



Canadian Hereford Association

Mark of Excellence Regulations

Effective January 1, 2024

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 CHA Marketing & Communication Committee

MOE Awards

All awards are subject to the following general eligibility requirements:

- Canadian exhibitors' animals must be registered in the Canadian Hereford Association Herdbook in order to be eligible to show or accumulate points. International exhibitors' animals may be registered in the Canadian Hereford Association Herdbook or a recognized World Hereford Council Herdbook.
- A Canadian owner is required to qualify for Show Animal of the Year Awards.
- Points accumulated towards an award must be earned at an approved MOE Show.
- All points are calculated using the Show Points Table.
- All awards are subject to compliance with show regulations.
- Calves shown are eligible to accumulate points for themselves, except when shown at their mother's side.
- Points will be awarded based on the top 3 results based on the MOE Show Points Table, regardless of the number of shows exhibited at. Animals must have exhibited in a minimum of 3 MOE shows to qualify for awards. NOMOE show points will not be included.
- Geographical show points are based on the region in which an animal is shown. Eastern points are based on MOE shows Ontario east, Western points are based on MOE shows Manitoba west.

Better Your Beef- Hereford Show Female of the Year

Better Your Beef- Hereford Show Bull of the Year

Better Your Beef- Eastern Hereford Show Female of the Year

Better Your Beef- Eastern Hereford Show Bull of the Year

Better Your Beef- Western Hereford Show Female of the Year

Better Your Beef- Western Hereford Show Bull of the Year

National and MOE Shows:

- There are four National Shows: The National Show 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 (must be requested by Ontario Hereford Association).

- 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. 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 MOE Shows: Each Provincial Association may nominate up to 7 shows per year 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.
- All regulations are in place to enhance the show and provide breeders with an opportunity to display their product in a standardized, high caliber show at both the local and national level.
- To participate in a CHA MOE Show, the owner, not necessarily the handler of an animal, 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. The MOE show chair can request an up-to-date membership list from the CHA with a minimum of one week's notice.
- In order for a show to become an official MOE Show, and for exhibitors to receive points, there must be a minimum of 20 head exhibited and 3 exhibitors.

1. Separate Horned, Polled and Hereford Plus Shows:

- a. To have a show with separate horned and polled classes, 45 head of each type (horned and polled) must be entered, and 35 head of each type (horned and polled) must have actually exhibited. If the required number of head of each type (horned & polled) do not exhibit at the show, that exhibition MUST have a combined show the following year. Unforeseen circumstances will be dealt with at the discretion of the CHA Marketing & Communication Committee.
- b. Hereford Plus 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 animals.

2. 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.

3. 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 his CHA Marketing & Communication Committee, the Provincial Association, and the event organizers. The respective Provincial Association designates the Show Chair for all MOE Shows. They are responsible for ensuring that show results are forwarded to the CHA within 30 days.
- b. Expected Progeny Differences (EPDs) shall not be given to the judges at any MOE show.
- c. Stall cards templates are available from the CHA Office for local printing.
- d. The weighing of bulls and females and the requirement to display the information on stall cards is at the discretion of the show organizing committee.
- e. Awards are to be presented to the two Grand Champions, male & female, the two Reserve Grand Champions, male & 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.
- f. 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 be sure that they correspond to the animal's registration and show catalogue. All irregularities are to be reported to the CHA. If an animal does not have both a tattoo and registration number at processing, the breeder has the option to remove the animal from the show or fix the irregularity with the CHA office and pay a \$100 penalty to the CHA. The animal must be tattooed, re-tattooed or registered, and the penalty paid prior to showing.

4. Responsibilities of the Exhibition/Fair Boards:

- a. Show catalogue must acknowledge that the show is a MOE Show.
- b. 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 of the World Hereford Council; and must be eligible for registration in the Canadian Hereford Association Herdbook. 'Unregistered' or 'Pending' animals whether domestic or foreign cannot be accepted for entry into a MOE Show.
- c. Each exhibition must have prepared before the show a catalogue which lists 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. This applies to cow classes and calves are to be listed with the dam.
- d. 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. These show results are required by the CHA to maintain accurate records of MOE Shows and of animals eligible for MOE awards. It is required that animal registration numbers be included in the show results.

Results from a CHA MOE Show must be submitted on the approved digital template to the CHA within 30 days following the date of the show or points will not be included in prize calculations and the show may not be granted MOE status the following year.

5. Show Classes:

- a. All 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.
- b. 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.
- c. 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.
- d. 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.
- e. 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.
- f. 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.
- g. 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, but no MOE Show points will be awarded. All bulls 12 months and older require a nose lead or ring to be shown at a MOE Show.

6. Premier Breeder and Premier Exhibitor:

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

Placings:	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th
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) whose animals accumulate 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 is presented to the breeding unit (exhibitor) with the most total points for animals owned and shown by the breeding unit 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 breeder's herd in class will be declared the winner.

7. Sire of the Show:

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

Placings:	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th
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) whose bull sired the animals that accumulate the highest total points based on their highest seven placings in the individual classes.
- d. 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.
- e. 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.
- f. Points are to be awarded as follows:
- a. 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).

8. Unethical Fitting and Tampering with Livestock: World Hereford Conference supports the National Code of Show Ring Ethics.

- a. Unethical fitting is deemed to consist of the following practises:
- 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.
 - Balancing the udder by artificial means.
 - The use of dyes, paint or other artificial colouring to alter an animal's natural and true colour.
 - The addition of hair or hair substitute, fleece, or skin to any part of an animal's body.
- b. Acceptable practises approved for fitting cattle for show include:
- Clipping of hair, trimming of hooves, dehorning, removal of ancillary teats, and attachment of artificial switches.

9. Non-Halterd MOE Show Regulations (NOHMOE):

- a. The existing MOE Show regulations will apply for any non-halter shows, with the following exceptions:
- 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.
 - Exhibitors are encouraged to wear the red Hereford show apparel, but this rule is optional.
 - Show Sheets versus a Show Catalogue of entries is acceptable as information for exhibitors and observers.
 - Current Year Calf Class – all shows are eligible.
 - Clipping of animals is optional.
- b. 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.

- i. The Provincial Associations can nominate up to 7 shows per year, which will include the NOHMOE nominated shows.

10. MOE Show Points Table

- a. The following table is used by the CHA to calculate show points for Show Animal of the Year Awards. Show points are computed annually by the CHA, based on calendar year.
- b. All points are issued subject to MOE regulations and 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