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PREVIOUS **RESEARCH**

CIRCLE A DATA

The study, conducted by Circle A Ranch headquartered in Iberia, Mo., in cooperation with the American Hereford Association (AHA), was started in 2007.

To start the project Circle A Ranch AI-bred 600 commercial Angus cows to 10 Hereford bulls with the goal of comparing the best of its Angus herd to the best of the Hereford-Angus cross.

$51

MORE PER **COW,**
PER **YEAR.**

$30

ADVANTAGE IN
FEEDLOT PROFITABILITY.

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UPDATED **RESEARCH**

NEW ECONOMIC MODELS

Researchers at the University of Tennessee (UT) modeled the economic difference between breeding Hereford bulls or Angus bulls to commercial Angus cows over 10 years. They used documented genetic differences between the breeds and real-world economics to assess annual net income and net worth for smaller operations (30 cows) and larger ones (500 cows).

$96

MORE PER **COW,**
PER **YEAR.**

$305

MORE PER **COW,**
PER **YEAR.**

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THE **RESEARCH**

MATERNAL HETEROSIS

The AHA's ongoing cooperative research project with the University of Illinois Urbana-Champaign (UIUC) is designed to quantify the differences between breeding either Hereford or Angus bulls to commercial Angus cows over time and retaining replacement heifers.

The study began with 600 commercial Angus cows. Half were bred to six different Hereford bulls; the other half to Angus bulls. All bulls used represented the top 15% of each breed for its maternal and terminal indexes. This is a fall-calving herd. Results so far underscore the significant advantages enabled by Hereford genetics and maternal heterosis.



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MATERNAL HETEROSIS ***PAYS***

2-YEAR-OLD FEMALES

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	Angus-sired	Hereford-sired
Feb. body weight (lbs.)	1,014	963
Feb. BCS	4.8	4.6
Feb calf body weight (lbs.)	243	252
Milk	8.3	9.7
DMI	31.1	27.8
April calf weaning weight (lbs.)	387	373
First-calf weaning rate	76%	90%
Rebreed (AI)	60%	68%
Rebreed pregnant	75%	93%

Source: University of Illinois Urbana-Champaign

COWS THAT STAY, **PAY.**

IMPLICATIONS OF LONGEVITY

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	Angus-sired (%)	Hereford-sired (%)	% Difference
2-year-olds calved	89	95	6
First-calf weaning rate	76	90	14
Pregnant 2-year-olds	75	93	18
3-year-olds calved	69	83	14
In herd as 4-year-olds	67	80	13

Source: University of Illinois Urbana-Champaign

COWS THAT STAY, **PAY.**



THE NEXT STEP

THE NATIONAL AD CAMPAIGN | **STAMPED FOR MORE**

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CAMPAIGN **DEVELOPMENT**

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DOCUMENTED RESEARCH

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PRODUCER TESTEMONIALS

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More Hereford-influenced females wean their first calf and breed back as 2-year-olds, remaining in the herd longer.*



COWS THAT STAY, **PAY.**

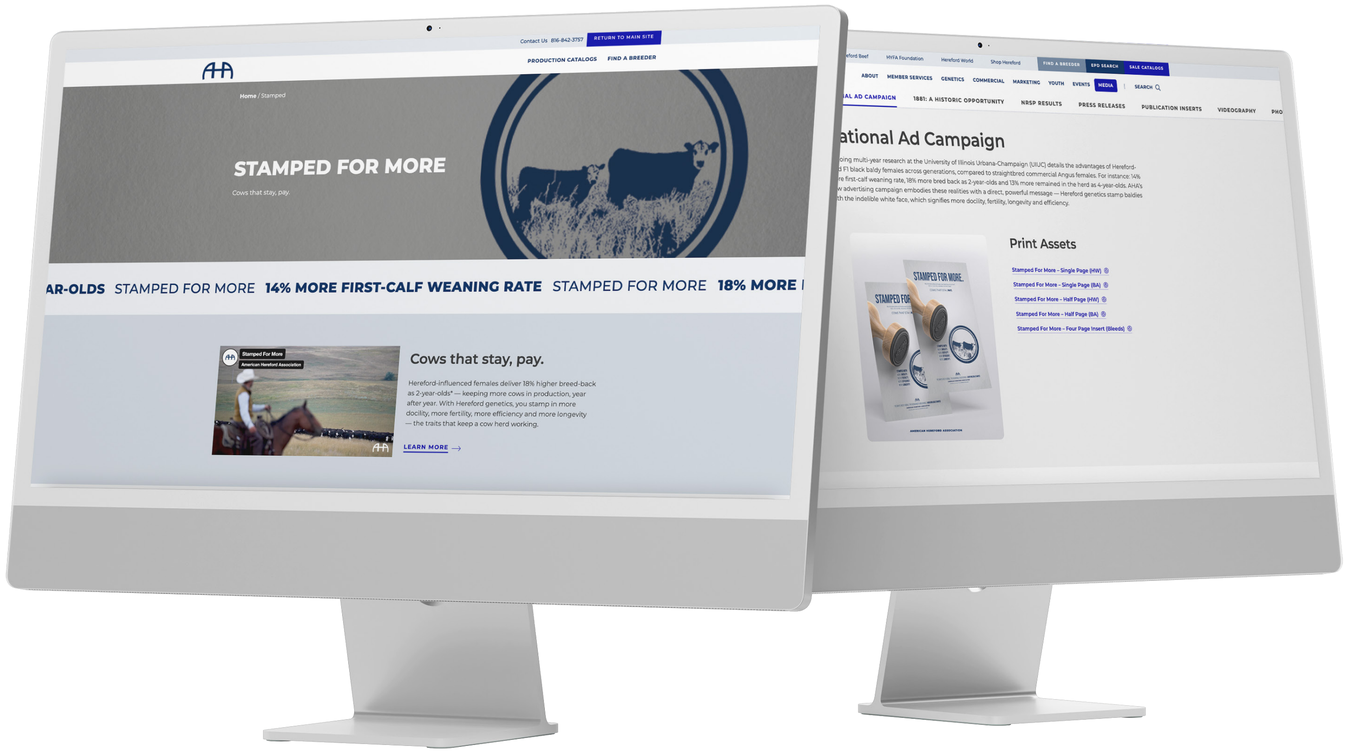
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BROADENING THE **MESSAGE**

UTILIZING CAMPAIGN ASSETS

- Print ads
- Digital ads
- 30 second radio ad
- Videos
- Four page insert

These assets are available for members to use in sale catalogs, state directories, websites, social media, publication advertising, etc. With a shared mission to promote the Hereford breed, utilizing these assets will amplify the breed's message. 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.



1881 CREATIVE

TRUSTED TO TELL THE STORY

DEVELOPING ***BRANDS***. CREATING ***DEMAND***.

1881 CREATIVE

POWERED BY THE **AMERICAN HEREFORD ASSOCIATION**

A NEW IDENTITY FOR AN AGENCY BUILT ON GENERATIONS OF EXPERIENCE IN THE HEREFORD BREED.



INTRODUCING THE **BRAND**

A NEW IDENTITY

1881 CREATIVE

As our clients' needs have evolved, so have we, expanding beyond traditional publications to provide comprehensive creative marketing services across print and digital platforms.



OUR **SERVICES**

BRAND DEVELOPMENT
Logo + Branding Projects

DESIGN
Sale Catalogs, Postcards, Advertisements, etc.

DIGITAL MARKETING
Social media advertising + digital display ads

HEREFORDS ON DEMAND
Sale Catalog creation and publishing

1881 CREATIVE



BUILD A PLAN THAT WORKS.

MORE FOR YOUR PROGRAM

Let us help tell your *story*.



CREATE DEMAND.

CONNECT WITH OUR ***TEAM***

SHANE BEDWELL
Chief Operating Officer &
Director of Breed Improvement

sbedwell@hereford.org

TAYLOR BELLE MATHENY
Director of Communications

tmatheny@hereford.org

KANE AEGERTER
Director of Seedstock Marketing

kaegerter@hereford.org

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