

Stand Out Amongst the Crowd

The start of the new year has been as fast-paced and busy as ever for everyone, it seems. With a short breath during the holidays, we have hit the ground running in 2020 with a lot of great activities and opportunities to take part in this year. Though it is a busy time of the year, now is a great time for those utilizing Hereford bulls to be thinking about different tools and programs that are available to add value.

Hereford-influenced cattle listings

Recently, we updated the listing pages on the American Hereford Association (AHA) website for commercial producers to list feeder cattle or commercial females that are available for sale. These free tools allow producers to submit a great deal of detailed information about their cattle to promote them to potentially interested buyers. Within these listing pages, photos and video of the cattle can be submitted to further showcase the cattle quality, and information submitted through these pages will be communicated to a growing list of potential buyers.

To access the listing page, visit Hereford.org and locate the “Commercial” tab. Under the

COMMERCIAL	MARKETING
PROGRAMS	MARKETPLACE
Hereford Advantage	Feeder Cattle Listings
Maternal Advantage	Female Listings
Premium Red Baldy	Find Genetics
Certified Hereford Beef	Semen Catalog

“Marketplace” subhead you can click to view or to list on the “Feeder Cattle Listings” or the “Female Listings.” Each listing page includes fillable fields which allow the users to list basic herd information, genetic overview and management records related to their Hereford-influenced cattle. As a buyer, remember to continually visit either page to stay up-to-date on current listings.

Locating Hereford genetics

The “Find Genetics” page under the “Marketplace” section of the website also has some great information for individuals looking for Hereford genetics in a specific state. For those progressive producers who have incorporated artificial insemination (AI) in their operation, the AI Book that is available in the “Semen Catalog” page of the website allows for access to proven

Hereford genetics. All these tools provide great information to aid in selection decision making whether you are looking for bulls or frozen genetics to purchase.

With many high-quality Hereford bulls being marketed this time of year, it is a great time to brush up on the genetic requirements that a bull battery must meet to participate in the programs before heading to the bull sale. The commercial programs and marketing tools have been reviewed in past issues of the *Hereford World*, but specific information regarding each program’s purpose, benefits and requirements can be found in the “Commercial” section of the AHA website listed above. It is a good time not only to review the program requirements to assist in bull selection but also to begin to develop a marketing plan for the new calf crop arriving soon.

Programs to advance your herd

One specific program outlined in my column last month that is sure to help you stand out is the newly updated Hereford Advantage feeder cattle marketing program. Back in December, the AHA kicked off two programs that will be exciting to follow throughout the spring and into the summer. The fourth

year of the National Junior Hereford Association (NJHA) Fed Steer Shootout was started at Gregory Feedlots in Tabor, Iowa. Entries came in at 119 head from 34 NJHA members in 14 states. I am proud of these kids and their efforts in participating in the program and look forward to the educational experience that we will all receive as we go through the feeding period. We also started the Hereford Feedout Program at HRC Feed Yards in Scott City, Kan., and have approximately 300 head on feed from which participating producers will be collecting data.

Both programs will be great learning experiences for all involved, and I would like to personally thank those who have stepped up to the plate to participate and to express their progressiveness and leadership in the Hereford breed. Though these events have already begun for this year, I highly encourage interested producers to start considering and planning for the next opportunities for these programs that will begin in the fall. **HW**

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