

# Retrieve Added Value

The American Hereford Association offers commercial producers added marketing opportunities.

Marketing programs for commercial cattlemen aren't one-size-fits-all but finding ways to add dollars per head is always welcome.

The American Hereford Association (AHA) offers options for commercial producers to add value to their bald-faced and red-hided genetics.

## Hereford Advantage Program

The Hereford Advantage program is a verification program created to add value to Hereford-influenced feeder cattle. The program utilizes a combination of basic, foundational values like health, genetics and management to connect Hereford-influenced calves with buyers looking for high-performing, healthy cattle.

Eligible calves are required to have source and age verification. The calves must be at least 50% Hereford genetics and be sired by a bull battery ranking in the top 50% of the breed for the Certified Hereford Beef® (CHB\$) index. Bull ownership should be transferred to the producer enrolling the cattle. Calves must have at least two rounds of vaccinations pre-weaning, and producers enrolling in the program must be Beef Quality Assurance (BQA) certified. Enrollment in the program costs \$3 per head, which includes verification and an electronic identification (eID) tag. There is no minimum head count to participate.

Certification through the Hereford Advantage program can offer participants added marketing exposure, along with documentation of superior genetics. Program certification can be bundled with other verification programs through IMI Global. Contact IMI Global ([imiglobal.com](http://imiglobal.com)) or Trey Befort, director of AHA commercial programs ([tbefort@herefordbeef.org](mailto:tbefort@herefordbeef.org)), to get started.

## Premium Red Baldy Program

The Premium Red Baldy program recognizes Hereford-sired replacement heifers with a balance of maternal and carcass traits. The Premium Red Baldy program, a collaboration with the Red Angus Association of America (RAAA), is a tagging program designed to provide breeders and buyers access to premium replacement females

with added hybrid vigor. These females are backed by the whole-herd performance reporting programs utilized by both organizations.

Eligible females must be sired by bulls or originate from a bull battery in the top half (50%) of the breed for the Hereford Baldy Maternal Index (BMI\$) or the Red Angus Profitability and Sustainability Index (ProS). Bulls should be transferred to the producer enrolling in the program. Although there is a small allowance for other breed influence in enrolled females, cattle must be red-hided and predominantly Hereford and Red Angus genetics.




Red Baldy program, the Maternal Advantage Program focuses on commercial replacement females. With their hybrid vigor and sought-after Hereford genetics, Hereford-sired tiger-stripe females and black baldy females are ideal for this program.

Females qualifying for the program must be sired by registered Hereford bulls. Bull batteries for participating females should rank in the top 50% of the breed for the BMI\$ or the top 50% of the breed for the Brahman Influence Index (BI\$), depending on the breed of female (British or Brahman).

Besides the hybrid vigor and genetically superior sires utilized,

carcass and performance data. Program participants contribute to improving AHA carcass expected progeny differences (EPDs) while gaining direct access to the Certified Hereford Beef® (CHB) brand through National Beef.

To enroll in an AHA commercial program or to find more information about AHA commercial programs, visit [Hereford.org/commercial](http://Hereford.org/commercial) or contact Trey Befort. **HW**

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

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

As producers begin to build back the nation's cow herd, the Premium Red Baldy program promotes sustainable, profitable and high-quality commercial replacement females.

To enroll in the program, contact Trey Befort or Chessie Mitchell, RAAA tag program coordinator ([chessie@redangus.org](mailto:chessie@redangus.org)).

## Maternal Advantage Program

It's no secret that Hereford's inherent genetic strengths include fertility, feed efficiency, profitability, docility and longevity. Similar to the Premium

producers building females for the Maternal Advantage Program have access to added market exposure, AHA replacement selection tools and AHA genetic improvement tools.

To participate in the program, contact Trey Befort.

## Other Resources

### Hereford Feedout Program

In conjunction with HRC Feed Yards, Scott City, Kan., the Hereford Feedout Program enables producers to feed out their cattle conveniently and cost-effectively and collect essential