

Success story for Irish beef

FORMED by Irish Hereford breeders in 1997 to market and brand Hereford beef, the company has grown remarkably from its humble beginnings to today's supply figure, which exceeds 250 animals a week and is growing. Nowadays, the demand for the Irish Hereford Prime beef far exceeds supply.

MARKETING SUCCESS

At the outset, the founding members of the Hereford Prime Board adopted a number of guiding principles — the most important being that the needs of the consumer were paramount.

It was determined that, in order to achieve its objectives, the producer should be adequately compensated for excellence, thereby the pay-

ment of a premium price. All links in the chain — producer, processor and retailer — need to work together to ensure that the product continuously meets customer expectation.

Little research was needed to establish that the beef consumer requires an enjoyable eating experience, together with consistency and repeatability in that experience, whether in the home or when eating out. The consumer is also prepared to pay for a brand that he or she believes is superior. The Hereford breed, admittedly, has a considerable advantage over its competitors in the business, due to its inherent high eating quality. Its docile disposition and ease of fleshing allow it to reach ideal slaugh-



ter weights at the levels of finish demanded by high-class retailers and restaurants. All of this is achieved without the really intensive and expensive levels of finishing required by animal crosses that do not include the Hereford influence.

Irish Hereford Prime Partners

PRODUCERS

THE establishment of a reliable chain to ensure the product meets the consumers requirements is achieved through the registration of a supply base of top-class producers who, week in, week out, ensure a continuous supply of high quality steers and heifers for slaughter at a premium price.

vers a superior eating experience for the consumer," explains Don O'Brien of AIBP Nenagh.

MARKET CHANNELS

Hereford Prime, through its exclusive relationship with processing partner, AIBP, bring their superior beef to the Irish market through two select channels.



• **Anglo Irish Beef Processors (AIBP)** plants at Nenagh, Bandon and Rathkeale ensure slaughtering to the highest standards and the traceability of the product from gate to plate. The company operates efficiently, and the producer is paid promptly.

"Hereford Prime beef originates from cattle with a natural genetic tendency to mature at a young age from a grass-based diet.

"This traditional breed also delivers a taste enhancing light grain of intramuscular fat which, coupled with many years of processing knowledge, consistently deli-

• **Superquinn**, retailer of choice for fresh food, began selling dry-aged Hereford Prime ribs and steaks as part of their SQ premium range last October. This superb quality beef has been earning rave reviews from discerning consumers since its launch. Ivor Deverell, of the Hereford Prime Board, was included to front the Superquinn TV campaign that launched the SQ range of premium foods.



• **Pallas Foods**, Ireland's largest foodservice company, exclusively supplies Hereford Prime beef to the top restaurants and hotels in Ireland. Pallas Foods' commitment to supplying the best quality beef

eating experience has resulted in Hereford Prime being the brand of choice for many of Ireland's top chefs.



• **Alltech Ireland** also assists as partners in the delivery of this high-class product. Hereford producers set out to market and brand high-quality beef that is natural and totally traceable.

To assist Hereford Prime and its producers, Alltech's marketing team produced a range of brochures, which explained both to the Hereford Prime growers and the end customer the benefits of choosing Hereford Prime beef over competitors, and also clearly explained the role that Alltech's technology played along the way.

Alltech would like to congratulate Hereford Prime on their successes over the past year and wish them continued success in the future.

INTERNATIONAL SUCCESS

Since first selling into France and winning the Medal of Excellence, awarded by the French Academy of Meat, for its outstanding flavour and for the craftsmanship shown



Bring a smile to your face with Hereford Prime.



Hereford Cross, the profitable choice.

in its processing and ageing, Hereford Prime now supplies Belgian and Dutch supermarket shelves and, just prior to year-end, added 'Sonae', the prestigious Portuguese supermarket chain, to its list of satisfied customers.

BONUS PAYMENTS

Animals qualifying for Hereford Prime are paid bonuses that vary throughout the year, from 14c/kg from November to May and 11c/kg June to October. Procurement officer Michael Cleary (ph. 087 6888713), who co-ordinates supply, can be contacted for further information on any aspect of the scheme.

REQUIREMENTS

Only steers and heifers of at least 50% Hereford blood qualify. They must be under 30 months and should grade 3-4H in fat and U,R,O in conformation.

Carcase weights are from 230kg to 380kg for heifers and steers.

Cattle should be on the farm for a minimum of three months and are only accepted from members of Irish Hereford Prime who are Quality Assured by Bord Bia.



Hereford Prime is now available at all Superquinn stores.

THE FUTURE

The Irish Hereford Prime group has exciting plans to further grow the business in 2008, and the years ahead, both on the home market and internationally, delivering a superior product to the consumer and additional profits to its suppliers. Bord Bia's marketing strategy for Europe indicates a potential

for up to 100,000 Hereford cross cattle in high priced markets.

CATTLE SUPPLIES URGENTLY REQUIRED