



**CHB LLC helps honor WWII veterans**

On Sept. 20, 2011, World War II veterans from central Minnesota took the trip of a lifetime — to visit their memorials in Washington D.C. and receive the recognition they have long deserved.

This trip was organized in partnership by Honor Flight Network — a nonprofit organization created to honor American veterans — and by Coborn’s Inc. — a Certified Hereford Beef (CHB®) vendor, who also sponsored the trip.

CHB LLC served as a Gold Sponsor of the event, along with more than 30 other companies and organizations. Nearly 70 companies and organizations donated to the cause in all.

“These brave men and women put their lives on the line to protect and preserve our freedoms,” says Coborn’s President and Chief Executive Officer Chris Coborn. “This Honor Flight was a wonderful opportunity for us to recognize and thank them by giving them the opportunity to visit their World War II memorial before it’s too late.”

Once the veterans arrived at Washington Dulles International Airport, they were greeted with great fanfare — fire trucks giving a water military salute, military personnel saluting, and local civic leaders shaking the veterans’ hands and offering words of thanks and gratitude.

The veterans and their chaperones then visited the World War II Memorial; the Lincoln, Vietnam and Korean War Memorials; Arlington National Cemetery for the changing of the guard at the Tomb of the Unknown Soldier; and the Iwo Jima, Air Force and Navy Memorials.

When they returned to the St. Cloud, Minn., Regional Airport, the servicemen were once again greeted with cheers and salutes from local residents.

Coborn says this event was a small way for Coborn’s to show its heartfelt appreciation to those men and women veterans who sacrificed so much for their communities and country.

Brad Ellefson, CHB LLC vice president of retail accounts, says giving back to CHB customers and

their communities is also a priority for the brand.

“Certified Hereford Beef takes pride in helping the communities of our customers,” Ellefson says. “Coborn’s is very involved in many different charities and community service projects. I have seen the Honor Flight program in many parts of the country, and we believed it was the perfect way for Certified Hereford Beef® to show appreciation for the veterans who have served our country.”

St. Cloud, Minn.-based Coborn’s Inc. is committed to the communities it serves, annually donating more than \$2 million and thousands of volunteer hours toward making a positive difference in local communities. Coborn’s owns and operates 42 Coborn’s, Cash Wise Foods and Save-A-Lot grocery store locations, along with convenience, liquor and video stores and pharmacies in the upper Midwest. Coborn’s also operates a central bakery, central dry cleaning facility, its own grocery distribution center and CobornsDelivers online grocery ordering and home delivery service.



## Sysco reaches CHB® million-pound achievement

In August, Sysco was presented with the CHB million-pound achievement award by the CHB LLC food service division.

Danny Wright, Sysco Nashville director of merchandising, says Sysco has been pleased with CHB's flavor and quality.

"Mick Welch, CHB LLC vice president of food service, presented the product to me, and it sold itself," Wright says. "The Hereford breed genetics are perfect for restaurant quality. It produces a great flavor, and a texture different from any other."

In addition, Wright says, Sysco customers have been impressed with the product's consistency and quality.

"Certified Hereford Beef sells itself with its consistent flavor and texture," he says.



(left to right): Debra Lehnert, Sysco marketing associate; Dale Micheli, CHB LLC chairman; Rita Fann, Sysco marketing associate; Mick Welch, CHB LLC vice president of food service; Kevin Foster, Sysco business review specialist; Danny Wright, Sysco director of merchandising; Mike Hunt, Sysco regional sales manager; Dale Venhuizen, AHA director; John Woolfolk, AHA president; and David Breiner, CHB LLC board member, celebrate Sysco's million-pound CHB award.

Sysco has sales and service relationships with approximately 400,000 customers in the foodservice industry and operates from more than 180 locations throughout the U.S., Canada and Ireland. Sysco offers CHB through its Baraboo, Wis.; Minneapolis; Nashville, Tenn.; Sacramento, Calif.; Boston; Ocoee, Fla.; and Hampton Roads, Va., centers.

During the American Hereford Association's (AHA) fiscal year 2011 — running Sept. 1, 2010, to Aug. 31, 2011 — the Minneapolis center marketed 1.2 million lb. in its first year selling the brand, and the Baraboo and Nashville divisions marketed a combined 1.35 million lb. **HW**