

# New Hereford Website Launched



**The American Hereford Association unveils a dynamic new experience for users.**

Software and websites are like any tools — no matter their previous dependable performance, sooner or later, a handle needs to be replaced or a blade sharpened.

The American Hereford Association (AHA) did a bit more than that in designing its new website.

“Our former website served users effectively, but they will find this one to be more intuitive and easier to use. They will also find more opportunity to drill down even deeper to discover information,” explains Taylor Belle Matheny, AHA director of communications and digital content. “We’re also excited to feature Association’s new branding throughout the new site.”

Hereford breeders, commercial users of Hereford genetics and other visitors will encounter a dynamic, mobile-friendly journey to the answers they seek. Along the way, they can also enjoy a bounty of award-winning photography and videography. These are some key features.

## Hereford marketplace

Toggle over the Commercial tab to land on the Marketplace, full of listings of Hereford-influenced females and feeder cattle for sale, as well as pasture to lease and hay to buy.

Hereford breeders and commercial producers can complete a form to list feeder cattle, females or hay/pasture listed for free. Also at no charge, buyers wanting Hereford-influenced females can submit a request, which will be listed.

## Genetics and EPD search

Click the navy EPD Search button, located in the menus of both the mobile and desktop version of the site, to track down details about Hereford genetics and the breed’s genetic evaluation. Easily

find information about any animal registered with the Association.

Traits, expected progeny difference (EPD) trends, DNA testing, recognition programs and data pertaining to the breed are all available in the Genetics portion of the website. Users who visit *Hereford.org* can access MyHerd as a guest, such as commercial producers looking for bull EPDs and pedigrees.

## Herefords on Demand (HOD)

Herefords on Demand allows breeders to build their own sale catalog in four simple steps, with the ability to include photos and videos with their lots. This option is available to breeders who have their catalog produced through Hereford Publications Inc. (HPI) to have a digital (live) and printed version of their catalogs.

Potential buyers can create customized searches across the production sale catalogs, featuring live EPD updates that are refreshed weekly — go to the Production Catalog section in the Marketing menu.

## Breed research

Review updates about current research projects, such as: economics of Hereford heterosis and the genetics of cattle greenhouse gas emissions, conducted with AgNext and Colorado State University. You will also find results of completed research projects over time, including Circle A, Harris Ranch, Simplot and the USDA National Feed Efficiency Program. Navigate to the Research page via the Genetics portion of the site.

## Marketing

Find downloadable issues of *Hereford World* and *Baldy Advantage* dating back to 2006, in the Marketing section of the site. You will also find information about creative services, production

catalogs produced by HPI, sale results, the Hereford AI Book and a full calendar of events and sales.

### 1881 podcast

Each 1881 episode offers insightful exploration of breed history along with current cattle and beef industry issues. It is displayed on the homepage of the website.

### Special interest to Hereford breeders

AHA members should take note of the following online resources and where they are located on the new website. These invaluable tools help with the day-to-day management and marketing of a purebred herd.

### Marketing resources

Marketing Hereford genetics to commercial cow-calf producers with a cohesive message is essential for the breed to capitalize on the historic national herd rebuilding opportunity. Access the site's new resource section, including the national ad campaign, photos, videos, program ads, publication inserts and more through the Media tab. These assets are available for members to use in sale catalogs, state directories, websites, social media, publication advertising, etc.

### Member services

This is where AHA members can easily access MyHerd to conduct business with the Association, from submitting performance data to registering cattle. MyHerd provides members and commercial producers access to a robust set of information, including downloadable search results, lifetime dam production summaries, saved searches, animal lists and a mating predictor. There is also a bevy of tutorials, breed information, herd management tools and educational resources. Visitors to *Hereford.org* can access MyHerd as a guest.

### Youth

Find descriptions and links to the many opportunities available to members of the National Junior Hereford Association, from the Fed Steer Shootout and Junior National Hereford Expo to the Faces of Leadership and BOLD Conferences in the Youth section of the site.

### HPI

Besides publishing *Hereford World* and *Baldy Advantage*, HPI offers Hereford breeders and others a comprehensive suite of advertising design and sale catalog publication services. HPI is also behind HOD. Access the full slate of HPI offerings through the Marketing menu on the site. **HW**