

by **Shane Bedwell**

# Proof-positive Momentum

Genetic diversity expands opportunity.



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Prolonged, historically high cattle prices are welcomed by cow-calf producers who continue to face input costs at the upper end of history. Based on Hereford sales so far this year, many of these producers are investing some of their extra revenue in genetics that add and leverage value. More Hereford bulls are selling and at higher average prices, proving increased demand.

This is the continuation of the trend that emerged a couple of years ago as more commercial producers began embracing the proven benefits of maternal heterosis by breeding straight black and straight red cows to Hereford bulls, building long-covered F1 black baldy and red baldy calves.

The demand shift underscores the power of peer proof. It's difficult for folks with straightbred cattle to ignore the improved fertility, higher breed-up and easy-handling nature of baldy replacements they consistently see in neighboring herds using Hereford genetics. Then, there's the added pounds of feeder calf weaning weight.

Never doubt the power of a customer success story. You never know which one will serve as the tipping point for the next commercial producer to try a Hereford bull.

Likewise, there is no overlooking the premiums buyers typically pay for baldy replacement females and feeder cattle. Hereford breeders and reputation commercial users of Hereford genetics have offered deep, stout sets of baldy replacements to start 2025. It is incredibly powerful for producers to see the premiums these heifers command, as they often top sales, while providing added market opportunity.

Keep in mind the broader marketing avenue provided by the growing number of Hereford-influenced sales. You will find them at [Hereford.org/commercial/marketplace](https://www.hereford.org/commercial/marketplace). You will also find free feeder calf and replacement heifer listings at the same location.

## Broad and deep

Moreover, Hereford breeders continue to demonstrate the increased selection accuracy available to current and prospective Hereford bull buyers across a wide range of genetics.

Consider the top 10 sires, in terms of progeny registered with the American Hereford Association in 2024 (Table 1). They represent a powerful group of semi-young bulls that mostly excel in multiple traits, while supporting or extending breed averages (Table 2). They also illustrate the genetic diversity enabling use in most any industry production scenario — impressive.

Keep up the good work, and keep them sound. **HW**

**Table 1: Top 10 sires for AHA registrations — 2024**

Sire Name	Reg. No.
SHF HOUSTON D287 H086	44123641
CHURCHILL W4 SHERMAN 2157K ET	44378036
KLD RW MARKSMAN D87 ET	43951713
BAR JZ ON DEMAND	44355795
CMF 1720 GOLD RUSH 569G ET	44108010
KCF BENNETT MONUMENT J338	44320126
JW 1857 MERIT 21134	44212986
CH HIGH ROLLER 756 ET	43875385
C ARLO 2135 ET	44359827
SHF INSIGHT F158 J354 ET	44228488

**Average expected progeny difference percentile rank of top 10 bulls**

Trait	CE	BW	WW	YW	DMI	SC	SCF	MG	MM	MCE	MCW	UDDR	TEAT	CWT	BF	REA	MARB	BMI	BII	CHB
% Rank	50	53	12	13	77	24	27	33	16	53	62	17	23	12	55	9	28	19	18	17