



Hereford World Readers,

Although this *Hereford World* may look familiar to the tabloid issues you have received in the past, you will notice some changes tailored for commercial cow-calf producers. Most of the shift revolves around broader, extended coverage of commercial cow-calf topics.

For instance, several articles consider current cattle markets and prices headed into the new year (pages 8, 22 and 26). There is detailed information about safely delivering backward and breech calves (page 56), cattle handling tips (page 68), utilizing genomics in bull selection (page 76), a timely perspective on the difference between sustainability and regenerative agriculture (page 40), a weather outlook (page 30) and lots more. The cover story highlights how one multi-generation commercial operation utilizes Hereford genetics for production and marketing advantages.

This extended coverage reflects the long-standing commitment of the American Hereford Association (AHA) and its members to serve commercial producers with timely, useful information; effective, profitable genetics; accurate genetic data and selection tools; and programs to retrieve added value from Hereford and Hereford-influenced calves, feeder cattle and replacement females.

AHA members will still find the latest show and sale results, updates and From the Field. However, you will notice some regular columns are absent to make room for expanded commercial industry coverage. You can find AHA news, deadlines and announcements in the What's New section. Other items of specific interest to AHA members and Hereford breeders will appear in non-tabloid, glossy issues.

Remember, the AHA is happy to send a free *Hereford World* tabloid issue to commercial producers. Let us know the information, and we'll send them a free issue, along with a reply card that enables them to receive a free subscription to the tabloid issues for three years — just call 816-842-3757.

Thanks for reading,

Executive Vice President
American Hereford Association



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Member Cattle Registration Fees

Age of calf	Paper	Electronic
Up to 4 months	\$14.50	\$12.50
4-8 months	\$20.50	\$17.50
8-12 months	\$27.50	\$22.50
More than 12 months	\$52.50	\$52.50

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