

A black and white photograph of three Hereford cattle standing in a field of tall grass. The cattle are facing forward, with the one on the right slightly ahead of the other two. They have characteristic white faces and dark bodies.

# **SOLID DATA, SOLID DECISIONS.**

Proven calving ease, white face recognition, great temperament.  
Select using reliable data for growth rates and strong carcass quality.  
It pays to capture the HerefordX advantage.

**SUPERIOR BULLS CREATE SALEABLE CALVES.**  
To find out more about buying a registered Hereford bull,  
view our breeders online sale catalogues at [herefords.co.nz](http://herefords.co.nz)

**Hereford X**  
The best of breeds