



Sysco achieves CHB® 2-million-pound mark

Sysco Minnesota was recently presented with its second Certified Hereford Beef (CHB®) million-pound achievement by CHB LLC.

June Dunn, Sysco Minnesota center of the plate specialist, business resources, says Sysco has been pleased with CHB's success in its business plan.

"Sysco Minnesota has seen double-digit growth in the beef category since bringing on Certified Hereford Beef," Dunn says. "We have never had a program have this much immediate impact on our sales. Overall, this has been a dream come true for a salesperson, and I would like to personally thank Certified Hereford Beef for giving Sysco Minnesota the opportunity to sell this wonderful product."

Dunn says customers are drawn to the CHB product for its local ties, as well as its flavor and consistency.

"I think the fact that there are many Hereford ranches in this area is a huge advantage for us, as the customers can relate to them," she says. "And the customers' response has been amazing! Once they tried it and saw for themselves how tender, juicy and consistent it is, they were sold."

And, Dunn says, the CHB name helps set the product apart.

"I think the greatest advantage of Certified Hereford Beef is the uniqueness of this line," she says. "I think everyone has realized the word 'Angus' really doesn't mean much anymore, now that McDonald's, Burger King and everyone else is using it."

Sysco has sales and service relationships with approximately 400,000 customers in the foodservice industry and operates from more than 180 locations throughout the U.S., Canada and Ireland. Sysco offers CHB through its Baraboo, Wis.; Minneapolis; Nashville, Tenn.; Boston; and Ocoee, Fla., centers.

This event raised nearly \$5,600 for the family in need.

Miller's Markets operates nine supermarkets in northeastern Indiana and northwestern Ohio and has been a loyal CHB customer since 1998.



Coborn's Inc. employees enjoy CHB

During Coborn's Inc. employees' stock ownership plan (ESOP) meeting on Tuesday, June 12, in St. Cloud, Minn., CHB LLC staff promoted product and visited with store employees.

This ESOP meeting was designed to report to more than 700 Coborn's employees about business,

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Teeing off for a good cause

On June 19 CHB participated in the Miller's-Holsum charity golf outing in LaGrange, Ind., which was sponsored in part by CHB merchant Miller's Markets.

During this event, 36 teams teed off in support of a local family facing medical issues and needing financial support. CHB LLC sponsored a hole, in addition to placing third in the tournament.

And, all participants enjoyed a CHB ribeye steak sandwich, provided by Greater Omaha Packing Co. Inc.



Pictured (l to r) are: CHB LLC staff members Danielle Starr, southeast district manager; Jill Johnson, southwest district manager; and Brad Ellefson, vice president of retail accounts.



Pictured accepting the CHB 2-million-pound award (l to r) are: Tim Lillquist, Sysco vice president of sales; Brian Lawrence, Lawrence Herefords; Deed Danielson, Sysco center of plate specialist; June Dunn, Sysco center of the plate specialist, business resources; and Jeff Larson, Sysco vice president of merchandising.



The CHB golf team placed third out of 36 teams at the Miller's-Holsum charity golf outing in LaGrange, Ind., on June 19. Team members included (l to r) Brad Ellefson, CHB LLC vice president of retail accounts; Joey Miller, Miller's Markets; and Mick Welch, CHB LLC vice president of sales.

company stocks and projections for the coming year. CHB LLC staff visited with employees, distributed samples of CHB tri-tip sandwiches and conducted a drawing for a Weber gas grill.

Coborn's Inc. is committed to the communities it serves, annually donating more than \$2 million and thousands of volunteer hours toward making a positive difference in local communities. Coborn's consists of 39 grocery stores in Minnesota, South Dakota and North Dakota.



CHB well represented at Oklahoma trade show

On Wednesday, July 11, CHB LLC staff, in conjunction with Affiliated Foods representatives, promoted CHB product to current and potential customers at the Oklahoma Super Trade Show in Oklahoma City.

CHB LLC Vice President of Sales Mick Welch and Southwest District Manager Jill Johnson set up a display case featuring New York strip and ribeye steaks, in addition to the primal cuts.

The Oklahoma Super Trade Show is a joint event conducted by the Oklahoma Grocers Association, Oklahoma Petroleum Marketers Association and Oklahoma Wholesale Marketers Association. Seminars focus on employee relations and innovative practices to improve the profit margins for convenience stores and supermarkets.



Grilling for good

In July CHB LLC participated in two "cookouts for a cause" in conjunction with John Brooks Supermarkets in Albuquerque and Socorro, N.M.

These biennial events focus on charities in the local area. CHB ribeye steak sandwich sales at the Albuquerque store raised more than \$1,100 for the local high school band. And during the Socorro event, the sale of more than 200 sandwiches gathered nearly \$1,500 for a local 4-H club.

Richard Salazar, John Brooks district meat manager, says their customer response has been excellent.

"The product is awesome," Salazar says. "It's unique, and the customers love it. Every time, the flavor is the same — and it's good. We won't go any other way."

John Brooks Supermarkets have served New Mexico since 1978 and currently operate seven stores across the state. **HW**



Mick Welch, CHB LLC vice president of sales; Russell Fontenot, Affiliated Foods director of meat operations; Jill Johnson, CHB LLC southwest district manager; and Randy Arceneaux, Affiliated Foods president and CEO, promoted the product at the Oklahoma Super Trade Show in Oklahoma City.



Richard Salazar, John Brooks district meat manager, and Mick Welch, CHB LLC vice president of sales, prepare CHB ribeye steak sandwiches for charity.



CHB product was well represented at the Oklahoma Super Trade Show in Oklahoma City.



During the CHB John Brooks event in Socorro, N.M., in July, the sales of more than 200 CHB ribeye sandwiches gathered nearly \$1,500 for a local 4-H club.