



"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.



CHB Ambassadors promote the product at Ohio grand openings

In November Millers Market in Lodi and New London, Ohio, conducted grand opening events featuring Certified Hereford Beef (CHB®). Millers, a family-owned franchise based in Indiana, purchased the locally owned Ohio markets earlier in 2012 and introduced CHB to its meat case selection. CHB Ambassadors Nicole Morrison and Mary Ann Berg manned the grill, providing ribeye steak sandwiches and samples to hundreds of shoppers, Berg says. "The samplers loved the flavor with no added seasonings, rubs or marinades," she says. "The staff and shoppers were impressed that Nikki and I were producers who were willing to give of our time to promote a product we believed in. We accomplished our goal: good will, good presentation and good promotion of a great product."



Ridley's expands the CHB brand

CHB retailer Ridley's Family Market is expanding once again – this time, with the purchase of the Kohler's Marketplace in Highland, Utah.

This December acquisition brings the total number of Ridley's stores to 18 across Idaho, Nevada, Utah and Wyoming – all of which carry the CHB brand.

Ridley's, a family-owned business since 1984, has been a CHB retailer since 2006 and is an active promoter of the product throughout its marketing and advertising campaigns.



Riesbeck's Food Markets earns CHB Bronze Bull

Riesbeck's Food Markets recently earned the CHB Bronze Bull Award for 10 million lb. of CHB sales.

Brad Ellefson, CHB LLC vice president of retail sales, says Rusty Stephen, Riesbeck's meat and seafood director, and CHB LLC have built a strong relationship since its first store carried the product in 2001.

"The quality and consistency of CHB has proven to make a long-term relationship with Riesbeck's," Ellefson says. "Rusty believed our product would bring tender, great-tasting beef to the Riesbeck's customers' tables, adding a great value for them. I believe this has led to a great relationship between Rusty and the CHB brand."

Currently 12 Riesbeck's Food Markets in Ohio and West Virginia carry the CHB brand.



Brad Ellefson (left), CHB LLC vice president of retail sales, presents Rusty Stephen, Riesbeck's meat and seafood director, with the CHB Bronze Bull Award for 10 million lb. of CHB sales.



Certified Hereford Beef hits prime time

CHB made it to prime time during the holiday season. The CHB rib roast and CHB District Manager Danielle Starr were featured in Hen House Market's holiday ads in the Kansas City area.

"I was overwhelmed with excitement to take part in the Hen House commercial, along with Hen House managers, to promote CHB for the holidays," Starr says.

Today, 28 stores fall under the Hen House Market and Ball's Price Chopper names in the Kansas City metro area. Hen House is a longtime supporter and promoter of the CHB product.



CHB District Manager Danielle Starr and Hen House managers promoted the CHB rib roast in Hen House Market's holiday television ads in the Kansas City metro area.



Hunting for appreciation

Recently, CHB packer Greater Omaha Packing Co. Inc. showed its appreciation to Sysco Minnesota and Sysco Virginia. For their support of the CHB program, Greater Omaha treated these distributors with a pheasant hunt at Rausch Hereford Ranch in Hoven, S.D., and a CHB meal at Dakota Joe's Café in Tolstoy, S.D.



Enjoying a CHB ribeye meal at Dakota Joe's Café in Tolstoy, S.D., (pictured, l to r) are: John Erding, Sysco Minnesota merchandising manager; Mick Welch, CHB LLC vice president of sales; Dean Johnson, Greater Omaha Packing Co. Inc.; Steve Tracy, Sysco Minnesota center of the plate merchandiser; and Nick Rausch, Greater Omaha Packing Co. Inc.



Minnesota breeders enjoy CHB

On Dec. 7 the Minnesota Hereford Breeders conducted its annual Gopher Sale and banquet in Hutchinson, during which CHB was discussed and promoted by John Schiltz, the owner of Lake Elmo Inn, Lake Elmo, Minn., and the 2012 Minnesota Beef Backer award winner.

Nick Rausch, Greater Omaha Packing Co. Inc. and June Dunn, Sysco Minnesota center of the plate specialist, also were in attendance. During his presentation, Schiltz touted how CHB has been a great addition to his offering, Dunn says.

"John told the group of 120 breeders that CHB has changed his business since switching over earlier in 2012," Dunn says. "Sysco Minnesota also displayed our CHB Million Pound Awards that we have achieved so far, and I thanked them for what they are doing as Hereford breeders."

The evening before this banquet, 25 members were treated to a CHB steak dinner at Molly's Café, Silver Lake, Minn.



Minnesota Hereford breeders were greeted by the CHB steer, Brisket, at Molly's Café, Silver Lake, Minn., prior to the 2012 Gopher Sale and banquet.



Millers Markets reaches 10-million-lb. CHB milestone

Millers Markets, LaGrange, Ind., recently earned the 10-million-lb. CHB Bronze Bull Award.

This award was presented by Brad Ellefson, CHB LLC vice president of retail, to Garry Miller, Millers Markets owner, for his promotion of the CHB product in his seven markets in Indiana and Ohio.

Ellefson says Miller is one of the brand's biggest champions.

"He has been a huge supporter of the CHB brand since 1997," Ellefson says. "Whenever there is a discussion about beef, Garry is the first to chime in and tell everyone listening that CHB is the best beef in the world." **HW**



Garry Miller, owner of Millers Markets, LaGrange, Ind., recently earned the 10-million-lb. CHB Bronze Bull Award for his promotion of the product.