



“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.



Atwater to provide market analysis

Certified Hereford Beef (CHB) LLC is teaming up with



Shonda Atwater

Shonda Atwater of La Plata Consulting Group LLC. Shonda will provide market analysis of the West Coast states — California, Washington and Oregon. Shonda worked for CHB

LLC as an account manager from Nov. 2006 to July 2009. We look forward to her research as we surge forward in 2014.



Blog features rancher spotlight

On Jan. 31, CHB LLC launched a new feature on its blog. CHB LLC staff decided that in 2014 they wanted to start “spotlighting” Hereford producers, because without the producers’ dedication and support, none of what CHB does would be possible

The CHB rancher spotlight is a monthly featured blog that highlights a particular Hereford operation. In January the blog featured B&D Herefords of Claflin, Kan. To read about B&D Herefords be sure to check out the blog at eyeofthewhiteface.org.

If your operation or an operation you know would like to be spotlighted, please e-mail whiteface1881@gmail.com.



Sysco Minnesota, CHB LLC staff plan marketing strategies

On Jan. 29 Andrew Brooks, CHB LLC vice president of marketing, and the Sysco Minnesota marketing team were meeting at the Sysco Minnesota headquarters in Minneapolis.

During the meeting, marketing opportunities utilizing social media outlets like Facebook, Twitter, blogs and YouTube were discussed. Attendees also discussed new marketing strategies for foodservice customers and waitstaff training.



Pictured at the marketing strategy meeting (l to r) are: Andrew Brooks, CHB LLC vice president of marketing; Cynthia Keesee, Sysco senior marketing specialist; June Dunn, Sysco center of plate specialist; Shannon Spychalla, Sysco manager of business resources; and John Palm, Sysco marketing specialist.



CHB LLC staff attends Coborn’s planning

Brad Ellefson, CHB LLC vice president of retail, and Andrew Brooks, CHB LLC vice president of marketing, met with Mike Richter, Coborn’s protein merchandiser, and several other Coborn’s staff to discuss 2014 promotions and marketing strategies.

Though you can’t tell it by the picture of Brad’s truck, summer grilling is right around the corner. Coborn’s is looking to buy 35,000 Hereford cooler bags to promote CHB during the spring and summer grilling months.





More than 500 top-quality Hereford and Hereford-British feeder calves sold during the seventh annual Greater Midwest Certified Hereford Feeder Calf Sale on Jan. 2 in Carthage, Ill.



Jake's Finer Foods hosted its Certified Hereford Beef Kick-Off program event on Jan. 10 in Houston. Jake's revealed a new incentive menu program that entices restaurants to promote CHB® on their menus. This new program also launches a new sample program for chefs and retailers in the state of Texas to get a free sample of CHB. Jake's and CHB have set a lofty goal to move 1 million lb. of CHB product in 2014.



Kohl Wholesale of Quincy, Ill., was awarded the prestigious 5 Million Pound Award by Mick Welch, CHB LLC vice president of sales, on Jan. 24. Kohl Wholesale has been selling CHB since early 2010 and averages 25,000 lb. of CHB product a week. Currently Kohl Wholesale is serving parts of Iowa, Illinois, Indiana and Missouri. **HW**