

# All Things HEREFORD

*Demonstrating loyalty to the Hereford breed  
just became easier with the new ShopHereford.com.*

by *Allison Fortner*

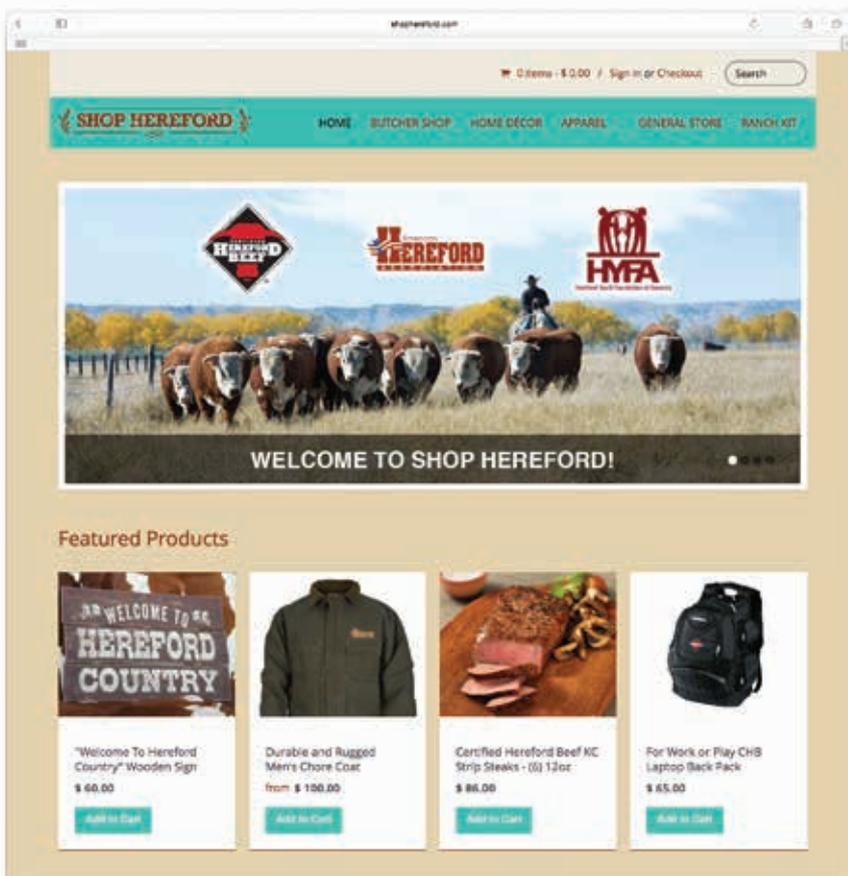
With technology at their fingertips, the possibilities are endless for Hereford enthusiasts. That's why the new *ShopHereford.com*, featuring Hereford-branded items, stole the show when it

launched in late April. This point-and-click shopping site puts the power of Hereford promotion into the hands of the breed's biggest fans, enabling instantaneous purchasing of a wide array of Hereford products.

The American Hereford Association (AHA) and Certified Hereford Beef (CHB®) LLC launched this one-stop shop for all things Hereford as an online store for visitors to purchase items that promote the Hereford breed, including AHA, the National Junior Hereford Association (NJHA), the Hereford Youth Foundation of America (HYFA) and the CHB brand.

A communications team from AHA, CHB and NJHA collaborated with Streetmarc of Westport, Conn., to develop the website that is both user-friendly and easy to navigate. Andrew Brooks, CHB LLC vice president of marketing and a member of the website development team, says, "Our producers are raising a premium product to feed the world. This website is just one more avenue for us to help them tell their story and show the spirit and passion we have for being a part of Team Hereford."

*ShopHereford.com* was created with the customer in mind and includes features that ensure an enjoyable online shopping experience. Its creators also wanted to be able to control the look and feel of the site while possessing the security and ability to grow AHA and CHB options, explains Brooks. The website is visually appealing and makes finding the right product



On the homepage of *ShopHereford.com*, visitors are greeted by the logos of the organizations represented on the website and can view featured products that are updated on a regular basis.

a breeze with the upper-right-hand-corner “search” bar and five categories for purchase possibilities.



### Butcher Shop

The first of these categories is the “Butcher Shop,” the one-stop online shop for purchasing CHB, which was previously only available at select grocery retailers and restaurants. Shoppers may now order CHB and have the products shipped overnight anywhere in the United States.

Products will include ribeyes, T-bones, strips and tenderloin steaks throughout the year. Regarding the branding possibilities of the site, Brooks says, “It basically expands our reach to all 50 states, and even beyond that — we can reach our followers world-wide. We have Hereford enthusiasts all over the world, and now they can get the great beef they crave.”

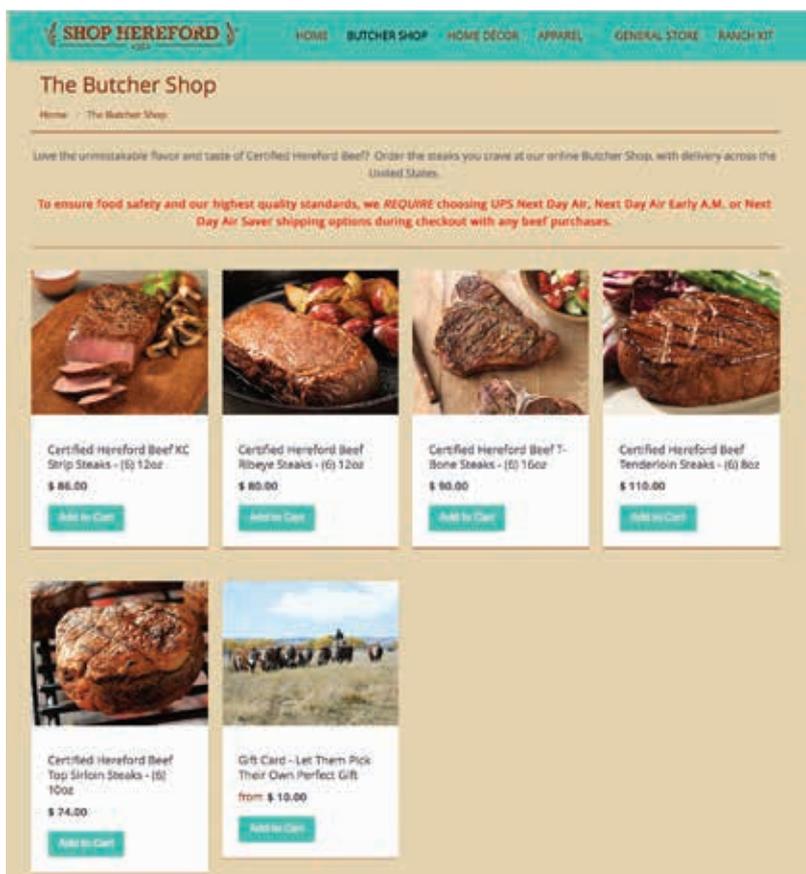


### Home Décor

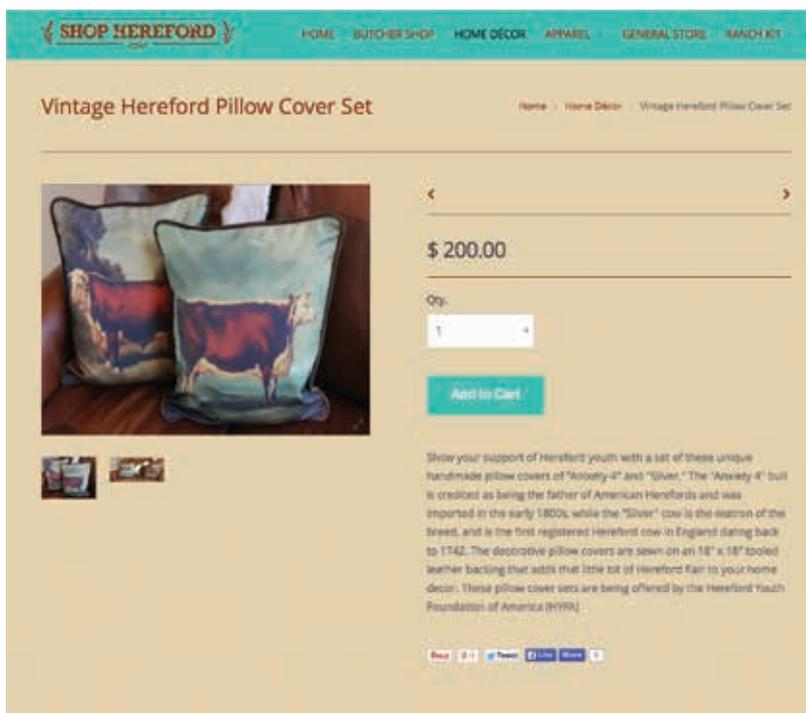
The “Home Décor” category encourages visitors to showcase Hereford passion both in the kitchen and in their other living spaces. Enthusiasts can now display their love for the breed throughout their homes by purchasing unique wall art, prints, cutting blocks and pillow covers from the “Home Décor” selection.

Customers also have the opportunity to support Hereford youth by purchasing the beautiful historic prints and handmade pillow covers offered by HYFA. Profits from the sale of these items go toward scholarships and

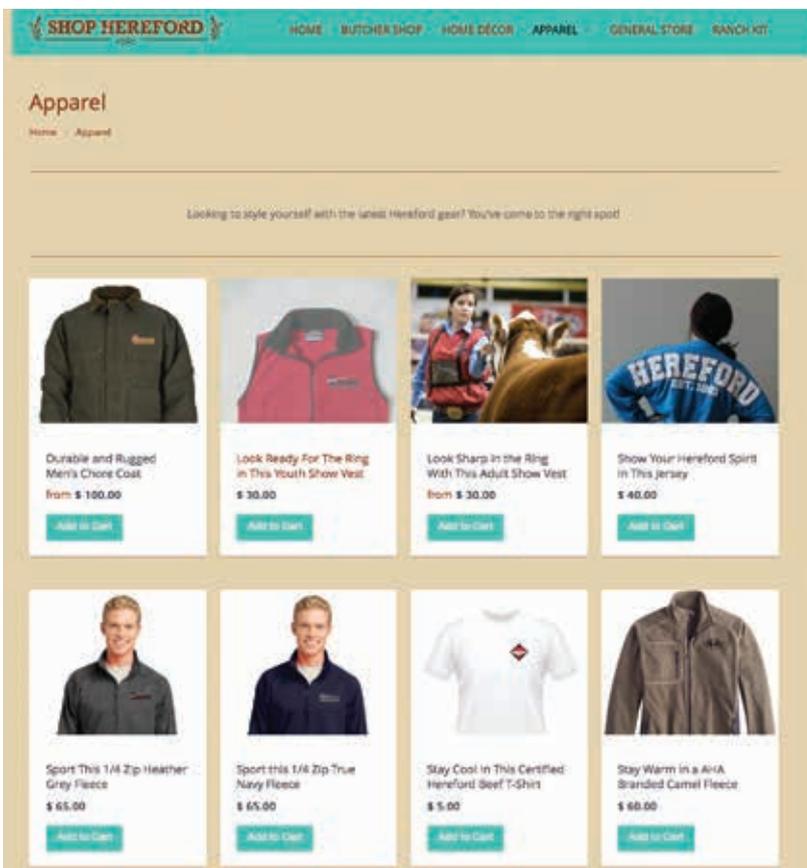
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A click to the “Butcher Shop” page means next-day access to CHB®, including a selection of ribeyes, T-bones, tenderloins and strip steaks.



Prints and pillows of “Anxiety 4” and “Silver” historical Hereford artwork are offered by HYFA. Profits from the sale of these products will benefit youth through scholarships and the support of junior activities.



With categories for men, women and youth, all members of families may find the latest Hereford gear to fit their style.

youth activities, ensuring purchase of these pieces of historical artwork will improve homes and opportunities for Hereford youth across the nation.



### Apparel

To exhibit Hereford loyalty outside the home, customers can buy clothing proudly displaying AHA and CHB brands. With categories for men, women and youth, the “Apparel” section invites entire families to outfit themselves in the latest Hereford gear. Jackets, vests, fleeces and shirts are among the apparel currently offered, with new items being added regularly.

Included in the apparel section is the red show vest that Hereford exhibitors of all ages are encouraged to wear at national Hereford shows. Purchasing these vests is now easier than ever. Be sure to snag yours before the next national show.

## Customized breed promotion

The American Hereford Association (AHA) relies on breeders to help promote our great breed at their sales. As a gesture of gratitude for this promotion, AHA would like to thank Creative Services catalog customers and *Hereford World* advertisers who meet certain criteria by providing them with *ShopHereford.com* gift cards (see Table 1).

Breeders will receive the electronic gift card two months prior to their sale to purchase a customized sale kit. While AHA has distributed kits with promotional items previously, the old kits contained pre-selected materials. This new system will allow breeders to pick the Hereford promotional materials they think will best promote Hereford to their sale audience. Items to choose from include brochures, posters, koozies, pens, pocket guides, license plates and cow herd record books.

Building a “Ranch Kit” is now easy and fun, with an added bonus of customization. Build one today! **HW**

| Type of customer   | Gift card amount |
|--|------------------|
| Creative Service catalog customers or <i>Hereford World</i> advertisers selling more than 100 Hereford bulls | \$100            |
| Creative Service catalog customers (breeder or consignment and bull or female)                               | \$75             |
| <i>Hereford World</i> advertisers selling 50 to 99 Hereford bulls  | \$50             |



### General Store

If visitors cannot find a product anywhere else on the site, they can find it in the “General Store.” From pens to pocket guides to coolers, the “General Store” provides a wide variety of Hereford promotional products. Gearing up with license plates, koozies, cow herd record books and backpacks to support the Hereford breed is now just a click away.

## Ranch Kits

Many items offered in the “General Store” are also available in “Ranch Kits.” Members can find AHA and CHB branded materials to distribute at sales, trade shows or community events under the “Ranch Kit” section. The website makes it easy to pick from the multiple items to build customized breeder ranch kits that promote the Hereford advantage.

As an incentive for those invested in AHA marketing efforts, Creative Service catalog customers and *Hereford World* advertisers are eligible to receive *ShopHereford.com* gift cards to customize their own ranch kits with promotional materials to distribute on sale day. They may choose from promotional products including posters, brochures, pocket guides to CHB certification and much more. Look for more information on gift card eligibility in the “Customized breed promotion” sidebar.

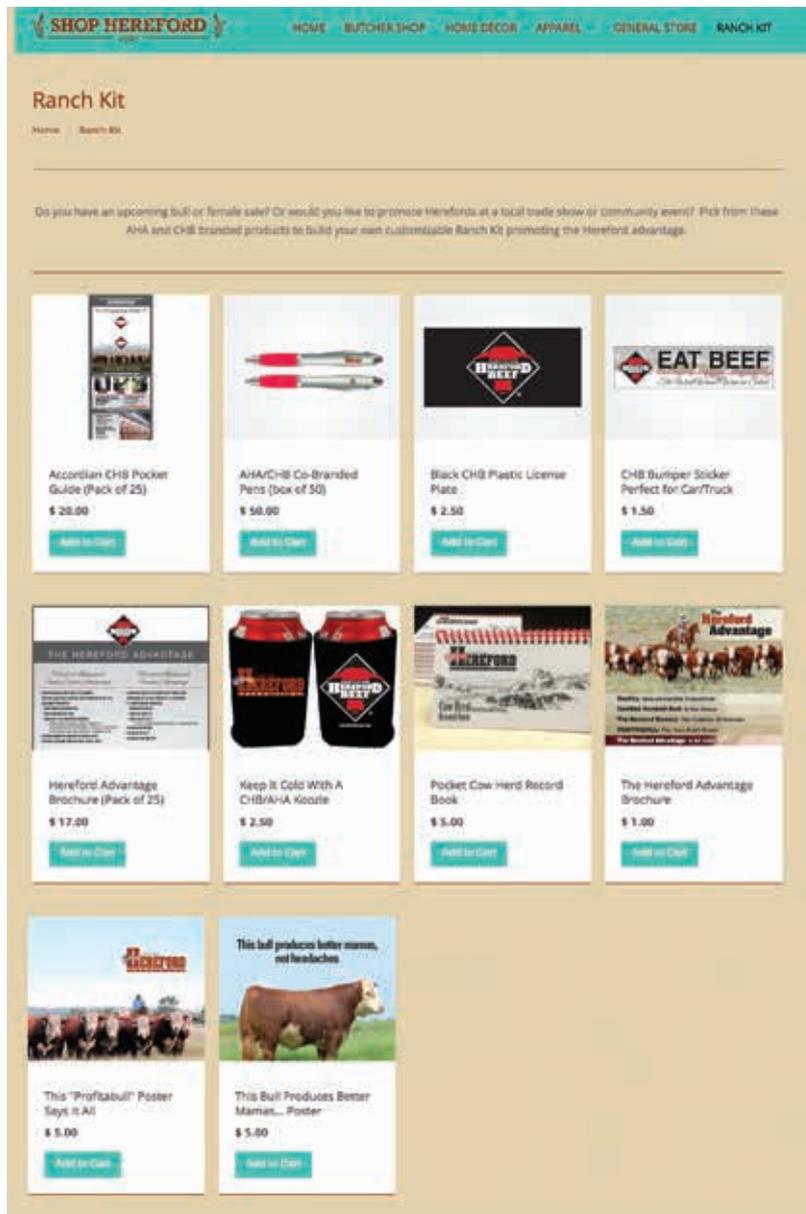


## Looking forward

While *ShopHereford.com* currently offers a wide range of products, AHA and CHB wish for the site to serve as the one-stop shop for all members’ gift needs. New items will be added frequently.

“You can expect to see clothing lines expanded, more of a variety in co-branded items, more beef options as we grow, and maybe even a beverage and beef option down the road. You’ll have to check back regularly to find out exactly what,” says Brooks, hinting at inventory expansion possibilities.

If customers cannot decide on a gift from the many products offered on *ShopHereford.com*, a “gift card” option is the way to go. Customers may purchase gift cards in amounts of \$10, \$25, \$50 or \$100 to give as birthday, holiday



Navigate your way to the “Ranch Kits” page to find a wide selection of Hereford promotional items. Breeders can pick and choose the items to create a kit to promote AHA and CHB advantages at local trade shows, community events and sales.

or “just because” presents to their fellow Hereford enthusiasts.

*ShopHereford.com* was created with the interest of Hereford lovers at heart, so customer satisfaction is a vital component of the site. Visitors are encouraged to share ideas for additional merchandise they would like to see on *ShopHereford.com* by emailing [info@herefordbeef.org](mailto:info@herefordbeef.org). A link for suggestions is also displayed in the lower left corner of each website page.

While customers of the site can feel confident in their purchases and look forward to the new inventory, the real goal of *ShopHereford.com* is to start conversations and build relationships. We invite you to promote the site to friends, family and co-workers to help us plant the seeds of growth. **HW**