



miss out on a chance to collect valuable performance data.

Breeders who decide to utilize the CHB program as a marketing option can do so easily. The first step is to contact Williams to discuss marketing options. Don Weaver of Weaver Ranch, Big Sandy, Mont., found out just how simple working with the program can be when he sold his weaned steers and heifers through the CHB program this year.

"We have all Hereford or Hereford-Angus cross calves, and we've known about the CHB program but never used it until this year," Weaver says. "I just called Jim Williams and told him what we had for sale, and he came up with a buyer. It's very simple and we'll likely do it again."

Weaver, who markets 160-180 calves a year, says everything was done over the phone and no extra work was necessary on his part as compared to a more traditional marketing option, such as a local sale barn. His steers were marketed through a video auction, and the heifers were sold directly off the ranch. Weaver's calves will be tracked through electronic identification, and he's

very pleased with the idea of receiving carcass data on this year's calf crop — an added bonus from working with CHB and Williams.

CHB eligibility

Producers of any size from any state can market calves through the CHB program. To be eligible for the program, cattle must be 100% English and at least 50% Hereford. Additionally, calves are required to have an at least 51% whiteface.

CHB cattle are purchased in a number of ways, but contacting Williams is crucial to successfully marketing CHB-eligible calves. Once a producer has discussed his feeders with Williams, they can then be marketed via sale barns or video auctions, directly off the ranch, or through CHB-sponsored sales.

Since feedlots need cattle that will finish throughout the year, CHB feeders look for cattle all over the country in every weight

category. Buying from diverse areas gives them the advantage of different time frames with different end points. Williams adds that they have the hardest time locating fall calves to put on feed in the spring, so producers who fit that niche are in demand.

When looking for cattle, Williams notes that he and CHB feeders, like all other buyers, prefer calves with some backgrounding. Weaning and vaccinating calves along with providing age and source verification will enhance the value of all classes of feeder cattle, making them more attractive to CHB feeders and more likely to earn a premium at sale time.

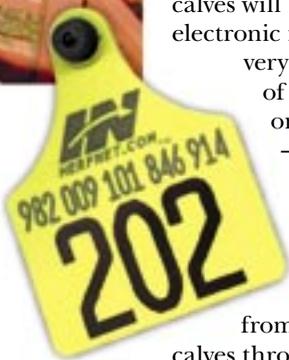
Although CHB buyers look for 50,000-lb. load lots, smaller breeders can still make use of the program by commingling calves with other producers, selling directly to a CHB feedlot that can sort calves into larger groups or consigning to CHB-sponsored feeder calf auctions. Again, contacting Williams is the first step in determining the best option for your operation.

Producers may also enroll their cattle in Hereford Verified or list them on HerfNet. Hereford Verified offers an electronic ID option that enables breeders to receive a premium for each feeder calf that qualifies as Certified Hereford Beef and the opportunity to gather carcass data on cattle that go through the program. HerfNet is a means for CHB feeders to find and purchase CHB-eligible cattle directly from producers who have listed their cattle.

The No. 1 thing Williams hopes producers will remember is that the CHB program is available as a marketing tool for their benefit; however, individual producers must make the effort in order to gain anything from its existence. "Take advantage of CHB," Williams says. "If you have the will to do it, it can be great for you."

More information on CHB LLC, Hereford Verified or HerfNet can be found on the American Hereford Association's Web site, *Hereford.org*, or by contacting the AHA. Jim Williams may be reached at (308) 222-0170.

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Making CHB Work for You

Ways to add value to Hereford-influenced feeder cattle.

by Megan Galloway

Feeder calves are the basis of the beef industry and are an important part of every cattle operation. For commercial cattlemen, feeder steers and heifers are often the main income source, and their value goes hand in hand with the operation's financial success or failure.

Even purebred producers have a selection of bulls or heifers that don't meet their standards and, consequently, end up as feeders that must be dealt with at weaning in one way or another. Figuring out the optimal marketing plan for any feeder calf can be a challenge.

Working with Certified Hereford Beef (CHB) LLC staff is a potential solution for both classes of producers and can be your best friend when it comes time to sell those Hereford or Hereford-influenced feeder calves. No matter the size or the focus of the operation, the CHB program can be a viable alternative to your traditional method of selling feeders.

Taking the initiative

Jim Williams, CHB LLC vice president of supply, says the key to making the CHB

program work for you is initiative. "Producers need to take the initiative to make CHB aware of what and when they are selling if they want to take advantage of the CHB program," he says.

Williams points out that cattle sold through traditional venues can end up in the CHB program without producers realizing it. Those cattle represent a lost opportunity for breeders as someone else will benefit financially from the CHB premiums, and the breeder will



Superior hosts largest video sale: Herefords command added value

Superior Livestock Auction hosted its Week In The Rockies XIV video auction July 9-14 in Steamboat Springs, Colo. The company's largest auction in history included 325,000 head consigned by 1,370 producers from 27 states.

Results of the auction confirm demand for Hereford feeders continues to increase. All cattle eligible for the Certified Hereford Beef (CHB) program were denoted as such with the CHB® logo appearing on the screen.

Perkins-Prothro Ranch, Boise City, Okla.; Matador Ranch, Guthrie, Texas; and Craig Pelton, Dunn Center, N.D., sold Hereford-influenced cattle that topped

the sale in each of their weight classes and regions. The Herefords overall averaged \$2.05/hundredweight (cwt.) above the average for their respective weight classes.

Some groups of heifers were purchased as replacement heifers, selling for \$8.70/cwt. over the average. The highest steers over the average sold for \$8.75/cwt. over the average and went to a CHB-participating feeder. These auction-topping steers from Texas had been weaned 45 days and were the product of a great health program.

Jim Williams, CHB LLC vice president of supply, congratulates consigners for a successful sale and thanks the producers who took the step to add value to their cattle by working with Williams and CHB-participating feeders prior to the sale. HW