

# HARNESS THE POWER OF HYBRID VIGOUR

- 12% increase in profitability with hybrid vigour
- Quicker finish and increased carcass weight
- Eliminate "tubby pure bred heifers" and animals that go prime too small
- Cross bred animals have greater marbling scores and better access to premiums
- Increased fertility, production and longevity from hybrid vigour
- Hybrid vigour is the true answer to feed efficiency and sustainability

## SUPERIOR BULLS CREATE SELLABLE 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

