

WEEK 3



FLEXING OUR MUSCLES

PROMOTE THE HEREFORD BREED

This week's "workout" is designed to help you promote the Hereford breed by visiting a sale barn or speaking with a sale manager about the value of Hereford genetics.

WEEKLY EXERCISE

Visit a sale barn and/or talk with a barn manager to promote Hereford and Hereford-influenced cattle sales. You may also hang up or hand out sale posters or AHA marketing fliers at the sale barn.

QUALIFIERS

To verify you completed this week's challenge, please complete one of the following:

- Send a selfie or photo of you meeting with a sale barn manager.
- Send a selfie, photo, or video of posters and/or fliers you have distributed at the sale barn.
- Send us the name and contact info of the sale manager you had a conversation with.

**Send all screenshots/photos to outreach@hereford.org

EXTRAS

Looking for an extra challenge? Contact your AHA field representative to share successful Hereford and Hereford-influenced sales in your area.



Week 1 | Sept. 3-8

Get Inspired

Kick off the challenge by identifying your True North

Week 2 | Sept. 9-22

Buff Up Your Brand

Do the small things to improve your brand image

Week 4 | Sept. 23-29

Beef Up the Brand

Promote the Certified Hereford Beef® brand in your local area

Week 5 | Sept. 30-Oct. 6

Build Your Endurance

Customer service is the best way to ensure long-term success

Week 6 | Sept. 7-13

Share Your Success

Tell your story and shed transparency on the beef industry through videos and photos

Week 7 | Sept. 14-20

Sustain Your Progress

Create a long-term plan to maintain your new habits

Week 8 | Oct. 21

Open Gym

Stretch your limits and play to your strengths