

THE HEREFORD ADVANTAGE PROGRAM

IDENTIFIES AND PROMOTES HIGH-QUALITY FEEDER CATTLE

Cattlemen can add market power and brand recognition with feeder cattle sired by a Hereford bull battery ranking in the top 50% for CHB\$.

The American Hereford Association (AHA) is seeking to identify and promote high-quality groups of Hereford and Hereford-influenced feeder cattle to a growing number of reputable buyers.

“As commercial producers continue to realize the benefits of incorporating Hereford genetics into their operations, the AHA recognizes the opportunity to provide service to those producers,”

says Trey Befort, AHA director of commercial programs.

The Hereford Advantage Program, launched in 2016, not only helps the commercial producer market their calves, but it also helps the Hereford

breeder build brand recognition for their product.

This free tool consists of a simple feeder cattle information form, available through the AHA, that producers can complete and return. Along with many other fields, this form requires Hereford bull registration numbers that sired the calf crop, with transferred ownership. Group average expected progeny differences (EPDs) are then determined and include: yearling weight (YW), carcass weight (CW), marbling (MARB), ribeye area (REA) and Certified Hereford Beef index (CHB\$). Because single trait selection has a negative effect on the development and improvement of the breed, the focus of this program will be put on the CHB\$ index.

Once the bull battery is verified to the producer who submitted the form and the group average CHB\$ rank is in the top 50% of the Hereford breed is proven, the information is distributed to a list of reputable potential buyers.

Additionally, this information can be provided to marketing representatives (i.e. video market reps, sale barn managers, etc.) at the producer's discretion. Cattle that reach the top 50% CHB\$ threshold will also be given the opportunity to utilize a special logo on whatever marketing documents and channels available.

“The Hereford Advantage program helps us to focus on providing the best quality genetics that we can possibly provide to our customers, the cattle feeder,” says Nancy Bowling of Bowling Ranch, Newkirk, Okla. “We try to select bulls who will sire calves that will excel in the feedyard.”

For questions or interest in the program please contact Trey Befort at the AHA at 816-842-3757. The Hereford Advantage program form is included on this page or can be downloaded at HerefordFeederCattle.com. **HW**



FEEDER CATTLE INFORMATION



Seller/Ranch Name: _____

Contact Person: _____ **Phone #:** _____ **Email:** _____

Cattle Location: _____

Origin:
Home Raised Purchased **Purchased date:** _____ **Purchase location:** _____

Head: _____ **Sex:** _____ **Weight:** _____

Cow Herd (breed type & #): _____

Bull Battery (breed type & #): _____

Hereford Bull Registration Numbers: _____

Non-Hereford Bull Registration Numbers: _____

% Hereford Calves: _____ **% Baldy Calves:** _____ **% Other:** _____

Weaning Date: _____ **Bunk Broke:** Yes No

Spayed: Yes No **Preg. Checked Open:** Yes No **Bangs Vac:** Yes No

Castrated: Yes No **Horns:** Yes No **Frame:** Small Medium Large

Flesh: Thin Light Medium Medium Heavy Medium

Estimated Weight Variance: Even Uneven Very Uneven

Implanted: Yes No **Not Since Purchase**

Implant Kind: _____ **Implant Date(s):** _____

Feed/Nutrition Plan: _____

Vaccination Program: _____

Wormed: Yes No **Wormer Used:** _____

Marketing Method:
Live Auction Video Auction Private Treaty Sale Retained Ownership

Sale Date: _____ **Sale Location:** _____

Sale Representative: _____

Weigh-Up Conditions:
A.M. P.M. % Shrink _____ On: Ground Truck

Weigh-Up Notes: _____

Additional Notes/Comments: _____

Please complete form and submit to AHA at least two (2) weeks before sale date.

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