



# Spreading CHB Excitement

Building brand loyalty one customer at a time.



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With rising costs and tariff shocks reshaping the market, many brands have abandoned loyalty programs and innovation for fleeting promotional gains. In the face of price fatigue, consumers seek out brands they can trust — those that deliver indulgent simplicity, align with their values and offer peace of mind.

The economic outlook may remain uncertain, and yet the American Hereford Association (AHA) is placing its bets on the timeless badge value and timely appeal of Certified Hereford Beef® (CHB). American chefs and consumers have a growing appetite for U.S.-grown beef with a prized heritage, responsibly raised to deliver upon the promise of distinctive bold, beefy flavor and juicy tenderness. CHB certainly brings value to the menu and meat case, but this value needs to be rationally and emotionally defined for audiences across the country.

*Certified Hereford Beef* is leveraging its competitive advantages by redefining our positioning; overhauling key messaging to create a bold, differentiating identity; and deepening its relationships. Our new campaign is only in its infancy, but it is resonating with customers new and old.

In the retail arena, we are winning prospects and customers over with our CHB story, new marketing

support and the power of personal connections. We are working hand in hand with customers to build brand integrity and sales — from 4T's Family Market, our customer for nearly three decades, to Ridley's Family Markets, a new, top-tier CHB Premium customer and Rancho Markets, which remains one of our largest and most highly valued partners.

Look at the in-store exposure and excitement surrounding *Certified Hereford Beef* displayed in the pictures. These photos give testimony to the winning combination of CHB product integrity, marketing and the fostering of caring personal connections.

I extend a big thank-you to our CHB team for all their work and passion and to our valuable partners whom we rely upon to amplify our compelling brand story. We thank our customers who trust us to bring a phenomenal eating experience to their patrons. Thank you, also, to the AHA members who enthusiastically promote the brand and support building awareness and demand for *Certified Hereford Beef*, helping ensure sustainable and profitable Hereford operations. **HW**

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

"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.

## Ridley's Winter Fest



Certified Hereford Beef proudly partners with Ridley's Family Markets as a high-quality beef supplier. Ridley's, a family-owned grocery chain, operates 30 locations across Colorado, Idaho, Montana, Nevada, Utah and Wyoming.



Certified Hereford Beef took Ridley's in Spring Creek, Nev., by storm during the store's Winter Fest. CHB made a big impact with its CHB inflatable bull, point-of-purchase signage and shopper sampling.



A customer reaches for Premium Certified Hereford Beef® (CHB) at Ridley's. In 2025, the retailer transitioned from CHB Choice to the CHB Premium line. CHB staff are creating and introducing new branded merchandising to boost visibility and sales.

## 4T's Family Market



Tasting is believing. One sample bite of Certified Hereford Beef's bold and juicy flavor motivates shoppers to fill their carts with CHB at 4T's Family Market.



Tim Taylor (center), owner of 4T's Family Market, is a champion of Certified Hereford Beef. Here he is visiting with customers and taking orders during a special CHB sampling and promotion event at the 4T's store in Hennessy, Okla.



4T's Family Market sold out its entire supply of Certified Hereford Beef ribeyes in just two-and-a-half hours during its promotional CHB sales event.

