

# Success in the Feed Lot

With their high feed efficiency and quiet temperament, WI Hereford calves fit well into a variety of weaning, growing, and finishing management systems.



Weaned WI Hereford calves gain quickly on high-forage diets, helping reduce overall feed costs.

Adapted to both winter's cold and summer's warmth, WI Hereford feeder cattle grow and flesh easily throughout the year.

Progressive WI Hereford breeders select bulls for optimal carcass traits to enhance profits from finished cattle.

Marketing opportunities for WI Hereford feeder cattle are available through local, state, and national programs.



WI Hereford bulls fit well into dairy-beef breeding programs, adding muscling and feed efficiency to dairy-cross feeder calves.

# Contact Information



**WISCONSIN**  
HEREFORD ASSOCIATION

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[wisconsinhereford.org](http://wisconsinhereford.org)



## Success in the Cowherd

Rugged, feminine WI Hereford cows graze hills, valleys, and prairies, efficiently converting forages into pounds of calf growth.

Progressive WI Hereford Breeders select cows for structural soundness and moderate frame size to have good longevity in a variety of forage-based management systems.

With their docility, ease of fleshing, high reproductive efficiency, and good maternal abilities, WI Hereford cows fit well in a variety of breeding management programs.

Bulls, cows, and replacement heifers are carefully selected by progressive WI Hereford breeders to optimize maternal and growth traits, to fit herd goals for calving ease, cow performance, fertility, and weaning weights.

Both new, and foundation bloodlines are utilized by progressive WI Hereford breeders to produce strong, genetically diverse cattle that amplify breeding program success.



## Support Your Herd's Success



The WI Hereford Association (WHA) continually supports members in their efforts to raise and market Hereford Cattle.

WI Hereford Association membership welcomes individuals, families, farms and herds of all sizes! Membership is open to anyone with interest and enthusiasm for Hereford cattle.

The WI Hereford Association offers members the opportunity to market breeding stock through the yearly WHA State Sale.

The WHA supports marketing opportunities for WI Hereford feeder cattle through local and regional "Hereford Influence" and "Red-Hided" focused sales.

The WI Hereford Association provides family-friendly networking opportunities with other WI Hereford breeders through educational and social events such as: farm tours and summer picnic, the yearly WHA State Sale and banquet, agricultural trade shows and field days in WI, and more!

## Success in the Show Ring

WI-bred Hereford cattle have achieved high honors, at many local, state, and national shows.

The Hereford breed's docility makes them an ideal choice for youth showmanship projects.

Easy-fleshing, structurally sound feeder cattle perform well in steer classes.

WI-bred show heifers are selected to become profitable replacement females in the cowherd after their show ring career.

WI Hereford breeders continually infuse new genetics to improve success in the show ring.

The WI Hereford Association supports local, state, and national Junior programs that provide education, industry experience, and showing opportunities to young cattle enthusiasts.

WHA supports yearly opportunities for both youth and adults to exhibit WI Herefords including the WI State Hereford Show, WI State Fair, and World Beef Expo.

