



CELEBRATING 25 YEARS

# A Message from Our President and CEO

Join us in celebrating 25 years.

## Dear Valued Hereford Members,

This year marks the 25th anniversary of the Certified Hereford Beef® brand. The *Certified Hereford Beef* team is proud to celebrate a brand that continues to evolve and accommodate the demands of consumers worldwide. We are grateful to have Hereford producers who are eager to open their doors to educate people about beef production and the integrity behind the Hereford breed. It is important to understand the *Certified Hereford Beef* story, how it began and how it continues to grow and to become more relevant with each passing day. We are stronger than ever and will continue to align ourselves with industry professionals who see the value and purpose the brand represents.

## The brand

Our goal at *Certified Hereford Beef* is to drive demand for Hereford genetics by way of developing the consumer market to purchase more Hereford beef. Our ideology is to represent the brand by exhibiting trust and providing valuable services focused on education, sales and marketing support to help businesses grow. Our mission is carried out by a team strengthened with a wealth of industry and meat knowledge to further integrate education not only about the *Certified Hereford Beef* brand but the beef industry as a whole.

The focus on the consumer segment is strengthened by continually building a platform of education around beef production. Transparency translates into trust, and consumers, now more than ever, are genuinely interested in agricultural production. They want to know why things are done a certain way, and when they understand the time, care and science behind producing a quality product, they develop a connection to the industry and to a brand. This connection, in turn, helps drive consumer demand for *Certified Hereford Beef*.

We truly appreciate our producers who have opened their doors to allow us to bring retail and foodservice professionals to their operations to learn about beef production. Those educational experiences have been monumental in allowing us to tell the Hereford story while solidifying the integrity and passion our producers have for the breed. I am proud that every farm tour host has been gracious and informative and has played an integral part in helping the *Certified Hereford Beef* brand to develop markets worldwide. When our retail and foodservice partners are capable of telling our brand story and have a comprehensive knowledge of beef production, we have helped to make a difference by establishing trust and understanding of an industry that has deep American roots and is the backbone of feeding the world.

My first week with the brand was during the 2015 American Hereford Association Annual Membership Meeting and Conference. It was an interesting week — a week filled with the excitement of possibilities and also very humbling to know our responsibility includes more than just selling great beef. Over the last five years we have taken a deep dive into the question of “How can we do better?” I am proud of the progress we have made, and it took a lot of people who believe in the brand and have the ability to envision the opportunity and impact the brand can make in the industry. We are *Certified Hereford Beef*, and we believe in all Hereford beef and are here to support all efforts to highlight the quality and integrity behind the breed.

Our commitment at *Certified Hereford Beef* is to thoughtfully and strategically build a brand that will continue to grow for future generations to add value to Hereford genetics, a brand that showcases the integrity of our membership and the passion we all have for agriculture, a brand that provides a high-quality product that feeds families all over the world and leaves a legacy of creating thought leaders that have a platform and the ability to continue to make a positive impact in the beef industry. I am thankful to be a part of the Hereford family and honored to help facilitate continued advancement.

Respectfully yours,  
Amari Seiferman,  
President and CEO, Certified Hereford Beef LLC

