

AHA to Launch New Ad Campaign:

HEREFORDS. Accountable. Predictable. Profitable. Sustainable.

A new American Hereford Association (AHA) ad campaign will launch this fall. The campaign will include three ads focused on how Herefords are accountable, predictable, profitable and sustainable. Each ad targets

a segment of the industry — commercial cow-calf, feedlot and consumer — sharing a message of Hereford relevance to its personal business model.

The first ad released features Jess Herbers of Goose Creek Valley Farms, Montvale, Va. Copy in the

ad touts: “There’s a reason a tried and true black baldie is the most favored cow in America’s cow herd. She’s accountable, predictable, profitable and sustainable. Her calf and her steer mates are in demand, regardless of end point.”

All three print ads will have digital ads and videos to support and complement the message. In the first video, Herbers discusses the value of Hereford genetics to his commercial cow herd. Goose Creek Valley was AHA’s nomination for the Beef Improvement Federation (BIF) commercial producer of the year award.

Materials to support the message, including links to the video, are posted at Hereford.org.

AHA is also partnering with the American Brahman Breeders Association to develop a new tigerstripe female ad that promotes the value of the Hereford-Brahman cross.

State associations and breeders can utilize the ads in local and state publications or sale catalogs. To download AHA ads in three different sizes and color or black-and-white, visit HerefordResource.com. You can request a password by e-mailing adenton@hereford.org. **HW**

He wants it all.

There's a reason a tried and true black baldie is the most favored cow in America's cow herd. She's accountable, predictable, profitable and sustainable. Her calf and her steer mates are in demand, regardless of end point.

19th Hereford of the Year, Jess Herbers shares the value of Hereford genetics to his Goose Creek Valley Farms commercial cow herd. The Montvale, Virginia, rancher was named the 2014 Commercial Producer of the Year.

The stakes have never been higher to raise value and efficiency throughout the production system. In the past decade, Hereford has documented dramatic improvements in calving ease, weaning and yearling performance and end product yield.*

Reduce your risk. Improve your opportunity for profitability.

You want it all in your beef operation? Then take it.

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* The Spring 2014 Hereford Purebred American Cattle Breeder's Association (ACA) also reports consistent improvement in end point of carcass separation from 2010 to 2014. All carcass yield, yield at 10% reduction in dress weight, 20% improvement in weaning and yearling performance, and 20% improvement in end product yield. (Source: aca.com, 2014)