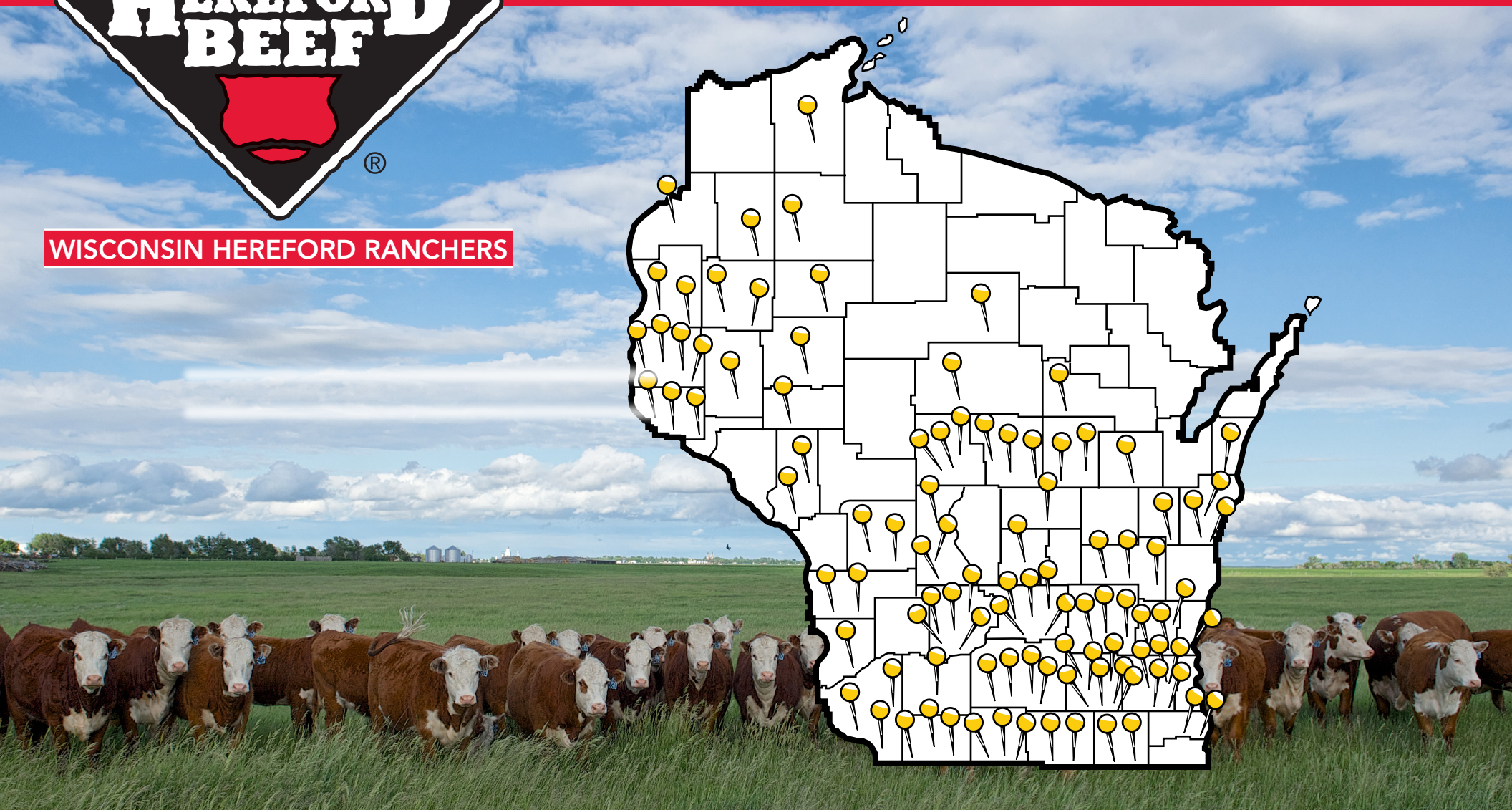
*Excellence Built By*

# TRADITION

CERTIFIED HEREFORD BEEF®

WISCONSIN 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**.

Almond
Argyle
Arlington
Auburndale
Baraboo
Bay City
Benton
Birnamwood
Blair
Blue Mounds
Boyd
Brodhead
Bruce
Burlington
Cato
Cedarburg
Chilton
Coloma
Cottage Grove
Cuba City
Dallas
Darlington
De Soto
Deer Park
Deerfield
Denmark
Dodgeville
Elk Mound
Elkhorn
Emerald
Endeavor
Exeland
Fairchild
Fennimore
Fond Du Lac
Frederic
Gays Mills
Gillett
Hartford
Hartland
Iron Ridge
Ixonia
Jackson
Jamesville
Janesville
Jefferson
Johnson Creek
Juneau
Kewaskum
Kewaunee
Lake Mills
Lavalle
Lomira
Lyndon Station
Manawa
Manitowoc
Marshfield
Mason
Menomonie
Merrill
Milton
Monroe
Mukwonago
Muskego
New Berlin
New Glarus
New Lisbon
New Richmond
Newton
Oakfield
Oconomowoc
Osseo
Palmyra
Platteville
Portage
Poynette
Readstown
Reedsburg
Rice Lake
Rio
Ripon
River Falls
Rock Springs
Rosholt
Rudolph
Scandinavia
Shiocton
Sparta
Spencer
Spooner
Spring Green
Spring Valley
St. Croix Falls
Stevens Point
Sullivan
Sun Prairie
Tomah
Union Grove
Viroqua
Watertown
Webster
Whitewater
Wilson
Wisconsin Dells
Wonewoc