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**National Beef Packing Co. Awarded
Hereford Industry Innovator Award**

KANSAS CITY, Mo. — National Beef Packing Co. LLC was presented the AHA Hereford Industry Innovator Award by the American Hereford Association (AHA) during the National Western Stock Show Hereford Carload and Pen Show in Denver, Jan. 15.

National Beef is the only rancher-owned, fully-integrated beef processor in the U.S. National Beef is the fourth largest packer and has been a licensed Certified Hereford Beef (CHB) processor since July 2003.

The AHA Board selected National Beef for the award because of its commitment to Hereford's premium branded beef program — CHB[®].

“National Beef is an industry leader in branded beef products with 10 different value-added branded beef labels,” says Craig Huffhines, AHA executive vice president. “CHB is one of their top-selling brands and National has invested a lot in the program with full-time sales staff and sales representatives in the country.”

National Beef is the largest harvester of CHB cattle and is always looking for quality fed steers and heifers on a weekly basis. In fact, during 2008, the company launched a progressive ad campaign seeking cattlemen with Hereford and black whiteface cattle to market. National developed print, Internet and radio ads announcing its intention to buy more cattle to fill the growing demand for Hereford beef.

Since National's partnership with CHB began it has been certifying 200,000 head of cattle per year through the program, or about 30 million lb. of beef.

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The American Hereford Association, with headquarters in Kansas City, Mo., is one of the largest U.S. beef breed associations. The not-for-profit organization along with its subsidiaries — Certified Hereford Beef (CHB) LLC, Hereford Publications Inc. (HPI) and American Beef Records Association (ABRA) — provides programs and services for its members and their customers, while promoting the Hereford breed and supporting education, youth and research. For more information about the Association, visit Hereford.org.

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Cutline:

National Beef Packing Co. LLC was presented the AHA Hereford Industry Innovator Award during the National Western Stock Show in Denver. Pictured following the presentation are: Craig Huffhines, AHA executive vice president; Mike Louderback, National Beef Packing Co.; and Bill King, AHA president.