

What's New? | Association News and Events

"What's New?" is a column designed to keep you in the know about Hereford happenings. You can sign up for *Hereford Headlines*, an electronic newsletter distributed the first Friday of each month by the American Hereford Association (AHA) highlighting Hereford news and events. You can also receive the *Bald Faced Bottom Line*, a commercially-focused electronic newsletter sent the third Friday of each month. To subscribe to these free newsletters, send an email to outreach@hereford.org. Archived issues are posted at Hereford.org.

Feedout Programs

Hereford Feedout Program enrollment deadline approaching

The Hereford Feedout Program is a retained ownership program that allows you to cost-effectively feed some of your cattle and collect valuable data. The program aims to maximize profit potential, improve carcass expected progeny differences (EPDs) accuracy and expand market avenues. Other program benefits include access to the U.S. Premium Beef® grid and the ability to market to the Certified Hereford Beef® brand.

To participate in the program, entries must be submitted by Nov. 1, 2024. Delivery to HRC Feed Yards LLC, Scott City, Kan., is Dec. 14-17, 2024. To learn more, visit Hereford.org/genetics/breed-improvement/feedout-program. You can also contact Trey Befort, American Hereford Association (AHA) director of commercial programs, at tbefort@herefordbeef.org.

Enter the Fed Steer Shootout

Plan to learn more about the cattle feeding sector and how your genetics perform in the feedyard by participating in the 2025 NJHA Fed Steer Shootout. The contest entry deadline is Nov. 1, 2024, and cattle must be delivered to HRC Feed Yards LLC in Scott City, Kan., Dec. 14-17, 2024. For more information and to plan your cattle delivery, contact Trey Befort at tbefort@herefordbeef.org. Cattle can be entered individually or in pens of three and must meet the following qualifications:

- Be 2024-born steers

- Be purebred Hereford or commercial Hereford-influenced steers
- Weigh a minimum of 600 pounds.
- Be weaned at least 45 days prior to delivery
- Received two rounds of vaccinations

Visit Hereford.org/Youth/NJHA-Fed-Steer-Shootout to enter and learn more

The NJHA and AHA are exploring ways to help more juniors participate in this valuable program. If you'd like to participate but don't have cattle to enroll, contact Trey Befort at tbefort@herefordbeef.org

National Shows

Plan to attend these national shows in January 2025

Cattlemen's Congress:

Jan. 8-11, 2025,
Oklahoma City, Okla.

- "Hereford Eve in OKC"
Frozen Genetics Sale:
Jan. 9 – 6:30 p.m.
- "Hereford Night in OKC"
National Hereford Sale:
Jan. 10 – 6 p.m.

National Western Stock Show:
Jan. 16-18, 2024, Denver, Colo.

- Stockyards Beef Festival:
Jan. 15 – 5:30 p.m.
- National Western Hereford Sale:
Jan. 17 – 4 p.m.

Youth

2024 HYFA Season of Giving

Thanks to an outpouring of support from Hereford breeders, donors and friends, the Hereford Youth Foundation of America (HYFA) generated an amazing \$284,000 during the 2023 Hereford Season of Giving. These funds went right to

work building upon HYFA's pillars — scholarship, leadership, education and research.

The third annual HYFA Season of Giving will take place Dec. 18-20, 2024. Visit HerefordYouthFoundation.org/Hereford-Season-of-Giving to learn more.

Industry news

APHIS updates Animal Disease Traceability rule

The USDA Animal and Plant Health Inspection Service (APHIS) updated the 2013 Animal Disease Traceability (ADT) rule to require cattle affected by the rule to be tagged with approved visual and electronic identification after Nov. 5, 2024.

Cattle tagged before that date with approved visual identification will be grandfathered in.

"All visual-only official identification tags applied to cattle and bison prior to the date the rule is effective will be considered official identification for the lifetime of the animal," according to the APHIS ADT fact sheet.

Cattle affected by the rule remains the same, as described by APHIS: "The current ADT rule covers all sexually intact cattle and bison 18 months of age or older (which excludes most feeder cattle), all dairy cattle of any age, and all cattle and bison of any age used for rodeo, exhibition or recreational events. The current ADT rule only applies to the interstate movement of covered classes of cattle and bison ..."

For more information, visit APHIS.USDA.gov/livestock-poultry-disease/traceability. **HW**