



# Opportunities Grow with New Brand

NR label expands retail sales to Hispanic markets.

Nuestro Rancho™ (Spanish for Our Ranch) began as a vision for the future of our brand and our breed.

With the advent of the Certified Hereford Beef (CHB®) Choice beef program, a new opportunity presents itself — brand marketing of CHB-qualified Select beef to targeted demographics. Using recent National Cattlemen's Beef Association (NCBA) checkoff-funded research (see [www.beefretail.org/markAlbertsonsHispanicMerchandising.aspx](http://www.beefretail.org/markAlbertsonsHispanicMerchandising.aspx)), a CHB LLC-commissioned study

and good old hard work, CHB LLC launched a new brand intended for the Hispanic shopper.

Select-grade Hereford beef is perfect for this dynamic, growing population. Nuestro Rancho beef is very lean with a bright red eye appeal and minimal — but perfect — white seam and cover fat. Hispanic buyers require these attributes in the beef products they consume. This product is also very competitively priced. High yield and consumer appeal



Special dimension large case dividers were developed for use in the Superior full service case, due to the unique operation of this counter. Nuestro Rancho beef is cut thin and stacked high, removed by staff and packaged personally for each customer's own order.

combine to create a very valuable economic opportunity for grocers who cater to millions of Americans in the Hispanic community.

These individuals and families prefer beef in their everyday diet. Many home-cooked meals are based on beef, and historically beef is a big part of the meal traditions of these consumers. In fact, our early experience in selling Nuestro Rancho to customers in the Los Angeles, Calif., basin shows huge volume moving through these stores. It is triple the average tonnage compared to similar stores serving other demographics. In other words, 30 Hispanic-based stores are selling what 90 or 100 standard stores sell on a weekly basis. Impressive.

After spending a great deal of time creating this new brand's image, getting the registered trademark application sent to the U.S. Patent and Trademark Office and lining up potential distribution partners, CHB staff began making sales calls in earnest by October 2007. Product specifications and logo designs were tested with each marketing partner. Several major national meat distribution companies were jointly approached by CHB LLC and one of our packing partners — National Beef Packing Co. LLC.

San Diego-based Harvest Meat Co. (see [www.harvestmeat.com](http://www.harvestmeat.com) for information about Harvest Meat Co.) came into focus in January 2008 as a prime mover in the Hispanic trade and very enthusiastic partner in marketing Nuestro Rancho. Harvest Meat's sights were set on specific Los Angeles-area store groups, all excellent long-term customers with great retailing reputations. Jay Leavy, chief executive officer, and Kevin Leavy,

president, made all of their massive sales resources available to CHB LLC and Mike Louderback, National Beef's CHB brand manager. By March we were making joint presentations to retail prospects.

This concentrated team effort between all three companies paid off in March, when three retail grocery companies agreed to test-market Nuestro Rancho in Los Angeles. The major player, Superior Grocers, Santa Fe Springs, Calif., operates 31 exceptional grocery stores under the banner Superior Super Warehouse (visit the store's Web site at [www.superiorgrocers.com](http://www.superiorgrocers.com)). Further meetings in April solidified the plans and the timetable went into motion.

Tests began June 5 in 11 Superior stores, four King Ranch Market units and one Super King location. A point-of-sale (POS) kit developed by the CHB LLC staff showed the customers Nuestro Rancho had come to town. It includes embroidered hats, case dividers, labels, counter signs, large banners, fliers, rail strips and such, all in English and Spanish.

I created special dimension large case dividers for use in the Superior full service case, due to the unique operation of this counter. Nuestro Rancho beef is cut thin and stacked high, removed by staff and packaged personally for each customer's own order. Spartan Graphics, our POS supplier, says there is no other beef brand or beef company that has developed a specific size case divider for this purpose. Superior says it's a concise demonstration of our commitment to create a program that works hard for them in its stores. That's our Nuestro Rancho promise.

The first few days of sales proved the product was a hit with shoppers. By the end of the first week, I got the OK to roll out all 30 Superior stores in June, July and August. It's an amazing success story so far, and with Harvest Meat's nine distribution centers nationwide, we have an excellent expansion opportunity to serve communities everywhere.

National Beef's huge investment is also a key to this success. The company has invested completely in its sales people, authorized massive staff time, funded travel expenses, developed product specs and pricing, pushed through box label creation and approval, planned logistics and operations, plus much more. Mike Louderback and his team are to be congratulated heartily. The new royalty revenue stream will allow CHB LLC to fund new and ever more ambitious projects that move more Hereford-influenced cattle through the system.

More opportunities await us in the future — we are working to secure a trademark in Mexico for Nuestro Rancho distribution there and are seeking sales team partners now. Thanks for your support and help as we move CHB LLC forward. **HW**

## New CHB preparation labels launched

Based on positive customer response, Certified Hereford Beef (CHB) LLC has completely updated and redesigned new product cooking labels that feature food preparation tips for use by retailers.

"These labels have been in existence for almost 10 years but now have a revamped and much more consumer-friendly design. They are available for all CHB® retailers to utilize on CHB products displayed in their meat cases, and have had a long history of successfully driving sales of under-utilized cuts or for certain cuts at different times of year," says Shonda Anderson, CHB LLC account manager. "The labels offer consumers quick beef cooking tips including appropriate meat preparation temperatures."

Information on the new labels covers grilling, skillet and roasting methods of cooking. To view the new labels, visit the CHB Web site at [www.herefordbeef.net](http://www.herefordbeef.net). **HW**

