

Member Service

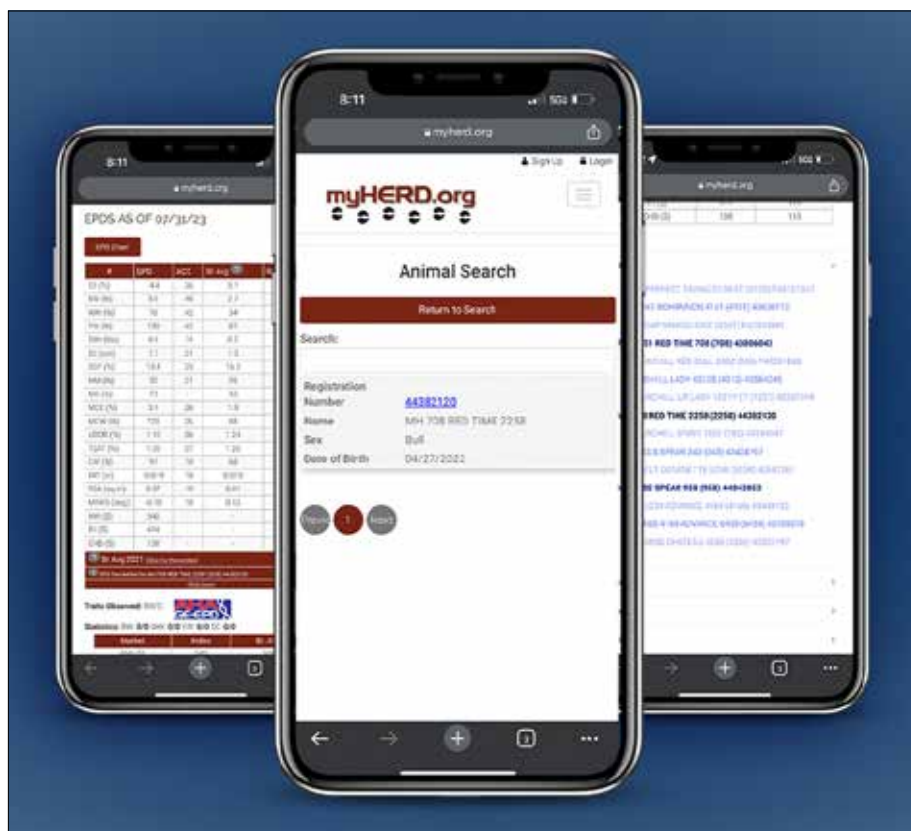
by Laura Kouba

MyHerd, My HerfNet Replacement

As many of you are likely aware, the HerfNet system will be retired Dec. 1, 2023. This will affect how you do your Hereford work, search for animals, promote sale animals, etc.

When HerfNet retires, you will no longer be able to log onto HerfNet to download reports or forms, but all of these reports and forms are available on MyHerd. Navigate to any reports or forms by hovering over the “Jobs & Reports” menu and then select “View Reports & CSVs.” On the next page, based on what type of form or file you need, click the dropdown arrow to select the most appropriate option.

If you use a direct HerfNet link to access an animal’s information for your website or to share with potential buyers, you’ll need to update those animals’ links. The old links that point to HerfNet will no longer work as of Dec. 1, 2023. You will need to find the animal on the Animal Search function of MyHerd, and then copy that link to share with potential buyers or customers. You can watch a tutorial on how to get your new link(s) at [Hereford.org/myherd-tutorials](https://www.hereford.org/myherd-tutorials). It’s important to encourage your customers, commercial and AHA members to use the new search features on MyHerd. The more they use them, the more comfortable they’ll be and the easier they can navigate the website.



Keep in mind, on MyHerd, you can invite multiple users to the same membership/account. Once you are set up with a MyHerd login, you have the ability to invite others to be a user on your account. This comes in handy when a ranch might have multiple employees that need to enter or look up information. Instead of sharing your login information, everyone can have their own, secure login information.

Help is just a click away

We know “new” can often mean scary, but we’re here to help. Stay tuned to future *Hereford World* articles for more details on the new search features and how they can benefit you and your

buyers. Also be sure to check out step-by-step tutorials, recorded webinars, educational videos and more on the AHA resources page, [Hereford.org/myherd-search](https://www.hereford.org/myherd-search). As always, feel free to call or email the customer service department to have them walk you through these new features as well. **HW**

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