

Placing HEREFORD on the PLATE

American Hereford Association and Certified Hereford Beef (CHB®) programs help to market Hereford genetics.

The American Hereford Association (AHA) and Certified Hereford Beef (CHB®) LLC recently launched two programs to help market high-quality Hereford genetics and increase the demand for high-quality Hereford beef.

Demand the Brand

Hereford breeders can take a leading role in placing CHB in restaurants and grocery stores. CHB rolled out a new campaign that puts the power in the producer's hands — 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,” says Amari Manning, CHB chief operating officer and general manager.

CHB's 2017 resolution is to increase producer involvement

by allowing Hereford breeders to take ownership of the brand that was created to help market Hereford cattle and create more demand and value for the breed.

“This is CHB's challenge: every time you are in a restaurant or grocery store, simply ask if CHB is served or sold,” Manning says. “We are confident the consistent requests for the product will begin a conversation about the program and how retailers and foodservice providers can get the product to fill customer demands.”

Hereford breeders are not only producers, but consumers as well. Manning says with 7,000 producer-consumer voices across the United States, breeders can Demand the Brand.

Informational handouts to take to restaurants and grocery stores can be found at hereford.org/wp-content/uploads/2017/01/demand_brand_final.pdf.

Hereford Advantage feeder cattle program

As the summer feeder cattle marketing season approaches, it is time for some producers to consider marketing options. For producers using high-quality Hereford genetics, the Hereford Advantage program provides a great opportunity to increase market power and brand recognition.

This free tool consists of a simple feeder cattle information form producers can complete online or return to the AHA office. Along with many other fields, this form requires Hereford bull registration numbers with transferred ownership that sired the calf crop. Group average EPDs are then determined and include: Yearling Weight (YW), Carcass Weight (CW), Marbling (MARB), Ribeye Area (REA) and the Certified Hereford Beef Index (\$CHB).

Once the bull battery is verified to the producer who submitted the form and the group average \$CHB rank is proven to be in the top 20% of the Hereford breed, the information is distributed to a list of reputable buyers. Additionally, this information can be provided to marketing representatives (i.e. video market reps, sale barn managers, etc.) at the producer's discretion. Cattle that reach the top 20% \$CHB threshold will also be given the opportunity to utilize the \$CHB logo on the marketing documents and channels available.

For more information about how Hereford breeders and their customers can participate, visit hereford.org/commercial/feeder-cattle/the-hereford-advantage/. **HW**

