

Multi-talented Players

Review the top-10 team of sires of 2019-born progeny to see how they deliver maternal excellence and end-product merit.



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It's hard to believe March is already here, and, at least to this point, the winter months have been milder compared to a year ago. The National Western Stock Show (NWSS) was another successful event filled with great cattle and strong commerce. The cattle that strolled the "Yards" and paraded the "Hill" were a great example of the strength of the breed. I want to give a shout-out to all of this year's new exhibitors, as it was great to see these programs showcasing the genetics they are marketing.

After the NWSS, Jack Ward and I had a great trip to Red Bluff, Calif., to watch the 79th anniversary of the Red Bluff Bull and Gelding show. I'm proud to say the England family from Oregon exhibited the supreme champion bull of overall breeds. Congratulations to all who made this event successful, and Hereford breeders will be proud to know Certified Hereford Beef® was the feature product throughout the week-long event.

Spring planning

With breeding season right around the corner, I hope you all have taken

the time to analyze your calf crops and have a plan in place to continue making progress with your customers. The start of the 2020 sale season has a great feel to it and Hereford genetics have been in strong demand at sales I have recently attended. I'm especially encouraged by how many new commercial cattlemen are choosing to come home to Hereford. These producers like what they see and recognize the value Hereford genetics provide to their operations.

Below is a list of the top 10 registration sires for 2019-born progeny as of Feb. 3, 2020. As you study the average expected progeny difference (EPD) summary of these bulls, notice the strong multi-trait excellence this group offers. In fact, half of these bulls have daughters recorded with an average nursing ratio of 101.1, and seven of these bulls are, or have been, tested through the National Reference Sire Program. The proof is in the pudding and as a whole this group is delivering when it comes to maternal excellence and end-product merit.

I encourage you all to dig deep into your bull battery to find areas where you are excelling and areas where you can improve. It sure seems the front door is open for Hereford genetics to continue making great strides in the commercial market, but we must keep a keen eye on economically relevant traits which make all segments of the business profitable. It's far from a silver bullet answer, but striving for above-average trait excellence and focusing on convenience traits like docility and feet and leg soundness are a must to generate profit.

How 'bout them Chiefs!!! **HW**

Top 10 registration sires for 2019 (as of 2/3/20)

Reg no.	Name
43311175	UPS Sensation 2296 ET
43834732	/S Mandate 66589 ET
43268007	CL 1 Domino 215Z
43818822	TH Frontier 174E
43500058	R Leader 6964
43294080	JDH Victor 719T 33Z ET
43092364	Churchill Sensation 028X
43724674	BR Belle Air 6011
43764491	Boyd 31Z Blueprint 6153
43722088	NJW 79Z Z311 Endure 173D ET

Average EPD values of the top 10 bulls

CE EPD	BW EPD	WW EPD	YW EPD	DMI EPD	SC EPD	SCF EPD	MM EPD	MG EPD	MCE EPD	MCW EPD	UDDER EPD	TEAT EPD	CWT EPD	FAT EPD	REA EPD	MARB EPD	BMI\$	BIIS	CHBS
7.3	1.0	64	101	0.37	1.5	16.6	31	63	5.6	98	1.3	1.4	77	0.06	0.51	0.27	372	464	114