

by **Trey Befort**

Though there have been many challenges and hurdles in our industry and nation over the last year, I am very optimistic and eager about what the new year has in store for the Hereford breed and the great opportunities for Hereford breeders within the commercial cattle industry.

There is one thing for certain: the people in our industry are tough and resilient, and we have proven many times

before we can come together through difficulties to overcome adversity.

The Hereford advantage

We are certainly in a time where an endless amount of information is at our fingertips, and producers are very fortunate to have many options and tools available when it comes to marketing cattle and the improvement of genetic quality.

Commercial cattlemen and women who take advantage of Hereford genetics in their operations have a growing number of tools available for adding marketing power and exposure with little to no monetary or time investment required.

As we start into spring bull sale season this month, I encourage commercial producers and Hereford breeders alike to consider participating

in commercial marketing programs available for marketing Hereford-influenced feeder cattle or commercial replacement quality females.

For purebred breeders, these programs and tools are excellent ways to provide an added level of customer service and contact with commercial bull buyers as well as gaining extra exposure for their genetics. For commercial producers, these tools are great ways to help their operation to stand out from the crowd on sale day and show the exceptional quality of their Hereford-influenced cattle.

Accompanied with this column, you will find general information about the Hereford Advantage, Maternal Advantage and Premium Red Baldy programs to consider as you select and purchase bulls this spring.

Though there are several ways to successfully market feeder cattle and many great marketing firms and representatives in the marketplace, I would like to mention an option available through the American Hereford Association (AHA) field staff and Nolan Stone with S= Cattle Co. This collaboration with S= Cattle Co. provides an outstanding private treaty marketing option for those producers with a semi load or more who may be looking for a different marketing avenue. For more information about this opportunity and to discuss the process required to participate, please contact the AHA field representative in your area. A listing of AHA field representatives can be found on Page 6.

Whether you are enrolled in any of the AHA commercial programs offered or not, one tool every producer marketing commercial Hereford-influenced cattle should consider taking advantage of is the listing pages provided on the AHA's website under the "Marketplace" tab. Producers can list their feeder cattle or commercial replacement females, free of charge, to provide added market exposure. Feeder cattle listings will be sent to a growing number of buyers that have shown interest in Hereford-influenced cattle. Submitted listings will also be highlighted in the weekly AHA *Sales Digest* e-blast as well as the new "Hereford Marketplace - Feeder Cattle & Commercial Replacement Females" Facebook page.

I hope everyone has a great 2021, and I look forward to working with many of you on the programs and opportunities discussed. **HW**

Trey Befort is the director of commercial programs for the American Hereford Association. He can be reached at tbefort@herefordbeef.org.



MARKETING PROGRAMS



HEREFORD ADVANTAGE

Use the Hereford Advantage program to increase added market power and brand recognition with feeder cattle sired by a Hereford bull battery ranking in the top 50% of the breed for the Certified Hereford Beef profit index (CHB\$). Feeder cattle enrolled in this program, through IMI Global, must also be source and age verified, have current BQA certification and vaccination program documentation.



MATERNAL ADVANTAGE

The Maternal Advantage program generates commercial replacement females with added longevity, more docility, increased fertility and more profit per year. Participating herd bull batteries must rank in the top 50% of the breed for Baldy Maternal profit index (BMI\$) if used on British-based cows or the top 50% of the breed for the Brahman Influence profit index (BII\$) if used on Brahman-based cows.



PREMIUM RED BALDY

Premium Red Baldy is designed to take advantage of the best traits of both Hereford and Red Angus breeds and provide commercial producers with premium replacement females. Females enrolled in the program must be sired by bulls in the top 50% of the breed for BMI\$ if Hereford or Profitability and Sustainability Index (ProS) if Red Angus.

RESOURCES

- Learn more about these programs at Hereford.org/Commercial
- List and view available commercial cattle at HerefordMarketplace.com



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AMERICAN HEREFORD ASSOCIATION // 11500 N. AMBASSADOR DR., STE. 410 // KANSAS CITY, MO 64153
816-842-3757 // Hereford.org/Commercial