

KA-CHING.

MORE POUNDS. MORE CALVES. MORE PROFIT.

Hereford bulls increase net profit by \$51 per cow per year.

That's \$20,000 in additional revenue for a typical 400-cow outfit, thanks to increased fertility and herd size.

Herefords are also the efficiency experts, proven to add value to calves in the feedyard — \$30 per head in profitability.

That's real money and real results.

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