

22 Producers Receive Qualification Bonuses

Twenty-two producers from 10 states were the first to receive Hereford Verified qualification bonuses without the risk of retained ownership. The program has harvested 3,776 cattle since its launch last August. Producers who successfully enroll and market cattle to or through a Hereford Verified feedlot receive a first year bonus of \$2 per head on Certified Hereford Beef® (CHB) eligible cattle.



Rob Ames

Better than money, Hereford Verified producers receive unprecedented access to the feedlot and carcass performance data of their cattle. Radio frequency identification (RFID) technology, or electronic identification (EID), make it economical to track and sort data such that the Web-based Hereford Verified system can automatically deliver useful information to producers.

In years to come, the Hereford breed will benefit greatly from the data we're able to capture through this system. We will efficiently be gathering the information that makes the case for our cattle in the feedlot and on the rail. More importantly, producers will know the downstream value of their genetics and management such that they can make more informed decisions.

Next year, producers will be eligible for a \$3 per head bonus in appreciation of their commitment to the Hereford Verified marketing channel.

It is free to enroll cattle in Hereford Verified. Producers must validate the source and age of their calves (and for additional premiums, their genetic background) to be eligible for program bonuses and data.

For more information see the August 2005 or February 2006 issues of *Hereford World*, visit www.herefordverified.com or contact Jim Williams at (308) 237-3325.

CHB seeks director of food service sales

CHB LLC is creating the position of director of food service sales to manage its growing food service business. With 25 distributors located in key markets across the country, CHB LLC desires the knowledge of an experienced food service sales professional.

Michael Elwer will continue to work in the Eastern region with the network of accounts he's built through Empire Beef.

During the last two years, Elwer has successfully introduced CHB in such markets as Baltimore, Norfolk, Orlando and Washington, D.C.

The purpose of this new position is to plot our future food service sales and marketing strategy and to support distributor opportunities in the Midwest and West. The position will be based in Kansas City or one of our major emerging food service markets. Applicants with interest should e-mail their resumes and cover letters to Connie Couch at ccouch@herefordbeef.org.

Food service providers comment on CHB product

It's always good to hear from satisfied CHB customers. Below are quotes from food service providers who've been receiving praise for their CHB offerings.

"We used to carry Angus, but once switching over to CHB, everybody, the customers, chefs and personnel, said that the CHB was much more flavorful and tender."

— **Roger Ortiz**, executive chef at the Kansas City Club

"We've been very happy with the Hereford product. Most of our customers say it's the best steak they've ever had."

— **Gerry Setter**, co-owner of TailGators Sports Bar & Grill in Osawatomie, Kan.

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Fresh off the grill. Certified Hereford Beef® steaks were served during the Beef Improvement Federation (BIF) tour stop hosted by EE Ranches on April 21. For highlights of the BIF Annual Meeting and Research Symposium see pages 138-141.