

What's New? | Association News and Events

"What's New?" is a column designed to keep you in-the-know about Hereford happenings. You can also sign up for *Hereford Headlines*, a weekly electronic newsletter from the American Hereford Association (AHA), and additional Hereford news by sending an email to info@hereford.org. Archived issues are posted at Hereford.org.



'Come Home to Hereford' downloadable insert available

The recently launched AHA national ad campaign "Come Home to Hereford" will be in full swing during 2020. Hereford breeders and state/regional associations can utilize the AHA's marketing content to list in local and state publications or sale catalogs. To download the materials, visit the AHA's website, hover over the Marketing tab, then click on Marketing Resources.

Use H for 2020 letter code

The year letter code for 2020 is H. This notice is for producers who use letter codes in their identification systems. For more information on tattoo and identifications tips, please visit Herd Management Tools under the Member Service tab at Hereford.org.

Attention commercial cattlemen

The AHA realizes the progressive cattlemen has many challenges in today's market. To make selling and buying Hereford-influenced feeder cattle easier, visit the AHA's website and hover over the Commercial tab. From there, users can sort from feeder cattle or commercial female listings. Each page displays groups of cattle available or provides the option to list your Hereford-influenced cattle for sale. Groups listed on these pages are communicated to a network of interested cattle feeders. Sellers can fill out the informational fields which contain questions related to basic herd information, genetic overview, management records and also allows you to upload photos. For more information or questions related to the free tool, contact 816-842-3757 or email tbefort@herefordbeef.org.



Online auction generates more than \$50,000 for the Hereford Research Foundation

An online auction benefitting the Hereford Research Foundation (HRF) raised more than \$50,000 Dec. 11, 2019. Items from the 81-lot sale included an RFD-TV commercial opportunity,

Hereford genetics, Certified Hereford Beef® branded cookware and products, plus various livestock equipment.

"The HRF is extremely appreciative of the support given to continue the progression of the Hereford breed," says Shane Bedwell, AHA chief operating officer and director of breed improvement. "A special thank you to everyone involved who made the sale a success."

Established in 2009, the HRF supports breed improvement initiatives designed to enhance beef cattle production. These research projects are conducted throughout the U.S. in conjunction with universities, private firms and ranches and are funded entirely by the donations. Extensive time and resources are spent each year by the AHA to advance both the breed and the beef cattle industry through various ongoing projects.

Deep in the Heart

Make plans to join the AHA in San Antonio for the 2020 Cattle Industry and National Cattlemen's Beef Association Trade Show Feb. 5-7. Register today and use the promo code **20AHA** to get \$50 off full convention registration and \$20 off a trade show only registration. Visit Registration.experientevent.com/ShowMOO201/ to register.



Hereford Advantage feeder cattle marketing program enhanced

Designed to identify superior Hereford-influenced feeder cattle, the Hereford Advantage program now offers additional benefits to add value to feeder cattle. With these enhancements, cattlemen using Hereford bulls can provide value beyond genetic merit through health and management practices. New components of the program are backed by documented market price advantages, giving producers a great opportunity to increase their bottom line. Established by the American Hereford Association (AHA), this tagging program is now offered in conjunction with IMI Global, an industry-leading source for third-party verification of food production practices in North America.

"The Hereford Advantage program serves as a valuable tool for commercial cattlemen using Hereford bulls to set themselves apart in a competitive market," says Trey Befort, AHA director of commercial programs. "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 to do so."



Requirements include:

Source and age (required IMI base verification)

Genetic merit

- Minimum of 50% Hereford genetics
- Bull battery ranking in top 50% of breed for CHB\$ profit index (bull battery average)
- Bull ownership transferred (all bulls)

Vaccination program

- Two rounds of preweaning vaccinations (minimum)

BQA certification

Visit, BQA.org, to become certified

To be part of the Hereford Advantage, download the enrollment form at HerefordAdvantage.com and submit the completed form to IMI Global. Program cost is \$3.00/head (no minimum enrollment required), which includes verification and program electronic identification (eID) tag costs. Additional programs offered through IMI Global such as the NHTC (Non-Hormone Treated Cattle) & VNB (Verified Natural Beef) programs can be added with just an on-site audit fee plus travel expenses.

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 AHA's feeder cattle listing page and cattle information will be communicated to a growing list of interested feeder cattle buyers. **HW**



AHA offers junior internship and ambassador positions

The AHA is offering opportunities for college students hoping to gain valuable real-world experience in managing youth activities.

Junior activities internship:

The AHA youth department is seeking college juniors or seniors to assist with the planning and execution of junior shows and leadership events. Applicants must be enrolled in an agriculture-related major and should be self-starters, detail-oriented, outgoing and able to work well with all types of people. Travel to the Junior National Hereford Expo (JNHE) and the Faces of Leadership Conference are required.

To apply, send a cover letter, resume and references by Feb. 15 to Amy Cowen, AHA director of youth activities, acowan@hereford.org or 11500 N. Ambassador Dr., Ste. 410, Kansas City, MO 64153.

JNHE ambassador program:

College students may also apply for the JNHE ambassador program. The 2020 ambassadors will assist the National Junior Hereford Association board and the AHA staff throughout the week of and prior to the JNHE. This year's show will take place July 11-18 in Louisville, Ky. Ambassadors will spend the week before at the AHA office in Kansas City, Mo.

Candidates must be a 2020 high school graduate, or older, and must have national show experience. Ambassadors cannot be exhibitors or competitors at the 2020 JNHE. Applications and additional information on both the intern and ambassador positions can be found online at Hereford.org/youth/njha/internships-ambassador-program/.

SHOP HEREFORD

New inventory added to ShopHereford

Start out the new year with new Hereford gear! Check out the new apparel items that have been added to ShopHereford. In addition to Hereford branded apparel, explore the General Store tab to find other handy Hereford items, ranging from mugs to keychains. The one-stop shop makes representing your favorite brand easy! Sign up to get exclusive new item arrival updates delivered to your inbox at ShopHereford.com. **HW**

Rose Robertson hired as customer service representative

Rose Robertson joined the American Hereford Association (AHA) teams as a customer service representative Dec. 10, 2019.

As a customer service representative, Robertson will play a vital role in the performance of the AHA team. Her position also serves as the customer liaison for resolving questions, interpreting discrepancies, conveying accurate information and promoting participation in Association programs and services.

"Rose comes to us with years of administrative experience," says Laura Loschke, AHA education and information services coordinator and records supervisor. "I'm beyond excited to have her join our customer service team!"

Robertson was a customer service supervisor for Smithfield Foods where she oversaw the training and work flow management of customer service coordinators. Prior to, Robertson completed a five-year stint with Smithfield Foods International Group as an international account supervisor for Cuba, Mexico, Canada and Japan.

"I am very excited about this opportunity," Robertson says. "I am looking forward to being a member of the Hereford Herd." **HW**



Clint Brightwell joins AHA as western region field representative



The American Hereford Association (AHA) welcomes its newest team member, Clint Brightwell, Baker City, Ore., as the Western region field representative for the AHA and the *Hereford World*. Brightwell started his post Dec. 17.

In this role, Brightwell will attend Hereford sales and events, as well as assist breeders with marketing and genetic selection. He also will contribute to educating members and commercial producers about AHA programs and other beef industry opportunities.

"We are pleased to have Clint Brightwell complete the AHA Fieldmen team," says Joe Rickabaugh, AHA director of seedstock marketing. "He brings to this position a well-rounded knowledge of the seedstock industry and a good knowledge of the northwest territory."

Brightwell, a Missouri native, previously was served as the customer relations manager for Thomas Angus Ranch, Baker City. In this position, he worked directly with new and current

customers to build relationships through various avenues. He managed the breeding program, which is a 100% AI cow herd, the embryo transfer program and the sale cattle. The operation holds six sales throughout the year in Oregon, Wyoming, California and Idaho. Brightwell was also tasked with managing Thomas' Trans Ova satellite center, which housed approximately 20 of their donor cows along with donors from other cattlemen.

Brightwell graduated from Oklahoma State University (OSU) in 2016 and received a bachelor's degree in animal science with an emphasis in production. While attending OSU, Brightwell was a herdsman for Pfeiffer Angus Farms and helped manage the seedstock and commercial cattle. He previously attended and graduated from Northeastern Oklahoma A&M College where he was a member of the livestock judging team.

"I am extremely excited to have the opportunity to meet and build relationships with the members of Region 1," Brightwell says. "I look forward to helping the breeders in any way that I can, along with assisting the cattlemen who rely heavily on Hereford genetics." **HW**

Surber tops photo contest

Congratulations to Lisa Surber, Newell, S.D., winner of the Hereford shots photo contest with her entry "The Gather." For this year's contest, a panel of judges selected their top picks to be featured in a People's Choice contest on the AHA's Facebook page. Surber's photo received the most "likes" on Facebook, and she received a \$100 ShopHereford gift card for her winning entry. **HW**

