



HEREFORDS
Australia

2024

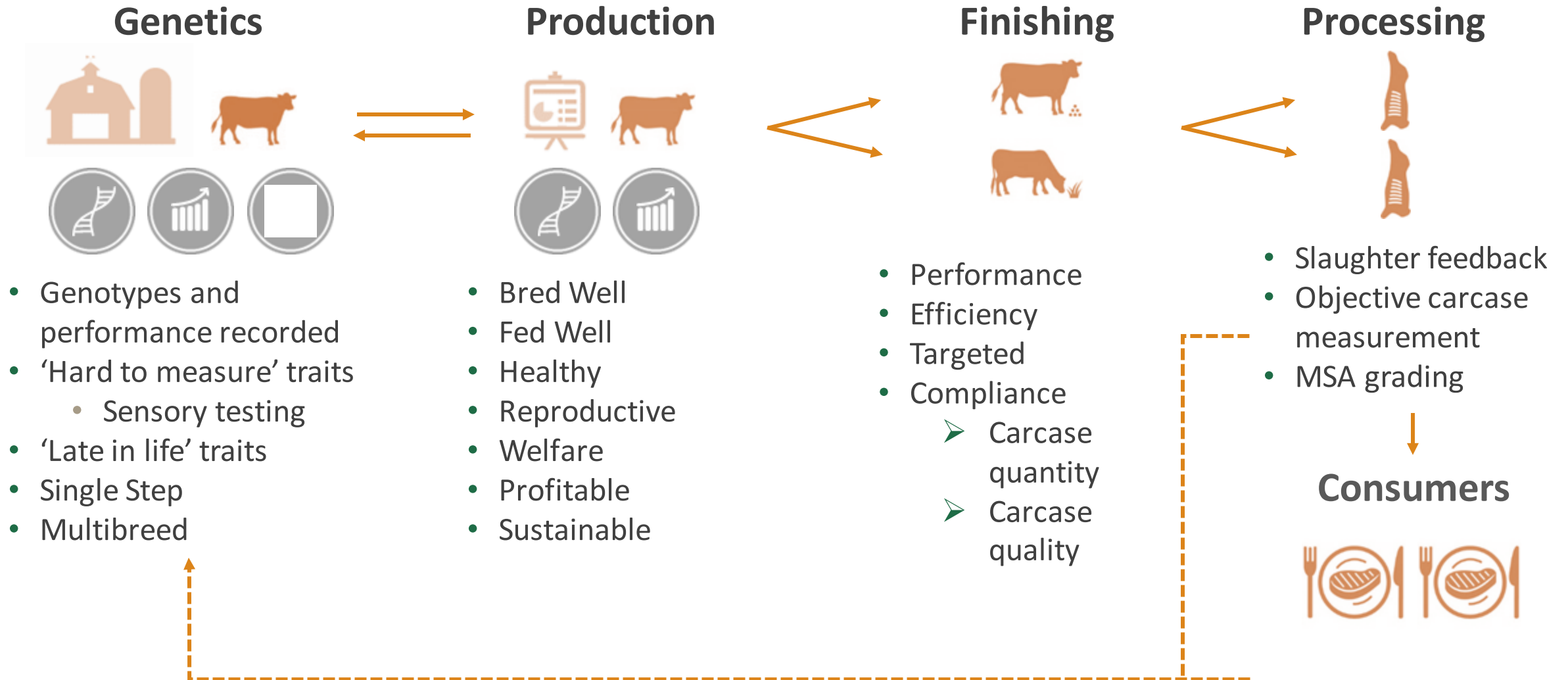
Herefords Australia Breed Forum Productivity Driven Sustainability

Tuesday 14th May 2024
Wodonga



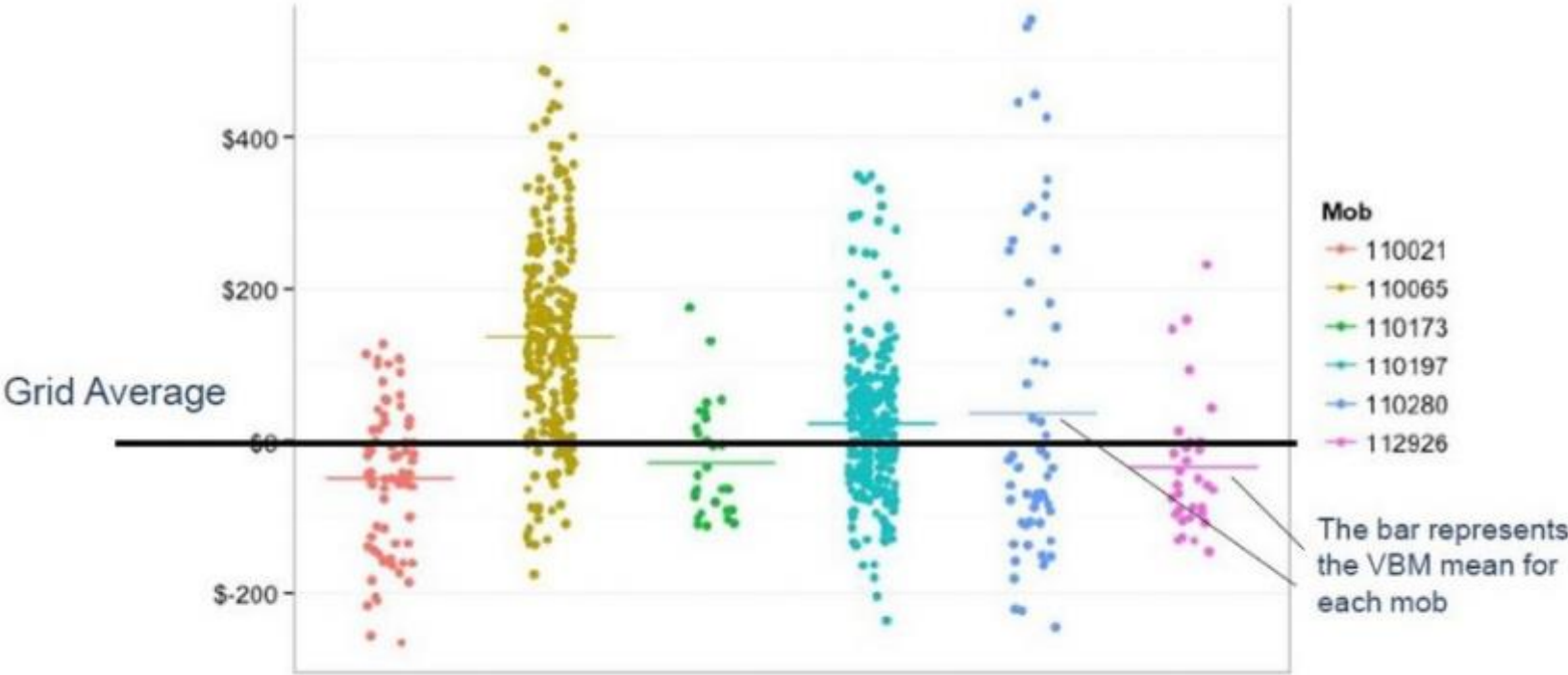
Sustainability, Productivity, Quality

Linking genetics to consumer outcomes



Sustainability, Productivity, Quality

Individual animal & mob differences exposed
(\$/head difference VBM v grid)

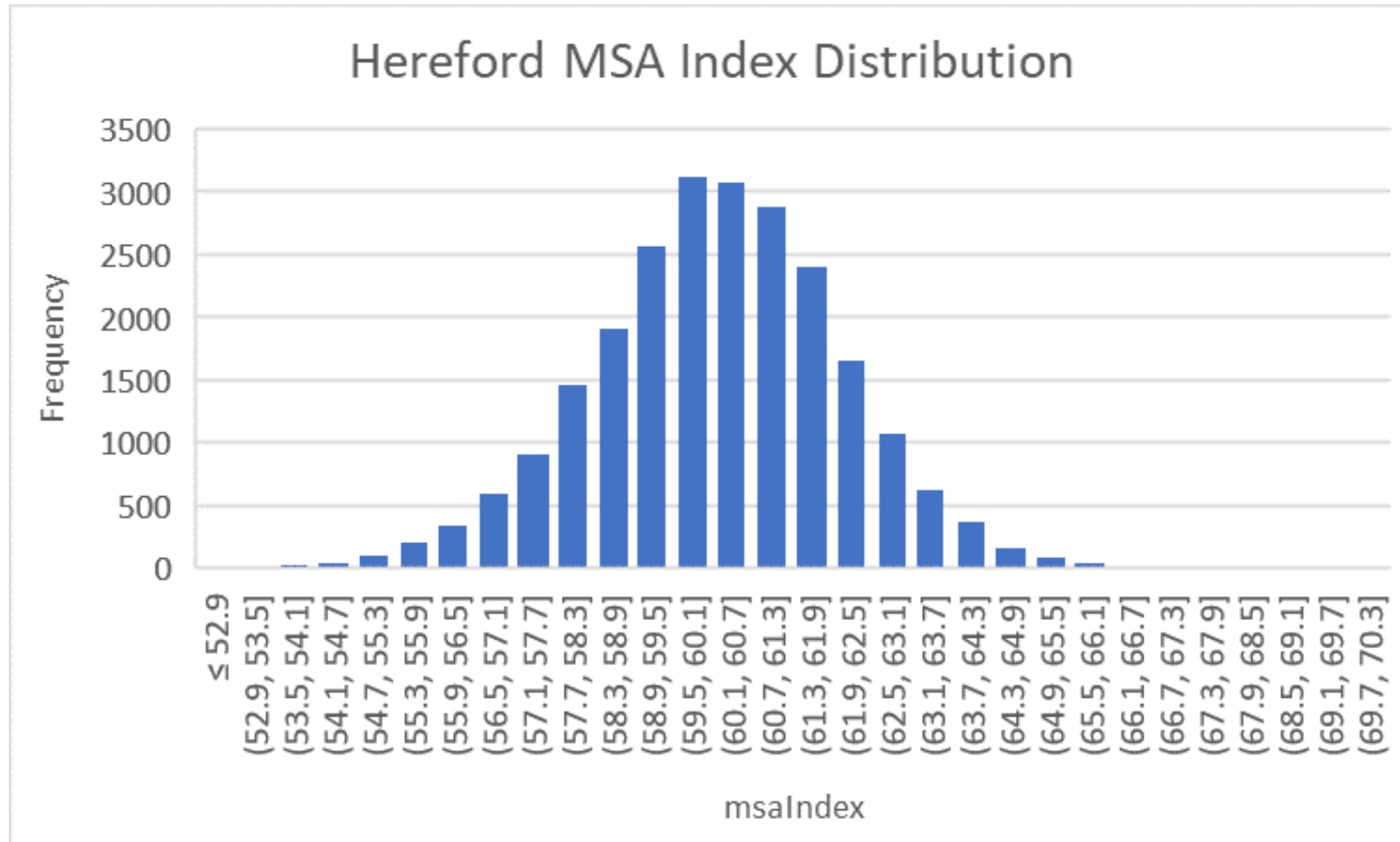


R&D in action

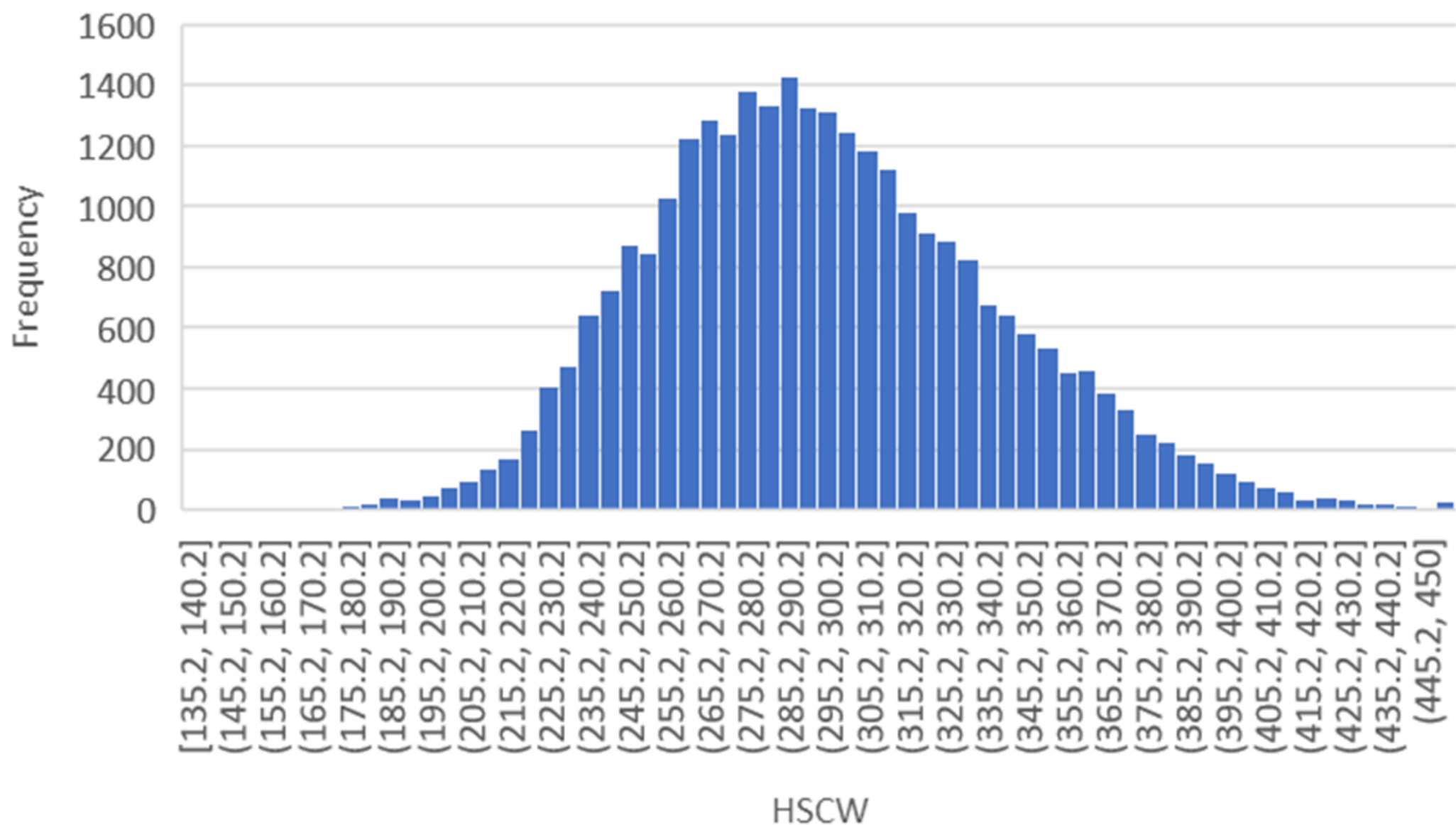


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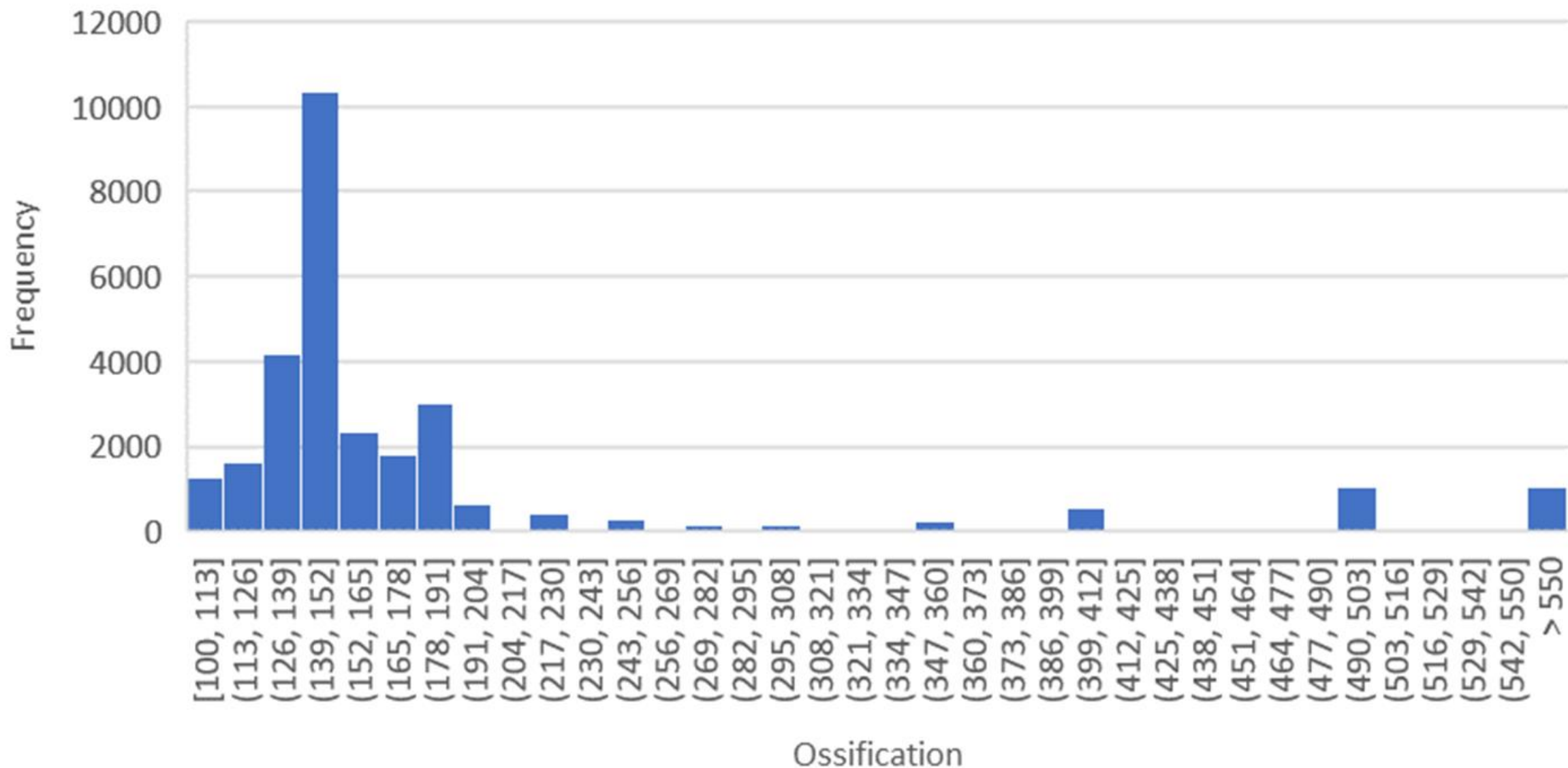
Carcase outcomes



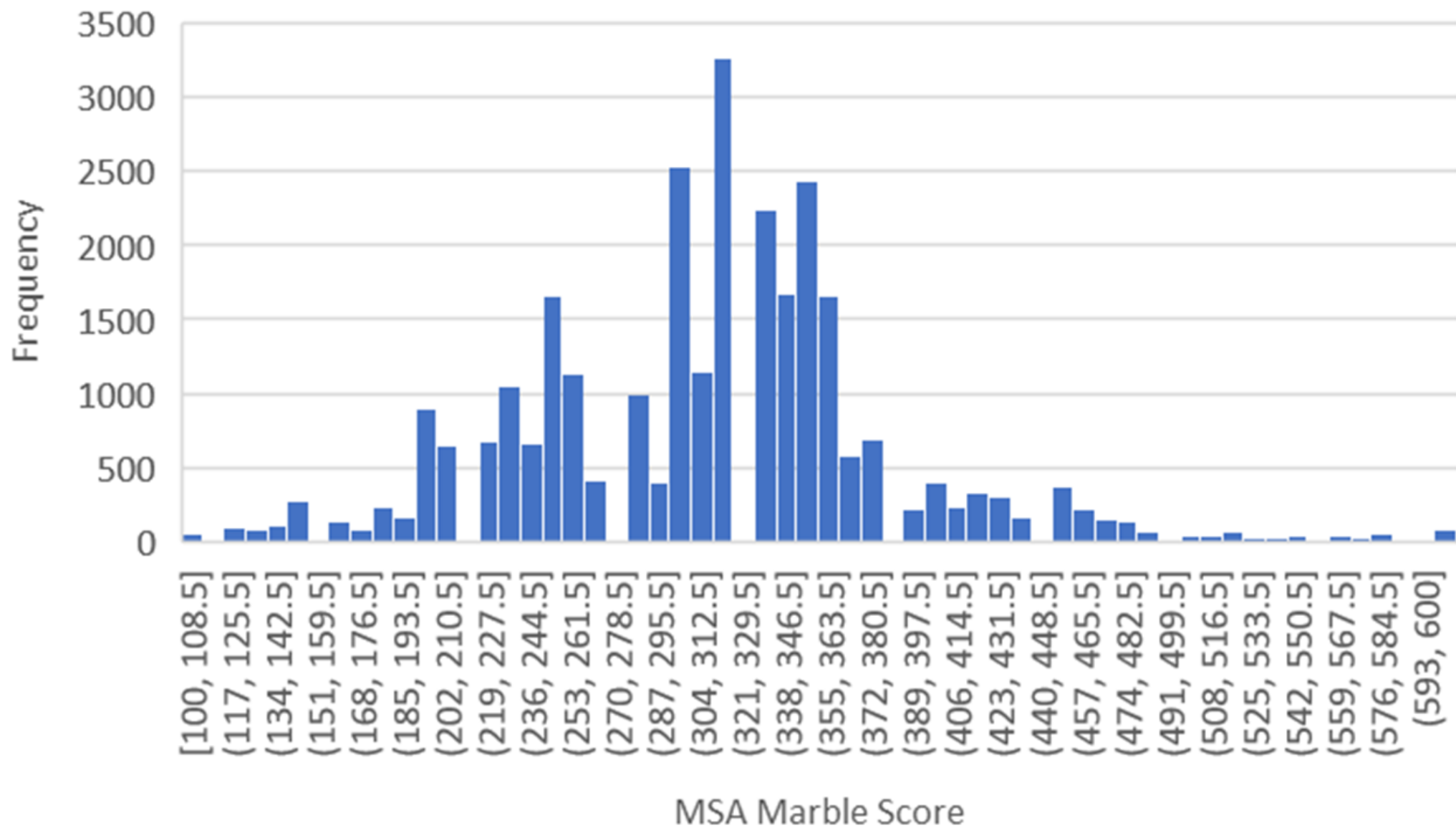
Grass Fed - Carcass Weight



Grass Fed - Ossification



Grass Fed - MSA Marbling



Sustainability, Productivity, Quality

THIS IS THE FUTURE

