

# 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](mailto:info@hereford.org). Archived issues are posted at [Hereford.org](http://Hereford.org).

## Breed Improvement

### Submit NRSP nomination today

The AHA is now accepting nominations for the National Reference Sire Program (NRSP). The NRSP is a program that allows Hereford breeders to test young sires in a real-world commercial setting. Check out AHA Executive Vice President Jack Ward's Breed Focus column (Page 6) to learn more about the program's benefits. The Performance Matters column (Page 8) written by Shane Bedwell, AHA's chief operating officer and director of breed improvement, outlines the NRSP in a real-world setting with actual results from Olsen's Ranch, a NRSP partner.

For complete program details and online application, visit [Hereford.org](http://Hereford.org) and locate the "Genetics" tab. Nominations are being accepted until March 1.

### Mershon Cattle makes fall 2019 breeding decisions

Mershon Cattle LLC is a commercial cattle operation with a retained ownership-to-harvest program located in Buckner and Appleton, Mo. Mershon Cattle is an award-winning operation and was named the Beef Improvement Federation Commercial Producer of the Year this past June. The Mershons are passionate about growing their community and bettering the beef industry.

Mershon Cattle has been a participant in the AHA's NRSP for two years and this year's spring calves were the first progeny out of NRSP bulls. Partnerships with various test herds like Mershon Cattle allows breeders to make better-informed decisions relative to traits of interest.

#### This year, Mershon Cattle selected:

- 43796790 —
- GO King E33**
- 43984208 —
- Innisfail Enable 4021 1832 ET**
- 43984217 —
- Innisfail Endorse 4021 1838 ET**
- 43883551 —
- RMB 4013 644C Cornbread 345F**
- 43636764 —
- BEHM 100W Cuda 504C** will be used as a reference sire.

The NRSP provides Hereford breeders with an opportunity to test young sires in real-world commercial settings. Breeders participating in the NRSP gain high accuracy expected progeny differences and performance data while testing sires next to the top Hereford genetics in the breed.

"This is certainly an exciting group of young sires to test," says Shane Bedwell, chief operating officer and director of breed improvement. "I look forward to getting quality data from the Mershons."

## Commercial



### First set of enrolled Hereford Advantage calves sold

The first group of cattle enrolled in the Hereford Advantage program, consigned by Circle B LLC, Forsyth, Mont., sold in the Superior Livestock Auction Bellringer 2020 sale Jan. 8 in Denver.

"I have been out and have looked at those calves, and it is super impressive to see that string of F1 black and red baldies," says Kevin Murnin, AHA field representative for the Mountain region. "There is a strong opportunity with the Hereford Advantage program to not only showcase a producer's elite genetics but also bundle into other value-added marketing programs to capture true market potential."

The Hereford Advantage program is an industry changing platform from the AHA and IMI Global to verify and to add value to Hereford-influenced feeder cattle with superior genetics, health and management.

"This was a great set of cattle and an excellent testament to the value of using Hereford genetics in a crossbreeding program," says Trey Befort, AHA's director of commercial programs.

Visit [Hereford.org/commercial/feeder-cattle/the-hereford-advantage/](http://Hereford.org/commercial/feeder-cattle/the-hereford-advantage/) to learn more about the benefits of the program.

### Attention commercial cattlemen

The AHA realizes the progressive cattleman 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 and management records and also allow you to upload photos. For more information or questions related to the free tool, contact 816-842-3757 or email [tbeft@herefordbeef.org](mailto:tbeft@herefordbeef.org).

## Marketing



### Herefords On Demand

Do not forget to utilize Herefords On Demand, the new online catalog production system designed to serve breeders as an efficient and complete sale resource for sale offerings on any scale. Its many cutting-edge features — including daily expected progeny difference updates, searchable information within catalogs, video capabilities and sharing shortcuts — make it a great marketing avenue. Visit the "Marketing" tab on the AHA's website, and locate the "Herefords On Demand" button under the "Creative Services" subhead.

### Check out the downloadable marketing inserts

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. Be sure to check out the "Come Home to Hereford" material, which is the recently launched AHA national ad campaign. Also located on the Marketing Resources page are the newly redesigned Hereford Advantage inserts.

**HEREFORD ADVANTAGE**  
Visit [HerefordAdvantage.com](http://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.

<p><b>REQUIREMENTS</b></p> <ul style="list-style-type: none"> <li>• Source &amp; Age verification</li> <li>• Genetic merit</li> <li>• Minimum of 50% Hereford genetics</li> <li>• Bull battery ranking in top 50% of breed for \$CHB index (bull battery average)</li> <li>• Bull ownership transferred (all bulls)</li> <li>• Vaccination program — two rounds of vaccinations pre-weaning (minimum)</li> <li>• 1st Round: At branding or grazing turnout <ul style="list-style-type: none"> <li>• 5-way respiratory modified live vaccine</li> <li>• 7, 8 or 9-way clostridial</li> </ul> </li> <li>• 2nd Round: 2-4 weeks prior to weaning <ul style="list-style-type: none"> <li>• 5-way respiratory modified live vaccine</li> <li>• 7-way clostridial with Histophilus</li> </ul> </li> <li>• BQA certification</li> </ul>	<p><b>BENEFITS</b></p> <ul style="list-style-type: none"> <li>• Genetic improvement tool</li> <li>• Sire EPD and profit index summary</li> <li>• Added market exposure</li> <li>• Free listing on AHA listing page</li> <li>• Enrollment cost - \$3.00/head (verification + eID tag)</li> </ul> <p>Look for this logo in Hereford bull sale catalogs to identify sires meeting the genetic requirements for the Hereford Advantage program.</p> <p>American Hereford Association   816-842-3757 1950 WW Ambassador Drive, Suite 410   Kansas City, MO 64153</p>
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## National Shows



### Check out NWSS photos on the Hereford gallery

To view and purchase backdrop photos captured at the 2020 National Western Stock Show (NWSS), visit [Hereford.org](http://Hereford.org) and click on "Hereford Gallery" button located under the "Events" tab.

### NWSS show results available online

Class results and champions from the 2020 NWSS are posted on the AHA's website. To view on [Hereford.org](http://Hereford.org), hover over the "Events" tab and click "NWSS" under the "National Shows" subhead.

## Staff Announcements



### Follow the AHA fieldmen on Facebook

Be sure to "like" your AHA fieldman's Facebook page to stay up to date on Hereford events in your region.

**Central Region: Joe Rickabaugh**  
[JoeRickabaugh.AHA](http://JoeRickabaugh.AHA)

**Upper Midwest Region: John Meents**  
[JohnMeents.AHA](http://JohnMeents.AHA)

**Eastern Region: Tommy Coley**  
[TommyColey.AHA](http://TommyColey.AHA)

**Southwest Region: Colton Pratz**  
[ColtonPratz.AHA](http://ColtonPratz.AHA)

**Mountain Region: Kevin Murnin**  
[KevinMurnin.AHA](http://KevinMurnin.AHA)

**North Central Region: Alex Acheson**  
[AlexAcheson.AHA](http://AlexAcheson.AHA)

**Western Region: Clint Brightwell**  
[ClintonBrightwell.AHA](http://ClintonBrightwell.AHA)

## Youth



### **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](mailto: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/](http://Hereford.org/youth/njha/internships-ambassador-program/).

## ShopHereford

### **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](http://ShopHereford.com). **HW**