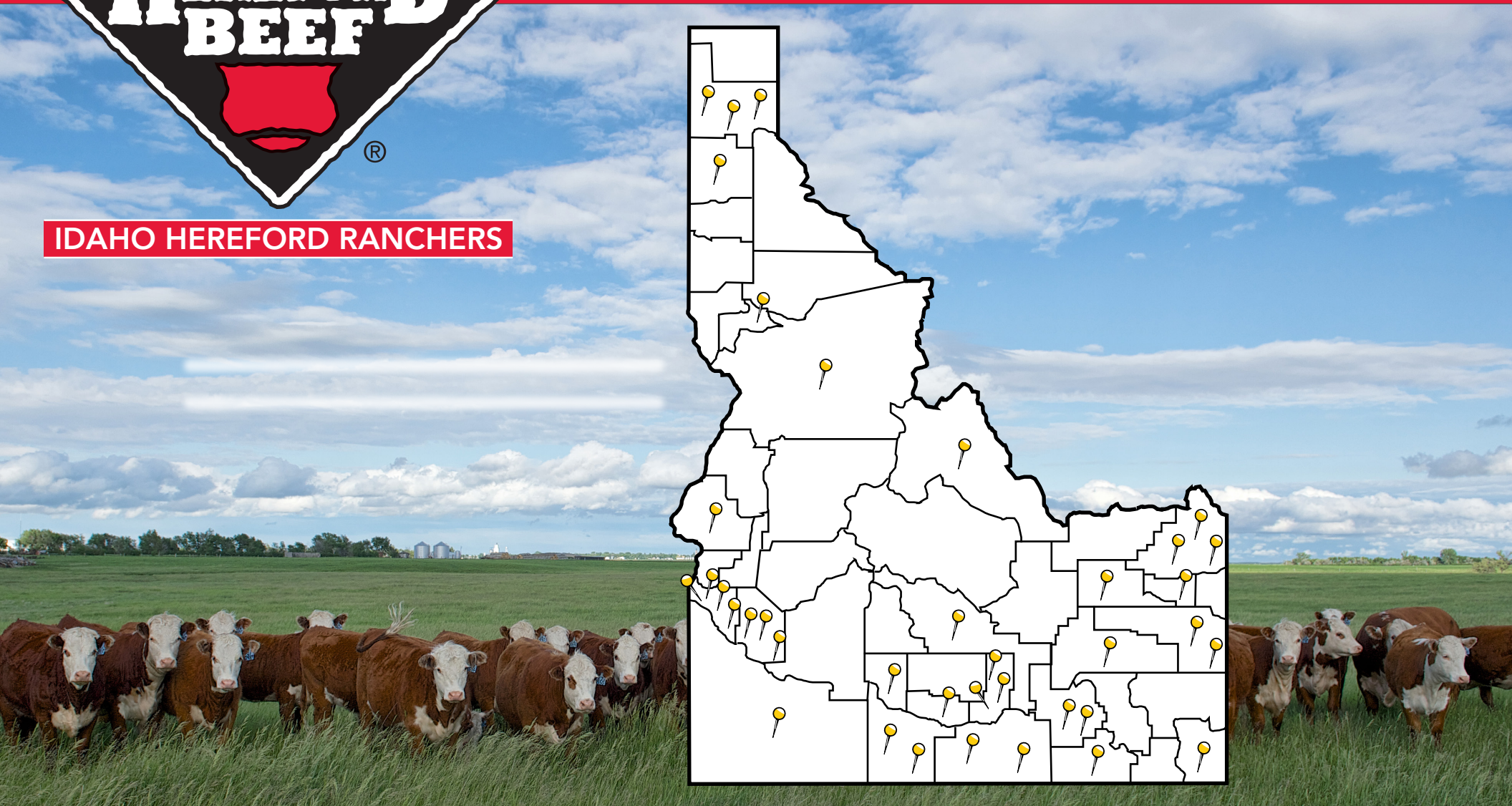
*Excellence Built By*

# TRADITION

CERTIFIED HEREFORD BEEF®

IDAHO HEREFORD RANCHERS





Certified Hereford Beef® uses only Hereford and Hereford-English crossbred cattle, genetically proven to produce higher quality beef. Hereford cattle, bred for rich flavor and superior marbling since the 1700s, continue their legacy today on **local family farms and ranches** all across the United States. Quality is a delivered promise with *Certified Hereford Beef*, providing an exceptional and consistent eating experience. When it comes to taste and tenderness, *Certified Hereford Beef* is naturally better beef. This back-to-the-basics quality is the foundation for all that we do and the reason we're **Excellence Built By Tradition**.

| | | | |
|---|---|---|---|
| American Falls | Coeur d'Alene | Lewisville | Rexburg |
| Ashton | Craigmont | Malad City | Ririe |
| Blackfoot | Dingle | Malta | Rockland |
| Boise | Filer | Melba | Rupert |
| Bruneau | Gooding | Meridian | Salmon |
| Buhl | Grangeville | Minidoka | Sandpoint |
| Burley | Heyburn | Nampa | St. Anthony |
| Caldwell | Idaho Falls | Oldtown | Weiser |
| Carey | Jerome | Parma | |
| Chester | Kuna | Priest River | |