



"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.



Peppers Supermarket annual cookout

The annual cookout for Peppers Supermarket was held in Deming, N.M., to celebrate 20 years of serving the community as the hometown grocer.

Peppers Supermarket has been a Certified Hereford Beef (CHB®) supporter since 2008. More than 1,500 sandwiches were sold at this event with the assistance of Mark Schultze, general manager; Manny Martinez, meat market manager; Phil Harvey, a Hereford breeder; and Mick Welch, CHB LLC vice president of foodservice.

The support of partners like Peppers Supermarket continues to create an awareness of the brand and to bring value to the breed. Learn more at demingpeppers.com.



Peppers Supermarket, Deming, N.M., hosted its annual cookout, serving more than 1,500 CHB sandwiches.



Hereford breeders visit Sysco St. Louis Road Show

John and Heidi Ridder of Falling Timber Farm, Marthasville, Mo., represented local Hereford producers at the St. Louis Bocci Club on The Hill in St. Louis to assist in the promotion of CHB through Sysco St. Louis.

"Our focus is to raise healthy, quality cattle," says Heidi Ridder to a group of restauranters.

The support of local ranchers at events targeting consumers and those ranchers sharing their story and passion for the breed and brand are powerful and informative. The goal of having producers attend events is to educate consumers about the general practice of raising Herefords, the time required and the care given to cattle on a daily basis.

"We have worked long and hard on our genetics, and the genetics are why we have an animal that eats so tender," John says. Learn more about Falling Timber Farm at fallingtimberfarm.com. **HW**



Hereford breeders Heidi and John Ridder (l), of Falling Timber Farm, connected with consumers at the Sysco St. Louis Road Show. Also pictured are Chef Jon Wiltse, Sysco St. Louis, and Ron Santoro, CHB LLC northeast regional brand manager.

Samuels joins CHB LLC

Certified Hereford Beef (CHB®) LLC welcomed Sarah Samuels as a southwest regional brand manager on June 27.

Bringing with her more than 22 years of industry experience, Samuels will be responsible for providing service to southwest territory customers.

CHB LLC General Manager and Chief Operating Officer Amari Manning says, "CHB is excited for the skills and industry knowledge that Sarah brings to the team to continue to take the program to the next level."

Samuels says she is excited about being a part of this rapidly growing premium program. "I plan on supporting current and future customers with their marketing of Certified Hereford Beef, and bring awareness of the CHB program."

Samuels currently resides in Andover, Kan., with her two children, Kaylyn (16) and Cade (14), and her Jack Russell terrier, Ringo. **HW**



Sarah Samuels