

SHHH.

THERE'S A LOT OF VALUE IN A QUIET,
GOOD-DISPOSITIONED COW.



No broken fences. No busted gates. No injured people.

Herefords lead the way when it comes to the
silent traits — and increase profitability
by more than \$51 per cow per year
at the same time.

7%

Higher pregnancy rates

\$51

More Per Cow, Per Year

\$20

Advantage in Feed Efficiency

\$30

Advantage in Feedlot Profitability

COME HOME TO HEREFORD.

*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.