

MyHerd — HerfNet Plus More

The HerfNet system retired Dec. 1. We know many American Hereford Association (AHA) members have used that system as the primary animal search option since 2000. With that said, the HerfNet platform and its programming was at the end of its “life.” The Association could no longer get support for the program or make any changes to the aging system.

Over the years, Hereford breeders asked for new features to be implemented. To meet those requests, the Association moved to a new platform. All the search features offered through HerfNet, plus more, are now available on MyHerd. The AHA also implemented new features with MyHerd, such as saving an Animal Search or a list of animals to search.

The platform also boasts expanded and improved search criteria, as well as the ability to easily download a list of up to 112 data points on owned animals.

Anything AHA members could do in HerfNet, they can do in MyHerd — plus more. MyHerd is a live system. This means the program offers only the most up-to-date information possible.



Keep in mind, on MyHerd, you can invite multiple users to the same membership/account. Once you establish a MyHerd login, you may invite others to use your account. This comes in handy when a ranch has multiple employees that need to log-on to enter or look up information. Instead of just sharing your login

information, all employees can have their own, secure login.

Here to help

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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Reminder: Spring Inventory Early Bird Deadline – Jan. 15

Spring 2024 herd inventories were generated this month for Whole Herd Total Performance Records (TPR™) members. Check your mail or your [MyHerd.org](https://www.hereford.org) account for your herd inventory. Remember, it must be turned in by Jan. 15, 2024, to receive a \$0.25 per-head discount on every female maintained on the inventory. Inventories turned in between Jan. 16 – March 1, 2024, will be charged the normal \$5.50 per cow, \$3 per first-time heifer and \$1.50 per bull (optional). Any inventories turned in after March 1, 2024, will incur the \$2 per-head surcharge. Every dam must be listed on the current inventory if you intend to register and record her calf’s weaning performance data through Whole Herd TPR. **HW**