

Strength in Numbers



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The AHA is in a strong position as it logged another successful year of growth.

We recently closed the books on the 2017-18 fiscal year, and it was another strong year for the American Hereford Association (AHA) and its subsidiaries. All business was strong, with registrations reaching more than 81,000 supported by cow inventories at more than 121,000. In addition, *Certified Hereford Beef*[®] increased tonnage by 6.7 percent with nearly 59 million lb. sold. The AHA is in a strong position and, along with the Board of Directors and its staff, continues to focus on the strategic plan – both the core strategies and the key initiatives.

Here are some of the highlights of the past fiscal year:

- 1) In December 2017, the AHA released an updated set of EPDs (expected progeny differences) generated from the most efficient, highly regarded genetic evaluation software, Biometric Open Language Tools (BOLT). At the same time, two additional traits, Dry Matter Intake (DMI) and Sustained Cow Fertility (SCF), were added. Today, the weekly evaluation utilizes pedigree, phenotypes and genotypes. Because of this efficiency, there is no longer any need for interims to be produced.
- 2) In January 2018, we hosted another record-breaking Mile

High Night Sale during the National Western Stock Show and negotiated the sale of the AHA headquarters at 1501 Wyandotte. The staff organized a move to our new headquarters in about two weeks.

- 3) During the National Cattlemen's Beef Association convention, the AHA held two press conferences to update the industry on AHA happenings and to introduce the Premium Red Baldy program developed by the AHA and the Red Angus Association of America. This was a huge announcement as this was the first time two breed associations had joined together to produce a genetic program to support the commercial cow-calf industry.
- 4) The Board supported the development of the Hereford Maternal Advantage program, which supports improved genetics in commercial cow herds utilizing Hereford bulls to build a better cow herd or to market replacements.
- 5) The Hereford Advantage program continued to grow and saw premiums paid for genetically strong, Hereford-influenced feeder cattle.

- 6) Spring and summer saw entries flow in for another record-breaking Junior National Hereford Expo, as well as more entries for the second National Junior Fed Steer Shootout.
- 7) The Board supported a change in the *Certified Hereford Beef* Classic program. *Certified Hereford Beef* will now brand only Choice and better product, which will allow the brand to market not only a product supported by an Association existing since 1881 but one that is high in quality, is tender and offers differentiation.

I hope each of you can join us to celebrate the year at the Annual Meeting, Oct. 26-28. On Friday morning, we welcome you to an open house at the new office. That afternoon, join us at The Westin Kansas City at Crown Center for a trade show reception featuring guest chefs preparing *Certified Hereford Beef* appetizers, an educational forum and the Hereford Honorees Reception. The Annual Meeting will take place Saturday morning with the American Royal sale and show to follow. It will be an exciting weekend.

Congratulations to the membership and thanks for the support. It has been an incredible year. **HW**