



"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.



**Affiliated Foods' Texas retail show**

Certified Hereford Beef (CHB) LLC was well represented at the Affiliated Foods' retail show in Amarillo, Texas, on April 10. During the show, CHB LLC staff members Mick Welch, vice president of sales, and Andrew Brooks, vice president of marketing, discussed the strengths and qualities of the product with numerous retail businesses in attendance.

Affiliated Foods meets the needs of grocery stores and restaurants in Texas, Oklahoma, Kansas, New Mexico, Colorado, Arizona and Arkansas. It has been supplying only the freshest meats, produce, bread and dairy products for more than 60 years.



**Sysco Spring Expo**

On April 23 at the Minneapolis Convention Center, Mike Mitchem, CHB LLC director of food service, and Brad Ellefson, CHB LLC vice president of retail, supported the Sysco center of plate (COP) team at its annual spring expo.

The booth featured "T-Bone" the CHB steer and an actual Hereford hide. Attendees were able to sample and discuss great-tasting CHB Classic strip loin and top sirloin.

More than 2,500 attended the event with the COP being the center of attention. Also featured at the show were fresh-cut CHB steaks, chuck patties and individually quick-frozen (IQF) patties. Thanks to CHB LLC partners and J&B Wholesale, WW Johnson and Apperts.



**Merchants' food show**

CHB LLC staff also participated in the Merchants' food show in Biloxi, Miss., April 23.

In the food service industry, great taste must be delivered on time and that is what Merchants Foodservice does best. As a division

of The Merchants Co., Merchants Foodservice is a traditional, broadline food service distributor that offers superior foods like CHB and other food ingredients in bulk.



**East coast visitors tour Greater Omaha**

Greater Omaha Packing Co. Inc., a CHB LLC packing partner, hosted a sales meeting and plant tour for personnel of the Omaha Packing Co. from Connecticut and Adams Fairacre Farms market managers from upstate New York.





## Film connects students to beef

“True Beef” is a movie about exploring Texas beef from pasture to plate. Learning and teaching about food through cooking has always been a passion for Chef Mike Erickson, the culinary arts instructor at John B. Connally High School in Pflugerville ISD’s career and technical education department.

In 2013 Chef Mike was invited by the Texas Beef Council to travel to Kansas to participate in the Kansas Beef Council’s pasture to plate tour. The tour group of 40 included chefs, foodservice professionals and other food influencers from nine states.

When Chef Mike was back in Texas, he was so inspired by the pride and passion he saw in Kansas from the ranchers and farmers he met he decided to share this learning



experience with his students and other teachers in Texas.

This incredible experience led to the creation of the film “True Beef,” which is a yearlong project-based learning assignment and beef adventure.

CHB LLC staff paired Chef Mike’s class with the Dudley Bros. ranch in

Comanche, Texas. John Dudley talked to the class about the importance of Hereford and Hereford-influenced cattle on the supply chain, and then the class was treated to world famous Hereford tri-tip sandwiches.

Visit [Truebeefthefilm.com](http://Truebeefthefilm.com) to keep up with the project, and look for the film this fall.



## Kansas cookout

CHB LLC and Hen House hosted a cookout on Saturday, April 26, in Olathe, Kan., at the Blackbob Road location. Thin-sliced, Choice CHB ribeye was on the menu, with peppers and onions dressed to taste.

With assistance from National Beef Packing Co. LLC, along with the staff from Hen House, more than 500 customers were served tender, juicy CHB.

*continued on page 24...*

## CHB LLC/AHA hosts international guests

CHB LLC and the American Hereford Association (AHA) hosted international buyers from Central America, South America and Mexico, who were in Kansas City, Mo., May 22-23 for the U.S. Meat Export Federation (USMEF) meetings.

Visitors to the AHA headquarters both days learned about the rich history of the Hereford breed and sampled CHB prepared five different ways — from a breakfast hash to a delicious slider.

The two-day program attracted buyers from Panama, Guatemala, Belize, El Salvador, Costa Rica, Nicaragua, Honduras, Columbia, Chile, Peru, Mexico, the U.S. and British Virgin Islands, and the Dominican Republic, just to name a few. One goal was to introduce buyers to high-quality CHB products. Other goals were to give the members a chance to see a Hereford firsthand, to meet with CHB staff and to see the growing opportunities in Central America, South America and Mexico.

CHB LLC also participated in the USMEF board meeting and trade show May 22 at the Westin Hotel in Kansas City. The meeting was a feature of USMEF's Product Showcase Exhibit with an estimated 120 committed buyers from around the world.

This event encourages one-on-one interaction with prospective and current international customers, allowing exhibitors like CHB LLC the opportunity to display products and services. CHB LLC staff served CHB ribeyes and strips to more than 100 potential international buyers.



Thursday May 22 visitors from Central America and South America toured the AHA office.



You can't go wrong with CHB served five ways. The international trade team sampled CHB in a variety of applications from a tenderloin breakfast hash to a ground beef slider.



Visiting the AHA office were representatives from export distributor Prime Line Meats, Cookeville, Tenn. Prime Line brought one of its customers, Pretelt Gourmet Meats of Panama, to Kansas City to discuss CHB products and availability. Pretelt imports only U.S. beef for its customers. Pictured (l to r) are: Mick Welch, CHB LLC vice president of sales; Solangel and Abel Machin, Prime Line Meats owners and president; Robert Pretelt Sr., Pretelt Gourmet Meats owner and president; Panama Pretelt, Pretelt Gourmet Meats director of operations; Roberto Pretelt Jr., Pretelt Gourmet Meats vice president; and Adjany Pretelt, Pretelt Gourmet Meats retail supervisor.



The international trade team poses for a picture with the Hereford bull "On Target" after learning about the rich history of the AHA and CHB. Pictured at the halter is On Target's owner, Gary Doss, Smithville, Mo.