



# Growing International Demand

“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.

The global beef market is in a season where everything seems to be shifting. Supplies are tightening, long-established trade patterns are being reshaped, and China’s recent quota changes are redirecting product in ways that ripple across the entire world. As China adjusts its sourcing in response to tariffs, South American suppliers are seizing openings — gaining ground in places where U.S. beef faces added pressure. At the same time, Mexico is increasing its domestic beef production in response to declining U.S. beef production and the prolonged closure of the U.S. border to Mexican feeder cattle imports, due to New World screwworm.

We’re also seeing more South American product flowing into the U.S. These imports help steady retail prices here at home, but they also add to the competitive squeeze abroad, especially in markets across Asia and the Middle East where price sensitivity and access play a bigger role.

Global supply is simply tighter and, when there’s less beef to go around, buyers compete harder for what they can secure. Less product on the market naturally pushes prices higher while favoring programs that offer consistency and confidence in a market that feels anything but predictable.

It’s a complicated landscape — no question — but moments like this often create the clearest openings for high-quality branded beef programs like ours.

## CHB’s distinct advantage

When the commodity side of the market feels uncertain, buyers look for partners who can deliver

reliability, integrity and an authentic story. They want consistency. They want to know their supply source. They want a story that stands up in the meat case and on the menu. And they want partners who can help them navigate uncertainty with confidence.

In February, I was invited by Agri Food and Feed (AFF), a Certified Hereford Beef® (CHB) buyer headquartered in Florida, to join them, their distributor Ancla y Viento, and the U.S. Meat Export Federation for a bold CHB launch in Colombia. AFF’s founder, Iris Mayaudon, believes CHB’s breed integrity, dependable quality and clear American ranching heritage align directly with what Colombian buyers are prioritizing currently.

According to Jan Marc Blasberg, AFF commercial manager, *Certified Hereford Beef* is the perfect beef product to meet Latin American preferences. “Locally produced beef is usually grassfed and not a breed program,” Jan says. “Everyone here recognizes Angus for its quality, but they seek something different. The quality, story and flavor of *Certified Hereford Beef* is very exciting and desirable.”

We introduced CHB to more than 300 prospective buyers in Cartagena, Bogotá and Cali over the course of a week. It included multimedia presentations, live product cuttings and tastings by local chef, Nicolas. AFF recorded the event and created a highlights reel which became a social media fan favorite. The video introduces *Certified Hereford Beef* as a breed-based brand that embodies innovation and heritage — delivering a rich, beefy flavor and exceptional marbling and consistency. It proclaims that CHB is kicking off



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a new era in the Colombian premium meat market where quality and innovation are celebrated.

## Where CHB opportunity lives

It was an honor for me to represent our ranching community at these impressive and well-received events. This launch in Colombia promises to increase CHB awareness and sales in the region, while also speaking to the strong appeal of our product and story among Latin Americans. We believe a concentrated, steady investment in the U.S. Hispanic market will make *Certified Hereford Beef* this target audience’s preferred branded beef program, leading to significant volume growth.

As global supplies tighten, the value of a program built on genetic integrity, uniformity and eating experience becomes even more apparent. *Certified Hereford Beef*’s points of differentiation become ever more meaningful. As chefs and retailers look for assurance in their supply chains, CHB’s quality and consistency offer them reliable quality. **HW**

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