

# ADD VALUE

WITH FEEDER CATTLE & REPLACEMENT FEMALE PROGRAMS



## HEREFORD ADVANTAGE

An industry-changing feeder cattle marketing program through IMI Global to verify and add value to Hereford-influenced feeder cattle with superior genetics, health and management.



## MATERNAL ADVANTAGE

A unique marketing program designed to add value to Hereford-sired commercial replacement females with added fertility, feed efficiency, profitability and docility.



## PREMIUM RED BALDY

Take advantage of hybrid vigor by maximizing the best traits of Hereford and Red Angus genetics that provide commercial producers with premium replacement females.



LEARN MORE ABOUT THESE PROGRAMS



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