

STRATEGIC PLAN

Mission Statement

Drive the sustainability of the beef industry by promoting the Hereford breed and providing comprehensive support.

Our Vision Statement

The Hereford breed will drive sustainable beef performance and profitability.

STRATEGIC OBJECTIVES

Market benefits of the Hereford breed

- Promote high genetic value Herefords to increase market share throughout the value chain
- HerefordX 'The best of breeds' brand
- Highlight the value of maternal heterosis

Create member value from data and information

- Increase awareness around the importance of accurate data
- Provide cost effective tools for members
- Support members to use the tools
- Support targeted research which will advance the breed
- Offer a range of educational resources aimed at bolstering profitability in the long term
- Encourage early adoption of new technologies

Build a strong Hereford Association

- Maintain a financially robust association
- Successfully align with partners who have shared values
- Foster a growing membership (cattle and people)
- Build a pathway for future leaders
- Support new members
- Nurture a respectful trusting culture for all involved in the Hereford family

KEY MARKETING MESSAGES FOR YOU TO SHARE

Why Herefords?

- NZ's preeminent maternal cattle breed
- Temperament
- Feed efficiency
- Fertility and longevity
- Provides a platform for production of high end beef products

Dairy Beef - Superior Bulls create saleable calves

- Proven calving ease
- White face recognition
- Great temperament
- Select using reliable data for growth
- Within NZ dairy industry Hereford X calves are always in demand, saleable, therefore financially superior

Hereford X - Simply Better Business

- 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**