

# 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 nominations

The AHA is seeking nominations for the National Reference Sire Program (NRSP). This industry-leading program allows producers to test young sires in a commercial setting.

Participating sires reap the benefits of acquiring high-accuracy carcass expected progeny differences (EPDs) and performance data. Breeders can also leverage a sire's participation in the NRSP as a marketing tool. See Page 8 for results from the 2019-born calf crop at Olsen Ranch in Harrisburg, Neb., a 22-year test herd for the NRSP.

Nominations are due March 1. Visit [Hereford.org/genetics/breed-improvement/nrsp/](http://Hereford.org/genetics/breed-improvement/nrsp/) for full program details and to complete the online application.

### Fertility research

Fertility is critically important to both commercial and seedstock breeders. The University of Missouri is recruiting 2,500 Hereford heifers and 2,500 Red Angus heifers to participate in a heifer puberty and fertility genomic research project — adding to a data set of 6,000 Angus heifers.

Heifers should be registered Hereford, registered Red Angus or commercial Hereford or Red Angus. Hereford-by-Red Angus crossbred heifers targeted for the Premium Red Baldy program are also a good fit for the research project.

This study aims to improve genetic/genomic predictions for puberty and fertility of heifers by collecting DNA samples and relevant phenotypes, specifically relating to pubertal status and date of conception within the breeding season. This project is funded by the U.S. Department of Agriculture National Institute of Food and Agriculture's Animal Reproduction Program.

Red Angus and Hereford producers interested in heifer puberty and fertility research can visit [Blog.steakgenomics.org](http://Blog.steakgenomics.org) to learn how to get free genomic-enhanced EPDs by participating in the project. Contact Jared Decker at [deckerje@missouri.edu](mailto:deckerje@missouri.edu) with questions.

## Commercial

### Check out the Hereford Marketplace

The Hereford Marketplace on [Hereford.org](http://Hereford.org) is a great option to list your feeder cattle and commercial females for sale. Use this free tool to list or view groups of Hereford-influenced cattle.

Groups listed on this page will also be communicated to a network of interested cattle feeders and shared on the Hereford Marketplace Facebook page. Follow @HerefordMarketplace on Facebook for the latest information.



### Marketing programs

It is never too early to start thinking about marketing options for your calves. The AHA has three marketing programs available for Hereford and Hereford-influenced calves.

**Hereford Advantage** — Use this 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** — This 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** — This program 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.

## National shows

### Cattlemen's Congress results

Results from the 2021 Cattlemen's Congress in Oklahoma City can be found at [Hereford.org/events/national-shows/cattlemens-congress/](http://Hereford.org/events/national-shows/cattlemens-congress/). Official AHA press releases from the event are available at [Hereford.org/media/news/](http://Hereford.org/media/news/).

Visit Next Level Images to purchase and download official backdrop and candid photos at [Nextlevel-image.com/2021/Cattlemens-Congress/](http://Nextlevel-image.com/2021/Cattlemens-Congress/).



## Youth

### HYFA partners with Ghostwood Distilling Co.

During the inaugural Cattlemen's Congress in Oklahoma City, the Hereford Youth Foundation of America (HYFA) announced an exciting new partnership with Ghostwood Distilling Co., Bozeman, Mont. This business is eager to help the next generation of Hereford producers, and every purchase supports HYFA's mission of scholarship and education.

Ghostwood offers a unique, blended bourbon whiskey from founder Lucas Perks. Through March 1, 2021, enter discount code "HYFA" at checkout to receive \$5 off your order at [Shop.ghostwoodwhiskey.com](http://Shop.ghostwoodwhiskey.com). Proceeds from these sales go toward HYFA and Hereford youth. HYFA would like to thank Club 21, Naples, Fla., for purchasing the first bottle of Ghostwood in the Hereford Eve sale in Oklahoma City, as well as Doug and Wade Perks of Perks Ranch, Rockford, Ill., for bringing this fundraiser to life.



## Save the date

### Cattle Industry Convention Winter Reboot

**Feb. 23-24**

This brand-new, two-day virtual experience serves as a precursor to the 2021 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show. This event will feature 10 education sessions, industry updates, a market outlook and a virtual marketplace with some of the top companies in the industry.

Sessions include an update out of Washington, D.C., including what to expect with the new administration. Visit [Convention.ncba.org/winter-reboot](http://Convention.ncba.org/winter-reboot) for more information and to register.

## 2021 Beef Improvement Federation Annual Meeting & Research Symposium

**June 22-25, Des Moines, Iowa**

The Beef Improvement Federation (BIF) and Iowa State University are excited to host the 2021 conference at the Iowa Events Center, Des Moines, Iowa. Join progressive cattle producers from around the world to experience how Iowa provides the beef industry with "Innovation to Application."

Visit [Beefimprovement.org/symposium](http://Beefimprovement.org/symposium) for more information.



## 2021 Cattle Industry Convention and NCBA Trade Show

**Aug. 10-12, Nashville, Tenn.**

Tune in to Tennessee this summer for #CattleCon21 in Nashville. The 2021 Cattle Industry Convention and NCBA Trade Show will be hosted at Nashville's Gaylord Opryland Resort and Convention Center and is set to be one of the largest on record. More than 9,000 cattlemen and women will gather for three days of education, fellowship, networking and business. Visit [Convention.ncba.org](http://Convention.ncba.org) for everything you need to know.



## Shop Hereford

### AHA program resources

Looking for content to help promote the Hereford breed and AHA marketing programs? Visit [Shophereford.com/collections/resources](http://Shophereford.com/collections/resources) to browse our collection of resources to feature at your next sale or event.

Be sure to check out ShopHereford's ever-expanding inventory of Hereford gear and apparel at [Shophereford.com](http://Shophereford.com). **HW**

