



# EYE ON THE PREMIUM?

Using NZ Herefords genetics will make your beef herd more profitable, qualifying you for added premiums, and gaining a number of proven, long standing stock performance benefits.

## PREMIUM PLUS!

- Processors will pay a premium for NZ Herefords or HerefordX stock that qualify under processor specifications
- 12% increase in profitability with hybrid vigour
- Hereford cattle rank #1 and 2 for IMF marbling across all the major Angus, Hereford, Simmental Studs across the country\*
- Hereford bulls overwhelmingly outperformed Angus Bulls for structural integrity and longevity.\*

**Hereford X**  
The best of breeds

To purchase a registered Hereford Bull, talk to your stock agent or visit [www.herefords.co.nz](http://www.herefords.co.nz)