


# HEREFORD ADVANTAGE

*Visit [HerefordAdvantage.com](http://HerefordAdvantage.com) to get started today!*



An industry-changing program from the American Hereford Association and IMI Global to verify and add value to Hereford-influenced feeder cattle with superior genetics, health and management.

## REQUIREMENTS

- **Source & Age verification**
- **Genetic merit**
  - Minimum of 50% Hereford genetics
  - Bull battery ranking in top 50% of breed for \$CHB index (bull battery average)
  - Bull ownership transferred (all bulls)
- **Vaccination program – two rounds of vaccinations pre-weaning (minimum)**
  - Recommended minimum protocol:  

- **BQA certification**

American Hereford Association | (816) 842-3757 | 11500 NW Ambassador Drive, Suite 410, Kansas City, MO 64153 | [HerefordAdvantage.com](http://HerefordAdvantage.com)

## BENEFITS

- **Genetic improvement tool**
  - **Sire EPD and profit index summary**
- **Added market exposure**
  - **Free listing at [HerefordMarketplace.com](http://HerefordMarketplace.com)**
- **Enrollment cost - \$3.00/hd. (verification + eID tag)**



Look for this logo in Hereford bull sale catalogs to identify sires meeting the genetic requirements for the Hereford Advantage program.