

# American Hereford Association Country Report 15<sup>th</sup> World Hereford Conference

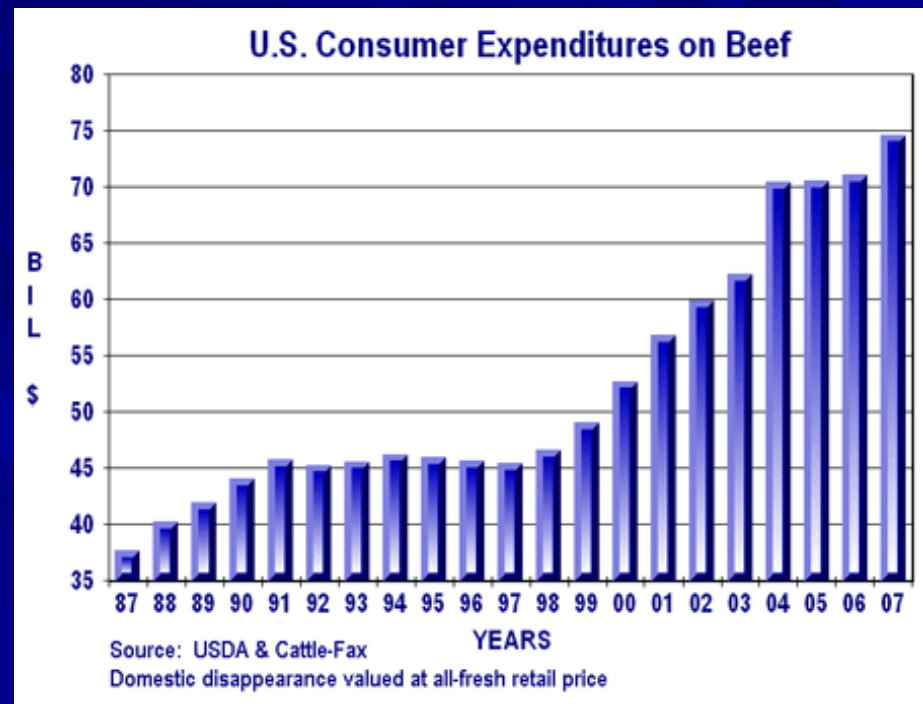


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# American Beef Industry Trends & Statistics

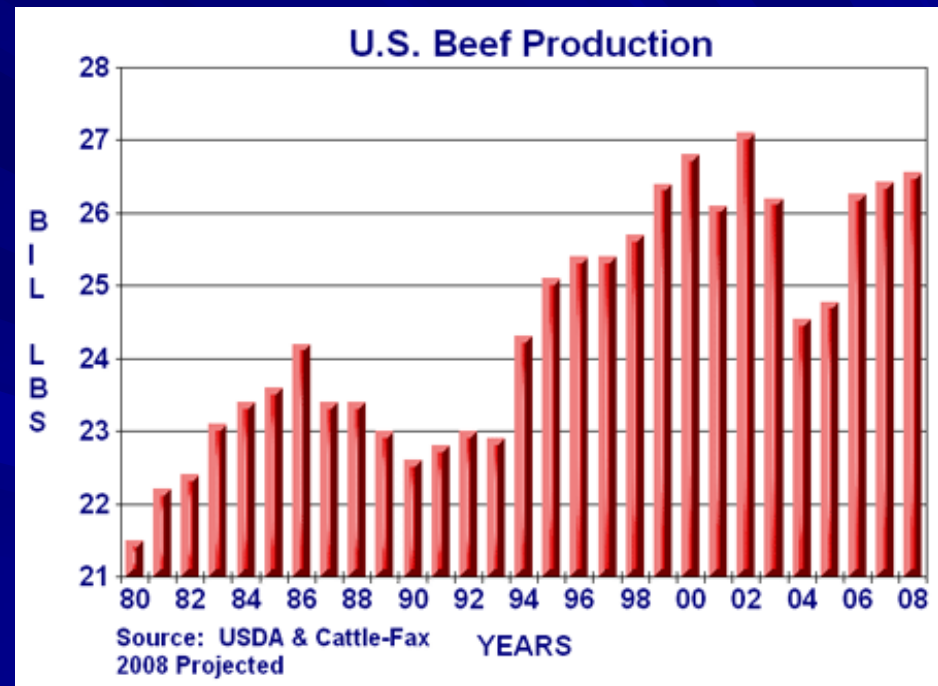
- Strong Domestic Demand
- Rebuilding Export Trade for US Beef
- 96.6 Million Cows Including Beef and Dairy cows and calves
- Total Beef Cows 33.3 Million/28 Million calves
- Adapting to Global Economic Pressures

# US Beef Prices and Beef Consumption Increase



**\$74.6 Billion US in 2007**

# Beef Production on Rise as Cow Number Decline



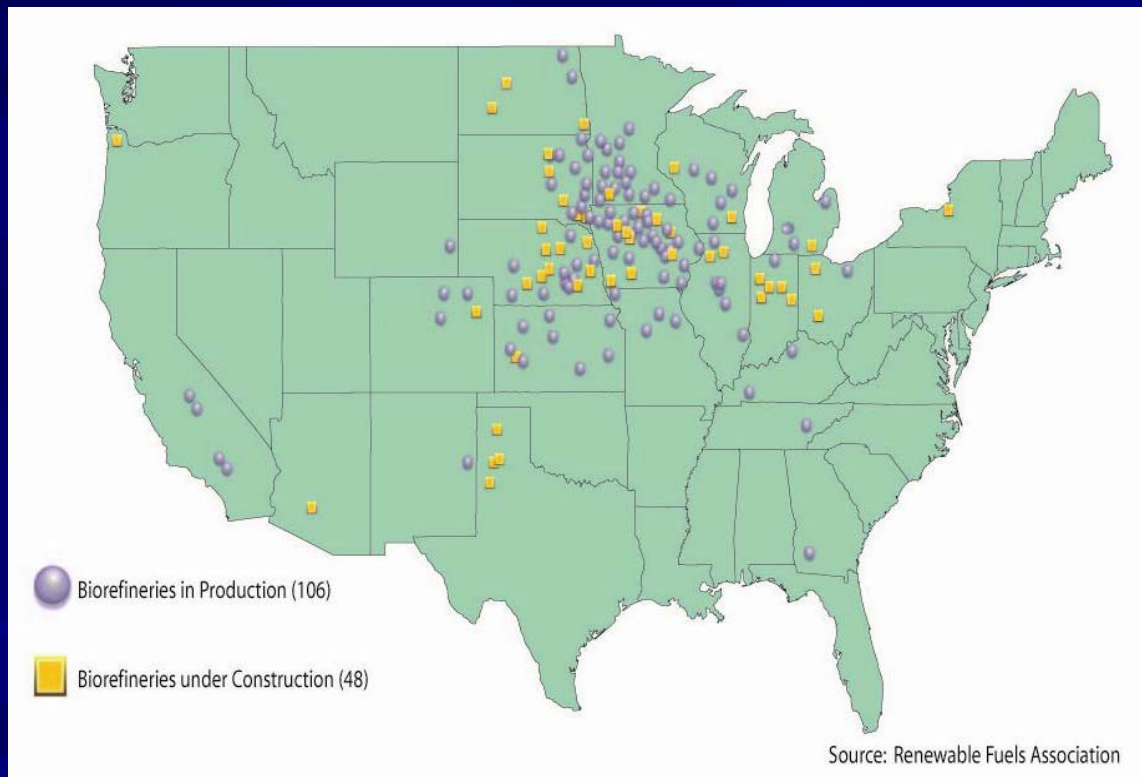
# Input Challenges

- Record global oil prices
- 300% increase in fertilizer cost the last three years
- Record high prices for commodity grains





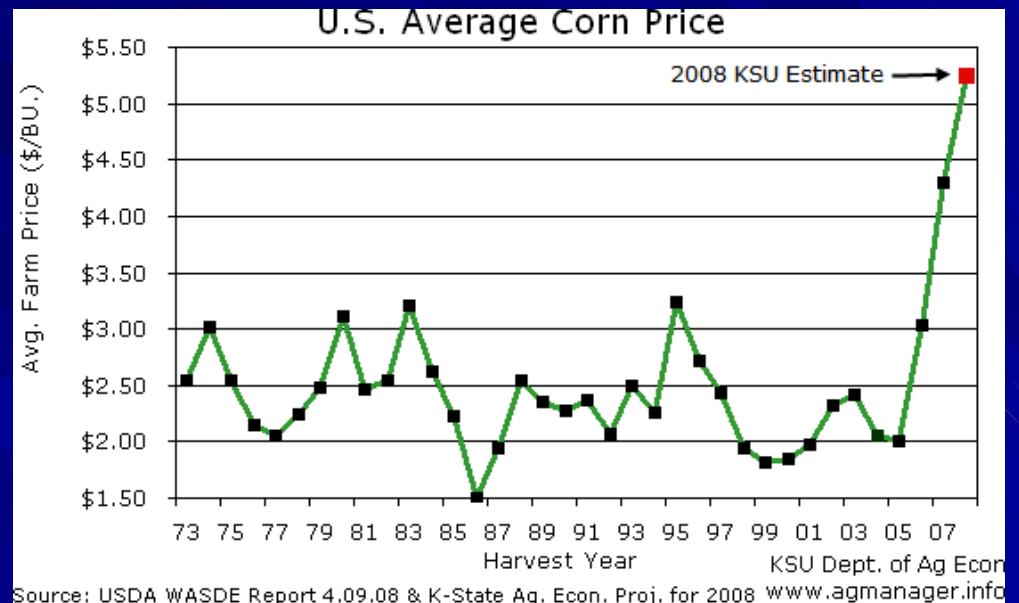
# Food, Feed, or Fuel



# US Average Corn Price 1973-2008

## ■ Percent of US corn crop directed to ethanol

- 2006....20%
- 2007....23%
- 2008....33%
- 2009....34%



# Positioning Hereford In a Beef Industry Gone Black

- 45 different USDA Certified Angus Beef programs
- Fast-food restaurants herd Angus beef burgers onto menu
  - USA Today
- Pet food made with Angus Beef.



# Dog Food ?





**THE POWER OF BLACK.  
ONLY BETTER.**

**HEREFORDS — THE EFFICIENCY EXPERTS**  
 Adding Hereford genetics to your herd makes perfect business sense in a cost-driven economy. Excellent conversion, hardness, fertility, longevity and even disposition can help reduce input costs. These Hereford efficiencies are ideal for your herd, your business and your plans for the future. Low-maintenance cattle, long-term profit. Now that's power.

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**MORE EFFICIENT  
MEANS  
MORE HEREFORD.**

**HEREFORD — MAKING BLACK BETTER.**

For efficiency and profitability, nothing gets you there faster than Hereford. Hereford characteristics, such as gain and feed conversion, show a \$78 advantage per head over Angus-sired calves from start to finish\*. Ideal for your herd and for the future of your business, adding Hereford gives you the power to become more profitable.

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\*Preliminary findings from 2007 California State University study in cooperation with Long Livestock, Harris Feeding Co., and Harris Ranch Beef Co., "Impacts of Crossbreeding Profitability in Yearlingly Coordinated Beef Industry Marketing Systems." Visit [hereford.org](http://hereford.org) and click on the "Nutrition Report" tab or contact David Minkhoff, AHA Director of Communications at [dsmink@hereford.org](mailto:dsmink@hereford.org) for more information.

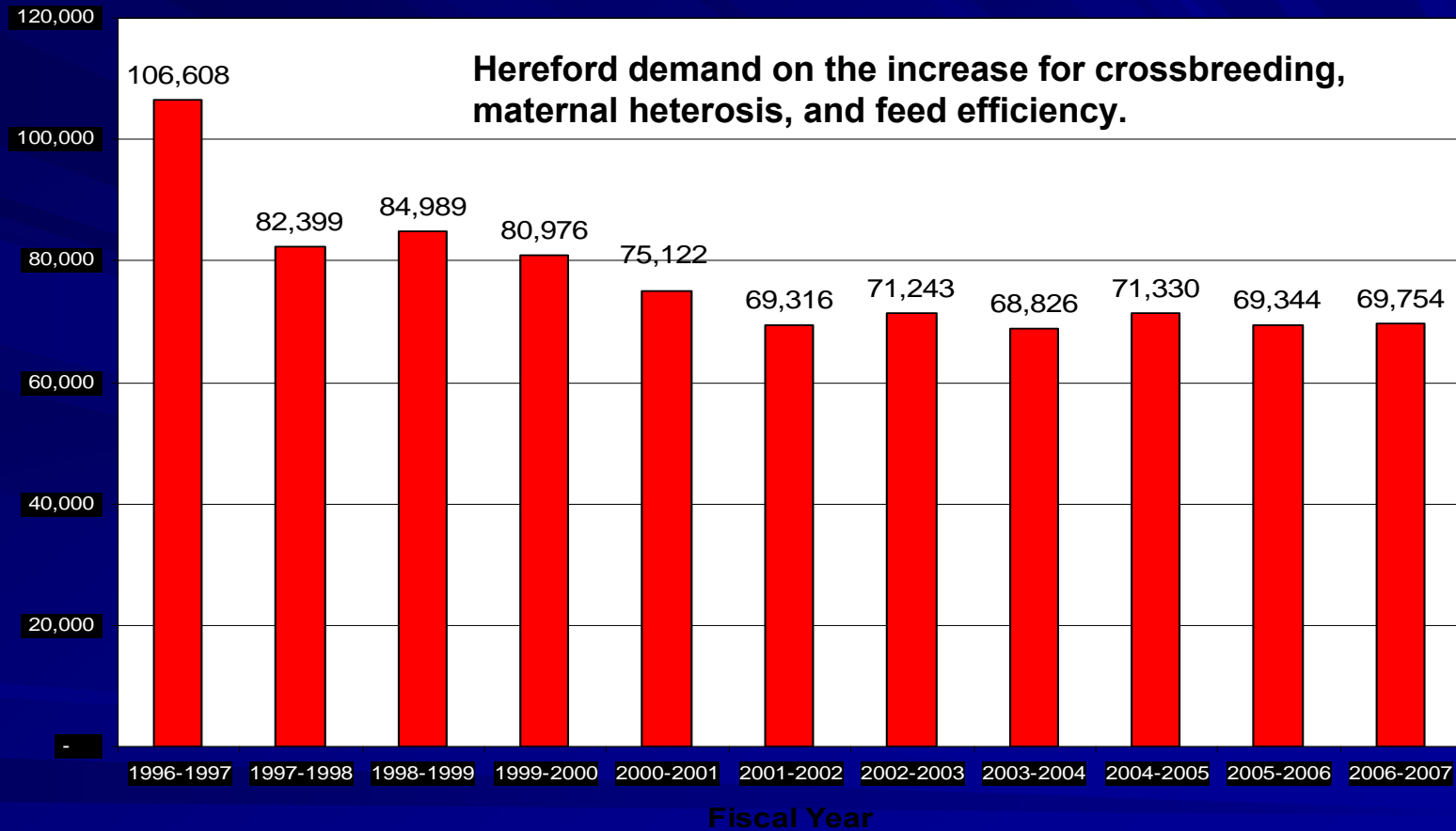
# Herefords — The Efficiency Experts



# American Hereford Association 2007 Statistics

- Registered Cows on Inventory... **108,467**
- Calves Registered..... **69,754**
- Adult Members..... **3,515**
- Youth Members..... **2,314**

# US Hereford Registration Trends



# American Hereford Association Major Initiatives

- Whole Herd Reporting: 108,000 Cows on Inventory Annually for Total Performance Program
- Research- Crossbreeding, Feed Efficiency, Beef Quality
- Certified Hereford Beef Branding
- Young Breeder Development
- Promoting the Hereford Bull



# Research Initiatives

- **Harris Ranch Study**
- 600 Commercial Cows
- 12 Hereford Bulls
- 12 Angus Bulls
- DNA Calves to Sire
- Track Economics through to Beef Packer
- Follow Heifer Production

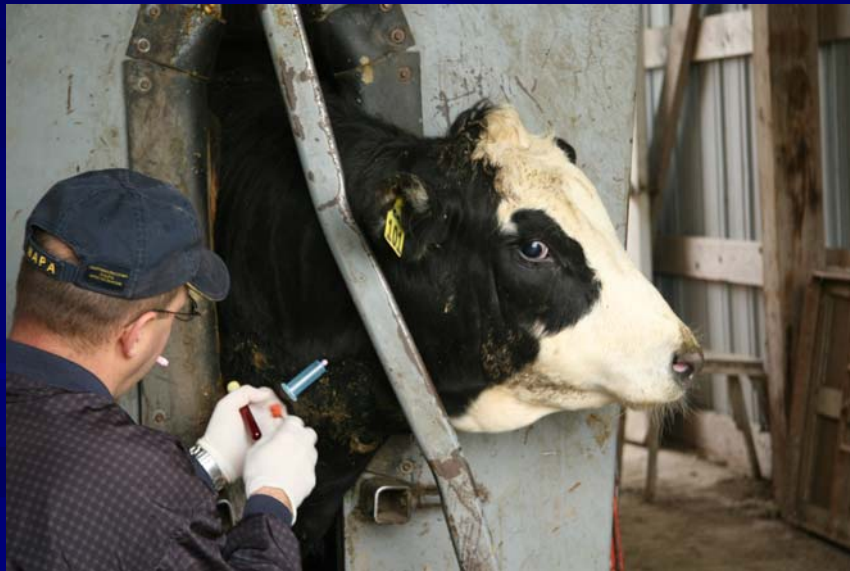


# Phase I Summary

<u>Traits</u>	<u>Angus Sired</u>	<u>Hereford Sired</u>
Ranch		\$10.80
Backgrounding		\$14.10
<i>Pre-Feedlot</i>		\$24.90
Feedlot		\$86.10
Carcass	\$33.27	
<i>Feedlot and Carcass</i>		\$52.83
<b>NET VALUE DIFFERENCE</b>		<b>\$77.73 US</b>

# National Reference Sire Program

- Five Major Test Herds
- Cattle Fed at two Research Facilities
- DNA collected, Feed Intake Measured



# Branded Beef Development



# 2007 Volume - 37.5 Million Pounds and 230,509 Carcasses



# YOUTH MOVEMENT

## Junior National Hereford Expo



- Largest Breed Show in America
- Over 1,400 cattle entries
- Over 600 exhibitors

# PRIDE



# Thank You Scandinavian Hereford Society Hosts

