

Welcome, and thank you for your interest in our Hereford cow herd.

The Ervie Hereford herd has existed now for over 50 years, and it has played a major role in the lives of all our family.

We are quietly proud of the consistency and quality of our cow herd and believe they will do a great job for you whatever bull you breed them to. Our use of line breeding will allow you to maximise the hybrid vigour in their calves.

We hope you find the videos helpful but will be incredibly happy to arrange to show you round the herd and allow you to evaluate their potential for yourself if you can make the trip.

Many of the cows descend from original foundation females in the herd. Over the years we have added good families from other established UK Hereford herds, but since 2005 we have concentrated on introducing Hereford Line One genetics from the USA, ensuring a robust herd health and biosecurity policy and a totally closed herd.

This is the first year we have offered females with straight Line One Hereford pedigrees. A few of them are actual imports, but most are the result of our own line breeding programme used since 2005. They are all named as “Achievements” with the letter following their name intimating which flush they are from.

This offering is a unique opportunity for you to obtain some of our best cows at the price that suits you best.

Best regards,

John, Alexandra, Rosie, Ellen, Olivia and Kristina.