



Canadian Hereford Association Mark of Excellence Regulations

Effective January 1, 2026

Mark of Excellence Program

The Mark of Excellence (MOE) Program encourages and promotes producer networking, education, and genetic improvement of Hereford cattle:

- Maintaining standardized competition in Canadian Hereford shows.
- Assisting event organizers and Hereford Show Committees with promotion of MOE Shows.
- Recognizing outstanding animals and exhibitors.
- Oversight from the Canadian Hereford Association

National and MOE Shows:

- There are four National Shows: The National Show generally held at Agribition. The Eastern National in Ontario, Quebec or the Maritimes; the Western National in BC, Alberta or Manitoba; the Junior National at Bonanza. The National Show may rotate from Agribition to the Royal Winter Fair approximately every 5 years or to any other MOE Show upon request and approval from the CHA Board of Directors a minimum of one year in advance.
- The Western National is generally held at Farmfair International, however if a western Canadian Hereford show wishes to host the Western National, the Provincial Association must apply to the CHA in writing, with a minimum of one year of advanced notice to be considered for hosting the Western National Hereford Show.
- The Eastern National is generally held at the Royal Winter Fair, however if an eastern Canadian Hereford show wishes to host the Eastern National, the Provincial Association must apply to the CHA in writing, with a minimum of one year of advanced notice to be considered for hosting the Eastern National Hereford Show.
- The Open Show at the Canadian Junior Hereford Bonanza is the Junior National and is a designated MOE Show. Consideration for different class structure and awards will be given due to logistics of participation of Junior Members. The selection of host provinces for Bonanza is made by the National Council of the Canadian Junior Hereford Association and is designated a minimum of three (3) years in advance.
- Provincial Associations may nominate as many MOE shows as they chose, provided they do so prior to February 1, for approval by the CHA Board. Once a show is approved, it remains a MOE show until it is removed.

MOE Show Regulations:

- The CHA oversees the administration of the MOE Show program through the CHA Marketing & Communication Committee. These regulations are reviewed and approved annually by the CHA Board of Directors.
- All regulations are in place to enhance the show and provide breeders with an opportunity to display their product at a standardized, high caliber show at both the local and national level.
- To participate in a CHA MOE Show, all owner(s) and the exhibitor must be a member in good standing of their respective national Hereford association within their country of origin. Youth of Junior age are excluded from this rule with the exception of Bonanza where their respective Junior Membership in the CHA must be paid on or before the time of processing at Bonanza. The MOE

show chair can request an up-to-date membership list from the CHA with a minimum of one week's notice.

Separate Horned, Polled and Hereford Influence Shows:

- a. To have a show with separate horned and polled classes, 45 head of each type (horned and polled) must be entered.
- b. Hereford Influence animals are distinct and not considered purebred and as such are not eligible for MOE points or awards. However, event organizers are encouraged to have separate classes and awards for Hereford Plus and Hereford Influence animals.

Dress Code:

- a. The CHA requires that all exhibitors at MOE Shows wear a 'Hereford Red' show vest or top. Official apparel may be available from the CHA or Provincial Associations. During group classes, only the exhibitor displaying the show number must wear a red vest. It is at the discretion of the organizing committee to have a specific apparel requirement.

Responsibilities of Show Committee:

- a. A Show Chair shall be designated for each MOE Show. The Chair is responsible for carrying out the requirements and regulations of MOE Shows. Ensuring event organizers, exhibitors, and those involved are aware of all responsibilities for the show. The Show Chair provides a liaison between the CHA, the Provincial Association, and the event organizers. The respective Provincial Association designates the Show Chair for all MOE Shows.
- b. Expected Progeny Differences (EPDs) may be given to the judges at any MOE show, at the discretion of the show committee. The use of EPD and other data is at the discretion of the Judge.
- c. Stall cards and templates for local printing are available from the CHA.
- d. The weighing of bulls and females, scrotal measurements on bulls over one year of age, and the requirement to display the information on stall cards is at the discretion of the show organizing committee. However, it is strongly recommended by the CHA to provide this information at all MOE National Shows.
- e. It is Mandatory for tattoos to be checked to be accurate and legible. Registration status must be verified to be completed at time of processing of all MOE shows. No Exceptions.
- f. Animal Eligibility: The show committee must verify that animals exhibited by Canadians are registered in the Canadian Hereford Association Herdbook, regardless of the animal's place of birth. International exhibitors' animals may be registered in the Canadian Hereford Association Herdbook or be registered with a member Association of the World Hereford Council; and must be eligible for registration in the Canadian Hereford Association Herdbook as determined by the CHA Executive Director. 'Unregistered' or 'Pending' animals whether domestic or foreign cannot exhibit at a MOE Show.
- g. All CFIA regulations under the Health of Animals Act must be followed at the direction of the event organizers (Eg: Agribition, Royal Winter Fair, Farmfair, Manitoba Ag Ex, Alberta Showcase).
- h. Banners (or other Awards) are to be presented to the two Grand Champions (Bull & Female), the two Reserve Grand Champions (Bull & female), and for Premier Breeder, Premier Exhibitor, and Sire of the Show. The cost of the awards is to be assumed by the Provincial Association or sponsors.

- i. All animals shown, including calves, must be registered by the time of processing at the show. The animal must be displayed on the CHA online animal inquiry as registered or be accompanied by a copy of their registration certificate. 'Unregistered' or 'Pending' animals, whether domestic or foreign, cannot be accepted for entry into a MOE Show. All animals' tattoos must be checked to verify that they are legible and correspond to the animal's Certificate of Registration and the show catalogue. All irregularities are to be reported to the CHA by the Show Chair. If an animal does not have a tattoo at processing, the breeder has the option to remove the animal from the show or fix the irregularity with the CHA and pay the \$100 re-tattooing fee. The animal must be tattooed, re-tattooed, registration confirmed, and the fees paid prior to showing.
- j. Complete show results listing name and registration number of animal, exhibitor and breeder are to be forwarded on the approved digital template to the Canadian Hereford Association (info@hereford.ca) within 30 days from the date of the show. It is required that animal registration numbers be included in the show results. This information will be used to publish show results in the Canadian Hereford Digest or other platforms.

Responsibilities of the Exhibition/Fair Boards:

- a. Exhibition and fair boards are responsible for the process of entering livestock, collecting entry fees, and will maintain their own rules and regulations for participating in their event that may supersede MOE regulations.
- b. Show book or catalogue must list the breeders and exhibitors as well as show numbers, each animal's name, registration number, tattoo, sire and dam. All entries are to be listed from youngest to oldest in each class.

Show Classes:

- a. Classes may be divided into two or more classes after entries close. Age splits and class splits will be left to the discretion of the organizing committee but should follow recognized formats and standards.
- b. The order in which female classes show is at the discretion of the show committee. This references whether heifer calves or cow/calves show first. If no direction is provided or consensus reached, heifer calves will show first.
- c. Two-year-Old and Cow/Calf Classes: The female must have her own natural current year's calf at foot, and the pair is to be shown as a unit. The calf does not accumulate MOE Show points for itself.
- d. Get-Of-Sire Class: This class must be offered. This is a group of three animals from the same sire, both sexes represented, with at least one animal owned by the exhibitor. All animals must have been shown in previous classes, limited to one entry per exhibitor.
- e. Breeder's Herd Class: A group of four animals bred by the exhibitor. Both sexes must be represented and shown in previous classes. A minimum of one of the four animals must be owned by the exhibitor. A cow-calf pair is one female unit and cannot be split to make another unit in the class. A bull calf can be one unit in the Breeder's Herd class, but then his mother cannot be entered in the class.
- f. Current Year Calf Class: Must be provided at all shows held between August 1 and December 31. The calf is eligible to show in the Grand and Reserve Grand Champion Class.
- g. A current year heifer calf can be entered two ways; current year calf class and pair class. Depending on the show order, heifer calves that win the honour of Champion or Reserve Champion heifer calf may not be shown as a pair; or heifer calves on a Champion or Reserve Senior Champion cow may not be shown individually in the heifer calf class. A bull calf can be shown both ways.
- h. Bull Classes shall be offered for current year bull calves, yearling bulls, and mature 2-year-old bulls. A show committee may also offer classes for bulls over 2 years of age. All bulls 12 months and older require a nose lead and ring to be shown at an MOE Show.

Premier Breeder and Premier Exhibitor:

- a. Premier Breeder and Premier Exhibitor awards are calculated as follows:

Placings: 1st 2nd 3rd 4th 5th 6th 7th

Points: 7 6 5 4 3 2 1

- b. Total points are calculated on the top 6 animals shown by the exhibitor in the single classes.
- c. Premier Breeder is an award presented to the individual or company (as recorded on the Certificate of Registration) who are identified as the breeder of an animal which accumulates the highest total points based on their highest six (6) placings in the individual classes.
- d. To be eligible for the Premier Breeder Award, the breeder must exhibit at the show.
- e. Qualification for this award is based on Canadian rules that specify all owners at the time of conception are the breeders of the animal.
- f. Premier Exhibitor is an award presented to the owner/ exhibitor with the most total points for animals owned and shown based on their highest six (6) placings in the individual classes.
- g. All animals accumulating points for this award must be the entries of one breeding unit.
- h. The exhibitor is defined as the person whose name appears on the Certificate of Registration or on the CHA online animal inquiry as owner or partner, who pays the entry fee, and has the animal in their show string.
- i. In the event of a tie for Premier Breeder and Premier Exhibitor, the breeder/exhibitor with the highest placing in the Breeder’s Herd class will be declared the winner.

Sire of the Show:

- a. Sire of the Show award is calculated as follows:

Placings: 1st 2nd 3rd 4th 5th 6th 7th

Points: 7 6 5 4 3 2 1

- b. Total points are calculated on the top 6 progeny of a given sire shown in the single classes.
- c. Sire of the show is an award that is presented at the National Hereford shows to the individual or company (as recorded on the Certificate of Registration) as the breeder of the bull who sired the animals that accumulate the highest total points based on their highest seven placings in the individual classes.
- d. This award is optional for all shows at the discretion of the show committee.
- e. Both animals in a cow-calf pair can accumulate points toward a given sire, however these animals can only receive points once. If the cow and calf are shown separately each animal is awarded points respective of its highest placing.
- f. In the event of a tie for Sire of the Show, the sire with the highest placings in the individual classes will be awarded Sire of the Show.
- g. Points are to be awarded as follows:
- h. The sire of each Division Champion (2 points), Reserve Division Champion (1point). If this does not break the tie, then the sire of each Grand Champion (4 points) and the Reserve Grand Champion (3 points).

Unethical Fitting and Tampering with Livestock: The Canadian Hereford Association supports a generally accepted code of show ring ethics. The welfare of animals, our members, and the seedstock industry is important and cannot be jeopardized by unethical tactics of a few.

- a. Unethical fitting is deemed to consist of the following practises:
 - i. Surgical or injection of foreign material under the skin, into the flesh, or internal organs of an animal to change the natural contour, conformation, or appearance of an animal. Foreign material may include air, oil, chemicals, fat, or any other substance deemed foreign by the CHA.
 - ii. The off label use of veterinary or other medical products without veterinary approval.
 - iii. Balancing the udder by artificial means.
 - iv. The use of dyes, paint or other artificial colouring to alter an animal’s natural and true colour (Eg: Covering up line backs or excess white areas).
- b. Acceptable practises approved for fitting cattle for show include:
 - i. Clipping of hair, trimming of hooves, dehorning, removal of ancillary teats, and attachment of artificial switches.
- c. The CHA will determine appropriate measures for non-compliance on a case-by-case basis but may include loss of CHA membership privileges for owner and exhibitor of tampered animal, as well as other legal action under Canadian and/or Provincial Law.

Non-Halterd MOE Show Regulations (NOHMOE):

- a. The existing MOE Show regulations will apply for any non-halter shows, with the following exceptions:
 - a. There are no restrictions on showing Horned, Polled or Hereford Plus animals either together or separate. This rule is optional regardless of number of entries and at the discretion of the show committee.
 - b. Exhibitors are encouraged to wear the red Hereford show apparel, but this rule is optional.
 - c. Show Sheets versus a Show Catalogue of entries is acceptable as information for exhibitors and observers.
 - d. Clipping of animals is optional.
- a. A NOHMOE is not required to offer all the classes listed in the existing MOE Show regulations but must offer Breeder’s Herd to break ties.

MOE Show Points Table

- a. The following table is used by the CHA to calculate show points and for various award and recognition programs.
- b. All points are issued subject to MOE regulations and the discretion of the CHA staff.
- c. Class Splits will be counted as classes and awarded points.
- d. Hereford animals that win a Supreme Championship at the Royal Winter Fair, Farmfair International or Canadian Western Agribition may be awarded 5 bonus points.

Show Size	Individual Class/Split Placing					Grand Champion	Reserve Champion
	1st	2nd	3rd	4th	5th		
National	10	9	8	7	6	10	5
Regional	5	4	3	2	1	5	3