

Hereford Genetics Add Market Power

AHA commercial programs provide added marketing options for Hereford-influenced cattle.

Marketing options often help commercial cattlemen add value to their feeder cattle or replacement females. With many options available, finding the best program to add value might seem daunting.

However, the American Hereford Association (AHA) has tailored three commercial programs to provide marketing assistance specifically for commercial cattlemen using Hereford genetics. The AHA is committed to growing demand for Hereford genetics and providing breeders tools backed by data and research that drive profit. Developing tools to provide commercial producers with information to advance their programs through heterosis is a major focus of the AHA.

The Hereford Advantage, Premium Red Baldy and Maternal Advantage programs are resources designed to help commercial cattlemen incorporate Hereford genetics into their programs more successfully and add value to their operations. Producers interested in these commercial programs do not have to be AHA members to enroll; however, bulls must have transferred ownership and rank in the top 50% of the breed for the respective indexes. For additional clarification about selection indexes mentioned below, refer to Selection Indexes Increase Profitability on Page 72.

Hereford Advantage Program

The Hereford Advantage Program is a feeder cattle verification program intended to add value to Hereford-influenced calves with superior genetics, health and management.

Components of the program are backed by documented market price advantages, giving producers a great opportunity to improve value. This tagging program is offered in conjunction with IMI Global, an industry-leading source for third-party verification of food production practices in North America.

Cattlemen can add market power and brand recognition with feeder cattle sired by Hereford bulls ranking in the top 50% of the breed for the Certified Hereford Beef Index (CHB\$).

To enroll in the program, visit [Hereford.org/commercial/programs/hereford-advantage](https://www.hereford.org/commercial/programs/hereford-advantage) to download and complete the enrollment form. Submit the completed enrollment form to IMI Global. The program costs \$3 per head with no minimum enrollment required. This minimal enrollment fee includes verification and the program's electronic identification tag.

During the enrollment process, an expected progeny difference (EPD) and profit index summary for the submitted bull battery will be developed and provided to producers, allowing them to track genetic merit for future selection decisions. Participating producers will also receive additional marketing support and exposure through this program. Qualifying cattle will be listed on the AHA's "Feeder Cattle Listings" page, [HerefordMarketplace.com](https://www.herefordmarketplace.com), and cattle information will be communicated to a growing list of interested feeder cattle buyers.

Premium Red Baldy Program

The Premium Red Baldy Program is a tagging program designed to help commercial cattlemen take advantage of Hereford hybrid vigor. The program maximizes the best traits of Hereford and Red Angus cattle to provide premium replacement females to commercial producers. Through the program, producers can gain access to genetically verified females.

Premium Red Baldy females are expected to rise to the challenge of producing more beef sustainably and profitably, without sacrificing quality. This program is the ideal balance of maternal and carcass traits, which position cattle to yield a higher profit. Premium Red Baldy uses genetics supported by the only two beef breed associations backed by whole herd reporting.

Producers interested in verifying their bull battery should call their respective breed representative to complete the verification process and order Allflex tags for \$0.99 each. Interested producers should contact Trey Befort, AHA director of commercial programs, at tbefort@herefordbeef.org or Chessie Mitchell, Red Angus Association of America tag program coordinator, at chessie@redangus.org. Registration numbers for Hereford or Red Angus sires must be provided to start the enrollment process.

Upon completion of a short phone interview, tags will be shipped to the producer for qualifying females. Only enough tags to match the number of females born on the operation will be issued. Added market exposure will be given to participating groups with cattle being listed on [HerefordMarketplace.com](https://www.herefordmarketplace.com).

To qualify, females must be red bodied with either a bald or brockle face and be sired by bulls in the top 50% of the breed for the AHA Baldy Maternal Index (BMI\$) or the Red Angus Association of America's Profitability and Sustainability Index (ProS). The breed type must be predominately Red Angus and Hereford genetics, with a small allowance for other breeds.

AHA commercial programs overview		
Program	Program logo	Index used
Hereford Advantage		CHB\$
Premium Red Baldy		BMI\$ or ProS (Red Angus)
Maternal Advantage		BMI\$ or BII\$

**For all programs, bulls must have transferred ownership and rank in the top 50% of the breed for the respective index.

Maternal Advantage Program

The Maternal Advantage Program is designed to take advantage of hybrid vigor that comes from capitalizing on Hereford genetics. Hereford genetics can help maximize the value of a cow herd with added fertility, feed efficiency, docility and ultimately profitability to the producer's advantage.

This program targets replacement-quality females and works in programs using Hereford bulls on British-based cows or Brahman-based cows. Cattlemen and women

participating in the program will have access to a sire EPD summary, added market exposure, replacement selection tools, genetic improvement tools, AHA resources, marketing and staff. Participating groups will be listed on [HerefordMarketplace.com](https://www.herefordmarketplace.com).

"The Maternal Advantage program is a great tool for progressive producers to utilize for adding value to replacement females and aiding in promoting the industry's most sought-after females," Trey Befort said. "We take pride in knowing we can offer tools for leveraging Hereford's influence in commercial programs."

To qualify, producers must verify that eligible females are sired by registered Hereford bulls. Participating bull batteries must rank in the top 50% of the breed for the Baldy Maternal Index (BMI\$) if used on British-based cows or the top 50% of the breed for the Brahman Influence Index (BII\$) if used on Brahman-based cows. AHA's Sustained Cow Fertility (SCF) EPD, which predicts fertility and longevity of females, is significantly weighted in both BMI\$ and BII\$. These indexes also emphasize growth, efficiency and end product merit for non-retained females.

For more information about AHA commercial programs, visit [Hereford.org/commercial/programs](https://www.hereford.org/commercial/programs), or contact Trey Befort at tbefort@herefordbeef.org. **HW**