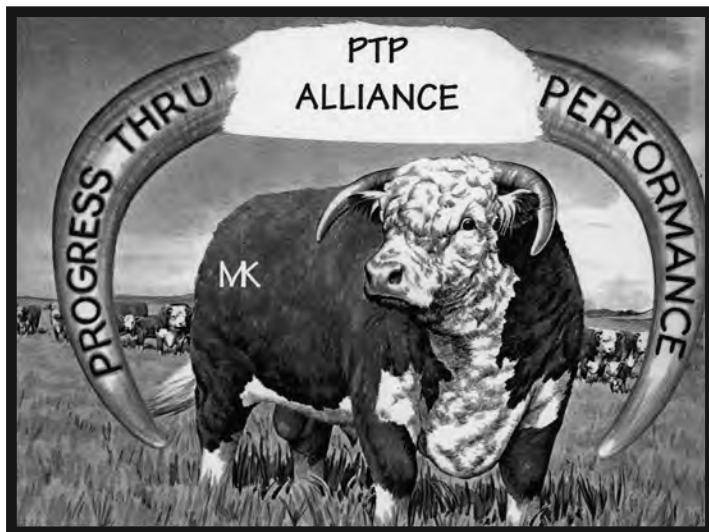


# Hereford Headliner

January - February 2024



## Collecting Data in the Industry:

National Hereford Feedout  
Residual Feed Intake Testing - Wyoming  
Actual Feedlot and Carcass Data  
National Reference Sire Program

## Collecting Data on the Ranch:

Birthweight, Weaning Weight,  
Yearling Weight,  
Ultrasound Carcass Data,  
Fertility, Common Sense Feeding  
Total Performance Recording

## Contact One of These Breeders for Proven Genetics:

Moon Herefords  
Harrison, Arkansas  
870-743-5003

Bookcliff Herefords  
Russell, Kansas  
785-483-3004

Oleen Brothers  
Dwight, Kansas  
785-466-1422

Dvorak Herefords  
Lake Andes, South Dakota  
605-487-7090

Gustafson Herefords  
Junction City, Kansas  
785-238-7306

Frank Hug & Sons  
Scranton, Kansas  
785-230-0434

Granzow Herefords  
Herington, Kansas  
785-466-2247

Craig Herefords  
Phippsburg, CO  
970-736-2272

**Performance You Can Count On  
People You Can Trust**

**Published for: The Kansas Hereford Association**

The Kansas Hereford Women The Kansas Junior Hereford Association  
Volume 40 Number 1





## **C BAR1 BAILEE VALOR 9354 ET**

**\*Really nice set of Spring Yearling Bulls for sale out of Valor\***  
**\*Explosive growth with excellent muscle shape & super structured\***

**Top 10% for WW, YW, CW, Fat, REA, CHB**

**We are willing to dive into our fall herd and part with some heifer pairs with Valor calves by their side. They should be a great opportunity to purchase some top-notch pairs.**

**\*Fall show heifers will be available the middle of March\***

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**Raising Registered  
Herefords  
for Over 50 Years**

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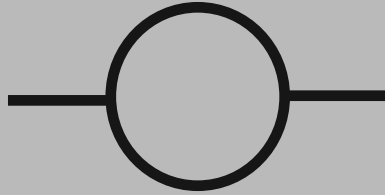
Tyler, Sarah, Tyce, Maddyn, and Oakley Cowan

Keene-Eskridge exit (342) 13 miles west of Topeka on I-70 then 3 miles south



# HERD SIRES

HERD SIRES:	CED	BW	WW	YW	SC	MM	CEM	REA	Marb	BMI	CHB
O L1 Ribstone 4203B	4.2	3.2	53	102	1.8	29	4.7	0.44	0.29	\$327	\$135
O L1 Domino S58	11.7	-0.7	44	75	1.6	30	9.2	0.15	0.49	\$412	\$148
O L1 Real Time 6169D	8.8	3.1	53	92	1.2	13	4.4	0.18	0.06	\$259	\$113
O L1 Domino 8116F	1.0	2.2	63	95	0.8	28	7.3	0.35	0.41	\$501	\$169
O R294 Domino 847F	3.7	2.7	59	95	1.1	30	6.8	0.36	0.40	\$306	\$135
O B261 Domino 8193F	7.3	2.2	47	83	0.7	20	8.0	0.59	0.34	\$361	\$144
O L1 Domino 966G ET	9.2	0.6	60	97	1.2	31	10.7	0.26	0.51	\$487	\$164
O 847 Domino 189J	6.7	1.2	56	96	1.6	34	7.2	0.46	0.51	\$383	\$148
O L1 Domino 1166J	5.4	4.1	63	101	1.9	32	6.5	0.36	0.33	\$403	\$127
O Advance Anodyne 0138H ET	5.7	3.3	57	95	1.2	21	4.0	0.51	0.30	\$417	\$149



**Contact us for:**  
**Horned & Polled Hereford bulls**  
**Hereford females and BWF females.**

*Thank you to all of our customers.*

*Private treaty sales. Inquiries and visitors welcome.*

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(h) 785-668-2368

Chuck

(c) 785-452-2961

(h) 785-668-2454

Brandon

(c) 785-452-8148

[www.oleencattleco.com](http://www.oleencattleco.com)

[oleencattle@hometelco.net](mailto:oleencattle@hometelco.net)

LOCATION: 1 1/4 miles south of Falun (20 miles SW of Salina)

# THE HEREFORD HEADLINER

Volume 40      Number 1



January - February 2024

Published by

THE KANSAS HEREFORD ASSOCIATION

TOM GRANZOW

765 So. 3000 Road—Herington, KS 67449

785-466-2247 or 785-466-2226 FAX      Cell: 466-6790

email [kansashereford@tctelco.net](mailto:kansashereford@tctelco.net)

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Full Page.....	\$120
One-half page.....	\$70
One-fourth page.....	\$50
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Non-member-1 page.....	\$150
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(Add \$5 Per Photo)

**Next Ad Deadline: February 1, 2024**

Don't Forget to Check out The  
KHA WEBSITE  
[www.kansashereford.com](http://www.kansashereford.com)

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# VAN NEWKIRK U HEREFORDS SINCE 1892 C



**LOT 1** BW .1 WW 58 YW 89 M 33  
M&G 61 REA .2 IMF .36 CHB 153



**LOT 2** BW 2.8 WW 74 YW 115 M 49  
M&G 86 REA .40 IMF .52 CHB 172



**LOT 128** BW 3.2 WW 67 YW 106 M 40  
M&G 73 REA .63 IMF .36 CHB 151

**MONDAY JANUARY 15 2024**  
12:30 PM (MST) ❖ OSHKOSH NE

## 250 Bulls

**60 COMM HEREFORD HEIFERS**  
RIGHT OFF VNK REPLACEMENTS

**3 LOADS FANCY F1 BALDY HEIFERS**  
SIRED BY TOP END VNK BULLS

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M&G 73 REA .44 IMF .36 CHB 137



**LOT 239** BW 2.7 WW 61 YW 111 M 32  
M&G 62 REA .75 IMF .11 CHB 123



**LOT 260** BW 3.0 WW 74 YW 113 M 38  
M&G 75 REA .53 IMF .34 CHB 146

[www.vannewkirkherefords.com](http://www.vannewkirkherefords.com)



# HEREFORD *America*

Largest privately-owned  
Hereford newspaper in North America.  
Serving Registered and Commercial Hereford  
breeders since 1996.

• **Ad Deadline for the February issue is January 5th** •

Ad deadline for the March issue is Feb. 5th.

- 7 issues per year
- Interesting articles
- News & Opinions
- National Advertising
- Sale Coverage
- Social Media
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our sister company,  
provides videoing,  
video sales,  
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Jill and Marc Hotchkiss

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**37TH ANNUAL PRODUCTION SALE**



**MARCH 18, 2024 - 1PM**  
**AT THE RANCH 11/4 MILE EAST OF ODIN - KS**

**50 AGE ADVANTAGE ANGUS BULLS**  
**50 AGE ADVANTAGE HEREFORD BULLS**  
**50 ANGUS & BLACK BALDIE SPRING PAIRS**

**DVAuction**  
*Broadcasting Real-Time Auctions*



**Herefords and Angus**

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# BULL POWER @ Square G Ranch

In the seedstock business, bull power is the name of the game and Square G Ranch has you covered. Contact us for progeny, semen or for females carrying the service of these breed-leading sires we are fortunate enough to have walking our pastures.



## **B&C EL SENSATION 1207J**

B&C El Jefe 7086E x B&C Ms Top Sensation 7110

Reserve Champion Horned Bull

2022 Fort Worth Stock Show and 2023 Cattlemen's Congress

Semen available



## **HARVIE EMBRACE ET 104J**

MJW 79Z Z311 Endure 173D ET x Next Gen Riesling 295 ET

Offspring and Service available



## **SG KME 9106 JACE J68**

H Lar Deberard 9106 ET x Delhawk Sweet Fire 6E ET

Champion Polled Bull

2022 Oklahoma and Kansas State Fairs and Oklahoma Red Dirt Rendezvous

Semen available



## **HARVIE OVHF ULTIMATE 220J**

Haroldson's United 33D 36G x Harvie OVHF Ms Unique 164F

Offspring and Service available



## **BOYD 31Z BLUEPRINT 6153**

R Leader 6964 x NJW 91H 100W Rita 31Z ET

One of the top bulls in the breed for registrations

Proven Calving Ease

Females carrying his service for sale

Private Treaty Bulls & Females Available--Call Today



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Videos online 2 weeks before Sale.



## Ridder Hereford Ranch Annual Sale

February 1, 1 pm (cst) - at the ranch 9 miles NW of Callaway

- **110 Bulls** - two-year-olds, fall yearlings, and yearlings. All Bulls are scored for Calving Ease and Carcass Traits. Volume, thick, correct. We stress excellent fertility and disposition.
- **60 Heifers** - stylish yearlings. All Heifers are scored for Carcass Traits and are super feminine. Fertility and disposition are paramount.
- We cooperate on delivery & 6-month Bull insurance policies.



  
Since 1907  
**Hereford Ranch**

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Livestock Videoing - Video Sales  
- Bid-by-Click Online Sales  
To view events go to: [www.TheLivestockLink.com](http://www.TheLivestockLink.com)



# Jones Hereford Farm

## A Program on the Move



**Performance:**  
CE: -1.3 BW: 3.9 WW: 68 YW: 117 SC: 1.7  
DMI: 0.7 SCF: 21.5  
**Maternal:**  
MM: 39 M&G: 73 MCE: 2.3 MCW: 113  
UDDR: 1.20 TEAT: 1.40  
**Carcass:**  
CW: 86 FAT: 0.091 REA: 0.34 MARB: 0.40  
**Profitability:**  
BMI\$: 452 BII\$: 561 CHB\$: 154



**Performance:**  
CE: -2.4 BW: 4.6 \*WW: 72 \*YW: 124  
\*SC: 1.3 DMI: 0.8 \*SCF: 21.5  
**Maternal:**  
MM: 35 M&G: 72 MCE: 1.4 MCW: 131  
\*UDDR: 1.50 \*TEAT: 1.50  
**Carcass:**  
\*CW: 93 FAT: 0.061 REA: 0.49 MARB: 0.42  
**Profitability:**  
\*BMI\$: 463 \*BII\$: 576 \*CHB\$: 166  
**Trait Leader\***



**Performance:**  
CE: 4.7 BW: 1.9 WW: 69 YW: 112 SC: 1.7  
DMI: 1.1 SCF: 18.0  
**Maternal:**  
MM: 38 M&G: 73 MCE: 8.3 MCW: 70  
UDDR: 1.30 TEAT: 1.40  
**Carcass:**  
CW: 82 FAT: -.079 REA: 0.49 MARB: 0.33  
**Profitability:**  
BMI\$: 391 BII\$: 489 CHB\$: 149

**Semen and Progeny Available on these Proven Sires**

**Based on Strong Maternal and High Performance Genetics  
Success breeds Success**

**93 years of continuous Registered Hereford breeding!**

## **JONES HEREFORD FARM**

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**785-461-5607 or 785-223-3043**

**dcjones@twinvalley.net**

# BULL & HEIFER SALE

February 2, 2024



REG: 44364932

CE 1 • BW 4.2 • WW 63 • YW 105 • MM 24  
REA 0.86 • MARB 0.2 • CHB\$ 156



REG: 44361246

CE 1 • BW 0.2 • WW 69 • YW 100 • MM 39  
REA 0.46 • MARB 0.28 • CHB\$ 122

SELLING 55 BULLS & 30 BRED HEIFERS

DVORAK  
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VISIT US ON FACEBOOK OR AT DVORAKHEREFORDS.COM  
FOR MORE INFORMATION

# ON TARGET BULL SALE

## HEREFORD • ANGUS

March 16, 2024 • 1 p.m. • On Target Bull Development Center  
990 Tumbleweed Rd, Blue Rapids, KS

**Broadcast online at [DVAuction.com](https://DVAuction.com)**

Selling 37 Hereford bulls, 20 Hereford first-calf pairs,  
12 Hereford heifers, 29 Angus bulls and 12 Angus heifers

**Learn more at [OnTargetBullSale.com](https://OnTargetBullSale.com)**



**Selling the first sons and daughters of  
Birdwell Wall Street 0588ET**



**Selling sons of DB Iconic G95**

**SPRINGHILL HEREFORDS**



Home of the Round Barn

**SPRINGHILL HEREFORDS**

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**HORNED HEREFORDS** *raised and developed*  
*for LONGEVITY, FERTILITY and PREDICTABILITY*

**L BAR W**  
CATTLE COMPANY

8TH ANNUAL PRODUCTION SALE

**MARCH 8, 2024**

AT THE RANCH | ABSAROKEE, MT 

For SEMEN SALES and more information visit [www.LBarW.com](http://www.LBarW.com) 

# HEREFORD INFLUENCE FEEDER CALF SALE

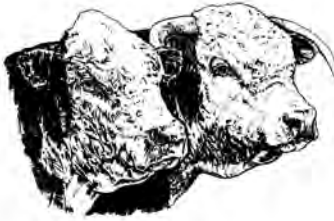
**January 25th, 2024 12:30 p.m.**

**Marysville Livestock Sales**

**1180 US Highway 77, Marysville, Kansas**

Sale Barn Phone: 785-562-1015

If you or your customers have calves to sell, consider consigning them to the January 25th Hereford Influence Sale at Marysville Livestock Sales in Marysville. It has been a steadily growing sale. The more head consigned, the more buyers and better the prices! If you are interested in consigning or buying high quality Hereford influenced and Hereford calves contact the auction barn listed above or Bob Holle 785-713-1843 or Mark Wieden 402-520-2295.



## IT'S ABOUT TEAMWORK

"The Beef Checkoff is part of the beef community's team, and they are going to bat for us every day." Heather Donley, Kansas Beef Producer



Find out more by visiting  
[www.kansasbeef.org/beefhub](http://www.kansasbeef.org/beefhub)



# KHA Annual Meeting 2023



The Gustafson Family, owners of Gustafson Herefords, Junction City, were honored as the Kansas Hereford Breeder of the Year. Pictured are: Tava, Shelbi, Deb & Gus Gustafson with Koy holding the plaque. Nathan Staab (r) presented the award as representative of the awards committee.



Kenny & Deb Gfeller were the recipients of the Commercial Breeder of the Year award. The Gfeller family has been raising Hereford cattle in the Junction City area for a long time and feed their calves out for the CHB program. Oliver Beall (left) and Nathan Staab presented the award.

Brandon Oleen (right) received a plaque in recognition of his service as President of the KHA and as a thank you for his work. He also served as master of ceremonies for the banquet and annual meeting. And there's Nathan again on the left!



Darla Moore (center) and Dana Pieper accepted the Honorary Member award for Kamdyn Moore, who passed away this fall. Nathan Staab presented the award.



Kim Cerny KHA Treasurer explained the financial report to the members at the annual meeting. She did a complete and accurate job of comparative analysis on the yearly and ongoing budget and how it ebbs and flows every year.



The Kansas Hereford Women do a lot for the Hereford breed, both at the state level and on the national scene as well. Gwen Oleen (center) was recently honored by the American Hereford Women as the Hereford Woman of the Year. She is pictured with Michelle Beran (left) and Paula Acheson (right). Paula is the outgoing President of the Kansas Hereford Women and reported on all the activities of that group through 2023 and Michelle reported on the relationship that KHW has with sponsorship of the Kansas Hereford Queen and princesses. This group of wonderful and enthusiastic ladies do much for the KHW, the KHA, and the Hereford breed. At the annual meeting they had a silent auction that will go a long way in promoting their activities in 2024.



Danny Davis did a bang up job once again as auctioneer for the semen certificate and Directory/Headliner page auction.



KHA Board Members attending the annual meeting:  
Front row: Dean Davis, Tyler Schultzt, Brandon Oleen, Marc Hanson  
Back Row: David Jones, Shelbi Gustafson, Tom Granzow, Kim Cerny, Nathan Staab



KHW Officers: Emily Moorman-Meador, Secretary and At Large Director, Darla Moore, District 3, Michelle Beran, President, Kathy Geffert, Treasurer, Pat Reinhardt, Vice-President & District 1 Director, Marlyn Silvers, At Large Director

## **Kansas Hereford Association News:**

2023 is in the rear view mirror and 2024 is upon us. So what do you think? Optimistic? Who can tell. Seems like we are always talking about the “world” going crazy and how many different things can weigh on what we all do. Panic about this and panic about that and first thing you know it’s all about panic! If you go according to the numbers, the cattle market should be pretty darn good...and for the most part it is. Cattle prices are way better than a couple of years ago for sure, grains not so much. Just seems like we spend it at a much faster rate is all, so relatively speaking we’re getting by and thankful for it. When I look around the corner and when I watch the news I feel real good about “getting by”. And blessed to be able to do what I do and “get by”. Since most of what I see doesn’t make a lot of sense, I guess I’ll repeat what I said a year ago. Sit back and see what happens. Do what I can with what I have, and keep plenty of duct tape and baling wire around to patch it up.

Sales have been pretty good this fall considering the dry weather. Prices for breeding cattle have been strong in most areas, especially where there has been some moisture and feed grown. Calf prices were real good early fall, softened some lately, but still pretty good. Kind of strange how the inventory says everything is in short supply, yet the volatility in the market says another thing. I think that may straighten out after the first of the year when the “funds” get their year end stuff done. Personally, we did send some to the Hereford Feedout because the pencil works, maybe, and we always need to be able to have an honest comparison between ourselves and the rest of the breed and the industry. The Hereford discount is back in a big way, and if we are going to trust and prove the worth of our cattle and the breed as a whole, the only way may be in the finished product. We are also intending to feed some at home for Greater Omaha. That should also be interesting as a comparison. I encourage everyone to try your best to find a way to enhance the value of your cattle. The discounts are not just on Herefords as many smaller lots are also being discounted in the market place. With these good base prices in the industry right now, it may be a good time to try something different than just hauling them to the sale barn.

The weather has been pretty good this fall and most of the harvesting went good. Crops were all over the place for yields, from good to lousy. Mostly ours were lousy! Insurance is good. Hay is short, but may get by if it don’t snow too much. A lot of rough stuff baled in our country. Water is getting to be quite an issue all around the state as stock ponds and wells dry up. Springs in our part of the state that have never quit are going dormant. That’s not all that uncommon except that they usually come back in the winter. Not so this time. I told a fella one day that I am getting old enough now that when I see something I ain’t never seen before it may mean something. Some of these drought things are like that. The drought is still persisting, but we did catch some moisture and are hopeful that is a trend, except of course we don’t need a bunch of snow, you know the hay thing, but then again if we don’t get snow or rain, no grass. Oh yea, I said I wasn’t going to panic! Just wait and see, right? Stop bellyaching! OK. And if it does rain, what are these cattle prices going to do then? Should be a fun and exciting year to live through in 2024. Wow this is fun.

We held our annual meeting for the KHA in Russell again this year and it went well. A good group showed up to do the business of the association and visit about all the stuff mentioned above and a lot more. What a treat to get together and stuff ourselves, do a little business and get caught up. Our board is looking into many different ways of promoting the breed and we shall see how it goes. Technology and social media may come into play on that. I think that could be a good thing. Let us know if you have ideas and it will be thought through and considered. Challenging times along those lines, but I know there is a way.

We started the evening with an invocation by Lynn Geffert that blessed the food, the people



## Kansas Hereford Association News:

in attendance and our vocation and lifestyle. I want to thank Jarrod Gillig and Cargill for helping with acquisition of the brisket for our banquet meal. It was excellent! I for one ate too much for sure. After our meal, we got on with the business. Paula Acheson reported on the happenings of the Kansas Hereford Women and all those ladies do for the breed and Kansas as a whole. They also put on another great silent auction to help fund all of their activities. Michelle Beran then reported on the relationship the KHW has with the Kansas Hereford Queen and the princesses. It has been a busy year for them as well and they have had a big presence at sales, shows, and in Kansas City.

Then came the awards presentation and the awards committee came up with a great slate. Gustafson Herefords, Junction City was honored as the KHA Breeder of the Year. The Gus Gustafson family has been raising Herefords south of Junction City for 5 going on 6 generations, and nothing but Herefords. Commercial breeder of the year also stayed in the Junction City area as Kenny Gfeller was honored as commercial breeder of the Year. Kenny and his wife Deb were in attendance. They also are a straight Hereford outfit and finish out their cattle at home for CHB. Honorary Member went to Kamdyn Moore. Kamdyn passed away this fall and the award was picked up by Darla Moore and Dana (Moore) Pieper. Tony Renollet was honored as the Hereford Friend. Tony has been raising Herefords for his entire life and has been a long time member of the KHA. Greatly deserved. Brandon Oleen was also given a plaque as recognition for his service as President of the KHA.

Brandon Oleen presided over the annual meeting next. Kim Cerny presented the Treasurer's report to the attendees and explained the finances of the KHA. Oliver Beall represented the nominating committee and placed the names of David Jones and Alex Acheson before the membership to replace outgoing board members Brian Coon and Bruce Schlickau. David and Alex were elected. Kim Cerny was re-elected as Treasurer. We then held a very good auction of Directory and Headliner pages and also sold semen certificates very successfully.

This year's annual meeting showed in many ways the generational aspect of an organization. What a tribute to the KHA to see the younger generations move up and take the mantle from the generations that made the KHA a strong organization and a strong proponent and mouthpiece for what is good about the Hereford breed. The value of the relationships formed cannot be quantified, only lived. Always moving forward through good times and not so good times, always improving without giving up long held values and traditions. Good people that will do right by the breed and for each other. I am retiring at the end of 2023. I want to thank everyone for the past 24 years of having the honor to serve such a fine group of people and to promote such a great breed of cattle. I value the relationships I have formed and all the people I have had the opportunity to meet and work with over this time. All these friendships will be valued forever. No regrets. I will still be around, you can count on that, it is just time. Time for someone else to represent the breeders of Kansas and promote Herefords in Kansas and surrounding states. Thank you all for your support and your friendship over the years. And like I've always said, keep bringing in the good ones.



Tom Granzow was presented with a Shoofly print as a thank you for his years as Secretary/Manager of the KHA. Pictured are (l to r)

Dean Davis, Marc Hanson, Nathan Staab, Tom Granzow, Kim Cerny, Mary Granzow, Shelbi Gustafson, Brandon Oleen, and Tyler Schultz.

# JAMISON HEREFORDS

## TOTAL PERFORMANCE BULL SALE

**Fri., Feb. 23, 2024**

Jamison Ranch Sale Center • Quinter, KS

## JAMISON BULLS...

The most powerful, range raised, JA Multi-Trait,  
Performance & Carcass Value bulls yet!

**Selling 110 Bulls**

**18 months &  
2-Year-Olds**

### THE COWMAN'S BREEDING BULL SOURCE...

- ✓ Linebred Line 1
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- ✓ Range-Country Calving Ease
- ✓ Range-Raised (no creep)
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**...BACKED BY THE JAMISON GUARANTEE!**

### HERD BUILDER. TRAIT LEADER SIRES...



**CL 1 DOMINO 386A**

Elite 7-Trait, Cowherd Builder ...Super Dgtrs.  
plus Calving Ease, CHB Grid Value!



**FS ADVANCE 8044F**

Complete Beef Bull! Thick, deep and he  
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**SINCE 1944...**

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CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
1.8	1.9	63	103	0.8	1.3	19.6	40	71	4.5
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
71	1.50	1.60	84	0.111	0.71	0.27	410	503	132

### CLIDOMINO 9108G1ET

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
8.2	3	65	94	0.6	1.3	15.0	25	58	4.2
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
83	1.60	1.70	85	-0.029	0.33	0.18	342	427	136



### FS ADVANCE 0079H

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
5.5	2.4	57	92	0.6	0.9	16.3	30	58	4.5
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
43	1.30	1.40	104	0.111	0.88	0.22	381	461	159

### FS ADVANCE 8044F

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
2.1	1.4	61	88	0.3	1.1	14.3	26	57	0.3
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
91	1.1	1.2	81	0.051	0.39	0.12	328	406	122



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## Gene Editing

No doubt some of you have heard about the recent attempt to allow gene editing in our Assn to take place for the horn/pollled trait. I have also heard the Angus and Red Angus boards are being confronted with making a decision on allowing gene editing also but on other traits. I must commend our board for heeding the canaries in the coal mine and voting no at this time on this issue. Why? Simply put for two major reasons.... unintended consequences and a completely unlevel playing field if incorporated. Unintended consensus..... Holstein allowed the horned polled trait to be incorporated using standardized and approved methods. While it worked to genetically dehorn them thru the gene editing process, they were blindsided by the incorporation of bacterial DNA causing antibiotic resistance. As far as the playing field, the cost of incorporating gene editing into a program is such that it is out of question for all but very small number of the absolutely most well healed of outfits, the AI studs and the genomic companies like Neogen. While the panel on gene editing at the annual meeting refused to answer any questions related to the cost of doing gene editing, a simple search on Google yielded anywhere from 175-250K per calf and that for the most part those embryos were cloned with that bill as well to play this game. Finally, you have to ask yourself, why is there a push for gene editing given the moral and ethical issues that many have brought up in the last several months and why should we be adding another level of genetic complication to be incorporated into our genomic system that many including myself currently feel is hugely inaccurate and problematic at best.

## Delayed Blindness Defect

I must commend the Assn.'s changes to our online registry to reflect any potential carriers in a pedigree when a defect is found. It was put in place coming out of maple syrup and has proven that it works exceedingly well in notifying breeders in a very timely fashion of defect issues they may have in their programs. However, its use during the release of DB was problematic. As it turns out, several older major sires who traced back to the ground zero individual (and who turned out to be hot as well) and are found in the pedigrees of a tremendous number of cattle in this breed today were delayed for some reason in being tested as well as progeny of theirs who were also widely used at the time of its release to the membership. This created a huge number of cattle initially listed as potential carriers that after a couple of weeks were then cleared as those major sires had been tested. For those who had or have fall sales this was a real issue. The Assn has the power and the authority to test any individual that has a DNA profile on file for defects at any time they wish. I strongly encourage the Board to do away with the "gentleman's agreement" of asking the owners of major sires for permission to run them and instead notify them they are going to be run and don't release things till they have been. It would have eliminated a lot of unnecessary heartburn this go-round. As to how many progeny a sire must have to be mandatorily run, that needs looked at to decide for sure, but given the 3 main carriers that had the most impact having sired numerous AI sires and herd bulls, and that next generation of bulls doing the same, it many need to be as low as 100 progeny.

## The Elephant in the Room

As much as I hate to say this though, none of what I have mentioned above really matters in the grand scheme of things. They amount little more than a couple snowflakes in a blizzard. Anyone who watches Superior or sells straight Hereford calves in the sale barn knows exactly what I'm talking about.... \$20-30 cwt discounts on straight Hereford feeder calves and Hereford influence red baldies. You can talk all you want about the things Hereford does better than the other breeds, you can talk all day long it takes a Hereford to make a black baldie, but none of it matters when these discounts happen every day where the overwhelming majority of calves are marketed and how this discount consequently determines a vast number of those operation's breed utilization decisions. Furthermore, how many of that commercial operation's baldie cows are going to see a Hereford bull now or in the future knowing a portion of those cows, if bred back Hereford, will have red white faced calves that are going to be worth \$200-300 less than their black hidied counterparts? Those of us around in '97 for that meeting with Hop and Craig at Denver in the Marriot hotel meeting room after the carload show remember why CHB was created. **To add value and end the discounts on straight Hereford steers. It wasn't to sell black baldies.** Anyone with a lick of cow savvy knows black baldies always have and always will sell themselves for steady or better money. CHB did what it set out to do, the discounts on straight Hereford feeder calves either disappeared or were substantially reduced depending on the part of the country. However some folks in charge forgot that and wanted to go toe to toe with Angus on quality grade and changed CHB specs to essentially mimic CAB specs. Now that that's been done look what's happened to the straight Hereford steer, he's been by and large replaced in CHB with a black baldie and rightfully so considering you have to marble like Angus in our very own branded beef program. While the average Hereford steer generally can go (actually needs to go, the days of select are over) at least low choice, he'll will never hit the equivalent to CAB specs. Additionally, combine that with since those spec changes occurred, our volume of CHB tonnage has fallen like Bud Lights market share. Have you noticed how the annual CHB report used to be given by the number of head going thru but now its lbs. of product? It looks ok to those that don't have much of a background in the meat side of this business, but its smoke and mirrors. If you give the program the benefit of the doubt and say they are only moving the primals (no hamburger, roasts ect) you have roughly 150lbs of product per steer. Grab your old Hereford Journals and a calculator and do the math. Even when you add in Greater Omaha's kill, we've lost the critical mass of demand we fought so hard to gain to end the discounts for a straight Hereford or red hidied Hereford influence feeder steer. Its time to make some hard decisions otherwise Hereford will soon be irrelevant to the commercial man once again within a few short years.

# VJS POLLED HEREFORDS

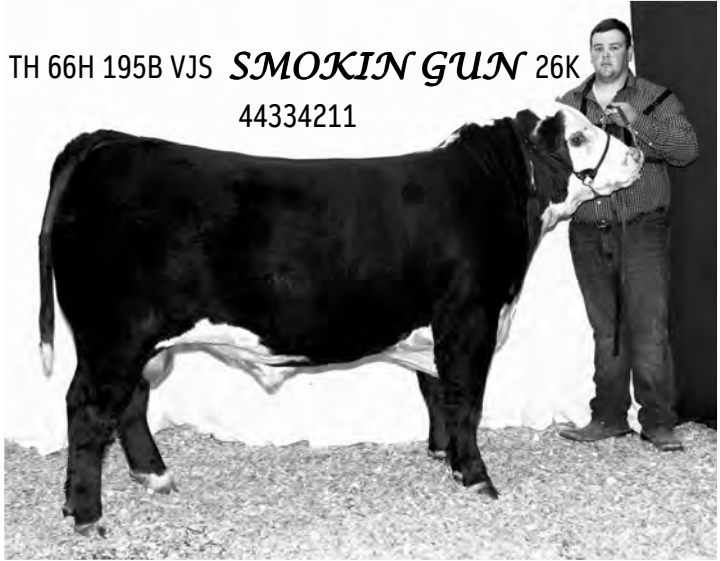
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CE (%)	BW (lb)	WW (lb)	YW (lb)	DMI (lbs)	SC (cm)	SCF (%)	MM (lb)	MG (lb)	MCE (%)
8.1	0.9	59	92	0.7	0.9	20.4	25	55	1.1
MCW (lb)	UDDR (%)	TEAT (%)	CW (lb)	FAT (in)	REA (sq.in)	MARB (deg.)	BMI (\$)	BII (\$)	CHB (\$)
60	1.5	1.4	64	0.071	0.3	0.13	381	463	92

### Other sires include:

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