

Hereford Verified

Why and How?



Purpose of a Source and Age Verification System

- Add value to Hereford and Hereford-cross calves (extension of EPDs, BQA, Animal Health program)
- Create stronger relationship with feeders and packers for AHA members and cow-calf customers
- Build a feedlot and carcass information database sharing data in a low-cost, hassle-free manner.

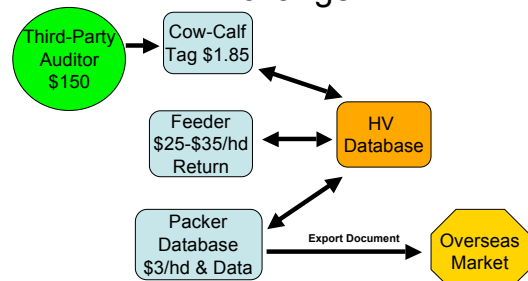


System Demands

- Packer desire for export eligible cattle
- Feedlot premium incentive to create pull-thru
- Network of feeders with packer agreement
- Easy and low cost, third-party auditing capabilities
- Data tracking and capture system
- Data feedback and cow-calf bonus



Trail to Asian Market and Data Exchange



Hereford Verified Facts

- 20 Participating Feedlots
- National Beef Packing Agreement
- 26,000 tags sold in 2 years
- 9,800 head of carcass data collected



Hereford Verified Contact Information

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