

"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.

Uruguayan Hereford breeders host national show

Uruguayan Hereford breeders hosted the national Hereford show in Montevideo, Uruguay, Sept. 15-16. The Hereford Breeders' Society of Uruguay organized the two-day show during the Prado Expo, a 10-day livestock and trade show. Montana Hereford breeder Jack Holden judged the show.

Holden says the Prado Expo is comparable to the National Western Stock Show in Denver. Holden developed a relationship with breeders in Uruguay during his tenure on the American Hereford Association (AHA) Board of Directors and says the cattle shown had a heavy influence of U.S. genetics.

The 130 entries were evaluated not only on phenotype but also on their expected progeny differences (EPDs), which were released in the first-ever Pan-American Cattle Evaluation (PACE). PACE was released in July and includes Hereford cattle from the U.S., Canada, Argentina and Uruguay.

The quality of the cattle at the show was impressive, Holden says. "They showed very consistent, good cattle. I chose cattle that blended good balance, volume, capacity and

muscle shape. And they had to have good EPDs to go with it."

Holden traveled to Uruguay with Jack Ward, AHA chief operating officer and director of breed improvement. Ward and Holden also visited the organization's bull test facility near Kiyu, where about 80 bulls are tested annually and sold. Throughout the remainder of the year, approximately 400 steers are grass-finished at the facility.

"They fatten them on grass with very little supplement," Holden explains. "That's why they push so much for feed efficiency. They need cattle that can grow efficiently, and they are very conscious of that. The Uruguay breeders are very performance-oriented, and they are definitely excited about the PACE EPDs. They've been pushing for it and wanting it all along."

Take advantage of feeder calf sales in your area

Consigning Hereford and Hereford-influenced calves to a special Hereford sale not only provides a great outlet for buyers interested in Hereford genetics but may also result in a premium for the seller. Contact these organizers today for the specific

requirements of each sale. Many have a consignment deadline, and the earlier you commit your stock, the better advertisement your calves will get. Whether you have one head or 100, one of these sales may be the perfect marketing outlet for you:

Montana Hereford Association Hereford Influenced Feeder Calf Sale

Date: Nov. 16

Location: Headwaters Livestock Auction, Three Forks, Mont.

Contact: Jerry Gereghty (406) 662-3375 or jgereghty@transdynamics.com

Greater Midwest Certified Hereford Feeder Calf Sale

Date: Dec. 3

Location: Carthage Livestock Auction, Carthage, Ill.

Contact: Jerry Huth (920) 583-3223 or huth@wildblue.net

Missouri Hereford Association Hereford Influenced Feeder Calf Sale

Date: Dec. 3

Location: Joplin Regional Stockyards, Carthage, Mo.

Contact: Matt Reynolds (660) 676-3788 or Marty Lueck (417) 948-2669 or mvlueck@centurytel.net **HW**