

## What can a Black Hereford do for me?

- ✓ Produce offspring with heterosis, which will increase your production at no additional cost.
- ✓ Improve your calving rate in the heifers you retain in your herd as replacements.
- ✓ Eliminate red baldies. The black hair color is the preferred color for many value-based programs.
- ✓ Certified Herd Sire rule that eliminates lethal genetic defects from the Angus & Hereford breeds.
- ✓ Produce offspring with unequaled feedlot feeder demand.

## What can the Black Hereford Association do for me?

- ✓ Give you access to a world class EPD system that has the largest animal base.
- ✓ Provides a solid record keeping system.
- ✓ Give you access to Digital Beef, for pedigree and performance tracking.



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### Association Contacts

Ernie Dominguez  
Executive Director  
(512) 567 - 7840  
ernie@blackhereford.org

Member Services  
(816) 431 - 6960  
service@blackhereford.org

Visit us at <https://blackhereford.org/>



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## What is a Black Hereford?

A Black Hereford comes from mating a Registered Angus to a Registered Hereford. The progeny will be a Certified F-1. Then, you continue to increase the Hereford or Black Hereford genetics in the pedigree of the animal to reach Percentage or Purebred status (min 62.5% for a percentage or min 87.5% for a purebred).



## Let's Talk Performance

Black Hereford cattle give producers the advantages of both the Hereford and the Angus breeds that are valued in today's marketplace. The Black Hereford female adds increased fertility and docility to your herd, giving you more live calves over the lifetime of the female. The primary purpose of any commercial operation is to put pounds on the ground. There is no better way to do that than to cross your Angus based herd with a Black Hereford. It will bring more fertility and docility to your herd as well.

## Breed Advantages

- Feed Efficiency
- Increased Fertility
- Docility
- Profitability
- Hardiness
- Heterosis with Performance

## Why Black Hereford?

Herefords have always been known for their docile temperament and feed efficiency. Angus have always been known for lighter birth weights, good growth and outstanding carcasses. The combination of these two breeds produces an outstanding animal with the benefit of the black color. The benefit of using Black Herefords is to obtain Hereford heterosis without the financial disadvantage of red Herefords.

