

Certified Hereford Beef Honors Brand Partners

Certified Hereford Beef® Recognized National Beef Packing, US Foods® Dallas and Vista Markets for their dedication to the *Certified Hereford Beef* brand at the American Hereford Association (AHA) Honorees awards ceremony Oct. 25 during the AHA Annual Meeting and Conference in Kansas City, Mo.

“This year has been a year of tremendous change for the *Certified Hereford Beef* brand,” says Amari Seiferman, president and CEO. “Our partners see the quality the *Certified Hereford Beef* brand brings to their protein portfolios. Our accomplishments are due to the support from our valuable partners who diligently market, promote and sell our premium *Certified Hereford Beef*, produced by our network of Hereford farm and ranch families.”

National Beef Packing

National Beef Packing Co. was named the 2019 Packer of the Year. A brand



partner since 2003, National Beef has consistently increased the sales and distribution of *Certified Hereford Beef* product each year. In 2019, they launched a grid premium to be paid to cattle qualifying for the *Certified Hereford Beef* brand.

US Foods® Dallas

US Foods® Dallas was honored as the 2019 Foodservice Distributor of the Year. US Foods® Dallas was the first US Foods division to join the *Certified Hereford Beef* program and has been a model of success for each US Foods division that has joined the program since. The Dallas team has been active in telling the *Certified Hereford Beef* story by taking their customers on farm tours and utilizing industry events to connect the consumer to our Hereford producers.

Vista Markets

A multi-chain grocery store with six locations in El Paso, Texas, Vista

Markets has been a *Certified Hereford Beef* partner since 2011. Vista Markets was the top *Certified Hereford Beef* retail chain in 2019, selling the most beef out of all licensed retail accounts. **HW**



US Foods® Dallas was recognized as the 2019 Foodservice Distributor of the Year. Pictured (l to r) are: Brent Wilson, US Foods® Dallas vice president of merchandising and marketing, and Amari Seiferman.



National Beef Packing Co. was recognized as the 2019 Packer of the Year. Pictured (l to r) are: Sybil Birmingham, National Beef marketing coordinator; Cathy Sturm, National Beef marketing manager; and Amari Seiferman, Certified Hereford Beef president and CEO.



Vista Markets was recognized as the 2019 Retailer of the Year. Pictured (l to r) are: Fernie Elias, Vista Markets general manager; Oscar Pina, Vista Markets owner and Amari Seiferman.