

Bailey Named CHB LLC Vice President of Retail Sales



Larry Bailey

Larry Bailey has been hired as the Certified Hereford Beef (CHB) LLC vice president of retail sales. Bailey brings with him decades of experience in the food industry, most of which were spent with beef industry giant Swift & Co.

He will be responsible for cultivating CHB® retail sales relationships.

Bailey got his start in the business in 1991, working with accounts as a meat merchandiser for Fleming Foods Inc. in Mississippi. In 1996 he was hired as a customer development manager for southern states for Swift & Co. From there he worked his way up during his eight-year career with the company. In 2003 he handled more than \$84 million in beef and pork sales to a major national retailer.

Most recently Bailey has been working as director of value-added sales for American Food Group, based in Green Bay, Wis. In that position he was responsible for developing and selling new items to major national retail outlets like Wal-Mart.

“We are thrilled to hire an experienced veteran with the contacts and industry relationships that Larry

Bailey has,” says Craig Huffhines, American Hereford Association executive vice president. “Larry will bring a wealth of knowledge and know-how to the Certified Hereford Beef program. He has more than 25

years of experience in building beef business in the retail, food service and export trade.”

Bailey has a true understanding of all aspects of retail and wholesale sales, food service and production

needs along with an understanding of corporate and customer goals. He joined the CHB LLC team in mid-July and will be working from his home in Florida. **HW**

Hen House Store and Meat Managers Visit AHA

Certified Hereford Beef (CHB) LLC staff hosted an appreciation luncheon for managers from Hen House Markets/Balls Foods June 11. CHB® ribeye steak sandwiches were served to 45 store and meat managers at the American Hereford Association (AHA) office.

During the event CHB LLC staff along with Mike Louderback, National Beef Packing Co. CHB Brand manager, presented product and program updates.

Hen House/Balls Foods has been a loyal CHB customer for 11 years. **HW**

