

WEEK 4



BEEF UP THE BRAND

PROMOTE CERTIFIED HEREFORD BEEF

This week's "workout" is designed to help you promote the Certified Hereford Beef® brand by demanding the brand at local retailers and restaurants.

WEEKLY EXERCISE

Promote the Certified Hereford Beef brand by visiting a local retailer or restaurant to "demand the brand." This is your opportunity to share the passion and tradition Hereford breeders have for producing a high-quality product.

QUALIFIERS

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

- "Demand the Brand" at a local retailer or restaurant that doesn't carry CHB and share a selfie talking to a manager
- Share a photo on social media to showcase a local retailer or restaurant carrying CHB and tag @AmericanHerf and @CertifiedHerefordBeef
- Share a post from the Certified Hereford Beef Facebook page

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

EXTRAS

Looking for an extra challenge? Go check out CHB social media pages and give them a like or follow. You can also sign up for "The Sizzle" e-blast. Last but not least, visit ShopHereford to load up on your favorite CHB gear and rep the brand proudly!



Week 1 | Sept. 3-8

Get Inspired

Kick off the challenge by identifying your True North

Week 2 | Sept. 9-15

Buff Up Your Brand

Do the small things to improve your brand image

Week 3 | Sept. 16-22

Flexing Our Muscles

Band together to promote the Hereford breed

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