



"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 annual Holiday Food Show

Sysco Minnesota hosted its customers at the annual Holiday Food Show in St. Paul, Minn., on Oct. 14. During the event, Certified Hereford Beef (CHB) LLC staff featured a roasted strip loin cut Manhattan style. CHB LLC not only demonstrated a great holiday meal idea but also showcased high quality CHB® product.

Mike Mitchem, CHB LLC director of food service sales, presented Sysco Minnesota representatives June Dunn and Deed Danielson with a CHB 7-million-lb. award.



Kohl Wholesale presented 6-million-lb. award

CHB LLC presented Kohl Wholesale with a CHB 6-million-lb. award at the Kohl Wholesale Fall Food Show Oct. 15 in Quincy, Ill.

Kohl Wholesale has been a CHB distributor since 2010 and is a true supporter of the CHB program. Kohl Wholesale moves an annual tonnage of more than 1.2 million lb.



CHB LLC recently presented Kohl Wholesale of Quincy, Ill., with a CHB 6-million-lb. award. Pictured (l to r) are: Mick Welch, CHB LLC vice president of sales; Matt Ehrhart, Kohl Wholesale owner; and Bron Zimmerman, Kohl Wholesale meat buyer.



June Dunn and Deed Danielson, Sysco Minnesota, are presented the CHB 7-million-lb. award.



CHB promoted at Taste of the Ozarks

Springfield Grocer Co. hosted its largest event of the year — the Taste of the Ozarks Fall Food Show — Oct. 17-18 in Springfield, Mo., where CHB LLC staff promoted CHB.

Springfield Grocer has grown by expanding its warehouse this past year and recently broke ground to expand its frozen department as well. The growth will continue in 2016 as the company builds an educational training center. **HW**



CHB LLC staff promoted CHB at the Springfield Grocer Co. Taste of the Ozarks Fall Food Show in October. Pictured (l to r) are: Scott Murphy, National Beef Packing Co. LLC; Mick Welch, CHB LLC vice president of sales; Tim O'Dell, L & C Meat Inc. plant manager; and Rob Long, L & C Meat Inc. sales manager.