

# THE AMERICAN BLACK HEREFORD

## ADDED FERTILITY

Reproduction is the most important factor for earning profit in a cow/calf operation. Black Hereford cattle are proven to have higher conception rates, and added fertility.

## INCREASED LONGEVITY

The Black Hereford Female adds hardiness to the herd. In return, the commercial producer will keep less replacement females, earning more profit.

## FEEDLOT PROFITABILITY

Due to their higher weaning weights and increased feed efficiency, the Black Hereford brings a higher rate of return in the feedlot.



# DEPENDABLE. DOCILE. PROFITABLE.

AMERICAN BLACK HEREFORD ASSOCIATION ■ [WWW.BLACKHEREFORD.ORG](http://WWW.BLACKHEREFORD.ORG)