

THE ANSWER TO SUPERIOR ANIMAL  
PERFORMANCE IS

# STARING YOU IN THE FACE



**Quiet and easy to handle. Instant white face recognition. Lower birth weights. These are just some of the traits that define the HerefordX advantage.**

Registered Herefords have an incredibly quiet nature. We know a large number of dairy farmers allow their Hereford bulls on and off the milking platform and are confident their staff will be comfortable working with these docile animals. What's more the highly sought after HerefordX commands a premium at all weight ranges, with 4 day old calves making up to \$400.

Use our Dairy Beef Selection Index to calculate all pedigree information, and put it into a dollar value for you. Because the more dollars, the better. Right?

You can't argue with genetics when it comes to maximising the value of your herd.

To find out where to buy a registered Hereford bull,  
visit [www.herefords.co.nz/bull-sale-calendar.html](http://www.herefords.co.nz/bull-sale-calendar.html) or talk to your stock agent.

**Hereford X**  
The best of breeds