

Managing Herefords

Certified Hereford Beef®



Excellence Built By Tradition

Hereford cattle have long enjoyed a reputation for producing truly great tasting beef. It started when innovative farmers in early 19th century America began importing the red-bodied, white-faced cattle from Herefordshire, England to breed to their dairy based stock in order to “beef up” the quality of future generations of cattle.

In 1881, Hereford breeders formed the American Hereford Association (AHA) to protect the genetic purity of the breed and to promote its use by farmers and ranchers throughout the country. The first association of its kind, the AHA has been tracking the lineages of Hereford cattle ever since, registering animals long before the American Kennel Club, the American Quarter Horse Association or any other cattle breed association.

The Certified Hereford Beef program began as a marketing initiative of the AHA in 1995. Based on the findings of over three years of Colorado State University research that

proved the superior eating quality and consistency of Hereford beef, the three-fold mission of the program was, and continues to be:

- 1) To provide consumers with consistently tender, juicy and flavorful beef products
- 2) To enhance the marketing opportunities of food industry distributors, retailers and restaurateurs
- 3) To increase the demand for commercial Hereford influenced cattle

The concept behind Certified Hereford Beef was simple; give consumers a superior product at a competitive price. The program would do so by harvesting only Midwest, grain-finished Hereford and specific Hereford crossbred cattle, genetically proven to produce better tasting beef.

From the early 1990s to the present time Certified Hereford Beef (CHB)



has continued to excel as a premium branded beef product.

CHB LLC growth

Being part of a constantly changing beef industry means that you must be progressive to experience growth. Certified Hereford Beef has been successful at doing just that.

With the help of great packer partners, CHB has created value-added opportunities through retail and foodservice outlets to increase tonnage sold and carcass utilization. This increase translates to a growing demand for high-quality Hereford-influenced cattle and Hereford genetics in general.

Today, licensed packers sell more than 50 million lb. annually of Certified Hereford Beef to retail and foodservice outlets nationwide and internationally.

The facts are clear, Certified Hereford Beef is growing and will continue to grow as consumers seek a high-quality beef product.

CHB LLC Milestones

August 1990 - November 1992 – CSU-Monfort Hereford three-phase study is conducted.

March 1995 – CHB was established and recognized by USDA Agriculture Marketing Service as an official meat grading branch certified program.

November 1999 – Greater Omaha Packing Co. Inc. is licensed to produce and market CHB.

October 2000 – AHA forms CHB LLC, a limited liability subsidiary to manage the program.

July 2003 – National Beef Packing Co. LLC, with plants in Liberal and Dodge City, Kan., is licensed to produce and market CHB.

August 2005 – The Hereford Verified electronic identification program is launched to provide Hereford producers the opportunity to receive feedlot performance and carcass data.

August 2014 – CHB volume surpasses 50 million lbs. sold, utilizing nearly 268,000 carcasses

October 2015 – CHB celebrates it's 20 year anniversary with sales of 51.2 million lbs.

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Mission Statement

Increase cattle value and consumer demand for the Hereford breed through a specification-based, branded-beef program that produces consistent, high quality beef.

Vision Statement

To be the leading and most progressive consumer and channel driven beef brand in the world.

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Carcass Specifications

- ◆ USDA Select or higher marbling
- ◆ "A" maturity only
- ◆ Medium or fine texture marbling
- ◆ 10-16 in² Ribeye Area
- ◆ Less than 1" fat cover
- ◆ Hot carcass weight of 1,050 lb. or less
- ◆ Moderately thick or thicker muscling
- ◆ Less than 2" hump
- ◆ NO dark cutters
- ◆ NO capillary rupture



CHB Facts

- ◆ The Certified Hereford Beef (CHB) Program was established and recognized by USDA Agriculture Marketing Service as an official "Meat Grading and Certification Branch Certified Beef Program" in 1995.
- ◆ The American Hereford Association wholly owns the brand and formed Certified Hereford Beef LLC in 2000 with a separate board of directors representing producers and food, packing, and feed industry representatives.
- ◆ Two packing companies process for CHB LLC including National Beef Packing Co. LLC with plants located in Dodge City and Liberal, Kan., and Greater Omaha Packing Co. Inc. with a plant in Omaha, Neb.
- ◆ In 2010 the program certified more than 250,000 head and merchandised just less than 40 million lb. of product into 36 states.
- ◆ Live animal specification includes straight Hereford and black- and red-baldie steers and heifers.
- ◆ The carcass specification allows for USDA Select or higher graded carcasses and several brands are sorted within the specification according to targeted markets.
- ◆ The goal of the program is to enhance the value of Hereford baldie cattle. Black-baldie steers and heifers are afforded an advantage because they can fit into any of the more than 30 USDA recognized Angus programs as well as CHB®.
- ◆ Red-baldie cattle have the exact genetic package as black-baldie cattle other than a color gene, and are encouraged to go through the CHB program.
- ◆ The goal of the CHB program is to grow the program by annually influencing the value of more than 1 million head of specification feeder cattle and reduce any non-economical color bias between black and red cattle that tends to be prevalent at times.
- ◆ The CHB program encourages crossbreeding of Hereford and Angus genetics in an effort to maximize on-farm profit potential using the advantages in heterosis that the two breeds bring together collectively.
- ◆ The CHB program has bridged the market imbalance between black-hided and red-hided cattle due to the growing markets accepting the Hereford influenced beef.

Live Cattle Specifications

- ◆ Must have predominately (51%) whiteface
- ◆ Hereford and Hereford-English crossbred cattle (Herefords, Black Baldies, Red Baldies)
- ◆ Beef-type breeding only
- ◆ NO dairy breeding
- ◆ NO excessive hump – *bos indicus* influence
- ◆ NO bulls, cows or heiferettes
- ◆ Cattle may be either horned or polled



ACCEPTABLE



ACCEPTABLE



NOT ACCEPTABLE

Hereford Verified

The Hereford Verified program is an electronic identification program that provides Hereford producers the opportunity to receive feedlot performance and carcass data. Program participants are also subject to potential premium opportunities.

HerefordFeederCattle.com

Herefordfeederattle.com is a free online tool for buyers or sellers to view, list or purchase Hereford or Hereford-influenced feeder cattle.

Producers can list cattle for sale via:

- ◆ Live Auction
- ◆ Video/Internet Auction
- ◆ Private Treaty

HEREFORDFEEDERCATTLE.COM

For more information

Visit HerefordBeef.org for more information about CHB. You can also find us on Facebook, Twitter and other social media outlets linked from our website.