

Go for the Gold

Gold TPR breeders show dedication to data collection by going beyond Whole Herd TPR requirements.



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Congratulations to the spring 2018 Gold TPR™ (Total Performance Records) breeders who are recognized on Page 11. We again had several breeders who received this prestigious honor by going above and beyond when it comes to data reporting.

I'm sure many of you enjoyed watching the Olympic Winter Games last month. The dedication these athletes have should be commended as there is no doubt that most had to perfect their God-given talents through a lot of practice and perseverance to make the podium.

You can draw many parallels between these Olympic medalists and the American Hereford Association (AHA) breeders who received the Gold TPR honor. Achieving this recognition didn't just happen overnight — it started two years ago when these breeders successfully submitted their cow herd inventory before the surcharge deadline (March 1 for spring herds and Sept. 1 for fall herds) with the accompanying reproductive status of each female on inventory.

Likewise, these breeders have submitted birth, weaning and yearling weight information on every calf born in 2016 that was not sold or removed from the herd. Plus, they submitted scrotal information on every bull calf with a yearling weight and, at the minimum, ultrasounded 25% of their calf crop. These data had to be submitted by Dec. 1, 2017.

Much like an Olympic champion, these breeders made the sacrifice to go beyond Whole Herd TPR requirements to get the extra amount of data collected and to follow a routine schedule to accomplish Gold TPR status.

Gold endorsement

You may ask, "what did it get them?" Well, just like an Olympic athlete who makes the podium with a gold medal,

these AHA breeders received an endorsement. No, not a new snowboard contract or a commercial contract from Coca-Cola, but an endorsement for themselves that I can argue will be worth more in the long term.

This endorsement is recognized by everyone who searches the AHA database and pulls up an animal with their prefix or by searching their member name. To me, the Gold TPR breeder status signifies right away that this breeder is committed to performance recording and values complete calf crop reporting.

But just as important, these breeders are after more by measuring their product. They are using these tools to make better breeding decisions for the improvement of their herd and, as a result, the improvement of their customers' herds whether they be those of fellow Hereford breeders or commercial cattlemen.

A majority of these Gold TPR breeders had their data submitted by May of 2017, if not sooner, because they wanted the most accurate expected progeny differences (EPDs) ahead of breeding season, not to mention before they merchandized the 2016 calf crop.

This goal is certainly more achievable than ever since AHA is running weekly genetic evaluations (released each Monday). Data submitted by midnight on Saturdays will be reflective in the genetic evaluation released on the Monday after the next week. For example, for data to be reflective in the EPD release that will occur on March 12, 2018, data will need to be submitted by March 3, 2018, at midnight.

Capitalizing on these more frequent genetic evaluations with more timely data submission will pay major dividends for breed improvement in the future. Best of luck going for the GOLD. **HW**