

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

M: 0277 323 448 • **E:** herefordprime@pbbnz.com