

Purpose:

To recognize those breeders who fully comply with the THE (Total Herd Evaluation) mandate of complete and accurate reporting of performance data on their animals.

Criteria:

- Active THE member in good standing. (THE fees and membership paid – i.e. paid 2012 by June 2013)
- AI Dates are mandatory
- Clean Compliance Report (no missing data/reasons for *any* traits)
- Eligible traits (complete compliance required*):
 - **Calving Ease - required**
 - **Birth Weight – required**
 - **Weaning Weight - required**
 - Yearling Weight
 - Ultrasound Scan - (minimum 20% of calf crop)
 - Scrotal Circumference
 - Udder & Teat
 - Cow Weight (+ or – 60 days from the weaning date)

*Must submit all weights/data for a specific trait. i.e. If birthweight is a trait a breeder wishes to report, then birthweights must be provided on all calves or a valid reason provided on why the weight was not reported.

Deadline: June 1st of each year.

Program:

Breeders will be recognized based on an All-Star scoring system for reporting performance data:

3 Star Breeder – report CE, BW, WW

4 Star Breeder – report CE, BW, & WW plus one additional trait.

5 Star Breeder – report CE, BW, & WW plus two additional traits.

6 Star Breeders - report CE, BW, WW, plus three additional traits

7 Star Breeders - report CE, BW, WW, plus four additional traits

Reward:

- Primary Member's Name included in the THE All-Star list published in the August issue of the Digest.
- Primary Member's Name included in special web search and illustrated under Membership Details and Breeder/Owner with THE Star logo on the web.
- Logo can be used in the breeder's own advertising/promotional materials until August of the following year.

The key to this program is to pay attention to your **Compliance Reports**. These reports are returned along with any Performance reports at birth, weaning or yearling, and will identify any missing data. (Online users have access to these reports at any time.) After submitting weights for the June 1st Pan American Cattle Evaluation (PACE), review and return any missing data immediately so that you are not excluded from the All-Star list which publishes annually in the August issue of the Canadian Hereford Digest.