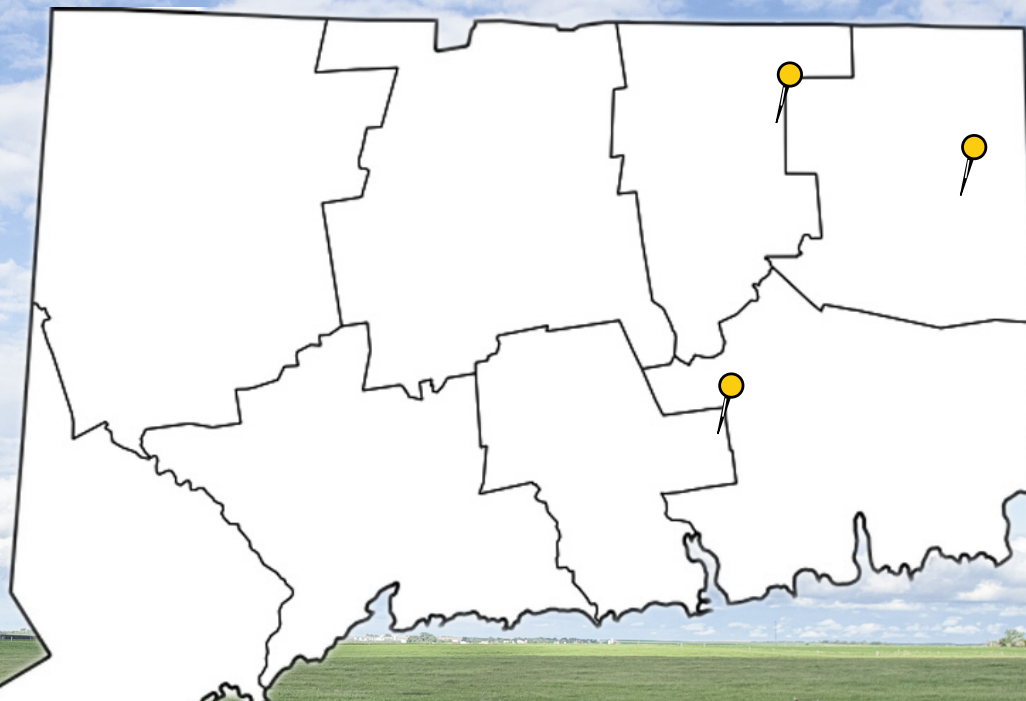



*Excellence Built By*

# TRADITION



CONNECTICUT HEREFORD PRODUCERS



A photograph of a cowboy on a horse herding three Hereford cattle in a grassy field. The cowboy is wearing a white shirt, dark pants, and a cowboy hat, riding a dark horse. The three Hereford cattle are brown with white faces and chests, standing in a line in the foreground. The background shows rolling hills under a clear blue sky.

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.**

Brooklyn  
Lebanon  
Wllington