

MORE EFFICIENT MEANS MORE HEREFORD.

HEREFORD — MAKING BLACK BETTER.

For efficiency and profitability, nothing gets you there faster than Hereford. Hereford characteristics, such as gain and feed conversion, show a \$78 advantage per head over Angus-sired calves from start to finish*. Ideal for your herd and for the future of your business, adding Hereford gives you the power to become more profitable.

Montana Hereford Association
www.montanahereford.org

Della Ehlke, President
ehlke@mt.net • (406) 439-4300

Ben Brillhart, AHA Field Representative
(406) 947-2222

MONTANA HEREFORD ASSOCIATION

*Preliminary findings from 2007 California State University study in cooperation with Lacey Livestock, Harris Feeding Co., and Harris Ranch Beef Co., "Impacts of Crossbreeding on Profitability in Vertically Coordinated Beef Industry Marketing Systems." Visit Hereford.org and click on the "Heterosis Report" tab or contact David Mehlhaff, AHA Director of Communications at dmehlhaff@hereford.org for more information.
©2007 American Hereford Association.