## MORE POUNDS. MORE CALVES. MORE PROFIT.

 $( \bullet )$ 

Herefords are known as the efficiency experts for a reason. Herefords boost pregnancy rates by 7% and add \$30 per head in feedyard profitability in a crossbreeding system.

And Hereford genetics bring unrivaled hybrid vigor, longevity and disposition.

**COME HOME TO HEREFORD.** 



Hereford.org | 816-842-3757

( )