

First Year of Electronic ID Deemed a Success

DeShazer Cattle Co. wins scalehead for participating in EID program.



This year the American Hereford Association (AHA) implemented a new electronic identification (EID) tagging system at all six of the national shows and the Junior National Hereford Expo (JNHE). The AHA teamed up with Gallagher Animal Management Solutions to EID tag all animals exhibiting in the national shows and then utilized the EID tags to process the cattle.

"The EID tag made cattle processing much more efficient and

demonstrated that the Hereford breed is taking a proactive approach to EID and biosecurity measures," says Amy Cowan, AHA marketing and shows coordinator.

To encourage exhibitors to use EID tagging systems, Gallagher graciously donated an **ernie**™ 800 scalehead to be given away at the 2008 National Western Stock Show. Exhibitors who EID tagged their cattle prior to exhibiting at each national show were automatically entered in the drawing. DeShazer Cattle Co., Hearne, Texas, won the drawing.

"We have always recognized Hereford breeders as a progressive group," says Todd Mach, Gallagher product manager. "So it was an easy decision to take the idea to the AHA about how we could show producers what EID can do for them as a management tool.

"The partnership gave us the opportunity to show some of the new products that we have to help in the herd management and data collection side of ranching and farming. It also gave us a chance to show the producers **ernie**

first hand and what it can do for them," Mach adds.

As a whole, Hereford breeders accepted and participated in the program and appreciated how it improved cattle processing at the national shows.

"It is one of the best ideas the Association has had in a while," says Tim Lockhart, manager of DeShazer Cattle Co., about implementing the EID program. "It made everything run smoother. The cattle that were tagged at the JNHE only had to have their tattoos checked one time during the whole show year. Denver cattle processing and processing at other shows used to take forever; with this process it seemed a lot quicker and easier.

"I hope it is a program AHA will continue," Lockhart adds. "We will probably EID all the heifers we sell that we think might go to a national show because it saves so much time. It is something the other breeds should be looking at as well."

Cowan agrees the program ran smoothly and helped speed up check-in as well as the time it took to prepare the show programs. "It's a program we plan to continue," she says. "We truly appreciate Gallagher's help implementing the program and its commitment to making it work for our members."

Lockhart adds, "It was great that Gallagher sent a representative to help at each show. I commended them for their partnership with Hereford." **HW**

During the JNHE, AHA staff tagged the cattle to assist with the implementation of the program. For the national shows, producers were encouraged to purchase EID tags and tag their cattle at home before arriving at a national show.



Pictured at the presentation of the **ernie** are Tim and Devon Lockhart, DeShazer Cattle Co., along with Gallagher representatives AJ Ebert and Todd Mach.



During the JNHE, youth had a chance to learn about the EID tagging process and how it worked. Pictured here, Jessica Slone, National Junior Hereford Association director, explains how the tag is scanned and how the data is then recorded on the **ernie**.

