

Cataloging Success

Herefords On Demand serves buyers and sellers alike.

by *Katie Maupin Miller*

Sitting at a computer, Kim Prestwood, 5J Cattle Co.'s beef cattle manager, found his next herd sire 2,800 miles away. Prestwood browses Herefords On Demand catalogs on the American Hereford Association's (AHA) website several times a week, and its tools help him locate valuable genetics for the operation.

Using the within and across catalog search features in these digital sale catalogs, Prestwood can locate and study animals excelling in profit indices and expected progeny differences (EPDs). One such across-catalog inquiry led to Genoa 6011 Belle Air 19091.

The bull, in Prestwood's words, was a total standout and precisely what they were looking for at 5J. The beef manager likely would never have found him without the dynamic Herefords On Demand search tools, as the calf was in a sale across the country from his Clayton, N.C., farm.

Genoa Livestock's owner Bob Coker, Minden, Nev., had not met Prestwood before he called to inquire on 19091 and to request a hard-copy catalog. Given Coker's ranch is in Nevada, it is easy to see why 5J Cattle Co. was not on Genoa Livestock's normal catalog mailing list. Luckily, Prestwood's online searches led him to the herd sire he was seeking when 5J purchased the sale-topping 19091.

This sale is just one example of how Herefords On Demand helped 5J identify cattle to complement their program. Prestwood also located another bull and a few females using the same search parameters from Hereford breeders around the country. He considers the service a great tool.

"I go through Herefords On Demand catalogs on pretty much a nightly basis, at least three or four times a week," Prestwood says. "It's very beneficial to me because I can see the catalogs before they're ever mailed ... and you know when you're looking for a specific thing — such as a type, animal bloodline or whatever fits your program — you can just scan through the search."

Quick connections

The Hereford Publications Inc. (HPI) Herefords On Demand online sale catalog production system benefits sellers and buyers alike. The system helps breeders of all sizes quickly and accurately create sale catalogs using an easy-to-follow, four-step process. With the help of HPI's Creative Services team, breeders can print and mail those catalogs while also enjoying an instant, online version with expanded photo and video capabilities and easy-to-use search options.

The resulting online catalogs provide potential buyers with "live" EPDs updated weekly and added images and a video supplement for each lot. Search capabilities include parameters for minimum and maximum EPD values, sex, horned and polled identification, name and registration numbers within and across all catalogs posted to the platform. Affordable pricing options are set on a per client basis and based on the number of lots in the sale. Since its launch in the summer of 2019, Herefords On Demand has connected many cattlemen and women.

Bull market

Connecting serious buyers, like Prestwood, to Hereford breeders is Herefords On Demand's purpose. Chuck Kohlbeck of Storey Hereford Ranch in Bozeman, Mont., used the service to produce a sale catalog for his private-treaty bull sale. They also worked with HPI's Creative Services team to print catalogs and mail them to breeders in the surrounding states. Kohlbeck received inquiries about his cattle the same day the catalog went online.

"We had more contacts in two weeks than we had ever had right after that catalog came out," he says. "We even had contacts from people who weren't on the mailing list or anything just because they saw it on the Hereford webpage. So, we were quite pleased with it and will do it again."

An online and printed version of his catalog helped Kohlbeck correspond with potential buyers in a timely fashion. Living in rural Montana, catalogs sent through the mail can take more than a week to reach their destination, whereas sending a link to the Herefords On Demand catalog is instant. Storey Hereford Ranch used the online catalog format to highlight each lot with videos of the offering and three photos per lot. These additional photos often are not included with all lots in print catalogs because there is not enough room in the layout and design.

The effects of Storey Hereford Ranch's Herefords On Demand catalog spilled over into this year as the family has received several inquiries and visits from people who remembered last year's online catalog.

One catalog fits all

AHA field representative Tommy Coley sees Herefords On Demand as a way to put Hereford breeders of all sizes on the map — whether they want to put together a private-treaty catalog that will stay posted for a sale season or a sale catalog to highlight an online or live-auction offering.

"Breeders can market their cattle in a searchable format that gives them the potential to reach the entire membership," he says. "Some small breeders don't have that capability with mailing lists or marketing programs, but Herefords On Demand puts everybody on a level playing field."

In Coley's territory, he has seen breeders get calls within minutes of their catalogs going live online. One breeder even found a nearby bull buyer who had not known about the operation or its cattle's quality before seeing it online.

"People don't realize how simple it really is to format and set up a catalog," Coley says. "I found it very user friendly. I think the biggest thing is just trying it once, and the girls in the [HPI] office are more than willing to help walk you through it."

Gary Hedrick, owner of White Hawk Ranch in Buchanan, Ga., has used Herefords On Demand since its launch. Not only does he appreciate the added searchability, supplemental photos and easy-to-follow format, but he also likes how the process supplies him with an online and printed catalog to reach his customers.

White Hawk Ranch's marketing and sales manager James Atkins says the four-step, online input process saved the team weeks of toil on catalog layout and helped increase the

accuracy of their Hereford pedigree and EPD information.


"You put in all your information about your ranch; it gives you step-by-step instructions. Then, it sets up a catalog, which is easy," he says.

Its usability and accessibility to buyers and sellers of all sizes make Herefords On Demand the easy next step for marketing your operation's genetics. **HW**



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How to use Herefords On Demand

- 1) Input contact, sale and lot information for your catalog after logging in with your AHA MyHerd username and password.
- 2) Select a predesigned catalog layout.
- 3) Work with the HPI Creative Services team to customize your cover and information pages for the catalog, as well as quote the printing, mailing and other catalog project costs.
- 4) The catalog goes live on the AHA website after being approved by AHA staff. Hereford enthusiasts from around the country can access, search and view your catalog.

HPI staff is available to assist you with this process, and can build your online catalog if desired.

Browse current Herefords On Demand catalogs by visiting Hereford.org/marketing/herford-sales/production-catalogs/. Learn more about Herefords On Demand and log in to create your own catalog at Hereford.org/marketing/herford-sales/production-catalogs/catalog-promotion/. Finally, watch a simple, step-by-step tutorial of the online input for Herefords On Demand sale catalogs at Hereford.org/member-services/herd-management-tools/educational-videos/. **HW**