

# H HEREFORD true blue ear tags

The Hereford true blue 'H' ear tag concept was launched in 2015 with 'H' tags available to registered breeders for the purpose of identifying their Hereford animals as 'registered, performance recorded animals'. These 'H' tags provide the all important point of difference; recognising the added value of purchasing performance recorded breeding bulls i.e. sires with figures giving an estimation (and accuracy) of breeding worth potential.

A couple of registered Hereford breeders were asked why they made the decision to purchase the new concept 'H' tags.

## NAME OF BREEDER:

David and Sue Henderson.



## STUD NAME AND LOCATION:

Craigmore Hereford Stud,  
Ohaupo, Waikato.

**SIZE OF PROPERTY:** 1400 acres.

## SIZE OF HEREFORD HERD:

340 registered Hereford cows.

**NUMBER OF REGISTERED  
HEREFORDS:** All registered.

**DO YOU HAVE A PRIVATE  
BULL SALE?** Yes, 12 September  
2016, Craigmore Poll Hereford  
Yearling Bull Sale.

**QUANTITY OF 'H' TAGS BOUGHT:**  
340 tag sets.

**1. Why did you decide as a registered breeder to support the Hereford true blue 'H' concept and purchase the 'H' ear tags?**

To visually demonstrate that we are a registered Hereford stud, breeding performance recorded animals, which sets us apart from commercial beef farmers. Our animals are sold with performance figures – estimated breeding values.

**2. How many 'H' ear tags have you used to date?**

340.

**3. Did you tag the whole calving drop?**

Yes – all calves born in 2015, both male and female.

**4. Do your prospective bull buyers know what the Hereford true blue 'H' tag is all about?**

They will this year, as at our 2016 bull sale it will be the first year that yearling bulls will be sold with the tags.

**5. How do you plan to promote the Hereford true blue 'H' ear tag for the 2016 selling season?**

I will need to give that some thought; we want to convey and promote the point of difference that these tags offer. A bull buyer can confidently purchase a bull with an 'H' tag, being a registered and performance recorded animal and therefore having knowledge of its potential breeding/genetic performance. Our bull sale advertising will state that registered bulls will have blue 'H' ear tags and non-registered animals will not. This will also be included in our sales catalogue. We feel that the promotion and education around the tag concept is the responsibility of the breeder as well as the NZ Hereford Association.

**6. When do you perceive you will see the benefits, as a Hereford stud that has adopted the 'H' ear tags?**

Hopefully in the spring when people come to view the sale bulls and purchase at our sale. The theory behind the 'H' tags is that these bulls have more to offer the industry as they are sold with factual information regarding their estimated breeding value/worth.



# Look for HEREFORD 'H' TAGS at registered bull sales

## identifying registered performance recorded Herefords from all others

### NAME OF BREEDER:

Geoff & Joyce Brown.



### STUD NAME AND LOCATION:

Locharburn Hereford Stud,  
Cromwell.

**SIZE OF PROPERTY:** 2,300 ha.

### SIZE OF HEREFORD HERD:

250 registered Hereford cows  
with 230 calves (bull and heifer),  
100 mixed aged steers, 64 rising  
two-year-old registered Hereford  
bulls, 100 rising two-year-old  
registered Hereford heifers.

### DO YOU HAVE A PRIVATE BULL SALE?

Yes, 3rd June  
2016, Locharburn Horned  
Hereford Annual Bull Sale.

### QUANTITY OF 'H' TAGS BOUGHT:

250 tag sets.

#### 1. Why did you decide as a registered breeder to support the Hereford true blue 'H' tag concept and purchase the 'H' ear tags?

The NZHA Council and Hereford Prime NZ considered it an opportunity to promote the added value gained by purchasing bulls that are registered and performance recorded (with estimated breeding values figures). The blue 'H' tag is easy to see with your eye at the sale yards and at bull sales, so it sets them apart – a point of 'added value' difference from the commercial animals on offer. If you are selling heifers on to another stud for breeding they are readily identified as registered Herefords with the 'H' tag – so the purchaser will buy an animal knowing they will potentially add value to the Hereford/beef industry.

#### 2. How many 'H' ear tags have you used to date?

Approximately 240.

#### 3. Did you tag the whole calving drop?

Yes – we put them in at birth when we weighed the calves.

#### 4. Do your prospective bull buyers know what the Hereford true blue 'H' tag is all about?

They will by Locharburn bull sale time as the NZ Hereford Association and Hereford Prime NZ will be doing some publicity and we hope to have a NZ Hereford field day and spread the word. In the spring of 2016, those Hereford breeders with registered yearling Hereford bulls with 'H' ear tags will be sold for use in the dairy industry.

#### 5. How do you plan to promote the Hereford true blue 'H' ear tag for the 2016 selling season?

When newspapers ring up for on-farm stories I will also promote the 'H' tag, and at our bull sale where I give a welcoming speech, I will be promoting the 'H' tag as it is good for our stud and good for New Zealand registered, performance recorded Herefords.

#### 6. When do you perceive you will see the added benefits, as a Hereford stud that has adopted the 'H' ear tags?

It will take a further year for those Hereford studs that focus on the beef sector and have rising two-year-old bull sales. The Hereford breeders in the North Island more focused on the dairy beef sector should see the benefits earlier, at their 2016 spring Hereford yearling bull sales (2015-born animals). If purchasers buy registered, performance recorded 'H' ear tag animals they have the assurance of knowing the animals are backed by Estimated Breeding Values and actual performance data. ■