



"CHB Bites" is a column designed to keep you in-the-know about Certified Hereford Beef (CHB) program happenings. You can also follow CHB on Facebook at facebook.com/CertifiedHerefordBeef.

# Coast to Coast with CHB

Certified Hereford Beef (CHB) LLC staff hit the road in 2012 promoting the CHB® product and generating excitement about the Hereford breed nationwide.

In total, CHB LLC staff attended 21 food shows and 19 charity events from coast to coast in addition to making countless client visits and attending numerous industry and trade meetings. During these events, various CHB cuts were prepared and served, and new and existing client relationships were developed and enhanced.

Without a doubt, excitement abounded, as foodservice and retail sales increased by 27% and 14% respectively, as compared to 2011.

The following are just a sampling of the variety of events CHB staff utilized throughout the year. You can find more highlights on the CHB website — *Herefordbeef.net*. From coast to coast, CHB has been in the spotlight.



In April CHB LLC Vice President of Sales Mick Welch spoke with members of the Missouri Cattlemen's Association (MCA). CHB distributor Springfield Grocer prepared CHB ribeyes for attendees. Pictured (l to r) are Christina Hadlock, Springfield Grocer; Jim McCann, MCA region 7 vice president; and Brad Green, Springfield Grocer.



In May CHB was featured during a Vista Markets charity cookout in El Paso, Texas, benefiting the St. Jude's Children's Research Hospital. Pictured (l to r) are: Joe Pina, Vista Markets HR manager; Oscar Pina, Vista Markets owner; and Julian Pina.



New Mexico Hereford breeder Phil Harvey Jr. prepares CHB ribeye steak sandwiches at Peppers Supermarket in Deming, N.M., in June. Under the direction of store meat manager Manny Martinez, the store has dedicated 90% of its meat case to CHB product.

## CHB makes its mark at Kohl food show

On Oct. 15-18, Certified Hereford Beef® was featured at the Kohl Wholesale food show in Quincy, Ill. Bron Zimmerman, Kohl Wholesale meat buyer, says in its nearly three-year relationship with CHB LLC, Kohl Wholesale has been pleased with the product's quality and consistency.

"We were looking for a product that would serve our customers well," he says. "Our customers like the quality of the product."

Kohl Wholesale is led by the fourth and fifth generations of the Ehrhart family and serves customers in Illinois, Iowa, Missouri and Indiana. Kohl Wholesale provides service to restaurants, hotels, supermarket delis, schools, hospitals, nursing homes, retail grocers, caterers and taverns.



Bron Zimmerman, Kohl Wholesale meat buyer, promotes CHB at the Kohl Wholesale food show.

## CHB provides a great taste at Springfield Grocer food show

During the Springfield Grocer Company 2012 Annual Taste of the Ozarks Fall Food Show in Springfield, Mo., on Oct. 20-21, CHB was a featured presentation.

Attendees were treated to a chef-prepared CHB strip loin sample as they learned about the benefits and advantages of the product.

A CHB customer since 2008, Springfield Grocer has provided quality products since 1865 and now serves grocers and wholesalers throughout Missouri and in parts of Oklahoma and Arkansas.



Mick Welch (left), CHB LLC vice president of sales, and Scott Murphy, National Beef Packing Co. LLC, promote the product at the Springfield Grocer Company annual food show in October.

## Evans Meats earns second CHB million-lb. award

Evans Meats Inc., Birmingham, Ala., recently earned its second CHB million-lb. achievement.

Addam Evans owns Evans Meats with his dad, Butch. A CHB distributor since 2008, he says Evans Meats originally chose CHB for its consistent quality.

"It's a really good product every time," he says. "Our customers appreciate that quality, because they understand when they put a steak on the plate, it's going to be the same as it was two or three weeks ago."

In addition, Evans says, the CHB unique flavor sets the

product apart.

"It has a really pronounced flavor, unique to the Hereford breed," he says. "A lot of the beef these days has a watered-down flavor."

Evans Meats, founded in 1998, specializes in fine meat and seafood products and serves customers from Nashville, Tenn., to Montgomery, Ala., to Jackson, Miss. Its primary customers consist of privately owned white-tablecloth restaurants, in addition to country clubs and private clubs.



Addam Evans, Evans Meats vice president, receives the company's second CHB million-lb. achievement from Danielle Starr, Certified Hereford Beef LLC territory manager.

## Sysco achieves multi-million pounds of CHB sales

Sysco is finding great success with Certified Hereford Beef (CHB).

Sysco Minnesota was recently presented with its fourth CHB million-lb. achievement from CHB LLC, while Sysco Nashville reached the 2-million-lb. milestone; and Sysco Baraboo and Sysco Hampton Roads each earned their first million-lb. awards.

June Dunn, Sysco Minnesota center of the plate specialist, business resources, says Sysco has been pleased with CHB's consistent quality.

"Certified Hereford Beef is almost like an insurance policy, as I am confident with the quality of the product every time we sell a box," she says. "We rarely have

complaints. The price is also a huge factor. Using the Classic line gives us the ability to be very competitive in the market."

This quality has led to satisfied customers, Dunn says.

"We receive overwhelmingly positive feedback," she says. "I just never get tired of hearing, 'That is the best steak I have ever eaten! We get numerous comments on how big the burger patties are. And very often I will hear, 'This is what beef should really taste like.'"

In addition, Dunn says, the service Sysco receives is second to none.

"Greater Omaha Packing always goes out of their way to help us with any requests or problems that come up," she

says. "It is such a comfort to know they are our partners, as well. And Mick Welch, CHB LLC vice president of sales, is a wealth of knowledge on the CHB line. I always look forward to working with him."

Sysco has sales and service relationships with approximately 400,000 customers in the foodservice industry and operates from more than 180 locations throughout the U.S., Canada and Ireland. Sysco offers CHB through its Baraboo, Wis.; Minneapolis; Hampton Roads, Va.; Nashville, Tenn.; Boston and Ocoee, Fla., centers.



Mick Welch (left), CHB LLC vice president of sales, presents Sysco Minnesota's fourth CHB million-lb. achievement to June Dunn, Sysco Minnesota center of the plate specialist, business resources, at CHB vendor Lake Elmo Inn, Lake Elmo, Minn.



Welch presents the CHB million-lb. achievement to Dan Jacobs, Sysco Baraboo category analyst meat and produce, and Ken Beckwith, Sysco Baraboo senior vice president.



Danielle Starr (left), CHB LLC district manager, presents Sysco Nashville's second CHB million-lb. achievement to June Dunn, Sysco Nashville director of merchandising.



Welch presents the CHB million-lb. achievement to John Hall, Sysco Hampton Roads president.