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Welcome to Baldy Advantage

New look. New name. Even sharper focus on commercial cow-calf producers.

Baldy Advantage replaces what were previously known as the commercial tabloid issues of *Hereford World*, which focused on the commercial cow-calf business. This new publication, tailored specifically for the commercial producer, represents the American Hereford Association's (AHA) ongoing efforts to serve commercial producers more effectively.

The AHA and its members have long been committed to the unmatched value of heterosis provided by disciplined, complementary crossbreeding. They also believe Hereford's unique inherent genetic strengths make the breed an essential component to effective, efficient crossbreeding.

Narrowing margins, along with increasing production risk and financial risk over time, demand more industry use of heterosis. Increased management of both direct and maternal heterosis optimizes inputs and outputs. Heterosis also improves economic and environmental sustainability.

For instance, compared to their straightbred counterparts, Hereford-sired half-blood beef cows last longer in the herd due in part to increased fertility and longevity. That means fewer replacements and less depreciation over time. Hereford-sired F1s also wean more pounds of calf during their production lifetimes. Heterosis increases overall production efficiency and reduces costs. All of that is tough to ignore.

The issue in your hands

Across *Baldy Advantage* issues, commercial producers will share the role of Hereford-sired black baldies, red baldies, tiger-stripes and Hereford-sired Brahma-cross baldies in their programs. Each issue will include information about cattle markets, tackle contemporary issues affecting the cow-calf business and more.

As you thumb through this issue, you'll notice the user-friendly publication size and the higher quality paper. You will also find the magazine sorted by topic. For instance, you will find all the marketing articles in one section, all the animal health articles in another section and so on. Look for colored labels on the first page of each story to identify the section. AHA members will find a section toward the back of the magazine devoted to Association news and announcements.

As always, any publication worth its salt is a work in progress. Please let us know what you like or don't and what you find useful or not.

Thanks for embarking with us on this new journey that is the *Baldy Advantage*.

Sincerely,

A handwritten signature in black ink that reads 'Wesley L. Ishmael'.

Wes Ishmael
American Hereford Association
executive editor and director
of commercial communications