

# 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 HerefordPRIME**  
identification tag



**TAG ENQUIRIES to CHRISTEL BLYTH/PBB • P: 0800 AG TAGS (0800 248 247) or E: tags@pbbnz.com**  
**HP ENQUIRIES to Brand Manager, NATALIE CAMPBELL • M: 0277 323 448 • E: herefordprime@pbbnz.com**