



CELEBRATING 25 YEARS



Premium Possibilities

A quarter century of progress paves the way for a superior product.

by *Amari Seiferman and Kaylen Alexander*

Over the last several years, there has been an emerging trend with Certified Hereford Beef® (CHB). The strategic moves to promote brand relevance and growth has provided an opportunity to align the brand with industry partners to create distribution channels that allow branded products to be accessible to

consumers worldwide. This year we celebrate 25 years of providing high-quality products and services to an evolving consumer market.

“The success of *Certified Hereford Beef* can be attributed to the passion, dedication and innovation from Hereford breeders and brand leaders with a desire to leave an impact on the beef market,” says *Certified Hereford Beef* President and CEO Amari

Seiferman. “The brand has tremendous growth potential and we will continue to solidify the program foundation for future generations.”

Establishing market relevance

The *Certified Hereford Beef* Premium program was introduced to the market in 2017. The Premium program is an upper two-thirds USDA Choice and higher quality grade product line. The creation of this line catapulted the brand into the industry and allowed CHB to compete with top brands that dominate the current market.

The Premium program is currently the fastest growing CHB line with about 10 million pounds being distributed annually.

“In order to compete in the marketplace, we needed to provide the quality level the industry is demanding,” Seiferman says. “The creation of this line has allowed CHB to have conversations with key players in the industry. The brand story and services we provide to support business growth have solidified partnerships that will continue to build in strength and develop markets.”

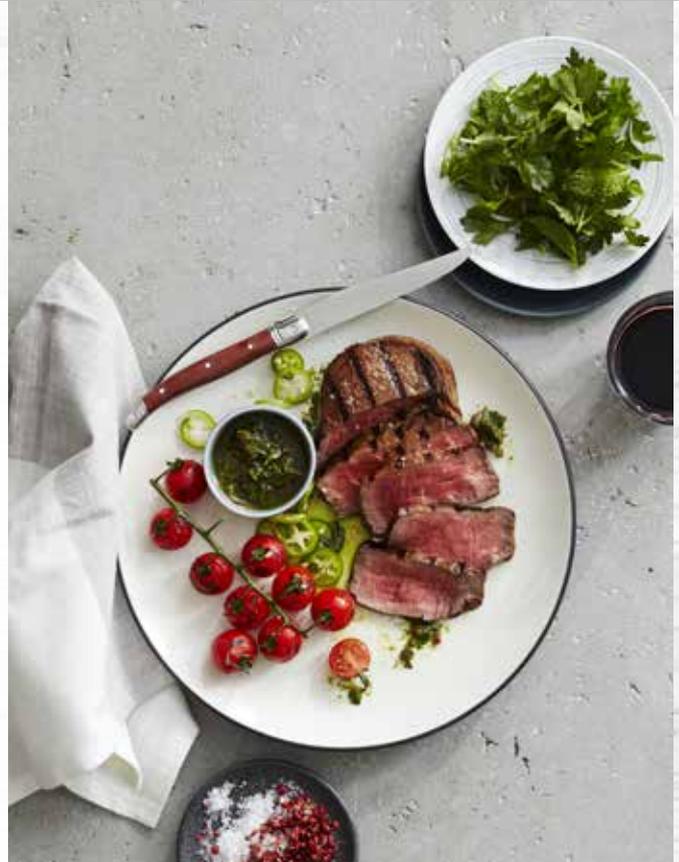
A strong partnership

Another aspect of advancing the *Certified Hereford Beef* brand is the growing partnership with National Beef Packing. Partners since 2003, National Beef Packing is the fourth largest beef packer in the United States, and they are equally invested in the success of the CHB brand.

“Growing a branded beef program is not an easy task,” says Cathy Sturm, National Beef Packing marketing manager. “At the very core of growing a branded beef program are two basic requirements: the ability and the commitment to deliver on the promise of the brand. A branded beef program cannot survive with only one of those two — both are required. That speaks a lot to the people who have been involved in the success of the *Certified Hereford Beef* brand, from the producers all the way through the folks in the packing plants and the salespeople hitting the street.”

Sturm explains an increase in quality grade has also led to significant growth with the *Certified Hereford Beef* brand.

“Quality grade has increased significantly in the time since National Beef Packing has been a packer partner of *Certified Hereford Beef*,” Sturm says. “The increased supply has allowed more consumers to have access to that product, and they have responded by spending their money on quality. The upper two-thirds USDA Choice



product hits a sweet spot at the intersection of quality and price, and consumers buy the best quality their budget will allow.”

Strong investment at the packer level has bolstered the *Certified Hereford Beef* brand with retail and foodservice distributors. “It is important to be a trusted source for a quality product, not only to promote the *Certified Hereford Beef* brand, but also to help our customers grow their business,” says Seiferman. “Our alliance with Hereford producers and National Beef Packing allow CHB to provide the resources to do just that — support growth.”

Looking forward

What does the future look like for the *Certified Hereford Beef* brand?

Continued growth, innovation and advancement of the brand and the Hereford breed. The opportunity for growth is limitless.

“We believe in what the Hereford breed represents across all facets of the industry. We will continue to tell the Hereford story and build on the legacy of tradition and trust and know that with every pound of *Certified Hereford Beef* sold, we are making a difference,” Seiferman says.

Thank you for your support and cheers to the next 25 years! **HW**