

by Laura Loschke

# Customer Service Tips and Tricks

It's important for Hereford breeders to utilize all resources available through the American Hereford Association (AHA). One of these resources is the "EPD/Animal Search" function on [Hereford.org](http://Hereford.org) and [Myherd.org](http://Myherd.org). For MyHerd users, the link is located in the upper right-hand corner of the account page. Website guests can access this function from the homepage by hovering over the "Genetics" tab and selecting "EPD Search." Users can then log in as an authorized user or gain access as a guest.

To search for a particular animal, click the tab along the top of the screen that says "Animal Inquiry." The next screen allows users to

search by entering the animal's name, registration number or other criteria. Searching by the registration number is the easiest way, but omit the "P" in front of the number for this search to work appropriately.

The next screen will show the animal's name, birth date, registration number, Herd ID and sex. Clicking the animal's name will provide even more information such as pedigree, EPDs, breed averages, the animal's EPD graph, the breeder, the current owner and a list of the animal's progeny. The sortable progeny list is only accessible to an authorized user.

The "Animal Inquiry" or "EPD Inquiry" tabs both allow breeders

to search for a list of animals. However, the difference between the two is that clicking on "Animal Inquiry" allows a search by specific animal characteristics. For example, by using the "Animal Inquiry" page, a producer can choose "Animal Is Non-Certificate AI Sire" and "Animal Is DNA Tested Homozygous Polled," if desired.

## EPD inquiry

Conversely, producers seeking a specific EPD range can search by those

values using the "EPD Inquiry." For instance, if calving ease is a high priority, you can search for a minimum and maximum calving ease direct (CED) number.

Once all the criteria are entered, click the search button to generate a list of animals meeting the criteria. The list is sortable by animal name, ID or any of the EPD columns. The upper right-hand corner of the screen will indicate how the list is currently sorted. The upper left-hand corner will reveal the selection criteria utilized. Clicking on any of the animals on this list will show more details about that individual animal.

AHA members can actually be searched in this same manner. This feature makes it easy to search for Hereford breeders in a specific region. Pedigree members or Whole Herd Total Performance Record (TPR™) members can be used to narrow the search, as well.

If the process becomes challenging, look at the bottom of the "EPD Inquiry" page for a link that reads "How to use these search facilities." That link will take you to a very descriptive and useful "help page." It will describe how to use the search forms as well as how to read the results you receive. This page is very helpful, and I highly suggest reading through it before starting searches.

If you have questions about these search functions, please email us at [accts@hereford.org](mailto:accts@hereford.org). As always, if you have questions about MyHerd, registrations, transfers or just questions in general, please don't hesitate to call AHA Customer Service at 816-842-3757. **HW**

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**Guest - AHA Hereford Animal Details**  
LJR MSU X51 BOSCH 3718 (DLF,HYF,IEF) (P43537292)

Home Animal Inquiry EPD Inquiry Member Inquiry

Registration No.: 43537292  
Reg. Status: Registered  
Sex: Bull  
Tattoo: 3718  
Birth Date: 08/05/2014  
Calving Year: 2014  
Status: Active  
AHET: AI PERMITTED  
Sire: NCF BONNETT REVOLUTION X51 (CHB,DLF,HYF,IEF) (P43081856)  
Dam: LJR MORGAN 3558 (DLF,HYF,IEF) (P45141888)  
Breeder: JOURNAGAN RANCH - MO, ST. LOUIS  
Current Owner: JOURNAGAN RANCH - MO, ST. LOUIS  
Herd Status: Polled  
Herd ID: 3718  
Pedigree: View  
EPD Graph: View  
DNA Parentage Profile: SNP Profile  
Performance Pedigree: View

Calc. Case	Direct	Maternal	Maternal	Direct	Maternal														
EPD	+3.3	+2.8	+5.0	+1.0	+1.3	+2.8	+1.7	+1.3	+1.3	+1.3	+1.3	+1.3	+1.3	+1.3	+1.3	+1.3	+1.3	+1.3	+1.3

Utilizing the "Animal Inquiry" feature, users can view a full profile on registered cattle.

**Guest - AHA Hereford Animal Listing**

Entries: 1 - 9 of 9 are shown  
Home EPD Inquiry  
Selection Criteria: Animal is Non-Certificate AI Sire, Animal is DNA Tested Homozygous Polled, Horn Status: Both, Calc. Ease Direct (%) >= 1.1, Calc. Ease Direct (%) <= 3.5.

Reg. No.	Name	Sex	Birth Date	Calving Year	EPD	...
43537292	LJR MSU X51 BOSCH 3718	Bull	08/05/2014	2014	+3.3	...

Users can utilize the "EPD Inquiry" tool to view cattle fitting certain criteria.