



“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.



Kansas State University Cattlemen’s Day

American Hereford Association (AHA) and Certified Hereford Beef (CHB) LLC staff attended the 101st Kansas State University Cattlemen’s Day at Weber Hall March 7.

The event featured a commercial trade show, educational exhibits and speakers discussing key issues challenging the beef industry today. Later that day was the 37th annual Legacy Sale, held at the Stanley Stout Center, that featured more than 70 Hereford, SimAngus, Angus and Simmental bulls plus five show heifer prospects, 20 bred females and six American Quarter Horses. It was a great opportunity for the CHB LLC and AHA representatives to network with area producers and to promote the Hereford breed.

Trey Befort, CHB LLC supply chain manager, and Bailey Clanton, AHA national shows coordinator and youth activities assistant, visit with National Junior Hereford Association member Tyler Schultz at the Kansas State University Cattlemen’s Day.



CHB can now be found at Schulte’s Foods

CHB is now available in Schulte’s Foods in Jefferson City, Mo. Schulte’s has committed to the CHB program in its full-service meat case. Market manager Scott Williams had been looking for a beef program that would set Schulte’s apart from stores down the road. Williams said, “I am very pleased with my customers’ response to Certified Hereford Beef, all positive — not one negative — and the consistency of the product is excellent.”



Gary’s Foods partners with CHB LLC

Gary’s Foods, Mt. Vernon, Iowa, recently replaced Certified Angus Beef (CAB) in its meat case with CHB. Denny Dietrich, owner of Gary’s Foods, says he had been looking for a product that would replace the CAB program.



Pictured (l to r) are: Pete Dietrich, store manager; Denny Dietrich, Gary’s Foods owner; and Chris Carey, meat market manager.



Taste of Mid-Missouri

CHB LLC staff attended the Taste of Mid-Missouri at the University of Missouri campus on March 10.

The event was attended by 500 people and hosted by the Missouri Restaurant Association and sponsored by the Springfield Grocer Co. Springfield Grocer has been a CHB® food service distributor since 2008 and covers Missouri, Oklahoma and Arkansas.



Pictured (l to r) at the Taste of Mid-Missouri event are: Mick Welch, CHB LLC vice president of sales; Lara Reynolds, Springfield Grocer district sales representative (DSR); Ryan Weekley, Springfield Grocer DSR; Kim Cain, Springfield Grocer district sales manager; and Scott Cain, Springfield Grocer DSR.



Kohl Wholesale sales meeting

On March 15 Mick Welch, CHB LLC vice president of sales, attended the Kohl Wholesale roundtable sales meeting in Quincy, Ill. CHB LLC participates in this annual meeting as well as Kohl’s spring and fall customer food shows. This year at the event, CHB LLC provided peppered top sirloin and discussed the benefits of CHB.

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CHB served at Mid-States American Food Show

CHB partnered with Kerns Meats to sponsor the Mid-States American Food Show, which took place at the Renaissance Grand Hotel, St. Louis, Mo., on March 18. Chefs from the mid states attended, and suppliers from St. Louis provided sponsorship and luncheon for the chefs. **HW**



Pictured at the Mid-States American Food Show (l to r) are: Chef Kevin Minnick, owner of The Maine Course Restaurant, Quincy, Ill.; Matthew Sherman, Kerns Meats general manager; and Mick Welch, CHB LLC vice president of sales.

Aho named 2013 Distinguished Chef

Each year Certified Hereford Beef (CHB) LLC honors a chef for his loyalty to the promotion of CHB in his restaurant. Chefs are nominated by sales representatives from licensed CHB distributors and also have had their restaurants listed with CHB through a CHB license agreement.

The 2013 CHB Distinguished Chef is Kevin Aho of Kamloops Restaurant, Superior Shores, Wis. Aho was also named the 2011 CHB Distinguished Chef; see July 2012 *Hereford World* Pages 124-125.

CHB LLC staff thank Chef Aho and the rest of the crew at Kamloops Restaurant for their continued partnership. **HW**



Pictured (l to r) are: Steve Podpeskar, Sysco Minnesota district sales manager; June Dunn, Sysco Minnesota center of plate specialist; Christine Althaus, Sysco Minnesota manager associate; Chef Kevin Aho, 2013 CHB Distinguished Chef and Kamloops Restaurant executive chef; Darren Young, Superior Shores Restaurant general manager; and Jesse Larson, Superior Shores Restaurant director of food and beverage.



Yoke's hosts CHB Bootcamp

A total of 21 meat department managers, store managers and vice presidents from various Yoke's Fresh Markets retail stores recently participated in a full-day CHB Beef Bootcamp.

Yoke's is an employee-owned retailer located in Washington and Idaho. The company has been a great CHB partner for many years and offers grocery, meat, produce, specialty foods, health care products and general merchandise items.

This training session was such a success because of the cooperative efforts of Ken Chapin, Yoke's meat buyer and meat merchandiser. Chapin says, "We sell a variety of things, but the key to a good ring at the register starts with the quality beef our consumers come in asking for and demand. Thanks to CHB we've been able to offer them the highest quality and most consistent product."

Brad Ellefson and Andrew Brooks from CHB LLC were able to facilitate the event with the help of Rob Noel from the Washington Beef Commission and Russell Woodward of the Texas Beef Council.

Bootcamp participants studied appropriate cooking methods for multiple Hereford beef cuts and practiced these skills in hands-on cooking labs showcasing braising, pot roasting, pan frying and grilling. The teaching also included a CHB nutrition overview and a session about CHB production and ranch life.

The workshop challenged meat department managers, who are viewed as trusted resources by consumers, to broaden their skills and encourage customer interaction. If you want to learn more about our CHB's Yoke's Fresh Market partner, please visit the store's website, www.yokesfreshmarkets.com.



Pictured is Ken Chapin, Yoke's meat buyer and merchandiser, with his team of meat market managers as they begin working together to prepare a Piney Woods steak recipe during the CHB Bootcamp.