CHB Bites

by **Ernie Davis**

Before the First Bite

"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.

A premium beef eating experience comes to life at the table, but it begins long before the first bite.

It is too easy to underestimate how much value consumers place on the experience, from what they know and feel about the product to their confidence the product will fulfill their expectations.

Each conversation Certified Hereford Beef® (CHB) partners have with their customers is an opportunity to introduce the brand or reinforce previous brand experience. That's why CHB's strategic plan and staff efforts include focus on equipping partners and their staff — meat department associates, distributor representatives and restaurant servers — with knowledge about what sets the brand apart, including its compelling story.

Differentiation is key

We emphasize the bold flavor, tenderness and consistency of CHB, which was first documented in 1991 by researchers at Colorado State University. The results proved Hereford beef was superior in tenderness, juiciness and flavor. Numerous consumer taste-test panels over time continue choosing CHB as the winner when compared to competing products. Along with consistent palatability attributes, CHB also delivers consistent cut size, which improves operation efficiency and product yield.

Given how much more customers today want to know about the environmental impact of the products they choose, we also emphasize Hereford's documented production efficiencies, which mean fewer inputs required for its production.

As customers learn more about Hereford's genetic integrity and the dedicated stewardship of the cattle producers behind CHB, they begin to understand how much care and pride go into every carcass and cut. The legacy and heritage resonate as customers make the connection.

As mentioned in this column over time, this is why CHB places such value in working with Hereford breeders who are willing to invest their time to help tell the brand story, be it appearing in photographs for store signage, video testimonials or hosting brand partners at their farm or ranch.

Support leverage

Successful brands connect product quality and the brand story with customer support.

That takes us back to the beginning, equipping customers with the tools they need to guide purchase decisions. CHB continues to support partners with a broad range of convenient tools to help them share the brand's story. Examples include coordinated seasonal promotions, preparation videos, signage and cooking tips. All revolve around dynamic, consistent brand messaging that speaks directly to consumers.

If you haven't yet visited with a CHB retailer, I encourage you to and see some of the ways they're using these tools. Likewise, visit the CHB website (*CertifiedHerefordBeef.com*) to see more examples of the brand's story, messaging and support.

All of this is integral to bringing the CHB brand story to life for customers and consumers.

Hereford breeders and commercial users of Hereford genetics provide the foundation for brand authenticity.

Packers and distributors, along with retail and foodservice partners, carry the story forward and make it relevant to those they serve. CHB's consistent premium quality, its compelling story, consistent brand messaging and the knowledge of everyone involved combine to give consumers a reason to celebrate the first bite and the desire to return for more. HW

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