



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

FoodPro reaches 4 million lb. sold milestone

FoodPro, a long-time partner of Certified Hereford Beef (CHB®), achieved the 4 million lb. sold milestone.

"Certified Hereford Beef has partnered with FoodPro for the last 10 years," says Ron Santoro, CHB LLC regional brand manager. "They just completed an expansion of their facility and have some lofty goals for 2017. CHB is proud to be a huge part of their focus for growth."

FoodPro is a wholesale restaurant supplier and foodservice distributor of fresh-cut steaks, which has distributed food to its loyal clientele

for more than 70 years throughout Maryland, Virginia, West Virginia and Washington, D.C.

When presented the award for 4 million lb., FoodPro commented on its goal of reaching 5 million lb. sold. Santoro says he is committed to helping the company achieve that goal.

"FoodPro's continued commitment to the CHB brand is exciting and we look forward to working with them for years to come," says Amari Manning, CHB LLC chief operating officer.

CHB Regional Brand Manager Ron Santoro presents FoodPro with the 4 million lb. sold award. Pictured (l to r) are Kevin McAteer, FoodPro vice president of sales; David White, FoodPro buyer; Santoro; and Scott Brunk, FoodPro controller.



Cash-Wa Distributing reaches 1 million lb. sold

Cash-Wa Distributing, a CHB member since March 2015, hit the 1 million lb. sold milestone.

"Everybody sells Certified Angus Beef, and everyone has a branded program of some sort," says Bob Henning, Cash-Wa vice president of purchasing. "I wanted something different, and I found that in Certified Hereford Beef. I was really happy with the product and decided to go that route."

Cash-Wa Distributing works with more than 6,500 customer partners, including retail discounters, grocery stores, fast food restaurants, convenience stores, health-care facilities, schools and white-tablecloth restaurants. The company services a large market, including Nebraska, Kansas, Iowa, South Dakota and North Dakota, as well as parts of Colorado, Wyoming, Missouri, Oklahoma, Minnesota and Montana.

"It is always great to see a company like Cash-Wa Distributing understand how important it is to have a center of the plate product like Certified Hereford Beef as their offering," says Mick Welch, CHB LLC vice president of sales. "What really adds to the success of the program is when they



Mick Welch, CHB LLC vice president of sales, presents the 1 million lb. sold award to Cash-Wa Distributing. Pictured (l to r) are Bob Henning, Cash-Wa Distributing vice president of purchasing, and Welch.

make it their brand. Bob and his team are a true example of how that works by reaching 1 million lb. sold in less than one year after becoming a Certified Hereford Beef partner."

Henning says he looks to grow the partnership between Cash-Wa Distributing and CHB in the future.

"Every day, our partnership grows," Henning says. "I've got the product in all the states we cover." **HW**