



CANADIAN HEREFORD ASSOCIATION

Mark of Excellence

REGULATIONS

Effective August 2007

MARK OF EXCELLENCE PROGRAM

The Mark of Excellence (MOE) Program encourages and promotes the development of purebred Herefords through the show ring by:

- maintaining high standards of competition in Canadian Hereford Shows;
- assisting Fair Boards and Hereford Show Committees with organization and promotion of MOE Shows; and,
- recognizing outstanding animals.

WHAT IS A MOE SHOW?

It is a Hereford show given special status by the provincial associations and the Canadian Hereford Association. Animals shown at MOE Shows are eligible for recognition under the MOE Awards Program.

MOE AWARDS

All awards are subject to the following general eligibility requirements:

- animals must be registered in the Canadian Hereford Association Herd Book;
- points accumulated towards an award must be earned at a recognized MOE Show;
- all points are calculated using the Show Points Table;
- an animal may win a specific award only once;
- all awards issued are subject to adherence to the show regulations;
- calves shown are eligible to accumulate points for themselves, except when shown at their mother's side; and,
- final acceptance of all nominations is subject to the approval of the Board of Directors of the Canadian Hereford Association.

Silver Medal (Nomination Fee - \$60.00)

Awarded for the outstanding achievement of an individual animal in the show ring.

The animal must accumulate a minimum of 30 show points, in addition to meeting the general requirements.

Gold Medal Show Dam* (Nomination Fee - \$60.00)

Awarded for the outstanding achievement of females whose progeny has excelled in the show ring.

The dam's progeny must accumulate a minimum of 35 show points, in addition to meeting the general requirements. One individual progeny may contribute a maximum of 20 points. All progeny, including those by embryo transplant are eligible to accumulate points for their dam.

Gold Medal Show Sire* (Nomination Fee - \$60.00)

Awarded for the outstanding achievement of a sire whose progeny has excelled in the show ring.

The sire's progeny must earn a minimum of 50 show points, in addition to meeting the general requirements. One individual progeny may contribute a maximum of 20 points for their sire.

*Registered Herefords not owned in Canada but shown in Canada can accumulate points for Gold Medal Awards.

HOW DO YOU APPLY FOR AWARDS?

Accumulative points are kept at the Canadian Hereford Association on all animals shown at MOE Shows. Canadian Hereford Association members may inquire at any time about the eligibility of an animal for a particular award, and will be provided official notification of qualification if they are eligible.

WHAT SHOWS QUALIFY AS MOE SHOWS?

1. The National Hereford Show

There are three National Shows, the Eastern National show at the Royal Winter Fair, the Western National show at FarmFair and the Canadian National show at Canadian Western Agribition. These shows will be held annually, with the National rotating from Agribition to the Royal every 4-5 years.

2. Canadian Junior Hereford Bonanza

The open show of the annual Canadian Junior Hereford Bonanza, the national junior show as hosted by alternate provinces throughout Canada each summer, has been included as a MOE Show since 2000. The selection of host provinces for Bonanza is made by the National Council of the Canadian Junior Hereford Association at their winter meeting and is designated up to three (3) years in advance.

3. Provincial MOE Shows

Each provincial association can nominate up to 7 shows per year with no minimum number of head by February 1 each year, for approval by the board.

MOE SHOW PROMOTION

The Canadian Hereford Association will:

- each year in the Spring issue of the Canadian Hereford Digest, publish a listing of all MOE Shows in Canada; and,
- periodically publish in the Canadian Hereford Digest a list of award winners.

The provincial association will:

- distribute MOE Show press releases and encourage local media to cover the show event; and,
- encourage local media to contact the MOE Show Chairman.

MOE SHOW REGULATIONS

The Canadian Hereford Association oversees the administration of the MOE Show program. These regulations are reviewed and approved annually by the Board of Directors.

All regulations are in place in an effort to enhance the show and provide breeders with an opportunity to display their product in a high caliber show at both a local and national level.

1. Dress Code:

- a) Exhibitors: The Canadian Hereford Association requires that all exhibitors at MOE Shows wear the official red show shirts available from the Canadian Hereford Association office.
- b) Judges: Suitable dress code is required for judges and their assistants.

2. Responsibilities of Show Committee:

- a) Show Chairman: A show chairman must be appointed for each MOE Show. The chairman is responsible for carrying out the requirements and regulations of MOE Shows, ensuring that

the Fair Board, exhibitors and Hereford Association(s) involved are aware of the requirements and responsibilities for the show. The Show Chairman provides a liaison between his Show Committee, the provincial association and the Exhibition or Fair Board. The provincial association designates the Show Chairman for all MOE Shows.

- b) Show Committee: The Show Chairman should set up a show committee. The Chairman and his/her committee are charged with ensuring that a successful MOE Show is carried out and that the guidelines and regulations of the MOE Show are met. They are also responsible for ensuring that all show results are forwarded to the Canadian Hereford Association within ten days of the event. A show committee for each of the three National shows shall be implemented, with representation from the respective Provincial association, the Canadian Hereford Association board, and the Canadian Hereford Association staff. The provincial associations will designate the Show Chair for these National Show Committees; similar to all other MOE shows. The purpose of the committee is to ensure a successful event and to raise the profile of the breed at the three major livestock shows.
- c) Estimated Pedigree Differences: EPD's and performance information shall not be provided in the show catalogues or given to the judges at any MOE show. Breeders are encouraged to discuss Performance data at the exhibitor stalls at their convenience at all shows.
- d) Judges: Exhibitors, as defined in point 5b on page 4, from the previous year should be asked to vote on the selection of judges as provided by the provincial association.
- e) Announcer: The announcer should be familiar with the Hereford breed and capable of giving the audience information about the animals and the breed.
- f) Stall Cards: Performance data, available through the Canadian Hereford Association, should be posted on the stall cards at all MOE shows. These may be posted in front of the stalled animals with the show number, name, registration number, tattoo, and date of birth, weight-per-day-of-age, and all Canadian Hereford Association performance data. Stall cards are available free of charge from the Canadian Hereford Association.

- g) Weighing: All bulls and females must be weighed at the three National shows. The weighing will be organized by the Hereford show committee for these National shows i.e. the Royal, FarmFair & Agribition.
- h) Awards: Awards are to be presented to four Champions and for Premier Breeder and Premier Exhibitor. The cost of awards is to be assumed by the provincial association or sponsors.
- i) Show Ring and Barn Decorations: It is important that a strong image of the Hereford breed is displayed at all MOE Shows. Displays such as flowers around the announcer's stand and a banner designating the show as a MOE Show, posters and other promotional items are suggested. A good display booth, possibly including refreshments, should be located in an appropriate spot and should be manned for the full time the cattle are in the barns. Literature and promotional materials should be available. Some display materials are available from the provincial associations and/or the Canadian Hereford Association.
- j) Honouring a Breeder: Any MOE Show may honour an individual who has made an outstanding contribution to the Hereford breed by naming the show in honour of this person. This practice is to be carried out with discretion and is NOT a MOE Show requirement.
- k) Registrations: All animals shown, including calves, must have a photocopy of current registration accompany entries. All animals' tattoos must be checked to be sure that they correspond to the animal's Registration Certificate and Show Catalogue. All irregularities are to be reported to the Registrar of the Canadian Hereford Association. Unregistered animals can not be accepted for entry in a MOE Show. 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 a \$100 penalty will be applied, payable to the CHA, and the animal must be tattooed, registered and the penalty paid prior to showing.

3. Responsibilities of the Exhibition/Fair Boards:

- a) Show Prize List Must Include:
- Acknowledgment: The show's prize list, catalogue of entries and other promotional materials must acknowledge that the show is a MOE Show. Provision is to be made in the prize

list and show catalogue to indicate that the Premier Breeder and Premier Exhibitor awards are donated by the provincial associations or sponsors.

- Show Eligibility: Animals must be registered in the Canadian Hereford Association Herd Book. Foreign animals must be registered with a member of the World Hereford Council and must be eligible for registration in the Canadian Hereford Association Herd Book. Unregistered animals can not be accepted for entry in a MOE Show. As well, the exhibitor, as defined in section 5b on page 4, must appear as the registered owner on the registration certificate.
- b) Catalogue of Entries: 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.
- c) Show Results: IMPORTANT - Show results listing name and registration number of animal, exhibitor and breeder for the top five placings are to be mailed to the Canadian Hereford Association, 5160 Skyline Way N.E., Calgary, Alberta T2E 6V1. These show results are required by the Canadian Hereford Association to maintain accurate records of MOE Shows and of animals eligible for MOE awards. It is important that registration numbers be included in the show results.

4. Show Classes:

- a) All Classes: May be divided into two or more classes after entries close.
- b) Two-year-Old-Female Class: The female must have her own natural current year's calf at foot and the pair is to be shown and judged as a unit. The calf does not accumulate MOE Show points for itself.
- c) Cow/Calf Class: The female must have her own natural current year's calf at foot and the pair is to be shown and judged as a unit. The calf does not accumulate MOE Show points for itself.
- d) 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 previously in a single class, limited to one entry per exhibitor.

e) Current Year Calf Class: A ribbon or prize money class, which 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. Calves must be a minimum of three (3) months of age.

A calf from the two-year-old female calf class and the cow/calf class may be shown individually in Get-of-Sire and Breeder's herd classes at MOE Shows. If the show is under seventy-five (75) head of cattle the show committee may also allow calves from the two-year old female and the cow/calf class to be shown individually in the Current Year Calf Class. If the show is over seventy-five (75) head, a heifer calf can be entered two ways (calf class and pair class). Depending on the show order, decided by the MOE show committee, heifer calves that win the honour of Grand or Reserve Grand heifer calf champion may not be shown as a pair; or heifer calves on a Grand or Reserve Grand champion cow may not be shown individually in the heifer calf class. A bull calf can be shown both ways.

f) Bulls Classes: Classes should 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 towards a Silver Medal Award.

g) For 2007 non-National MOE shows, when registration has been applied for and not received, calves will be allowed to show and tattoos will be recorded.

5. Premier Breeder and Premier Exhibitor:

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

Total points are calculated on the top 6 animals shown by the exhibitor in the single classes.

a) Premier Breeder: An award is 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.

- To be eligible for the Premier Breeder Award, the breeder must exhibit at the show.
- Qualification for this award is based on Canadian rules that specify all owners at the time of conception are the breeders of the animal.
- There is no minimum number of head shown in order to be eligible to qualify for Premier Breeder.

b) Premier Exhibitor: 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.

- All animals accumulating points for this award must be the entries of one breeding unit.
- A breeding unit (exhibitor) is defined as "that person whose name appears on the Certificate of Registration as owner or partner," who pays the entry fee, and has the animal in their show string.
- There is no minimum number of head shown in order to be eligible to qualify for Premier Exhibitor.

c) 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.

MOE SHOW POINTS TABLE

The following table is used by the Canadian Hereford Association to calculate show points for Silver and Gold Medal Awards. Points are awarded on the basis of the number of animals exhibited as submitted to the Canadian Hereford Association. Show points are cumulative and computed annually by the Canadian Hereford Association.

Note: All points are issued subject to MOE regulations.

Show Size	Individual Class Placing					Grand Champion	Reserve Champion
	1st	2nd	3rd	4th	5th		
75 Plus	10	9	8	7	6	10	5
74 or less	5	4	3	2	1	5	3