

HEREFORD



ADVANTAGE

Visit

HerefordAdvantage.com

to get started today!



An industry-changing program from the American Hereford Association and IMI Global to verify and add value to Hereford-influenced feeder cattle with superior genetics, health and management.

REQUIREMENTS

- **Source & Age verification**
- **Genetic merit**
 - Minimum of 50% Hereford genetics
 - Bull battery ranking in top 50% of breed for \$CHB index (bull battery average)
 - Bull ownership transferred (all bulls)
- **Vaccination program – two rounds of vaccinations pre-weaning (minimum)**
 - *Recommended minimum protocol:*

PrimeVAC™ 34
PREMIUM
BY MERCK ANIMAL HEALTH

- **BQA certification**

BENEFITS

- **Genetic improvement tool**
 - **Sire EPD and profit index summary**
- **Added market exposure**
 - **Free listing at HerefordMarketplace.com**
- **Enrollment cost - \$3.00/hd.**
(verification + eID tag)

Look for this logo in Hereford bull sale catalogs to identify sires meeting the genetic requirements for the Hereford Advantage program.

