on this page or can be downloaded at HerefordFeederCattle.com. **HW**



Feeder Cattle Information

Seller/Ranch Name: _____

Contact Person: _____ **Phone #:** _____ **Email:** _____

Cattle Location: _____

ORIGIN:

Home Raised Purchased Purchased date: _____ Purchase location: _____

Head: _____ **Sex:** _____ **Weight:** _____

Cow Herd (breed type & #): _____

Bull Battery (breed type & #): _____

Hereford Bull Registration Numbers: _____

Non-Hereford Bull Registration Numbers: _____

% Hereford Calves: _____ **% Baldy Calves:** _____ **% Other:** _____

Weaning Date: _____ **Bunk Broke:** Yes No

HEIFERS:

Spayed: Yes No **Preg. Checked Open:** Yes No **Bangs Vac.** Yes No

Castrated: Yes No **Horns:** Yes No

Frame: Small Medium Large

Flesh: Thin Light Medium Medium Heavy Medium

Estimated Weight Variance: Even Uneven Very Uneven

Implanted: Yes No Not Since Purchase

Implant Kind: _____ **Implant Date(s):** _____

Feed/Nutrition Plan: _____

Vaccination Program: _____

Wormed: Yes No **Wormer Used:** _____

Marketing Method:

Live Auction Video Auction Private Treaty Sale Retained Ownership

Sale Date: _____ **Sale Location:** _____

Sale Representative: _____

Weigh-Up Conditions:

A.M. P.M. % Shrink _____ On: Ground Truck

Weigh-Up Notes: _____

Additional Notes/Comments: _____

Please complete form and submit to AHA at least two (2) weeks before sale date.

American Hereford Assn.
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