



“CHB Bites” is a column designed to keep you in-the-know about Certified Hereford Beef (CHB®) program happenings. To get involved with CHB on social media, search Certified Hereford Beef on Facebook and Pinterest, @certifiedherefordbeef on Instagram and @crtherefordbeef on Twitter.



CHB supplied at Harvest Supper

Certified Hereford Beef (CHB®) was well represented at the Cass County Farm Bureau Harvest Supper in Minnesota.

The supper, in its seventh year, brings numerous agricultural and lake associations from Cass and Crow Wing counties together to focus on local water issues.

Mike Sams, a Minnesota Hereford breeder and American Hereford Association member, decided CHB would be a great option to serve at the yearly event.

“My cattle qualify for CHB, and I know it’s a great program,” Sams says. “We served nearly 200 ribeyes to participants at the Harvest Supper.”

Sams was the grill master and was assisted by Minnesota Hereford Breeders Queen Montana Lawrence. The CHB product was supplied from Sysco Western Minnesota in St. Paul. CHB signage was also present at the event

“Serving the CHB was a huge success,” Sams says. “A lot of people asked about the beef and where they could get it.”

The CHB ribeyes were such a hit that Sams says he would like to continue the partnership with CHB and Sysco Western Minnesota to supply CHB for future meetings.

“The focused support from our Hereford producers makes a significant impact on the awareness of the Certified Hereford Beef brand from a local level,” says Amari Manning, CHB LLC chief operating officer. “We appreciate their support and are more than willing to help further educate their audience on the program requirements of Certified Hereford Beef.”



Minnesota Hereford breeder Mike Sams and Minnesota Hereford Breeders Queen Montana Lawrence serve CHB ribeyes to Harvest Supper participants.



Sysco Hampton Roads

Sysco Hampton Roads, a longtime partner of CHB LLC, achieved 4 million lb. sold. The company supplies CHB to eastern Virginia and eastern North Carolina.

“Excellence is achieved by organization of partnership, and our partnership with Sysco Hampton

Roads is becoming a tradition,” says Ron Santoro, CHB LLC regional brand manager. “It is a pleasure working with the staff at Sysco Hampton Roads because they value our program. They went all in with CHB, and that led to this successful partnership.”

Santoro awarded Sysco Opco President Scott Thibodeau with a plaque for the 4 million lb. sold achievement.

“We are so happy to have partnered with Certified Hereford Beef,” Thibodeau says. “We are looking forward to 5 million lb.”

Sysco Hampton Roads is also in the process of getting a CHB chef ambassador to represent the program.

“Sysco Hampton Roads continues to excel at promoting and distributing the Certified Hereford Beef brand in the market,” Manning says. “We are thrilled with their success with our program and look forward to a positive future.” **HW**



Ron Santoro, CHB LLC regional brand manager presents Sysco Hampton Roads with an award for 4 million lb. sold. Pictured (l to r) are: Steve Tracy, Sysco Hampton Roads merchandiser; Greg Summerlin, Sysco Hampton Roads center of the plate specialist; Ron Santoro, CHB, Scott Thibodeau, Sysco Opco president; and Jason McGuire, Sysco Hampton Roads vice president of sales.