

National Beef Packing Co.

Recognized as Hereford Industry Innovator

National Beef Packing Co. LLC was presented the AHA Hereford Industry Innovator Award by the American Hereford Association (AHA) during the National Western Stock Show Hereford Carload and Pen Show in Denver, Jan. 15.

National Beef is the only rancher-owned, fully-integrated beef processor in the U.S. National Beef is the fourth largest packer and has been a licensed Certified Hereford Beef (CHB) processor since July 2003.

The AHA Board selected National Beef for the award because of its commitment to Hereford's premium branded beef program — CHB®.

“National Beef is an industry leader in branded beef products with 10 different value-added branded beef labels,” says Craig Huffhines, AHA executive vice president. “CHB is one of their



National Beef Packing Co. LLC, CHB LLC and Ford County Feed Yard work closely together to promote CHB® and service CHB customers. In April 2006 the three hosted 16 employees of The Fresh Market, including meat managers and merchandisers. Stops on the tour included National Beef's Dodge City, Kan., plant and Ford County Feed Yard. Pictured during the stop at Ford County are: Jim Williams, CHB LLC vice president of supply; Tom Klein, National Beef Packing Co. vice president of value-added programs; D.W. Cinnamon, cattle buyer; Danny Herrmann, Ford County Feed Yard manager; and (back row) Eric Siegfried, National Beef Packing Co. vice president of customer management.

top-selling brands and National has invested a lot in the program with full-time sales staff and sales representatives in the country.”

National Beef is the largest harvester of CHB cattle and is always looking for quality fed steers and heifers on a weekly basis. In fact, during 2008 the company launched a progressive ad campaign

seeking cattlemen with Hereford and black whiteface cattle to market. National developed print, Internet and radio ads announcing its intention to buy more cattle to fill the growing demand for Hereford beef.

Since National's partnership with CHB began, it has been certifying 200,000 head of cattle per year through the program, or about 30 million lb. of beef. **HW**

