

by **Trey Befort** | AHA and NJHA feedout programs allow producers to see how their cattle perform.

Throughout June and July, cattle from both the National Junior Hereford Association (NJHA) Fed Steer Shootout and the Hereford Feedout Program were harvested at National Beef Packing Co. Though feeding conditions and overall performance was much better in comparison to last year, this year has brought its own challenges with the impacts of COVID-19 on the cattle and beef markets. It is within challenging times, though, that a great deal of value can be gained from participating in the various programs facilitated by the American Hereford Association (AHA).

Proven return on investment

Though “value” is often associated with monetary worth or financial gain, the NJHA Fed Steer Shootout and the Hereford Feedout Program can both provide a great deal of “value”

to participating producers in other ways. This value can be found in the information and education received from participating in these programs to help improve genetic quality, contribute to the advancement of the Hereford breed and set yourself apart as a progressive producer. Lee Mayo, HRC Feed Yards general manager, gives his perspective of the value that can be gained from participating.

“Understanding the value of your genetics is paramount to the success of your customers,” Mayo says. “At some point all cattle end up on feed and being harvested so if you don’t know how your cattle perform in the feedyard or on the rail, how much do you really know about your cattle? It is so critical for us as Hereford breeders to have real carcass and feedyard performance data to make good genetic decisions so we

can sell bulls to the commercial sector that advance the breed.

“Participation in the Hereford Feedout Program yields great data for any size breeder,” he continues. “There is nothing more rewarding as a feedyard owner than calling a customer that fed their home raised cattle and telling them the cattle fed and harvested well. They get a sense of accomplishment out of that as well. Each and every year there is only a certain number of champions in the showring yet all of us can raise cattle that win on the rail and for the industry.”

I wanted to provide an example of the information producers participating in these programs have received for the cattle that they put into the program. Included below is a chart outlining some general group performance data for the first group of cattle harvested from the Hereford Feedout Program. Participants

also received individual data for each of their steers, giving them a great opportunity to compare their genetics to the actual performance of each animal. One participant, Jim Reed from Green Ridge, Mo., expresses what he gained from participating in the program.

“I was very pleased with the information gained from participating in the program and the overall performance of our cattle on feed,” Reed says. “Learning more about the specific costs associated with feeding cattle, along with the individual carcass data I received were great benefits of sending cattle to the program. I would especially encourage any small Hereford breeder interested in the program to make an effort to participate.”

We are excited to be working with HRC Feed Yards in Scott City, Kan., this coming fall to host both the NJHA Fed Steer Shootout and the Hereford Feedout Program. Included on this page is general information about the Hereford Feedout Program. The delivery date for both programs is set for Dec. 15, 2020. We strongly encourage producers with interest in either program to start planning their weaning and preconditioning programs to prepare cattle for the feedyard. For a detailed calf preparation protocol and more information about these programs visit Hereford.org/Youth/NJHA-Fed-Steer-Shootout (Fed Steer Shootout) or Hereford.org/Genetics/Breed-Improvement/Feedout-Program (Hereford Feedout Program). **HW**

HEREFORD FEEDOUT PROGRAM

AMERICAN HEREFORD ASSOCIATION

ENROLLMENT DEADLINE: NOVEMBER 1, 2020

DELIVERY TO HRC FEED YARDS: DECEMBER 15, 2020



PROVE THE WORTH OF YOUR GENETICS!

- Maximize your profit potential
- Improve carcass EPD accuracy
- Expand marketing avenues
- Gain access to the U.S. Premium Beef® grid
- Market into the Certified Hereford Beef® brand

PROGRAM GUIDELINES

- Groups of 5 head (min.) per producer
- Weaned 45+ days
- 2 rounds of vaccinations (MLV) – specific protocol available upon request
- Financing options available

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Hereford Feedout Program	
Performance averages	05/29/2020
Days on feed	164
Death loss %	1.8%
In weight	784
Out weight	1,401
Average daily gain	3.7
Cost of gain	\$75.05
Carcass averages	
Hot carcass weight	903
Ribeye area (in. ²)	14.4
Back fat (in.)	0.66
Quality grade percentages	
Prime	0.0%
Choice	74.5%
Select	25.5%
Yield grade percentages	
1	3.6%
2	27.3%
3	54.5%
4	14.5%
5	0.0%
Breed type	
Hereford	52%
Hereford x Angus	48%

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