

Sire Recognition Programs Established



Jack Ward

During the August American Hereford Association (AHA) Board meeting, the breed improvement committee proposed to the full Board that the Association begin to list sires that have made significant impact in different areas through progeny performance. The Board approved the program.

As you know, we designate cows that have shown tremendous performance compared to their contemporaries with a Dam of DistinctionSM (DOD) status. These new recognitions will be Sires of Distinction (SOD) and Certified Hereford Beef Sires (CHBS).

The following will be the guidelines for a sire to be recognized:

SOD — These sires will be recognized when they have seven daughters that have made DOD status. A daughter will be counted each time she makes DOD status.

CHBS — These sires will be recognized when they are in the top 25%

of the breed for the CHB index and have at least a .50 accuracy for both intramuscular fat and ribeye area expected progeny difference (EPD).

The committee thought it was time to recognize and promote those bulls that make a positive contribution to the breed. These bulls will be recognized on the Internet and on printed certificates.

Hereford value

Recently I had the opportunity to participate in the High Plains Hereford Tour, an AHA media day, an Online Hereford 101, a marketing seminar at the Keystone International Livestock Exposition show and a Hereford 101 hosted by Topp Herefords, Grace City, N.D.

Each of these events gave breeders, commercial cattlemen and industry leaders some insight into the value Hereford cattle have within the industry. These meetings were educational, inspirational and just plain fun. I enjoyed every minute of these events, and I would encourage each of you to take the opportunity to find one of these events in the future and make plans to participate.

These meetings give the AHA an opportunity to share its programs and visions with the industry. Perhaps the most important aspect of these meetings is the relationships that

are formed. The Hereford breed is establishing a strong hold on some market share within the industry, and members will need to be cohesive in order to continue the growth.

Each of these meetings was unique and carried a different message. Marketing is always an interesting and appreciated topic of discussion. Different marketing messages can be targeted for different types of breeders including those that market feeder cattle, feedlot cattle and purebred seedstock.

I want to personally thank and congratulate all of the AHA staff, breeders and industry folks who make these events possible.

Finally, I want to remind everyone that fall breeding season is just around the corner, and I encourage you to take advantage of all tools available to make these breeding decisions. The Internet is always at your disposal and doing sire searches to find the proven genetics that will influence your herd is vital to your existence. You can also request a printed version of the sire summary by contacting the AHA at (816) 842-3757 or visiting the Hereford Web site Hereford.org.

I wish you and your family a great Thanksgiving holiday season. I will keep all of you in my prayers for safe travels. **HW**

DON'T FORGET
Online Hereford 101:
Cow weights and
body condition scores
Nov. 29, 7 p.m.

