

"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).

## Herefords headin' to Denver

Plan now to attend the Hereford activities scheduled during the 2015 National Western Stock Show (NWSS) in Denver Jan. 14-17. For a complete schedule, see Page 50.

## Churchill, Stuber, Iron Lake donate Lot 1

Churchill Cattle Co., Stuber Ranch and Iron Lake Ranch have joined together to graciously donate CCC SR ILR Foundation Lady 437B ET to sell as Lot 1, the foundation female, Jan. 16, 2015, during the Mile High Night Sale at the NWSS in Denver. All proceeds will benefit the Hereford Youth Foundation of America (HYFA) and the "Growing a Lasting Legacy" campaign, supporting leadership and education for the next generation of Hereford youth.

She (registration no. 43493646) is a Jan. 2014 daughter of NJW 98S R117 Ribeye 88X ET and out of the phenomenal dam Churchill Lady 1162Y ET by Golden Oak Outcross 18U.

Thank you to Churchill Cattle Co., Manhattan, Mont.; Stuber Ranch, Bowman, N.D.; and Iron Lake Ranch, Athens, Texas, for donating this phenomenal heifer calf to highlight the Mile High Night Sale.

Visit [Hereforyouthfoundation.org/foundation-female/foundationlady](http://Hereforyouthfoundation.org/foundation-female/foundationlady) for more information on the lot, or contact Amy Cowan at 816-842-3757 or [acowan@hereford.org](mailto:acowan@hereford.org).

## 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 HYFA.

## 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 also may 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:

### Kentucky Certified Hereford-Influenced Sale

**Date:** Thursday, Dec. 4, 2014

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

**Contact:** Lowell Atwood 606-669-1455 or John Meents 419-306-7480

### Greater Midwest Certified Hereford Feeder Calf Sale

**Date:** Saturday, Jan. 3, 2015

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

**Contact:** Brent Lowderman 309-221-9621

### Anita Livestock Auction Hereford-Influenced Feeder Cattle Sale

**Date:** Saturday, Jan. 24, 2015

**Location:** Anita Livestock, Anita, Iowa  
**Contact:** Bernard Vais 712-762-3330

### Tennessee Hereford Marketing Program Spring Feeder Calf Sale

**Date:** Thursday, April 16, 2015

**Location:** Tennessee Livestock Producers, Columbia, Tenn.

**Contact:** John Woolfolk 731-225-2620 or Darrell Ailshie 931-212-8512 **HW**

## Attention National Western exhibitors: Updated animal ID requirements

The state of Colorado has changed its animal identification requirements. This new rule will affect all cattle going to the National Western Stock Show (NWSS) in Denver. This includes cattle showing or displayed in the Yards or on the Hill as well as those sold in the Mile High Night National Hereford Sale.

The new Colorado rule states that as of March 2013, all cattle moving interstate for exhibition or show events, such as the NWSS, are required to have individual identification ear tags present in the ear. To avoid potential problems, all U.S. cattle entering the NWSS grounds will be expected to have a USDA (U.S. Department of Agriculture) official ID ear tag present in the ear.

The following tags are considered official:

- 1) Orange metal official calfhood vaccinate (OCV/Bang's) tag,
- 2) Silver metal USDA tag,
- 3) 840 RFID (radio frequency identification) tag,
- 4) Visual/panel 840 ear tag, or
- 5) An ear tag with the U.S. seal and "unlawful to remove" plus a unique animal number.

Examples of these tags are available online at [Hereford.org/NWSSinfo](http://Hereford.org/NWSSinfo).

Cattle that arrive at the NWSS without proper identification may have one placed at the discretion of the Colorado State Veterinarian's office and at the owner's expense.

All NWSS animals must also have a negative BVD-P1 (persistently infected) test.

For more information about NWSS health or identification requirements, contact the Colorado Department of Agriculture State Veterinarian's office by calling 303-869-9130 or visit [colorado.gov/ag/animals](http://colorado.gov/ag/animals). **HW**

