

Nutritionist Adds to CHB Message



Rob Ames

Certified Hereford Beef (CHB) LLC has hired nutritionist Valerie Bailes, R.D., L.D., to promote healthy living and the benefits of Certified Hereford Beef®.

Bailes, a registered dietitian and personal trainer, will represent CHB LLC as a nutrition expert nationwide. She will be available to conduct in-store demonstrations, offering consumers creative ideas for healthy, quick meals that incorporate CHB.

Bailes is an expert regarding current diet trends and beef nutrition research. She has experience in medical nutrition therapy, nutrition assessment, modified-diet formulation, self-management training and nutrition intervention.

With her extensive knowledge, she has developed a series of important nutritional messages for consumers. These messages will be used in promotional materials including advertisements and brochures for CHB LLC. The purpose of the promotional materials is to encourage consumers to make healthy choices and wisely incorporate CHB into their diets.

Bailes completed her bachelor's degree in nutrition science at Baylor University and her dietetic

internship at Iowa State University. She is a Missouri native and currently resides in Kansas City, Mo. Her professional affiliations include memberships in the American Dietetic Association, the Kansas City Dietetic Association and the Missouri Dietetic Association.

A phone call goes a long way

In early August I visited with a CHB retailer who had received a troublesome call. One of his shoppers, whom I'll call the *activist*, was phoning to express her displeasure with our retailer's choice of beef products. This is not unusual.

With each CHB introduction, we do our best to draw attention to your product and as a consequence, the stores will hear from those who don't appreciate the change.

In fact, it's expected that we'll hear from

Valerie Bailes

the *activist*, and their complaints are consistently the same. "We don't like your beef," they say. "It's not raised by the people we want and by the means we prefer," they complain.

Never mind that it's a proven consistent product at a fair and reasonable price. The *activist* will hear nothing of it. She's no longer shopping at your store. It's unconscionable and she has the intention of telling everyone she knows to also stop shopping at your store. For 45 minutes she emotionally pleads her

case that this beef is wrong. This beef is unjust. This beef is not the way beef is supposed to be.

Our retailer holds his ground, although the *activist's* threats are concerning. What triggers such impassioned activism? What is so offending about CHB that would cause a shopper such distress? Is it animal cruelty or antibiotics or global warming? Not quite.

This *activist*, in fact nearly all *activists* who our customers hear from, doesn't call to advocate any of those causes. The *activists* raise Angus cows, and they don't seem quite satisfied with the 20-plus varieties of Angus beef found in fast-food joints and over half the retail stores in the country. They want it all and they will be heard.

Now the truth of the matter is that most of us, and I include myself in most, wouldn't be in the beef business to begin with if cattle producers of all types and breeds weren't good-natured, well-meaning people. They are our rivals and our friends. The *activist* is the exception, not the rule. But the *activist* is out there and working against your beef business.

Your role is to be active in the CHB stores nearest you. Call them. Stop by and say hello. Buy CHB if you choose. Let them know that you're a Hereford breeder and that you appreciate the store promoting your breed. It goes a long way.

Our store list can be found at www.herefordbeef.org. If you don't live near a CHB store, call them anyway. It will take a minute and go a mile. **HW**