

"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](mailto:eNews@hereford.org) to subscribe. Archived issues are posted at [Hereford.org](http://Hereford.org).

### Association updates

The American Hereford Association (AHA) Board of Directors has approved two rule changes and an increase in fees.

**Rule 17A: New embryo transfer policy** — for embryo transfer (ET) calves there will no longer be an ET certificate required for registration. The new requirement for registering an ET calf will be the reporting of the recovery date of the embryo at the time of flush. As previously, ET calves are charged an additional \$10 per head over and above the normal registry rate (same cost as an ET certificate). This change is effective Nov. 1, 2013.

### Steers need registration papers:

Starting in 2014, all steers showing at the Junior National Hereford Expo (JNHE) must be registered by the AHA and out of a registered sire and dam. No steer certificates will be accepted, only registration papers. The AHA will still offer traditional steer certificates for those state and regional shows not requiring a registration paper on steers at this time.

### New registration and enrollment fees:

Starting Jan. 1, 2014, registration fees will increase 50 cents per head and Total Performance Records (TPR) cow herd enrollment fees will increase by 50 cents.

### Hereford Christmas cards available

If you're planning to send Christmas greetings this year, consider Hereford-themed Christmas cards available through online ordering. Information about the cards is available at [Hereford.org/ChristmasCards](http://Hereford.org/ChristmasCards).

Christmas card orders will be accepted and shipped through Boelte-Hall through mid-December, subject to availability. A portion of the card sales will benefit the Hereford Youth Foundation of America (HYFA).

### Herefords Headin' to Denver

Plan now to attend the Hereford activities scheduled during the 2014 National Western Stock Show (NWSS)

in Denver Jan. 15-18. For a complete schedule, see the inside front cover of the Denver section that starts on Page 57.

Hereford breeders can make reservations now at the AHA headquarters hotel:

### Renaissance Denver Hotel

3801 Quebec St., Denver, CO 80207  
800-468-3571

Rate: \$112

Cutoff date: Dec. 21

Ask for "American Hereford Association" block. The hotel offers a free shuttle to and from the Denver International Airport and the NWSS.

### Hereford banner, flag available for purchase

Hereford breeders can order the Profitabull Hereford banner and the Hereford flag that were displayed in Denver. The 3'x8' banner costs \$125 and the 1'x4' flag is \$50.

To order, visit [Hereford.org](http://Hereford.org) and under the "Marketplace" tab is the "Hereford banner, flag" link. To order, you will be directed to the Boelte-Hall website. On that site select "Boelte-Hall Greeting Cards," and then this link should take you to a page with Hereford cards. Scroll to the bottom of the page to find the banner and flag options.

### Take advantage of Hereford-influenced feeder calf sales

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.

### Kentucky Certified Hereford-Influenced Sale

**Date:** Dec. 4

**Location:** Bluegrass Stockyards South, Stanford, Ky.

**Contact:** John Meents 419-306-7480

### **Greater Midwest Certified Hereford Feeder Calf Sale**

**Date:** Jan. 2, 2014

**Location:** Carthage Livestock Auction, Carthage, Ill.

**Contact:** John Meents  
419-306-7480 or Brent  
Lowderman 309-221-9621

### **Hereford prints for sale**

Support Hereford youth and give Hereford prints as Christmas gifts.

Unveiled during the HYFA "Growing a Lasting Legacy" campaign fundraiser the *Out at Tie Outs* art-mounted print is the perfect gift for any Hereford enthusiast. The photo was taken by Heidi Anderson, Legacy Livestock, of the historic West Bottoms during the recent JNHE in Kansas City. Print No. 1 sold in Kansas City, while numbers 2-99 are now available. You can order a 10"×20" for \$140 or 12"×36" for \$225.

Also unveiled in Kansas City was *The Hereford Ox, 1840*. The original canvas painting is on display at the

AHA. Ten limited-edition canvas prints were sold. Now HYFA is offering 11"×14" prints of *The Hereford Ox, 1840* as well as *Anxiety 4* and *Silver*.

Prints of all three can be purchased individually for \$30 or a set of *Anxiety 4* and *Silver* for \$50. Visit [HerefordYouthFoundation.org](http://HerefordYouthFoundation.org) to order all four HYFA prints.

### **Order JNHE photos, collages**

Visit [HerefordPhotoShop.com](http://HerefordPhotoShop.com) to view JNHE backdrop, contest and candid photos. Custom-made collages that can include text, and photos taken by AHA staff or Heidi Anderson of Legacy Livestock are available.

Two collage options include: 11"×14" with five to seven photos and 16"×20" with up to 10 photos. Download the collage order form from the website and fax your order to 785-363-7203, or call 785-562-6197 to place your order today. **HW**

## **Record high prices set at Tennessee Hereford feeder calf sale**

The 14th annual Tennessee Hereford Marketing Program (THMP) Sale gathered record high prices for consignors. The sale was Oct. 17 at the Tennessee Livestock Producers' facility in Columbia, Tenn., with a total of 360 Hereford-influenced cattle sold.

The average weekly price for calves selling across the state, as determined by the *USDA Market News*, has always been the benchmark to determine the level of success of how marketing efforts are working. The 2013 sale saw nearly every weight group return a premium above the state average price to consignors. Those premiums ranged from \$.40/hundredweight (cwt.) on 8-weight steers to as high as \$14.93/cwt. on 6-weight heifers.

Gibson Farms, Columbia, Tenn., consigned the top-selling group of steers, 27 red-whiteface and black-whiteface calves averaging 632 lb. that sold for \$1.60/lb. Tom Cooper, Shelbyville, Tenn., a longtime consignor, consigned the highest selling group of heifers, 25 fancy black-whitefaces weighing an average of 600 lb. that brought an outstanding \$1.62/lb.

Buyer demand was strong throughout the sale with 10 to 12 different buyers bidding on various groups. **HW**