

Beef is Best



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Consumer demand continues to be remarkable.

At the grocery store each week, I often find myself standing alongside other 20-somethings perusing the fresh beef sitting in the meat counter. It's a national trend. According to the *Power of Meat* report (see Page 28) released in March by the Meat Institute and FMI-The Food Industry Association at the Annual Meat Conference, Millennials and Gen Z accounted for two-thirds of all unit growth in 2025. Meat reached new heights last year, with \$112 billion in sales, a pound increase of 2% and dollar gains of 2.8%.

As consumers continue to search for extra protein, and in an era where “protein” seems to be almost a buzzword, meat is a natural source. Beef is full of iron and B vitamins. It's the best-tasting protein available, and more consumers are reaching for it.

This increase in demand is thanks to the diligent efforts of generations of beef producers. In the early 1990s, one in four steaks failed tenderness standards. Today, 90% of consumers laud beef's eating satisfaction, both at home and in restaurants.

Moreover, Hereford breeders continue to select for carcass traits, such as marbling, and do so without sacrificing maternal traits, docility or efficiency. This is something to be proud of.

In this issue

The May/June *Hereford World* is our beef issue. From the Certified Hereford Beef® (CHB) featured on the cover to the list of CHB Sires of Distinction (CHBS) on Page 30, this issue is all about the most important part of the cattle industry — the beef that lands on consumers' plates.

The CHBS program recognizes breed-leading carcass performance

bulls. New this year — CHBS must have a minimum of five scan progeny and/or one carcass progeny used in the American Hereford Association's (AHA) genetic evaluation. Shane Bedwell, AHA director of breed improvement and chief operations officer, provides more information about why this requirement was added in his column on Page 10.

While the producers of *Certified Hereford Beef* are important — the foodservice distributors and restaurants serving the product are just as important. When people discover the quality, consistency and flavor of CHB, they usually don't go back to any other branded beef. Consistently, CHB filets are amongst the best steaks I've ever eaten.

Filo's Tavern in Winchester, Tenn., has served *Certified Hereford Beef* since its opening in 2022. The restaurant is featured on Page 24. As a chef for more than 30 years, owner Jim Filaroski has a palate for perfection. *Certified Hereford Beef* fits his high standards.

The VitaFerm® Junior National Hereford Expo (JNHE) is quickly approaching. As we gear up for a great event in Madison, Wis., a preview of JNHE starts with the schedule on Page 54. You will also find more about this year's judges on Page 58.

The JNHE unites young Hereford enthusiasts from across the U.S. Ranchers are united by one common goal — raising great beef. And food, like beef, brings people together. My favorite celebrations involve eating a good steak at a table with my closest friends and family. May is National Beef Month. Celebrate accordingly and eat beef at the table with your family and friends. **HW**