

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for Hereford eNews, a weekly electronic newsletter from the American Hereford Association (AHA). Send an e-mail to eNews@hereford.org to subscribe. Archived issues are posted at Hereford.org.

Submit data by Nov. 1 for spring analysis

All data need to be submitted prior to Nov. 1 in order to be included in the next genetic evaluation. The AHA performance department requests all breeders submit cow weights and body condition scores when sending weaning weights.

These weights and scores are imperative to the development of longevity and fertility genetic selection traits.

Consign calves to Greater Midwest Certified Hereford Feeder Calf Sale

Oct. 15 is the registration deadline to consign calves to the second Greater Midwest Certified Hereford Feeder Calf Sale on Dec. 4 in Carthage, Ill.

To be part of this large offering, all steer and heifer calves need to be at least 50% Hereford, age verifiable,

preconditioned, castrated, dehorned, weaned and bunk broke. All calves will be tagged with Hereford Verified ear tags and sorted into load sizes by weight, type and sex. The sale cost is \$17 per head, and all calves must be pre-conditioned under the Merial SUREHEALTH program.

If you have one, 10 or 100 calves to sell, the Greater Midwest Certified Hereford Feeder Calf Sale is a marketing outlet for you.

CHB® now served on Country Club Plaza

You deserve a great steak while you are in Kansas City! Plan to visit Kansas City's famous Country Club Plaza and enjoy some Certified Hereford Beef (CHB®) when you are in town for the American Royal and events surrounding the Annual Meeting. In September the Intercontinental Hotel

on the Plaza started featuring CHB in The Oak Room and on its room service menu.

The hotel's food management team has been looking for a way to separate its beef selections from some of the mundane steak eating experiences offered in the Kansas City area. After a presentation by Reinhart FoodService and CHB LLC staff, the management team decided to offer its guests the best and turned to CHB's rock solid history of genetics, performance and palatability, coupled with hometown representation.

The Intercontinental Hotel on the Country Club Plaza is located at 401 Ward Parkway, Kansas City, MO 64112. To contact the hotel, call (816) 756-1500.

New Mexico supermarket offers CHB

This summer, John Brooks Supermarket in New Mexico added Certified Hereford Beef (CHB) Choice to its fresh meat cases. Breck Stewart, general manager of John Brooks Supermarket, along with his 10 meat department managers, made the decision to make the switch to CHB because of its good quality and good value.

"We have been looking for a beef product which would single us out as the absolute best meat market in the area, and Certified Hereford Beef puts us leagues beyond that," says Stewart. "Not only do we get the backing of local New Mexico Hereford producers, we also have the guarantee to provide incredible beef which will prove itself on our customers' family tables and backyard grills."

John Brooks Supermarket was founded in New Mexico and has always strived to bring the highest quality and largest selection of food items from local and top suppliers. The stores' fresh fruits and vegetables come straight from the farm and their milk and cheeses come from local dairies, so the freshness and quality is guaranteed.

While many stores have switched to pre-cut and prepackaged meats, John Brooks chooses to maintain the "personal touch" by employing

experienced onsite meat managers who can assist customers by cutting the product to individual tastes and specifications or by answering questions. The departments continue to offer the freshest meat products free of chemical tenderizing agents and other additives common in prepackaged meats.

For more information on John Brooks or store locations, visit www.johnbrooksfoods.com.

Take Me Back to Tulsa

The 2009 Junior National Hereford Expo will be July 4-11, 2009, at the Expo Square, Tulsa, Okla. Look for more information in upcoming *Hereford World* issues.

Hotel information:

•Doubletree Hotel Tulsa at Warren Place (headquarters)

6110 S. Yale Ave.

Tulsa, OK 74136

800-222-1317

Room rate: \$99

Ask for AHA Junior National Hereford Expo room block.

•Embassy Suites Hotel Tulsa

918-622-4000 or 1-800-Embassy

Room rate: \$109

Ask for reservation code JAH

Bloodtyping service discontinues in 2009

Starting Jan. 1, 2009, bloodtyping for parentage verification will no longer be available. If you have a sire or embryo transfer (ET) donor dam that has been permitted through bloodtyping, progeny can still be registered. However, if some of these sires' and dams' progeny need to be permitted, it will need to be done using DNA.

Breeders with sires or ET donor dams that have been bloodtyped will need to have a straw of semen or DNA sample sent to Maxxam Analytics Inc. for a DNA profile. This process will allow you to permit progeny from these sires and dams in the future. If you have questions, please contact Jack Ward at jward@hereford.org. **HW**

Landers joins AHA, Hereford World Staff as field rep

Levi Landers, Ord, Neb., has joined the Hereford team as the North Central region field representative.

In this position, Landers will attend Hereford sales and events as well as assist breeders with marketing and genetic selection. He will also assist in educating members and commercial producers about AHA programs and other beef industry opportunities.

He will serve as the communication link between the AHA and breeders in Kansas, Minnesota, Nebraska, North Dakota and South Dakota.

"We are extremely pleased to be able to hire an experienced and talented individual like Levi as the North Central field representative," says Joe Rickabaugh, AHA director of field management and seedstock marketing. "Levi brings to our team four years of experience selling advertising and working sales as a field rep for *Western Livestock Reporter*. He will be an excellent addition to our field staff."

Landers has been involved in the beef industry since birth. His family has a farming and ranching operation near Ord. He graduated from Oklahoma Panhandle State University with a bachelor's degree in animal science.

Since graduation he has been involved in the beef industry as well as sales and marketing. He spent a short time managing a feedlot and then managed a True Value store before joining the *Western Livestock Reporter* staff as field editor. In that role he was responsible for advertising sales and management of a three-state region. In addition, he provided advertising counsel for beef producers in all breeds and represented the publication at seedstock sales by providing ring service.

Landers and his wife, Julie, have four boys — Cage, Casey, Tanner and Ty. **HW**



Levi Landers