A Family Tradition

“CHB Bites” is a column designed to keep you in-the-know about the Certified Hereford Beef® (CHB) program. To get involved with CHB on social media, search Certified Hereford Beef on Facebook and Pinterest, @certifiedherefordbeef on Instagram and @crtherefordbeef on Twitter.

“Quality and service at its finest” is the motto Main Street Quality Meats has stood by for nearly 25 years. Rooted in Salt Lake City, Main Street Quality Meats is the product of two family owned and operated businesses — Main Street Poultry and Quality Meats — that have provided fresh, high-quality meat since the late ’50s. The two merged in 1996 to form Main Street Quality Meats, which sells Certified Hereford Beef® in Salt Lake City and surrounding areas.

By offering Certified Hereford Beef, Jay DeForest and his team feel the product added a “real beef taste” for their customers. “From the start we appreciated the unique flavor and consistent quality of Hereford beef,” says DeForest, meat specialist at Main Street Quality Meats.

**Certified, safe and consistent**

Like any other business that sets goals to progress and grow, Main Street Quality Meats has done just that, while also dedicating time to ensure each customer is comfortable and confident in placing an order with the company.

One way to guarantee safe, high-quality meat, Main Street Quality Meats went the extra mile by becoming Safe Quality Food (SQF) certified in 2014. SQF is a voluntary inspection program that goes far beyond the United States Department of Agriculture’s Food Safety and Inspection Service. Main Street Quality Meats is also the only small meat processor in the area to be Global Food Safety Initiative certified.

In addition to the certifications, Main Street Quality Meats is committed to safe, wholesome meats and humanely treated animals. Its goal is to provide customers with tender, flavorful, nutritious meats with every order.

“What separates us from the competition is our people,” DeForest says. “The dedication to quality and service has kept us a leader in our market.”

Main Street Quality Meats reaches food services businesses directly through wholesale distributors, grocery stores, local restaurants, fast food establishments and online orders.

**Online meat business**

In order to extend its clientele range, Main Street Quality Meats partnered with 56 Cutz and is able to deliver to Utah, Arizona, California, Colorado, Idaho, Montana, Nevada and Wyoming. Customers are able to track their orders and can expect their packages to ship in three to four business days.

56 Cutz centers on specialty boxes. These range from holiday themes to a “Butcher’s Choice Box” and even a “Build Your Own Box.”

“Basically, you can order several pre-designed meat boxes online from a variety of Hereford beef,” DeForest says. “Adding our online ordering and delivery option has been a real boost during the current pandemic. There have been challenges mainly with serving customers who are outside of our delivery area and this has allowed us to expand.”

For more information relating to the online ordering platform, visit 56Cutz.com. Visit MainStreetQualityMeats.com/Beef/ to learn more about Main Street Quality Meats and see a list of its complete product offering.

For more information about Certified Hereford Beef, visit CertifiedHerefordBeef.com or email info@herefordbeef.org