

2026 HEREFORD HANDBOOK

A RESOURCE GUIDE FOR THE CANADIAN HEREFORD ASSOCIATION MEMBERSHIP



Canadian Hereford Association

Directors

VISION STATEMENT

To develop Hereford as the leading profit oriented, efficiency breed in Canada.

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BETTER YOUR BEEF HEREFORD

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Unsure who to contact?

**Feel free to call the office at
403-275-2662
or email info@hereford.ca
and the Member Services team
will be happy to assist!**

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T2E 6V1**

Office Phone

403-275-2662

Office Fax

403-295-1333

Registrations

Applying to Register

Your membership must be paid to register an animal. There are a few different ways to register your calves, depending on if you are part of the THE Performance Program or not and your level of comfort with technology. You have the option of registering using paper registration applications or by using our CHA Online registration system.

Paper

If you would prefer to write or type out your registration applications, the registry staff can send you forms to record the animals' information. If you are part of the performance program, a copy of your female inventory will be sent to you at the beginning of the year.

Online

If you are interested in trying the CHA Online system, please email info@hereford.ca to request access and we will contact you to confirm that you have active, registered animals in your name, a valid email address, and a credit card kept on account for any charges. Once that information has been provided we will send you log in information as well as instructions.

The following information is required for registrations regardless of whether you are part of the THE program or registration only:

Name - must be 30 characters or less including spaces. Must start with the owner's registered prefix if applicable and end with the tattoo serial number and year letter.

Tattoo

Date of Birth

Sire and Dam Identification

Type of breeding - natural service or AI

Breeding date for AI matings is mandatory – If using a semen certificate sire, a certificate must be released to you by the authorized agent or owner to complete registration.

Sex

Number in birth - if the animal is a twin this must be recorded along with the twin's sex.

Horned or Polled

NOTE

For THE program registrations, you will also need to provide the Calving Ease Score and Birth Weight for all recorded calves, even if you do not plan to register the animals.

Tattooing Animals

As part of your CHA membership, you are assigned tattoo letters for your exclusive use. All calves must be tattooed in the right ear before 6 months of age with the tattoo letters of the owner or lessee of the dam at the time of birth as well as an individual serial number that is 1 to 4 digits and a year letter. For example, if your assigned tattoo letters are AOK and the calf was born in 2026, the tattoo would read “AOK 1P”. A chart with the year letters is included below for your reference. Each tattoo must be unique and cannot include any extra characters or symbols. If you notice an error, please do not re-tattoo the animal without first contacting the office. The registry staff will send you a permission to re-tattoo form that will add a disclaimer to the animal’s registration paper to show the discrepancy between the physical tattoo and the registered tattoo.



Year Letters

2024 – M	2025 – N	2026 – P	2027 – R
2028 – S	2029 – T	2030 – U	2031 – W
2032 – X	2033 – Y	2034 – Z	2035 – A

Fees

For a full list of fees visit hereford.ca



Memberships

Memberships are renewed annually in January. For Annual and Next Gen members this is done automatically, and the fee will either be charged to the credit card we have on file or an invoice will be sent to you for payment by cheque or e-transfer.

Annual Memberships	180.00 + tax annually
Next Gen Memberships	75.00 + tax annually
Junior Memberships	35.00 + tax annually

Record Keeping

It is very important that your individual herd records be kept up to date and maintained with complete accuracy indefinitely. **Clear and accurate records will also help you out when it comes time to register your calves.**

Article 13, Section 2 of the CHA Constitution states:

- a. "There shall be kept by each breeder a record containing full particulars of his breeding operations."
- b. "This record shall, at all times, be open to the inspection of officials of this Association and officials of the Department of Agriculture for Canada."

There are multiple ways in which to keep your records depending on your operational requirements. You can use a notebook, calendar, or spreadsheet and the Canadian Hereford Association produces a Pocket Herd Book which you may request from the office free of charge. Just remember that you must keep a copy of these records indefinitely as the registry may request a copy at any time for any reason, such as spot tests.

The CHA automatically selects every 500th male and every 1,000th female registered for a spot test to help preserve the integrity of the herd book. You will need to submit a hair sample on the animal as well as its dam for parentage testing and a copy of your breeding and calving records will need to be forwarded to the Association. There is no charge for this spot test, it is an automatic process, and is not a reflection of your farm management practices.

Registrations

Registration fees are calculated based on the time between the date of birth and the date you apply to register the animal, either in office or through the online registry system.

Under 6 Months of age – 30.00 + tax

6-12 Months of age – 45.00 + tax

12-18 Months of age – 70.00 + tax

18-30 Months of age – 150.00 + tax

30 Months of age and older – 250.00 + tax

and requires parentage testing at an additional cost.

Transfer Fees

Transfer fees are calculated based on the time between the sale date of the transfer the date the transfer application is submitted to the office.

Within 6 months of the date sold – 20.00 + tax.

After 6 months from the date sold – 40.00 + tax.

Genetic Conditions & Testing

All animals with a CHA standard test are also tested for 5 mandatory genetic conditions. There is also optional testing available for 2 genetic conditions for an extra fee.

These genetic conditions are recessive, meaning that an animal must have received the gene from both parents in order to be affected. Animals with only one copy of the gene are carriers and will not display symptoms but have a 50% chance of passing the gene on to their offspring. Mating carriers to non-carriers will reduce risk of transmitting these conditions to subsequent generations.

Mandatory Conditions

Hypotrichosis (HY) - non-lethal

Partial to almost complete lack of hair. Affected calves are often born with very short, fine, kinky hair that may fall out leaving bare spots or areas particularly susceptible to rubbing. The condition may vary in expression as the animal matures and is usually less noticeable in older animals. The haircoat color will sometimes appear frosted or silverish. Tail switch may be underdeveloped.

Idiopathic Epilepsy (IE) - non-lethal

The age of onset can vary from birth to several months of age. Upon initial onset of seizure episodes individuals will typically lie on their side with all limbs extended in a rigid state. Manual flexing of the limbs is possible, but return to the extended position occurs after release. Seizure episodes may last from several minutes to more than an hour.

Diluter (DL) - non-lethal

The dilution gene causes cattle with a black coat colour to be diluted to grey and red coats to be diluted to yellow. Can also result in rat-tailed calves that have short, curly, and sometimes sparse hair and lack normal tail switch development.

Maple Syrup Urine Disease (MSUD) — lethal

Calves are typically born without symptoms but by 2-4 days of age become slow, dull and eventually recumbent. The calves will often throw their heads back, lying on their side unable to rise. These calves may have some swelling of the brain at autopsy, but diagnosis requires laboratory investigation. The calves have a defect in an enzyme that breaks down complex amino acids in the diet and the buildup of these in the body creates the urine odor and brain damage.



Optional Conditions

Mandibulofacial Dysostosis (MD) – lethal

The anatomic features overlap with a variety of other facial defects and can include cleft palate, brachygnathia (short jaw) and campygnathia (crooked jaw or face). The unique and consistent hallmarks of the condition include unusual bilateral skin tags just behind the corner of the mouth. These tags are attached to an unusual bone formation. There may be additional skin tags near and/or below the ears. A ridge of Meckel's cartilage, a structure usually present only during embryonic development, is retained in these calves and attaches to the skin tag. This cartilage is encased in bone as it is followed from the skin tag toward the base of the ear. This bone attaches specifically to the zygomatic process of the temporal bone (just above the articulation of the jaw). The calves' ears are sometimes slightly small and floppy. Muscles of the jaw are underdeveloped, and calves may have an elongate oral opening appearing as an exaggerated smile. The nursing reflex is present, but nursing is not vigorous. Calves with the additional cleft palate, severely shortened or crooked jaws are debilitated in ability to nurse. Calves with the defect are live born but are not able to thrive.

Delayed Blindness (DB) - non-lethal

Cattle affected by DB are not born blind but vision loss is noticeable near or just after one year of age. Initial clinical signs may include the animal having difficulty navigating their surroundings, bumping into stationary objects, and slowly navigating unfamiliar terrain. These cattle will also lack a menace responsive (reaction to something being moved toward the eye). Cattle are remarkable at adapting; if in a stable environment vision loss may be severe when first noticed. Unless secondarily injured, the eye appears normal to the casual observer. A detailed ophthalmologic evaluation of the retina in the back of the eye can confirm retinal degeneration. Diagnosis can also be established by genetic testing.



Horned/Polled Testing

Because the polled condition is a dominant trait, some polled animals can be heterozygous and carry only one copy of the polled gene and one copy of the horned gene. Heterozygous polled animals will on average pass on the horned gene to half of their progeny. Scurs, which are horn-like, are controlled by a different set of genes and can occur on polled bulls. Horned animals will generally always be homozygous, meaning they carry two copies of the horned gene and do not require testing.

Multi-sire Pastures

If you run multiple bulls with your females, there is an option to do a CHA Non-Standard test to confirm the sire of the resulting calves. Contact the office to set these tests up.



Submitting Samples for Testing

You can submit hair, semen, or TSU samples for genetic testing. An animal does not need to be registered but must be recorded in the registry to do genetic testing. You'll receive a form with a barcode specific to the animal that you will submit with the sample to the lab that also includes detailed instructions and the mailing address for the lab.

TSUs are tissue samples that are extracted from the ear using a special gun and sample tubes. The samples can be stored at room temperature for up to a year and then indefinitely in a deep freezer, just keep them away from direct sunlight, heat and don't allow frozen samples to defrost and refreeze. You can order TSU kits from Neogen. Contact the office for more information.

Hair samples are generally pulled from the tail switch. Hair must be clean and dry and have the root attached. Do not cut the hair but pull it evenly and directly away from the tail so that it does not break. You'll need a minimum of 80 hairs.

Semen straws can be used for testing, just tape them to the test form the same way you would a hair sample.

Keep in mind that hair samples can be stored indefinitely in individual paper envelopes with the animal's identification written on the envelope and placed in a dry, dark place such as a filing cabinet. Do not store samples in plastic bags or in the fridge or freezer as moisture can cause the DNA to degrade. These stored samples can save a lot of headaches in the future.

Animal Transfers

Transfers are currently only done in office but can be submitted to the office in a few different ways:

1. In writing via email to info@hereford.ca, make sure to include the buyer's name and address plus the sale date and identify the animal by at least two of the following:

- Complete Tattoo
- Animal Name
- Registration #

2. Using the blank Transfer Application form found on our website.

3. Using the transfer application on the back of the registration certificate, making sure the animal's information (tattoo, name, registration number) are included in the scan. The new registration certificates include this information pre-printed on the back, but for older papers you will need to write the animal's information by hand.

The following information is required to transfer an animal:

- Sale date
- Buyer name and address
- Seller's signature (not required for transfers submitted in writing by email)
- For females, please send any relevant breeding information including the type of breeding, the bull's identification and the breeding dates.



The Total Herd Evaluation (THE) program is a complete herd reporting system to evaluate performance traits. Participants receive performance reports including adjusted weights, indexes, ranks, and Expected Progeny Differences (EPDs).

The THE program is cow-based, using an inventory of your active females that are of calving age. You pay a \$7.00+tax annual fee for each female in your inventory, which then allows you to record and register their calves and report traits. Calf registration fees are an additional cost which is calculated based off their birthdate at time of registration. There is no additional fee to report traits and the only requirement for reporting traits is that if any weight is reported, then it must be reported on all calves including those that won't be registered to make the fairest and most accurate comparisons possible.

You do not have to register every calf or record every trait, but it is recommended that you record your entire calf crop for that specific trait to ensure the most accurate EPD results.

For more in-depth information on the THE program or any questions, please check out www.hereford.ca or contact the Performance Program Administrator Val Wells at val@hereford.ca or 403-275-2662.

Importing & Exporting

Live Animals / Semen

For genetics to be imported into Canada and registered with the CHA, all animals must be registered with the herd book in their country of origin. The owner registering the animal with the CHA must complete a Foreign Animal Registration Application form and provide a copy of the foreign Certificate of Registration as well as an import date and service information for bred females.

The CHA highly recommends doing DNA parentage testing on imported embryo animals (if not already completed), to ensure that the parentage is correct and that you do not run into problems in the future, as it may be difficult to contact the foreign breeder for information.

Importing Embryos (frozen or implanted in recipient)

Imported embryos may be registered with the CHA provided the owner of the embryos provides a completed embryo transfer report and the following documentation from the foreign registry office:

- Copies of the parents' DNA records
- Copies of the parents' registration certificates

All Embryo calves born in Canada will require a CHA Standard Test completed to confirm parentage and complete registration in Canada.

Exported Animals/Genetics

The CHA will provide the following information for animals/genetics exported to World Hereford Council member countries upon receipt of a completed Embryo Export Documentation Release Form:

- Copies of the registration certificates
- 5 generation pedigrees
- Copy of DNA reports
- Confirmation of sale of embryo to foreign purchaser

Please be advised that foreign associations may have different requirements than the CHA regarding DNA testing and carrier status for genetic conditions that may necessitate additional genetic testing.

Advertising Messages

It's time to better your beef, and better your business, with the tried and true benefit of Hereford.

Better Returns with Hereford Crossbreeding

Better Calves start with better mothers.

Better built for Canadian winters

What can you do?

Incorporate key messages in your marketing plan.

Use Better Your Beef logos.
Find them at hereford.ca

Use #betteryourbeef on your Twitter and Instagram posts.

Make strategic breeding decisions to increase carcass merit and feed efficiency.

Support our youth and young breeders.

**BETTER
YOUR BEEF
HEREFORD**

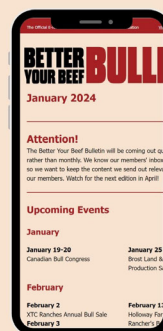
DIGITAL MARKETING OPPORTUNITIES



@canadianherefordassociation



hereford.ca



Better Your
Beef Bulletin

Social Media Ad	\$25 (1 platform)
Sale Catalogue Post (website & social media)	\$200
Website Advertisement	\$500 (1 yr.)
E-Newsletter Advertisement	\$50 (1 edition)

THE CANADIAN HEREFORD *Digest*

Important Dates

ISSUE	AD INFO TO CHA	CAMERA READY
AUGUST 2026	JUL 6	JUL 13
OCTOBER 2026	SEP 1	SEP 8
JANUARY 2027	DEC 4	DEC 11

The *Canadian Hereford Digest* magazine is the official voice of the Canadian Hereford Association. It is published four times per year in January, March, August and October.

Magazine subscriptions are available to non-members. Subscription rates are:

- Canada \$50
- USA \$60 CDN
- International \$65 CDN

What You Can Expect From Us

We would be happy to design your ad but please get your photos and ad information to us by the deadline so we have time to complete your ad and make any necessary revisions. The camera ready deadline is only for ads sent by another graphic designer and are print ready.

Circulation

- 3,500+ to all CHA members and commercial operations that purchased a Hereford in the past 3 years.
- 350 to auction markets across Canada
- 110 to feedlots across Canada

Digest Online

- Average views per issue 1,633
- Average page views 94 K

FULL PAGE

8.25" X 10.75"

Bleed .25"

***Live Area: 7.25" x
9.75"***

HALF PAGE

7.25" X 4.65"

NO Bleed

Landscape only

QUARTER PAGE

3.47" X 4.65"

NO Bleed

Vertical only

QUICK REFERENCE

2.125" X 1.15"

FOR MORE INFORMATION:

Call Emma Cross

403-909-8410

emma@hereford.ca



The Breed Strategy

VISION STATEMENT

To develop Hereford as the leading profit oriented, efficiency breed in Canada.

MISSION STATEMENT

The CHA is committed to increase the demand for Hereford, Hereford genetics and Hereford influenced cattle with genetic evaluation programs and marketing strategies that enhance the acceptance of the breed.

Must Win Battles

1. Empower breeders to commit to a coherent and consistent strategy
2. Be a maternal ingredient for productive crossbreeding programs
3. Affirm Hereford as the most cost-efficient beef breed
4. Improve Hereford's influence in producing a quality carcass
5. Dispel the image of Hereford as yesterday's breed
6. Connect as a breed of choice for upcoming generations of cattle producers



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