

Hereford Adds Dollars

Some advantages of using Hereford genetics within commercial crossbreeding programs are more easily seen than others.

For instance, the first chance to quantify added weaning weight occurs when those calves cross the scale. Depending on management, calving season may be the first opportunity to observe the additional fertility and breed-up that comes with Hereford-influenced females, compared to straightbred peers. The added overall efficiency borne by Hereford and heterosis becomes more visible over years of use.

On the other hand, a paycheck is immediate. A couple of recent Hereford-influence feeder calf sales serve as examples.

The Tennessee Hereford Marketing Program Sale in Columbia, Tenn., on Nov. 3 included 339 head of steers and heifers that sold in 11 lots of 10 head or more. They brought an average of \$4.81 per hundredweight (cwt.) more than similar-weight, similar-class cattle selling in the state the same week. The total sale offering was 372 head in 19 lots, including lots with fewer than 10 head.

Likewise, there were 733 head of steers and heifers selling in lots comprised by 10 head or more in the Kentucky Certified Hereford Influence

Hereford Feedout Participation Grows

Participation in the American Hereford Association Feedout program and the National Junior Hereford Association Fed Steer Shootout continues to increase, both in terms of people and cattle numbers. Cattle for this year's program arrived at HRC Feed Yards at Scott City, Kan., in December.

These programs offer Hereford breeders and commercial users of Hereford genetics a convenient, cost-effective opportunity to collect valuable feedlot and carcass performance data, while gaining more knowledge about the cattle feeding sector.

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Sale at Stanford, Ky., Dec. 2. They sold for an average \$4.19 per cwt. more than similar-weight, similar-class cattle selling in the state the same week. The total sale offering included 42 lots and 806 head, including lots with fewer than 10 head. The charts below provide more detail about both sales.

The price advantage likely reflects more than just verified Hereford genetics. The requirement for sellers to follow strict weaning and health requirements also adds a great deal of value and gives buyers additional confidence. Keep in mind, both of these are long-standing sales with an established reputation.

Any commercial producer with a registered Hereford bull transferred to them can receive an EPD and profit index summary for their current bull battery, or for Hereford bulls they are considering to purchase. Contact tbefort@herefordbeef.org for more information.

A number of other marketing tools and opportunities have been established by the American Hereford Association (AHA) to help commercial producers retrieve more of the value they add with Hereford genetics. You can find details about specific programs on page 52.

If you have groups of Hereford-influenced replacement females or feeder cattle, take advantage of the listing pages found at HerefordMarketplace.com, which offer added market exposure at no cost. By the way, replacement-quality, Hereford-influenced females experienced great demand through the fall with a number of market-topping groups.

With drought conditions lingering in parts of the country don't forget AHA provides a Pasture and Hay Listing page to help those in need of forage find those who have it. This is a free service, and you can find the listing at HerefordMarketplace.com.

With spring bull sales on the horizon, now is a good time to contemplate both the value of Hereford genetics and the marketing programs available to retrieve more of the added value. **HW**

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Tennessee Hereford Marketing Program - Columbia, TN - 11/3/21						
Head	Breed Type	Sex	Avg. Wt.	Price \$/cwt	USDA Avg.*	Price +/- USDA ¹
22	22 RWF/HERF 1 BWF	S	454	\$154.25	\$153.26	\$0.99
48	44 RWF/HERF 4 BWF	S	565	\$147.00	\$142.02	\$4.98
77	66 RWF/HERF 11 BWF	S	642	\$146.00	\$139.49	\$6.51
70	67 RWF/HERF 3 BWF	S	738	\$145.75	\$133.89	\$11.86
10	6 RWF/HERF 4 BWF	S	718	\$140.00	\$133.89	\$6.11
24	21 RWF/HERF 3 BWF	S	847	\$140.00	\$149.57	\$(9.57)
20	19 RWF/HERF 1 BWF	S	463	\$155.50	\$153.26	\$2.24
17	14 RWF/HERF 3 BWF	S	550	\$144.50	\$142.02	\$2.48
11	6 RWF/HERF 5 BWF	H	462	\$133.50	\$128.78	\$4.72
24	11 RWF/HERF 13 BWF	H	558	\$134.00	\$121.69	\$12.31
16	9 RWF/HERF 7 BWF	H	655	\$128.00	\$117.67	\$10.33

Total headcount: 372

Total # lots: 19

Headcount - 10+ head lots: 339

lots - 10+ head: 11

Average price +/- USDA (10+ head lots) : \$4.81/cwt.

*USDA market data from - "Tennessee Weekly Cattle Auction Summary 10/31/21 - 11/6/21" - Medium and Large 1-2 Steer & Heifer categories

¹\$/cwt of Hereford and Hereford-influence calves compared to state weekly average.

Kentucky Certified Hereford Influenced Sale - Stanford, KY - 12/2/21						
Head	Breed Type	Sex	Avg. Wt.	Price \$/cwt	USDA Avg.**	Price +/- USDA ¹
55	HEREFORD	S	513	\$166.00	\$156.40	\$9.60
17	BWF	S	521	\$168.00	\$156.40	\$11.60
99	HEREFORD	S	594	\$159.50	\$153.90	\$5.60
26	RWF	S	597	\$160.00	\$153.90	\$6.10
50	BWF	S	591	\$159.00	\$153.90	\$5.10
88	HEREFORD	S	701	\$154.50	\$147.60	\$6.90
32	RWF	S	686	\$153.00	\$143.70	\$9.30
46	BWF	S	696	\$155.50	\$143.70	\$11.80
33	HEREFORD	S	786	\$156.50	\$142.83	\$13.67
11	RWF	S	794	\$151.00	\$142.83	\$8.17
24	BWF	S	783	\$148.00	\$142.83	\$5.17
50	HEREFORD	S	922	\$146.00	\$141.73	\$4.27
26	HEREFORD	H	499	\$122.00	\$133.42	\$(11.42)
15	BWF	H	503	\$132.00	\$130.61	\$1.39
11	RWF	H	517	\$121.00	\$130.61	\$(9.61)
39	HEREFORD	H	598	\$130.00	\$131.38	\$(1.38)
13	RWF	H	589	\$130.00	\$131.38	\$(1.38)
26	BWF	H	602	\$136.00	\$131.52	\$4.48
29	HEREFORD	H	685	\$124.50	\$127.09	\$(2.59)
21	BWF	H	674	\$138.00	\$127.09	\$10.91
11	BWF	H	783	\$130.00	\$121.77	\$8.23
11	HEREFORD	H	793	\$118.00	\$121.77	\$(3.77)

Total headcount: 806

Total # lots: 42

Headcount - 10+ head lots: 733

lots - 10+ head: 22

Average price +/- USDA (10+ head lots) : \$4.19/cwt.

**USDA market data from - "Kentucky Weekly Livestock Auction Summary 11/28/21 - 12/4/21" - Medium and Large 1-2 Steer & Heifer categories

¹\$/cwt of Hereford and Hereford-influence calves compared to state weekly average.