

# Leverage Your Marketing Efforts

Starting a new year always brings excitement and the desire to make this year better than the last. Despite the challenges we all have faced over the last few years, we have a lot to be thankful for and are blessed to have opportunities in front of us.

Given the industry landscape today, it is now more important than ever to make genetic improvement and increase the marketability of your calf crop. For many of you, the time is near for a new calf crop to arrive and for bull selection decisions to be made. This is a great time to review and consider available industry marketing programs and evaluate their requirements to see if your goals and strategies align.

## Superior genetics win for buyers and sellers

Commercial marketing programs provided by the American Hereford Association continue to offer a platform for producers utilizing Hereford genetics to add to the value and marketability of their cattle.

For instance, there looks to be outstanding potential to market

2017-2022 NJHA Fed Steer Shootout								
	Head	Hot Carcass Weight (lbs.)	Yield Grade	Marbling Score Code	Ribeye Area (in. <sup>2</sup> )	Back Fat (in.)	Carcass Value \$/Head	Carcass Value \$/CWT
Sired by bulls in top 50% CHB\$	421	838	2.31	442	14.43	0.59	\$1,558.14	\$185.32
Sired by bulls in bottom 50% CHB\$	243	816	2.28	412	14.04	0.55	\$1,500.48	\$183.35
All Steers	664	830	2.30	431	14.29	0.57	\$1,537.04	\$184.60

replacement-quality, Hereford-sired females as parts of cow country receive long overdue drought-relieving moisture. The Premium Red Baldy and Maternal Advantage programs provide an outstanding means to verify and promote the superior genetic merit of commercial replacement red baldy, black baldy and tiger-stripe females. Program specifications require enrolled females to be sired by Hereford bulls ranking in the top 50% for maternal indices, which provides added value to sellers and helps buyers identify females with extra longevity, fertility and efficiency.

Obviously, added certainty matters more than ever as the nation rebuilds the cow herd. One example of the

demand for these females was a group enrolled in the Premium Red Baldy program. They sold in a production sale this past fall for nearly \$300 per head premium over straightbred females in the sale. This example, like many others, underscores the added value of these females in the marketplace.

Likewise, the Hereford Advantage program continues to be an effective program that adds exposure and marketing power to those looking to market Hereford-influenced feeder cattle.

Aside from vaccination and Beef Quality Assurance certification requirements, the genetic merit criteria of this program identify and promote

feeder cattle with a real advantage in performance and value. Cattle enrolled in this program must be sired by a Hereford bull battery with an average Certified Hereford Beef® index value (CHB\$) ranking in the top 50% of the breed.

Look at Chart 1, which provides performance data from steers sired by registered Hereford bulls and enrolled in the National Junior Hereford Association (NJHA) Fed Steer Shootout from 2017-2022. This is a simple but clear example of the added value of cattle that meet genetic criteria of the Hereford Advantage program.

Despite the noise that surrounds us, it is encouraging to see the opportunities in front of us. I look forward to working with many of you to help set the bar higher, make valuable improvements and make 2023 the most productive and prosperous year yet. **HW**

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