

Keeping the Momentum

The AHA documented another strong year and set a strategic plan for the future.



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The American Hereford Association (AHA) just closed out fiscal year 2017, and it has been another great year with all businesses within AHA seeing growth.

There has certainly been a lot of things accomplished over the past year including the release of the new website, a new strategic plan set in place (subscribers to all 11 issues of the *Hereford World* will find as an insert in the center of this issue), the growth of the Hereford Advantage program, the first-ever National Junior Hereford Association (NJHA) Fed Steer Shoot Out and the development of a new national ad campaign, “The Bald-Faced Truth About Hereford Genetics.”

You can find the creative portion of the new national ad below, and you can see it’s focus is clearly set on the commercial industry and the advantage of Hereford in a crossbreeding scheme. The Bald-Faced Truth is Hereford can add fertility, longevity, efficiency, disposition and structural soundness without sacrificing calving ease, growth or end product merit. This has been well documented through various large-scale commercial herd projects throughout the country.

The vision

The AHA spent several months collecting information through surveys for our strategic planning session. The

Board was joined by John Butler, Beef Marketing Group; Mitch Abrahamsen, a geneticist; and Clint Schwab, The Maschhoffs, to put together a strategy for the AHA to continue its path of growth and expansion in the commercial, feedlot and packer sectors. The meeting was facilitated by Kevin Ochsner, Agcellerate. You can review the new vision and mission statements along with the core strategies and key initiatives for the strategic plan provided in this issue.

Looking ahead

It has been a good year for the AHA, and as we look to 2018, there are plenty of projects on the table for us to keep our momentum and strength within the industry. Breed improvement projects will be at the forefront as we transition into our new genetic evaluation software, BOLT. Along with the new software, AHA will add Dry Matter Intake (DMI) and Sustained Cow Fertility (SCF) expected progeny differences (EPDs). This new software will allow all of the traits to have a genomic enhancement.

As we move forward, there will be a new pricing structure for DNA testing that will make testing more affordable. The Board has made the commitment to have all animals that have a DNA test completed to be updated with a set of genomic-enhanced EPDs (GE-EPDs).

Join us

I encourage everyone to set aside some time to join us on Oct. 27-28 at The Westin in Kansas City, Mo., for our Annual Meeting and Conference. This year, we have expanded the educational program on Oct. 27 to be a full day event with the entire morning devoted to breed improvement. In the afternoon, we will have breakout sessions to cover various topics, and later in the evening, we will have the Hereford Honorees Reception. One of the highlights of that evening will be the awards for the first NJHA Fed Steer Shoot Out. You can find a full schedule of events on Page 30.

It has been another exciting year, and the AHA has positioned itself well to continue being a leader in the industry. Congratulations to the entire membership. **HW**

Left: The AHA’s new national ad campaign, “The Bald-Faced Truth About Hereford Genetics,” showcases Hereford’s ability to add fertility, longevity, efficiency, disposition and structural soundness to commercial programs.

THE BALD-FACED TRUTH
ABOUT HEREFORD GENETICS

It's obvious – Hereford-sired calves deliver a \$51 increase in net profit per cow, per year.* Hereford genetics bring legendary hybrid vigor, improved fertility, feed efficiency and easy-handling docility to your program. Read the research, and see why Hereford heterosis pays off, at Hereford.org/genetics

HEREFORD

*Compared to Angus-sired calves. Source: Daley, David A. and Earley, Sean P. Impacts of Crossbreeding on Profitability in Vertically Coordinated Beef Industry Marketing Systems, American Hereford Association. Retrieved from <https://hereford.org/wp-content/uploads/2017/02/HA-IMP-AnnualReport.pdf>