



Ashley Foods achieves CHB million-pound status

Ashley Foods, Philadelphia, earned the Certified Hereford Beef (CHB®) million-pound award in November. The award was presented at City Tavern Restaurant, one of Ashley Foods' high-end CHB restaurant customers.

Bernard Loke, Ashley Foods president, says his company chose to offer CHB four years ago because of the product's outstanding flavor.

"It has a better beef taste than the competition," he says. "The Angus product is palatable, but it doesn't have the flavor. If you're eating candy, you want something sweet. If you eat beef, you want it to taste like beef."

Loke says their customers also are impressed by the unmistakable CHB taste.

"Our customer response has been tremendous," he says. "We get people on the program, and they don't want anything else."

Ashley Foods purchases CHB primal cuts, further processing these cuts into steaks and retail cuts for their customers, which include hotels, country clubs and white-tablecloth restaurants in Philadelphia and on the New Jersey Shore.



Bernard Loke, Ashley Foods president (left), accepts the CHB million-pound award from Mick Welch, CHB LLC vice president of sales.



Johnson, Starr join CHB staff

CHB LLC staff welcomed the addition of two territory managers — Jill Johnson, Galva, Ill., and Danielle Starr, Manawa, Wis., — to the CHB LLC team in May.



Jill Johnson

Mick Welch, CHB LLC vice president of sales, says the addition of these two staff members will help to expand CHB's mission and reach.

"While keeping our focus on new business and moving Certified Hereford Beef® into markets where we lack distribution, we are fortunate to bring on Jill and Danielle," Welch says. "They will not only maintain current relationships but also help to explore new opportunities within designated marketing areas, including the Southeast and Southwest."

Johnson received a bachelor's degree in agricultural communications with a minor in crop and soil management from the University of Illinois (U of I) in May, where she competed on the livestock judging team and the meat animal evaluation team and served as the president of the Agricultural Communicators of Tomorrow chapter. She also was named the 2011 Livestock Publications Council Forrest Bassford Student Award winner.

She served as the 2011 American Hereford Association junior activities intern, has written for magazines including *Hereford World*, *DRIVE* and *The Show Circuit*, and has worked as a U of I News and Public Affairs media intern.

Starr earned a bachelor's degree from Purdue University in May, majoring in retail management with a minor in animal science and organizational leadership



Danielle Starr

and supervision. While at Purdue, Starr was active on the livestock judging team and in the Block & Bridle club. She also served on the National Junior Hereford Association board of directors, serving as the 2010-11 vice president.

She has worked as an advertising sales representative for *The Exponent* and completed a merchant business internship for Kohl's Corporate.



CHB featured at Affiliated Foods show

On March 29 CHB LLC was well represented at the Affiliated Foods retail show in Amarillo, Texas.

During this show, CHB LLC Vice President of Sales Mick Welch discussed the strengths and qualities of the product with numerous retail businesses in attendance.

Affiliated Foods has been the greatest contributor to the growth of the CHB retail program in the past year with a current tonnage increase of 61%, year to date. **HW**



Andy Wright, Affiliated Foods sales representative (left), and Mick Welch, CHB LLC vice president of sales, discuss the product during the Affiliated Foods retail show on March 29.