

New Ad Campaign: 'PROFITABULL'

The new American Hereford Association (AHA) ad campaign theme is "Profitabull." The campaign includes a four-fold brochure and full-page ad.

Copy in the campaign touts: No

doubt about it, a registered Hereford bull pays in so many ways. Docility, stronger fertility and calving ease plus he sires calves with hybrid vigor, feed efficiency and that demand a premium.

Learn more about the Hereford-sired advantage or find a breeder near you at Hereford.org/profitabull.

The four panels of the brochure focus on docility, the Hereford-sired momma, the value of heterosis and end product merit.

The brochure was distributed in the October *Hereford World* and October *Drovers CattleNetwork*. It will be included with spring issues of *High Plains Journal*, *BEEF* magazine and *Western Livestock Journal*.

AHA has also partnered with the American Brahman Breeders Association to develop a tigerstripe female ad that promotes the value of the Hereford-Brahman cross.

State associations and breeders can utilize the ads in local and state publications. To download AHA ads and radio scripts, visit HerefordResource.com. You can request a password by emailing adenton@hereford.org. **HW**



<p>Gentleness for safety; ease on fences, equipment and people</p>  <p>Unquestionable docility. There's no guess the high-priced cattle that are hard on equipment or a risk of causing injury. Research has determined that purebred Herefords lead to better safety, which is an important with today's cost of feed and fuel.</p>	<p>The true profit driver</p>  <p>There's nothing better than a docile and docile. The highest and most profitable technology available to cattle producers today is modern genetics. Health, longevity, efficiency, feed efficiency and growth of all self weaned are important advantages adding up to more than \$100 per cow weaned.</p>	<p>Another reason why AI studs have rediscovered the Hereford breed</p>  <p>A strong, healthy calf that's built to get up and aggressive to nurse can't be beat. All 25,000,000+ Hereford Cattle (see both weight Hereford) bulls sired up to Hereford bulls in calving ease when it had to Angus Hereford Hereford. This crossbreeding ease in one breed who increase Hereford's name sales from increased 67% since 2000 according to National Association of Animal Breeders Data.</p>	<p>Beef quality in the perfect package</p>  <p>Certified Hereford Beef® An experiment found that 20% growth in the last few years. Helping to create demand for the most sought after beef brand in America — the Hereford. Real world market analysis on USDA Certified Hereford Cattle. A Hereford hereford Hereford beef advantage of 20% per head in a certified conventional beef marketing system.</p>
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