

Similar to the rest of the world, it has been a challenging year with the Covid-19 pandemic and many annual Hereford activities were unable to take place in South Africa. The year 2020 will always be remembered for the impact that the Covid-19 pandemic had on our lives and how it changed the way we will communicate and operate in the years to come. It certainly challenged us to adapt fast, think differently and become more innovative.

Despite the challenges faced during 2020, the South African Hereford Council and its special advisors have been doing an immense job to ensure that the South African Hereford maintains a fine-grained scientific breeding approach and thereby stays at the forefront of applying new technology. A typical example is a large funded South African Genomic Program that the breed is participating in, despite the current limited animal numbers of our breed within this country. Being one of the main participating breeds, sizable progress has been made over the past few years for the establishment of reference populations for the South African Hereford breed and this will continue in the years to come.

The % Hereford bulls sold as well as average prices in sales across South Africa in 2020 have remained similar to the previous two years, despite the difficult year where the economy in general suffered. A highlight was the new South African record price of R480 000-00 (R/\$ ± 14.5) that was paid for the bull WDW17-83 (Loheim Babilon) from the Loheim Stud. In the Hereford Championship of the World competition hosted by Global Livestock Solutions, the same bull also received a Gold award in the Hereford Champion Bull of Asia/Africa regional category and Silver award in the Champion of the World category.



WDW17-83 Loheim Babilon SA Hereford new record

South African Hereford females are well-known for their fertility traits and rank number one amongst all beef breeds for their intercalving period. As far as the breed's statistics at SA Studbook are concerned, the official average intercalving period of all Hereford cows over all calvings is 387 days. Currently, there are 41 active Hereford breeders in South Africa, and 6005 registered Hereford animals in total, of which 4170 are females and 1834 are males.

This year the triennial South African Hereford National Championships will take place in Bloemfontein on the 29th and 30th of April after it was postponed during 2020 due to the Covid-19 pandemic. Mr PJ Budler from Global Livestock Solutions in the USA will be the judge at this prestigious event.

Finally, we would like to extend our best wishes to fellow Hereford breeders across the world and may 2021 be more prosperous than 2020.