

CHB Honors Partners' Success

Certified Hereford Beef (CHB®) LLC recognized their partners' achievements Oct. 28 at the Hereford Honoree Reception during the American Hereford Association (AHA) Annual Meeting in Kansas City, Mo.

"CHB has had a very solid year, thanks to our packers, processors, foodservice distributors and retailers," says Amari Manning, CHB chief operating officer and general manager. "We truly appreciate the hard work and dedication our partners have put into the CHB brand."

Manning awarded Kohl Wholesale, Chef Scott Ellinger, Ridley's Family Markets, Greater Omaha Packing Co. Inc., and National Beef Packing Co. LLC with CHB honors. **HW**



Kohl Wholesale was awarded 2016 CHB Foodservice of the Year award Oct. 28 at the Hereford Honoree Reception in Kansas City, Mo. Pictured (l to r) are Sam Shaw, 2016 AHA president; Jim Mickelson, 2016 CHB president; Bron Zimmerman, Kohl Wholesale category buyer; Aaron Kerkhoff, Kohl Wholesale director of sales; and Amari Manning, CHB chief operating officer.



Chef Scott Ellinger received the 2016 CHB Brand Ambassador award Oct. 28 at the Hereford Honoree Reception in Kansas City, Mo. Pictured (l to r) are Jim Mickelson, 2016 CHB president; Scott Ellinger, The Brass Rail; Terri Barber, 2017 AHA president; and Amari Manning, CHB chief operating officer.



Ridley's Family Markets was awarded 2016 CHB Retailer of the Year Oct. 28 at the Hereford Honoree Reception in Kansas City, Mo. Pictured (l to r) are Sam Shaw, 2016 AHA president; Jim Mickelson, 2016 CHB president; Kenn Fultz, Ridley's Family Markets; and Amari Manning, CHB chief operating officer.



Greater Omaha received the 2016 CHB Brand Champion award Oct. 28 at the Hereford Honoree Reception in Kansas City, Mo. Pictured (l to r) are Jim Mickelson, 2016 CHB president; Jim Williams, Greater Omaha; Sam Shaw, 2016 AHA president; and Amari Manning, CHB chief operating officer.



National Beef was awarded 2016 CHB Packer of the Year Oct. 28 at the Hereford Honoree Reception in Kansas City, Mo. Pictured (l to r) are Sam Shaw, 2016 AHA president; Jim Mickelson, 2016 CHB president; Wes Steimel, National Beef brand manager; and Amari Manning, CHB chief operating officer.