



# THE BALD-FACED TRUTH ABOUT HEREFORD GENETICS

Take advantage of hybrid vigor with Hereford genetics.



## HEREFORD ADVANTAGE

Use the Hereford Advantage program to increase added market power and brand recognition with feeder cattle sired by a Hereford bull battery ranking in the top 50% for the CHB\$ index.



## MATERNAL ADVANTAGE

The Maternal Advantage program generates females with added longevity, more docility, increased fertility and more profit per year. Can be utilized by producers using Hereford bulls on British-based cows or Brahman-based cows in their breeding program.



## PREMIUM RED BALDY

Premium Red Baldy is designed to take advantage of the best traits of both Hereford and Red Angus. Females must be sired by bulls in the top 50% of the breed for Baldy Maternal Index (BMI\$) or Herdbuilder Index (HB).

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