



"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.

Manning Named CHB COO and General Manager

Amari Manning, St. Louis, Mo., joined Certified Hereford Beef (CHB®) LLC on Oct. 19 as chief operating officer (COO) and general manager. Manning joins the CHB LLC team with 10 years of experience in the meat industry.



Amari Manning

As general manager, she will lead the day-to-day operations of CHB LLC. "We are excited to have Amari join our staff and lead the CHB team," says Jack Ward, American Hereford Association executive vice president. "Her meat industry experience along with her ability to develop strategic business and marketing plans that increase market share will be a valuable asset to the program."

Recently, Manning served as the Premium Protein Specialist/Brand Manager for Sysco St. Louis. In this role she managed all center-of-the-plate business activities in her Missouri and Illinois territory. Prior to moving to Missouri, she served as the premium protein brand manager at Sysco Philadelphia.

She has also worked for Buckhead Beef and Catelli Bros. as a regional sales manager. During her career, she has worked in both business development and sales. She has also worked with branded-beef programs and understands the strategy necessary to build and to market a successful brand.

"Our goal for Certified Hereford Beef is to continue to build and create awareness for the brand in both the foodservice and retail industry through education, innovation and sustainability," Manning says. "Having experience

in various segments of the market and an understanding of the dynamics of our industry allows a fresh perspective in creating a strategy to further develop the market. I am thrilled to have the opportunity to increase the demand for

Certified Hereford Beef and take CHB to the next level."

CHB surpasses 51 million lb.

Celebrating its 20th year as a brand, the CHB program experienced a record year of growth during fiscal year (FY) 2015 with 51.2 million lb. of product sold. Since 2008, CHB LLC has increased beef sales by 46%.

CHB LLC staff, along with the program's marketing partners, tout the advantages of CHB product in marketing differentiation when compared to other brands, along with the fact that it is a consistently tender, juicy and flavorful beef product. These advantages are fueling the brand's advance in both food service and retail markets.

Food service continues to provide the most growth opportunity for CHB LLC. As consumers continue to prepare fewer meals at home, CHB LLC staff have worked hard to supply a high-quality source of beef to restaurateurs and chefs through distributors around the country.

CHB LLC's foodservice division experienced a 2 million lb. growth during FY 2015. The following new distributors contributed to this increase: Cash Wa Distribution, Kearney, Neb.; Sysco Virginia, Harrisonburg, Va.; Crystal Creek Cattle Co., Ft. Worth, Texas; Golden Gate Meats, Sacramento, Calif.; and Sysco North Dakota, Fargo, N.D.

The program also experienced growth in its export sales to the Caribbean and Central and South America markets. A new opportunity explored, implemented and becoming an asset to the program this fiscal year was CHB value-added products.

As the demand for CHB continues to grow, the supply of high-quality cattle must also continue to increase. CHB LLC staff, along with CHB packing partners, are continually working to increase not only the supply but also to increase carcass utilization.

In a cattle market that is offering record low cattle numbers, CHB LLC continues to find ways to utilize as much of each carcass as possible to meet the demand for CHB.

A total of 336,147 cattle were identified through CHB-licensed packing facilities during FY 2015 as eligible from a live specification standpoint, while more than 235,650 carcasses were certified for the program — a certification rate of 70% for FY 2015.

"Although CHB cattle numbers were down, by increasing carcass utilization, the tonnage sold ended up higher than ever before," explains Trey Befort, CHB LLC director of commercial programs.

"As the Hereford breed continues to gain market share and more commercial cattlemen are using Hereford genetics, the supply for CHB will continue to grow."

Since the beginning of CHB LLC 20 years ago, more than 5.3 million cattle have been identified, and more than 3.4 million carcasses have been certified to carry the CHB name at licensed packing partners. **HW**