

by Trey Befort

Genetics for Beef Consumers

Hereford breeders across the United States continue to propel significant genetic progress in areas of economic relevance by embracing cutting-edge tools and technology along with cowboy common sense.

Take a look at the charts for one powerful example. They utilize data collected through Certified Hereford Beef® (CHB). This data includes all cattle that met the live specifications for CHB during the last five years. On average, the data accounts for about 300,000 head per year, so it provides a solid representation of the breed overall. Figures 1 and 2 illustrate Hereford's extraordinary genetic improvement in ribeye area and marbling score during that time. These improvements align the breed ever more closely with what consumers demand – higher quality beef.

Hereford breeders should be proud of this progress, while understanding there is always room for further improvement.

Feed and learn

For instance, the feedout programs offered by the American Hereford Association (AHA) provide members a convenient, cost-effective way to collect data and insights specific to their cattle.

Below is information about the National Junior Hereford Association Fed Steer Shootout and the Hereford Feedout Program. Entries for both programs are due Nov. 1. Cattle will be delivered to HRC Feed Yards at Scott City, Kan., Dec. 11-15. Besides the opportunity to collect individual carcass data on the cattle, these programs provide first-hand experience in the cattle feeding industry. Plus, you can participate directly in the CHB program and be rewarded for quality carcasses meeting program specifications.

Heading into the fall, when a large number of calves will be weaned and moved to the next phase of production, keep in mind the AHA programs that provide opportunity to capture added economic value from the genetics in your cattle. You can find information about the Hereford Advantage, Premium Red Baldy and Maternal Advantage programs at Hereford.org/commercial. **HW**

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Figure 1: Ribeye Area (in.²) in CHB Brand Candidates — 2016-2020

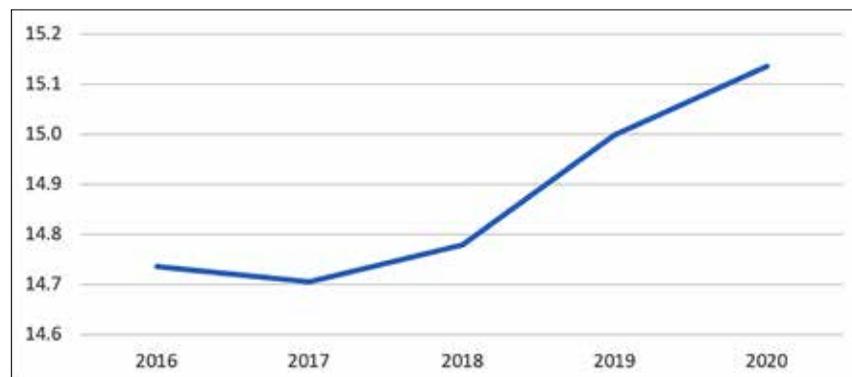
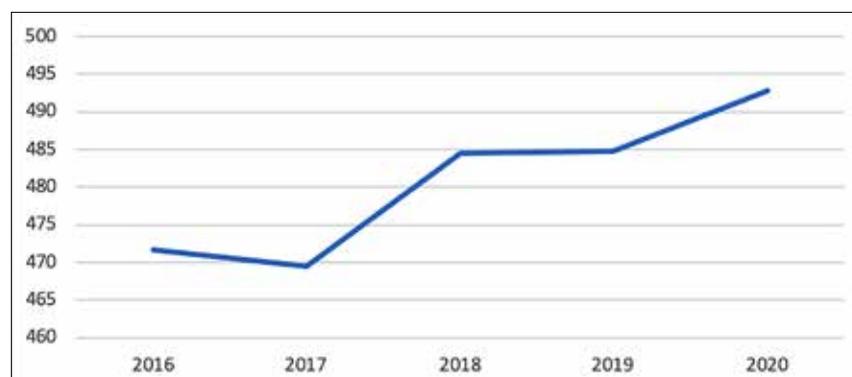


Figure 2: Marbling Score in CHB Brand Candidates — 2016-2020





2022 CONTEST ENTRY DEADLINE
NOVEMBER 1, 2021

2022 CONTEST DELIVERY DATE
DECEMBER 11 - 15, 2021

HRC FEED YARDS - SCOTT CITY, KANSAS

PRE-DELIVERY PROTOCOL:

- Weaned 45+ days
- 2 rounds of vaccinations (MLV) - specific protocol available

Powered by BioZyme Inc.'s Feed the Future program, the NJHA Fed Steer Shootout is an industry-leading opportunity for NJHA members to gain invaluable industry education and experience. Contestants will collect feed yard performance and carcass data while gaining a broad knowledge of the cattle feeding and packing industries through a comprehensive educational contest.

ENTER & REVIEW GUIDLINES:
Hereford.org/youth/njha-fed-steer-shootout





HEREFORD FEEDOUT PROGRAM

AMERICAN HEREFORD ASSOCIATION

ENROLLMENT DEADLINE: NOVEMBER 1, 2021
DELIVERY TO HRC FEED YARDS: DECEMBER 11 - 15, 2021



PROVE THE WORTH OF YOUR GENETICS!

- Maximize your profit potential
- Improve carcass EPD accuracy
- Expand marketing avenues
- Gain access to the U.S. Premium Beef® grid
- Market into the Certified Hereford Beef® brand

PROGRAM GUIDELINES

- Groups of 5 head (min.) per producer
- Weaned 45+ days
- 2 rounds of vaccinations (MLV) - specific protocol available upon request
- Financing options available

CONTACT INFORMATION
FED STEER SHOOTOUT & FEEDOUT PROGRAM

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