



*Explore the taste  
of Hereford  
Prime Beef*



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*Hereford  
The Complete Package*

*Why Hereford*

- Has lower maintenance
- Ease of calving
- Returns to service sooner
- Ease of handling
- For more calves per cow served
- Out on their own for meat quality taste and flavour
- Return more profit
- Decide now on Hereford



*Profit with  
Palatability*

## TWO YEAR OLD BEEF PRODUCTION (Teagasc)

### Average Stocking Rate per animal sold

	Spring System	Autumn System
HEREFORD X	0.4 Hec (1.0Ac)	0.45 Hec (1.1 Ac)
CONTINENTAL X	0.5 Hec (1.2 Ac)	0.53 Hec (1.3 Ac)

### Total Lifetime Silage Consumption

	Spring System
HEREFORD X	7 Tonnes
CONTINENTAL X	11 Tonnes

### Total Lifetime Concentrate Consumption

Hereford X	0.5 Tonnes
Continental X	1.0 Tonnes

### PRODUCTION OF SPRING BORN BEEF HEIFERS (TEAGASC)

19 Month System	Inputs	
	Silage	Concentrate
Her x Fr	4.5 Tons	250Kgs

Overall annual stocking rate of 0.85 acre per heifer produced is feasible.

Thus the carcass output per acre is about 270 Kgs carcass per acre

22 Month system	Inputs	
	Silage	Concentrate
Continental x Fr	8 Tons	610 Kgs

Stocking rate 1.00 acre per heifer produced carcass output per acre is about 290 Kg carcass per acre.



## Optimum Beef Production

As Irish Farmers strive for OPTIMUM PRODUCTION it becomes essential that management be based on Cost-Benefit Analysis. This concept means that breeds, and their crosses, are chosen which are best suited to the available feed resources such as GRASS, SILAGE and HAY which are grown in abundance. More than any other BEEF breed HEREFORD performs BEST - NATURALLY. HEREFORDS utilise grass / silage / hay to maximum effect by converting them to NATURAL, WHOLESOME LEAN RED MEAT, EFFICIENTLY.

## Temperament - Disposition

Disposition does play an important role in the management efficiency area, particularly in the silage yard and confined areas.

Temperament is a major Hereford Breed asset.

## Feed Efficiency

Research tells us that 71% of all feed requirements during the life cycle of a beef animal are used for MAINTENANCE. Only 29% of all feed requirements are used by the animal for GROWTH. Therefore if we are to improve efficiency, reducing Maintenance Costs is the place to start. HEREFORDS are 30% more efficient than continentals for annual feed energy requirements.

## Fertility & Reproduction

....are 5 TIMES more important than growth traits and 10 TIMES as important as carcass traits. A live calf every year and your cow quickly in calf again is the most essential demand of a Friesian Dairy farmer.

## Dairy Farmers: £20 - £100

You can lose between £20 & £100 if milk per cow per annum due to a longer Gestation Period and the resultant slow breeding back process. Continental breeds have longer gestation periods and considerable more calving difficulties than Hereford who are noted for their ease of calving.



## Taste & Flavour

"Silky, finely grained beef that is succulent...it's red rich colour that guarantees that this beef has been raised on grass" comments of French gourmet at Charolais regional tasting which HEREFORD PRIME ME beef won.

The superb taste of hereford Prime beef comes from its natural marbling. This fine marbling is the distinguishing feature of Hereford beef and is the key to its tenderness, juiciness and flavour. The Hereford is the breed of choice of the Irish masters butcher association.

Regular supplier of Hereford shired steers and heifers under 30 months of age required for RAPIDLY EXPANDING HEREFORD prime wholesale retail and restaurant market.

