

Positioned for Success

The gears empowering Team Hereford are well-positioned to steer the American Hereford Association in the right direction.



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“Develop and capitalize on “Team Hereford”” is Core Strategy IV of the 2017-22 Strategic Plan. This issue of the *Hereford World* includes the 2017-18 American Hereford Association (AHA) Annual Report. The gears on the cover represent the membership, staff and industry leaders, with each segment functioning in a manner highlighting the “Truth about Hereford Genetics.” As you study the Annual Report, you will see all entities of the AHA had a great year and that all of the gears are well-positioned and turning in the right direction. Here are a few highlights from the past fiscal year (FY):

- 1) In January 2018, the AHA closed on the sale of the property in downtown Kansas City, Mo., and moved north to the new AHA headquarters.
- 2) In December 2017, the AHA launched a new genetic evaluation that utilizes new software, Biometric Open Language Tools (BOLT). This is a state-of-the-art evaluation that incorporates pedigree, phenotypes and genomics into one evaluation that updates expected progeny differences (EPDs) weekly and provides breeders and their customers the most reliable information available on Hereford cattle. At the same time, two economically relevant traits were added, and the profit (\$) indexes were refreshed to reflect the addition of these traits.
- 3) The AHA Board of Directors voted to adopt a new DNA strategy which lowered the cost of testing an animal and required that a basic test include parentage (when available), abnormality results and that all animals tested from a TPR-compliant herd will also have a set of genomically enhanced EPDs. The AHA staff also negotiated a discounted rate for breeders to DNA test an entire cow inventory.

- 4) The AHA worked with the Red Angus Association of America to develop a program to genetically identify superior commercial females. The Premium Red Baldy Program was introduced in front of a standing-room-only crowd at the National Cattlemen’s Beef Association convention. This is a first-of-its-kind program that brings together two beef-breed associations to provide a tool for commercial cattlemen. The Maternal Advantage Program was also launched this spring and gives commercial cattlemen an opportunity to build a stronger cow herd or to market genetically superior females produced by Hereford bulls that are better than breed average for either BMI\$ or BII\$.
- 5) The *Certified Hereford Beef*® staff continues to build exposure for the brand through its new website, social media outlets, food shows and meetings. During FY 2018, the AHA and the Certified Hereford Beef Board voted to move away from the Classic program and to market only Choice and Premium (upper-two-thirds Choice) programs. These changes will ensure consumers receive a more consistent product, which will strengthen the brand within the marketplace. An increase in farm-to-table tours this year allowed current and potential *Certified Hereford Beef* customers to visit operations of our dedicated farmers and ranchers, reinforcing the commitment the AHA membership has in producing a high-quality, sustainable product.

As you can see, “Team Hereford” has positioned the breed well and we will continue to focus on all aspects of the industry to see our demand grow. Congratulations to everyone for a great fiscal year. **HW**