



“Steak” of the Union

Certified Hereford Beef LLC President and CEO Amari Seiferman shares the brand’s goals and strategies.

To our dedicated Hereford producers:

What is Certified Hereford Beef® (CHB)? That is the million-dollar question our team strives to answer every day. If *Certified Hereford Beef* is to be a common, household name, people must see and hear what the brand represents and connect to the story behind the concept. Our goal is to create a consistent and transparent relationship with consumers while building trust and adding value to our business partners’ operations.

We can confidently say the brand is strategically positioning messages throughout industry segments to become a recognizable, relatable and highly sought-after brand name. It is imperative we connect with consumers through marketing to create an alliance of loyal customers to continue the upward trend in demand for the brand.

The brand’s messages are targeted toward professionals who make beef-purchasing decisions. Our team demonstrates and communicates the quality of the *Certified Hereford Beef* product supported by the integrity of the Hereford breed. We provide advertising and promotional materials for our partners to use in their own marketing to tell the Hereford story. Creating specific and measurable assets provides a conduit to the consumer to create brand awareness and loyalty.

A united front

Certified Hereford Beef was established to create demand for Hereford genetics. The value the brand brings to all industry segments is measurable and identifiable. We all have a vested interest in CHB’s success, and we all can make a difference promoting and advertising our product.

Our team offers educational opportunities providing beef industry knowledge and appreciation. Our modules inform partners about the beef segment, brand specifications, value proposition and sales and merchandising statistics from detailed micro studies. Our format has evolved to include online tutorials, meat lab workshops and group learning sessions. These platforms offer astute trainings to give our associates the confidence and ability to sell *Certified Hereford Beef*.

Consumer research reinforces the brand’s direction in strategically establishing brand awareness and demand. Our team collaborates with specialists to determine current and future consumer purchasing habits to incorporate into our market strategies and asset development. This information affords us the ability to implement tools and resources our partners can count on to drive growth for their operations.

How can you help? Demand the brand, of course! Every time you eat out or shop, ask, “Do you have *Certified Hereford Beef*?” This will create a chain reaction to move conversations up the ladder to those who make beef-purchasing decisions. The more you ask, the more they ask, and the more you create demand for the brand.

Support from you, our Hereford producers, is paramount to the brand’s success. The quality and integrity of the Hereford breed speaks volumes for the *Certified Hereford Beef* brand. Your efforts to improve carcass merit allows the team to confidently promote the breed’s benefits to retail and food service segments domestically and internationally. We thank you for your diligence and look forward to making a difference in the beef industry together.

So, what is *Certified Hereford Beef*? A brand united by American Hereford producers, strengthened by integrity and recognized for superior quality, flavor and consistency.

Respectfully,

Amari Seiferman

President and CEO, Certified Hereford Beef LLC

