

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/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