

HEREFORD



DAIRY HERDS

Hereford Ideal Choice
Ease of Calving
Short Gestation
Low Mortality
Docility
Service 24/7
Cow Quickly In calf Again
Top prices for dropped calves
Ready Demand for Stores
Ready Demand as Suckler Dam
Extra Premium at Slaughter
Performance, Premium & Profit

Calving Ease

Labour and veterinary expenses at calving are a serious issue. Dairy farmers can select Hereford bulls that minimise the risk of calving difficulty while still maximising beef calf value.

Gestation Length

The Hereford as a top performer for calving interval (ICBF figs.) Each day increase in gestation length costs €7.90. Short gestation increases milk output and improves conception rates. A reduction will increase milk production and increase conception in subsequent breeding seasons. "For a beef bull siring 30 calves per year, a breeding value to reduce gestation length by 5 days is worth €790/year/bull to the dairy farmer." (Dr. P. French Teagasc Moorepark)

Beef Schemes

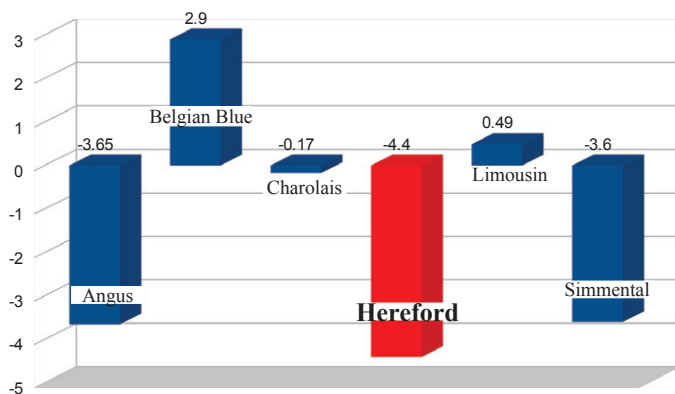
There is major demand for Hereford and Hereford cross steers and heifers at Premium Prices to supply the various high quality Hereford beef schemes.

For further information please contact

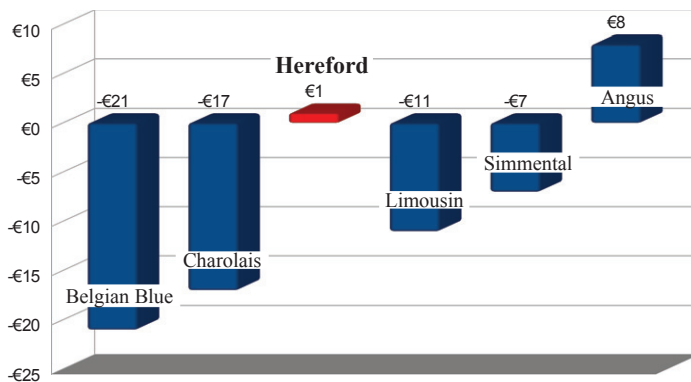


IRISH HEREFORD BREED SOCIETY LTD,
Harbour St, Mullingar, Co Westmeath
Phone: 044/9348855
E-Mail: irishhereford@gmail.com
Web: www.irishhereford.com

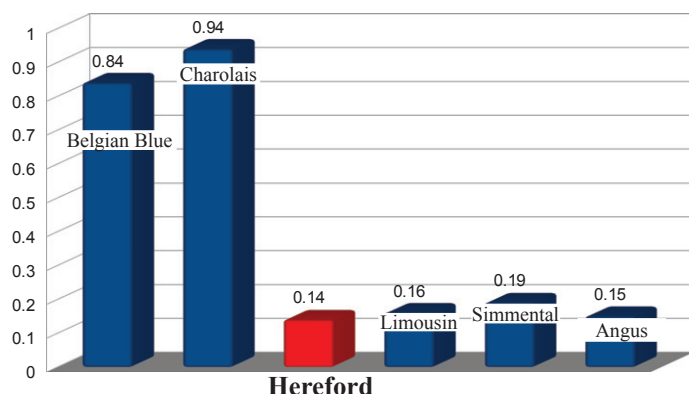
Hereford Tops for Calving Interval



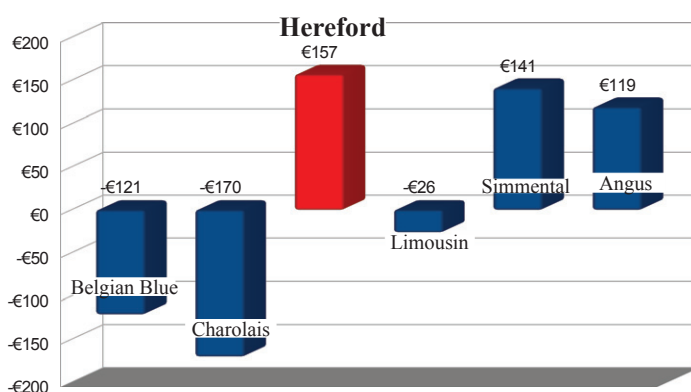
Choose Hereford for Calving Traits (€)



Hereford for Low Mortality



Herefords Top for Milk & Fertility



HEREFORD

A top performer for calving ease, calving interval, low mortality, for docility, for milk and fertility "ICBF 2010/2011"

Calf Value

Gross output of a 65 cow dairy herd can be approx. €5,000 or 1.5 c/l. When selecting a sire, spending an extra €500 on the day of purchase for higher quality can quickly be recouped through calf sales. An extra €20 per calf at sale due to higher quality will result in an increased income of €600 on just 30 calves.

Fertility and Reproduction

Are 5 times more important than growth traits & 10 times more important than carcass traits.

A live calf every year and your cow quickly back in calf again is the most essential demand of a dairy farmer.

Docility

The Hereford is quiet and is easy to handle. Good temperament is essential in one man units

Mortality: Hereford a clear choice for low mortality 0.14% (ICBF)

A Farmers Perspective:

Joseph Barry, 100 cow dairy farmer, Castlemagnor, Mallow, Co Cork. - "I like to buy a Hereford Bull mainly because of the price the calves make at 3 weeks of age – great looking calves".

DJ Dunstan, Beef farmer, Freemount, Co Cork – "I rear about 50 calves every year, and always buy whiteheads because they are trouble-free, easily fleshed, and command a good price at sale time".

Paudie Murphy, Dairy farmer, The Island, Newmarket – "I buy a good whitehead bull because he's very quiet, easy to manage and there's a good demand when I'm selling my calves at the mart".

Eamon Tarrant, Contractor and dairy farmer, Gurteen, Banteer, Co. Cork – "My wife Breda milks the 70 cows and the Hereford bull is quiet and manageable. The calves are carried to beef and its very noticeable how easy fleshing they are compared with the friesians".