



Ain't No Mountain High Enough

Certified Hereford Beef® makes its mark in the mountains.

by *Christy Couch Lee*

The benefits and quality of Certified Hereford Beef (CHB®) were recently touted high from the mountaintops, amidst trick roping and a Hereford bull on display.

During the “Herefords on the Mountain” event June 30 at Dave’s Modern Tavern in Monteagle, Tenn., CHB was in the forefront.

David James, owner of Dave’s Modern Tavern, worked with CHB Ambassador Kim Coley, Sewanee, Tenn., to develop this event promoting CHB – which James exclusively serves – Coley says.

Sysco Nashville provided two CHB loins and a brisket, from which samples were prepared and served.



Ray Kozak, a world-renowned trick roper, provided entertainment during the Herefords on the Mountain event in Monteagle, Tenn., in June.

Providing a festive and exciting atmosphere were local musical entertainers and Ray Kozak, a world renowned trick roper who is also herdsman at Walker Polled Hereford Farm, Morrison, Tenn.

“He holds the Guinness World Record for throwing the longest loop at 93 feet. It’s amazing to watch him stand on his horse and toss those loops,” Coley says.

Customers were also given the chance to see and touch a Hereford bull, courtesy of Burns Farms, Pikeville, Tenn. And numerous local Hereford producers were on hand to meet consumers and answer their questions.

Reaching the public

With Monteagle being near the college town of Sewanee, “Herefords on the Mountain” drew consumers with diverse personalities and backgrounds, Coley says.

“We answered a variety of questions, including ‘Why do you feed corn to your cattle?’ and ‘What are EPDs?’” Coley says. “We were very transparent in their care and in how we respect our cattle, because they sustain us as human beings. These were great questions that we wouldn’t want anyone to answer – other than us, the cattle producers.”

Consumers often appreciated the ability to visit face-to-face with Hereford breeders, Coley says.

“It was great to have these good Hereford breeders talking with our audience,” she says. “It seems that sometimes, consumers aren’t educated on what we do, and they automatically think it’s bad. They think we can’t be taking as good care of our cattle as they expect us to. They are thrilled and relieved to hear from our breeders. We dispelled a lot of misconceptions that day.”



David James, owner of Dave’s Modern Tavern, says he only serves CHB because of its consistent quality and flavor.

A pinnacle of success

The event packed Dave’s Modern Tavern, which served CHB specials all evening.

Often, James hickory smokes Certified Hereford Beef® prime rib and sirloin strips. In addition, he’s found great success with CHB teres major.

“The teres major is a super, flavorful cut that we sear for a great salad. I’ve named it ‘Kim’s salad’ after Coley,” he explains.

James says CHB is the perfect product for his business.

“I am proud to serve Certified Hereford Beef at my tavern,” he says. “Our customers count on the consistency of the flavor and uncompromising quality in each cut. The restaurant business is tough. Thanks, Hereford ranchers, for making my job a little easier.”

To learn more about Dave’s Modern Tavern, visit davesmoderntavern.com. **HW**