

CHB Grill-Off Looking for Enthusiastic Participation

Two of Certified Hereford Beef (CHB) LLC's stellar programs happen with dedicated participation from National Hereford Women (NHW). The Junior National Hereford Expo (JNHE) Great American Hereford Grill-off competition and the CHB Ambassador program showcase the best of what the Hereford breed has to offer.

The grill-off is sponsored jointly by NHW, CHB LLC and the National Junior Hereford Association (NJHA).

Get creative with the grill-off

For those chefs and chef wannabes, the grill-off is a go-all-out annual experience every year at the JNHE. Creativity, both in presentation and cooking, can earn high marks for the competitors this year in Grand Island, Neb. The contest is educational, competitive and, most of all, fun. Like showing cattle, the grill-off encourages a cooperative spirit among junior members.

"We hope the grill-off is a fun way for kids to get their creative juices flowing at the grill as well as with a skit," says Ann Guess, chair of the grill-off committee and NHW board member. "We want them to know about CHB® and beef, in general, as our tasty, tender beef is one of the great selling points Hereford cattle have. We have also included food safety as it applies to daily food preparation and how cooking rules for beef vary from other meats."

With the contest's mission to promote the Hereford breed's end product — Certified Hereford Beef — each state may enter as many teams and/or individuals as they wish.

Juniors must be 8 to 21 years of age. Teams may consist of two to six members with each state designating one adult to serve as a safety supervisor. Juniors from states not having enough members to form a team may register with the grill-off officials at the NJHA by June 1 to join a cooperative, multi-state team.

"By allowing as many individual or team entries a state would like, everyone who is interested gets the chance to participate," Guess says.

CHB beef is provided for contestants, but contestants for each entry must provide their own grill, ingredients, spices and preparation utensils. The creativity kicks into overdrive when the entrants prepare a skit, choose a theme, dress accordingly, bring energetic music and present their entrée appropriate to the theme.

"My favorite grill-off memories are seeing the creativity and fun the kids have had with their presentations," Guess says. "We have seen everything from baseball to aliens and diners to drive-ins, all teaching about CHB."

Awards for both divisions are presented: \$100, first place; \$75, second place; and \$50, third place. Winning recipes and photos will be posted on HerefordBeef.net. Talk with

your junior advisor regarding entry deadlines. Grill-off applications are available at JrHereford.org.

"Be sure to read and follow the rules," Guess advises. "Make sure you allow plenty of time to have your dish ready on time, and don't forget that each member will participate in a speaking part in the skit as well as in the questioning portion. Remember, you only have to present the entrée — no sides."

CHB wants you

So many Hereford breeders are excellent spokespeople for CHB, especially in their communities and within cattle circles. How about taking that passion on the road as a CHB ambassador?

The public needs and wants us to represent our product honestly and in an engaging format. Ambassadors travel nationwide and promote CHB as a healthy protein choice. They stage promotional events at groceries, markets and informational venues while working alongside producers and CHB staff. Wonderful aromas will draw shoppers to your table when you prepare beef recipes featuring CHB products. Think of possibly stepping beyond your comfort zone by getting to see new sites and making new friends while showcasing the best meat available!

"I have been privileged, as an ambassador, to promote CHB across the country to consumers overwhelmed with its great taste," says Mary Ann Berg, CHB ambassador and president of NHW. "It has truly been a once-in-a-lifetime experience for me."

If you are looking to try something new or think serving as a CHB ambassador is the way you'd like to become more involved in NHW, contact Mary Ann Berg for an application. She can be reached at 330-466-2640 or maryannberg2003@yahoo.com. **NHW**

National Hereford Women

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