



"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.

CHB in high demand
 Certified Hereford Beef (CHB®) was in high demand at the 2013 Affiliated Spring Food Show held in Amarillo, Texas, at the Amarillo Civic Center.



David Ollre setting the case in preparation for the Affiliated Foods Spring Food Show.

Customers flocked from Texas, Oklahoma, Colorado, Kansas, Arizona, Arkansas and New Mexico to sample a CHB ribeye. As they savored the samples, they asked questions about the program.

Russell Fontenot, Affiliated's director of meat operations, credits the success of the program to its loyal customer base comprised of individuals who rave about the flavor profile of the product. He says, "We know after the first time a customer tries the product, they will be back."

Fontenot said he was a skeptic, not having heard of Herefords growing up in southwest Louisiana, but became a believer from the first moment he tried CHB.

He attributes the success of the program not only to Affiliated's staff but also to the partnership with CHB LLC and National Beef Packing Co. LLC.

Affiliated Foods has been a CHB LLC partner for more than seven years. During that time span, the company has utilized more than 21 million lb. of CHB.

Affiliated Foods has been in operation since 1946 and has facilitated two food shows a year since the 1950s. Needless to say, CHB LLC will be in attendance at Affiliated Foods' food shows for several years to come.

Dinner and a show
 "Get Your Grill On!" is the theme for the 2013 summer grilling series for Hen House Markets, located in the greater Kansas City area. Various Hen House Markets will host this event consisting of live cooking shows, local radio interaction, face painting, balloon artists and great food.

Mike Louderback, National Beef Packing Co. LLC business manager, and Danielle Starr, CHB LLC territory manager, grilled and prepared ribeye sandwiches for Hen House guests. Nearby, Chef Shannon Kimball demonstrated the cooking method for the CHB tri-tip.

"Customers savored the taste of their CHB ribeye sandwich while they sat in a cozy tent and watched Chef Shannon prepare tri-tip," Starr says.

Currently, 28 stores fall under the Hen House Market and Ball's Price Chopper names in the Kansas City metro area. Hen House has been a valued CHB LLC partner since 1998.



The kickoff to "Get Your Grill On!" would not have been complete without Brisket, the CHB LLC steer.

CHB LLC recognizes another million-lb. achievement
 FoodPRO, Fredrick, Md., was presented a second CHB million-lb. achievement award at its annual food show May 9.

FoodPRO President of Purchasing Rocky Rinehart says he has seen great success with the CHB program. "We decided to look at the Certified Hereford Beef program because we were looking for a high-quality beef option in response to all of the publicity of Angus programs," he says. FoodPRO customers rave about the consistent quality of CHB, Rinehart explains.

FoodPRO has been serving its customers for more than 70 years. The customer base includes Maryland, West Virginia, Virginia and Washington D.C. FoodPRO has been a wholesale supplier and foodservice distributor of fresh-cut steaks, fish and produce, in addition to non-perishable groceries and foodservice supplies, for more than 70 years.



Pictured at the FoodPRO Food Show (l to r) are: David White, FoodPRO beef buyer; John Fisher, Copsps broker; and Rocky Rinehart, FoodPRO marketing director.

Trucks in full force
 CHB is hitting the road in full force. Thomas O. Miller & Co., Inc. is one of the most recent distributors to display the CHB logo on its delivery trucks, which serve the Greater Hudson Valley and tri-state area.

Michelle Miller Timke says the growth of the program has been tremendous and the Thomas O. Miller & Co. staff has enjoyed educating customers about the benefits of the CHB program. She continues, "It is apparent the customers who succeed, are the customers that brand their menus with the Certified Hereford Beef logo and fully commit to the program."

Lastly, she confirms the CHB promise, "Once customers are on the program, they do not like to deviate from the product due to the consistency and quality of the product."
 Thomas O. Miller & Co., Inc. was established in 1959 by Thomas O. Miller and his son Bruce Miller as a coffee delivery service to area businesses, and over the years has grown into a full-line foodservice distributor. Michelle points out that the family owned and operated company also includes her brother and company president, Jeff Miller, and her mother, Shirley Miller. They work united to execute a successful family business, which has been a CHB partner for five years. **HW**



One of the Thomas O. Miller & Co. Inc. delivery trucks displaying the CHB logo.

Crystal Creek Cattle Co., Dallas, Texas, and Bill's Meat Market of Carthage, Texas, kicked off their combined partnership to sell CHB in May with a sales presentation and dinner.

