



# MMMM.

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RAISING THE BEST BEEF  
IN THE WORLD.

America's Hereford breeders — through the  
*Certified Hereford Beef*® brand — make  
it happen every day.

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They do it sustainably.

They do it with generations  
of commitment.

Best of all, with Hereford genetics, they  
add value, quality and consistency  
every step of the way.

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