



"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 LLC board meets in Omaha

The CHB LLC board of directors met Dec. 16-17 in Omaha, Neb., and toured the newly expanded Greater Omaha Packing Co. Inc. facility. Greater Omaha is one of CHB's packing partners and promotes CHB® worldwide. Day two of the tour featured a question-and-answer session with Greater Omaha sales representative, Nick Raush. CHB LLC board members and staff had the opportunity to learn more about how CHB is marketed and sold to the food service industry.



Nick Rausch, Greater Omaha sales, visits with CHB LLC board members.



Ashley Foods Inc. receives second million pound award

Ashley Foods Inc., Philadelphia, joined the CHB team in 2007. It recently received its second million pound award. Ashley Foods is known for distributing to the complete spectrum of the foodservice chain. Pictured (l to r) are: Mick Welch CHB LLC vice president of sales; Bernie Loke, owner of Ashley Foods Inc.; and Michael Watson, Ashley Foods sales manager.



Pictured at the Greater Omaha packing plant (front row, l to r) are: Brad Ellefson, CHB LLC vice president of retail; Sam Shaw, CHB LLC board member; Trey Befort, CHB LLC supply chain manager; and Andrew Brooks, CHB LLC vice president of marketing. Second row (l to r) are: Joe Van Newkirk, CHB LLC board member; Dan Jensen, Greater Omaha vice president of sales; Angelo Fili, Greater Omaha executive vice president; Ed McMillan, CHB LLC board member; Craig Huffhines, AHA executive vice president; and Dale Venhuizen, CHB LLC board president. Back row (l to r) are: Mick Welch, CHB LLC vice president of sales; David Throwbridge, CHB LLC board member; Nick Rausch, Greater Omaha sales; and Dale Micheli, CHB LLC board member. Not pictured is John Stadler, CHB LLC board member.