



"CHB Bites" is a column designed to keep you in-the-know about Certified Hereford Beef (CHB) program happenings. You can also follow CHB on Facebook at facebook.com/CertifiedHerefordBeef.

Built by Tradition

Celebrating the 20th successful year of the Certified Hereford Beef (CHB®) program in 2015 has been exciting, knowing that perseverance and hard work really do pay off. These first 20 years have also provided a foundation for the next 20 years. The ability to learn from the past and to take both the successes and failures and to learn from them while keeping up-to-date with technology, trends and social issues that are important to consumers is going to allow the brand to continue to be at the forefront of purchasing decisions when it comes to red meat.

With the start of a new year, fresh energy and anticipation are brought about to further define CHB's goals by increasing the demand for quality beef. We, the staff at CHB, look forward to serving you and continuing the tradition of excellence.

CHB LLC and the American Hereford Association (AHA) continue to focus on the quality of the Hereford animal. We have experts in the field to assist, to guide and to

direct our producer partners on where and how to obtain information that can help them increase the quality and value of their herds.

Product quality improvement is also becoming more attainable with an increasing number of tools being developed and made available by the AHA. Working with our packer partners to collect carcass data and to identify superior genetics will also be a major focus moving forward. Focusing on these things will help us to provide consumers a quality and consistent product every time they purchase CHB.

As we continue to create consumer awareness of the breed, the demand for Hereford genetics and increased carcass utilization will follow and add additional value throughout the entire supply chain.

The CHB brand name is synonymous with quality. Our brand is a story that is continually being



told — a brand that is owned by more than 5,000 local farmers and ranchers of the

AHA, who have been the keepers of Hereford genetics since 1881. We are proud that all of our beef under the CHB label is a 100% product of the United States and that every purchase supports all our local farmers and ranchers. It all starts at home. We will continue to ensure that the quality and consistency of the product remain at the forefront of the industry and that CHB will continue to grow and to develop from the success of the last 20 years.

What do our consumers gain by being loyal to our brand? To start, they get an eating experience second to none. They dine in confidence, knowing that every time they order a CHB steak or hamburger at a restaurant or purchase it at the grocery store that they are consistently getting the most tender, juicy and flavorful eating experience.

Consumers can also be assured that the product that feeds their families was raised humanely and sustainably, was grown in America and supports local families. Spreading this message to all consumers through social media and community events is at the forefront of our efforts. We want everyone to know that we are proud of our product and that we will tirelessly educate consumers on the reality and the science behind beef production.

The CHB LLC staff and field representatives thank all the hardworking families that produce the outstanding Hereford animals that we are out selling and promoting in the market and assure them that we will continue to increase brand loyalty and to create an awareness of the beautiful Whiteface.

Certified Hereford Beef is after all, "Excellence Built by Tradition." **HW**