

Leverage DNA Testing

New pricing favors younger cattle.

If you were able to attend the Annual Membership Meeting and Educational Forum in October, then you saw how much excitement surrounds the Hereford breed. I enjoyed sharing that excitement with all who attended.



Shane Bedwell is the chief operating officer and director of breed improvement of the American Hereford Association. He can be reached at sbedwell@hereford.org.

Maintaining the breed's current enviable momentum means we must keep pushing the envelope on our core strengths. One of those strengths is breed improvement borne by increasing genetic evaluation accuracy, which is elevated in part by DNA testing.

Friendlier DNA pricing

The American Hereford Association (AHA) will have a new pricing structure for DNA testing (Table 1), effective Jan. 1, 2024. DNA test pricing will be based on animal age, similar to how registration fees are structured. Consequently, members who test cattle at younger ages will

“Many AHA members who are focused on breed improvement already DNA test animals at young ages, understanding the value of having the most information possible during any phase of selection.”

enjoy a price discount compared to the previous pricing structure. Conversely, prices will increase for those who elect to test cattle at older ages.

The AHA firmly believes this new pricing structure offers added opportunity for members to leverage their testing investment into greater genetic

gain. Many AHA members who are focused on breed improvement already DNA test animals at young ages, understanding the value of having the most information possible during any phase of selection. The AHA encourages more members to adopt

a similar path. It accelerates genetic evaluation and breed improvement within individual herds and across the breed.

This new pricing structure was made possible in part by AHA's longtime DNA service provider, NEOGEN.

In addition to the new DNA pricing structure, NEOGEN will offer rebates for NEOGEN products, such as pour-on products and animal husbandry equipment, based on the number of dollars paid by members for DNA testing. So, the more dollars spent on DNA testing, the more rebate credits, up to \$1,000 — 10% of \$10,000 spent on testing.

Other DNA price changes

The AHA also adopted a new pricing policy based on DNA sample type. Effective Jan. 1, 2024, AHA members will no longer receive a monthly TSU credit. Members submitting DNA via hair will be charged \$4 per sample, which will be billed at the end of every month to the member's account. There is no surcharge for members who submit DNA via TSUs or blood cards.

I'm very excited about this this new pricing structure and its potential to accelerate breed improvement even more.

AHA members have worked long and hard for the opportunity Hereford currently enjoys. Keep your foot on the gas and keep them sound. **HW**

Table 1: Member cattle DNA fees

Calf's age when test ordered from AHA	DNA price
Up to 6 months	\$30
6-12 months	\$46
More than 12 months	\$60

* DNA test includes parentage, genomic profile and IE, DL, HY and MSUD

* H/P and MD can still be ordered as add-on tests