

New Ad Campaign Released

This month the American Hereford Association (AHA) released its new national ad campaign developed to promote the value of Hereford genetics in the commercial industry.

Based on results from the *Drovers-Vance* Publishing survey, the Association has developed a three-ad series focusing on “Hereford — gentle bulls making black better.”

The three ads are “This bull jumps heifer value, not fences,” “This bull produces better mamas, not headaches,” and “This bull pushes weaning weights, not pickup doors.”

Utilizing data from the Circle A Ranch and Harris Ranch heterosis projects, the new ads tout the value of Hereford-sired females’ fertility and the added pounds at weaning when using Hereford bulls on Angus-sired females.

The Association also partnered with the American Brahman Breeders Association to develop a tigerstripe female ad that promotes the value of the Hereford-Brahman cross. This ad will be placed in state and regional publications in the South. See Page 7 to view the ad.

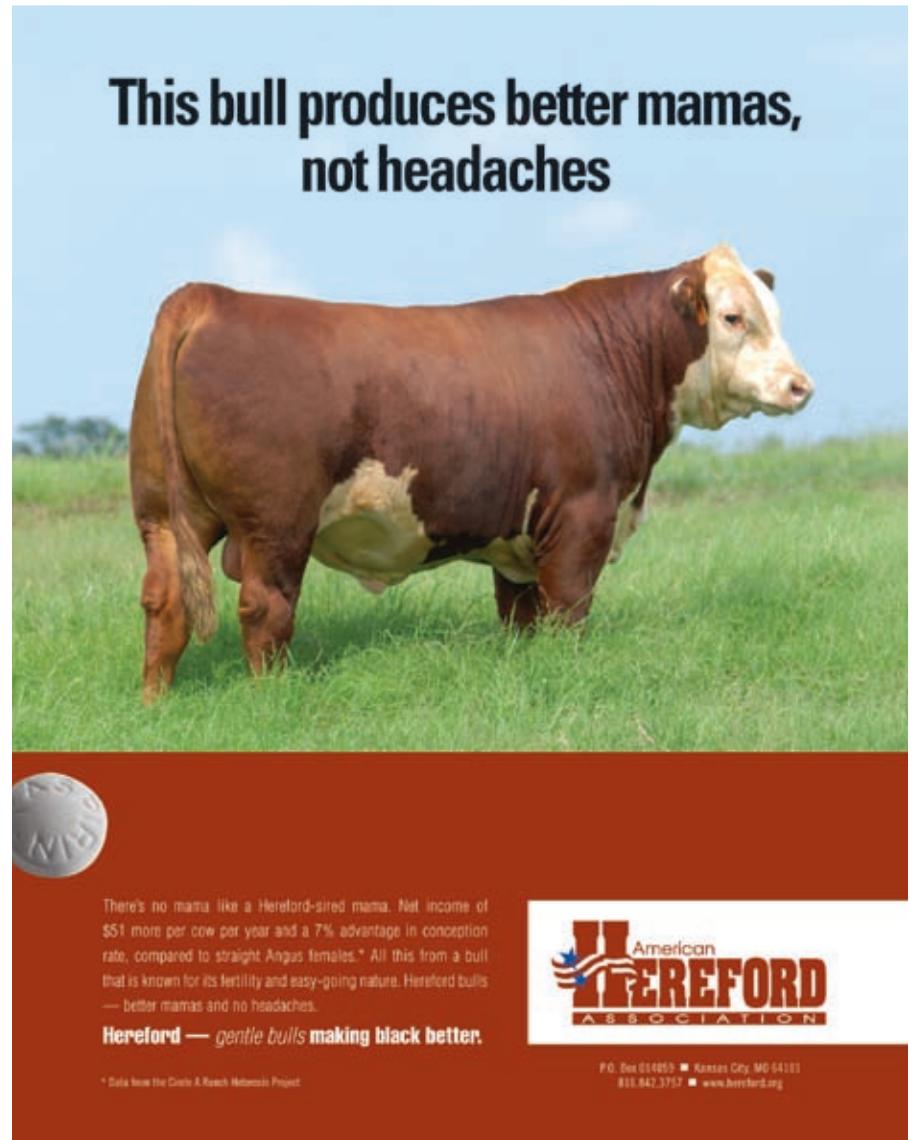
With McCormick Co., an advertising and public relations agency, a focused media plan has been developed. The national ads will be placed in more than a dozen publications selected for their effectiveness in reaching target populations of commercial cattlemen.

AHA staff invites state associations and breeders to utilize the campaign in local publications. The ads will be available in three size formats in color or black and white. The ads can be accessed at *HerefordResource.com*, and DVDs with the ads will be available at the annual meeting in Kansas City.

This year AHA is also investing in Web advertising by placing ads on *CattleNetwork* and *Cow-Calf Weekly* e-newsletters.

The Association has also budgeted funds to work with the National Association of Farm Broadcasters (NAFB) to distribute radio releases about the Hereford breed.

For more information, contact Angie Stump Denton, AHA director of communications, at 785-363-7263 or adenton@hereford.org. **HW**



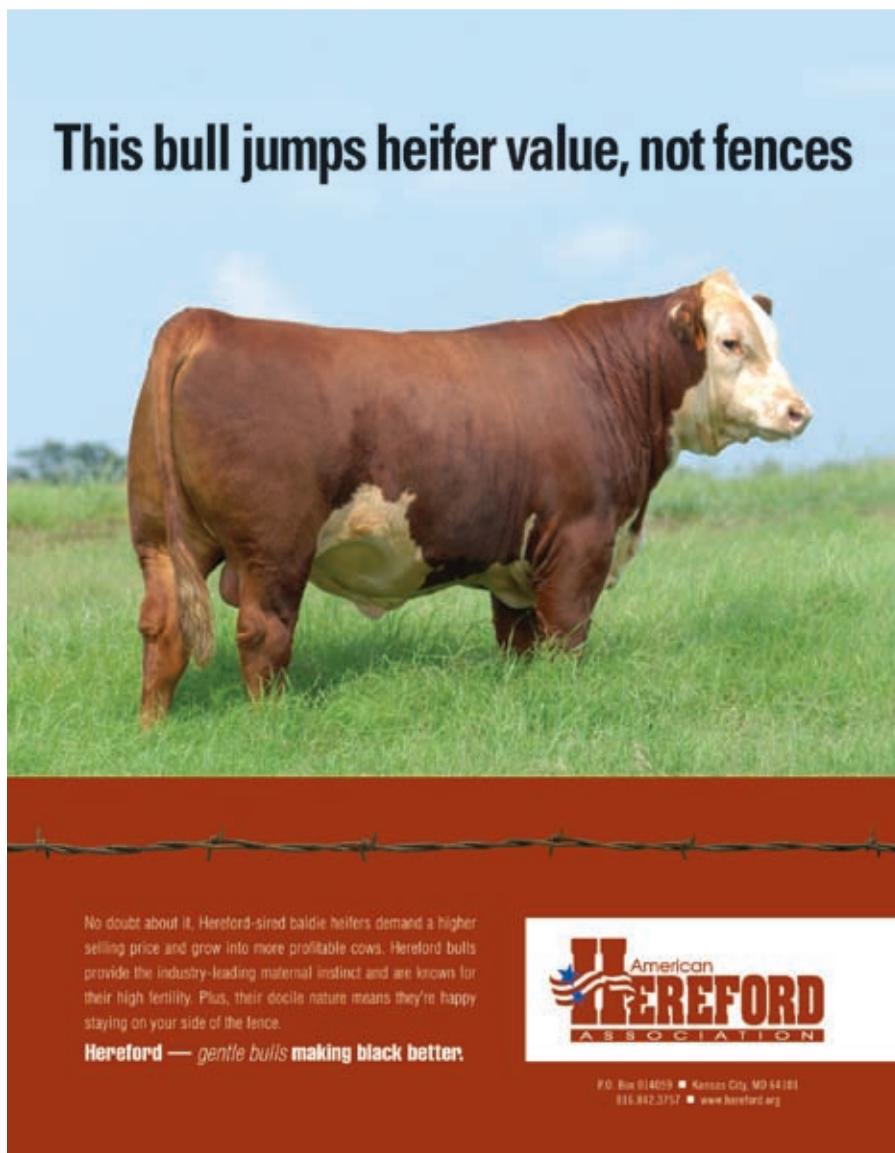
This bull produces better mamas, not headaches

There's no mama like a Hereford-sired mama. Net income of \$51 more per cow per year and a 7% advantage in conception rate, compared to straight Angus females.* All this from a bull that is known for its fertility and easy-going nature. Hereford bulls — better mamas and no headaches.

Hereford — gentle bulls making black better.

* Data from the Circle A Ranch Heterosis Project

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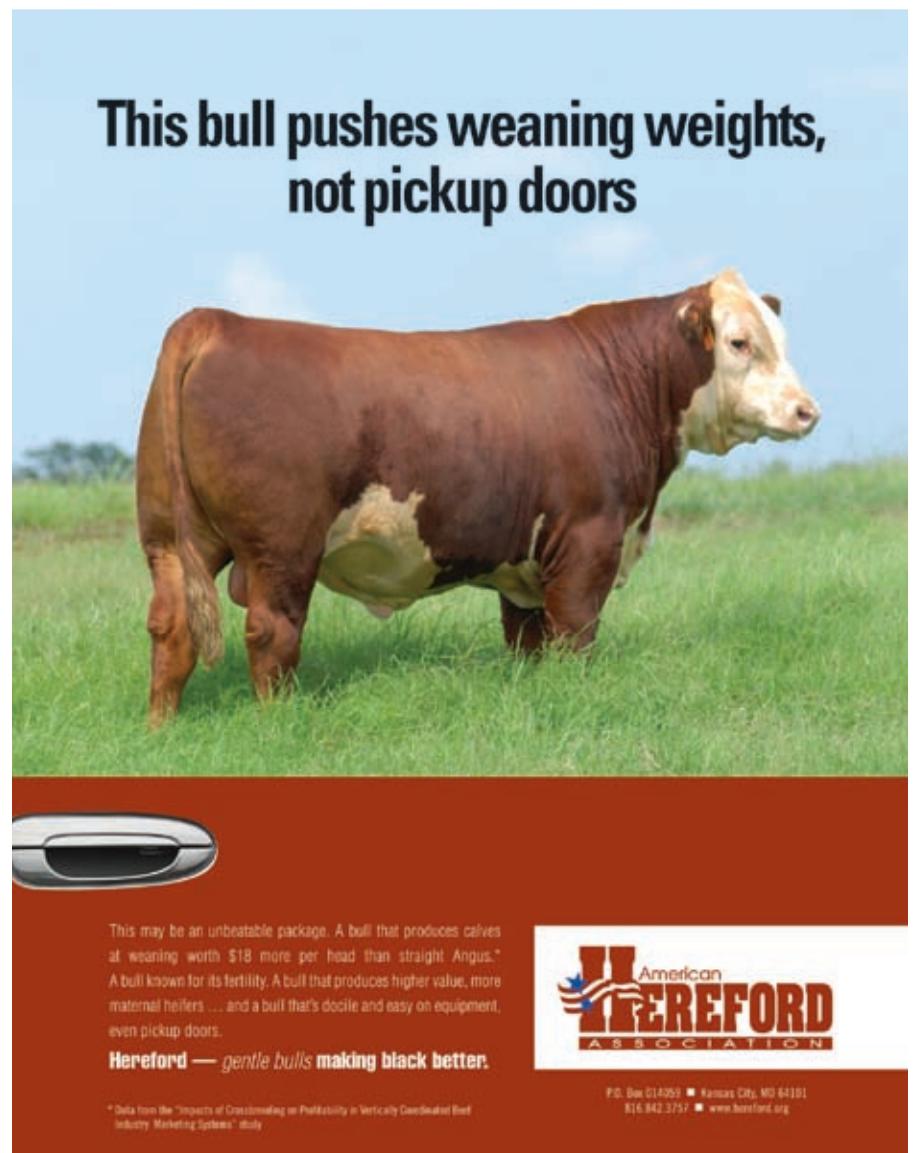


This bull jumps heifer value, not fences

No doubt about it, Hereford-sired baldie heifers demand a higher selling price and grow into more profitable cows. Hereford bulls provide the industry-leading maternal instinct and are known for their high fertility. Plus, their docile nature means they're happy staying on your side of the fence.

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This bull pushes weaning weights, not pickup doors

This may be an unbeatable package. A bull that produces calves at weaning worth \$18 more per head than straight Angus.* A bull known for its fertility. A bull that produces higher value, more maternal heifers ... and a bull that's docile and easy on equipment, even pickup doors.

Hereford — gentle bulls making black better.

* Data from the "Impacts of Crossbreeding on Profitability in Vertically Coordinated Beef Industry Marketing Systems" study

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