



"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.



Sysco St. Louis achieves two million lb. sold award

Sysco St. Louis began its partnership with Certified Hereford Beef (CHB®) LLC in June 2014. It sold its first one million lb.

of CHB in less than one year and continues to set records of growing and developing the brand in eastern Missouri and southwestern Illinois.

Sysco St. Louis is a wholly owned subsidiary of the Sysco Corporation, the largest marketer and distributor of foodservice products. It operates 194 locations throughout the United States, the Bahamas, Canada, Ireland and Northern Ireland. Sysco distributes a full line of food products and a wide variety of non-food products to both independent and chain restaurant customers and other "away from home" locations, such as healthcare and educational facilities.

Locally focused, the broadline operating companies are able to provide hands-on customer service. Sysco strives to be its customers' most valuable and trusted business partner, while marketing and delivering great products with exceptional service.

July 2016 marks the two-year anniversary of partnership with the CHB program. Sysco St. Louis has surpassed the two million pounds sold award and continues to grow the brand at an advanced pace. Vice president of sales, Justin Woodard, states, "The Certified Hereford Beef brand is an excellent product that performs consistently for our customers. The program's genetic and stringent specifications result in a superior dining experience for our customers' guests."

CHB LLC values customers like Sysco St. Louis that believe in the brand and continue to develop the program through exceptional customer service.



Adams Fairacre Farms continues to grow the CHB brand

Adams Fairacre Farms began as a roadside farm stand in 1919 and now has four farm market locations in New York. The company is most widely known for the level of service it provides to its customers in the Hudson Valley.

Adams Fairacre Farms sold commodity beef for many years. It began a mission to find a premium protein offering that allowed it a point of differentiation for its customers. The partnership between Adams Fairacre Farms and CHB LLC began as a result of this quest.

"The breed has a long-standing history and offers consistency in flavor and tenderness," says Bob DeWitt, meat department manager for Adams Fairacre Farms.

CHB is a premium product that is superior in quality and value and in collaboration with the breeders of America, continues to improve.

"The result of this partnership has been simply amazing for us," DeWitt says. "We now sell more beef than ever in our 100-year history and there is a loyalty to this program that our customers have had an overwhelming response to."

CHB LLC values retail customers like Adams Fairacre Farms who also have a long standing history of excellence and continue to grow and create loyalty to the brand.



National Beef Packing Value-Added Program Agreement

CHB LLC and National Beef Packing recently signed an updated packer and process agreement for National Beef's CHB value-added line of product.

"National Beef has been a great partner with CHB since 2003 and this agreement will strengthen the partnership," says Jack Ward,

American Hereford Association executive vice president.

"This agreement will give CHB the ability to approach existing and new retail and food service customers with a value-added program that will give access to quality ground beef, cut steaks and a variety of other products."

National Beef Vice President of Value Added Tom Klein says since the inception of their partnership with CHB in 2003, National Beef has focused on growing business and the CHB brand primarily through boxed beef.

"As both consumer preferences and the competitive environment change over time, so must our focus," Klein says.

"It is with great anticipation that we embark on a new chapter in the partnership between National Beef and Certified Hereford Beef; one of which will place greater emphasis on developing new consumer-ready items to complement our boxed beef offerings. These items will offer more convenience and flexibility to our loyal customers, giving them more firepower to compete in the marketplace."

National Beef CHB Business Manager Wes Steimel says the Retail Ready line of CHB will allow retail customers to expand their product offering, while saving labor and reducing shrink.

"We at National Beef pride ourselves in being an industry leader in innovation, providing customers with products that bring value to their business and offer solutions to many of the struggles they face in this very competitive environment," Steimel says.

Ward says this was a significant day for CHB LLC. "We continue to grow and create demand for high-quality, tender beef supplied by cattlemen that understand the value of adding Hereford genetics to the U.S. cow herd." **HW**