



Certified Hereford Beef News

March/April 2005

CERTIFIED HEREFORD BEEF LLC

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CHB LLC Has Explosive Start To 2005

Certified Hereford Beef Has First 1 Million Pound Week

During the third week of January, licensed packers of Certified Hereford Beef LLC (CHB LLC) sold more than 1 million pounds of product to the program's 400 retail locations, as well as foodservice outlets.

"Hitting the first 1 million pound week is a milestone," says Doug Miller, vice president of sales for CHB LLC. "However, we expected to be at this level to date with the program and don't have any plans to curve our growth."

This sales achievement further propels the 10-year-old program towards its goal of creating an annual demand of 1 million head of Hereford-influenced cattle. In week four of 2005, Certified Hereford Beef's packers harvested a record number of cattle, exceeding 10,000.

If ranked among the largest United States fed beef packers, CHB LLC would

rank ninth based on average weekly harvest. Miller attributes the program's current status to product quality and reliability, loyal customers and consumer satisfaction. Current and potential customers can be assured that the program has the cattle to supply the Certified Hereford Beef demand and that producers will respond as additional numbers are needed for future growth, Miller says.

Jim Williams of CHB LLC agrees with Miller on the cow-calf producer support for the program and its future cattle needs.

"In the last 10 years, we've seen producers embrace the success of Certified Hereford Beef," Williams states. "With this momentous growth, we will continue to see current and new producers engage their breeding programs to produce even higher quality cattle in larger numbers to sustain our growth."

Engaging Employees Outside the Meat Department


Meat department employees are not the only staff members that receive questions about a store's meat products. One Certified Hereford Beef retailer found a way to engage additional store staff in beef sales.

Russ's Markets of Nebraska educated employees outside the meat department during their recent launch of Certified Hereford Beef. Each check-out stand was equipped with the informational card pictured at left.

CHB Ground Beef Program to Roll Out New Labels

In 2004, Certified Hereford Beef created a ground beef program with National Beef Packing. To help market the new product, CHB LLC is creating color-coded, easy-to-read labels for meat department staff and consumers.


Today, five of the program's retailers participate in the value-added program. They include: D&W Food Centers, Hen House Markets, Millers SuperValu, Russ's Market and Yoke's Fresh Market.




93% LEAN

Lean Ground Beef

Certified Hereford Beef • Kansas City MO




Nutrition Facts Serving Size 4 oz. (112g) Servings Per Container varied Calories 170 Calories from Fat 70 * Percent Daily Values are based on a 2,000 calorie diet.	<table border="0"> <tr> <th>Amount Per Serving</th> <th>% Daily Value*</th> </tr> <tr> <td>Total Fat 8g</td> <td>15%</td> </tr> <tr> <td>Saturated Fat 3g</td> <td>6%</td> </tr> <tr> <td>Cholesterol 85mg</td> <td>22%</td> </tr> <tr> <td>Sodium 70mg</td> <td>3%</td> </tr> <tr> <td>Total Carbohydrate 0g</td> <td>0%</td> </tr> <tr> <td>Protein 23g</td> <td></td> </tr> <tr> <td>Iron 15% • Vitamin A 0%</td> <td></td> </tr> <tr> <td>Vitamin C 0% • Calcium 0%</td> <td></td> </tr> </table>	Amount Per Serving	% Daily Value*	Total Fat 8g	15%	Saturated Fat 3g	6%	Cholesterol 85mg	22%	Sodium 70mg	3%	Total Carbohydrate 0g	0%	Protein 23g		Iron 15% • Vitamin A 0%		Vitamin C 0% • Calcium 0%		<p>Keep Refrigerated Cook to a minimum of 160° F Internal temperature.</p>
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86% LEAN

Ground Round

Certified Hereford Beef • Kansas City MO




Nutrition Facts Serving Size 4 oz. (112g) Servings Per Container varied Calories 238 Calories from Fat 141 * Percent Daily Values are based on a 2,000 calorie diet.	<table border="0"> <tr> <th>Amount Per Serving</th> <th>% Daily Value*</th> </tr> <tr> <td>Total Fat 16g</td> <td>32%</td> </tr> <tr> <td>Saturated Fat 6g</td> <td>12%</td> </tr> <tr> <td>Cholesterol 72mg</td> <td>24%</td> </tr> <tr> <td>Sodium 54mg</td> <td>2%</td> </tr> <tr> <td>Total Carbohydrate 0g</td> <td>0%</td> </tr> <tr> <td>Protein 23g</td> <td></td> </tr> <tr> <td>Iron 10% • Vitamin A 0%</td> <td></td> </tr> <tr> <td>Vitamin C 0% • Calcium 0%</td> <td></td> </tr> </table>	Amount Per Serving	% Daily Value*	Total Fat 16g	32%	Saturated Fat 6g	12%	Cholesterol 72mg	24%	Sodium 54mg	2%	Total Carbohydrate 0g	0%	Protein 23g		Iron 10% • Vitamin A 0%		Vitamin C 0% • Calcium 0%		<p>Keep Refrigerated Cook to a minimum of 160° F Internal temperature.</p>
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81% LEAN

Ground Beef

Certified Hereford Beef • Kansas City MO




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81% LEAN

Ground Chuck

Certified Hereford Beef • Kansas City MO



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CHB Presence At NCBA

Staff members of CHB LLC joined beef industry leaders in San Antonio for the annual National Cattlemen's Beef Association conference February 1-4.

Hundreds of trade show attendees stopped by the stylish new CHB LLC booth to learn more about the product and opportunities with the program. Bell Creek Beef donated a Certified Hereford Beef steak gift box that attendees had the opportunity to sign up and win.

Expanding to New Territory

The Fresh Market Moves Beyond Southeast

Not only is The Fresh Market continually bring high quality products like Certified Hereford Beef to an expanding customer base in the Southeast, but now the gourmet store chain has spread to the Midwest.

On January 26, The Fresh Market opened a store in Columbus, Ohio, and shortly thereafter Indianapolis received its first store. In March, the chain will move into the Chicago metro area.

Chef Mary Ann Hobsteter with Chefs USA touts the qualities of aged Hereford Beef from The Fresh Market on an Indianapolis TV station.

Hereford: The Taste Christmas

Coborn's Samples CHB During the Holidays

The taste of Christmas in Minnesota this past holiday season was Certified Hereford Beef from Coborn's and Cashwise stores.

Starting in mid-November, the Coborn's began demonstrating Certified Hereford Beef prime rib and deli roast beef. These demos, called the "Taste of Christmas," included the 30 other participating vendors. Brad Ellefson, CHB LLC account manager, helped cook up 350 pounds of prime rib using Coborn's Prime Rib seasoning. The events were a huge success with more than 400 cases of ribeyes sold. The deli departments did a beef veggie wrap using Certified Hereford Beef deli roast beef. Customers made a number of roast beef wrap orders for holiday parties.

CHB LLC Account Manager Brad Ellefson demos Certified Hereford Beef prime rib during Coborn's "Taste of Christmas."



New Retailer's Marketing of CHB

Russ's Markets Incorporates A Variety of Marketing Ideas

Russ's Market, an eight-store grocery chain based in Lincoln, Neb., recently joined the Certified Hereford Beef family. The family-owned retailer has included a variety of point-of-sale and advertising ideas to its launch of the product.

Within the store, Russ's Market customers will see customized signs, packaging stickers, product information and receipts, as well as standard CHB LLC point-of-sale items.

Beyond radio and television advertising, consumers will be reminded by eye-catching billboards to shop Russ's Markets for the best beef in town, Certified Hereford Beef.



Russ's Market launched Certified Hereford Beef in mid-January. Left is an example of in-store signs greeting customers as they shop the retailers eight locations. Above right: Russ's receipts featured it's new beef program. Bottom right: Those traveling through Lincoln, Neb. will be reminded to purchase the best beef in town, Certified Hereford Beef.



Lowes Adds New Store

Lowes Foods continues to increase its presents around North Carolina, especially in the Charlotte metro area. On January 19, Lowes Foods opened its first new location of 2005 in Stallings, North Carolina.

The new location includes a 12 foot full-service case serving exclusive beef and chicken products.



MI Women Sample CHB

More than 5,000 samples of Certified Hereford Beef were given to women attending the fifth annual Mid-Michigan Women's Expo. L&L Food Centers sponsored a food court during the Feb 4-6 event in Lansing, Mich.

This year's attendance of 14,000 set a record for the event, which featured more than 250 exhibits and seminars. L&L Food Center pavilion's featured an old-time meat market.





Industry News

Beef in Demand

Several Factors Enhance Popularity of Beef

In the Feb. 8 article in *Tri-State Neighbor*, NCBA confirmed an increased demand for beef with their Beef Demand Index climbing 7.74 percent compared with 2003. It reports that Cattle-Fax estimates the increased demand since 1998 has added about \$22/cwt to the price of fed cattle.

Meanwhile, according to Tim Zagat, publisher of the popular restaurant guides in an article in the San Jose, Calif. Mercury News, the renewed popularity of steakhouses is a "nation-wide trend. In all the major cities, we have one-third more steakhouses with servings ranging from 8-22 ounces and see the experience as a celebration in spite of USDA dietary guidelines suggesting 5.5 ounces of protein a day.

Quality assurance programs that

provide consistent product quality can also take credit for the increased beef demand. Licensed packers of Certified Hereford Beef LLC sold more than 1 million pounds of product to the program's 400 retail locations and food-service outlets during the third week of January, while Certified Angus Beef producers have produced about 1.6 million pounds of products daily to more than 31 licensed packers since 2000.

The Beef Checkoff Program continues to promote beef and beef products through partnerships, such as a nationwide freestanding insert for Sunday newspapers with beef steak as the main entree with General Mills' Green Giant vegetables and Betty Crocker potatoes. Another promotion features Kraft's A.I. Steak Sauce with beef recipes.

Source: Lean Trimmings, NMA

Age-Certified Cattle Will Have The Upper Hand

It's been reported that the physiological maturity requirement would eliminate the need for age documentation to be eligible for export to Japan. While technically correct in that this does open another avenue, it's important to note less than 8% of cattle will meet this physiological requirement and, to be assured market access, one needs to document age in another manner.

Most of the experts I've spoken to feel the vast majority of cattle that will move to Japan when that border reopens will be age verified. They also feel the physiological maturity score of A40 will be used as a mere supplement to fill market needs that can't be met by age-certified cattle. Additionally, the maturity score isn't assigned until the offal is already removed so many of the items that receive significant price upgrades will be lost like the tongue by using the A40 designation.

by Troy Marshall

Source: BEEF's Cow-Calf Weekly

Source & Age Verification: Why?

Source: Cattle-Fax Update

The USAIP (United States Animal Identification Plan), formed by USDA and APHIS is defined as a cooperative effort of industry and government. Their underlying goal as it relates to cattle is to have the capability to identify all premises that had direct contact with a foreign animal disease within 48 hours. But, it goes much deeper than just being able to trace cattle through the system. It also

serves to enhance disease preparedness, reduce financial and social impact of potential incidents, gain market access, increase consumer demand and promote confidence in beef products. In essence, U.S. export markets and even some domestic brands will be dependant on some type of identification at the ranch level, which source and age identify when and where animals were born.

"Certified Hereford Beef is my No. 1 choice of beef. Mouth-watering flavor that is sure to please your guest."

— Chef Mike Monahan



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Rob Ames, Exec. VP, Kansas City

Tom Garvin, Wheaton, Ill.

Craig Huffhines, AHA Exec. Dir., Kansas City

Ed McMillian, Edwardsville, Ill.

Wayne Mrnak, Bowman, N.D.

John Stadler, Fort Meyer, Fla.

Bill Cox, Pomeroy, Wash.

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Visit our Web pages at
www.herefordbeef.org
www.shophereford.org

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Full Circle ...available

- Full Circle Tortillas 2/13
- Full Circle Cereals \$2.49
- Full Circle Pastas 99¢
- Full Circle Pasta Sauces 2/4
- Full Circle Cereal Bars 2/4
- Full Circle Canned Beans 2/1.50

Your Home For Certified Hereford Beef!

- NATURALLY AGED
- CORN-FED
- HEAVY WESTERN

Voted "Best Beef in America"

LOWES FOODS BRINGS YOU THE TASTE OF GREAT BEEF!

RATED BEST FOR

- JUICINESS
- FLAVOR
- TENDERNESS

PREMIUM PRODUCT WITHOUT THE PREMIUM PRICE!

Research Proves It...

Certified Hereford Beef is consistently tender, juicy and flavorful. This consistent eating satisfaction is achieved through uniformity in the Hereford cattle supply. Research conducted by Colorado State University and funded by the American Hereford Association demonstrates how Certified Hereford Beef supports consistently USDA Choice and Select grade beef in juiciness and tenderness time and time again. But the best research is tasting it for yourself!

Ads In The Spotlight

Left: Lowes Foods took space in a February weekly ad to education their customers on the qualities of Certified Hereford Beef.

Right: Russ's Markets introduced Certified Hereford Beef to their customers in this bold ad during the launch of the program in its stores.

Russ's MARKET

Raising the Steaks!

Introducing....

CERTIFIED HEREFORD BEEF

USDA Choice

Now available exclusively at our stores. USDA Choice Certified Hereford Beef!

WELCOME TO GREAT TASTING GOOD!
 We're raising the steaks on great taste by offering USDA Choice Certified Hereford beef exclusively to our customers. Besides the consistent flavor, juiciness and tenderness that you hardly can count on, you'll appreciate the incredibly competitive pricing giving you the Premium Beef Without the Premium Price!

Russ's Market insists that all its Certified Hereford Beef meet the standards of the USDA Choice grade. That means that government meat graders have individually produced Certified Hereford Beef for color, texture and marbling to ensure a consistently tender, juicy and flavorful eating experience. By certifying that all of our beef comes from Hereford crossbred cattle and by holding that beef as Choice, Russ's Market has selected the best tasting beef in America!

Russ's MARKET