

Take advantage of hybrid vigor by capitalizing on Hereford genetics.



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.

Producers utilizing the program will have access to a sire EPD summary, added market exposure, replacement selection tools, genetic improvement tools and access to AHA resources, marketing and staff.

Qualifications

- Producers must verify that eligible females are sired by registered Hereford bulls with transferred ownership.
- Participating bull batteries must rank in the top 50% of the breed for Baldy Maternal Index (BMI\$) if used on British-based cows or the top 50% of the breed for Brahman Influence Index (BII\$) if used on Brahman-based cows.

