



**SILVER  
FERN™  
FARMS**

**Hereford**  
SUPERBLY AGED BEEF

Market demand has seen the recent launch of Silver Fern Farms' Hereford 'Superbly Aged Beef' range of New Zealand beef – NZFSA certified as minimum 50% Hereford.

Aimed at the European and UK food service market, the range has already attracted significant interest from a range of customers.

**SILVER FERN FARMS BACKBONE® HEREFORD SUPPLIERS CLUB**

Selection criteria includes:

- 50% Hereford
- First cross British bred – either Hereford, Angus or Shorthorn
- Premium steer/heifer 245 – 325kg
- pH up to and including 5.6
- No hormone growth promotants
- Dentition up to four teeth.

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**Prospective suppliers to the programme should contact their local Silver Fern Farms' field representative, or supplier services at 0800 362 362**

