



# Certified Hereford Beef<sup>®</sup>

## *Why Certified Hereford Beef?*

*Certified Hereford Beef* is a breed specific program that allows a competitive advantage over all other programs in the industry. There is only *one* certified Hereford beef program in the current market. The Premium, Choice and Classic program options consist of a full product line offering that will add value to your bottom line. Our unique *Certified Hereford Beef* brand focuses on superior quality to exceed consumer standards.

## *What is Certified Hereford Beef?*

*Certified Hereford Beef* is a premium branded beef program owned by the American Hereford Association. *Certified Hereford Beef* is a USDA registered, certified and graded program and is a product of the USA. Animals must meet strict live and carcass specifications. *Certified Hereford Beef* is recognized for consistent size and uniformity, delivering a high-quality beef product that provides an exceptional eating experience.

## *The Local Link*

*Certified Hereford Beef* is built on the tradition of family farmers and ranchers all across the United States dating back to 1881. When you purchase *Certified Hereford Beef*, you are supporting local Hereford ranchers in your region. Hereford farmers and ranchers are sustainable stewards of the land and treat their livestock with the same respect. *Certified Hereford Beef* is a brand built on the back of the Hereford breed, which is the foundation of America's beef. This is what makes *Certified Hereford Beef*, *Excellence Built by Tradition<sup>™</sup>*.

## *Marketing with Certified Hereford Beef*

Powerful marketing is at your fingertips with *Certified Hereford Beef*. Program partners receive access to marketing tools including point of sale, educational materials, menu promotion, photography, brand recognition and apparel. The *Certified Hereford Beef* marketing team works hard to ensure your profitability and success.

## *How do I get Certified Hereford Beef?*

- Consult with your current beef representative
- Check out [herefordbeef.org](http://herefordbeef.org) under "Where to Buy"
- Email [info@herefordbeef.org](mailto:info@herefordbeef.org)
- Call Amari Manning 816-218-2276

## *Find us on Social Media*

-  Certified Hereford Beef
-  Certified Hereford Beef
-  @certifiedherefordbeef
-  @crtherefordbeef

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



Return this form to receive more information, a complimentary  
*Certified Hereford Beef* gift and enter to win a CHB cooler!

*\*Please Print*

Company Name: \_\_\_\_\_

First and Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

*\*Please check one*

Restaurant

Grocery Store

Other  \_\_\_\_\_  
*(Please specify)*

**Please mail, email or fax completed form to:**

Certified Hereford Beef

P.O. Box 014059

Kansas City, Mo 64101

info@herefordbeef.org

Fax: 816-218-2257

All forms must be submitted by Dec. 1, 2017.

The drawing will occur on Dec. 4, 2017.

