

"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.

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.

National show exhibitors: Get your calves registered; EID at home

All animals participating in a national show must be registered 30 days prior to the show. If entries are pending when they arrive at the American Hereford Association (AHA) office, the animals will not be able to show.

If you sent pending entries to one of the shows, contact Amy Cowan

at acowan@hereford.org with the registration number.

If the AHA does not hear from producers with pending entries, the entries will be scratched from the show program. For a complete listing of rules and classifications, visit Hereford.org.

All cattle must have an EID tag in order to show at a national Hereford show. Visit Hereford.org to download an order form. Those without EID tags will be tagged when cattle are checked in, and the owner will be charged \$3 per tag.

Reno schedule changed

The 2008 Western Nugget Hereford Show in Reno will have a new schedule this year with the open females and bulls showing Dec. 5-6 and the junior show following on Sunday, Dec. 7.

The sale will be at 4 p.m. on Dec. 6 at John Ascuaga's Nugget. For complete sale information contact Matt Macfarlane at (530) 633-4184.

To make hotel reservations at John Ascuaga's Nugget, call (800) 648-1177 and reference reservation code GHER8 to receive the special rates for the show and sale.

For more information about the show, visit the Western Nugget Web site, www.nuggethereford.com.

Denver, Ft. Worth deadlines near

The entry and junior ownership deadline for the National Western Stock Show in Denver is Nov. 20. Hereford activities in Denver will be Jan. 14-17, 2009.

The AHA headquarters is the Renaissance Denver Hotel at 3801 Quebec Street. A block of rooms is reserved until Dec. 15. Call (303) 399-7500 to make your reservations.

The national Hereford show in Ft. Worth will be Feb. 2, 2009. Entry deadline is Nov. 15. A block of rooms has been secured at the Hyatt Place in the historic Ft. Worth Stock Yards. To make hotel reservations, call (817) 626-6000 and ask for the AHA room block. The rate is \$99 and the cut-off date for the block is Jan. 7.

Feeder calf sales scheduled

There will be a Hereford-influenced feeder calf sale on Thursday, Dec. 4, at Joplin Regional Stockyards, Carthage, Mo. The Missouri Hereford Association (MHA) is coordinating efforts with Joplin Regional Stockyards. For more information, contact MHA Secretary Matt Reynolds at (660) 676-3788 or Marty Lueck at (417) 948-2669. You may also call Mark Harmon at Joplin Regional Stockyards at (417) 316-0101.

The 2nd Greater Midwest Certified Hereford Feeder Calf Sale will be 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 preconditioned under the Merial SUREHEALTH program.

For more information about the Carthage sale, contact, John Meents at (419) 306-7480 or Jim Williams at (308) 222-0170. **HW**

Yoke's Fresh Market producer demos create demand

A group of 13 Hereford breeders helped promote Certified Hereford Beef (CHB®) in nine stores Sept. 12-13, during Yoke's Fresh Market's "Best of the Best" sale event. Breeders cooked steaks and provided samples to customers, activities that helped sell CHB product at record-breaking levels.

Yoke's yearly, one-day only "Best of the Best" sale is designed to put top products from all grocery store departments on "hot" sale prices. This year's promotion featured premium wines, gourmet cheeses and fresh-baked breads, but the star of the show was the meat department. Yoke's meat director, Ken Chapin, chose bone-in ribeyes and lean ground beef as the featured items. The meat departments were already very popular with consumers, but what tipped the scale and showed record-breaking sales were the promotions by local Hereford breeders.

During the two days, an average of two full ribs and almost 400 samples per store were cooked, passed out and well received by consumers. Including both the promotion sale on Friday and the regular business prices on Saturday, an estimated 3,600 people were reached by these Hereford producers' efforts. **HW**

