



Demand the Brand

“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, or @certifiedherefordbeef on Instagram.



Ask for Certified Hereford Beef®

Hereford producers can play a significant role in creating demand for Certified Hereford Beef® (CHB) in the marketplace by utilizing their connections and asking for CHB at restaurants and grocery stores. In fact, there is a campaign — Demand the Brand — which was reintroduced at the educational forums held in conjunction with the American Hereford Association Annual Meeting in October. The campaign puts the power in Hereford producers’ hands

“As owners of the CHB brand, it is important for Hereford producers to ask and talk about CHB at restaurants and grocery stores,” says Amari Seiferman, CHB president and chief executive officer. “Consistently requesting the brand can start a chain reaction, influencing retail and foodservice distributors to partner with CHB to meet customer demands.”

During the educational forum, Seiferman introduced cards that producers can leave in restaurant receipt books or hand to meat department representatives at grocery stores. These cards tell the story behind the brand and provide the restaurant or grocery store with instructions to learn more about

sales, attending distributor food shows and volunteering to be a featured Hereford family at local restaurants and grocery stores.

CHB thanks the Hereford families who have continuously supported the brand in these efforts. The CHB team looks forward to more involvement from dedicated

Hereford producers who are taking ownership of their brand.



the program. There is space on the cards for producers to write a short note about their operation, tying a local connection to *Certified Hereford Beef*.

Hereford producers have other opportunities to support the brand. These include hosting farm tours for distributor sales teams, utilizing social media to promote the brand, promoting CHB at production

Find out more about opportunities to support the CHB brand by emailing info@herefordbeef.org or calling 816-842-3757. **HW**

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

