

WHOA.

MORE POUNDS.
MORE CALVES.
MORE PROFIT.



Hereford.org | 816-842-3757

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.

7%

Higher Pregnancy Rates

\$51

More Per Cow, Per Year

\$20

Advantage in Feed Efficiency

\$30

Advantage in Feedlot Profitability

COME HOME TO HEREFORD.