

## Numbers Matter

Numbers matter for cattle operations of every stripe and size — from head count to performance metrics, from financial benchmarks to genetic profiles and all the rest.

Numbers matter because they add up to advantages or lost leverage, the opportunity to compete earnestly or not.

Some numbers are easy to come by, others seemingly invisible. For instance, it's nigh impossible to quantify heart, want-to and the benefits of experience.

## Efficiency Pays

Numbers matter because they provide a map to increased efficiency, which often coincides with more opportunity to survive and thrive.

That's why the Hereford breed holds such an enviable position in the cattle and beef industries. Alone and harnessed to heterosis through disciplined crossbreeding, Hereford genetics enable individual cow-calf operations and the collective industry to do more with less, and to save more while doing more.

Stories in this section of *Hereford World* encompass how Hereford breeders continue melding numbers with experience to enhance efficiency and create new opportunities.

