ONE EXTRA CALF PER COW.

The most efficient cow in your herd is a maternal Xbred cow. The numbers don't lie - Xbred cows consistently outperform straight-bred cows across every commercial measure:

- 25% increase in cumulative weaning weight across a Xbred cow's lifetime.
- 17% more calves over a Xbred cow's lifetime.
- 38% better cow longevity - meaning fewer heifers retained.
- It all adds up to one extra calf per cow over her lifetime.

These efficiencies compound - fewer replacements, more calves, heavier weights. For generations, stockmen have known that the Hereford/Angus cow is the best commercial cow - the ultimate in commercial performance, giving the cattle breeder real options.

Talk to your agent about Hereford bulls or find a sale near you. **www.herefords.co.nz/bull-sale-calendar**

NZ Herefords