



Learn more at
herefordtruth.com

THE BALD-FACED TRUTH ABOUT HEREFORD GENETICS

7%

Higher pregnancy
rates

\$51

More per cow,
per year

\$30

Advantage in feedlot
profitability

\$20

Advantage in feed
efficiency

Hereford genetics maximize the value of your herd by leveraging traits such as fertility, feed efficiency, docility and feedlot profitability to your advantage.

*Compared to Angus-sired calves. Source: Daley, David A. and Early, 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>. 57100C06