



THE BALD-FACED TRUTH

ABOUT HEREFORD GENETICS

PRESENTERS



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AGENDA

 AHA Review and Core Strategies

 Genetic Evaluation

 Heterosis

 Certified Hereford Beef

 Looking Forward



AMERICAN HEREFORD ASSOCIATION REVIEW

117,645

Cows on inventory

79,586

Total registrations

44,232

Total transfers

132%

Increase in global semen sales

7,500

Adult and junior members

55 MILLION

Pounds of CHB® sold

CORE STRATEGIES




- I. Drive the development and use of genetic tools and technologies.
- II. Expand the educational opportunities for AHA members/beef industry.
- III. Improve the demand and value of Hereford genetics.
- IV. Develop and capitalize on “Team Hereford.”
- V. Expand opportunities and engagement of junior members.
- VI. Strengthen the growth and adoption of Certified Hereford Beef.

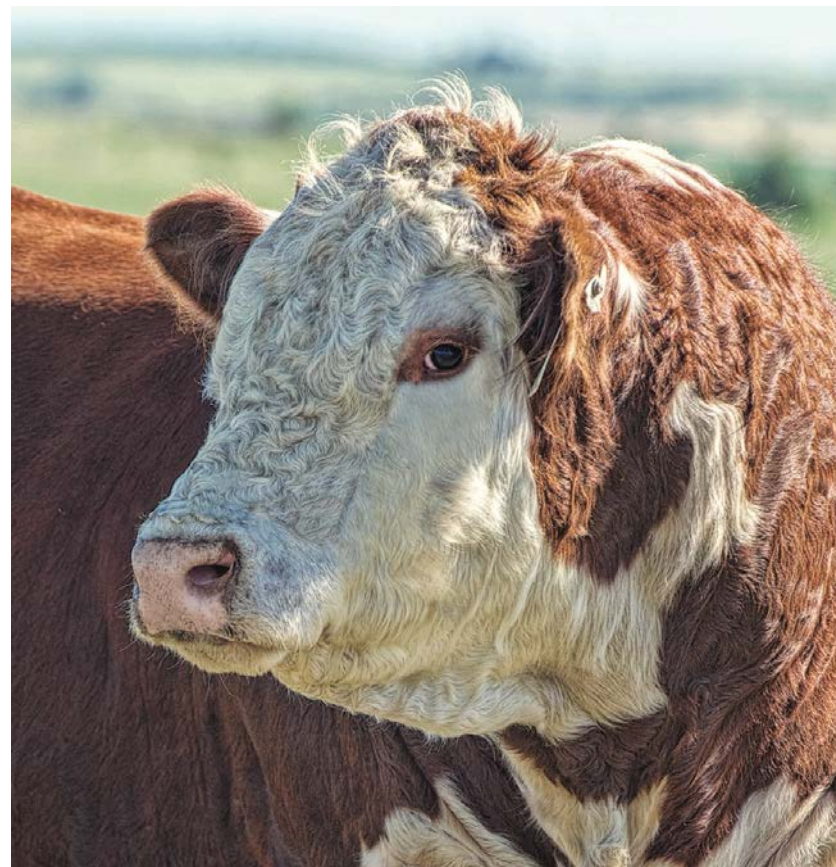




THE TRUTH IS...
GENETICS MATTER




UPDATED GENETIC EVALUATION

-  In 2017, the AHA launched its first updated expected progeny differences (EPDs) and corresponding accuracies using the Biometric Open Language Tools (BOLT) genetic evaluation software.
-  An evaluation fully supported by whole herd reporting.
-  The Hereford breed stands poised for a stronghold in the DNA era, capitalizing on over 55,000 animals genotyped.



UPDATED GENETIC EVALUATION



-  Development of new economically relevant traits for fertility and efficiency.
-  Updated economic indexes (BMI\$, BII\$ and CHB\$).
-  Weekly genetic evaluation.

NATIONAL REFERENCE SIRE PROGRAM




🇺🇸 The National Reference Sire Program (NRSP) is a program that allows Hereford breeders to test young sires in real-world commercial settings.

🇺🇸 Allows breeders to obtain performance data compared to other sires tested in herd contemporaries.

🇺🇸 Opportunity to test sires next to the top Hereford genetics in the breed.



THE TRUTH ABOUT HETEROSIS


-  Progressive cattlemen have many challenges in today's market.
-  Hereford genetics are the solution for docility, fertility, longevity, efficiency and feedlot profitability.
-  The Hereford breed has documented dramatic improvements in all traits of economic relevance.



THE TRUTH ABOUT HETEROSIS

 Circle A Ranch Research Project

 Harris Ranch Research Project

 Research done on calves sired by Hereford bulls.

 Comparing Hereford-sired females to Angus-sired females.

7%

Higher pregnancy rates

\$51

More per cow, per year

\$30

Advantage in feedlot profitability

\$20

Advantage in feed efficiency







THE TRUTH IS...
WE ARE PREMIUM BEEF

THE TRUTH ABOUT CERTIFIED HEREFORD BEEF



 Certified Hereford Beef (CHB®) continues the tradition of marketing and promoting the Hereford breed's superior genetics through a specification and quality-based branded beef program established over two decades ago.

 Today, the brand continues to thrive both domestically and internationally.



THE TRUTH ABOUT CERTIFIED HEREFORD BEEF



- ◆ Certified Hereford Beef continues to expand product offerings under the brand label.
- ◆ The introduction of the Top Choice program (CHB[®] Premium) solidified a position in the competitive market place for Certified Hereford Beef.
- ◆ Today and moving forward, the Certified Hereford Beef brand continues to position the program to increase market share and lead the industry with a premium brand of beef backed by Hereford genetics.







THE TRUTH IS...
WE'RE FORWARD THINKERS

THE HEREFORD ADVANTAGE PROGRAM

THE HEREFORD ADVANTAGE PROGRAM



-  Allows commercial breeders to identify genetically backed, high-quality Hereford and Hereford-influenced feeder cattle and to build premiums in cattle meeting the threshold.
-  Cattle qualifying for this program should excel in both gain and end-product merit.

FED STEER SHOOT-OUT

🇺🇸 Youth education and industry experience through commercial cattle feeding, industry technology and performance measures.




🇺🇸 Steers managed at Gregory Feedlots, Inc.

🇺🇸 Educational events such as webinars and open house field days held throughout the contest.



THE COW DNA PROJECT



-  Research effort to gain more genotypes on females.
-  A collaboration with GeneSeek and Allflex.
-  Implications or result will be able to include the marker effects on key ERTs.





THE BALD-FACED TRUTH

Hereford genetics maximize the value of your herd by leveraging traits such as docility, fertility, longevity, efficiency and feedlot profitability to your advantage.

Get the bald-faced truth at herefordtruth.org

A close-up, high-contrast photograph of a cow's face, focusing on its eye and the texture of its fur. The image is dark and moody, with the cow's eye being a prominent light feature.

FOR MORE INFORMATION

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