

# Ridley's Launches Certified Hereford Beef



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Certified Hereford Beef (CHB) LLC welcomes Ridley's Family Markets as the newest member of its retail family. The 13-store chain, based in Twin Falls, Idaho, began offering Certified Hereford Beef® Choice to customers in early March.

"Certified Hereford Beef is a great way for us to offer our customers tender, great-tasting beef," says Ken Fultz, meat director for Ridley's. "We are family-owned and operated stores and are excited that our new partner in the meat department is a family farmer-owned company."

Like Ridley's, the 5,000 farmers and ranchers of the American Hereford Association (AHA), who own CHB LLC, are committed to providing a safe, quality product for their customers. Hereford producers follow the more than 150-year tradition of raising tender, flavorful beef and are active in supporting retail locations, like Ridley's, who sell their product. Doug Miller, CHB LLC vice president of sales, says there is already great support between the Hereford producers in Idaho and Ridley's.

"We hope to use Certified Hereford Beef as a signature brand for our company," Fultz says. "The support of the local Hereford producers will be a big help in that effort."

The first Ridley's location opened in 1984, but the owners, Jerry and Connie Ridley, have been in the grocery business for more than 25 years. The chain prides itself on being a hometown food and drug store. The business continues to grow, but the goal is still focused on providing quality food and service from a family-owned business.

"Ridley's is a great addition to our program," Miller says. "We are excited about increasing the availability of all-natural Certified Hereford Beef for consumers in the Northwest."

### CHB welcomes account manager

The CHB LLC staff is proud to welcome Jared Long as a new account manager.

Jared comes to CHB from Georgia where he grew up on his family's cattle and produce operation. He holds a master's degree in meat science from the University of Georgia.



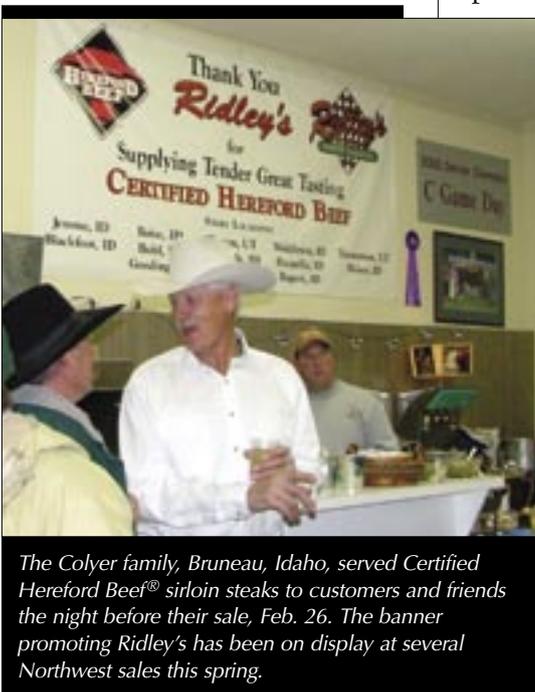
Jared Long

Jared was recognized in 2005 as the University of Georgia's outstanding graduate teaching assistant. He is HACCP (hazard analysis and critical control point) certified and has two articles pending publishing in the *Journal of Animal Science*. His research emphasis focused on animal management practices that affect meat quality and yield.

Jared served as assistant meat lab manager at the University of Georgia from 2003-2006. He is an outdoorsman who enjoys fishing and playing soccer. Prior to earning his master's and bachelor's degrees at Georgia, Jared attended Abraham Baldwin Agricultural College.

### Newsletter online

To view a copy of our online newsletter, visit our Web site at [www.herefordbeef.org](http://www.herefordbeef.org) and click on the "News and Information" tab. **HW**



The Colyer family, Bruneau, Idaho, served Certified Hereford Beef® sirloin steaks to customers and friends the night before their sale, Feb. 26. The banner promoting Ridley's has been on display at several Northwest sales this spring.