

Winter Round-Up: A Great Success



Shonda Anderson

Each January hundreds of producers gather in Denver to exhibit the best of the best in the Hereford business. What you may not know is that this year there was a similar gathering happening at the same time, but on the other end of the beef business. This gathering was specifically for Certified Hereford Beef® (CHB) customers.

The National Western Stock Show (NWSS) National Hereford Show is designed to showcase top breeders who are working genetically to move the breed forward. The CHB LLC Winter Round-Up does that same thing; it brings the leading CHB professionals in the foodservice and retail businesses together to showcase their goods and explore innovative marketing opportunities. This paves the way for the CHB industry to grow even more in the coming years.

The annual Winter Round-Up, which focuses on customer education, was hosted by CHB LLC Jan. 11-12. Participating

customers included foodservice directors, retail directors, packers and value-added directors. These leading professionals came together to discuss opportunities in CHB, explore the future direction of the business, and to see our new, innovative marketing initiatives. For many of the attendees, it was also their first time visiting the NWSS.

This was an exceptionally productive event. We had more than 20 directors from 15 different states in attendance. Additionally six industry leaders volunteered to speak and present some of the most groundbreaking technology and new products available in the industry. Attendees also heard the most recent market forecast projections.

Conference at the Renaissance

After a warm welcome from Craig Huffhines, American Hereford Association (AHA) executive vice president, the conference began with Kevin Good, market analyst for Cattle-Fax, a member-owned organization that provides cattle and beef industry statistics and market and economic analysis.

Good provided CHB customers with information pertaining to the entire cattle industry. Instead of simply hearing about fluctuating prices, attendees received first-rate information as to the underlying market effects of these fluctuations. The Cattle-Fax presentation was followed by presentations from CHB LLC staff introducing exciting marketing initiatives. These initiatives include the new CHB Ambassador program; a new Web site, *HerefordBeef.net*; and a new wellness program

led by Dietician Valerie Bales, R.D., L.D.

The day ended with a presentation by Bob Richmond from Research Management Systems (RMS), an infrared and vision based hardware company specializing in integrated data capture and data management technologies. Specifically, RMS was one of only two vision technology companies recently approved by the U.S. Department of Agriculture (USDA) for determining beef carcass Quality Grades. CHB LLC is looking closely into this technology because of its capability to scientifically verify the quality we already know we have, opening up more customer service opportunities.

NWSS: The opportunity of a lifetime

Probably one of the most exciting events was the opportunity for many of our customers to witness the NWSS for the first time. Those of us in the cattle industry often take for granted our personal connection to agriculture and conversely the public visibility agriculture has at the NWSS.

For many of our customers, this was an exciting opportunity to see agriculture at the beginning of the chain. Because they work so closely with the retail or foodservice side of agriculture, they rarely get a chance to be close to the producer side. Besides being introduced during the Hereford Carload and Pen Show and then later meeting producers from across the country in the Hereford hospitality suite, having the opportunity to be in the

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Valerie Bales demonstrates to CHB customers her expertise in cooking, serving and entertaining an audience. Bales is a dietician specialist who strives to promote the nutritional benefits of Hereford beef to consumers.

presence of first-rate bulls was an amazing experience. For many of our customers, this was the highlight of the conference.

Mountains of fun

One would think that it's hard to beat the NWSS, but getting to go snowmobiling in the vast and wild Colorado mountains came pretty close. After leaving the NWSS grounds, we headed up to Winter Park for a day of snow-filled fun, providing yet another unique experience for our customers. The weather was great and the snow perfect. Needless to say, this was a fun and relaxing chance to be outdoors and a great way to cap off the 2007 CHB LLC Winter Round-Up and NWSS.

The Winter Round-Up was a great success! Thank you to all who participated. This event was proof that CHB LLC is heading into an incredible year with awesome opportunity for all.

For more information about CHB LLC, visit our new Web site, *HerefordBeef.net*, or *Herefordbeef.org*, or e-mail Connie Couch at ccouch@herefordbeef.org. **HW**