

Canada's Country Report – 2020

Throughout the year, CHA members have tried to remain active and involved when our traditional events have been canceled.

Canada sent 12 members and staff to the World Hereford Conference in New Zealand in March, and we can't speak highly enough of the success of the conference and tours. Our sincere gratitude goes out to the event organizers and the breeders that welcomed us onto their operations.

In the spring of 2020, the CHA Board began a fulsome strategic plan for the Association and the breed's position in the domestic, commercial market. The lockdown certainly has slowed the process, but we are moving forward and using the feedback from commercial cattle producers, feedlots, and the meatpacking sector to shape the direction of the breed in Canada. We want to make sure that Hereford will remain a competitive beef breed option in Canada, and there is undoubtedly an opportunity for Hereford to grow market share in Canada. This strategic plan is far-reaching, focusing on increasing commercial engagement, addressing industry perceptions of the breed, and empowering members to fulfill a breed improvement strategy to position the breed in Canada as a vital component in the commercial cattle industry.

The first steps of the strategic plan are being rolled out; we have redesigned the Canadian Hereford Digest providing a fresh face for the industry. We have also launched a new marketing campaign with television advertisements, print advertising, and social media. We invite our international Hereford family to follow us on Twitter, Facebook, and Instagram and subscribe to the Canadian Hereford Digest; visit www.hereford.ca to find out how to subscribe.

The Canadian Junior Hereford Association has been a pillar of the Hereford breed in Canada since the 1980's. This year marked the first year we could not host a national junior show, but that did not stop our youth. The juniors quickly rallied and rolled out a virtual week of competitions, including art, judging, public speaking, marketing, and four separate live cattle shows. Not inhibited by the cost of travel, we had hundreds of Junior members enter the competition in one form or another. It was gratifying to see the drive our youth have to celebrate their enthusiasm for the Hereford breed.

Virtual shows took the place of many of our traditional shows in 2020, and although the virtual events are not the same as live cattle shows, they helped fill the void. Canadian Western Agribition held a virtual show this year, and although it did not attract the same high volume of cattle, the quality remained high. The Agribition Evolution Series Champion Hereford Bull and Champion Hereford Female were both bred and entered by Remitall West Polled Herefords. These high-quality entries represented the breed against all the other breed champions in the virtual show and were selected as the Supreme Bull and Supreme Female of the Evolution Series.

Canadian Hereford genetics have had great success in the US market as well. The Canadian bred bull, Haroldson's United 33D 36G, was recently named Grand Champion Polled Bull and selected as the Supreme bull over all breeds at the Cattleman's Congress in Oklahoma, a show that took the place of the National Western Stock Show for 2021.



2020 Agribition Evolution Series Supreme Champion Female: Remitall-W Belle ET 45F



2020 Agribition Evolution Series Supreme Champion Bull: Remitall-W We the North ET 83G



2021 Cattleman's Congress (Oklahoma, USA) Champion Polled Bull: Haroldson's United 33D 36G

