



2011 Annual Meeting



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AHA Director Elections

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Steve Lambert, CA

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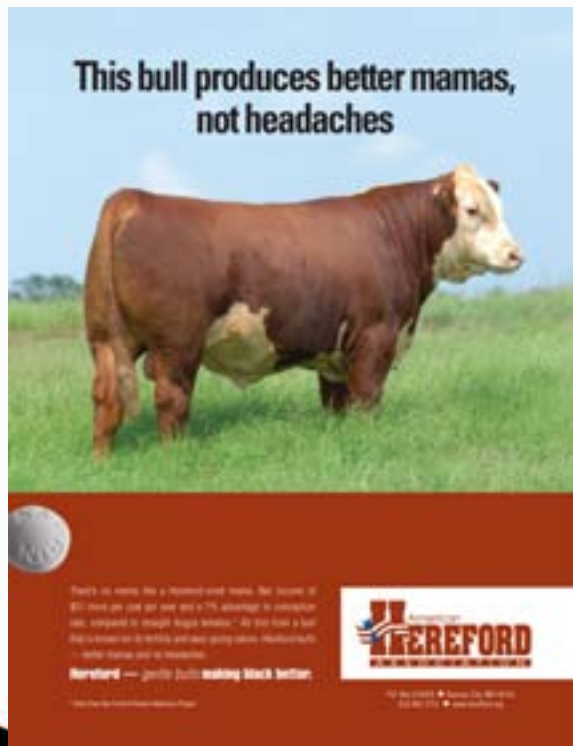
Marketing Committee

- Cliff Copeland, chairman
- Keith Fawcett
- Jimmie Johnson
- Marty Lueck
- Dale Venhuizen



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Promoting Herefords: National Ad Campaign



- Three-ad series plus Brahman ad
- 53 ads placed — 3.2 million print impressions reaching 742,000 beef cow farms
- Associations and breeders can download at:
HerefordResource.com or see Angie Denton for a CD
- Posters also available



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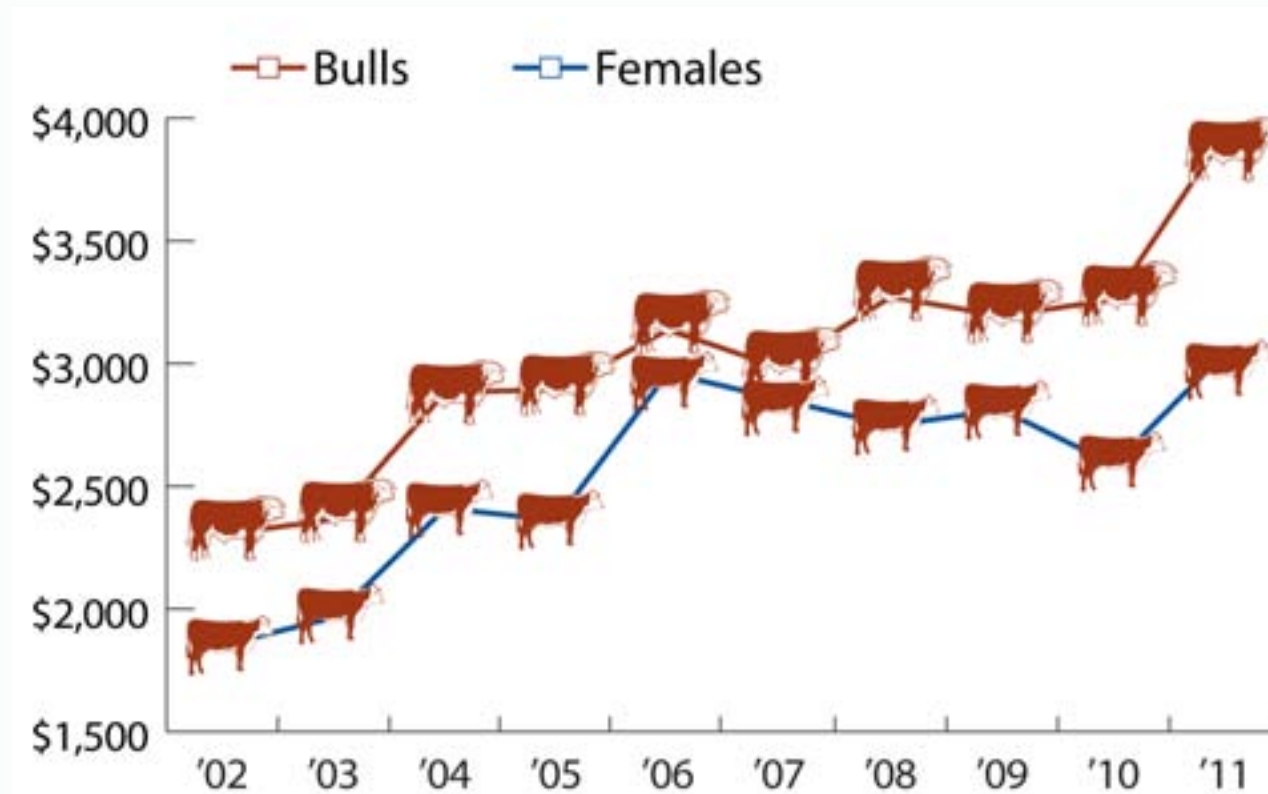
BuyHereford.com

Matching buyers and sellers of Hereford genetics, *BuyHereford.com* is a marketing tool for producers, regardless of size. The site features monthly consignment auctions, much like eBay. Hereford breeders can participate in the monthly auctions or host their own *BuyHereford.com* sales.



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Hereford Sales



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Continuing to Tell Our Story



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Member Service Committee

- Paul Funk, chairman
- Cliff Copeland
- Jerry Huth
- Steve Lambert
- Marty Lueck
- Jim Milligan



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Member Service

Registry System Conversion (ILR 2 update)

- Internal business system switched out August 2011.
- Goal for seamless transition for members.
- Some issues encountered, few ongoing, but working through them.
- Biggest impact was turn-around time.



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Member Service

Turn-around time

- Getting better — now less than 5 days.
- Immediately after conversion, short period of 12+ days.
- Online work now less than 3 days.



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Member Service

ILR Online

- New real-time online processing.
- Will be looking for test herds within the next couple of months.
- Goal to roll out to membership through next spring and summer.
- New tools/services: online transfers, contacts database, electronic certificates, plus more.
- Will require breeder action to resolve questions/errors before work can be completed.



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Member Service

Herd Management Software Programs

- **GEM:** fully compatible.
- **CattleMax:** working - herd inventories, registrations, EPD updates
lacking - weaning and yearling updates (should be working by end of year).
- **CattlePro:** working - registrations
lacking - herd inventories, weaning & yearling updates (still working towards solution but unsure when will be accomplished).



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Member Service

Development of educational tools

- Online videos - How to's on YouTube
- Webinars - staff working on list of topics and planning specifics for times.



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Breed Improvement Committee

- Jerry Huth, chairman
- David Breiner
- Keith Fawcett
- Paul Funk
- Marty Lueck
- Dale Micheli



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Breed Improvement

- Continued growth in AI use. Since 2003 the number of AI calves registered has increased by 34.1%.
- Embryo transfer also continues to gain popularity, increasing 77% since 2003.
- Increasing demand for Hereford semen as reported by NAAB. Semen sales increased 17% compared to last year. Since 2006 Hereford has had a 51% increase in domestic semen sales and 36% increase in export sales.



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Breed Improvement

- During FY 2011 Hereford breeders have requested 5,375 DNA test kits compared to 3,548 in FY 2010 — an increase of 51%



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Breed Improvement: New ERTs

Heifer Calving Rate (HCR): A joint research project between Kansas State and AHA to develop a sire model evaluation for differences in the number of daughters of sires that produce a calf.

- The units for HCR EPD are percentage of daughters calving. EPD Range is +23.9% to -25.3% and the heritability of the trait is around 25%.



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Breed Improvement: New ERTs

Sustained Cow Fertility: Developed through a research collaboration between Dr. Mike MacNeil, USDA-ARS, Ft. Keogh Livestock and Range Research Lab and AHA.

- SCF is a sire model that evaluates a sire's daughters that remain in the herd and each year she stays she get credit.
- SCF will be reported as a risk ratio (RR) with a lower number being better. The average is 1 and the heritability is less than .10.



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Breed Improvement: New ERTs

Mature Cow Weight: Developed by Agricultural Genetic Breeding Unit (University of New England, Australia) as part of BreedPlan.

- MCW is an animal model incorporated into other standard traits as part of a multi-trait evaluation.
- MCW is based on mature cow weights turned in with calf weaning weights as part of Whole Herd TPR.
- MCW is similar to other weight traits reported in pounds.
- MCW breed average for 2009-born calves is 75 lb. with range of 0 to 167 lb.
- Heritability = .38



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Breed Improvement

Genomics Today

Supported different projects for both discovery and validation.

- More than 1,200 animals 50K genotyped
- This population has been used to train and validate a Hereford specific panel. This work has been done by Dorian Garrick, NBCEC
- ABRI has developed the software to add genomic information into the Pan-American Genetic Evaluation. We are currently working on a research run with introduction to be in Spring 2012.



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Breed Improvement

Genomics Tomorrow

- Continue 50K genotype of Hereford sires with support from partner countries.
- Maintain a database repository for future genomic research.
- Utilize high-density technology up to whole genome scans.
- Grow research populations.
- Incorporate genomic information into genetic evaluation.



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Breed Improvement

Genomics Tomorrow

- Establish a one-stop shop lab that will include parentage testing, genetic abnormality testing and genomic information for the genetic analysis.
- Continue to work with science community to train and validate a Hereford specific panel for all measurable traits, including traits like feed intake.



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Breed Improvement

National Reference Sire Program

Continue to document information on younger bulls that will add accuracy and value to young bulls.

- 2,500 cows in program were used to test more than 48 young bulls.
- Partnered with Olsen Ranch to install GrowSafe System to collect feed intake data on large contemporary groups.
- Collecting DNA on all progeny of young sires for future use.



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Breed Improvement

Harris Ranch Heterosis Project Final Results Released in January

- \$30 advantage for Hereford-sired steers
- Hereford-sired heifers had a 7% advantage in conception rate compared to the Angus-sired females
- Lacey Livestock continues to use Hereford genetics



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Breed Improvement

Circle A Ranch

Circle A continues to utilize Hereford genetics in its commercial herd. They are currently seeking 20-25 bulls.

Simplot Ranch

The AHA has developed a research Project led by Dr. Randall Raymond to evaluate the use of high CE Hereford bulls on Angus-based virgin heifers.

University of Wyoming

The AHA is working with Dr. Scott Lake to evaluate feed efficiency in the feedyard cattle and how it relates to cows. Three sires were used of high, moderate and low feed efficiency.



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Breed Improvement

Looking Forward

- Implementing DNA testing for all walking sires.
- Baldie genetic evaluation research project.



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Breed Improvement

Research Foundation Committee

- Jack Ward
- Craig Huffhines
- John Loewen
- Jack Turner
- Jerry Huth
- Alex Mih
- Dan Moser



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Breed Improvement

HRF Fundraiser on *BuyHereford.com*: Bid Now to Support Hereford Research



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Hereford Research Foundation



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Hereford Publications Inc. Board

- Marty Lueck, president
- Jerry Huth
- Jimmie Johnson
- Steve Lambert
- Paul Slayton



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Hereford Publications Inc.

- *HPI* staff won three firsts, two seconds and two honorable mention awards in the Livestock Publications Council Contest.
- *Hereford World* advertising — 738.1 total pages of advertising.
- Creative Services team produced 51 catalogs — an increase of 13 catalogs.



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Hereford Publications Inc.

- AHA field representatives attended more than 165 sales plus other Hereford and beef industry events.
- *Hereford.org* had more than 307,000 visits, by nearly 100,000 visitors making almost 1 million page views.
- Banner ads had more than 1 million views — averaging more than 4,000 views per month.



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Certified Hereford Beef LLC

*Foodservice marketing experiences
tremendous growth in FY 2011.*

*Nashville - Minneapolis - Sacramento -
Quincy, IL - Amarillo, TX*



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CHB LLC

- Currently 233 retail supermarkets are located in 35 states.
- CHB is sold through 37 foodservice distribution centers serving restaurants in 25 states.



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CHB LLC

- Three packing plants process CHB cattle including Greater Omaha Packing Co. Inc., located in Omaha, Neb., and two National Beef Packing Co. LLC plants, located in Dodge City and Liberal, Kan.



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CHB LLC

- Since its inception, 3.9 million head of cattle have been identified through licensed packing plants as meeting the live animal specification.
- Since 1995 2.4 million carcasses have been certified.
- \$200 million in branded beef sales in 2011.



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CHB LLC

	2010	2011	Difference
Number CHB live cattle identified	378,621	352,513	-6.9%
Carcasses certified	226,570	215,119	-5.1%
Total pounds sold	38.1 million	40.5 million	+6.4%
Pounds sold per carcass	168 lb.	190 lb.	+11.4%



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CHB LLC

CHB LLC experienced a financial turnaround during FY 2011.

Revenue: \$900,000

Virtual breakeven: (\$6,000)



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Hereford Youth Foundation of America

- Ray Ramsey, president
- Ruth Sims, vice president
- Bob Kube, director
- Nancy Keilty, director
- Bruce Everhart, director
- Steve Folkman, director
- Marcia Mickelson, director
- Doug Perks, director
- Joe Walker, director

Retiring directors: Jo Ellard
John Loewen



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HYFA Vision and Mission

2 HYFA Vision Statement

HYFA is a leading provider of research and analysis for the American Hereford Association. We are committed to providing our clients with the highest quality of service and the most accurate and timely information available. Our research and analysis is based on a deep understanding of the industry and a commitment to excellence in every aspect of our work.

2 HYFA Mission Statement

HYFA is committed to providing our clients with the highest quality of service and the most accurate and timely information available. Our research and analysis is based on a deep understanding of the industry and a commitment to excellence in every aspect of our work.

2 HYFA Core Values

- Integrity
- Excellence
- Customer Focus
- Innovation
- Teamwork



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HYFA Foundation Female



Embryo package generates \$31,000 to benefit youth.

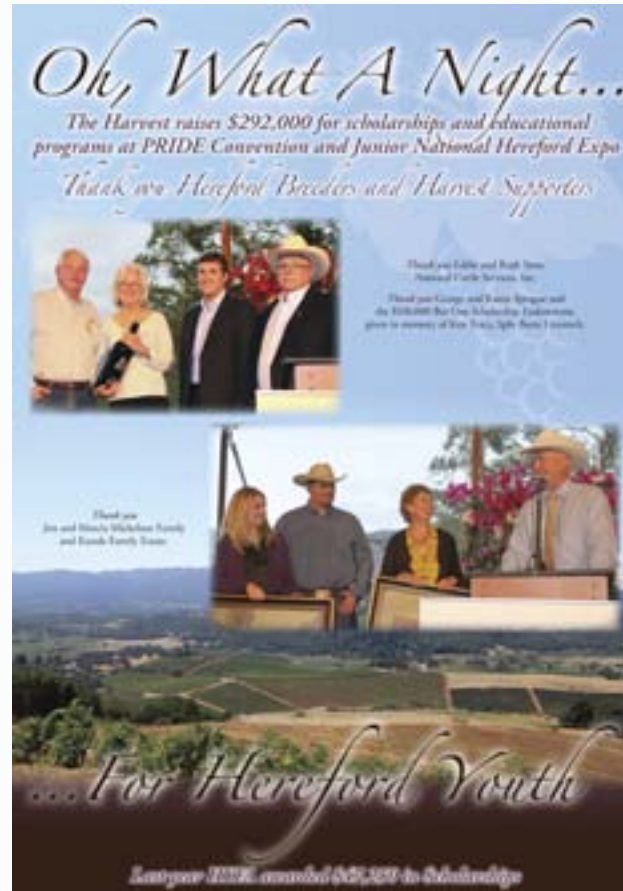
Thank you donors: Hoffman Ranch and Hoffman/W4 LLC

Thank you buyers: The Torrance family of Torrance Polled Herefords, Media, Ill.



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“The Harvest”



*“The Harvest”
Fundraiser
generates
\$292,000 for
Hereford youth.*



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Thank You Spragues



*George and Karen Sprague of Bar One Ranch,
Eugene, Ore., gifted \$100,000 to HYFA.*



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Foundation Scholarships

During fiscal year 2011, nearly \$50,000 was distributed to Hereford youth in scholarship monies provided through HYFA.

Today we will award \$27,250 in scholarships to a group of outstanding Hereford youth.



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NJHA Board

Chairman	Matt Woolfolk
Vice chairman	Austin Buzanowski
Communications chair	Jaime Hanson
Membership chair	Kevin Ernst
Leadership chair	Tamar Adcock
Fundraising chair	Mallorie Phelps
Directors	Andrew Albin
	Hunter Grayson
	Krissi McCurdy
	Shelby Rogers
	Keysto Stotz
	Courtney Tribble



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NJHA Activities

- Nearly 2,300 active junior members.
- Hosted largest beef breed junior national in 2011. A record 1,189 entries were exhibited by 640 youth from across the U.S. at “Kickin’ in it Kansas.”
- Youth participated in 23 contests and activities during JNHE week.
- Plan to attend the 2012 JNHE “Livin’ the Hereford Life” July 2-8 in Grand Island, Neb., and the 2012 PRIDE Convention in August at MSU.



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Thank You VitaFerm



Bob & Lisa Norton were named honorary NJHA members. Since 2006 Bizyme Inc. has donated a quarter million dollars to support the JNHE.



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Secretary/Finance Report Craig Huffhines



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Unique and Unprecedented Times



Breaking through new feeder and fat cattle price ceilings.



Historic prices for Hereford bulls and females



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Drovers/Vance Publishing Research

- One out of every four Commercial producers are looking to purchase a Hereford bull



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Unique and Unprecedented Times



Drought induced reduction in cow numbers.



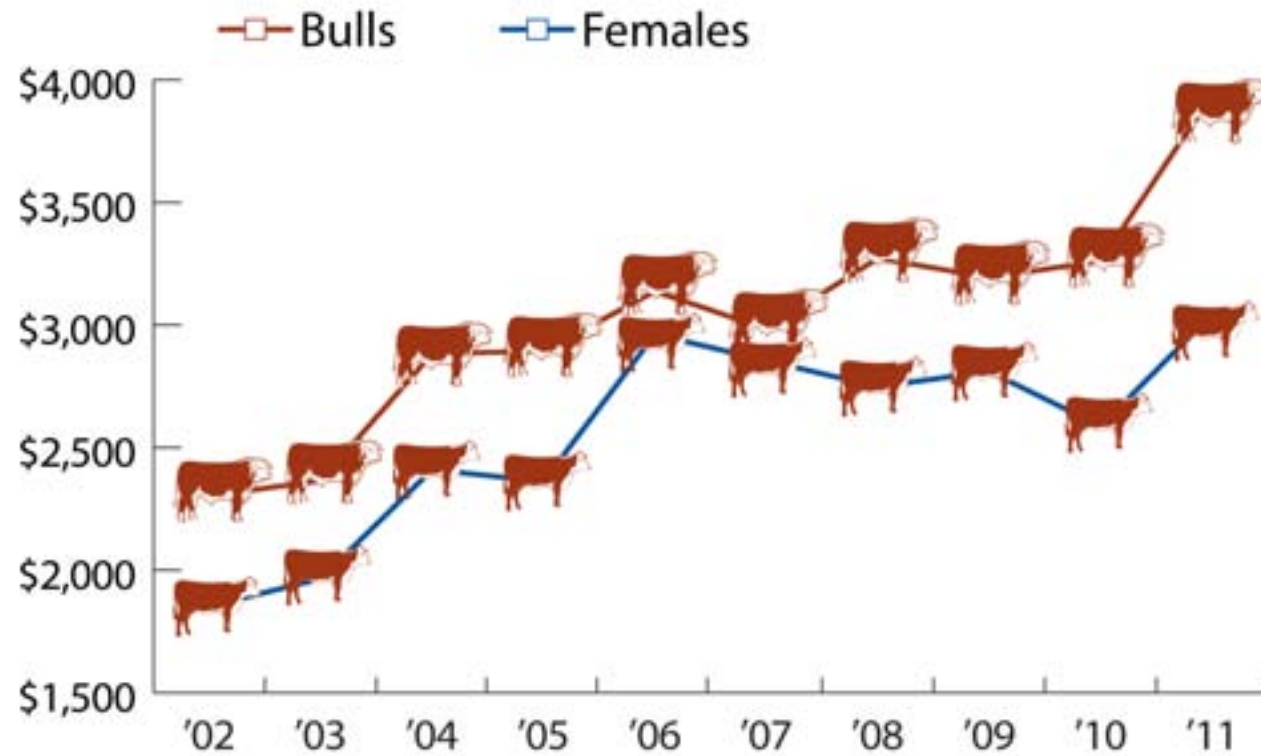
Global demand for US beef and seedstock.



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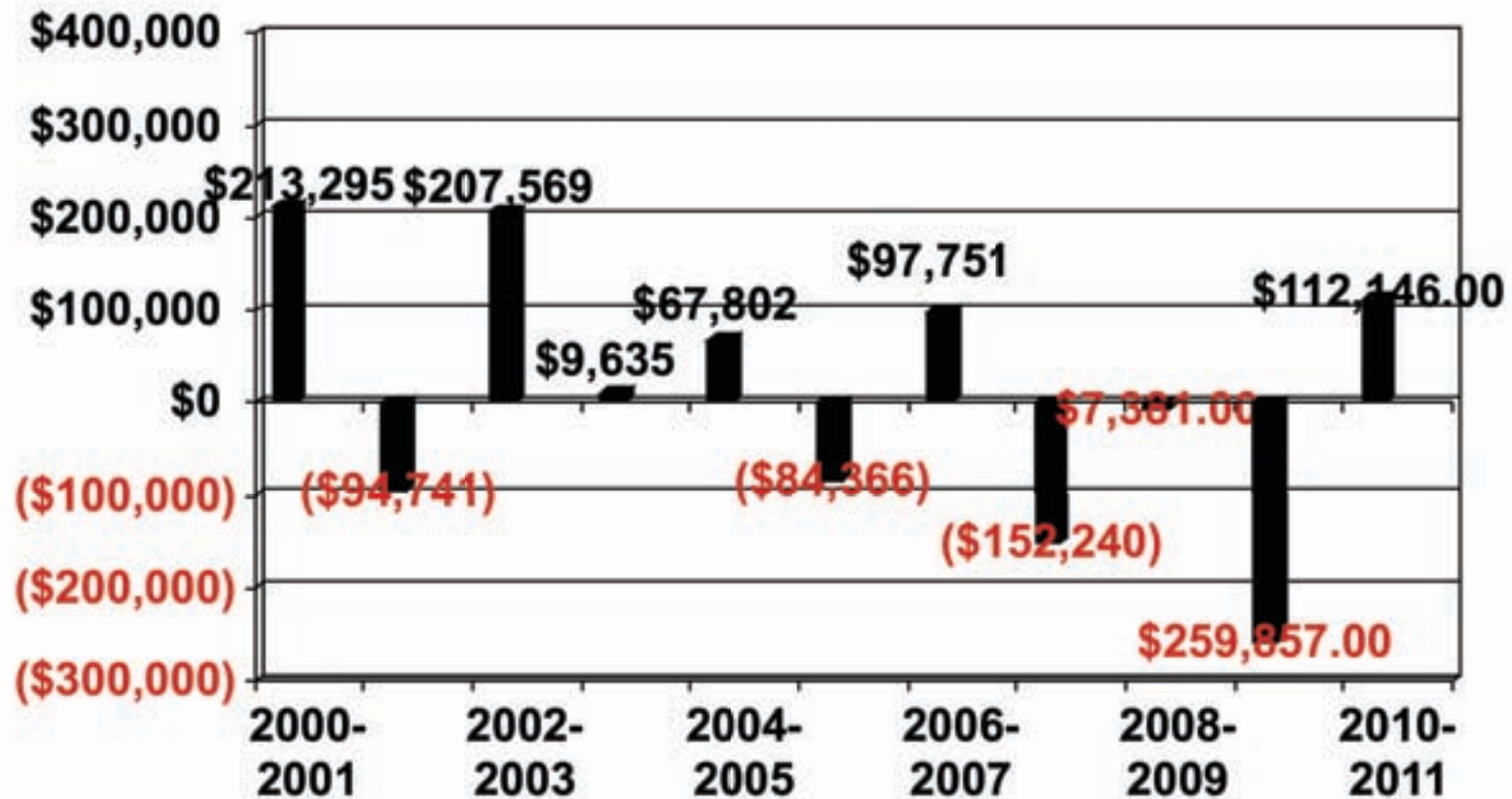
Unique Times

Average prices paid for Hereford bulls and females
(as reported to *Hereford World* staff)



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AHA & Subsidiaries Net Income



AHA 2011 Financial Position

AHA Total Assets \$4,848,574

AHA 2011 Consolidated profit \$112,146



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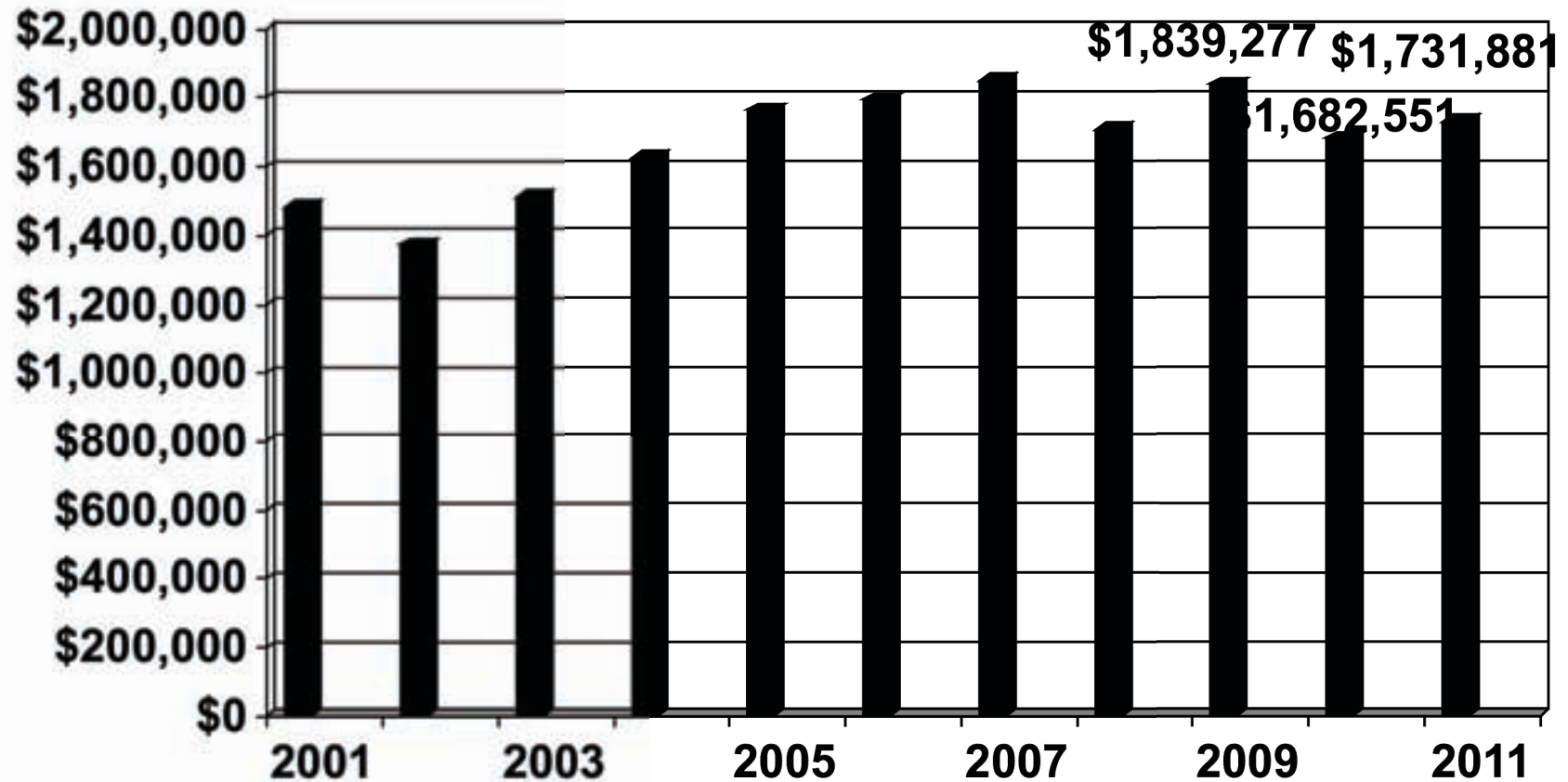
Net Income and P&L for each Entity

Entity	Revenue	Profit or Loss
AHA	\$2,826,229	\$114,646
HPI	\$1,604,855	\$ 3,536
CHB	\$ 947,313	(\$ 6,325)
ABRA	\$ 163,068	\$ 12,700
Net Gain	\$112,146	Deprec. \$128,469



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Investment Balance FYE 8/31





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**HEREFORD
HALL OF MERIT**



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Ed Meacham
Norman, Okla.



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Charlie Boyd
Mayslick, Ky.



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Harold and Pat Carswell
Osborne, Kan.



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Earl Forrest
Saluda, S.C.



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Marvin and Ella Meek
Tazewell, Va.



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Gino Pedretti
El Nido, Calif.



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Harold Sidwell
Carr, Colo.



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Century Breeder

- Glynnwood Farms, Andras family, Murrayville, Ill.



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Golden Breeders

- Cottage Hill Farm, Petersburg, W.Va.
- DaKitch Hereford Farms, Ada, Minn.
- Kruse Polled Herefords, Harris, Minn.
- Morrison Stock Farm, Lexington, Ohio
- Orlin R. Oium, Towner, N.D.



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Thank You Retiring Directors

- Jerry Huth
- Jim Milligan
- John Woolfolk



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Thank You Sponsors

Drovers CattleNetwork

Modern Litho

National Beef Packing Co. LLC

PrintTime

Select Sires

Tribune Publishing



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