



by *Kaylen Baker*

Certified Hereford Beef News

“CHB Bites” is a column designed to keep you in-the-know about the Certified Hereford Beef (CHB®) program. To get involved with CHB on social media, search Certified Hereford Beef on Facebook and Pinterest, @certifiedherefordbeef on Instagram and @crtherefordbeef on Twitter.



CHB makes a splash at spring food shows

The Certified Hereford Beef (CHB®) team hit the road this spring and conquered the food show circuit in April and May.

CHB Regional Brand Managers Ron Santoro and Tim Norsten made stops at more than 10 food shows across the nation, including shows in Wisconsin, Minnesota, North Dakota, Virginia,

Illinois, Nebraska and Missouri.

“The best thing I enjoy about food shows is when we are able to get producers at the event and converse with the consumer,” Santoro says. “The consumer is always blown away with the passion of these ranchers, as well as the science behind running a successful operation. This really puts the two pieces of the puzzle, the producers and consumers, together.”

Norsten agrees a producer presence at food shows enhances the experience for attendees.

“In my experience, we are the only brand that brings producers to events to speak with restaurant owners, chefs and consumers,” Norsten adds.

Aside from connecting the pasture to the plate, food shows allow CHB staff to make connections with a large volume of people in a short period of time.

“We have the opportunity to speak with so many people at food shows, hundreds, and sometimes thousands, who all get to try the product,” Norsten says. “My favorite part of my job is when someone

tries Certified Hereford Beef for the first time and I see their smile. I call it their ‘ah-ha’ moment.”

Santoro agrees the product speaks for itself. “When a customer tries the product, I know Hereford beef has them hooked,” Santoro says. “The look on their face after sampling the product says it all.”



CHB Regional Brand Managers Tim Norsten and Ron Santoro provide educational information to attendees at the Nebraska Cattlemen’s Ball, an event to raise money for the Fred and Pamela Buffett Cancer Center.



CHB supports the Nebraska Cattlemen’s Ball

In a field in the middle of Anselmo, Neb., thousands of people from across the U.S. gathered to raise money for the Fred and Pamela Buffett Cancer Center in Omaha, Neb. CHB joined in the celebration and fundraising efforts as an event sponsor.

“Certified Hereford Beef had a very nice set-up in the beef education tent where we were able to give information about the program and samples donated by Greater Omaha Packing to an estimated 1,000 people,” says Trey Befort, CHB director of commercial programs. “We had a great reception of the product and people really enjoyed it. We had a lot of compliments from visitors.”

CHB consistently stacked up to the competition.

“We were in a tent with two of our competitors,” says CHB Regional Brand Manager Tim Norsten.

“Throughout the course of the day, our booth was very busy with folks sampling the product. At one point, we had five members of an Angus ranch at our booth talking about CHB. After sampling the beef, they were very complimentary of how great our product tasted and how tender it was.”

Norsten also participated in cooking demonstrations at the event where he talked about Hereford beef, the cross utilization of different cuts of meat and how to plate meals.

“I did a cooking demo once every 45 minutes where I was showing approximately 50 people how to prepare delicious CHB meals,” says Norsten. “Throughout the day I cooked four meals, including a cowboy steak skillet on a bed of cowboy caviar, grilled filet mignon with sautéed yellow and green zucchini, a hungry man rancher hot beef sandwich stuffed with cheese, smoked brisket and chuck roll, and a smoked brisket and chuck quesadilla with spicy chipotle aioli, salsa and guacamole.”

CHB staff was happy to play a small role in supporting the Fred and Pamela Buffett Cancer Center.

“We were thrilled to have CHB be a part of this event that raises money for a great cause,” Befort says. **HW**

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