

# HARNESS THE POWER OF HYBRID VIGOUR

- 12% increase in profitability with hybrid vigour
- Quicker finish and increased carcass weight
- Increased fertility & production in first cross females
  - 25.3% increase in cumulative weaning weight across a cow's lifetime
  - 17% increase in number of calves over a cow's lifetime
  - 38% cow longevity
- Hybrid vigour is the true answer to feed efficiency and sustainability

**SUPERIOR BULLS CREATE SELLABLE CALVES.**

To find out more about buying a registered Hereford bull, talk to your stock agent or view our breeders online sale catalogues at [herefords.co.nz](http://herefords.co.nz)

**Hereford X**  
The best of breeds