



“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 hosts Brazilian-style BBQ during Hereford Genetic Summit**

At the Hereford Genetic Summit in Springfield, Mo., Certified Hereford Beef (CHB®) took center stage during the tailgate party on Sept. 4.

The CHB LLC team built a Brazilian-style pit to cook some great CHB during the Thursday night event. The pit stayed busy as the team served more than 300 portions in two hours.

The next day, Andrew Brooks, CHB LLC vice president of marketing, hosted a CHB culinary class and grill-off. More than 30 participants learned about CHB, the best ways to cook it, how to light the perfect charcoal fire, and the 29 lean cuts of beef. For more about the Summit, see the October *Hereford World*, or visit [HerefordGeneticSummit.com](http://HerefordGeneticSummit.com).



CHB stole the show during the Hereford tailgate party on Sept. 4.



**Farm to Fork**

Sysco Minnesota highlighted Certified Hereford Beef (CHB®) at its Sysco Minnesota Ingredients for Success meeting on Sept. 23.

Food isn't the only thing that comes in a Sysco truck. The company prides itself on delivering ingredients for success. One of those ingredients is protein and Sysco's No. 1 protein is CHB.

“Sysco Minnesota has seen double-digit growth in the beef category since bringing on Certified Hereford Beef,” says June Dunn, Sysco center of the plate specialist. “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 she thinks customers are drawn to the CHB product because of its local ties, as well as its flavor and consistency. “I think the fact that there are many Hereford



Sysco Minnesota's showcase of the farm and ranch during its Ingredients for Success Meeting. It's a minute scale representation of the 5,000 hardworking American Hereford Association members.

ranches in this area is a huge advantage for us, as the customers can relate to them,” Dunn explains. “The customers’ response has been amazing! Once they tried it and saw for themselves how tender, juicy and consistent it is, they were sold.”



**Hereford-influenced cattle promoted at Superior Auction's Labor Day Sale**

CHB LLC sponsored a trade show booth during the Superior Livestock Auction Labor Day XXXV Sale Sept. 11-12. Trey Befort, CHB LLC supply chain manager, represented the program at this cattle auction featuring more than 64,600 head of calves, feeder cattle and breeding stock. The auction was broadcast live from the DoubleTree by Hilton Hotel Denver-Thornton. The auction sold consignments from Hereford producers in 32 states. **HW**