

**Vision:**

The Hereford breed will drive New Zealand beef performance and profitability.

**Purpose:**

Enable breeders, farmers and consumers to experience the benefits of the Hereford breed.

**Strategic objectives:**

**Priorities/key actions**

**Build a strong Hereford Association**

- Communicate and interact with members
- Maintain a financially robust association
- Successfully align with partners who share similar values
- Ensure a growing membership (cattle and people)
- Engage and develop the next generation of Hereford breeders and leaders
- Provide a branded beef programme (Hereford Prime)
- Focused strategy implementation
- Support for new members
- Nurture a respectful, trusting culture for all involved in the Hereford family

**Create member value from data and information**

- Increase education around importance of accurate data collection
- Provide cost effective tools for members
- Ensure members can use the tools
- Support targeted research which will advance the breed
- Aim for every animal to be fully recorded

**Market Hereford**

- Market high value Hereford genetics to increase market share throughout the value chain
- Create events that market the benefits of the registered Hereford breed
- Build the value of Hereford as the cross-breeding solution – Hereford X