



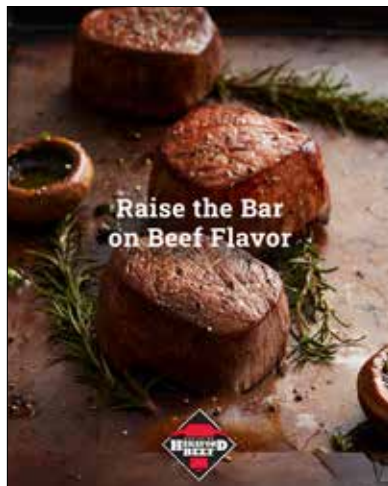
# Increasing CHB Market Reach

“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.

Certified Hereford Beef® (CHB) is unveiling a dynamic, synergistic messaging strategy aimed at creating the same type of excitement among food service, retailers and their customers that exists within the Hereford community.

Messaging was crafted based on what key food service and retail stakeholders shared about the CHB advantages compared to other premium beef brands. Based on feedback, these four strong messaging pillars emerged:

- **CHB product is full of natural flavor** — It is consistently bold and beefy; balanced, not overpowering. CHB wins in taste comparisons.
- **CHB’s rigid specifications deliver desirable consistency** — Whereas other branded beef programs have diluted their specifications as cattle supplies decline, CHB



This one example of the new social media campaign CHB is providing customers to share across their own platforms to build brand awareness and demand.

specifications and Hereford genetics deliver a consistent product and exceptional eating experience every time.

- **CHB has a great story to tell** — Along with its rich history, Hereford families are located across the continental U.S. and are highly committed to the breed, quality and local customers’ success.
- **Hereford’s feed efficiency advantage translates to a meaningful sustainability story** — Compared to other breeds, Herefords consume less feed per pound of beef produced, which also equates to less water consumed per pound of beef. Chefs see this as an important part of the sustainable agriculture story.

“These key stakeholder insights are the foundation to customer-driven messaging that resonates with food service and retail customers,” says Ernie Davis, CHB president and CEO. “To start, we have integrated these core messages into a social media campaign we provide to *Certified Hereford Beef* customers, which includes compelling copy, visuals, hashtags and calls to action. Rather than running these on our own channels, we designed this campaign specifically for *Certified Hereford Beef* customers to run on their social media platforms, enabling us to reach thousands of CHB partners, buyers and prospective customers.”

By posting the CHB social media campaign and its messaging on their own media platforms, Davis

explains, these partners amplify the brand’s voice and visibility. The CHB voice gains volume, and brand passion can be ignited among exponentially more people.

“Our partners have been extremely receptive to running our distinctive *Certified Hereford Beef* campaign on their Instagram and Facebook channels,” Davis says. “Already, we’ve seen partners like Raydia/Stanz Foodservice, Kern Meat Distributors, Kohl’s Wholesale, FoodPro and Harbor Foods requesting our branded messaging to post. At no placement cost to us, we are reaching thousands upon thousands of new beef buyers, with the added credibility and reach from streaming on third-party channels.”

By providing in-demand content to new, strategically targeted audiences, Davis emphasizes *Certified Hereford Beef* can work with and through CHB customers to build brand awareness and demand, opening more doors of business opportunity.

“We must continue to invest in developing content our customers want to share, diversifying our marketing mix and increasing scale so that partners see us as their brand of choice and their leading-edge source of both product and marketing materials,” Davis says. **HW**

For more information about Certified Hereford Beef, visit [CertifiedHerefordBeef.com](http://CertifiedHerefordBeef.com) or email [info@herefordbeef.org](mailto:info@herefordbeef.org)