



## Delivering on the Promise



Consumer demand increasing for Certified Hereford Beef®.

*Amari Seiferman, Certified Hereford Beef® (CHB) president and CEO shares her perspectives on CHB, beef demand and the marketing landscape.*

### **Q** How do you view domestic consumer beef demand?

**A:** Beef consumers' purchasing decisions are based on several factors including the price they are willing to pay, the expected eating experience, the nutritional value and product marketing.

During the past year, consumers paid historically high prices for beef. This underscores beef's savory eating experience and nutritional benefits, despite price increases. It also highlights the industry's ability to effectively market beef's value.

Consumer education about the levels of beef quality and their expectations for a great eating experience continue to increase. As consumers become more educated about quality grades and branded programs, their confidence in purchasing beef increases, which drives demand for high-quality beef.

### **Q** Why are there so many beef brands?

**A:** Brands offer retail stores and restaurants the opportunity to differentiate themselves from their competition while delivering the unique attributes of the specific brand.

There is a tremendous amount of history and progress in raising quality beef and every brand has a story to tell. The numerous brands available cater to certain markets, each one striving to highlight their value and connection to consumers.



As consumers increasingly recognize high-quality USDA Choice and USDA Prime grades, the growing demand for higher quality beef brands drives more support for value grids for fed cattle.

### **Q** What's the demand trajectory for Certified Hereford Beef?

**A:** Up of course! *Certified Hereford Beef* is a relatively small and unique brand in the industry with a tremendous amount of growth potential. The brand offers a unique value for industry partners to differentiate themselves from their competition and ultimately add to their bottom line with the services and support the brand provides.

During COVID-19, the volume of CHB marketed grew more than 1 million pounds and continued to service more than 642 licensed domestic accounts that actively market and promote the *Certified Hereford Beef* brand.

Also, CHB is being sold in seven Central and South American countries and continues to be introduced to the international market.

Consumers see the value and consistency in a high-quality eating experience. As the trend of home cooking increases following the pandemic, the CHB product provides an excellent eating experience for all customers including those inexperienced in food preparation.

### **Q** Why are consumers willing to pay significantly more for premium Choice beef than Choice?

**A:** An increase in consumer education about beef marbling and its correlation to eating experience has influenced consumer perceptions of high-

quality products in the meat case. This increasing awareness leads them to focus on quality and eating experience when purchasing beef, despite a higher price.

**Q What's the difference between CHB and private-label branded Hereford beef programs?**

**A:** CHB is a not-for-profit branded beef program owned by the American Hereford Association, representing and supporting all Association members. The program is registered with the USDA and follows 10 strict, science-based specifications that must be met to represent the brand for quality and consistency. Private-label branded or commodity Hereford branded beef programs are owned by a beef packer or a breeder who has their own unique product specifications.

Recognizing the differences between specific brands and ensuring consumers know the differences is crucial to brand integrity. Consumers develop unique expectations of specific brands. It is imperative consumers receive the specific beef brand they are buying for consistent eating experiences.

When it comes to *Certified Hereford Beef*, retailers and food service partners are buying consistent and exceptional beef that is supported with services that market and promote the brand. The marketing support and promotional materials provided to CHB partners sets the brand apart from other Hereford beef programs in the market.

**Q How can CHB and private-label branded Hereford beef programs benefit one another?**

**A:** Every Hereford brand in the market promotes awareness of the breed and creates a demand for Hereford genetics.

**Q Advice on branding and marketing Hereford beef from my own herd?**

**A:** Tell your story and highlight the value your brand has to offer consumers. Remember, the eye buys!

**Q Does the American Hereford Association offer programs or services that can help me market my branded Hereford beef?**

**A:** Absolutely! A team of experts compiled resources to market and promote the breed's quality and consistency. You can find these resources on the website: [Hereford.org/marketing/hereford-sales/sales-catalog-resources/](http://Hereford.org/marketing/hereford-sales/sales-catalog-resources/). You can also gather promotional materials on [Shophereford.com](http://Shophereford.com).

**Here's what CHB customers say ...**

"Our teammates in our butcher shop have complete confidence that we are providing our customers with a truly unique, premium USDA Choice beef eating experience with *Certified Hereford Beef*. It clearly separates us from our competitors." — **Ken Jones**, *Hen House Markets* meat director

"When you are with a customer sampling *Certified Hereford Beef* and educating them about the heritage, history and all that the brand encompasses, you immediately see their face light up. There is absolutely no comparison in the market for *Certified Hereford Beef*." — **Alana Kierbow**, *Stock Yards at US Foods* business development manager

"Over the last few years of working with CHB briskets, I have found them to be the most consistent in what I look for in a brisket, and time after time, case after case, the CHB brisket just performs the best." — **Andrew Dorsey**, *US Foods*®-Austin center-of-the-plate specialist.

"*Certified Hereford Beef* has done an amazing job with the brand, and the flavor of the products is always amazing." — **Aaron Owen**, *Ozark Empire Fairgrounds and Event Center* general manager

"In a world of 'me too' establishments and products, take the plunge to pay for quality and ways to make your company different. *Certified Hereford Beef* products provide the unique combination of high quality and competitive pricing." — **Aaron Kerkhoff**, *Kohl Wholesale* director of sales **HW**

**Q What one thing do you want all Hereford breeders and commercial users of Hereford genetics to understand about CHB?**

**A:** We value the opportunity to offer a high-quality program that supports and gives back to our Hereford breeders. The confidence we have in marketing and promoting the brand is reinforced by the hard work and dedication of our Hereford producers to continually improve the quality, consistency and integrity of the breed.

**Q What one thing do you want all beef consumers to understand about CHB?**

**A:** We take pride in representing the Hereford breed. We strive to provide a great eating experience while helping support local Hereford families and businesses. **HW**