



HEREFORD **PLUS**

Welcome to the Hereford Plus Program!

If you are receiving this package, you have expressed interest in joining the Hereford Plus program. This program is managed by the Canadian Hereford Association where we recognize that purebred Hereford genetics have been used commercially in many environments because of their adaptability. Using Purebred Hereford genetics in a crossbreeding program yields the best results as Purebred Hereford cattle are truly that – purebred through and through.

The docility, do-ability and adaptability of Hereford genetics will meet the demands of any environment. Stamped with a White Face, buyers know these cattle were bred to perform and exceed expectations. Now, the Canadian Hereford Association will be providing identification and genetic services to producers who are in the market of creating Hereford-influenced breeding replacements for commercial cow herds and feeder cattle.

Hereford Plus participants receive:

- Ability to record the lineage of Hereford Plus animals in participating herds to improve future mating decisions, maintain heterosis and make genetic improvement in commercial cowherds
- Record calving ease, weights, teat and udder scores and carcass data (etc.)
- Online access to Economic indexes and EPDs on Hereford Plus cattle for marketing and breeding selection (steers, heifers and bulls)
- Access to parentage and a variety of genetic tests

Hereford Plus Program Details:

Animal Identification:

- All animals recorded in the Hereford Plus program must be legibly tattooed with herd letters, animal number and birth year letter (ex. ABC 123F)
- No duplication of tattoos between the Registered Hereford herd-book and the Hereford Plus herd-book is allowed, **all tattoos must be unique.**
- Calves born in 2018 and afterwards are eligible to be recorded in the program

Eligibility of Animals

- For animals to be recognized as Hereford Plus, they must meet one of the following criteria for eligibility:

<u>Sire</u>	<u>Dam</u>	<u>Progeny</u>
Registered Purebred Hereford	PB Registered Other Beef* Breed	Hereford Plus ¹
PB Registered Other Beef* Breed	Registered Purebred Hereford	Hereford Plus ¹
Hereford Plus ¹	Registered Purebred Hereford	Hereford Plus ¹
Registered Purebred Hereford	Hereford Plus ¹	Hereford Plus ¹
Hereford Plus ¹	Hereford Plus ¹	Hereford Plus ¹

* Breeds considered to be dairy type will not be an eligible parent of Certified Hereford Plus progeny

¹ Hereford Plus is **NOT** a “breed up” appendix of the Canadian Hereford Registry. Hereford Plus animals will remain within the category of Hereford Plus. There is no method by which to breed these animals up to Purebred Hereford Status

Data Recording Requirements:

- All Hereford Plus participants will be required to take part in Total Herd Enrolment

DNA Requirements:

- **All** Sires are required to have a DNA profile on file at the CHA designated laboratory
- All AI Sires are required to be Sire and Dam verified
- Hereford Plus Donor Dams are required to be genotyped (Sire and Dam verified)
- Hereford Plus ET calves are required to be Sire and Dam verified

At any time, the Canadian Hereford Association may request a spot check on Hereford Plus animals.

Fee Schedule

Fees are planned to be similar to that of the CHA’s Purebred Hereford Fee Schedule, and will be released at the launch of the program.

How to Get Started!

Initially, you'll need to fill out the program participant application that is included in this package. See the Fee Schedule for participant fees.

Cow Herd Inventory & Online data access

In order to start to record your Hereford Plus calves and record their performance data into the system you'll need to set up a cow-herd inventory and be assigned personal online access to your accounts

- Please email Val at the CHA a list or excel file with the following information:
 - Registered Hereford & Other breed Cows:
 - Animal Name
 - Registration Number
 - Tattoo Number
 - Breed
 - Date of Birth

Total Herd Enrolment

Basically, THE (Total Herd Evaluation) is a complete-herd reporting system to evaluate performance traits. Participating in THE provides you with performance reports (adjusted weights, indexes and ranks) and EPDs (run weekly) on your cattle. The cost is \$6.00 per cow each year. Then there are no additional charges to record birth weights, weaning weights, yearling weights or ultrasound data. EPDs are simply the best measure of genetic merit currently available in beef cattle.

The THE program allows you to participate at whichever level meets your individual needs as a purebred breeder. It is a cow-based program - the only requirement is that if you report any weight (ie. birth weights) then you must report (i.e. birth weights) on all calves, not just those you wish to register. You do not have to submit all traits (birth, weaning or yearling) but if you submit "any", then we need that trait for all calves to make the fairest possible comparisons.

To enroll, you just need to let the office know you wish to participate. The first year, you'll need to supply us with a list of the cows to be involved in the Hereford Plus program. Thereafter, the inventory is run each January and is automatically populated with the previous year's cows, unless they are disposed.

After reporting the calves, you have the option to report weaning weights, then yearling weights. Once the data is entered, you can run reports to get the calculated adjustments, ranks & indexes and eventually EPDs.

If you'd like more complex details on EPDs visit the Performance section of our website www.hereford.ca; click on the THE Program and you will be able to see a link to the "2018 EPD Tools, Averages and Trends" document which has in-depth explanation of the EPDs and indexes available.

If you have other specific questions, please contact Val (val@hereford.ca) or call the office toll-free 1-888-836-7242.

Frequently Asked Questions

When will this program begin?

Available now!

When can I start recording cattle into Hereford Plus?

Any 2018 born calves that meet the eligibility criteria (mentioned above) can begin to be recorded into the Hereford Plus program. Cattle born before 2018 cannot be entered into the Hereford Plus program, however they can be parents of Hereford Plus offspring in the future, if they meet the criteria mentioned above.

Can my Hereford Plus animal “breed-up” to Purebred Hereford status?

Hereford Plus is a program to recognize the value of using Hereford genetics in a crossbreeding program. Animals that are recognized as Hereford Plus are crossbred cattle, and therefore, will **NOT** have the ability to breed-up to Purebred Hereford. The Canadian Hereford Constitution outlines the rules of eligibility to the Purebred Herd book. Hereford Plus cattle **do not** meet these requirements, and therefore, will not be admitted into the Canadian Hereford Herd book.

Is my Hereford Plus Participation fee a membership in the Canadian Hereford Association?

Hereford Plus is a program being offered by the Canadian Hereford Association. Participants in the program will need to pay an annual participation fee. This participation fee **is not** a membership in the Canadian Hereford Association. Hereford Plus participants will not have voting rights at provincial or national Annual meetings as they are not members of the Association as per the Canadian Hereford Association’s definition of membership in the CHA Constitution.