

Leverage the Hereford Message

by Taylor Belle Matheny

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. *1881: A Historic Opportunity* provides the foundation for this cohesive message.

The American Hereford Association (AHA) unveiled the *1881* booklet at last year's Educational Forum and Annual Membership Meeting, and it was included with the December 2022 issue of *Hereford World*. At this year's Educational Forum, AHA and Hereford Publications Inc. staff highlighted how key messages are being used in communications and marketing resources available to AHA members. Staff also shared how Hereford breeders can leverage their own marketing and communications assets with these key messages.

National ad campaign

AHA's national ad campaigns have a long history of showcasing documented research related to the economically relevant traits that drive the bottom line of commercial cow-calf operations. You will see this same approach in the breed's new national advertising campaign launching in 2024. New economic analysis from the University of Tennessee will anchor the campaign.

These new ads, as with previous campaigns, will be available to Hereford breeders to use in sale catalogs; place in state, regional and national publications; state directories; etc. Plus, these national campaign elements will feature customizable logo and contact information fields to streamline ad placement for individual breeders, breeder groups or state associations. Breeders who utilize these "cooperative" advertising



A variety of assets like this are available to AHA members free of charge.

assets leverage the breed message for themselves while amplifying the overall breed messaging.

Social media

"It's a dialogue, not a monologue, and some people don't understand that. Social media is more like a telephone than a television." — Amy Jo Martin.

Social media has become a growing focus for the AHA in promoting the breed's message because more and more people use it to communicate and access information.

As we create content to share on AHA platforms, and as you do the same for your own brand, it's imperative to create conversations that will engage you and your audience. This dialogue is vital to the success of social media marketing and helps potential customers develop a stronger connection with your farm or ranch.

If you don't already, follow the AHA on Facebook, Instagram and

Tik Tok (@americanherf) to engage in the conversation, share content to a personal or business page and learn about relevant breed and industry information. Social media serves as a great tool to continually engage with others in the industry.

Website redesign

As we approach a new year, there is no better time to learn about these resources and how you can implement them on your own operation. The AHA is excited to announce the unveiling of a new website in the coming months.

The website will feature an updated look, enhanced mobile functions and

a resource section dedicated to creating a cohesive breed message.

This new resource section will include the national ad campaign, photos, videos, AHA program ads, publication inserts and more at the click of a button. Our goal is to provide a clear description of ways members can use Association assets and make it as user-friendly as possible. More information will be shared as the website is launched.

I believe the Hereford breed is nearing a pivotal time in history. The more breeders share Hereford's concise, compelling key messages — the louder the unified voice — the more opportunity there will be to expand market share individually and collectively.

I'm proud to join with you in spreading the message. **HW**

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