

HPid tags

'for the **identification** of quality grass fed **Hereford Prime** beef - from **paddock to plate**'

TALK TO YOUR NEAREST AGENT ABOUT HP PREMIUMS

NORTH ISLAND PROCUREMENT:

CABERNET FOODS:

Lyndon Everton

M: 021 500 492

MAGILLS MEATS

David Whelan

P: 07 829 7926

M: 0274 784 941

SOUTH ISLAND PROCUREMENT:

BOWMONT WHOLESALE MEATS

Chris Swale

P: 03 489 4087 (A/H)

M: 027 442 5032



Use the **official Hereford PRIME** identification tag

TAG ENQUIRIES to Christel Blyth/PBBnz • P: 0800 AG TAGS (0800 248 247) or E: tags@pbbnz.com
HP ENQUIRIES to Brand Manager, NATALIE CAMPBELL • P: 0277 323 448 or E: herefordprime@pbbnz.com