

## Ride the Wave



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Congratulations to every family that made its way to the VitaFerm® Junior National Hereford Exposition. Enthusiasm and passion for the breed were overwhelming and evident in every aspect of a fantastic week.

The same kind of contagious enthusiasm surrounded spring bull buying season and is carrying us toward outstanding bull and female sales this fall. These sales should be helped now that peak cattle numbers are behind us and cow-calf producers, on average, are finally poised to reap more positive economic returns. Of course, some commercial producers profit, even during challenging times. They're typically ones who pay close attention to overall management, nutrition and genetics.

With offering the next round of genetic opportunity in mind, it's not too early for Hereford breeders to gather the information that enables making the most informed decisions when selecting sale candidates. Along with correct phenotypic assessment and observable phenotypes to date, I recommend genotyping these bulls and females as soon as possible. You'll have the information sooner to aid decisions. Plus, turnaround at the lab is typically faster this time of year than it is from November through February when the lab is dealing with peak demand.

### Dealing with "P" status

Speaking of genotyping, as of July 13, 2021, the American Hereford Association (AHA) identifies animals as potential carriers with the letter "P," if the animal has an unbroken pedigree link to a confirmed carrier of a genetic abnormality.

Animals designated with a "P" will remain listed as potential carriers until the animal is DNA tested, either free or carrier, for the specific genetic abnormality or if the pedigree link to the carrier parent is broken.

AHA members can eliminate the number of potential carriers in their herds by testing individual animals with the "P" designation or by going back in the pedigree as far as possible to find still-active foundation genetics and test those animals. Testing foundation animals, such as the prominent cow lines in your herd, eliminates the potential carrier status of these females, as well as that of their progeny, grand-progeny or great-grand-progeny. AHA members can run a defect carrier report in MyHerd to identify animals that are potential carriers for any known abnormalities. For further information or questions, contact AHA customer service.

### Enthusiasm for Hereford growing

I recently received a phone call from a backgrounder who put together a set of Hereford calves and really liked feeding them. He was even happier with their performance on the rail. The load went 19% Prime!

Another producer called wanting to buy a set of Hereford females to make elite F1 tiger stripe females. He was looking for females with longevity and the measured performance across the board to back it up. I've received many other calls like these. I'm excited about the momentum our breed enjoys currently. Get out, share your story, strengthen your customer relationships and help them share the story of the breed through your genetics.

Hereford and Hereford-influenced calves sold for strong prices at summer video sales. Let's keep it going through the fall. If your customers are looking for marketing options, encourage them to participate in the AHA Fed Steer Shootout or visit with a cattle feeder about retaining ownership. Even better, partner with them to validate and show your belief in the genetic potential. **HW**