



KA-CHING.

MORE POUNDS.
MORE CALVES.
MORE PROFIT.



Hereford.org | 816-842-3757

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.

7%

Higher pregnancy rates

\$51

More Per Cow, Per Year

\$20

Advantage in Feed Efficiency

\$30

Advantage in Feedlot Profitability

COME HOME TO HEREFORD.