



## Stay Dedicated to What's in Demand

The U.S. Department of Agriculture's (USDA) July 1 midyear cattle-inventory report indicates that the rate of expansion for the U.S. cow herd is on a very fast pace. Cow slaughter is down for more than a year, and more replacements are being retained.

This year's USDA midyear report confirms that more heifers are being retained. Reports show that compared to 2012, beef replacement heifers are up more than 16%, making this the largest growth for a couple of decades. Obviously, no one knows for sure how far this trend can go, but it will depend mostly on how much demand there will be for beef cattle, both domestic and international.

One thing will be certain, this expansion will allow beef producers to change an approach to breeding systems and will allow for good, well-documented cattle to be in demand. With the risk of high prices for all inputs, there is no room for

mistakes. As we found in our most recent cow-calf commercial survey, most producers rely heavily on their seedstock suppliers to make the right decisions for them when it comes to genetics.

This opportunity for the Hereford breed is exciting and can allow us to continue to build demand for Hereford cattle, but the challenge will be for producers to continue to build breeding programs that are backed by sound breeding decisions and continue to put pressure on economically relevant traits (ERT) of importance such as CE (calving ease), growth, disposition, efficiency, end product and fertility. The American Hereford Association (AHA) is committed to providing the tools for the cattlemen to make these decisions.

"He wants it all," is the new tag line for the AHA national ad campaign, and as the growth of the cow herd begins and the margins get tighter,

it will be important for the seedstock industry to be committed to making the right breeding decisions.

As we position ourselves for the herd expansion, stay dedicated to good data collection, use all tools for selection decisions and let's continue to provide the commercial industry the cattle that will encourage demand for beef both domestically and internationally.

### Annual Meeting

We are excited to once again welcome our Hereford breeders and friends to Kansas City, Mo., for the AHA Annual Meeting and the National Hereford Show during the American Royal, Oct. 30 to Nov. 1.

We invite you to attend the educational forum, which will kick off our Hereford activities for the weekend. Don't miss this chance to learn the latest on the new Hereford traits, a review of genetic evaluations and tips for scoring udders.

Join us Friday night to "Celebrate the Brand at 1501 Wyandotte," as we recognize honorees and celebrate Certified Hereford Beef's (CHB®) 20th anniversary.

All are welcome to attend the Annual Membership Meeting Saturday morning to hear reports on Association activities and to interact with fellow breeders and the AHA Board. Members selected 147 delegates to conduct AHA business and to elect three members to serve on the AHA Board of Directors.

The Ladies of the Royal Sale on Saturday afternoon will be another great event to attend before we roll into the National Hereford Show Sunday morning.

For full details on Annual Meeting events, see Page 35. We look forward to seeing each of you in Kansas City. **HW**