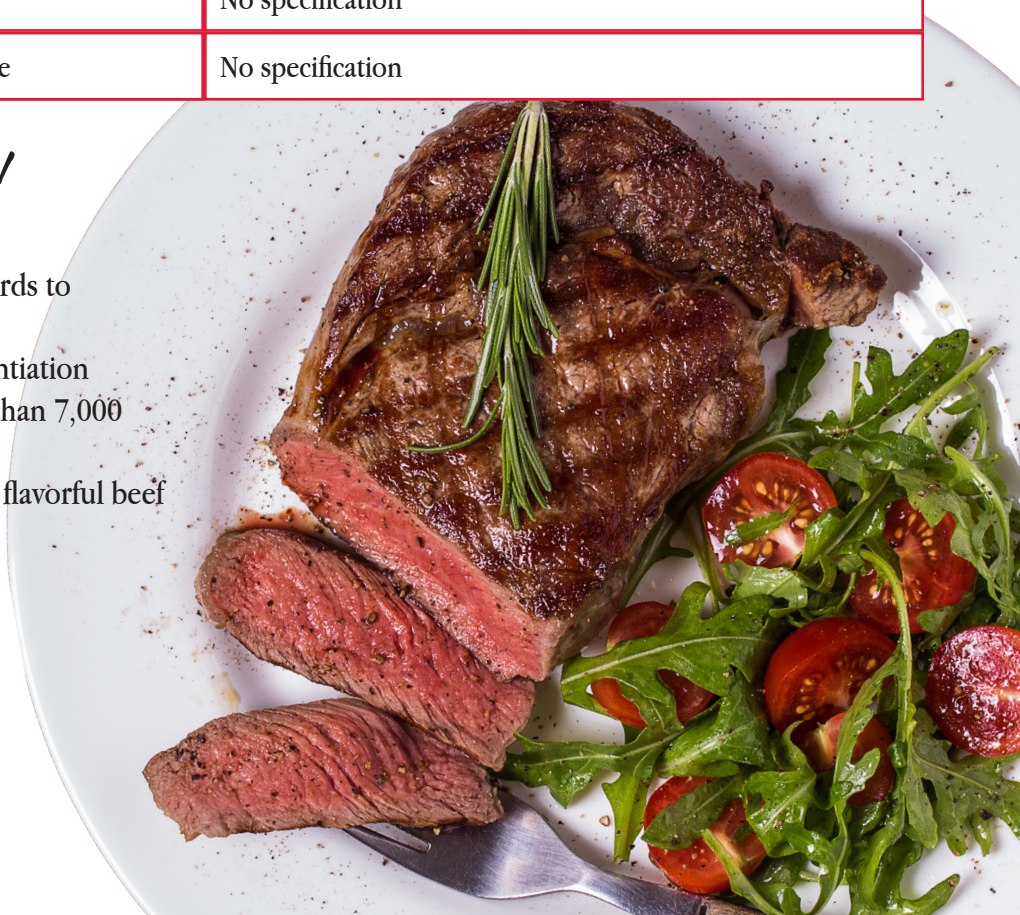
Certified Hereford Beef®

Taste the Difference!

Certified Hereford Beef Choice and Premium **10 science-based specifications**			**USDA Prime, Choice and Select** **2 specifications**
	Marbling		
1.	*Choice Program* Small[00] or higher marbling	*Premium Program* Modest[00] or higher marbling	Various marbling specifications for each grade.
2.	Medium or fine marbling texture		No specification
	Maturity		
3.	"A" maturity, meaning cattle are harvested at approximately 9-30 months of age		Can include "A" and "B" maturity cattle. "B" maturity cattle are harvested at approximately 30-42 months of age
	Consistent Sizing		
4.	10-16 square-inch ribeye area		No specification
5.	1,050 pound or less hot carcass weight		No specification
6.	Less than 1-inch fat thickness		No specification
	Quality Appearance		
7.	Superior muscling		No specification
8.	Practically free of capillary rupture		No specification
9.	No dark cutters		No specification
10.	No bos-indicus or dairy breed influence		No specification

Your product solution!

- American Beef
- Superior product with 10 quality standards to ensure consistency
- Provides an advantage in market differentiation
- Breed-specific program supports more than 7,000 Hereford farm and ranch families
- Herefords are bred for naturally tender, flavorful beef