

2019

HEREFORD HANDBOOK

A resource guide for American Hereford Association members





American Hereford Association Directors

The American Hereford Association (AHA) is a not-for-profit organization with more than 7,500 active adult and junior members. Along with its subsidiaries — Certified Hereford Beef LLC, Hereford Publications Inc. and the American Beef Records Association — the AHA provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth and research. The Association is supervised by a 12-member Board of Directors.

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Andrew Matheny

2019 Committee Appointments

Executive: Chairman Pete Atkins, Joel Birdwell, Kyle Pérez and Jim Bellis

Financial/audit: Chairman Joe Waggoner, Mark St. Pierre, Joel Birdwell and Bruce Everhart

Breed improvement: Chairman Joel Birdwell, Jim Bellis, Tommy Mead, Bruce Thomas, Joe Waggoner and Nate Frederickson

Marketing: Chairman Kyle Pérez, Tommy Mead, Jim Bellis, Joel Birdwell and Craig Beran

Show and sale: Chairman Bruce Thomas, Kyle Pérez, Tommy Mead, Nate Frederickson and Andrew Matheny

Member service: Chairman Jim Bellis, Kyle Pérez, Andrew Matheny and Bruce Everhart

Hall of Fame/Merit: Chairman Mark St. Pierre, Kyle Pérez, Andrew Matheny and Bruce Everhart

Certified Hereford Beef LLC board:

Chairman Jim Mickelson, Santa Rosa, Calif.; Joel Birdwell; Joe Waggoner; Nate Frederickson; John Stadler, Cape Coral, Fla.; Ed McMillan, Greenville, Ill.; and David Trowbridge, Tabor, Iowa

Hereford Publications Inc. board: Chairman Tommy Mead, Nate Frederickson, Mark St. Pierre, Craig Beran and Bruce Everhart

Hereford Legacy Fund LLC board:

Chairman John Loewen, Waukomis, Okla.; Bill King, Moriarty, N.M.; Eric Walker, Morrison, Tenn.; Kevin Schultz, Haviland, Kan.; and Bruce Everhart

Junior and Hereford Youth Foundation of America (HYFA) liaison: Bruce Thomas

Table of Contents

American Hereford Association Directors	IFC
2019 Committee Appointments	IFC
AHA Board of Director Contacts	IFC
AHA Office Contacts	1
AHA Administrative Staff Contacts	1
Committed to Member Service	2
MyHerd.org Empowers Members	2
Taking the Next Step as a New Member	3
Hereford Registration 4-1-1	3
Whole Herd TPR™ — Your Performance Partner	4
Whole Herd TPR Steps	4
Sharpen Up on Traits	5
Certified Hereford Beef LLC Drives Demand	6
Commercial Programs	7
HPI Staff Produces <i>Hereford World</i> , Provides Marketing Services	8
AHA/HPI Field Representatives	8
AHA Member Advertising Information	9
Creative Services	9
Online Advertising Opportunities	9
Receive Updates on Association Happenings in Real Time	10
HYFA Gives Back	11
Opportunities Abound for Team NJHA	12
NJHA Important Dates and Deadlines	13
NJHA Board of Directors Regional Representation	13
Hereford Show Information	14
AHA Show Rules	14
AHA Show Classifications	14
National and Regional Point Shows List	16
2019 State Fair and Fall Show Schedule	17
2019-20 National Show Schedule and Judge Line-up	18
Industry Directory	19
State and Regional Hereford Associations	19
State and Regional Junior Associations	22
Hereford Women and Polle-ette Organizations	24
AHA Rules and Regulations	25
Visit Hereford Websites, Follow on Social Media	IBC

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AHA office contacts

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Address:
11500 N. Ambassador Dr., Ste. 410
Kansas City, MO 64153

Fax: 816-243-1314

Website: Hereford.org

Email: aha@hereford.org

AHA Records Department

Contact the Records Department for questions about registrations, transfers, membership, Whole Herd Total Performance Records (TPR™), expected progeny differences (EPDs), sire summaries, carcass data, DNA, account balances and online data submission (MyHerd.org).

Communications Department

- Information for news releases, show photographs, promotional materials requests and state association resource requests, ask for Kendra Davis

Certified Hereford Beef LLC 816-842-3758

General questions about program specifications, contact the CHB office

- To feed cattle with a CHB feedyard or to market CHB-eligible fed cattle, ask for Trey Befort
- For questions about listing feeder cattle on HerefordFeederCattle.com, ask for Trey Befort

Hereford World/Creative Services 816-842-8878

For questions about *Hereford World* (HW) and Creative Services contact the Hereford Publications Inc. (HPI) office

- Advertisements, ask for Alison Marx
- To provide news articles, obituaries or notes from the field, ask for Diane Meyer
- Calendar listings, sale reports and show reports, ask for Christy Benigno
- HW accounts or ordering subscriptions, ask for Debbie Rush
- Field staff, ask for Joe Rickabaugh
- General questions on Creative Services projects, ask for Caryn Vaught or Samantha Albers
- Quotes on Creative Services projects, ask for Joe Rickabaugh or Caryn Vaught

On the cover:

Photo courtesy of Coleman Herefords, Westcliffe, Colo.





Records department and customer service team contacts

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IMPORTANT MEMBERSHIP DATES

August 31
 Junior memberships expire
 Member service fees expire

September 1
 Start of new fiscal year
 - Renew junior memberships
 - Member service fees are due

AHA FEES

AHA membership dues
 \$15 annually

AHA member service fee
 Adult \$100
 Junior \$20

MEMBER REGISTRATON RATES

Age of calf	Regular	Electronic
Up to 4 months	\$12.50	\$10.50
4-8 months	\$18.50	\$15.50
8-12 months	\$25.50	\$20.50
>12 months	\$50.50	\$50.50

Committed to Member Service

The American Hereford Association (AHA) staff is dedicated to meeting the needs of the membership. The records department and customer service team processes registrations, transfers and performance records. Visiting the Hereford website, *Hereford.org*, breeders have access

to expected progeny differences (EPDs), registration forms, sire summaries and other Hereford information.

The AHA is the second largest beef registry in the U.S., registering 81,174 cattle in fiscal year 2018, with 4,270 active adult members and 3,478 junior members.

MyHerd.org Empowers Members

Providing members with programs and tools to do business effectively and efficiently is a priority for the AHA. During fiscal year 2014, the AHA rolled out *MyHerd.org* — a real-time online registry system that provides AHA members 24/7 access to the majority of record services. *MyHerd.org* allows Hereford members to take care of Hereford business in real time, anytime day or night.

MyHerd.org is a free service. The only requirements are to have an active member account and a valid email address.

Signing up for MyHerd doesn't mean members can't use a herd management system, however, there are features in MyHerd that herd management software



can't provide, like electronic animal transfer, AI certificate release and online bill payment.

Send an email to MyHerd@hereford.org to learn more about how to use MyHerd with your herd management system.

MyHerd help resources

The MyHerd team has created resources to ensure you are using MyHerd to its full capabilities. Visit *Hereford.org* to view the step-by-step MyHerd tutorials that walk you through every feature of MyHerd.

You can also utilize the MyHerd help pages by clicking on the blue "Help" text in the upper right-hand corner of MyHerd. Be on the lookout for upcoming webinars this fall and spring. Webinars are live demonstrations hosted by a MyHerd team member and are a great opportunity for you to ask questions.

In February 2019, the AHA released an updated MyHerd platform. Many upgrades and improvements went into this new platform including speed, efficiency and user friendliness. The new platform has been getting rave reviews across the country.

Email your member number to MyHerd@hereford.org to sign up for a free account.

Electronic storage

The AHA offers electronic storage of registration certificates to members using *MyHerd.org*. When a member registers an animal, the certificate is stored electronically until the member wants to release the certificate for print.

This allows members to be in control of when they receive registration certificates. Members can store a calf crop electronically and can wait to release the certificates until after all performance data are recorded or after a genetic evaluation. There is no additional charge to store or to release registration certificates. Email MyHerd@hereford.org to sign up for electronic storage of certificates.

MyHerd features include:

- Real-time calf registration and animal transfer
- Electronic registration certificate storage (optional)
- Customized Whole Herd TPR to-do lists
- Whole Herd TPR data entry (Herd Inventory, BW, WW, YW, etc.)
- View performance reports, packing slips and monthly statements
- Make DNA Requests and View DNA Status and Results
- View available AI certificates
- Release AI certificates to your customers
- View and download lists of owned animals and customers
- View and pay account balance with credit card or electronic check

Taking the Next Step as a New Member

Dear new member,

Welcome! We look forward to having you as a member of the American Hereford Association (AHA). We hope this handbook answers some of your questions as you begin your membership. Each month new members receive “New Member Notes” by email during their first year of membership. It includes tips and resources to help members become more involved in the AHA plus additional

information regarding AHA programs and activities. If you didn't provide an email address with your membership application, send an email to records@hereford.org and request your email address to be added to your account. We are always here to serve you. If you have questions, don't hesitate to ask.

Sincerely,
AHA Customer Service

Hereford Registration 4-1-1

Members have the choice of registering as a pedigree or performance breeder. If a registry type wasn't declared, then you're automatically enrolled as a pedigree breeder.



Pedigree registry:

Pedigree breeders can register and transfer cattle but do not maintain and report performance data to the AHA.

Production of expected progeny differences (EPDs) is waived on their herd.

1 Registry type

Performance registry:

Performance breeders participate in the Whole Herd Total Performance Records (TPR™) system and are required to maintain a female inventory, report calving ease and weaning information annually on the produce of every female in the inventory. EPDs are printed on the registration certificate.



To learn more about becoming a performance breeder and the ability to register calves with EPDs, go to Hereford.org/TPR or contact AHA Customer Service.



Electronic:

The AHA has a real-time online registration system called *MyHerd.org*. Members may sign up for a free online account and register their calves electronically.

Electronic registrations receive a discount and registered information is made available in real time. Email your AHA member number to MyHerd@hereford.org to have an account set up or if you have already signed up, log on now at *MyHerd.org*.

2 Registration format

Paper:

The AHA has a traditional paper registration application for members who prefer to register by postal mail. A registration application is provided in your new member packet. It's a two sided form, and the back must be completed to submit transfer on entry and sire-owner signature information.

If you don't have a registration form, call AHA Customer Service to have a form mailed to you or go to the “Rules & Forms” library at Hereford.org to download and print.



The cost of registration is determined by the age of the calf at the time of registration (see MEMBER REGISTRATION RATES table on Page 2).

In addition to the registration cost/head, lifetime, adult and junior memberships require an

3 Registration cost

annual member service fee of \$100 (\$20 for junior members) in order to register an animal during the current fiscal year. The fiscal year is Sept. 1 through Aug. 31. Each paid adult member service fee generates a one-year subscription to the *Hereford World* magazine.



Members using *MyHerd.org* may pay registration fees on their *MyHerd.org* account with a credit card or electronic check.

4 How to pay

Traditional paper recording members can mail a check with their registration application(s) or call AHA Customer Service and pay with a credit card over the phone.



Note: Registration certificates are mailed after the registration fees are paid in full.

Registration Tip: Contact AHA Customer Service at 816-842-3757 to link accounts.



Whole Herd TPR™ — Your Performance Partner

Whole Herd TPR contacts

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Records supervisor:
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**Education and information
services coordinator and
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WHOLE HERD DEADLINES:

July 1, 2019

Final date to submit all dam reproductive status and weaning information for the fall 2017 calf crop.

July 15, 2019

Completion and return of fall 2019 herd inventories by this date will provide a \$.25 per head discount on every female maintained on the fall inventory.

Sept. 1, 2019

Completion and return of fall 2019 herd inventories after this date will incur an additional \$2 per head surcharge on every female maintained on the fall inventory.

Dec. 1, 2019

Final date to submit all dam reproductive status and weaning information for the spring 2018 calf crop.

Jan. 15, 2020

Completion and return of spring 2020 herd inventories by this date will provide a \$.25 per head discount on every female maintained on the spring inventory.

March 1, 2020

Final date to nominate sires for spring 2020 breeding in the National Reference Sire Program.

March 1, 2020

Completion and return of spring 2020 herd inventories after this date will incur an additional \$2 per head surcharge on every female maintained on the spring inventory.

The basic concept of beef cattle performance records is to measure genetic differences between animals for traits of economic importance. The American Hereford Association (AHA) recognizes the importance of performance records in today's beef industry and through Whole Herd Total Performance Records (TPR™), can provide a system flexible enough to meet the needs of the most sophisticated recordkeeping breeder or those who desire to keep only the basics.

Within herd and contemporary group records generated through Whole Herd TPR are measures for calving intervals, birth weights, weaning weights, yearling weights, scrotal circumference, hip height/frame measures and ratios for most of these measures.

Good within-herd records include information obtained at birth, weaning, yearling and ultrasound carcass data. These within-herd and contemporary-group records are adjusted for known environmental sources of variation in animal performance such as age of dam, age of calf, etc.

Competition for commercial industry purchasing power between and within breeds is keen, and those breeders who document their seedstock's performance for the commercial man's investment have a distinct advantage in today's beef

industry as it moves toward "specification production" from conception to slaughter.

Whole Herd TPR is a system of registration and performance tracking whereby every participating breeder updates his/her cow herd inventory annually and is charged for performance data on a per cow basis as opposed to a per calf basis. The system is positively endorsed by the Beef Improvement Federation (BIF), a North American umbrella organization of beef breed associations, beef producers, researchers and the academic community. With this system, the AHA measures economically relevant beef production traits such as fertility, longevity and reproductive efficiency. Furthermore, the greater volume of data reported from each herd for measured growth and carcass traits enhances the accuracy of Hereford expected progeny differences (EPDs).

Participation in Whole Herd TPR is voluntary and breeders may choose to maintain pedigree records without recording performance information, so EPDs or other performance information is not printed on their registry certificates.

Call the AHA to get your herd enrolled in the performance registry program, to get set up with *MyHerd.org* or if you are currently enrolled and have questions.

Whole Herd TPR steps:

Step 1

Show an accurate inventory record of each female in your herd that is expected to calve in your selected season.

The AHA invoices the breeder for his inventory costs in accordance with the number and kind of animals reported.

Following data submission, the AHA provides a Dam Production Summary Report for each enrolled female.

The AHA returns Birth Information Worksheets (Form 1) to the breeder.

Step 2

As calving is completed, breeders are required to return to the AHA a Birth Information Worksheet (Form 1) with the birth information for every female enrolled in that season, including data on any that failed to calve, lost a calf, etc.

The AHA returns the Birth Report/Weaning Worksheet (Form 2) to the breeder.

Step 3

Member submits completed Birth Report/Weaning Worksheet (Form 2) reporting weaning weight information or a disposal code for animals not weighed.

The AHA returns the Weaning Report/Yearling Worksheet (Form 3) to the breeder.

Note: Yearling information is not mandatory.

Step 4

When the breeder returns Form 3 to the AHA, a yearling report (Form 4) and a calf crop EPD summary (Form 5) is provided.

If ultrasound carcass data is collected, technician submits carcass data directly to an AHA-approved ultrasound lab that will process the data and forward results to the AHA for database inclusion.

Gold TPR Breeders



The Gold TPR Breeder recognition is presented to progressive Hereford breeders who have measured traits and collected and promptly submitted performance data at all levels of production. Breeders must meet a specific set of requirements in order to be eligible for the program.

- Herd inventory submitted prior to inventory surcharge deadline.
- Complete reporting of calving ease and reproductive status for each dam on inventory.
- Complete reporting of birth, weaning and yearling weights for all live calves recorded in the calf crop.
- Complete reporting of scrotal measurements for each bull calf with a recorded yearling weight.
- Ultrasound data reported on 25 percent or more of the calf crop.

Platinum TPR Breeders

The Platinum TPR Breeder is the highest level of



achievement when it comes to complete calf crop reporting. Breeders must meet all the requirements of Gold TPR Breeder status, plus they must also genotype 85 percent of the calves with a weaning weight submitted.

The time requirement to do this will fall under the same two-year compliancy rule. The results of the genotype will need to be completed by Jan. 1 of the recognition year. As a result, the first award winners of this prestigious and progressive award will be recognized in the spring of 2020 and will be based on the 2018 calf crop.

More frequent genetic evaluations

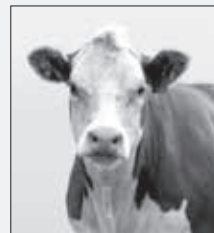
In December 2017, the AHA implemented several updates to its genetic evaluation that include the implementation of a Single Step model for better incorporation of genomics, the ability to calculate, not estimate, EPD accuracies and allowing only animals to enter the evaluation that are born after the advent of Whole Herd TPR but also include three generations of pedigree. Along with this, key economically relevant traits (ERTs) as well as updated economic parameters are included in the three revised selection indexes. The updates of all of these techniques have allowed the AHA to offer a very reliable and comprehensive genetic evaluation that embraces the most up-to-date technology.

Just as important, the AHA's genetic evaluation is run weekly. Evaluations are released each Monday morning. To be included in the Monday update, data must be submitted by midnight two Saturdays prior. For example, for data to be reflected in the EPD release that will occur on Aug. 12, 2019, data will

need to be submitted by Aug. 3, 2019, at midnight. Planning ahead is crucial to be sure all phenotypic data (weights and ultrasound information) as well as genotypes are submitted well in advance to ensure appropriate data is reflected in the EPD.

Sharpen up on traits

Sustained Cow Fertility (SCF) – The AHA's new Sustained Cow Fertility EPD is a prediction of a cow's ability to continue to calve from 3 years of age through 12 years of age, given she calved as a 2-year-old. The EPD is expressed as a deviation in the proportion of the ten possible calvings to 12 years old expressed as a probability. For example, the daughters of a bull with a 30 EPD would have the genetic potential to have one more calf by age 12 than the daughters from a bull with a 20 EPD. In other words, the daughters from the 30 EPD bull would have a 10 percent greater probability of having one more calf than daughters of the bull with a 20 EPD. This is equivalent to saying that the daughters are 10 percent more likely to remain in the herd to age 12.



Dry Matter Intake (DMI) – The Dry Matter Intake EPD predicts the daily consumption of pounds of feed. For example, if sire A has a DM EPD of 1.1 and sire B has a DMI EPD of 0.1, you would expect sire B's progeny, if comparably mated, to consume on average 1 pound of feed less per day.



Baldy Maternal Index (BMI\$) – The Baldy Maternal Index is a maternally focused index that is based on a production system that uses Hereford x Angus cross cows. Progeny of these cows are directed toward Certified Hereford Beef® (CHB). This index has significant weight on Sustained Cow Fertility, which predicts fertility and longevity of females. There is a slightly positive weight on Weaning Weight, Mature Cow Weight and Milk, which accounts for enough growth but ensures females do no increase inputs. There is some negative emphasis on Dry Matter Intake by a positive weighting on

Carcass Weight, which is anticipated to provide profitability from finishing of nonreplacement females and castrated males. Marbling and Rib-eye Area are also positively weighted to keep the harvested progeny successful for CHB. This index is geared to identify Hereford bulls that will be profitable when used in a rotational cross with mature commercial Angus cows.

Brahman Influence Index (BI\$) – The Brahman Influence Index is a maternally focused index that is based on a production system that uses Brahman x Hereford cross cows. Progeny of these cows are directed toward a commodity beef market since CHB does not accept Brahman-influenced cattle. This index has significant weight on Sustained Cow Fertility, which predicts fertility and longevity of females. There is a slightly positive weight on Weaning Weight, Mature Cow Weight and Milk, which accounts for enough growth but ensures females do not increase inputs. There is some negative emphasis on Dry Matter Intake but a positive weighting on Carcass Weight, which is anticipated to provide a profitability in finishing nonreplacement females and castrated males. Marbling and Rib-eye Area are also positively weighted to keep harvested progeny successful for a variety of commodity-based programs. This index targets producers that use Hereford bulls on Brahman-influenced cows.

Certified Hereford Beef Index (CHB\$) – The Certified Hereford Beef Index is a terminal sire index that is built on a production system where Hereford bulls are mated to mature commercial Angus cows and all progeny will be targeted for CHB after the finishing phase. This index has significant weight on Carcass Weight to ensure profit on the rail. As well there is a positive weighting for Average Daily Gain along with a negative weighting on Dry Matter Intake to ensure efficient pounds of growth in the finishing phase. Keep in mind, this production system takes advantage of complementary breeding with the commercial Angus cow. Although Marbling is weighted positively in this index, a positive weighting for Rib-eye Area and a negative weighting for Back Fat are a greater priority in this index to allow for optimum end-product merit. This is the only index that has no emphasis on fertility. Remember that no replacement heifers are being retained.

For additional trait information, visit the Genetics section of Hereford.org.

Certified Hereford Beef LLC contacts

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 **Twitter:**
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 **Pinterest:**
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 **Instagram:**
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Certified Hereford Beef LLC Drives Demand



Certified Hereford Beef LLC is a wholly owned subsidiary of the American Hereford Association with the goal of driving demand for Hereford and Hereford/English crossbred cattle through a market alliance with cattle feeders, processors, distributors, retailers and foodservice providers. The Certified Hereford Beef® brand is quickly becoming one of the most recognized breed-specific brands in the U.S.

The *Certified Hereford Beef* logo represents a premium image and is recognized internationally as a symbol of high-quality beef. As the beef industry continues to evolve, the *Certified Hereford Beef* team is taking steps to ensure the program remains relevant in the market by continuing to focus on developing the program in a competitive marketplace.

Providing value to *Certified Hereford Beef's* customers through education and marketing resources, the program remains strong in the demand for Hereford-influenced cattle. In fiscal year 2018, more than 58 million pounds of *Certified Hereford Beef* product was distributed in the market, a 6.7 percent increase from the previous year.

Exceptional customer service is at the forefront of *Certified Hereford Beef's* initiative to increase awareness of the brand. Working together with industry partners to provide the tools and resources to enlist and to engage in the sales and promotion of the program expands the opportunity for growth and performance. The creation of educational and promotional materials continues to evolve, allowing *Certified Hereford Beef* to properly promote

the program and to utilize industry talent, further engaging the marketplace. The *Certified Hereford Beef* website, CertifiedHerefordBeef.com, provides consumers information about the high-quality *Certified Hereford Beef* brand and houses an extensive recipe and meat cuts library to assist in making beef-centered meals in a snap.

This website is only a small piece in an overarching marketing mission to reach consumers about the high-quality product *Certified Hereford Beef* has to offer. In addition to sharing the new marketing materials and educational resources via *Certified Hereford Beef* outlets, the marketing team provides the opportunity for licensed partners to utilize those materials in their own marketing — further expanding the reach of the brand to consumers.

A targeted and focused approach is being implemented into each market to support existing customers. Customized marketing materials are available to retail and restaurant partners to tell the Hereford story and to connect consumers with their food. The *Certified Hereford Beef* brand offers a unique and differentiated marketing strategy for licensed partners to compete and to excel in a competitive marketplace.

Social media have been a significant tool in driving awareness for the *Certified Hereford Beef* program. *Certified Hereford Beef* social media accounts have a targeted focus on consumers with a content emphasis on brand recognition, education, recipes and telling the Hereford story.

Connecting with consumers is one facet of growing the program, and the brand continues to form consumer relationships via social networking platforms.

Certified Hereford Beef is proud of the Hereford breed's rich heritage and the uncompromising dedication to quality from Hereford cattlemen. These fundamentals allow *Certified Hereford Beef* the time-honored tradition of providing great-tasting beef and bringing the highest-quality product to industry partners and consumers. They are the reason why *Certified Hereford Beef* is "Excellence Built by Tradition."

Certified Hereford Beef is available through retail and foodservice outlets across the country. Visit the "Where to Buy" section of CertifiedHerefordBeef.com for a complete listing of *Certified Hereford Beef* retail supermarkets and restaurants promoting the brand.



Certified Hereford Beef specifications

Choice	Premium
Quality grades: USDA Choice and higher	Quality grades: Upper ⅔ USDA Choice and higher
Hereford and Hereford/English crossbred steers and heifers	
Hot carcass weight of 1,050 lb. or less	
Ribeye area of 10.0 to 16.0 in.²	
Fat thickness less than 1.0 in.	

Certified Hereford Beef licensed packers

National Beef Packing Co. LLC (2003), Liberal, Kan.
National Beef Packing Co. LLC (2003), Dodge City, Kan.
Valley Oaks Steak Co. (2018), Lone Jack, Mo.

To learn more about premium opportunities and participation in the *Certified Hereford Beef* program, producers can contact Trey Befort, director of commercial programs, at tbefort@herefordbeef.org.

Commercial Programs

Director of commercial programs:

Trey Befort

tbefort@herefordbeef.org

HerefordFeederCattle.com



The American Hereford Association (AHA) is committed to growing demand for Hereford genetics and providing breeders tools backed by uncompromised data and sound research that drive profit. Additionally, the Association has long been dedicated to offering its members the most robust genetic evaluation possible. Developing tools to provide commercial cattlemen with information to advance their programs through heterosis is a major focus of the AHA.

The Hereford Advantage, Premium Red Baldy and Maternal Advantage programs are three resources developed to assist commercial cattlemen with incorporating Hereford genetics into their programs more successfully and adding value to their operations. For more information regarding any commercial programs, contact Trey Befort, AHA director of commercial programs, at tbefort@herefordbeef.org.

Hereford Advantage Program

The Hereford Advantage program allows commercial breeders to identify genetically backed, high-quality Hereford and Hereford-influenced feeder cattle and to add value to cattle meeting the program requirements. The program continues to grow in popularity as more commercial producers take advantage of the program to help market their cattle.

To participate, producers must complete and submit an online form found at HerefordFeederCattle.com or must contact the AHA to get started. Participants must have registered Hereford bulls with transferred ownership. Additionally, the Hereford bull battery average Certified Hereford Beef Index (CHB\$)* value ranking must be in the top 50 percent of the breed. Once the sire information is received, the information will be reviewed, and a sire summary with expected progeny difference (EPD) and profit index rankings will be returned. If all program requirements are met, the group information will be placed under the “Feeder Cattle Listings” page on the Hereford.org website. Producers will also receive additional marketing support, and they may use the program logo for all marketing purposes.

*The CHB\$ is a terminal sire index that is built on a production system where Hereford

bulls are used on British-cross cows with a focus on gain and end-product merit.

Premium Red Baldy Program

Premium Red Baldy is a tagging program designed to take advantage of hybrid vigor by maximizing the best traits of both Hereford and Red Angus and providing commercial producers with premium replacement females. The program has the ideal balance of maternal and carcass traits, which will yield cattle poised to increase the profitability of the commercial producer. Premium Red Baldy uses genetics supported by the only two beef breed associations backed by whole herd reporting.

Producers interested in verifying their bull battery should call their respective breed representative to complete the verification process and to order Allflex tags for \$0.99 each. Interested breeders will contact Trey Befort, AHA director of commercial programs, at tbefort@herefordbeef.org or Chessie Mitchell, Red Angus Association of America tag program coordinator, at chessie@redangus.org. Breeders must provide registration numbers for Hereford or Red Angus sires used at that time.

Upon completion of a short phone interview, tags will be shipped to the producer for qualifying females. Only enough tags to match the number of red-bodied and white- or brockle-faced females born on the operation will be issued. It is also important to note Premium Red Baldy is not a Process Verified Program (PVP) through the United States Department of Agriculture.

Qualifications




- Female-only program – No steers will be tagged in this non-PVP tagging program.
- Females must be sired by a bull battery ranking in the top 50 percent of the breed for Baldy Maternal Index (BMI\$) or Herdbuilder Index (HB). Registration must also be transferred to the participating producer.
- Targeted breed percentages on qualified females will range from 25-75 percent Red Angus and Hereford, with a small allowance for other breeds.

- Females must be red-bodied with either a bald or brockle face.
- No black-hided cattle will be admitted regardless of genetic makeup.

Maternal Advantage Program

This female-focused program is designed to take advantage of hybrid vigor by capitalizing on Hereford genetics. The program generates females with added longevity, more docility, increased fertility and more profit per year. Producers using Hereford bulls on British-based or Brahman-based females in their breeding program can utilize this program.

To take advantage of the program, producers must verify eligible females are sired by registered Hereford bulls. Participating bull batteries must rank in the top 50 percent of the breed for Baldy Maternal Index (BMI\$) if used on British-based females or the top 50 percent of the breed for Brahman Influence Index (BII\$) if used on Brahman-based females. Both of these maternally focused indexes are geared to identify Hereford bulls that will be profitable when used in a rotational cross with mature commercial Angus-influenced or Brahman-influenced females. Both BMI\$ and BII\$ have significant weight on the AHA's Sustained Cow Fertility (SCF) expected progeny difference (EPD), which predicts fertility and longevity of females. They also have an emphasis on growth, efficiency and end-product merit for nonretained females.

AHA commercial programs overview		
Program	Program logo	Index used
Hereford Advantage		CHB\$
Maternal Advantage		BMI\$ or BII\$
Premium Red Baldy		BMI\$ or HerdBuilder (Red Angus)

**For all programs, bulls must have transferred ownership and rank in the top 50 percent of the breed for the respective index.

Hereford Publications Inc. staff contacts

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816-842-8878 | 816-243-1314 fax
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HPI Staff Produces *Hereford World*, Provides Marketing Services

Hereford Publications Inc. (HPI) staff coordinates publications and communication services to benefit American Hereford Association (AHA) members and their customers.

Hereford World is the official voice of the AHA. Produced 11 times per year, seven glossy issues are mailed to 5,500 subscribers. A tabloid issue is produced in January, February, August and October and is mailed to an additional 15,000 commercial cattlemen. Past issues of *Hereford World* are available for viewing online at *Hereford.org*. The publication is also searchable for those seeking articles regarding specific topics.

Timely articles and editorial columns provide readers with information to help them make sound management and marketing decisions. From basic how-to

articles to in-depth reports on cutting-edge technologies, *Hereford World* is a solid package of beef industry information. The tabloid is an advertising vehicle to reach commercial producers interested in Hereford genetics.

Special advertising sections are printed several times per year, including the *Hereford AI Book* with the March issue, and the *Hereford Register* in the July issue.

Creative Services has assisted Hereford breeders in meeting their promotional goals since 1989 through the production of sale books, brochures, posters, letterhead, business cards, directories and newsletters.

Seven field representatives represent the AHA and *Hereford World* throughout the U.S. and Canada.

AHA/HPI Field Representatives



Jared Patterson
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Levi Landers
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tcoley@hereford.org

Contact the AHA
Northeast Region: Conn., Del., D.C., Maine, Mass., N.H., N.J., N.Y., R.I., Vt. and eastern Canadian provinces

Creative Services

Creative Services offers a talented creative team for promotional projects. Experienced staff can take a sale book, directory, brochure, flyer or other project to the next level. From photo retouching to a complicated directory, Creative Services is the source for affordable promotion.

Projects on a bid basis include catalogs, directories, brochures, flyers, post cards, business cards and other projects (stickers, posters, etc.). Logo and ad designs are offered at \$50 per hour, and photo retouching/cleaning is offered at \$25 per hour. All sale catalogs developed through Creative Services are available on Hereford.org for viewing.

Offering customized mailing and online services

Creative Services' clients have the privilege to radius search the five lists listed below to customize a mailing list for their use. As a complimentary service, clients can utilize any combination of the five lists.

Adult member list — lifetime or dues-paying adult members who registered at least one animal within two years or has a *Hereford World* subscription.

Junior member list — junior members with current year dues paid.

Tabloid list — commercial producers who have signed up for a subscription for *Hereford World* tabloid issues for three years.

Bull buyer list — non-member accounts with at least one bull transferred to them within the last three years.

Female buyer list — non-member accounts with at least one female transferred to them within the last three years.

Data integrity

Creative Services uses a direct link to the AHA database to retrieve pedigree and expected progeny difference (EPD) information, ensuring current and accurate information is provided.

Services

To receive a bid or to ask questions regarding the information needed to create a bid for a project, please call Joe Rickabaugh or Caryn Vaught at 816-842-3757.

Online Advertising Opportunities

The American Hereford Association (AHA) website provides visitors the latest updates and announcements affecting the Hereford breed. It also provides Hereford breeders the opportunity to advertise via banner ads, e-newsletters, online sale catalogs and more.

AHA website banner ads

Hereford breeders can advertise their operations via banner ads to showcase logos, contact details, brief breeding philosophies, sale dates, etc. Banner ads serve as direct links to the breeders' websites. Banner ads are also offered to corporate entities.

In an effort to offer affordable advertising rates, banner ads rotate from page to page. This rotational method allows for multiple banner ads to be shown in a specific place on a page for a

set amount of time, giving the advertiser more exposure on more pages.

Pricing options:

1-month banner ad — \$500

ad appears in *Hereford Headlines* or *Sales Digest*

2-month banner ad — \$900

ad appears in *Hereford Headlines* or *Sales Digest* (a \$1,000 value)

1-year banner ad — \$1,500

ad appears in *Hereford Headlines* or *Sales Digest* (a \$6,000 value)

HPI contract — \$5,500

(a \$6,100 value)

- 4 1-page, four-color *Hereford World* ads in issues of your choice
- 1 banner ad on the AHA website for 1 year

...continued on page 10

AHA Member Advertising Information

Hereford Publications Inc., 816-842-8878

GLOSSY MAGAZINE ADVERTISING RATES

Full page, four color	\$1,150
Half page, four color	\$875
Quarter page, four color	\$440
Full page, black and white	\$725
Half page, black and white	\$450
Quarter page, black and white	\$250
Seedstock directory (per inch, per year)	\$350

- Four-color ad includes one photo, each additional photo: \$20/photo
- Black and white ad rate includes one photo, each additional photo: \$10/photo
- **Ad contracts and print and Web packages available.**

TABLOID ADVERTISING RATES

Full page, four color	\$1,200
Junior page, four color	\$1,000
Half page, four color	\$900
Quarter page, four color	\$700
Full page, black and white	\$800
Junior page, black and white	\$600
Half page, black and white	\$500
Quarter page, black and white	\$300
Seedstock directory (per inch, per year)	\$350

- Four-color ad includes one photo, each additional photo: \$20/photo.
- Black and white ad rate includes one photo, each additional photo: \$10/photo.
- **Ad contracts and print and Web packages available.**

DEADLINES

Issue	Submission Deadline
September 2019	July 25, 2019
*October 2019	August 26, 2019
November 2019	September 25, 2019
December 2019	October 25, 2019
*January 2020	November 26, 2019
*February 2020	December 26, 2019
March 2020	January 25, 2020
April 2020	February 25, 2020
May/June 2020	March 25, 2020
July 2020	Early bird: April 24, 2020
.....	Final deadline: May 22, 2020
*August 2020	June 25, 2020
September 2020	July 24, 2020

*Indicates tabloid issue

SUBSCRIPTION RATES

(Included with \$100 AHA member service fee)

One year	\$35
Foreign, 2nd class	\$60
Foreign, 1st class	\$110

Creative Services contract

- 1 catalog – per bid basis
- 1 banner ad for one month — \$400 (a savings of 20 percent)
- Ad appears in *Hereford Headlines* or *Sales Digest*

For more information about banner advertising options, contact Alison Marx at amarx@hereford.org or 816-842-3757.

E-newsletter banner ads

Sales Digest and *Hereford Headlines* provide affordable banner advertising opportunities. Contact Alison Marx at amarx@hereford.org or 816-842-3757 to reserve your ad.

Sales Digest

This weekly e-newsletter is delivered to more than 8,500 potential buyers around the world. It is a source of current information including upcoming sales, shows and events, to aid in locating the right Hereford cattle to increase profitability in a herd. Seven positions for banner ads are available.

Hereford Headlines

Hereford Headlines is a weekly e-newsletter distributed to AHA members and other subscribers and keeps readers up-to-date on Hereford and other beef industry news. Three banner ad positions are available.

Online sale catalogs

Hereford breeders can post production sale and private-treaty sale catalogs at *Hereford.org*. Catalogs can be posted in two formats — PDF and flip.

Catalogs designed through Creative Services are posted in the PDF and

flip formats at no extra cost. Likewise, catalogs designed by a third party can be listed on the “Production Catalogs” page at a low cost. As an added benefit, the catalogs will also be listed in the *Sales Digest*.

Online catalog rates:

- PDF and flip version — \$300
Customer will provide a low resolution PDF*.
- * *Note if the PDF file is not optimized or if the flip generator determines errors, it is the customer's responsibility to fix the errors and to resubmit a new PDF. If the Creative Services team incurs additional hours due to technical issues, those hours will be billable at \$50/hour.*

For more information, contact Caryn Vaught at cvaught@hereford.org or 816-842-3757.

Herefords On Demand

Another online sale catalog avenue offered through HPI is Herefords On Demand. This marketing tool is a feature for breeders to market their upcoming production sales, is practical for herds of all sizes and streamlines the efficiency of catalog production.

Herefords On Demand features live EPDs in the sale catalog that are reviewed weekly and search capabilities within a catalog and across all catalogs using this online catalog feature. Users can start a new sale catalog and are able to save their progress and to return to inputting information later, as well.

Prices:

- Online-only or print-ready catalog:
Set-up charge – \$450
\$15/lot (if user enters lots)
\$50/hour production charge (if HPI enters lots for user)

- Creative Services-produced sale catalog:
Set-up charge – \$250
\$50/hour production charge

Web services

The AHA and Denton Designs LLC have teamed up to provide AHA members and organizations with a suite of web services. Options include website design, hosting and email plans.

Custom websites

- Discounted Hereford member rates are available — starting at \$315.

Organization websites (adult, women and junior)

- Discounted pricing is available for association websites — starting at \$105.
- Organizations can generate revenue by selling banner ads and microsites.

Domain registration — yourfarm.com

- \$115 for five years.

Hosting and statistics

- Website hosting — starting at \$150/year
- Website statistics — \$70 one-time fee

For more information or an estimate, contact John or Angie Denton at info@dentondesigns.net or 785-363-7263.

Receive Updates on Association Happenings in Real Time



Text AMERICANHERF to 474747 to keep up-to-date with Hereford news and events including national shows, reminders and updates through the American Hereford Association (AHA) text alerts.

Signing up for AHA text alerts allows you to:

- Receive exclusive alerts via text message during events
- Keep up with the latest Hereford news
- Open links to resources, maps and information regarding events



Hereford Youth Foundation of America

Hereford Youth Foundation contacts

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 816-842-3757 | 816-243-1314 fax
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jbielema@comcast.net



Show your support for Hereford youth,
 visit ShopHereford.com

HYFA Gives Back

This fall the Hereford Youth Foundation of America (HYFA) reached an all time high in net assets and in scholarship payouts. HYFA and the National Junior Hereford Association (NJHA) work together to provide opportunities for the breed's future leaders and to pave the way to successful and rewarding careers for these young people.

The foundation holds fast to its mission of scholarship, leadership and education by providing programs that not only showcase the junior's talents but build leaders and prepare them for a bright future in the beef industry and beyond.

What is HYFA?

Scholarships were the HYFA's first mission in the fall of 2004, when the first \$750 Gary Bishop Scholarship was awarded. In 2005 it was followed by \$4,750 with the addition of the Bob and Dolores Call Scholarship and the unveiling of the \$5 million capital endowment campaign. Thanks to the late Bill and Jo Ellard, the EE Ranches Inc. \$200,000 endowment led to \$18,250 in scholarships being awarded in the fall of 2006. This endowment was the beginning of great things to come for the HYFA, and 12 years later, the HYFA proudly will have awarded \$173,000 after the summer scholarships have been dispersed.

This kind of growth is monumental. Highlighting the HYFA's activities this last year was the establishment of the Cottonwood Springs Farm Educational Endowment gifted by Tim and Nancy Keilty of Cedar, Mich. This \$250,000 gift will propel education to the next level with the sole purpose of providing financial support for educational programs and contests at the annual Junior National Hereford Expo (JNHE).

In recent years, the foundation has also added the Coley-Malir Leadership Endowment, which allowed the HYFA to contribute \$50,000 to the Faces of Leadership Conference this year. In addition, junior members experience various other educational opportunities in and outside the showing each year through the JNHE and the NJHA Fed Steer Shootout. As the HYFA surpasses the four million dollar mark for total net assets, here is a quick glance at how the foundation is giving back

and the programs that are being funded:

HYFA program at work in 2019

Youth scholarships	\$170,000
JNHE educational support	\$60,000
Faces of Leadership support	\$50,000
NJHA Fed Steer Shootout	\$20,000
Total support in 2019	\$300,000

Fundraising at a glance

New fundraising programs are added each year to support leadership and education. In 2018 the Foundation 1 Club was initiated by Sierra Ranches, Modesto, Calif., with 1 percent of the proceeds of their fall production sale being donated to the HYFA. The Ladies of the Royal Sale and Mile High Night Sale followed suit, and the foundation is excited that nearly \$35,000 was generated in the first year. The HYFA welcomed Hereford Prep Collection and Michelle Weber Studios to the Foundation 1 Club and invite others to come grow with the HYFA and to see how 1 percent over time can make a huge difference.

The Lot 1 Foundation Female continues to be one of the largest funding platforms for the foundation. This tradition celebrated 11 years at the 2019 Mile High Night Sale and has generated \$890,000 in its lifetime to support youth initiatives.

Come grow with HYFA

Breeder, industry and corporate support is vital to the HYFA's success. Since the HYFA is a 501(c)(3) corporation, all contributions are tax deductible and no gift is too big or too small when it comes to supporting the foundation.

The HYFA supports the programs and activities that not only benefit the Hereford breed but also help establish the future of the Hereford breed for tomorrow's youth. The most common methods of giving include cash donations, stocks, sponsorships and memorials.

For more information on how to contribute to Hereford youth or for more information about awards and scholarships sponsored by the HYFA, visit HerefordYouthFoundation.org.

Opportunities Abound for Team NJHA

2018-19 National Junior Hereford Association Board of Directors

NJHA contacts

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YOUTH ACTIVITIES ASSISTANT

Bailey Clanton
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2018-19 National Junior Hereford Association board of directors (pictured seated front row, l to r) are: **Austin Matheny**, Mays Lick, Ky., chairman; **Brooke Hinojosa-Sidwell**, Carr, Colo., vice chairman; **Taylor Belle Matheny**, Mays Lick, Ky., communications chair; **Nathan Hopkins**, Winchester, Tenn., membership chair; **Rylee Barber**, Channing, Texas, fundraising chair; and **Brandt Downing**, Culver, Ore., leadership chair. Directors standing (l to r) are: **Abigail Spindle**, Moriarty N.M.; **Samuel Lawrence**, Avilla, Ind.; **Hannah Williams**, Kearney, Neb.; **Montana Lawrence**, Princeton, Minn.; **Brooklyn Adam**, Lathrop, Mo.; and **Bailey Jones**, Darlington, Wis.

Mission statement

The National Junior Hereford Association's (NJHA) mission is to create and promote enthusiasm for the Hereford breed while providing opportunities through leadership, education and teamwork, thus ensuring a brighter future for youth and the cattle industry.

The NJHA is one of the largest, strongest and most active junior programs in the country. The NJHA, through its extensive leadership programs, continues to lay the foundation for the beef industry's future leaders. It is fun to watch as members of this association graduate from the junior ranks and go on to be leaders, not only in the Hereford breed but in the entire agriculture industry. It is so rewarding to see past junior directors leading the American Hereford Association (AHA) Board and using some of the skills and networks they gained from serving on the junior board to help them be the best adult leaders they can be.

The NJHA membership is on the rise, and in 2018, 3,478 active members took advantage of all the opportunities available to Hereford youth through the association, which was up 5.2 percent from the previous year.

Do you want to be a member of the NJHA? If you are under the age of 22 and love Hereford cattle, you can join. Simply fill out the online form found on the website *JrHereford.org*. Then you're on your way to becoming a member of one of the largest junior beef breed organizations in the world.

Junior National Hereford Expo

Voted Best of the Barns in 2018 and one of the largest junior beef breed shows in the U.S., the Junior National Hereford Expo (JNHE) is a highlight of the NJHA's summer activities. It is held every July and is cosponsored by the AHA, the Hereford Youth Foundation of America (HYFA) and affiliated state Hereford associations.

Known to many as the ultimate family vacation, this summer spectacular provides an opportunity for competition between junior members and their cattle projects. A hands-on program for youth provides educational, leadership and motivational forums. During the event, youth can participate in more than 20 skill-based contests.

Mark your calendars — the 2019 JNHE will be in Denver, Colo., at the historic National Western Stock Show Complex and will be themed "Herefords on the Hill." In 2020 the JNHE is headed to Louisville, Ky., for "Banners in the Bluegrass" July 11-18, and in 2021 the event will be back in Madison, Wis., July 2-9.



Faces of Leadership and NJHA Fed Steer Shootout contest

It's not all about showing Herefords. While the JNHE promotes learning aspects of showing cattle and educational activities associated with relative contests, the NJHA's annual Faces of Leadership Conference serves to empower NJHA members with the skills they need to develop into the best leaders they can be. Through the Faces of Leadership Conference young leaders are exposed to opportunities in the industry. The conference cultivates communication skills, encourages working in team settings and focuses on individual development.

Junior members from all parts of the country participate in the event each year. During the three-day event, more than 100 participants listen to nationally known speakers and participate in junior board workshops, which focus on leadership development, team building and becoming better public speakers.

In the past few years, the event has traveled to California, Michigan State University, Arkansas, South Dakota State University, the Texas Panhandle and Kansas State University. From the amazing ranch tours to up close looks at the industry at Tyson Foods and Trans Ova Genetics, new doors are being opened and Faces of Leadership participants truly are experiencing leadership like they never have before.

The NJHA is excited to be in Lincoln, Neb., July 30-Aug. 3 at the university's Innovation Campus. This conference is offered to junior members ages 14-21 and is made possible by the Coley-Malir Leadership Endowment.

Now in its third year, the NJHA Fed Steer Shootout is proud to have BioZyme Inc. on board as a premier sponsor and is making this contest even more engaging and educational as participants experience cattle feeding in a real world setting. The contest is hosted at Gregory Feedlots Inc. in Tabor, Iowa, and is open to pen-of-three or individual Hereford or commercial steers. As the 2019 steers are harvested, the NJHA is gearing up for the 2020 delivery dates, which will be the end of November, and all steers will need to weigh 500-800 pounds.

Scholarship opportunities abound

The NJHA is an organization devoted to the development of outstanding leadership potential and motivation to seek advanced education. Striving to

NJHA important dates and deadlines



June 1	Advisor of the Year Award nominations due NJHA board candidate application deadline on Hereford.FluidReview.com Photo contest deadline; entry forms available at JrHereford.org JNHE final online entry, ownership and showmanship deadline (Online only. No late entries.)
June 15	Judging Contest entries due at HerefordJuniorNational.com Early bird Faces of Leadership registration online at JrHereford.org Extemporaneous Speaking Contest entries due at HerefordJuniorNational.com Certified Hereford Beef Cook-off recipes and entries due Hereford Pen-to-Pen program entries due Illustrated Speech Contest applications due Individual Sales Contest entries due at HerefordJuniorNational.com Peewee Speech Contest applications due at HerefordJuniorNational.com Promotional Poster Contest entries due (if unable to attend the JNHE)
July 6-13	Junior National Hereford Expo, Denver, Colo.
July 15	Final Faces of Leadership registration deadline (may sign up in the office at JNHE)
July 30-Aug. 3	Faces of Leadership Conference, Lincoln, Neb.
Sept. 1	HYFA scholarship applications due

provide the foundation upon which interested youth can build their future in the agriculture industry, the NJHA offers various scholarships and awards to its membership. The HYFA administers these scholarships to deserving Hereford youth. In 2018 close to \$170,000 was awarded to NJHA members. For more information, visit JrHereford.org.

The fall scholarship deadline is Sept. 1. The spring scholarship deadline is April 1.

Elected to lead

Twelve outstanding Hereford juniors serve each year on the NJHA board of directors. Every year, four board members are elected to three-year terms at the annual junior membership

meeting, which is held in conjunction with the JNHE. During their term, directors develop and implement programs and events that serve junior Hereford members across the nation.

Traveling on behalf of the NJHA to various activities enables them to meet fellow members and to share their thoughts and experiences of Hereford involvement. They also get first-hand experience in leadership, cooperation and organization.

NJHA board applications are due June 1 each year, and all of the guidelines, bylaws and requirements may be found at JrHereford.org.

NJHA board of directors regional representation

Northwest region:

Washington, Oregon, Idaho, Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, Iowa

Northeast region:

Wisconsin, Illinois, Indiana, Kentucky, Michigan, Ohio, West Virginia, Virginia, Pennsylvania, Maryland, Delaware, New Jersey, New York, Connecticut, Vermont, Maine, New Hampshire, Rhode Island, Massachusetts



Southwest region:

California, Nevada, Utah, Arizona, Colorado, New Mexico, Kansas, Oklahoma, Texas

Southeast region:

Missouri, Arkansas, Louisiana, Tennessee, Mississippi, Alabama, Georgia, Florida, North Carolina, South Carolina

AHA Show Rules

- Cattle entered must be registered in the Herd Book of the American Hereford Association (AHA). Entries with registrations “pending” or illegible tattoos or improper tattoos as shown on the registration certificate at check-in time are ineligible for competition. Exhibitors are subject to the Association’s special rule on class qualification. Entries in these classes are accepted with the understanding that the exhibitor agrees to abide by the rule in all respects.
- The exhibition of cattle displaying false hair will not be allowed.
- Any product administered internally or used externally to alter the conformation of an animal for exhibition is prohibited. This includes the use of graphite, hemp or other similar substances externally and steroids or growth stimulants internally.
- The act of artificially filling animals internally, which includes stomach pumping, drench tubes or any other method by mouth or esophagus, is prohibited.
- All animals shown in group classes must have been shown in their respective single-age class. No transfer from one (1) breed to another, after entry, will be permitted.
- Expected Progeny Difference (EPD) values will be provided to the judge and audience for all animals shown. Animals without EPD data are eligible to show but will have N/A (not available) in place of missing data.
- It is recommended by the AHA Show Committee that classes with 10 or more head be considered to be split, depending on animals’ birthdates in each particular class.
- Any animal without a legible tattoo will not be eligible to show.
- All Hereford animals must be officially recorded (registered) 30 days prior to show date to be eligible to show at a National Hereford Show.
- An animal that is scurred (scurs are small, rudimentary horns that are loosely attached to the head, which are considered to be expressed only in animals that are genetically heterozygous for the polled gene) will show in the polled division of Hereford shows. Once an animal is confirmed to be scurred by an AHA field representative, then this designation will be placed on the animal’s registration papers. Once this determination has been made and reported to the AHA office, then the owner may remove the scurs. Animals with scurs removed will show in the polled division of Hereford shows. Once an animal is confirmed polled or scurred, it will retain this designation forever.
- The individual classes will be made up and divided after the cattle are checked in at the show. They will be judged from the youngest to the oldest animal within each class.
- Calves on the side of cow-calf pairs **MUST BE** the cow’s natural calf.
- For cattle exhibited at the National Western Stock Show:
 - › Exhibitors with senior bull calves and/or intermediate, yearling and senior bulls are required to provide a licensed veterinarian’s statement indicating the bull has been semen checked and evaluated as fertile. Semen evaluation is to occur within 90 days of the show. This statement must be presented at check-in during the National Western Stock Show.
 - › Exhibitors with females in the spring and junior yearling divisions must be confirmed pregnant within 45 days of show by a licensed veterinarian or by blood test or show with a calf at side.

AHA Show Classifications

The decision to have both a Hereford and polled Hereford show or to have a combined show will be left up to the discretion of the state breed associations and show management.

State and regional Hereford female show classifications

1. Cow-calf (Any female older than the below ages with a calf at side.)
 - Calf older than 270 days of age on the show date is not eligible to show in cow-calf class.
 - If the cow is horned and the calf polled, then the pair shows in the horned cow-calf class, and if the cow is polled and the calf is horned, then the pair shows in the polled cow-calf class.
 - Calf is eligible for individual classes but must be entered in the appropriate class.
2. Spring heifer calves calved March 1 to June 30.
3. Junior heifer calves calved Jan. 1 to Feb. 28.
4. Senior heifer calves calved Nov. 1 to Dec. 31.
5. Senior heifer calves calved Aug. 1 to Oct. 31.
6. Late summer yearling females calved June 16 to July 31.
7. Early summer yearling females calved May 1 to June 15.
8. Spring yearling females calved March 1 to April 30.
9. Junior yearling females calved Jan. 1 to Feb. 29.
10. Senior yearling females calved Aug. 1 to Dec. 31.

Female divisions

- Junior Heifer Calves Class(es) 2 & 3
- Senior Heifer Calves Class(es) 4 & 5
- Intermediate Yearling Females. Class(es) 6 & 7
- Spring Yearling Females Class 8
- Junior Yearling Females Class 9
- Senior Yearling Females Class 10*

* *There is no senior yearling female division for shows that occur between Jan. 1 and May 1.*

* *If there are more than 10 animals in a class, the AHA Show Committee recommends the class be split.*

* *Cow-calf does not compete for overall champion female.*

State and regional Hereford bull show classifications

1. Spring bull calves calved March 1 to June 30.
2. Junior bull calves calved Jan. 1 to Feb. 28.
3. Senior bull calves calved Nov. 1 to Dec. 31.
4. Senior bull calves calved Aug. 1 to Oct. 31.
5. Late summer yearling bulls calved June 16 to July 31.
6. Early summer yearling bulls calved May 1 to June 15.
7. Spring yearling bulls calved March 1 to April 30.
8. Junior yearling bulls calved Jan. 1 to Feb. 29.
9. Senior yearling bulls calved Aug. 1 to Dec. 31.
10. Two-year-old bulls calved Jan. 1 to July 31.

Bull divisions

Junior Bull Calves Class(es) 1 & 2
Senior Bull Calves Class(es) 3 & 4
Intermediate Bulls Class(es) 5 & 6
Yearling Bulls Class(es) 7 & 8
Senior Bulls Class(es) 9 & 10

** If there are more than 10 animals in a class, the AHA Show Committee recommends that the class be split.*

National Hereford female show classifications

1. Cow-calf (Any female older than the below ages with a calf at side.)
 - Calf older than 270 days of age on the show date is not eligible to show in cow-calf class.
 - If the cow is horned and the calf polled, then the pair shows in the horned cow-calf class, and if the cow is polled and the calf is horned, then the pair shows in the polled cow-calf class.
 - Calf is eligible for individual classes but must be entered in the appropriate class.
 - Cow-calf does not compete for overall champion female.
2. Spring heifer calves calved after May 1 to June 30.
3. Spring heifer calves calved March 1 to April 30.
4. Junior heifer calves calved Feb. 1 to Feb. 28.
5. Junior heifer calves calved Jan. 1 to Jan. 31.
6. Senior heifer calves calved Nov. 16 to Dec. 31.
7. Senior heifer calves calved Oct. 1 to Nov. 15.
8. Senior heifer calves calved Aug. 1 to Sept. 30.
9. Late summer yearling females calved June 16 to July 31.
10. Early summer yearling females calved May 1 to June 15.
11. Spring yearling females calved March 1 to April 30.
12. Junior yearling females calved Jan. 1 to Feb. 29.
13. Senior yearling females calved Aug. 1 to Dec. 31.
 - Senior yearlings do not show after the first of the year (Denver and Ft. Worth).

Female divisions

Spring Heifer Calves Class(es) 2 & 3
Junior Heifer Calves Class(es) 4 & 5
Senior Heifer Calves Class(es) 6, 7 & 8
Intermediate Yearling Females Class(es) 9 & 10
Spring Yearling Females Class 11
Junior Yearling Females Class 12
Senior Yearling Females Class 13

- Denver and Ft. Worth — No senior division for females.

The AHA reserves the right to break classes so a 30-day age span may be maintained in the spring, junior and senior calf classes (Classes 2-8).

National Hereford bull show classifications

1. Spring bull calves calved after May 1 to June 30
2. Spring bull calves calved March 1 to April 30.
3. Junior bull calves calved Feb. 1 to Feb. 28.
4. Junior bull calves calved Jan. 1 to Jan. 31.
5. Senior bull calves calved Nov. 16 to Dec. 31.
6. Senior bull calves calved Oct. 1 to Nov. 15.
7. Senior bull calves calved Aug. 1 to Sept. 30.
8. Late summer yearling bulls calved June 16 to July 31.
9. Early summer yearling bulls calved May 1 to June 15.
10. Spring yearling bulls calved March 1 to April 30.
11. Junior yearling bulls calved Jan. 1 to Feb. 29.
12. Senior yearling bulls calved Aug. 1 to Dec. 31.
13. Two-year-old bulls calved Jan. 1 to July 31.

Bull divisions

Spring Bull Calves Class(es) 1 & 2
Junior Bull Calves Class(es) 3 & 4
Senior Bull Calves Class(es) 5, 6 & 7
Intermediate Bulls Class(es) 8 & 9
Yearling Bulls Class(es) 10 & 11
Senior Bulls Class(es) 12 & 13

** If there are more than 10 animals in a class, the AHA Show Committee recommends that the class be split.*

The AHA reserves the right to break classes so a 30-day age span may be maintained in the spring, junior and senior calf classes (Classes 1-7).

Rules and classifications

Exhibitors in Hereford classes are subject to the Association's special rule on class qualification, and any animal without a legible tattoo will not be eligible for show. For state and regional shows, all Hereford animals must be officially recorded at show time to be eligible to show. For national shows all Hereford animals must be officially recorded (registered) 30 days prior to the show date to be eligible to show. Entries with registrations "Pending" or "Applied For" will be ineligible to show.

Group classes

Get-of-sire — Four animals shown in above single-entry classes with both sexes represented and all progeny of one sire. It is permissible to use either the cow or calf from a cow-calf pair for the get-of-sire. Get-of-sire may be comprised of animals from one or more owners and of both horned and polled animals.

Best six head — All animals must have been shown in their respective single-entry classes, and they must be owned by the exhibitor or by a member of his/her immediate family. A cow-calf will be considered as two head in the best six head class. Best six head may be comprised of both horned and polled animals.

Premier exhibitor, premier breeder

Awarded with the following point system: first place = 5 points, second place = 4 points, third place = 3 points, fourth place = 2 points and fifth place = 1 point. No points will be given for champions. Points will be awarded for the best six head for premier exhibitor. The same scoring system as above will be used for awarding points for the group classes. It is suggested that banners be given to the premier exhibitor and the premier breeder.

National junior show ownership rule

Cow-calf pairs, heifers and steers may be jointly owned by siblings provided all are individual members of the National Junior Hereford Association and are between the ages of 7 and 22 as of January 1 of the current year. No animal is eligible to compete if recorded in joint ownership (other than the sibling rule) or ownership of farm or family name. Bred-and-owned bulls, however, may be owned by the exhibitor, a ranch/family name as long as the junior exhibitor is also the breeder.

National and regional show point system

Placing	National Show	Regional Show
1	10	5
2	9	4
3	8	3
4	7	2
5	6	1
6	5	0
7	4	0
8	3	0
9	2	0
10	1	0
Division Champion	10	5
Reserve Champion	5	3
Grand Champion	20	10
Reserve Grand Champion	10	6

Points for national and regional show bull and show female of the year will be based on the Regional Show Point System. Animals do not have to show in a regional show in order to be eligible for show bull or female of the year in the respective four quadrants. An animal may only win show bull or female of the year for one quadrant per year. Ownership percentage followed by ownership succession (breeder, first owner, second owner, etc.) will determine from which quadrant the animal will be recognized.

AHA point shows and awards

- Official results from the show staff must be submitted within 30 days of completion of the show.
- Results must contain the following:
 - › Eight-digit AHA registration number
 - › Complete registration name as recorded in the AHA registration system
 - › Owner(s) as listed on the papers from the AHA registration system
- In order for results to be included in the calculation for show animals of the year, shows must have at least 25 head exhibited at the show.
- Shows that are listed as a national or regional point show as specified by the AHA show and sale committee will submit results to Bailey Clanton with the AHA at bclanton@hereford.org or mail them to American Hereford Association, Attn: Bailey Clanton, 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153.

At the AHA Annual Membership Meeting and Conference and National Hereford Show in Kansas City, Mo., the Association will recognize four national show animals of the year, continue to award 16 regional show animals of the year and recognize eight regional premier exhibitors of the year.

- National Show Bull and Female of the Year for horned and polled
- Regional Show Bull and Female of the Year for horned and polled
- Regional Premier Exhibitor for horned and polled

DNA rule change

Please see AHA Rules and Regulations amendment to Rule 4 of Section VII on Page 30.

NATIONAL POINT SHOWS

- American Royal, Kansas City, Mo.
- Keystone International Livestock Exposition, Harrisburg, Pa.
- National Western Stock Show, Denver
- North American International Livestock Exposition, Louisville, Ky.
- Southwestern Livestock Exposition, Ft. Worth, Texas
- Western States Hereford Show, Reno, Nev.

REGIONAL POINT SHOWS

Southeast

- Alabama National Fair, Montgomery, Ala.
- Appalachian District Fair, Gray, Tenn.
- Arkansas State Fair, Little Rock, Ark.
- Dixie National, Jackson, Miss.
- Florida State Fair, Tampa, Fla.
- Kentucky State Fair, Louisville, Ky.
- Louisiana State Fair, Shreveport, La.
- Mississippi State Fair, Jackson, Miss.
- North Carolina State Fair, Raleigh, N.C.
- South Carolina State Fair, Columbia, S.C.
- Tennessee State Fair, Nashville, Tenn.
- Williamson County Fair, Franklin, Tenn.

Southwest

- Arizona National Livestock Show, Phoenix
- California State Fair, Sacramento, Calif.
- Cow Palace, San Francisco
- Houston Livestock Show and Rodeo, Houston
- New Mexico State Fair, Albuquerque, N.M.
- San Antonio Livestock Show, San Antonio
- Sonoma County Fair, Santa Rosa, Calif.
- State Fair of Oklahoma, Oklahoma City
- State Fair of Texas, Dallas
- Utah State Fair, Salt Lake City
- West Texas Fair, Abilene, Texas

Northwest

- Colorado State Fair, Pueblo, Colo.
- Kansas State Fair, Hutchinson, Kan.
- Nebraska State Fair, Lincoln, Neb.
- NILE, Billings, Mont.
- Oregon State Fair, Salem, Ore.
- Red River Valley Fair, Fargo, N.D.
- South Dakota State Fair, Huron, S.D.
- Washington State Fair, Puyallup, Wash.
- Western Idaho Fair, Boise, Idaho
- Wyoming State Fair, Douglas, Wyo.

Northeast

- Eastern National, Timonium, Md.
- Eastern States Expo, W. Springfield, Mass.
- Illinois State Fair, Springfield, Ill.
- Indiana State Fair, Indianapolis
- Iowa State Fair, Des Moines, Iowa
- New Jersey State Fair, Augusta, N.J.
- New York State Fair, Syracuse, N.Y.
- Maryland State Fair, Timonium, Md.
- Minnesota State Fair, St. Paul, Minn.
- Missouri State Fair, Sedalia, Mo.
- Ohio State Fair, Columbus, Ohio
- Ozark Empire Fair, Springfield, Mo.
- State Fair of West Virginia, Lewisburg, W.Va.
- Upper Peninsula State Fair, Detroit
- Wisconsin State Fair, W. Allis, Wis.
- World Beef Expo, W. Allis, Wis.

2019 State Fair and Fall Show Schedule

Date	Hereford Open Show Information	(Entry Deadline)	Judge
Aug. 7	Indiana State Fair 1202 E. 38th St., Indianapolis, IN 46205 317-281-1433, indianastatefair.com Entry contact: Spencer Morris, smorris@indianastatefair.com	6/1 & 7/1	TBA
Aug. 9-10	Montgomery County Agricultural Fair 16 Chestnut St., Gaithersburg, MD 20872 301-926-3100, mcagfair.com Entry contact: Cathy Shepard, cshepard@mcagfair.com	(7/20 & 8/1)	TBA
Aug. 10	Illinois State Fair P.O. Box 19427, Springfield, IL 62794-9427 217-782-1524, illinois.gov/statefair/pages/default.aspx Entry contact: Donna Miller, donna.j.miller@illinois.gov	(7/1)	TBA
Aug. 11	Missouri State Fair 2503 W. 16th St., Sedalia, MO 65301 660-530-5615, mostatefair.com Entry contact: mostatefair@mda.gov	(7/1 & 7/25)	TBA
Aug. 11	Wisconsin State Fair 640 S. 84th St., W. Allis, WI 53214 414-266-7052, wistatefair.com Entry contact: entryoffice@wistatefair.com	(6/12 & 6/26)	TBA
Aug. 15	Iowa State Fair P.O. Box 57130, Des Moines, IA 50317 515-262-3111, iowastatefair.org Entry contact: Jen Cannon, beef@iowastatefair.org	(7/1 & 7/8)	TBA
Aug. 15	Upper Peninsula State Fair 2401 12th Ave. N., Escanaba, MI 49829 906-241-6970, upstatefair.org Entry contact: Lori Branstrom, loribranstrom@yahoo.com	TBA	TBA
Aug. 15	Wyoming State Fair & Rodeo P.O. Drawer 10, Douglas, WY 82633 307-358-2398, wystatefair.com wystatefair@gmail.com	(7/25)	TBA
Aug. 16-19	Western Idaho Fair 5610 Glenwood, Boise, ID 83714 208-287-5663, idahofair.com Entry contact: Hans Bruijn, premiumoffice@idahofair.com	(8/2 & 8/6)	TBA
Aug. 17	State Fair of West Virginia P.O. Drawer 986., Lewisburg, WV 24901 304-645-1090, statefairwv.com Entry contact: Taylor Davies, entries@statefairwv.com	(7/10)	Andrew Foster Niles, Minn.
Aug. 17	Wilson County Fair 553 Enville Bottom Rd., Milledgeville, TN 38359 731-925-0567, tnhereford.org Entry contact: Glenda Rickman, glendakr@yahoo.com	TBA	TBA
Aug. 19-21	Appalachian Fair Association Inc. P.O. Box 8218, Gray, TN 37615 423-491-1301, appalachianfair.com Entry contact: Mike Cunningham, mcunningham@meadetractor.com	(7/25)	TBA
Aug. 22	Nebraska State Fair 501 E. Fonner Park Rd., Ste. 200 Grand Island, NE 68802 308-385-1620, statefair.org Entry contact: Bill Angell, bangell@statefair.org	(8/10 & 8/15)	Randy Daniel Colbert, Ga.
Aug. 23	Kentucky State Fair 937 Phillips Ln., Louisville, KY 40209 502-367-5190, kystatefair.org Entry contact: Jennifer Peniston, entry@kyvenues.com	(7/10 & 7/25)	Jason Heath Turners Station, Ky.
Aug. 23	New York State Fair 581 State Fair Blvd., Syracuse, NY 13209 315-487-7711, Ext. 1337, nysfair.ny.gov Entry contact: Mary Ellen Daino, maryellen.daino@agriculture.ny.gov	(7/22 & 7/29)	Shane Jennings Angleton, Texas
Aug. 25	Maryland State Fair 2200 York Rd., Timonium, MD 21093 410-252-0200, marylandstatefair.com Entry contact: Rebecca Williams, rrensor@comcast.net	(7/31 & 8/7)	TBA
Aug. 25	Oregon State Fair 2330 17th St. N.E., Salem, OR 97301-0601 971-701-6570, oregona.fairmanager.com Entry contact: Caleb Forcier, cforcier@oregonstatefair.org	(8/2)	TBA
Aug. 30-Sept. 2	Minnesota State Fair 1265 Snelling Ave. N., St. Paul, MN 55108 651-288-4345, mnstatefair.org Entry contact: Marie Lefebvre, marie.lefebvre@mnstatefair.org	(8/5)	Emily Griffiths N. Platte, Neb.
Sept. 1	Delta Fair 1080 McLaughlin Dr., Munford, TN 38058 901-482-5951, deltafest.com Entry contact: Ann Johnson, johnsona2@aol.com	(8/15 & 8/22)	TBA
Sept. 1	Du Quoin State Fair 655 Executive Dr., Du Quoin, IL 62832 618-542-1509, duquoinstatefair.net Entry contact: Danette Mohr, danette.mohr@illinois.gov	(8/10)	TBA
Sept. 1	Evergreen State Fair 13212 Woods Lake Rd., Monroe, WA 98272 360-793-1753, evergreenfair.org Entry contact: Cynthia Rallison, crall54@aol.com	(7/31 & 8/8)	Scott Holt Caldwell, Idaho
Sept. 1	South Dakota State Fair 1060 3rd St. S.W., Huron, S.D. 57350 605-216-3528, sdstatefair.com Entry contact: Pam Singrey, pam_hanson@hotmail.com	(8/1 & 8/12)	TBA
Sept. 6	West Texas Fair and Rodeo 1700 Hwy. 36, Abilene, TX 79602 325-677-4376, taylorcountyexpoctr.com Entry contact: Katelyn Horner, khornert@taylorcountyexpoctr.com	(8/15 & 8/22)	Allen Goode
Sept. 8-11	Utah State Fair 155 N. 1000 W., Salt Lake City, UT 84116 801-538-8443, utahstatefair.com Entry contact: Jenny Anderson, jenny@utahstatefair.com	(8/23 & 9/2)	TBA
Sept. 6-15	Tennessee State Fair P.O. Box 24747, Nashville, TN 37202 931-637-7081, tnstatefair.org Entry contact: Vanessa Warf, vanessa@tnstatefair.org	(TBA)	TBA
Sept. 10	New Mexico State Fair P.O. Box 8546, Albuquerque, NM 87198 505-222-9700, exponm.com Entry contact: Beverly Zastrow, beverly.zastrow@state.nm.us	(8/1)	Ashley Judge Loveland, Colo.
Sept. 13	Tennessee Valley Fair P.O. Box 6066, Knoxville, TN 37914 865-215-1484, tnvalleyfair.org Entry contact: Shanna Wilhite, shanna@tnvalleyfair.org or contests@tnvalleyfair.org	(8/23)	TBA
Sept. 14	Kansas State Fair 2000 N. Poplar, Hutchinson, KS 67502 620-669-3623, kansastatefair.com Entry contact: Jenn Galloway, jenn.galloway@ks.gov	(8/15 & 9/1)	TBA
Sept. 20-29	Central Washington State Fair 1301 S. Fair Ave., Yakima, WA 98901 509-248-7160, Ext. 100, fairfun.com Entry contact: Jill D. Rodgers, jillr@fairfun.com	(TBA)	TBA
Sept. 20 (H)	Washington State Fair 110 9th Ave. S.W., Puyallup, WA 98371 253-841-5074, thefair.com Entry contact: Jennifer Schelbert, jennifers@thefair.com	(8/9 & 9/18)	Jirl Buck Madill, Okla.
Sept. 21	Eastern States Exposition/The Big E 1305 Memorial Ave., W. Springfield, MA 01089 413-205-5011, thebig.com/agriculture Entry contact: Donna Woolam, aginfo@thebig.com	(8/15 & 9/1)	TBA
Sept. 22	Oklahoma State Fair, Inc. 3001 General Pershing Blvd., Oklahoma City, OK 73107 405-948-6753, okstatefair.com Entry contact: Marc Pankow, mpankow@okstatefair.com	(8/15)	John Rayfield Lubbock, Texas

Date	Hereford Open Show Information	(Entry Deadline)	Judge	Date	Hereford Open Show Information	(Entry Deadline)	Judge
Sept. 27	World Beef Expo P.O. Box 1, Burnett, WI 53922 920-479-0658, worldbeefexpo.com Entry contact: Charlene Becker, info@worldbeefexpo.com	(8/15 & 9/1)	Jon DeClerck Lubbock, Texas	Oct. 14	Arkansas State Fair 2600 Howard St., Little Rock, AR 72206 501-372-8341, arkansasstatefair.com Entry contact: Tanya Stark, livestock2@asfg.net	(9/15 & 9/25)	TBA
Sept. 28	East Texas State Fair 2112 W. Front St., Tyler, TX 75702 903-597-2501, etstatefair.com Entry contact: Denise Weaver, dweaver@etstatefair.com	(8/27 & 9/2)	TBA	Oct. 16	State Fair of Texas P.O. Box 150009, Dallas, TX 75315 214-421-8723, bigtex.com Entry contact: Emma Christensen, echristensen@bigtex.com	(9/1 & 10/17)	TBA
Sept. 28	Tulsa State Fair 4145 E. 21st St., Tulsa, OK 74114 918-744-1113, tulsastatefair.com Entry contact: Aspen Pirtle, apirtle@exposquare.com	(8/30 & 9/6)	TBA	Oct. 17	Northern International Livestock Expo P.O. Box 1981, Billings, MT 59103 406-256-2495, thenile.org Entry contact: Shelby Shaw, shelby@thenile.org	(9/4 & 9/13)	Clint Rusk Stillwater, Okla.
Oct. 2	Fryeburg Fair P.O. Box 78, Fryeburg, ME 04037 207-935-3268, fryeburgfair.org Entry contact: Barbara Gushee, barbaragushee@yahoo.com	(8/15)	Emily Griffiths N. Platte, Neb.	Oct. 17	South Carolina State Fair P.O. Box 393, Columbia, SC 29202 803-851-4619, scstatefair.org Entry contact: Judy Heise, judyh@scstatefair.org	(9/1 & 9/21)	Mike McGuire Waverly, Ala.
Oct. 7	Alabama National Fair 1555 Federal Dr., Montgomery, AL 36107 334-272-6831, alnationalfair.org Entry contact: Stephanie Pittman, stephanie@alnationalfair.org	(9/1 & 9/15)	TBA	Oct. 22-23	North Carolina State Fair 1025 Blue Ridge Rd., Raleigh, NC 27607 919-839-4679, ncstatefair.org Entry contact: Jenni Keith, jenni.keith@ncagr.gov	(9/15)	TBA
Oct. 11	Dixie Classic Fair 421 W. 27th St., Winston-Salem, NC 27105 336-414-0553, dcfair.com Online entries are preferred Entry contact: Josh Sell, 336-414-0553, josh@cameroninsurance.net	(9/1 & 9/10)	Lynn Davis Ashburn, Ga.	Oct. 24	State Fair of Louisiana 3701 Hudson St., Shreveport, LA 71109 318-635-1361, statefair2oflouisiana.com Entry contact: Mohamed Shamsie, livestock@statefair2oflouisiana.com	(9/7 & 10/22)	TBA
Oct. 13	Grand National Stock Show 2600 Geneva Ave., Daly City, CA 94014 415-404-4142, grandnationalrodeo.com Entry contact: Dawn Stornetta, dstornetta@cowpalace.com	TBA	TBA	Dec. 30-31	Arizona National Livestock Show 1826 W. McDowell Rd., Phoenix, AZ 85007 602-258-8568, anls.org Entry contact: Tyler Grandil, information@anls.org	(11/15 & 11/30)	TBA

2019-20 National Show Schedule and Judge Line-up

Keystone International Livestock Exposition

2300 N. Cameron St., Harrisburg, PA 17110
717-787-2905, keystoneinternational.state.pa.us

Show date: Oct. 4

Entry deadline: Aug. 31

Judge: Billy Elmhirst, Indian River, Ontario

American Royal National Hereford Show

1701 American Royal Court, Kansas City, MO 64102
816-221-9800, americanroyal.com

Show date: Oct. 27

Entry deadline: Sept. 16

Judge: Jiri Buck, Madill, Okla.

North American International Livestock Exposition National Hereford Show

P.O. Box 36367, Louisville, KY 40233
502-595-3166, livestockexpo.org

Show date: TBD

Entry deadline: Oct. 1

Judge: Dave Duello, Pine Bluff, Wyo.

Western States National Hereford Show

1350 N. Wells Ave., Reno, NV 89512
P.O. Box 8126, Reno, NV 89507

775-747-8917, herefordreno.com

Show dates: Dec. 5-7

Entry deadline: Early, Oct. 15; Final, Nov. 1

Judge: Daniel Fawcett, Ree Heights, S.D.

National Western Stock Show

4655 Humboldt St., Denver, CO 80216
800-336-6977, nationalwestern.com

Show dates: Jan. 15-18

Jan. 15 - Juniors;

Jan. 16 - Bulls;

Jan. 17- Carloads/Pens, Sale;

Jan. 18 - Females

Entry deadline: Nov. 20

Judge: Cody Lowderman, Macomb, Ill., Associate judge: TBD
Carloads/Pens judges: Brent Meeks, Taylor, Neb.; Brent Mrnak, Bowman, N.D.; and Troy Thomas, Harrold, S.D.

Southwestern Exposition National Hereford Show

P.O. Box 150, Ft. Worth, TX 76101
817-877-2400, fwssr.com

Show date: Feb. 3

Entry deadline: Nov. 15

Judge: Jason Hoffman, Thedford, Neb.

Industry Directory

NATIONAL CATTLE ORGANIZATIONS

National Cattlemen's Beef Association (NCBA)

beefusa.org

Denver office: 9110 E. Nichols Ave., Ste. 300, Centennial, CO 80112, 303-694-0305

Washington office: 1275 Pennsylvania Ave. N.W., Ste. 801, Washington, D.C. 20004, 202-347-0228

CATTLE-FAX

cattlefax.com

9110 E. Nichols Ave., Ste. 301, Centennial, CO 80112, 303-694-0323 or 800-825-7525

CATTLEMEN'S BEEF BOARD

beefboard.org

9000 E. Nichols Ave., Ste. 215, Centennial, CO 80112, 303-220-9890

USMEF HEADQUARTERS

usmef.org

1660 Lincoln St., Ste. 2800, Denver, CO 80264, 303-623-6328, migoe@usmef.org

AMERICAN NATIONAL CATTLEWOMEN

ancw.org

American National CattleWomen, Inc.

Attn: Jill Worthington

16799 Prairie Circle, El Reno, OK 73036
ancw@ancw.org

STATE CATTLE ORGANIZATIONS

State Affiliates

beefusa.org/stateaffiliates.aspx

State Beef Councils

beefusa.org/qualifiedstatebeefcouncils.aspx

AI SERVICE PROVIDERS

naab-css.org

National Association of Animal Breeders

8413 Excelsior Dr., Ste. 140, Madison, WI 53717

608-827-0277, naab-css@naab-css.org

AETA CERTIFIED EMBRYO TRANSFER BUSINESSES

aeta.org

American Embryo Transfer Association
1800 S. Oak St., Ste. 100, Champaign, IL 61820,
217-398-2217, aeta@assochoq.org

ULTRASOUND GUIDELINES COUNCIL (UCG) CERTIFIED ULTRASOUND PRACTITIONERS

ultrasoundbeef.com/Home_Page.html

Patrick Wall, executive director
796 40th Ave., Pleasantville, IA 50225

BEEF IMPROVEMENT FEDERATION (BIF)

beefimprovement.org

Jane Parish, executive director, North Mississippi

Research and Extension Center

5421 Hwy. 145 S., Verona, MS 38879,

662-566-8000, j.parish@msstate.edu

BEEF CATTLE EXTENSION RESOURCE AREA

articles.extension.org/beef_cattle

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Lamon Chapel Rd., Jasper, AL 35503, 903-818-5548,
alabamahereford@yahoo.com

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Arizona Hereford Assn.

azherefordangus.org

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1052 W. Vera Ln., Tempe, AZ 85284, 480-893-2578,
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Hwy. 157, Judsonia, AR 72081, 501-580-7060,
martinherefordfarm@gmail.com

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Hwy. 278 W., Camden, AR 71701, 870-818-7067,
magnoliaherefordassociation@gmail.com

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georgiahereford.com

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heartofamericaherefordassociation.com

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illinoishereford.com

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Rd., Rushville, IL 62681, 217-248-7282,

illinoishereford@gmail.com

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nyhba.com

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nchereford.org

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northdakotaherefords.com

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facebook.com/Eastern-Ohio-Hereford-

Association-100794800013671/

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vaherefords.org
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AHA Rules and Regulations

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A. Membership Types

1. Life membership
2. Annual (recording) membership
3. Junior membership
4. Non-resident membership

B. Life membership

Life memberships that were purchased in the past will continue to be recognized by the Association. Life members only pay member service fees and do not pay dues. Life members may attend all meetings of the Association. They have voting rights at all official membership meetings as long as they are active members (have registered at least one animal in the previous calendar year). Life members receive member rate fees for registering and transferring Hereford cattle.

Lifetime memberships can be transferred to immediate family members; however, the membership name must remain the same.

C. Annual (recording) membership

Recording memberships are annual memberships issued by the Association in the name of an individual, farm or ranch, partnerships or corporation. To remain active, the recording member must pay annual dues on the anniversary date of their joining as a recording member. Recording members may attend all meetings of the Association. They have voting rights at all official membership meetings as long as they are active members (have registered at least one animal in the previous calendar year). Recording members receive member rate fees for registering and transferring Hereford cattle.

D. Junior membership

Junior membership in the Association is available to anyone under 22 years of age. The fee for junior membership is \$15, assessed annually on September 1. The junior membership is available until the holder reaches his or her 22nd birthday. At that time, he/she may acquire an adult (life or recording) membership. Junior members have all of the privileges of recording members (except voting) including member rate fees for registering and transferring Hereford cattle, as well as participating in junior activities and scholarships.

E. Non-resident membership

Non-resident members are non-voting members residing in another country that wish to take advantage of member services including registry, total performance recording, selling of semen to members, and transfer of ownership of animals to other members. Non-resident members are subject to the same rules and fees as U.S. resident members.

F. Annual member service fee

Lifetime, recording and junior memberships require an annual member service fee of \$100 (\$20 for junior members) in order to register an animal during the current fiscal year. The fiscal year is September 1 through August 31. Each paid member service fee will generate a one-year subscription to the *Hereford World* magazine (except in the case of a junior membership). This fee is used to offset the costs of several under-funded services offered active registry accounts.

G. Membership herd designation

The Association has two different tiers or levels that members can participate in when registering and transferring Hereford cattle. The mechanisms for billing of services and services available are different between each of the tiers; therefore, each membership account must be designated as to which tier or level

the member's herd will participate in. Each membership can have only one participation level designation. The two tiers and a brief description of each are as follows:

Pedigree registry: This participation level is designed for breeders who wish to register and transfer purebred Hereford cattle but are not interested in maintaining and reporting performance data to AHA. Pedigree registry breeders can submit registry and transfer applications on a per head fee basis established by the Board of Directors. Pedigree breeders choose to waive performance recording on their animals and, therefore, waive the production of EPDs on their herd.

Performance registry: This participation level is structured and oriented to simplify the billing and reporting of performance testing herds. Registry and transfer fees are assessed at the same rate as for pedigree breeders. Performance registry breeders are also required to maintain an accurate and up-to-date female inventory, listing all females currently in their breeding herd with AHA. Performance registry breeders are required to annually report calving ease and weaning weight information on the produce of every female in the inventory. Additional measures including birth and yearling weights, as well as carcass traits, can be reported but are not required. EPDs will be printed on the certificate.

EPDs will only be reported on registered animals. Non-registered animals or genetic material will not be provided EPDs.

SECTION II: AHA RECORDS, RULES AND POLICY

Application for registration of your calves is a part of the record keeping requirement of Hereford cattle. Extra careful attention to detail in submitting applications for registration will save time for you and your Association. Be sure all information is supplied and that information is accurate and legible. Applying for registry of your calves when they are still young (four months or younger) is important, **SINCE IT REDUCES THE RISK OF ERROR AND SAVES YOU BOTH TIME AND MONEY.**

There is one basic form used by the Association for registration application. Breeders participating at the pedigree registry level should disregard the fields of information used to submit birth performance data. Reports generated from the processing of registration applications will be appropriate for the breeder's level of participation.

Tattooing calves:

Tattoos are a requirement for registry in the American Hereford Record. Hereford breeders were the first to adopt the ear tattoo as a requirement for registry.

A tattoo outfit consists of a pair of specially designed pliers with rows of digits numbered 0 to 9 and a bottle of India ink. Such equipment may be purchased from most livestock supply stores.

Select the desired number by rotating the digits in the ear marker. Before punching the animal's ear, assure yourself that everything is in order by punching a piece of cardboard.

Next, restrain the calf's head so as to prevent violent movement while applying the tattoo. Select a spot in the center of the ear and clean thoroughly with a cloth and rubbing alcohol. Avoid placing the tattoo over one of the ribs of the ear but rather place the tattoo between the ribs of the ear. Place the ear between the jaws of the pliers with the numbers or letters on the inside of the ear. Close the pliers quickly and firmly and then release. Use a finger or toothbrush to smear ink over the punctures made by the tattoo and rub thoroughly until ink is worked into each of the holes. Make a written record of the marks placed in the ear. It is strongly advised that breeders place the tattoo in both ears to enhance the chances that a complete tattoo identity can be established.

Herd Book of the American Hereford Association

Rule 1. OFFICIAL RECORD: The official record of the Association shall be the American Hereford Record. Such record shall be maintained in the AHA office.

Rule 2. HERD BOOK: Entries in the American Hereford Record shall contain the registration number, name, sex, tattoo, date of birth, name and registry number of the sire and dam and the name of the breeder.

SECTION III: REGISTRATIONS

Rule 1. PRIVILEGES OF REGISTRATION: Applications for entry will only be accepted from members. Non-members must become members in order to register an animal.

Rule 2. ELIGIBILITY: To be eligible for entry in the American Hereford Record, an animal must be the offspring of registered parents, both of which have been previously recorded in the American Hereford Record. Both horned and polled Herefords are eligible for entry into the record.

Herefords registered in other associations (members of the World Hereford Council) can be entered in the American Hereford Record, thereby making their offspring eligible for registration.

Rule 3. APPLICATION FOR ENTRY: Application for entry should be made on the official application form (FORM 1) or through an official AHA approved electronic software system.

Rule 4. AGE OF SIRE: There is no minimum or maximum age specified for a Hereford sire or his progeny to be eligible for entry. However, applications indicating the sire was less than nine months of age at time of service will be questioned for accuracy.

Rule 5. AGE OF DAM: There is no minimum or maximum age specified for a Hereford dam or her progeny to be eligible for entry. However, applications indicating that the dam was less than nine months of age at time of conception will be questioned for accuracy.

Rule 6. 283-DAY RULE: A calf born less than 283 days after the birth of its dam's previous calf will be questioned. The breeder must then provide an explanation for the early delivery and a ruling will be made as to whether the entry will be allowed.

Rule 7. 21-DAY RULE: Females exposed to one bull must not be exposed to another bull in less than 21 days after such exposure. Avoiding double or multiple exposures will help provide positive identification of the service sire. Exposure to a second bull in less than 21 days might mean the correct service sire cannot be positively identified, requiring DNA typing of both sires, the dam and the calf.

Rule 8. DNA TYPING:

- All Hereford bulls born after Jan. 1, 2011, are required to be DNA typed at the official AHA DNA laboratory before their progeny can be registered.
- Whenever the eligibility for registration of any animal is in doubt because of uncertain or unknown parentage, DNA typing by the Association shall be required.

Rule 9. MULTIPLE BIRTH: Twins or other multiple birth calves are eligible for registration. The application for registry, however, should specify such at birth.

Rule 10. TATTOO: Calves must be tattooed before application for registry is made. Each breeder may devise his own plan or system of tattoo identification using either numbers or letters or a combination of both. Any marks other than numbers or letters, however, are not permitted — meaning brand marks, symbols, etc. cannot be used. Duplication of tattoos within your herd is strongly discouraged as tattoos are frequently used by breeders as a primary form of identification. Duplication can lead to much confusion for breeder and the Association office alike.

The tattoo in one ear shall be limited to a maximum of eight characters. If the tattoo should become illegible, the same marking shall be placed in a different area of the ear. No attempt shall be made to alter or over-imprint the old tattoo. The Association must be notified when an animal is retattooed.

Rule 11. NAMING HEREFORDS: It is the responsibility of the owner to select names for his cattle. The name must not be more than 30 spaces long, counting spaces between words. For example, PRINCE DOMINO ADVANCE JUNO 133 is exactly 30 spaces long. Brands, symbols and commas cannot be used. Avoid duplicating names as no two Herefords should be named the same. It is the breeder's responsibility to avoid using names and prefixes that are being used by other breeders. Names should be appropriate for the gender of the animal, and it is recommended that names reflect the line of breeding where possible. Embryo transfer calves will carry the designation embryo transfer (ET) at the end of their name, accounting for three spaces.

The Association reserves the right to change the name assigned to an animal on an application for registry if the name submitted is deemed to be inappropriate.

Rule 12. CHANGING NAMES: The name of a Hereford may be changed, provided the animal has no registered offspring. The name may be changed only once in the lifetime of an animal. All owners must agree to the name change in the case of a partnership owned animal. Letters must be submitted from the first and all current owners requesting the change of name along with the certificate and required fee.

Rule 13. JOINT OWNERSHIP (BREEDING INTEREST): No application for registration or transfer of an animal which shows more than four owners shall be accepted for entry in the American Hereford Record.

Rule 14. DUPLICATE CERTIFICATES: If original certificates are lost or destroyed, the owner may secure duplicates from the Association by providing the sex, registry number and tattoo of each animal. If the registry number is not available, the registration number of the dam, name of the person who registered the animal, and the sex, age and tattoo of the animal in question must be provided.

The fee for duplicate certificates for member and non-members is available from the AHA Records Department.

Rule 15. CORRECTION OF CERTIFICATES: It is recognized that occasionally errors are committed in registering cattle, and these should be corrected. If an error is discovered, it should be reported to the Association immediately and the incorrect certificate returned with a letter of explanation.

Corrections are made without charge if done within six months of the issue date or if the Association made the error. The fee for making corrections after the six-month period is available from the AHA Records Department.

Rule 16. ARTIFICIAL SERVICE: Calves may be registered that were produced through artificial insemination (AI) provided they comply with the rules governing AI as discussed in SECTION V: ARTIFICIAL INSEMINATION.

Rule 17. ELIGIBILITY FOR EMBRYO TRANSPLANT CALVES:

Registration of offspring resulting from embryo transplant (ET) shall be made on an Application for Registration (Form 1). Certificates issued shall be designated by ET following the name of the calf. The name must be no longer than 30 characters long including the ET designation.

Registry of offspring resulting from ET may be implemented only after the following steps have been taken:

- DNA profile of sire and donor dam must be recorded with the Association. DNA profile kits are available from the Association. The names and registry numbers of the animals to be tissue sampled must be supplied.
- Non-Owner AI Certificates of Service must accompany the application for each calf when the sire is not in the same recorded ownership as the donor dam.

Rule 17A. NEW EMBRYO TRANSFER POLICY:

For ET calves there will no longer be an ET certificate required for registration. The new requirement for registering an ET calf will be the reporting of the recovery date of the embryo at the time of registry. ET calves will be charged an additional \$10 per head over and above the normal registry rate.

Rule 18. LEASING HEREFORDS: Herefords may be leased, provided a statement of lease is on file with the Association. If a lease statement is on file listing each animal being leased by name and registration number, the lessee can register calves sired by the bulls or produced by the cows as if he were the actual owner, provided there are no more than three owners already listed.

At the end of the lease period, unless extended, registration privileges revert back to the recorded owner.

In order to make this process more efficient and less confusing, the Association will adopt the following policies regarding leasing Hereford cattle:

- The required information needed by the Association for leasing animals will be communicated using one consistent and common lease form to be used by all members wishing to participate in this type of practice. The lease form will contain only the required information for the Association's needs and is to be used expressly for that intent. The lease form should not be construed as a binding agreement between the lessor and lessee. The Association shall in no way be involved in or assume liability for the lease, terms of the lease of registered Herefords, or the passage of legal rights thereto.
- All lease periods must include a beginning and ending date; no open-ended leases will be accepted.
- All animals involved in the lease shall be included on the lease form(s) by their registration number and name.
- The lease form must be submitted by the lessor with his/her signature.
- Should the lessor and lessee agree to extend the lease, documented notification will be required in the Association's office should the birth dates of any calves being registered out of sire or dams involved in the lease not coincide with the time period of the lease.
- If the lessor or lessee wishes to lease additional or different animals, then an additional lease form(s) should be completed with all required information and submitted by the lessor.

Rule 19. IMPORTED HEREFORDS: Herefords imported from another country must be recorded in the American Hereford Record if their calves are to be registered.

Registration of imported cattle must be accomplished within one year from the date of purchase of imported cattle.

See section for the procedures for recording imported cattle or semen interests in bulls from another country.

Rule 20. REGISTRATION OF HEREFORDS OVER TWO YEARS OF AGE: Application for registration of an animal received by the Association after two years from the date of birth shall be considered for registration only when accompanied by a written statement from the applicant setting forth the reason application was not submitted within the generally accepted registration period. These applications and required fees must be approved by the Board of Directors.

Rule 21. REGISTRATION FOR THE ESTATE OF A DECEASED PERSON: In the event of the death of one who normally would apply for registration of cattle, the Association requires there shall be filed in its office all documents necessary to prove the person requesting registration is legally authorized to do so.

Rule 22. REGISTRATION BY AFFIDAVIT: In case of neglect or refusal by the seller to register a calf sold at side of dam, registration may be approved by the Board of Directors on the basis of the facts furnished to substantiate the claim.

Each affidavit must be accompanied by proof of a sale and payment in full of the purchase price and evidence of whether the dam's breeding was natural or artificial.

Rule 23. REGISTRATION ACCURACY: Accurately kept private records are essential, and in any case where an application is regarded as questionable, the burden of the proof with regard to same shall belong to the applicant, who must sustain his claims by a preponderance of evidence.

Whenever the accuracy of data contained in an application to register an animal is challenged, the matter may be referred to the Board of Directors for investigation.

Rule 24. MISREPRESENTATION OR FRAUD: If an animal's registration has been obtained through misrepresentation or fraud, or if the date of birth, tattoo number, sire, dam or service information or any other fact regarding the animal has been misrepresented, the Board of Directors or the Executive Committee of the Board may take such actions and impose such sanctions as it deems necessary.

SECTION IV: TRANSFER OF REGISTRATIONS

Rule 1. RESPONSIBILITY: It is the responsibility of the seller of registered Herefords to execute properly the official transfer of ownership to the buyer. Every change of ownership of an animal used for breeding purposes must be recorded by official transfer on the American Hereford Record.

No entry on the face of the certificate of registry shall be made except in the office of the Association and any unauthorized entry shall render a certificate null and void, subject to issuance of a replacement certificate at an additional fee.

Rule 2. IDENTIFICATION: It shall be the duty of the seller, before offering a registered Hereford for sale or applying for transfer, to verify that the animal carries legible tattoo marks matching those entered on its certificate.

Rule 3. APPLICATION FOR TRANSFER: Application for transfer shall be made either electronically through AHA's online service or in hard copy form on the reverse side of the registration certificate and signed by the seller or an authorized agent. The application should be legibly completed and must specify name and location of the buyer and date of delivery. For bred females, service information is also required.

Rule 4. COWS WITH CALF AT SIDE: When a cow is transferred with a calf at side, the calf must first be registered to the individual, partnership or corporation in whose name the cow was registered on the date of birth of the calf. A separate transfer of the calf is then required to the new owner. This is often referred to as a “transfer on entry.” (See backside of registration application.)

Rule 5. CALF TRANSFERRED AT TIME OF REGISTRATION: As described above, a calf must first be registered in the membership name of the dam’s owner at the time of birth. Then a separate transfer to the new owner is required.

Rule 6. TRANSFER BY AFFIDAVIT: In the event of neglect or refusal by the seller to apply for transfer of registration, transfer may be recorded if approved by a majority of the Board of Directors on the basis of the facts furnished to substantiate the claim. Each affidavit must be accompanied by proof of sale and payment in full of the purchase price of the animal.

Rule 7. TRANSFERS CONSIGNED TO PUBLIC SALE: Sale managers or their representatives may fill in the buyer’s name on the application for transfer of animals consigned to public sales, and if authorized by the consignor, sign such transfers in his stead. Such applications must indicate the name of the sale manager or agent representing the consignor. Applications executed under this rule are subject to Rule 12 of this section.

Rule 8. TRANSFER FROM THE ESTATE OF A DECEASED PERSON: In the event of the death of the owner of Hereford cattle, the Association requires that there should be filed in its office, documents showing the person requesting transfer is legally authorized and entitled to request such transfer. Applications executed under this rule are also subject to Rule 13 of this section.

Rule 9. TRANSFER OF EXPORTED ANIMALS: Application for transfer of an animal exported to another country shall be made with a regular Transfer Application.

Rule 10. RESPONSIBILITY OF LEGAL TITLE: A transfer of registration on the records of the American Hereford Association is not to be construed as the conveyance of legal title by the Association. The Association shall in no way be involved in or assume liability for the purchase, sale or terms of the sale of registered Herefords or the passage of legal title thereto.

Rule 11. JOINTLY OWNED ANIMALS: No animal shall be transferred to more than four owners of record at any one time. A “syndicate” or similar type entity consisting of one or more individuals, firms, etc. may be listed as one or more of the four designated owners of record.

Rule 12. MISREPRESENTATION OR FRAUD: If an animal’s registration has been transferred through misrepresentation or fraud, the Board of Directors or the Executive Committee of the Board may take such actions and impose such sanctions as it deems appropriate as provided in Article IX of the Bylaws, including, without limitation, suspension of the animal’s registration and any registrations of descendants of such animal and refusals of the Association to receive subsequent application of any kind from any person implicated in the misrepresentation or fraud.

Rule 13. AUTHORIZED SIGNATURE: A certificate of registry does not establish legal ownership of cattle but simply reflects the name in which cattle are registered on the books of the Association. The Association will usually make any requested change or transfer of cattle registration upon the

presentation, to the Association, of the Registry Certificate covering the cattle and purporting to be signed with the name in which the Registry Certificate is issued. Due to the large number of transfers, it is impractical for the Association to verify signatures or require proof that the person signing the Registry Certificate and requesting change or transfer is in fact authorized to do so. Accordingly, a Registry Certificate should be kept in a safe place to insure against its falling into the hands of an unauthorized person who could then cause change or transfer of registration on the Association’s books and the issuance of a new Registry Certificate.

If the Association receives conflicting instructions regarding any change or transfer of registration, the Association will, unless restrained by appropriate court order, honor the request of the person presenting the appropriate Registry Certificate.

SECTION V: ARTIFICIAL INSEMINATION

Rule 1. DNA PROFILING: All bulls used in an artificial insemination program must be DNA profiled and a record of their DNA profile must be filed with the Association before calves sired artificially by such bulls shall be eligible for registration or before Non-Owner AI Certificates may be purchased. The official policy of the Association is to use DNA only for parentage verification as of December 2002.

Rule 2. AI BULL PERMIT: The breeder using a bull for artificial breeding purposes must have received an AI bull permit issued by the Association. The Association must have on file a DNA profile report for the bull and his parents before the AI bull permit will be issued.

Rule 3. DEATH OF BULLS: Calves conceived after the death of a bull shall be eligible for registration under the same conditions and provisions governing the eligibility of calves conceived by AI. The Association may request that calves sired by deceased bulls be parentage verified. Ownership of a deceased bull may be transferred if they are AI permitted.

Rule 4. LABELING OF SEMEN: Semen must be properly identified by name and registration number of the bull and the date of collection. Unlabeled or mislabeled semen should not be used to produce calves for registration in the American Hereford Record. It shall be the responsibility of the owner of record or each co-owner of record of a bull used artificially to require each person or organization collecting, processing and freezing semen to identify the semen before freezing.

Rule 5. WITHIN HERD USE: No Non-Owner AI Certificates of Service are required to register the resulting offspring when both cow and bull are in the same recorded ownership. When the cow and bull are not in the same recorded ownership, Rule 6 below applies.

Rule 6. OUT-OF-HERD CALVES BY NON-OWNED SIRE: All sires used in AI service must be DNA profiled. Bulls that are DNA profiled after January 1, 1986, must also have both parents’ DNA profiles on file with AHA to qualify for Non-Owner AI Certificates. A DNA profile may be obtained by sending the appropriate hair samples to AHA’s official DNA lab for processing. DNA profiles from eligible animals, which originate in the official DNA lab of other Hereford associations, will be accepted for processing by AHA. Those sires for which a parent is not available for DNA profiling may only be used for AI service in the herds of the recorded owners, unless such bulls qualify for analysis to provide a derived type for the dead parent. (Contact AHA for further information on this special ruling.)

The following requirements shall apply to register calves conceived artificially when the recorded owner of the female is

not the recorded owner or one of the recorded owners of the sire at the time of conception:

Option A:

- A bull may enter the Non-Owner AI Sire Program, which allows the owner(s) of a bull to sell semen without the need of an AI certificate for registration of the offspring of the bull. Calves born on or after December 1, 2006, are eligible for registry under this program.
- For a bull to be entered into this program, an agreement must be signed by all owners of the bull and kept on file at the AHA. If the bull is owned by a syndicate, the owners listed on the certificate will need to sign the agreement along with the designated representative of the syndicate.
- For a bull to be entered into this program, he must have an AI permit issued (see Rule 2).
- There is a one-time fee of \$100 to enter a bull into this program. Once a bull is entered into the program, he will not be allowed to switch back to the certificate program (Option B).

Option B:

- The breeder (recorded owner of the female at time of conception) must obtain a Non-Owner AI Certificate of Service for each calf to be recorded from the individual or firm supplying the semen and such certificates must accompany the application for registration of the resulting offspring.
- The recorded owner of the bull from which the semen was sold is obligated to supply the number of Non-Owner AI Certificates of Service contracted for at the time the semen was purchased.
- Non-Owner AI Certificates of Service may be obtained from the Association by active members of the Association who are the recorded owner or co-owners of the bull at a fee established by the Board of Directors. It is the responsibility of the owner of the dam at the time of service to complete the Non-Owner AI Certificate of Service.

Rule 7. LIMITATIONS: The Board may cancel the Non-Owner AI Permit for any bull which has been scientifically documented as being a carrier of a deleterious gene which produces an economically important genetic defect in his calves.

Rule 8. LIMITATIONS: The Board may restrict or limit the number of Non-Owner AI Certificates for an individual bull if, in the judgement of the Board and based on scientific information, such bull is being used so excessively as to cause irreparable damage to the breed's genetic base.

Rule 9. NON-OWNER SEMEN CERTIFICATE

ALLOCATION FOR MULTI-OWNER SIREs: To obtain AI Certificates from a multi-owned sire, one must be a recorded owner or co-owner of the sire. Certificates will be issued on request to any recorded owner. Contractual agreements regarding certificate privileges among multi-owners are the responsibility of those owners.

In the instance where a recorded owner of the sire is a multi-owner group, it is the responsibility of the owner group's designated spokesman to handle the distribution of non-owner AI semen certificates. Individual members of the multi-owner group, not otherwise recorded as one of the four recorded owners of record of the sire, will be required to secure Non-Owner AI Certificates of Service from a recorded owner in order to register offspring of the sire from their recorded dams.

The American Hereford Association (AHA) will provide a service whereby an AHA member can participate in a "Breeding Share Agreement" for bulls. When members participate in a

"Breeding Share Agreement," they can be individually invoiced for AI certificates when calves are registered.

Rule 10. SEMEN DONATIONS TO COLLEGES AND

UNIVERSITIES: The Association will make donated AI Certificates of Service available for use by colleges or universities when a breeder makes a donation of semen from a qualified bull. The semen certificates will be issued to the college or university at no cost to the breeder. The following rules must be complied with:

- The semen must be a donation to the college or university.
- The breeder must apply for the donation certificates in the form of a letter to AHA indicating the institution to which the donation is made.
- The bull must qualify under the current rules for Non-Owner AI Certificates of Service.
- The certificates and semen must be used by the institution that received the donation. Applications for registry from any other party will not be accepted.
- Upon approval by the Association, donated AI Certificates of Service will be issued directly to the college or university.

Rule 11. LIABILITY: The issuance of Non-Owner AI Certificates of Service by the Association should in no way be construed as guaranteeing conception or that the resulting calf shall be eligible for registration. There shall be no refunding of fees paid to the Association for these certificates.

SECTION VI: IMPORTING OF REGISTERED HEREFORDS

Rule 1. EXPORT CERTIFICATE: Registration of an animal originally recorded in the Herd Book of a member of the World Hereford Council shall be accepted only if a registry certificate is issued by the recognized registry organization of the country of origin.

Rule 2. APPLICATION FOR REGISTRATION: Registration may be applied for within one year by the breeder importing an animal originally recorded in the Herd Book of another member of the World Hereford Council and whose name appears as purchaser on the export certificate. The registry fee must accompany the request for registration.

Rule 3. REGISTRATION OF CALVES IMPORTED IN DAM: If a cow was bred prior to importation and a record of service does not appear on the export certificate, the owner of the sire on the date of service must certify to the particulars of service through the recognized registry organization of the country of origin.

When the imported cow was bred by artificial insemination, there must be on file with the recognized registry organization in the county of origin a blood type or DNA profile of the service sire.

When the imported dam was bred artificially by a bull owned by a breeder in the U.S. and where no semen interest is owned by the breeder in the exporting country, a Non-Owner AI Certificate of Service must accompany the application for registry of the resulting progeny.

Rule 4. REGISTRATION OF CALVES IMPORTED AT SIDE: Registration of a calf imported at side of its dam shall be accepted only if the calf is also registered in the same recognized registry organization and a registry certificate has been received by the American Hereford Association (AHA).

Rule 5. SEMEN INTEREST IN A BULL DOMICILED IN A FOREIGN COUNTRY: To use semen or to sell Non-Owner AI Certificates of Service, the bull must be recorded in the American Hereford Record by a member (either a member

residing in the U.S. or non-resident dues paying member) of the American Hereford Association. All DNA profile rules apply.

Rule 6. REGISTRATION OF CALVES RESULTING FROM EGGS IMPORTED FROM A FOREIGN COUNTRY will require a DNA profile match of the subject animal, the sire and the dam on file with the Association.

SECTION VII: DNA PROFILING

Rule 1. DNA PROFILING: Over a period of years a vast amount of technical information has become available and DNA profiling is now a useful tool for Association members. DNA has been proven to be more accurate than blood type in proving parentage.

Applying for the DNA profile of an animal requires a request to AHA for a DNA profile kit for each animal to be tested. The request must include the name and registry number of the animal to be tested.

The kit will contain all the necessary instructions for securing a hair sample and the shipping instructions to send the sample to the designated AHA laboratory. Hair is the tissue sample of choice for the DNA profile. When pulling hair, it is best to pull at least 80 hairs from a clean area above the switch. The hair must have a visible follicle attached at the base of the root in order to produce enough DNA for validation.

Rule 2. AI SIREs: The rules of the Association require all sires of calves conceived artificially to be DNA profiled before their calves are eligible for registration. It is wise to have all herd bulls hair sampled early in life to make sure that the semen can be used after their death.

Rule 3. DNA PARENTAGE VERIFICATION OF AI AND ET BORN CALVES:

Starting December 1, 2006, the AHA will parentage verify every 250th calf registered with a service type of artificial insemination (AI) or embryo transfer (ET). If a calf is selected for verification under this program, the registration of the calf will be held until the parentage verification is complete. If the calf is from a mating of an AI sire and its dam is not available for sampling, the next calf registered will be selected without interruption of registration. The AHA will assume the DNA lab cost of parentage verification of the calf and DNA profile work on the dam (if required).

Rule 4. ALL ANIMALS:

A. The Association may require that any animal which has been registered by the Association be subjected to a DNA profile test to verify breed purity and accuracy of the recorded parentage.

The Executive Committee of the Board of Directors or the Board of Directors or the Executive Vice President may require that a DNA profile be made, by such agencies as it or he may designate, of any Hereford animal which has been alleged to have been incorrectly recorded or for any animal for which tissue analysis is deemed advisable.

It shall be the duty of the owner of record of any animal in question and the owner of record of the purported sire and dam to afford the Association or its representatives reasonable opportunity to secure DNA samples from the animals involved in the investigation.

The Executive Committee of the Board of Directors is empowered to determine who shall pay the costs of any investigation, including laboratory fees assessed under the provisions of this rule.

B. Prior to the filing of an entry application for any animal with respect to which a DNA profile is not on file with the Association, the Association may require the owner of said animal, at the

owner's cost, to provide a DNA sample for such animal to the Association's designated laboratory and to provide a DNA profile to the Association from the Association's designated laboratory.

At any Hereford competition, the owner of any animal that wins such competition shall, promptly after the announcement that such animal has won such competition, permit the Association to secure a DNA sample from such animal.

C. If, at any time, the Association is in possession of two (2) or more DNA profiles allegedly from the same animal that do not match, including the winner in any Hereford competition, the Board of Directors or the Executive Committee may require the Executive Vice President to undertake such investigation as the Board of Directors or the Executive Committee deems appropriate, and, upon the conclusion of such investigation, the Board of Directors or the Executive Committee may take such actions and impose such sanctions as it deems appropriate as provided in Article XI of the Bylaws, including without limitation the forfeiture of any prizes including any monetary awards or ribbons awarded to such animal at such competition, the suspension of the registration of the animal in question, the suspension of the owner's membership or the revocation of the owner's membership.

Any such investigation may include requiring any owner to permit the Association to secure another DNA sample from such animal.

Rule 5. REFUSAL: If the owner of record shall refuse reasonable opportunity to the Association or its designated agents to secure DNA samples as set forth in Rule 3 of this Section, the Board of Directors or the Executive Committee of the Board may take such actions and impose such sanctions as it deems appropriate as provided in Article IX of the Bylaws, including without limitation the suspension of the registration of the animal in question.

Rule 6. NON-REGISTERED ANIMALS: The Association may collect and maintain DNA profiles on animals other than registered animals. The Association may, from time to time, compare the DNA profiles of registered animals and the DNA profiles of animals with respect to which applications for registration have been submitted with the DNA profiles of non-registered animals. The Association may deny registration to, or revoke the registration of, any animal based on this comparison.

SECTION VIII: RULES REGARDING CLONES

Rule 1. ONLY REPLICATION CELL-CLONED animals shall be eligible for registration.

Rule 2. THE CELL DONOR animal must be DNA-marker typed.

Rule 3. THE BREEDER of the cell-donor animal must be identified as the breeder of the cell-cloned offspring.

Rule 4. THE OWNER OF RECORD of the cell-donor, on the date of biopsy removal, will be identified as the first owner, unless the calf is the result of a pregnant recipient, purchased embryo — fresh or frozen — in which case the purchaser may be identified as the first owner.

Rule 5. DNA MARKER typing of the cell-cloned animal, or recipient dams, may be required by the Association.

Rule 6. CALVES CONCEIVED AFTER DEATH of cell-donor animals shall be eligible for registration under the same conditions and provisions governing the eligibility of calves prior to the death of said animal.

Rule 7. REGISTRATION OF CELL-CLONED transplants shall be made on a special form, provided by the Association, at the regular fee, plus an additional fee as determined by the Board of Directors.

Rule 8. REGISTRATION CERTIFICATES issued for cell-cloned transplants shall be so designated. The registration number of the animal, which is being cell-cloned shall also be stated on the registration certificate.

Rule 9. NOTHING SET FORTH herein should be construed as an indication that the Association takes any position as to the ownership rights, if any, of retained cell material. That is a separate matter reserved for discussion and/or negotiation between the buyer and seller.

Rule 10. INITIAL BREEDING VALUES – EXPECTED PROGENY DIFFERENCES (EPDs) generated from National Cattle Evaluation for a cloned animal shall be the same values as the cell-donor animal. All data of future progeny from a cloned animal will be pooled with the cell-donor progeny data for genetic evaluation.

SECTION IX: GENETIC DEFECT POLICY

Procedures for collecting abnormality data and reporting the information to the AHA membership:

Physical and functional abnormalities are present in all breeds of cattle. In order to monitor abnormalities in Hereford cattle, the American Hereford Association requests the collection of abnormality information from AHA members on a voluntary basis.

Specialist, Dr. David Steffen, veterinarian for the University of Nebraska Veterinary and Biomedical Science Department, has worked closely with many breeds in the area of genetic abnormalities. The AHA will be working with him to diagnose abnormalities as being genetic or non-genetic in origin.

Not all abnormalities are genetic in origin. Some defects can be attributed to sickness or nutrition. Dr. Steffen works to determine the root cause of the defect.

All AHA members are invited to read the procedures for reporting genetic abnormalities.

A. Reporting Physical Abnormalities to AHA

Any AHA member who becomes aware of a possible physical or functional abnormality in an AHA-registered animal shall immediately notify the AHA Director of Breed Improvement at 816-842-3757.

Upon receiving notification of a possible physical functional abnormality, the AHA Records Department will take the following steps to confirm the abnormality and determine if it is genetic in origin:

- Provide the member with an abnormality report form, which the member shall promptly complete and return to the AHA:
- Provide the member with instructions for collecting and submitting for analysis as deemed appropriate blood and tissue samples from the animal in question.

The reporting member shall promptly comply with all AHA instructions regarding the gathering and submission of tissue and blood samples.

B. AHA Genetic Consultant

The AHA will refer confirmed physical abnormalities to a genetic consultant for analysis. The genetic consultant shall be chosen by the AHA Board. Currently the genetic consultant is David Steffen, DVM PhD, from the University of Nebraska. The AHA genetic consultant is responsible for determining if sufficient evidence exists to establish a definite cause of a particular physical abnormality. All AHA members shall cooperate fully in any investigation necessary to such determination. The genetic consultant will advise the Board of diagnostic criteria for established genetic diseases and will evaluate evidence to determine if diagnostic criteria are met. Dr. Steffen

will perform these evaluations as a pathologist for the Nebraska University Diagnostic Center.

C. Notification to Owners of Affected Animals and Owners of Parents of Affected Animals

Once a physical abnormality has been confirmed and parentage has been verified, all owners of record of the abnormal animal and owners of record of the parents of the abnormal animal will receive the following information from the AHA:

- A description of the physical abnormality in question.
- The recorded sire and dam of the abnormal animal.
- Whether as a preliminary matter the abnormality appears to be genetic in origin.
- If the abnormality appears to be genetic, what steps are planned to determine whether the parents of the abnormal animal are carriers of the physical abnormality.

D. Notification to AHA Membership

Upon confirmation that an AHA-registered animal has either (i) produced a sufficient number of abnormal progeny (at least two confirmed, parent-identified cases) such that there is a high likelihood that such animal is a carrier of a genetic defect, or (ii) been the subject of positive DNA test (See Section E) that indicates that such animal is a carrier of a genetic defect, the AHA will immediately notify by certified mail the owners of record of the confirmed carrier of the AHA's intent to designate their animal as a confirmed carrier of a genetic defect. In addition, the AHA will immediately add a special code to the animal's registration to indicate this fact. An animal that has been designated as a confirmed carrier of a genetic abnormality shall be immediately placed on a confirmed carrier list, which will be disseminated on the AHA website and which will be available upon request.

Any AHA member who may be aggrieved by the AHA's designation of a particular animal as a confirmed carrier of a genetic defect may file a complaint with the AHA Executive Committee within thirty (30) days after the mailing of the certified letter. The filing of such a complaint will not stay the confirmed carrier designation. The complaint shall be heard and disposed of by the Executive Committee in accordance with the procedures set forth in Article XI of AHA's Bylaws. In the event that a complaint has not been filed within thirty (30) days after the mailing of the certified letter, the confirmed carrier designation will become final.

In the event that the complaint results in a final unappealable determination that the subject animal is not a confirmed carrier of a genetic defect, AHA will immediately remove the special code from the animal's registration. In addition, such animal shall be immediately removed from the confirmed carrier list.

The AHA will not give notice of confirmed or suspected genetic abnormalities with respect to any particular animal to any AHA member or to any owners of related AHA-registered animals except as specifically set out in these rules. The foregoing shall not prohibit AHA from giving the members notice of, and general information concerning, a genetic abnormality so long as no particular animal is referred to in connection with such information. Any other notification is the sole responsibility of the owner(s) of the confirmed or suspected carrier parent.

E. DNA Genetic Abnormality Testing

In the case the AHA identifies a gene marker test for a genetic abnormality, animals may be tested to determine carrier status by an AHA approved laboratory. If breeders wish to officially confirm an animal free of a genetic abnormality and designate it as such on the animal's pedigree, then the following guidelines must be met:

- The breeder must request the DNA test kit from the AHA Records Department.
- The results of the test must be returned directly to AHA from the official lab.

F. Classification of Genetic Abnormalities

The AHA currently recognizes the following physical abnormalities that have been confirmed by its genetic consultant to be genetic in origin under certain circumstances:

- **CLASS I (LETHAL)**
 Snorter Dwarfism
 Maple Syrup Urine Disease (Neuraxial Edema)
 Internal Hydrocephalus
 Idiopathic Epilepsy (IE)
- **CLASS II (NON-LETHAL)**
 Hypotrichosis
 Dermoid
 Alopecia/Dyserythropoiesis
 Color Dilutor

G. Description of Defects

- **CLASS I (LETHAL)**
Snorter Dwarfism
 – Symptoms: Undersized, short-legged, short-bodied animal, usually potbellied with noisy breathing. Several different types include a broad-headed, bulging forehead and a long-and mature-headed kind. X-ray of 10-day-old dwarfs may show abnormal lumbar vertebrae. Most cases are simple autosomal recessive; some forms are incomplete dominance.
 – Confirmation: Pathologic exam
- Maple Syrup Urine Disease (Neuraxial Edema)*
 – Symptoms: Calves will be of normal size at birth. May not be able to get up or lift head. A sudden touch or loud noise may cause a vigorous extension of the legs and neck. Contraction (muscle spasms) may last one or two minutes and can be made to reappear. Simple autosomal recessive.
 – Confirmation: Histopath of nervous tissue or biochemical test
- Internal Hydrocephalus (water head)*
 – Symptoms: Excess fluid is present in the brain which may result in a bulging forehead. Calves are usually born dead or die shortly after birth. Some cases may be environmental. Needs careful diagnosis. Simple autosomal recessive.
 – Confirmation: Gross pathologic exam
- Idiopathic Epilepsy (IE)*
 – Symptoms: Age of onset (occurrence of the first seizure) can be variable, ranging from birth to several months of age. Occurrence and persistence of seizures may be influenced by environmental stressors such as temperature extremes (e.g., extreme cold during calving) or increased physical activity (e.g., processing at vaccination or weaning). Upon initial onset of seizure episodes individuals will typically lie on their side with all limbs extended in a rigid state. Manual flexing of the limbs is possible, but return to the extended position occurs after release. Seizure episodes may last from several minutes to more than an hour. Autosomal recessive.
 – No anatomic abnormalities or histologic lesions detected.
 – Confirmation: AHA approved expert

- **CLASS II (NON-LETHAL)**
Hypotrichosis (hairlessness)
 – Symptoms: Partial to almost complete lack of hair. Affected calves are often born with very short, fine, kinky hair that may fall out leaving bare spots or areas particularly susceptible to rubbing. The condition may vary in expression as the animal matures and is usually less noticeable in older animals. The haircoat color will sometimes appear “frosted” or “silverish.” Tail switch may be underdeveloped. Simple autosomal recessive.
 – Confirmation: Megatrichohyaline granule skin biopsy

Dermoid (feather eyes)

- Symptoms: Skin-like masses of tissue occur on the eye or eyelid. Animals may become partially or completely blind. Polygenic inheritance.
- Confirmation: Clinical diagnosis with photos or biopsy

Alopecia/Anemia, Dyserythropoiesis

- Symptoms: Short, curly hair, hair loss on neck and shoulder. Progressive generalized hair loss. White areas appear dirty and calves are anemic.
- Confirmation: Blood test for anemia plus skin biopsy

Color Dilutor

- Symptoms: Carrier Hereford bulls or females when mated to black cattle can produce offspring with a haircoat that is gray, smokey or chocolate color.
- Confirmation: Clinical diagnosis with photos

H. Lethal vs. Non-Lethal

A lethal genetic abnormality is a genetic abnormality which usually results in death of the animal or production of the animal is significantly impaired causing major economic loss.

Non-lethal abnormalities do not cause death, nor do they significantly affect production or commercial profitability. Non-lethals may, however, cause economic loss to seedstock producers.

I. Breeding to Avoid Abnormalities

Breeders that may have a problem with a simple recessive abnormality can make use of available DNA-based diagnostic tests or implement mating systems designed to reduce the frequency of the abnormal gene in their herds and the breed. Where a DNA-based test is available, breeders can directly test animals for the presence of a specific mutation causing the disease. Animals confirmed to be carriers should be used cautiously, and serious consideration should be given to their removal from the seedstock breeding herd. However, breeders should guard against carelessly throwing away good genetics because a sire or dam is a carrier unless that animal’s good characteristics remain available in the breed from another source. In the absence of a DNA-based test, mating systems should rely on the use of bulls known not to have produced affected calves. Sons of carrier animals can be used if they have been tested free of the abnormality through a series of special test matings. Mating a bull to seven affected females, 17 carrier cows or 35 of his own daughters with no abnormal offspring provides three ways to test for the presence of a recessive gene. With specific regard to non-lethal abnormalities, each breeder must assess the potential economic impact the abnormality may have on his operation.

J. Predicted Outcome of Certain Matings Using Hypotrichosis as an Example

Hypotrichosis (non-lethal) results from homozygosity of a simple autosomal recessive gene. This means that both parents must possess the hypotrichosis gene in order to produce an affected calf. Approximately 25 percent of the calves resulting from the mating of two carrier animals will be affected, while 50 percent will be normal appearing but carriers of hypotrichosis, and the remaining 25 percent will be normal and non-carriers. Possible matings and the predicted outcomes are shown in the table below:

Matings ¹	Affected Hypotrichosis	Unaffected Carrier	Unaffected Normal
hh × hh	100%	0%	0%
hh × Hh	50%	50%	0%
hh × HH	0%	100%	0%
Hh × Hh	25%	50%	25%
Hh × HH	0%	50%	50%
HH × HH	0%	0%	100%

¹hh-affected with hypotrichosis; Hh-carrier; HH-normal

Visit Hereford Websites, Follow on Social Media

Hereford.org features

The **Events** page provides information on upcoming events, and it can be viewed by scrolling down the homepage to **Be A Part Of Our Upcoming Events** link. It can also be accessed by hovering over the **Events** tab and selecting **Calendar**.

Under the **Commercial** tab there is a list of feeder cattle and commercial females for sale. The page also allows users to view information on commercial programs and to enroll groups of cattle.

The **Member Services** tab houses the herd management tools with information about managing Herefords and beef cattle. The page includes links to fact sheets on body condition scoring, Whole Herd Total Performance Records (TPR™) and expected progeny differences.

Current and archived issues of *Hereford World* can be viewed by selecting **Hereford World** at the top of any page. Issues will be posted in a flip style, allowing users to turn each page just as you would read the actual magazine, as well as PDFs of individual editorial articles.

National show results are housed under the specific show page under the **Events** tab. Real-time results from each show as well as current Hereford happenings can be found on the **Hereford Headlines Blog** under the **Media** tab.

Other sites

CertifiedHerefordBeef.com — This site is the home of Certified Hereford Beef LLC. The site showcases exciting new recipes, a beef cuts library and a complete list of licensed Certified Hereford Beef® retail supermarkets and restaurants by city and state.

HerefordFeederCattle.com — A free online tool for buyers or sellers to view, list or purchase Hereford or Hereford-influenced feeder cattle.

HerefordYouthFoundation.org — The online home for the Hereford Youth Foundation of America (HYFA). The site includes how individuals can support the Foundation as well as highlights of the HYFA activities and scholarships.

ShopHereford.com — The one-stop shop for everything you need to ride for the brand and to support the American Hereford Association, National Junior Hereford Association, HYFA and *Certified Hereford Beef*.

Social media

AHA: Facebook – American Hereford Association, Buy Hereford; Twitter – @americanherf; Instagram – @americanherf; LinkedIn – American Hereford Association; and YouTube – American Hereford Association

NJHA: Facebook – National Junior Hereford Association; Twitter – @jrhereford; Instagram – @jrhereford

Certified Hereford Beef: Facebook – Certified Hereford Beef; Twitter – @crtherefordbeef; Instagram – @certifiedherefordbeef; Pinterest – Certified Hereford Beef

HYFA: Facebook – Hereford Youth Foundation of America

ShopHereford: Instagram – @shop.hereford

The screenshot shows the homepage of Hereford.org. At the top, there is a navigation bar with a search bar labeled 'EPD SEARCH' and social media icons for Facebook, Twitter, YouTube, and LinkedIn. Below the navigation bar is a main menu with tabs for ABOUT, MEMBER SERVICES, GENETICS, COMMERCIAL, MARKETING, YOUTH, EVENTS, and MEDIA. The main content area features a large banner for 'THE BRAND MARKETING SUMMIT' with a call to action 'Learn more and register today.' Below the banner is a section titled 'HEREFORD HEADLINES' with three featured articles: 'PRATZ JOINS THE AHA AS SOUTHWEST', 'EXPERIENCE FACES OF LEADERSHIP', and 'JUNIOR NATIONALS ARE MORE THAN'. A search bar is located in the top right corner, and social media icons are displayed below it.

In the top right-hand corner of any page, the **EPD search** function allows users to analyze the AHA database.

Type desired content into the search site window, and it will display the information for viewing.

Scrolling down on the homepage highlights recent Association news, upcoming events and a word from members and breeders promoting the advantages of Hereford genetics.

Hereford.org is mobile friendly and can be easily navigated from anywhere on a smartphone or tablet.

By clicking on "Member Services" and then "Join AHA," Hereford breeders can renew or join the Association through an online form.

Hereford Sales is a popular destination on *Hereford.org*. From the **Marketing** tab and under "Hereford Sales," find a sale calendar, sale results, production and semen catalogs, and sales catalog resources where breeders can find program materials to add to their catalogs or webpages.

American Hereford Association

Mission Statement

Grow demand for Hereford genetics by delivering the highest quality and most efficient services to members and other progressive cattlemen in the areas of breed registry, genetic improvement and education.

Vision Statement

To be recognized as the leading breed association focused on driving profitability in the beef industry and ensuring the sustainability of the Hereford breed.

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 for 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



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