

HEREFORD PRIME – TELLING THE BRAND STORY

IT HAS BEEN A BUSY 12 MONTHS FOR HEREFORD PRIME NEW ZEALAND, WHICH HAS BEEN FLYING THE FLAG FOR GRASS-FED FREE RANGE NEW ZEALAND BEEF AT SOME HIGH PROFILE EVENTS.

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PHOTOGRAPHS NATALIE CAMPBELL / SUPPLIED

THE BRAND HAS BEEN PRIVILEGED to be part of these activities held throughout the country.

All the events are part of the brand telling its grass-fed beef story from the paddock of some of New Zealand's best cattle finishers to the plates of some of the most discerning palates throughout the country and all the supply chain links in between.

Take a look at what we've been up to.



THIS PAGE, CLOCKWISE, TOP LEFT: 1) Lois Anderson, Philson Marsh, and Michael Forde sample grass-fed Hereford Prime beef at a Manawatu Chamber of Commerce Business After 5 function at PBBnz; 2) Supporting the Young Farmers 50th anniversary celebrations and launch of their alumni at the Grand Final in Invercargill; 3) The past winners of the New Zealand Young Farmer of the Year turned up to celebrate the contest's 50th anniversary.

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TOP: 4) Magills were hosted by ANZ to showcase their range of slow cooked, pulled meats, including the award-winning Hereford Prime pulled beef; 5) Brian Everton from Cabernet Foods collected a bronze medal for their Hereford Prime entry in the Steak of Origin Best of Brand Wholesale and Foodservice class.

MIDDLE: 6) The Hereford spirit shone with a huge team that worked tirelessly supporting Rabobank at the Southern Field Days; 7) Another outstanding example of marbling that can be achieved in Hereford Prime grass-fed beef – this time from Magills Artisan Butchery in Te Awamutu; 8) Ross Paterson, Waikaka Herefords (left) and Chris Douglas from Monymusk Herefords (right) work hard at the Southern Field Days near Gore.

BOTTOM: 9) From left, Gary Campbell, Jess Wensor, Meghan Fookes and Edward Van Der Hoeven took a breather for a team photo in between sharing the story of their pulled meats range at the National Fielddays; 10) The Hereford Prime race car kept racing last year at various circuits around the North Island and has been competing in the New Zealand Historic Muscle and Saloon Car grid; 11) Pampas Lane Hereford stud principal Bill Grounds from Kaitaia with his silver medal awarded at the Steak of Origin contest for the Best of British Hereford class.





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 TOP: 12) Hereford Prime chairman Laurie Paterson in charge of the BBQ at the National Hereford Show and Sale; 13) Succulent and mouth-watering – the steaks served to NZHA members at the Hereford National Show and Sale; 14) It was the brand's privilege to prepare the lunch at the NZ Herefords National Show and Sale.

MIDDLE: 15) Hereford Prime beef short ribs were beautifully prepared and presented in the Rabobank tent at National Fielddays; 16) Chimichurri glazed beef was the second Hereford Prime dish to be offered to Rabobank guests at the National Fielddays.

BOTTOM: 17) Rabobank showcase produce grown and crafted by their banking clients at National Fielddays; 18) This beautifully cooked and presented eye fillet was served at the AGM of NZ Herefords. Supplied by Cabernet Foods Ltd, it was beautifully presented by the team at Orlando Country; 19) The generosity and spirit of the Hereford community was well and truly on display at the Hereford Prime auction.



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