



"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.

Kohl Wholesale presented million-pound achievement
 On Aug. 19 Kohl Wholesale, Quincy, Ill., was presented with the Certified Hereford Beef (CHB®) million-pound achievement award by the CHB LLC food service division.

Bron Zimmerman, Kohl Wholesale meat buyer, says in its year-and-a-half relationship with the CHB Program, Kohl Wholesale has been pleased with the product's consistency and quality.

"We were looking for a product that was excellent and would serve our customers well," he says. "It's a limited source, which keeps the product consistent. And it's a domestic product, coming from two Midwestern plants. Our customers like the quality of the product, as well."

Kohl Wholesale is led by the fourth and fifth generations of the Ehrhart family and serves customers in Illinois, Missouri and Iowa. Kohl Wholesale provides service to restaurants, hotels, supermarket delis, schools, hospitals, nursing homes, retail groceries, caterers and taverns.



Pictured (l to r) are: Mick Welch, CHB LLC vice president of food service, presenting Mike Ehrhart, owner Kohl Wholesale; Ted Myer, Kohl Wholesale director of sales; and Bron Zimmerman, Kohl Wholesale meat buyer, with the million-pound CHB award.

Butcher Block charity cookout

On June 17 CHB LLC staff teamed up with CHB retailer Butcher Block, Quincy, Ill., for charity.

During this Special Olympics cookout, between 1,000 and 1,200 people enjoyed CHB ribeyes, bacon and cheddar ground chuck burgers, and brisket meals, generating \$1,500 for West Central/Area 11 Special Olympics Illinois.

The Butcher Block, owned by Dan and Chris Veihl, conducts CHB cookouts several times a year for charities, including the local Alzheimer's association.



Home Builders Association treated to ribeyes

More than 300 members of the Quincy, Ill., Home Builders Association enjoyed CHB ribeyes during an association event on June 17.

During this event, Mick Welch, CHB LLC vice president of food service, addressed the crowd about the cattle industry, and more specifically, the value and benefits of Hereford cattle and Hereford beef.

Sysco provides CHB for "The Harvest"

Sysco Foods, one of the world's largest foodservice distributors and CHB purveyor, was well represented at the Hereford Youth Foundation of America fund-raising event, "The Harvest," Aug. 19-20 at the Kunde Family Estate in Sonoma, Calif.

Gary Allee, Sysco Foods protein procurement specialist, attended the event to meet Hereford breeders and develop a relationship with American Hereford Association (AHA) members and staff. In addition, he is exploring the possibility of utilizing the Kunde Family Estate to showcase CHB and Kunde wine to clients.

According to Craig Huffhines, AHA executive vice president, this relationship could be a win-win for CHB LLC and Sysco Foods.

"The Kunde family has graciously offered their ranch and winery to host product demonstrations and seminars with food industry representatives," Huffhines says. "Kunde Winery and the family's Sonoma Mountain Herefords offer a unique opportunity to tell the Hereford story — and to showcase our history and heritage, demonstrate the quality of the product, and provide a hands-on view of Hereford seedstock production."

During "The Harvest," CHB filet mignon and tri-tip were served.

To date, Sysco Foods distributes CHB in seven major metropolitan cities including Boston; Minneapolis; Nashville, Tenn.; Norfolk/Virginia Beach, Va.; Ocoee, Fla.; Sacramento, Calif.; and Baraboo, Wis. Collectively, Sysco handles more than 3.5 million lb. of CHB annually. **HW**

