




# THE BALD-FACED TRUTH

## ABOUT HEREFORD GENETICS

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It's obvious – Hereford-sired calves deliver a \$51 increase in net profit per cow, per year.\* Hereford genetics bring legendary hybrid vigor, improved fertility, feed efficiency and easy-handling docility to your program. Read the research, and see why Hereford heterosis pays off, at **HerefordTruth.com**.



\*Compared to Angus-sired calves. Source: Daley, David A. and Earley, Sean P. Impacts of Crossbreeding on Profitability in Vertically Coordinated Beef Industry Marketing Systems. American Hereford Association. Retrieved from <https://hereford.org/wp-content/uploads/2017/02/HarrisHeterosisReport.pdf>. 57100-A02