

## Jim Williams

Jim Williams, Certified Hereford Beef (CHB) LLC vice president of supply, is a behind-the-scenes powerhouse for the CHB program. His extensive knowledge of the cow-calf business and cattle marketing enables him to be a great asset to the American Hereford Association (AHA), CHB LLC and Hereford producers. His primary role is procurement of cattle for three levels of cattle production — producers, feeders and packers — to assure there is a steady flow of Hereford and Hereford-influenced cattle to meet the rising demand for CHB® products.

Jim uses a real pasture-to-plate plan of action to promote CHB. From helping producers market cattle, to getting increased numbers of Hereford cattle into feedlots, to assuring only the highest quality Hereford beef leaves CHB-licensed packing plants, Jim takes a hands-on approach to providing superior customer service to each level of CHB participation.

At the producer level, Jim helps producers market cattle and strives for a high return on animals sold. By networking with breeders across the U.S., Jim can help producers locate new herd bulls and replacement heifers from programs in line with



their own. He guides producers in determining whether their animals meet CHB requirements, and he answers questions about Hereford Verified, AHA's marketing program.

As a follow-up service to seedstock producers, Jim advises volume commercial cattle buyers who purchase Hereford seedstock. "I meet with commercial cattlemen who are using Hereford seedstock in their programs to provide them with marketing advice about places to sell their Hereford-influenced cattle and ways to add value to their product. I also help make producers aware of marketing tools such as Hereford Verified and HerfNet," Jim says.

Jim communicates with feeders to locate adequate numbers of Hereford and Hereford-influenced cattle so feeders can meet monthly volume

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requirements promised to packers. He also helps feeders determine ways to market cattle to licensed CHB packers and uses his extensive network of producers to help feeders find cattle that fit into their marketing plans.

As with feeders, Jim helps licensed CHB packers locate a steady, consistent offering of quality Hereford cattle. "I work with the procurement staff at packing plants to ensure they are knowledgeable of cattle that have been placed on feed through the CHB network," Jim says. "I'm in communication with packers and their cattle buyers to let them know where Hereford cattle have been placed on feed."

To guarantee products leaving the packing plant meet CHB's high standards, Jim oversees quality control of CHB products at the plant

level. He is in charge of training all personnel eligible to identify Hereford or Hereford-influenced cattle in the live-animal line. He monitors staff to ensure cattle are being stamped correctly and accurately. Jim also conducts plant inspections and audits at the three CHB-licensed plants.

Originally a native of Ohio, Jim grew up with Hereford cattle. His extensive career in the beef industry includes work for several prominent Hereford seedstock operations and a four-year position as an AHA fieldman before he joined the CHB LLC staff in 1995. **HW**