

by Trey Befort

As we begin a new year and pursue a fresh start, I am excited about the opportunities for commercial producers taking advantage of Hereford genetics in their operations. With a challenging 2019 year behind us, I think it is a great time to take a hard look at and to consider new opportunities that are available to add value in the years to come. One new opportunity that rises to the top is the newly updated Hereford Advantage program.

Hereford Advantage revamped

The Hereford Advantage program was initially developed in 2016 as a marketing tool to identify high-quality Hereford-sired feeder cattle strictly based on genetic merit. With a marketplace proven to be as competitive as ever and a buyer base that continues to demand increased genetic quality as well as improved health and management practices some enhancements have been made to the program to answer those calls.

Cattlemen using Hereford bulls can now provide value to the marketplace beyond genetic merit through health and management practice documentation and verification. Beef Quality Assurance (BQA) certification has been included as one of the program components. BQA continues to be an industry leading program that provides marketplace value as well as added buyer and consumer confidence. The informational guide included on this page outlines the

general program requirements and guidelines to participate.

Additional verification

With the addition of new program components, the Hereford Advantage program is now a third-party verified program, and we are excited to have a partnership and cooperative effort with IMI Global for the verification component. IMI Global is an industry-leading source for third-party verification and specializes in verification and certification programs for the livestock industry to enable producers, feeders, growers, packers and processors to meet the ever-changing needs of both domestic and international consumers. Additional programs offered through IMI Global, such as the Non-Hormone Treated Cattle & Verified Natural Beef programs, can be added to the Hereford Advantage program with just an on-site audit fee plus travel expenses. These programs have also provided a documented price advantage in the marketplace and are worth considering if the requirements align with the goals and management practices of the operation.

Specifics and qualifications

Participation in the Hereford Advantage program is simple and straightforward. To get started, visit HerefordAdvantage.com to download the enrollment form to complete and submit with required documentation to the IMI Global team. The cost to participate in the program is \$3.00 per head (no minimum enrollment required), which includes verification and program electronic identification tag costs. During the enrollment process, an expected progeny difference and profit index summary for the submitted bull battery will be developed and provided to producers, allowing them to track genetic merit to make future selection decisions. Participating producers will also receive additional marketing support and exposure through this program. Qualifying cattle will be listed on the American Hereford Association's Feeder Cattle Listings web page, and cattle information will be communicated to a growing list of interested feeder-cattle buyers.

The Hereford Advantage program serves as a valuable tool for commercial cattlemen using Hereford bulls to set themselves apart in a competitive market. Cattle feeders are looking for healthy cattle that have been managed properly and that will perform in the yard and on the rail. The Hereford Advantage program helps to identify cattle that will check those boxes and reward producers who are working hard to produce them. **HW**

Trey Befort is the director of commercial programs for the American Hereford Association. He can be reached at tbefort@herefordbeef.org.



Visit

HerefordAdvantage.com

to get started today!



An industry-changing program from the American Hereford Association and IMI Global to verify and add value to Hereford-influenced feeder cattle with superior genetics, health and management.

REQUIREMENTS

- **Source & Age verification**
- **Genetic merit**
 - Minimum of 50% Hereford genetics
 - Bull battery ranking in top 50% of breed for \$CHB index (bull battery average)
 - Bull ownership transferred (all bulls)
- **Vaccination program – two rounds of vaccinations pre-weaning (minimum)**
 - **1st Round: At branding or grazing turnout**
 - 5-way respiratory modified live vaccine
 - 7, 8 or 9-way clostridial
 - **2nd Round: 2-4 weeks prior to weaning**
 - 5-way respiratory modified live vaccine
 - 7-way clostridial with Histophilus
- **BQA certification**

BENEFITS

- **Genetic improvement tool**
 - **Sire EPD and profit index summary**
- **Added market exposure**
 - **Free listing on AHA listing page**
- **Enrollment cost - \$3.00/hd. (verification + eID tag)**

Look for this logo in Hereford bull sale catalogs to identify sires meeting the genetic requirements for the Hereford Advantage program.



American Hereford Association | 816-842-3757
11500 NW Ambassador Drive, Suite 410 | Kansas City, MO 64153