

Keep Building Them Better!

Hereford genetics deliver on all fronts and will profit in future cattle markets.



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All signs during spring's bull sale season have indicated cattle producers want and desire Hereford bulls. No doubt, it's a great feeling as a breeder that the product you produce is recognized as a key piece of the commercial industry.

There are a multitude of reasons cattlemen select Hereford germplasm, but we must keep focusing on the key attributes that make Hereford genetics ideal. The age-old traits of docility, soundness and fertility have carried us to this point, and there is no reason to let up on these selection criteria.

Full steam ahead

Efficient, high-quality beef production needs to be on our minds as we enter a beef cycle which appears very optimistic for the cow-calf producer. The bulls generated from this year's breeding season may very well set record calf prices.

Furthermore, bulls sold in 2023 are going to sire the cattle hitting the fat cattle market in 2025. I do not have a crystal ball to know exactly what 2025 will hold, but I like our odds when it comes to a consumer who wants high-quality beef. I like our odds when it comes to a feedlot owner who wants great feed conversion from fat steers. I like our odds when it comes to a commercial producer who wants replacements to last and function as productive females. It is the perfect trifecta, and Hereford genetics will be needed and demanded to get the job done.

The bottom line is we must deliver on all fronts. You know your herds best and must face deficiencies

with a progressive mindset to get better. Utilizing available tools to help correct an area of deficiency is certainly a great way to get your economically relevant traits on the right side of breed average, and better yet, in the top third of the breed.

When I think back to 2015's record sale prices, there are a lot of similarities to what has happened this year. Commercial cattlemen have had the luxury to upgrade their bull batteries and there has been a tremendous amount of herd improvement because of this trend. To keep this great Hereford momentum going, we must keep building bulls better to fully capitalize when the next great sale season is upon us.

You're invited

I want to invite you to the 2021 Beef Improvement Federation (BIF) Symposium in Des Moines, Iowa, June 22-25. This is a great opportunity to attend the industry's most progressive beef conference, in my opinion. Visit BIFsymposium.com for more information about the annual event. The early bird registration deadline is May 14. I certainly look forward to seeing you there. **HW**

