



HEREFORD **PLUS**

Purebred Hereford genetics are adaptable to all environments and produce marketable and profitable cattle. Using Purebred Hereford genetics in a crossbreeding program yields the best results as Purebred Hereford cattle are truly that – purebred through and through. With no-breed up strategies or percentage cattle recognized in the Hereford herd book, Hereford genetics are the farthest outcross you can get – more than any other breed out there today.

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 a commercial cowherd
- Record calving ease, weights, teat and udder scores and carcass data (etc.)
- Online access to Economic indexes and EPDs on individuals or groups of cattle that program participants are looking to market (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)

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.



Frequently Asked Questions

When will this program begin?

Slated for release in the first quarter of 2018, the CHA will make members aware when the infrastructure is completed to allow for Hereford Plus animals to be entered through an Online format. Hereford Plus is an online based program, some minor pieces of the programing may be completed on paper at the outset of the program, however the goal is to move all parts of the Hereford Plus program to an online format. The CHA will require program participants to complete their animal recording and data recording online.

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.