



CERTIFIED HEREFORD BEEF®

*Premium*



*Taste the Tradition*



# OUR *Premium* PROGRAM

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## *Quality, Consistency and Convenience*

The *Certified Hereford Beef*® Premium program is an upper 2/3rds USDA Choice and higher graded program providing naturally tender, juicy and flavorful beef your customers expect. *Certified Hereford Beef* cuts are recognized for their consistent size and uniform plate presentation, delivering a high-quality beef program that provides an exceptional eating experience. Our premium product gives both chefs and consumers the plate coverage and yield for today's cost-competitive menu.

## *From Our Family to Yours*

*Certified Hereford Beef* supports more than 7,000 local Hereford farmers and ranchers to provide tender, juicy, great-tasting beef. *Certified Hereford Beef* is brought to you by generations of Hereford farm and ranch families who are proud to deliver a high-quality beef product year after year.



## *The Complete Package*

*Certified Hereford Beef* offers a complete product line including boxed beef, small box, portioned steaks, grinds, fresh and frozen patties, pre-cooked and deli.

## *Powerful Tools & Training*

Our industry leading marketing tools and resources will help you drive sales and increase profits by communicating the *Certified Hereford Beef* brand advantage. Striking point-of-sale, custom photography, educational training and more are available to generate brand awareness.

## *The Hereford Advantage*

Exceed consumer quality standards with *Certified Hereford Beef* by delivering an elite product with strict specifications:

- *American Beef*
- *Upper 2/3rds USDA Choice and higher program*
- *10 strict quality standards to ensure consistency*
- *American Hereford farmer and rancher owned*



*Excellence Built By Tradition™*

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