



"CHB Bites" is a column designed to keep you in-the-know about Certified Hereford Beef (CHB®) program happenings. To get involved with CHB on social media, search Certified Hereford Beef on Facebook and Pinterest, @certifiedherefordbeef on Instagram and @crtherefordbeef on Twitter.

## Demand the Brand

As 2017 kicks off in full steam, Certified Hereford Beef (CHB®) LLC would like to challenge you to "Demand the Brand."

As producers, consumers and brand ambassadors of the CHB program, it is important to be asking for and talking about CHB product at restaurants and grocery stores to create additional demand for the CHB brand.

CHB's resolution in 2017 is to increase producer involvement by allowing you, the producer, to take ownership of the brand created to help market your Hereford cattle and to create more demand and value for the breed.

This is CHB's challenge to you: Every time you are in a restaurant or grocery store, simply ask if CHB is served or sold. We are confident the consistent requests for the product will begin a conversation about the program and how restaurateurs and retailers can get the product to fill customer demand.

We realize not everyone is a CHB brand expert – and that is OK. The form found on this page will help you learn more about the CHB brand. It can also be left behind at each restaurant or grocery store you talk with for its ownership and sales representative to learn more about and to begin the process of sourcing CHB.

Each adult AHA member will receive this form in the mail and is encouraged to make copies to share. A digital copy for print can be requested by contacting Kaylen Baker at kbaker@hereford.org.

Don't forget you are not only a producer but a consumer, as well. Today's market is driven by consumer demands. With 7,000 strong consumer voices across the United States, we can "Demand the Brand." **HW**

**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.

# Certified Hereford Beef

*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™*.

*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 816-218-2776

*Find us on Social Media*

- Certified Hereford Beef
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- @crtherefordbeef

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

**Chili with a Twist**

**Priefert wins holiday recipe contest**

Congratulations to Carol Priefert, St. Joseph, S.D., who recently won the CHB holiday recipe contest. Her recipe, Chili With a Twist, was selected through the contest hosted on CHB's Facebook page. **HW**