

Irish Hereford Prime



Small Beginnings

- Launched 1998
- 2005
- Slaughtered 120/ wk
- 2008
- Slaughtered 220/250
- 13 Directors
- Society right to nominate directors to retain control



Structure

- Membership
- Life Membership
€127
- Current Members 800
- Deduction €6.35 per
animal slaughtered to
finance company



Slaughter Requirements



- 50% Hereford
- Grade: U, R,O
3,4L,4H
- Dead Weight
- Steers: 230 – 350 kgs
- Heifers: 230-320 kgs
- Bonus Payment
- 14 cent Jan-June
- 14 cent Nov-Dec
- 11 cent July - Oct

Markets

- France --- Jean Denaux
- Home Market
- Belgium -- Champion Supermarket
- Germany – Otto Gourmet
- Portugal – Modelo Supermarket (Sonae)
30% of the retail market
- Superquinn Supermarket



Superquinn Supermarket



A Superb Award Winning Product



Markets

- France --- Jean Denaux
- Home Market
- Belgium -- Champion Supermarket
- Germany – Otto Gourmet
- Portugal – Modelo Supermarket (Sonae)
30% of the retail market
- Superquinn Supermarket



Partnership AIBP / Pallas / Alltech



Better Demand for Bulls

