



*"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.*



**Promoting Hereford-influenced cattle**

Certified Hereford Beef (CHB) LLC Supply Chain Manager Trey Befort has been busy attending events promoting Hereford and Hereford-influenced feeder cattle. The week of July 7-11 Trey was in Steamboat Springs, Colo., where he attended the Superior Livestock Auction "Week in the Rockies XXVI" trade show.

Trey represented CHB LLC at the cattle video auction that offered 207,000 head, including more than 8,000 Hereford-influenced cattle. This was an opportunity to promote CHB LLC and the Hereford breed and to educate both buyers and sellers.

From Steamboat, he went to the Silver Legacy Casino in Reno, Nev., to attend the Western Video Market Auction July 14-16. Trey teamed up with American Hereford Association (AHA) Western Region Field Representative Mark Holt to work the trade show booth during the video auction. AHA and CHB LLC promoted the Hereford breed and the CHB program while 100,000 head were sold with more than 7,000 of those being Hereford-influenced.



**ACF utilizes CHB in BBQ competition**

The American Culinary Federation Inc. (ACF) is a professional organization for chefs and cooks. The ACF was founded in 1929 in New York by three different chefs' organizations — the Société Culinare Philanthropique, The Vatel Club and the Chefs de Cuisine Association of America.

ACF is an organization based on promoting the professional image of American chefs worldwide through education of "culinarians" at all levels.

Chefs brought their talents and passions to Kansas City July 24-25. Culinary professionals descended upon the city for some of the best BBQ in the country and tried their hand at cooking brisket.

Twenty-five teams from across the country competed, and all of them used CHB® to showcase their talents. When the smoke settled, all of the teams were deserving of prizes.



**Start up in St. Louis**

The CHB program was introduced to more than 60 sales reps during the Sysco St. Louis CHB Launch on July 25. The event was a three-hour training session that included videos, role play for selling, overcoming objections, testimonials and success stories.



Amari Manning, Sysco Minnesota premium protein specialist, did a fantastic job of getting the group excited and

focused on selling CHB. Mick Welch, CHB LLC vice president of sales, and June Dunn, Sysco Minnesota premium protein specialist, joined Mike Mitchem, CHB LLC director of food service sales, for the event.

The launch ended with a lunch featuring roasted CHB classic strip loins, and sales representatives getting photo opportunities with "Herbie" the CHB blow-up steer.



**Herbie in Minnesota**

Bump's Family Restaurant of Minnesota requested the use of "Herbie" for a July 26 event. Herbie helped feature CHB roast beef sandwiches all weekend. Bump's signature roast beef sandwich is its largest seller, and is known for miles around. Bump's uses CHB for its famous sandwiches and attributes the quality of Herefords to its success. **HW**



Pictured during the ACF event are CHB LLC staff members Trey Befort and Andrew Brooks along with an ACF member (center).