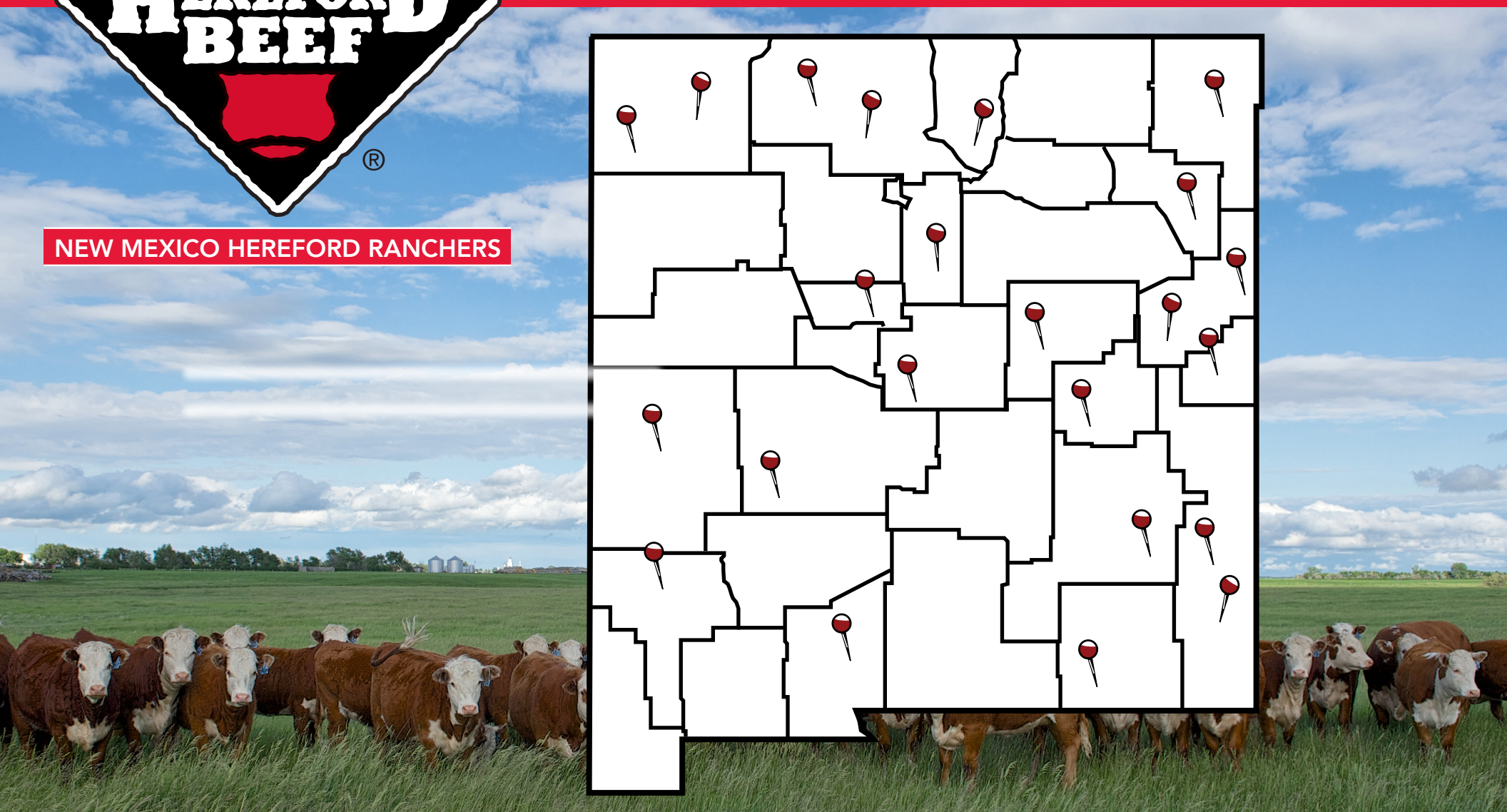
Excellence Built By

TRADITION

CERTIFIED HEREFORD BEEF®

NEW MEXICO 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**.

Abiquiu
Albuquerque
Artesia
Claunch
Clovis
Espanola
Farmington
Folsom
Fort Sumner
Hobbs
La Plata
Mesilla
Moriarty
Nara Visa
Penasco
Quemado
Roswell
Roy
Santa Fe
Santa Rosa
Silver City
Tatum
Tucumcari