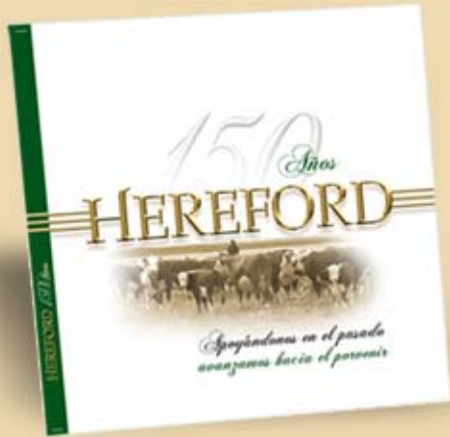
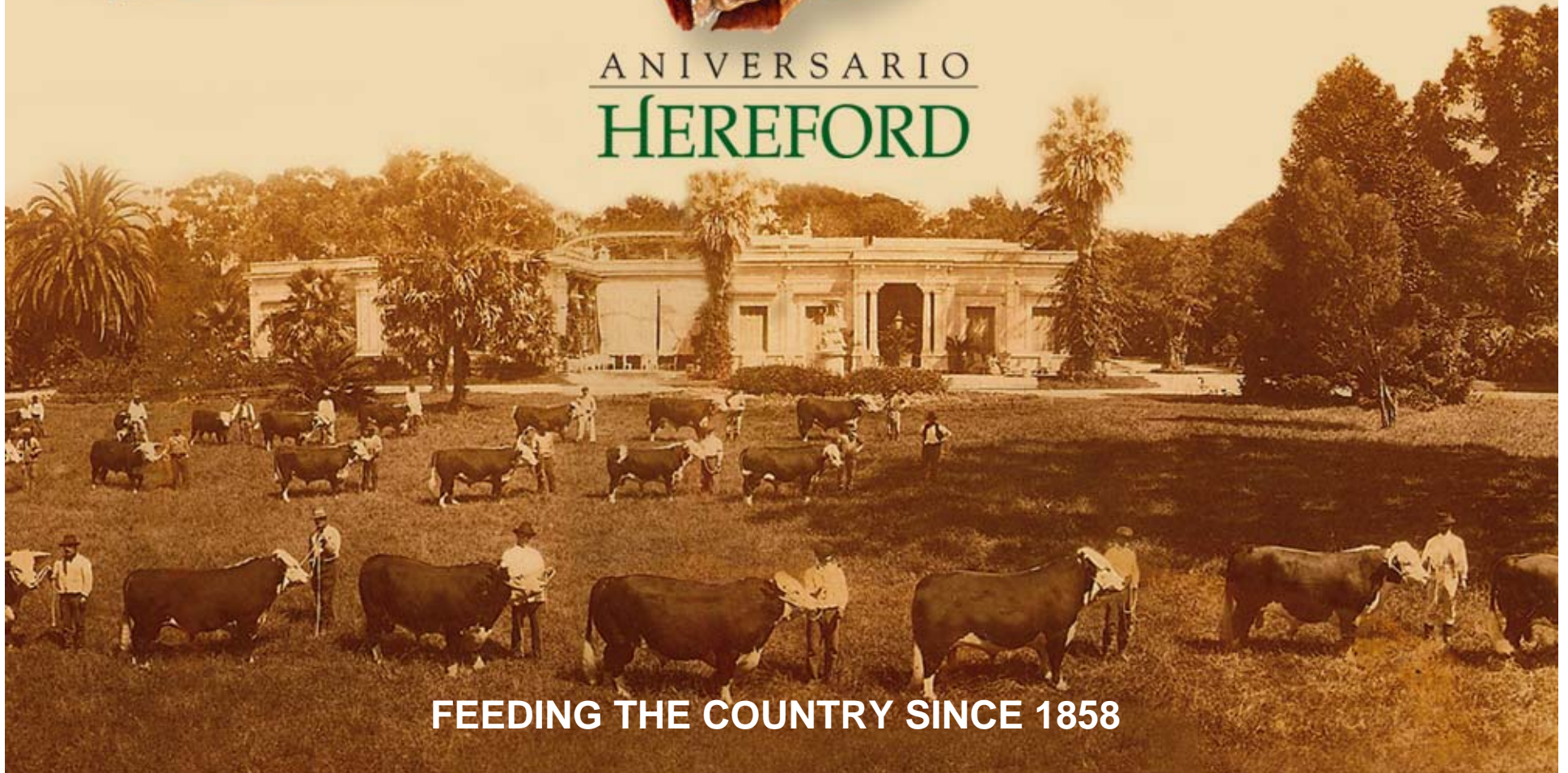




ARGENTINE COUNTRY REPORT



ANIVERSARIO
HEREFORD



FEEDING THE COUNTRY SINCE 1858



150 ANIVERSARIO
HEREFORD

150 Hereford years

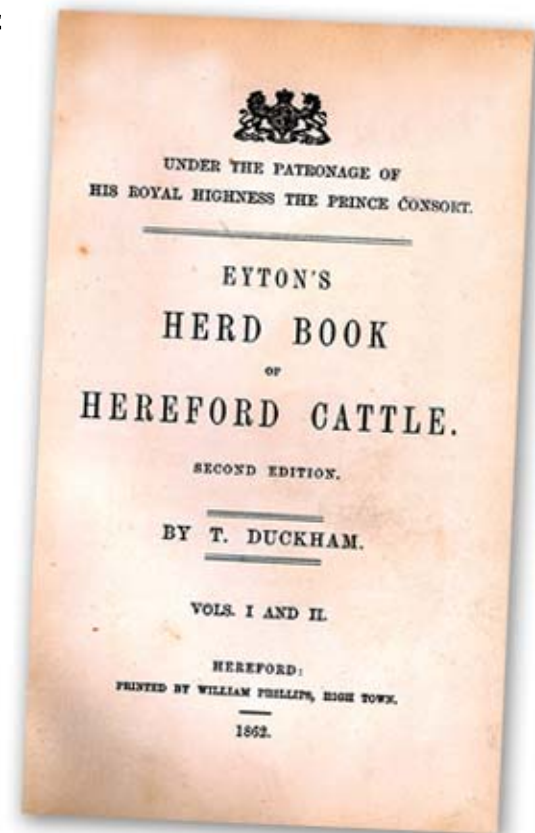
Traditions that cease to be legends and become a vital reality are the most highly valued. In 2008, when our nation enters into the Bicentenary of the May Revolution, Hereford celebrates its 150th anniversary in the country. It is no trivial matter that in as young a country as Argentina, a cattle breed should be able to state that it is almost as old as the promulgation of the National Constitution.





150 ANIVERSARIO HEREFORD

Hereford history in the country began in 1858. It was ratified four years later with the arrival of the renowned sire Niagara.





150 ANIVERSARIO HEREFORD

Ever since then, the breed has been growing unceasingly. Rooted in its past history, it marches toward the future.





150 ANIVERSARIO
HEREFORD

The Association

Founded in 1924, the Association has walked by livestock breeders ever since, reinforcing the individual work of breeders within an indispensable institutional framework. Genetic improvement, technological updating, production control, cattle shows, breeding-stock sales, sharing information, promotion and coverage.





150 ANIVERSARIO
HEREFORD

Far more than a breed

Future times require consistent breeds, with proven quality and genetics, comprehensive beef programmes, vigorous and representative associations. These should develop systems that aid their members to meet current market demands and improve their business profitability.





150 ANIVERSARIO
HEREFORD

Herefords are superior in:

The beef industry.

Pastures.

Intensive feeding.

Character – temperament.

Results of science research.

Crossbreeding.

Market share.

Genetic programmes.

Hereford Certification.

Traceability programmes.

Hereford beef programmes.



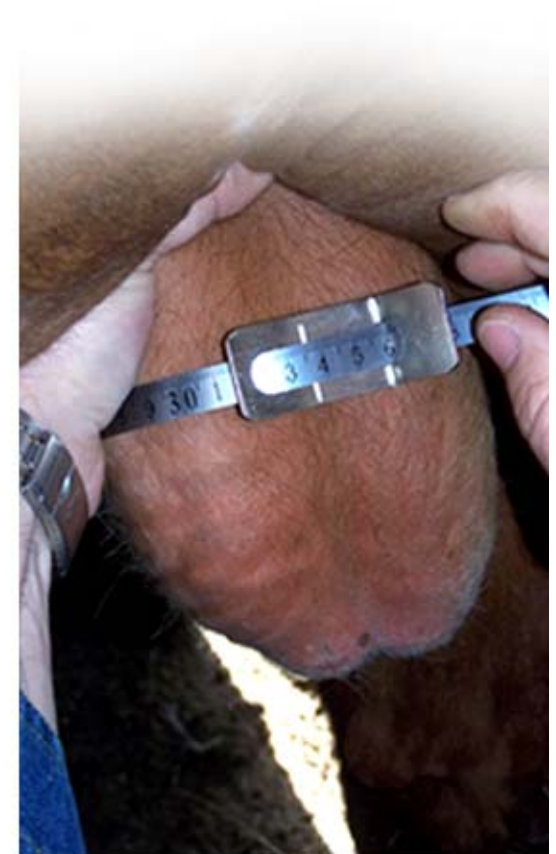


150 ANIVERSARIO
HEREFORD



Hereford improvement programmes

The Argentine Association of Hereford Breeders is responsible for leading the ongoing process of improvement and development of the breed, offering breeders all the means to attain that goal.





150 ANIVERSARIO
HEREFORD

With that purpose in mind, it has developed the following:

Hereford Genetic Evaluation – PEG.

Hereford Pedigree Programme.

Hereford Grade-up Programme.

Hereford Selected Cows – VIP Programme.

Hereford Crossing Programme.

Hereford Certification Programme.

Hereford Traceability Programme.

Hereford beef programme.





150 ANIVERSARIO
HEREFORD

Hereford Promotion



**Hereford
Restaurants**

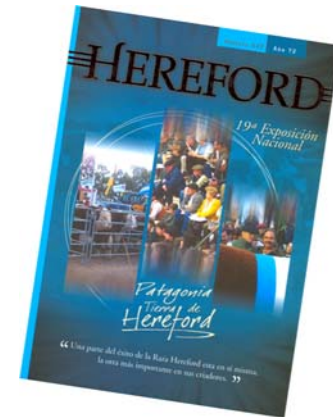
**Hereford
Wine**



**Hereford
Cert. Beef**



**Hereford
Magazine**





150 ANIVERSARIO
HEREFORD

Hereford shows

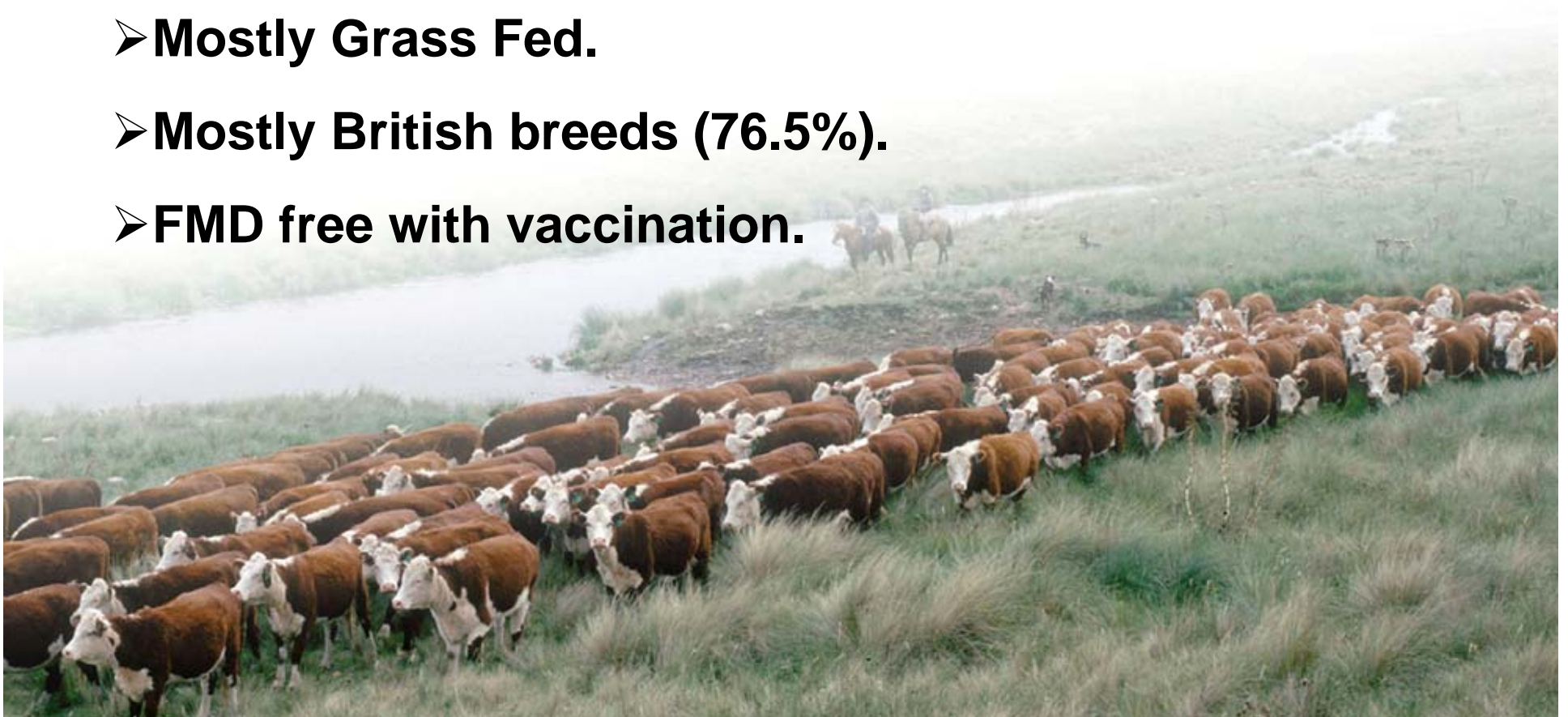




150 ANIVERSARIO
HEREFORD

Argentine Environment

- Free range 1.5 hectare / animal.
- Mostly Grass Fed.
- Mostly British breeds (76.5%).
- FMD free with vaccination.





150 ANIVERSARIO
HEREFORD

Argentine Population

- **People 40 million people.**
- **Cattle 49 million heads.**
- **Production 3.1 metric tons.**
- **Consumption 67 kg. Person/year.**

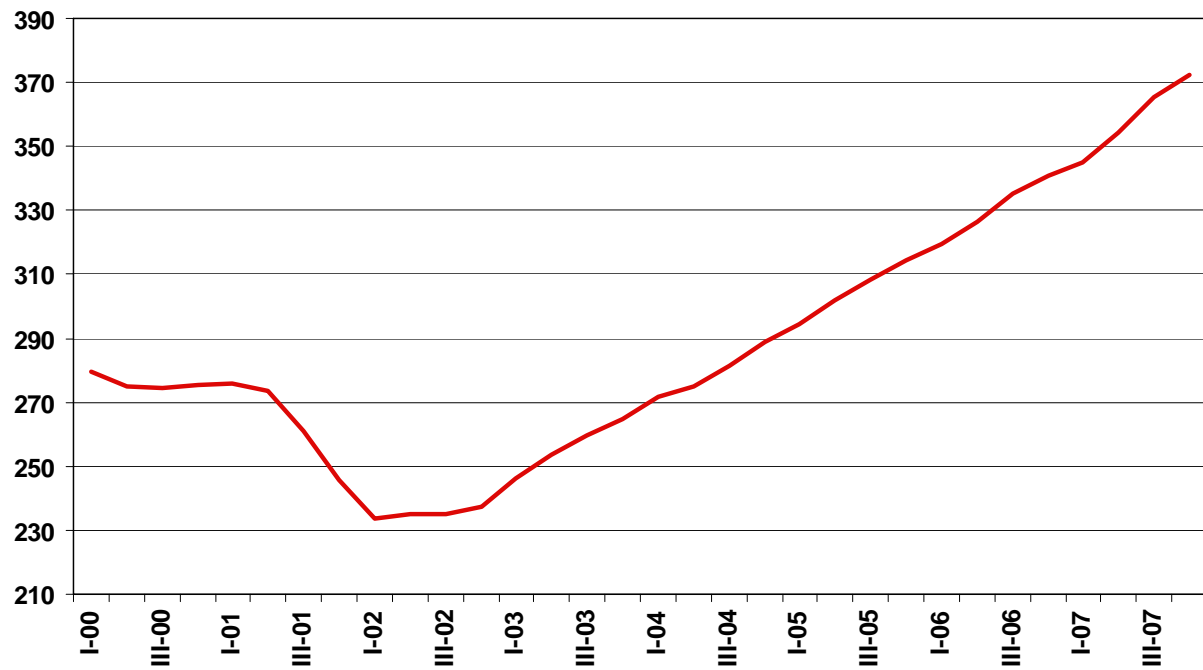




150 ANIVERSARIO
HEREFORD

Argentine economy

GDP billion pesos





150 ANIVERSARIO
HEREFORD

Argentine Beef business

- **Domestic market: 2.71 m metric tons.(87.5%)**
 - 45% Superpermarkets.**
 - 40% Butchershops.**
 - 15% Restaurants & hotels.**
- **Export market: 350 metric tons (12.5%)**
- **Cattle Value: 1.20 U\$/Kg. LW.**





150 ANIVERSARIO
HEREFORD

Argentine Beef business

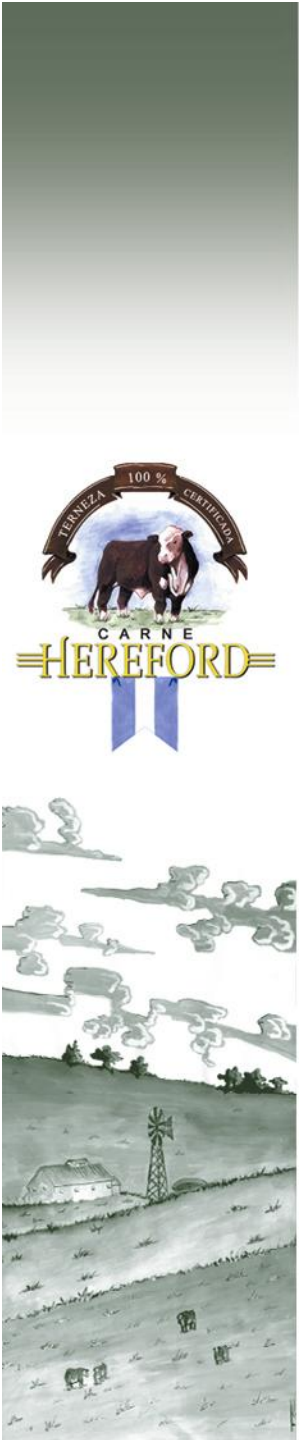
The Breed

**Hereford Influenced
Population 18.2 million
(35%).**

**Pedigree Registration
Cattle 5.097 (26%), per
year Hereford & Polled.**







Carne Hereford, *who are we?*

8% share



82.5% share



Trade company



9.5% share



Objectives



- To place Carne Hereford as a superior product.
- To line up the whole chain to follow the same objective.
- To increase the income of the members.
- To improve the image of the Hereford breed.
- To ensure a control from the ranch to the retailer.



Tools

➤ **PACCP quality system.**

➤ **Traceability system.**

➤ **Benefits distribution.**



Hereford Main Drivers

The Breed

- Hereford phenotype
- Pure Hereford breed and its crosses.

The Rearing Process

- Fed with natural pastures.
- Weight gain rate of at least 500 gr. per day



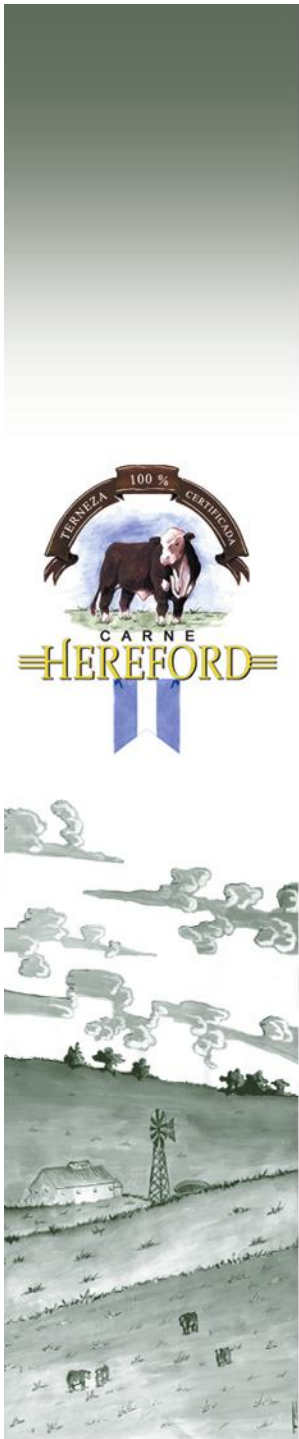
Stress Management

- Adequate handling of cattle from rearing to slaughter to avoid stress. Tenderness.
- For example special care should be taken during loading, transport and unloading of Animals.

The Quality Control

- Application of the “Argentine Hereford Beef” selection process.
- Strict application of Carne Hereford’s Quality Control Manual developed under ISO 62.



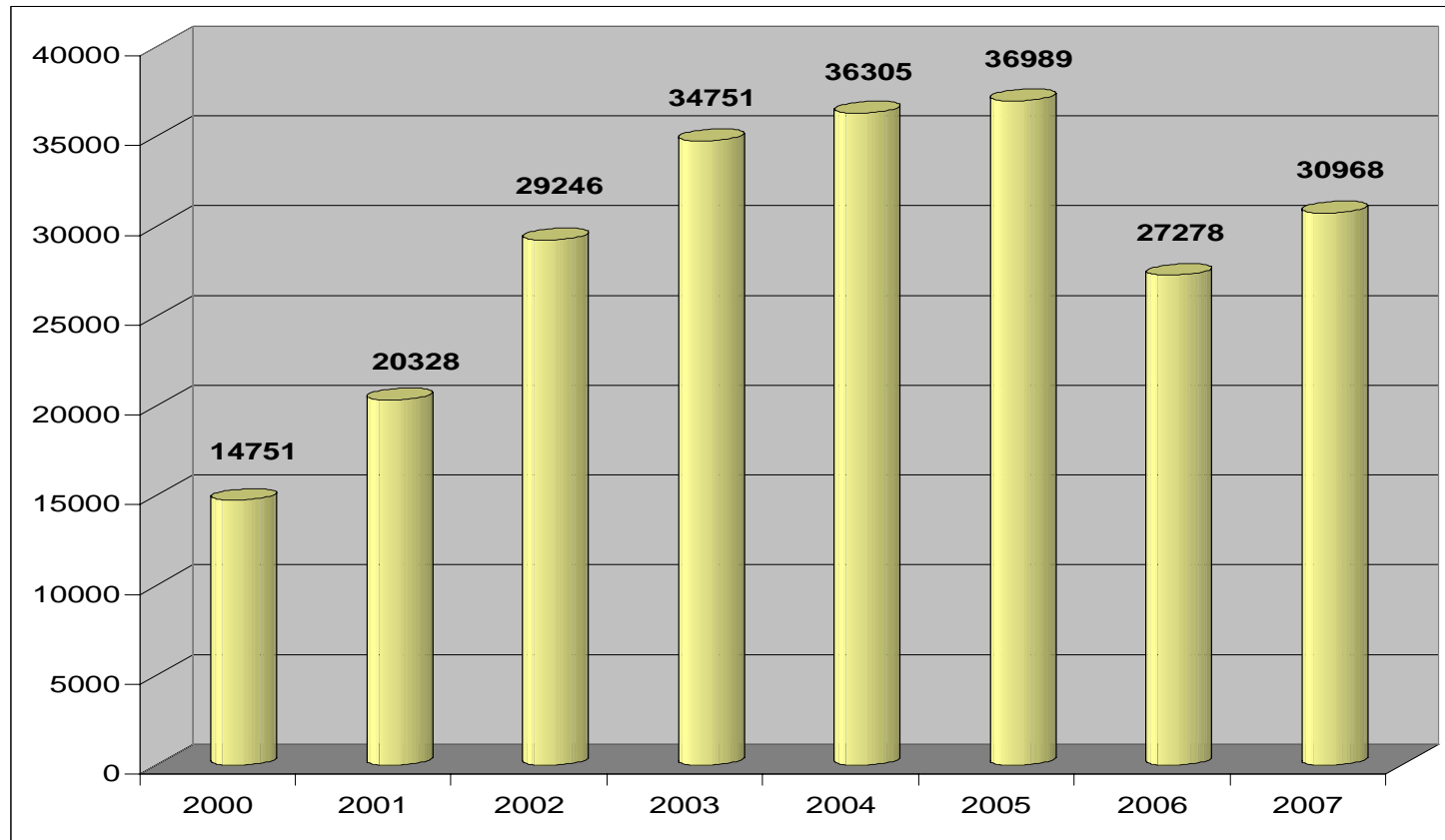


Quality Assurance

BRC GLOBAL STANDARD FOOD AND PROTOCOL FOR COMPANIES SUPPLYING RETAILER BRANDED FOOD PRODUCTS



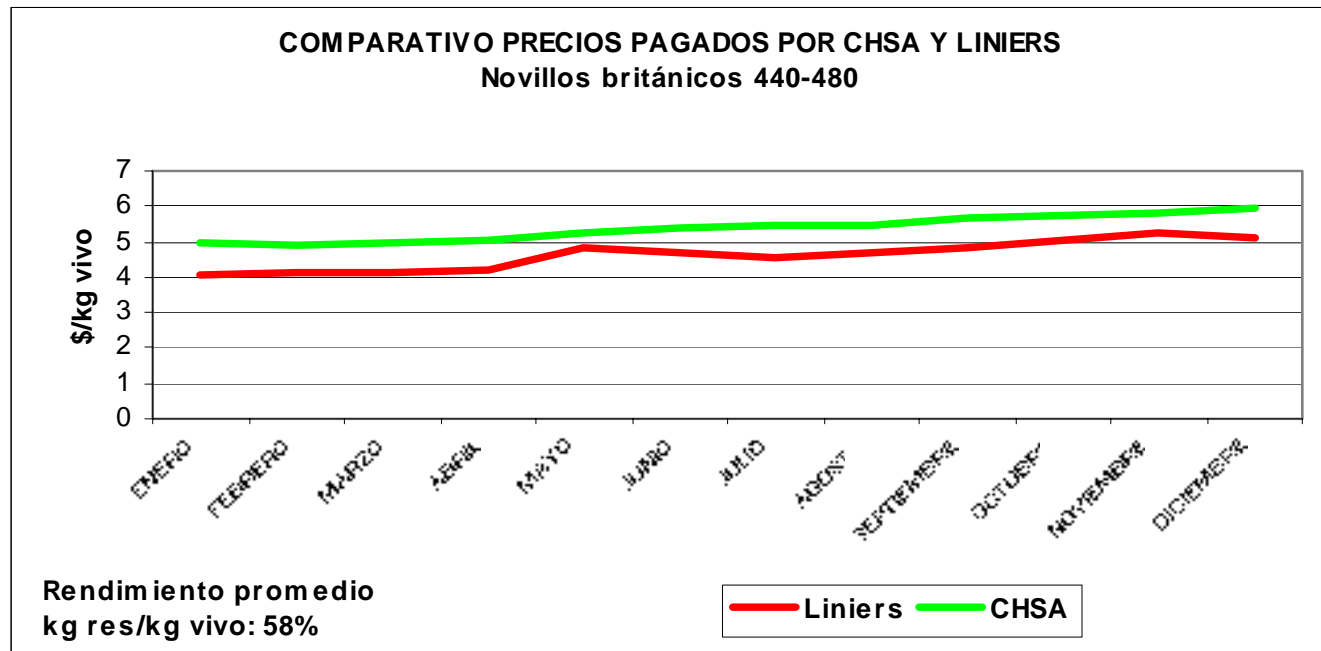
Cattle heads processed



	2000	2001	2002	2003	2004	2005	2006	2007
Cabezas	14.751	20.328	29.246	34.751	36.305	36.989	27.278	30.968

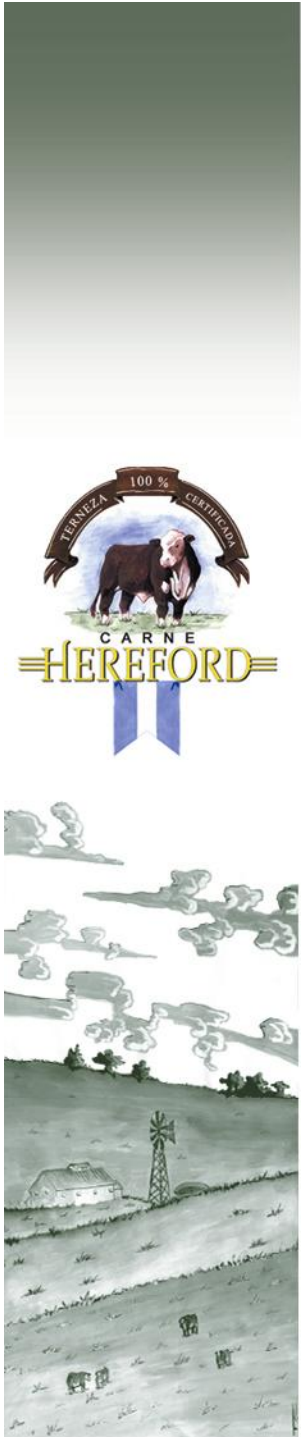
230.735

Cattle prices CHSA vs Liniers market

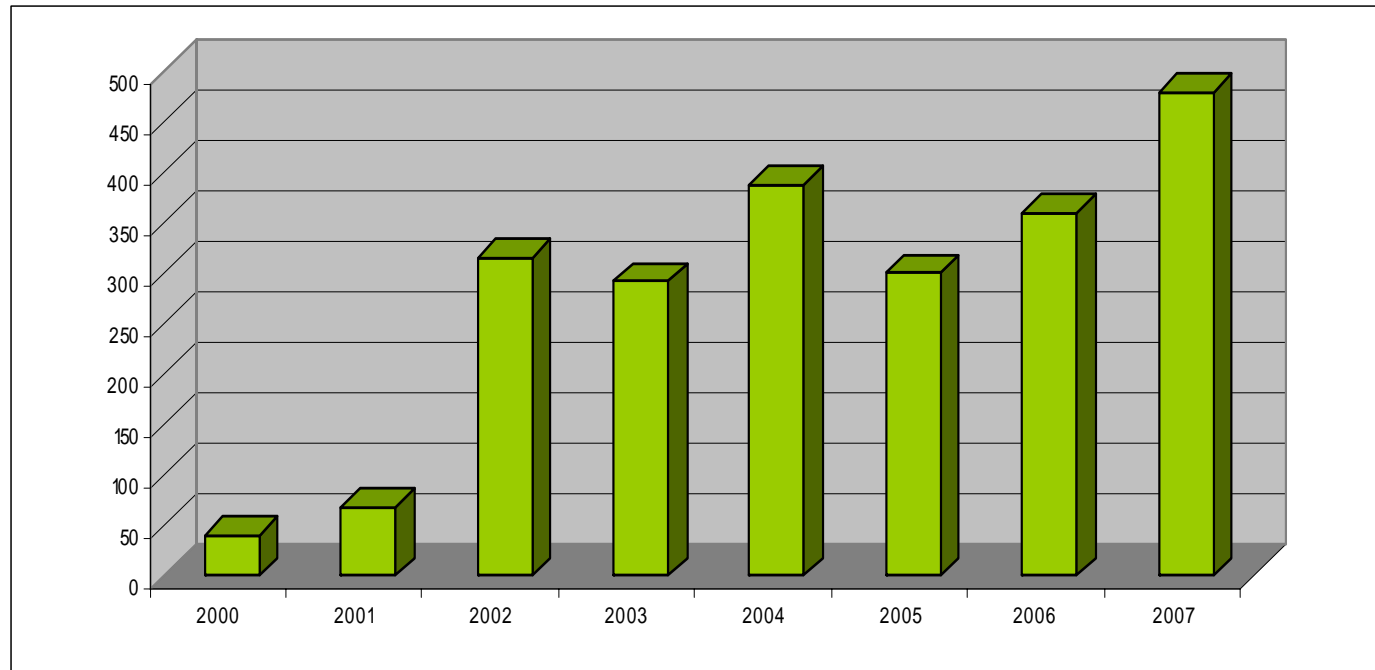


Average benefit 2005-2008 : 9.85%





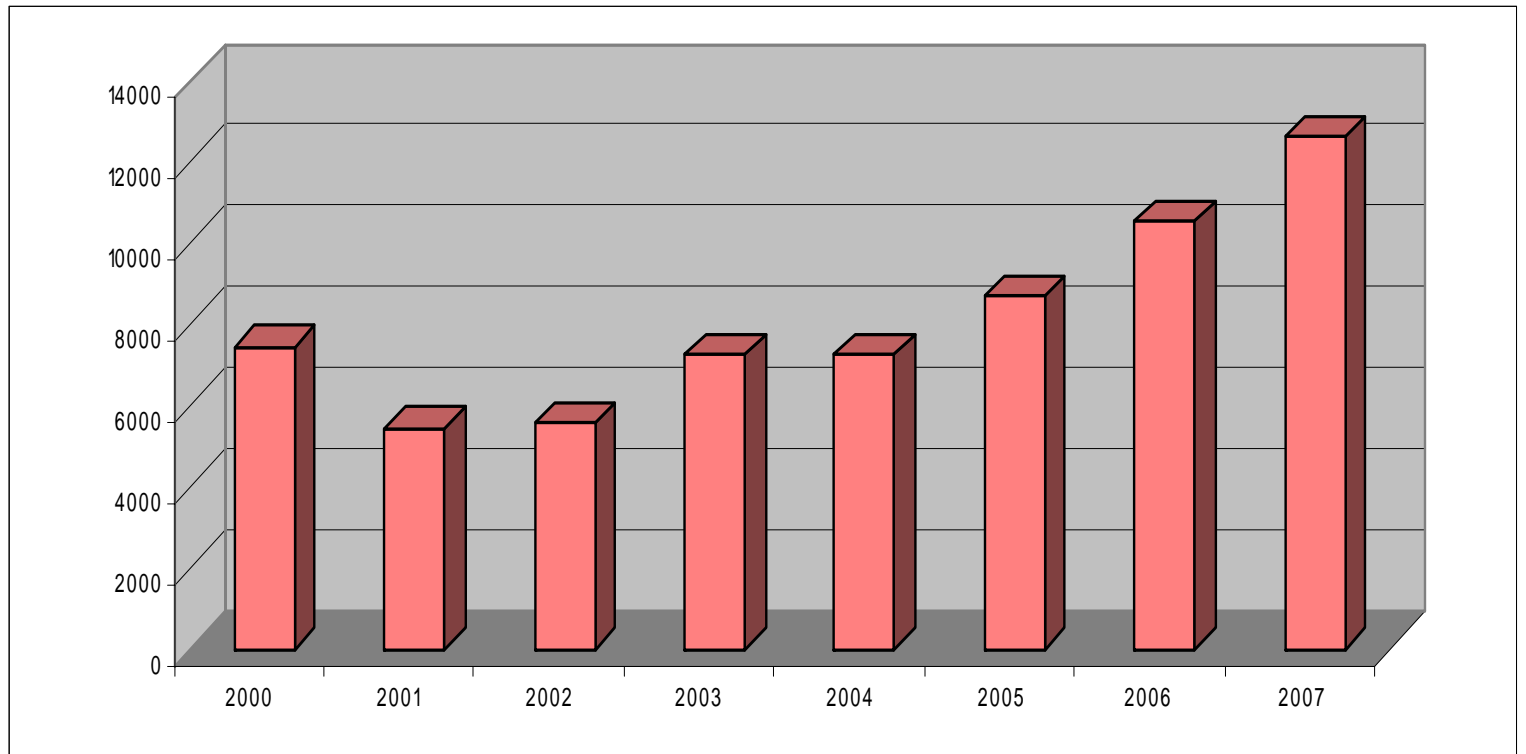
Hilton quota historical volume



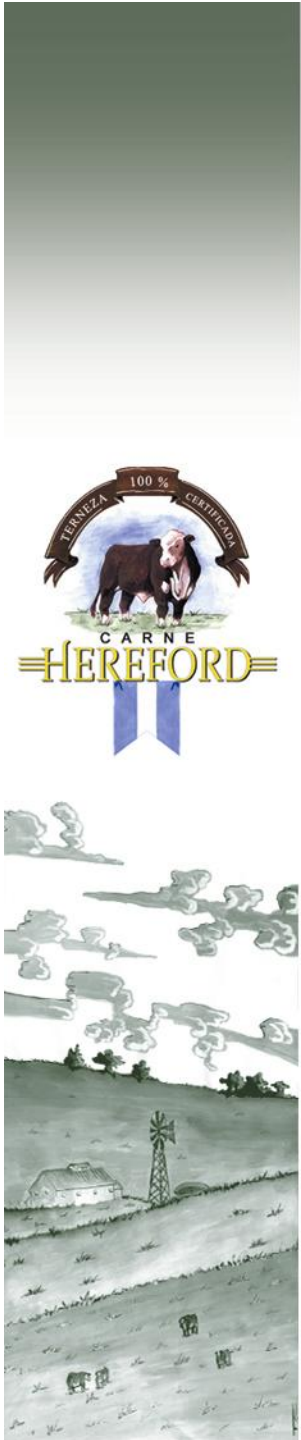
	2000	2001	2002	2003	2004	2005	2006	2007
Cuota Hilton	40	68	315	292	387	300	360	478



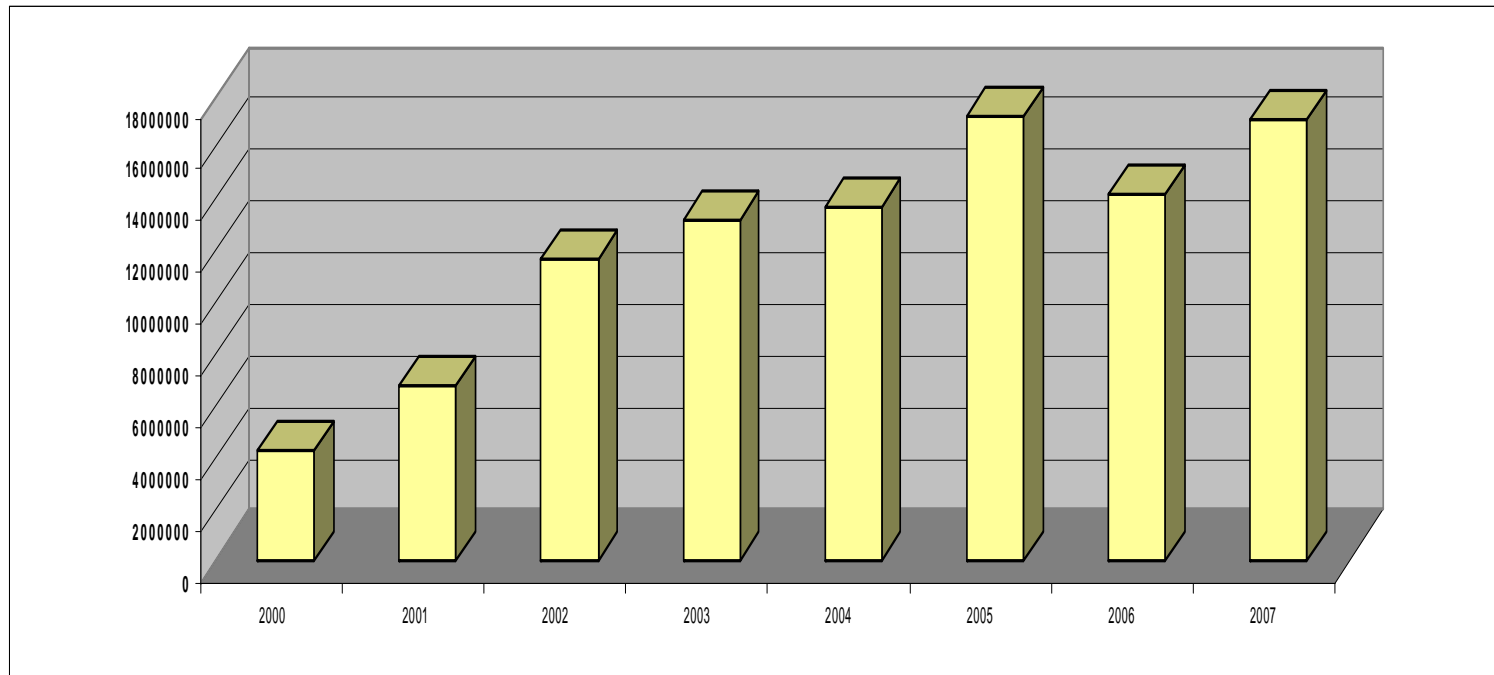
Hilton quota historical value



	2000	2001	2002	2003	2004	2005	2006	2007
Valor Hilton	USD 7.457	USD 5.455	USD 5.573	USD 7.237	USD 7.239	USD 8.700	USD 10.533	USD 12.600

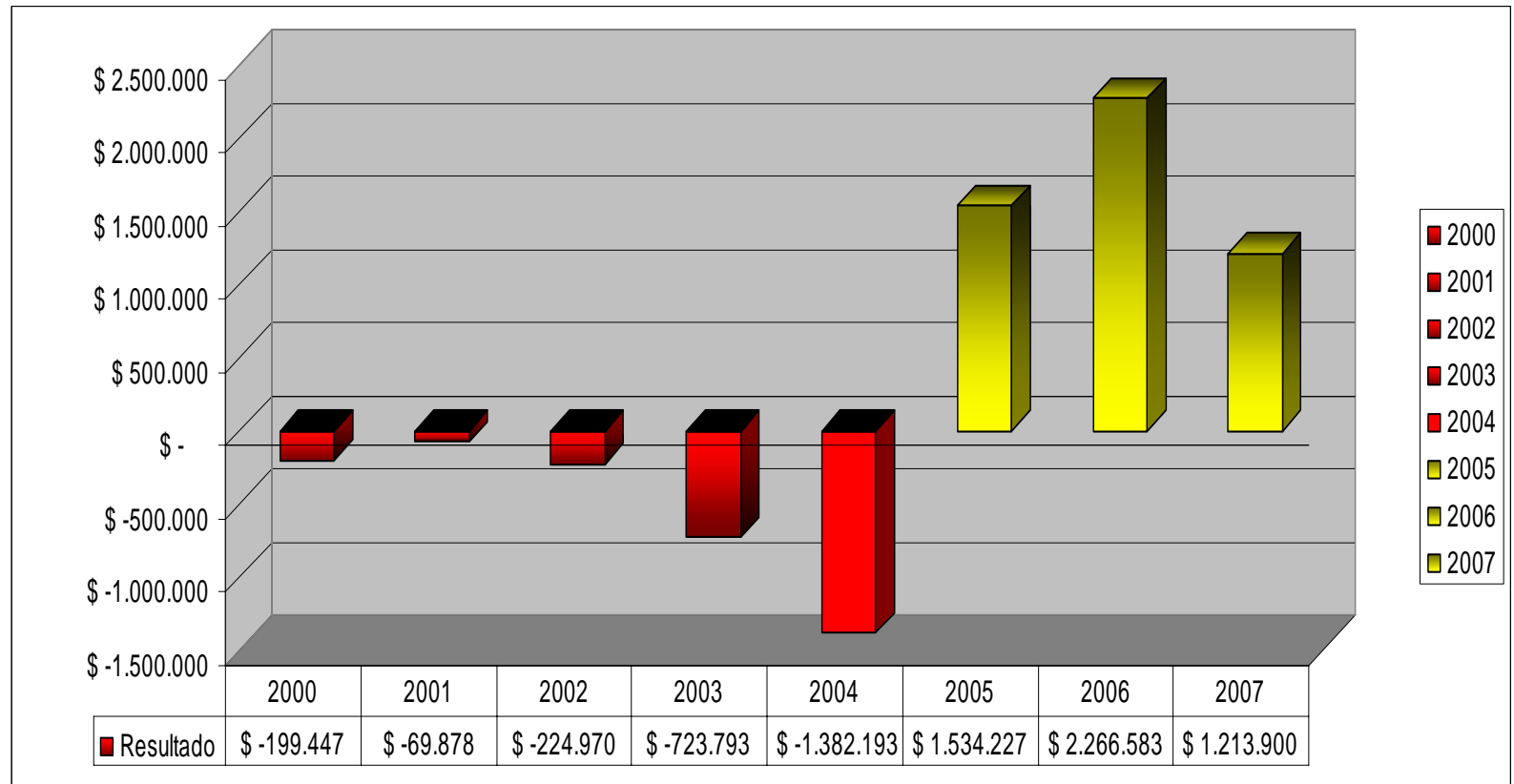


Sales value historical evolution

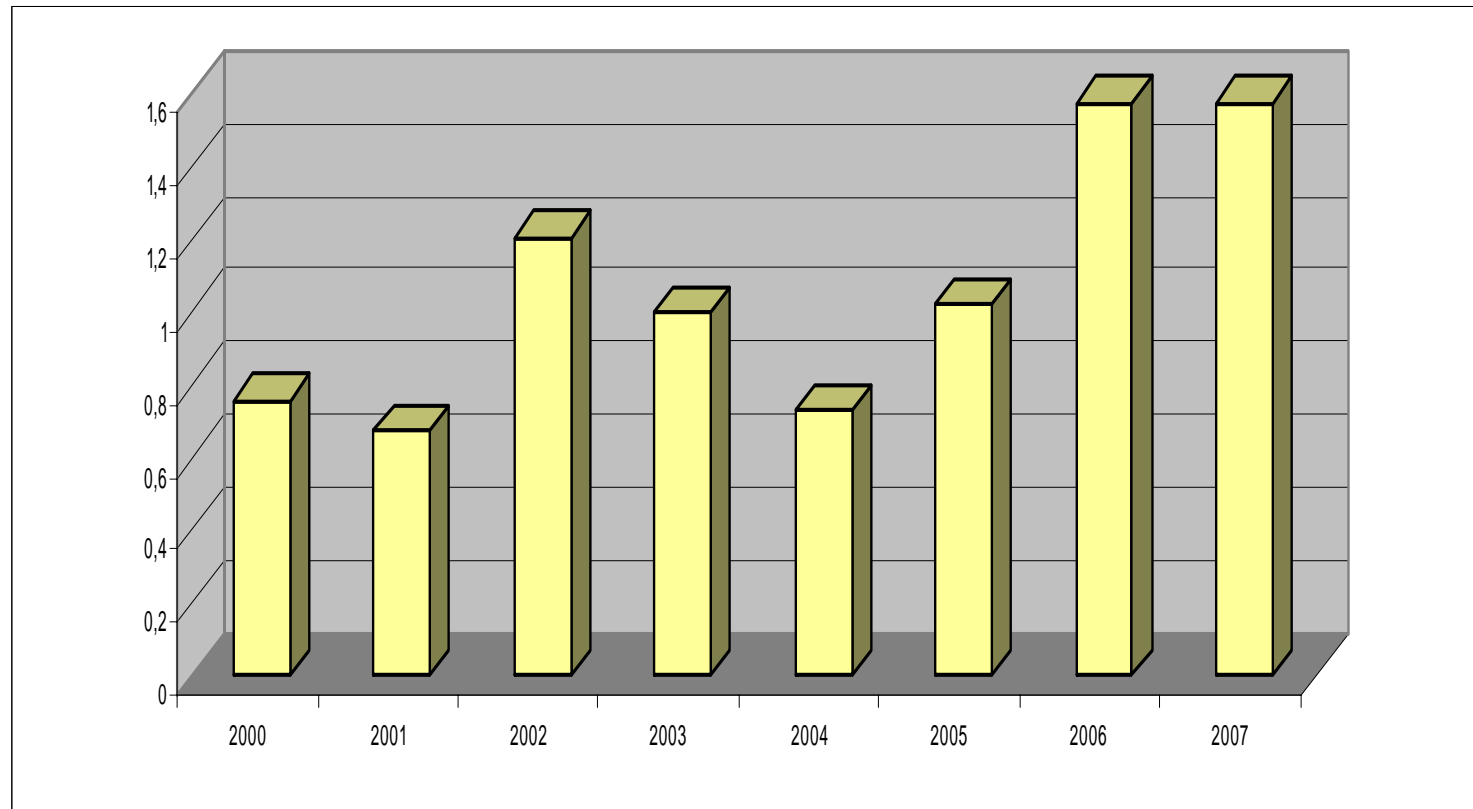


	2000	2001	2002	2003	2004	2005	2006	2007
Ventas	4241734	6772855	11749238	13255443	13720805	17293730	14233276	17073989

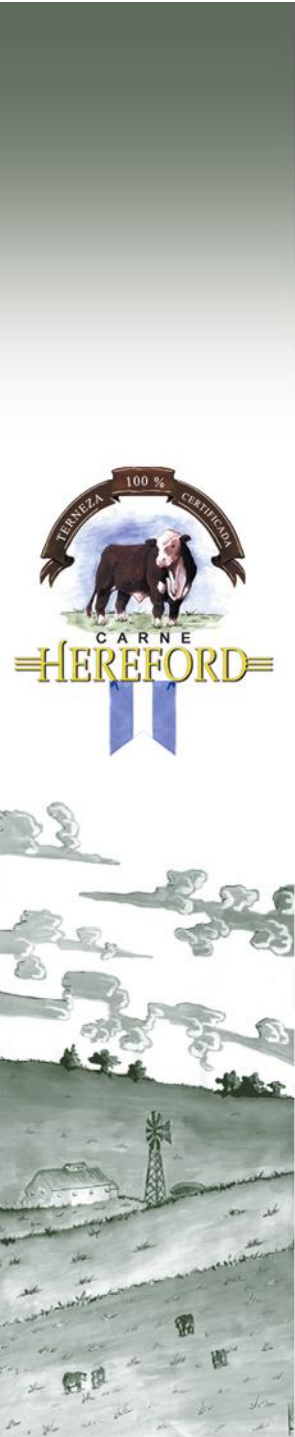
Historical evolution of results



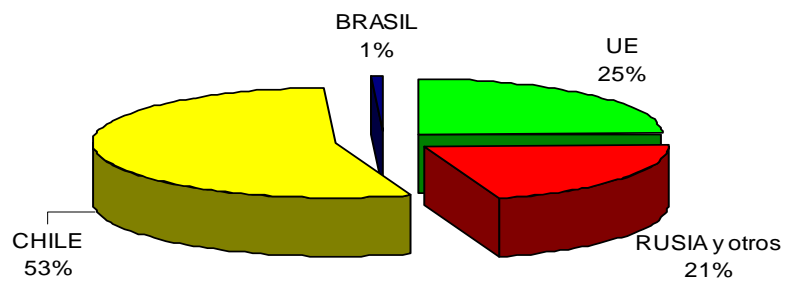
Historical share value



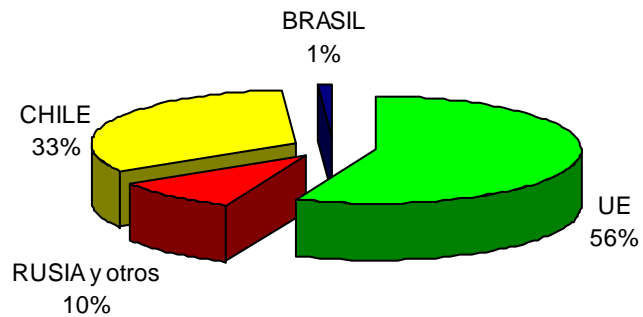
	2000	2001	2002	2003	2004	2005	2006	2007
Valor accion	0,76	0,68	1,21	1	0,73	1,02	1,58	1,58



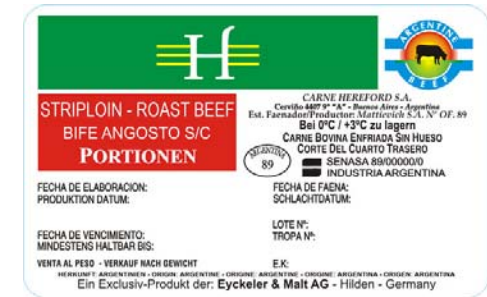
Exports distribution



Exports value



Trade labelling



**CUOTA
HILTON**



Commercial partners

fairfaxmeadow



Zandbergen



Many thanks

