



"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.



CHB featured at Crow Wings

The Brainerd Lakes Curling Club hosted its second annual tri-tip steak sandwich stand during the Crow Wing County Fair July 29 to Aug. 2 in Brainerd, Minn.

The Little Falls, Minn., Coborn's store worked with the curling club to provide delicious Certified Hereford Beef (CHB®) tri-tips for grilling. CHB LLC also provided one of its steer mascots as an attraction to draw customers to the booth. The curling club raised more than \$1,000 during the event.



Merchants training event



Woody Cheatham, Merchants Food Service regional president, and Mick Welch, CHB LLC vice president of sales, are pictured at a Merchants sales representatives CHB training event in Clanton, Ala., on Aug. 1.



Yokes Fresh Market Golf Tournament

CHB LLC, National Beef Packing Co. LLC and Yokes Fresh Market put together a team for the annual Yokes Fresh Market Golf Tournament. Team members (pictured, l to r) are: Mike Reents, National Beef field marketing manager; Mike Louderback, National Beef business manager; Ken Chapin, Yokes Fresh Market meat director; and Brad Ellefson, CHB LLC vice president of retail.

The team had a lucky hoof in their pocket and took second place. It was also reported that the team made four putts for birdies of 35-45 feet, but there was no video to substantiate the claims. The event raised more than \$10,000 for the athletic program at the school in Sandpoint, Ind.



Affiliated Foods Fall Show



Mick Welch, CHB LLC vice president of sales, and David Musclemann, National Beef Packing Co. LLC account manager for Affiliated Foods, are pictured at the Affiliated Foods Fall Show Aug. 14 in Amarillo, Texas. Affiliated Foods in Amarillo has been a huge support of the CHB LLC program. Affiliated averages about 500,000 lb. a month, delivering CHB product to customers in Texas, Oklahoma, New Mexico and Kansas.



Promoting CHB, Hereford-influenced feeder cattle

Trey Befort, CHB LLC supply chain manager, attended the Superior Livestock Auction Big Horn Classic Sale Aug. 19 to 22 in Sheridan, Wyo. CHB participated in the trade show and cattle video auction that offered 133,000 head, including approximately 5,000 head of Hereford-influenced cattle. This was a great event to promote CHB LLC and the Hereford breed and to educate both buyers and sellers. **HW**

