



Yoke's achieves 10-million-lb. CHB sales milestone

Yoke's Fresh Markets, Spokane Valley, Wash., was recently presented the 10-million-lb. Certified Hereford Beef (CHB®) Bronze Bull Award.

Ken Chapin, Yoke's meat and seafood director, says he appreciates CHB for its consistent quality.

"CHB is a good-eating beef that's tender and consistent in size, and it performs well," he says. "It's been a strong program for us. What we say about it is true: it's better eating, being more tender and more flavorful. And our customers agree."

Chapin says Yoke's customers appreciate the quality of the CHB product.

"We often hear from customers who love the flavor," Chapin says. "They can tell a difference from other brands, and the response from our customers has been strong. We don't get complaints on our beef — only compliments."

A loyal CHB customer since 2000, Yoke's operates 10 stores in Idaho and Washington. Yoke's prides itself in offering fresh, local products from area farms and ranches, and remaining locally owned and active within the communities it serves.



CHB was promoted at the National Grocers Association Show held in Las Vegas in February.



Evans Meats earns fourth CHB million-lb. award

Evans Meats Inc.,

Birmingham, Ala., recently earned its fourth CHB million-lb. achievement.

Founded in 1998, Evans Meats specializes in fine meat and seafood products and serves customers from Nashville, Tenn., to Montgomery, Ala., to Jackson, Miss. Its primary customers consist of privately owned white-tablecloth restaurants, in addition to country clubs and private clubs.



CHB at the forefront with National Grocers Association

CHB made its mark at the 2013 National Grocers Association (NGA) Show held Feb. 10-13 at the Mirage Hotel & Casino in Las Vegas, Nev.

During this event, CHB LLC staff answered questions and promoted the product to current and potential customers from across the country.

The NGA is the national trade association representing retail and wholesale grocers that comprise the independent sector of the food distribution industry. **HW**



Brad Ellefson (left), CHB LLC vice president of retail, presents the 10-million-lb. CHB Bronze Bull Award to Ken Chapin, Yoke's meat and seafood director, and Joe Hanson, Yoke's senior vice president.



Addam Evans (left), Evans Meats vice president, receives the company's fourth CHB million-lb. achievement from Danielle Starr, CHB LLC territory manager.