



"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.

## Coborn's Finds CHB a Cut Above

Coborn's, a Certified Hereford Beef (CHB®) retailer, is a family-run business employing 8,000 people company-wide. The growing grocery chain has fourth- and fifth-generation family members in leadership roles and has served communities across the Upper Midwest since 1921.

"Our company was founded when Chester A. Coborn opened the first Coborn's grocery store in Sauk Rapids, Minn.," says Emily Coborn, Coborn's vice president of fresh merchandising. "Chester's motivation was simple: He appreciated the connection his business provided him to the community. He thrived on conversations, building relationships with his guests and being a leading supplier of fresh goods to his community."

Today, Coborn's has not lost sight of Chester's original values, Emily says. The company remains committed to providing healthful,

fresh options to its customers, a reason Coborn's is a proud retailer of CHB.

"Nineteen years ago when I started my employment with Coborn's as the meat director, one of my first objectives was to differentiate our meat departments from other competitors by offering our guests great beef quality in terms of flavor and tenderness," says Mike Richter, Coborn's senior director of meat, seafood and fresh.

"After months of reviewing multiple programs, we chose Certified Hereford Beef, primarily due to the breed characteristics. CHB outperformed USDA Choice product time after time during the many cuttings we conducted ourselves. Our experiences were also confirmed and supported by the research Colorado State University conducted."

A main focus of the Coborn's company is to make eating healthful, exciting and easy for its

customers. In order to take the guesswork out of eating a nutritious diet, Coborn's employs registered dietitians to help put truth to common food misconceptions.

"Our dietitians have worked with staff in the meat department to do samplings and recipe demonstrations using CHB," says Emily Parent, a Coborn's registered dietitian. "The most important part of what we are working on is education with nutrition and versatility. CHB can be an excellent addition to a healthy diet, as one 3-oz. serving of lean CHB is low in saturated fat and sodium, high in protein and a good source of many vitamins and minerals like B-12 and iron."

Coborn's dedication to the CHB program has proven successful for the expanding company, which now operates 29 stores across Minnesota and South Dakota. Coborn's provides a daily grocery delivery service to thousands of guests across the Twin Cities and operates Marketplace Foods stores in Wisconsin, various Sav-A-Lot grocery stores, Holiday gas stations, Ace Hardware stores, and Caribou Coffee and Subway locations.

Throughout rapid expansion, the consistent flavor, tenderness and eating quality CHB delivers are top reasons Coborn's continues to sell the product.

"We have developed a great working relationship with the team at CHB, but the real value is when we support CHB, we also support many local farmers and ranchers throughout the Midwest," Richter says. "We take great pride in running some of the finest meat operations in the Midwest and are proud to showcase CHB each and every day." **HW**



Coborn's Senior Director of Meat, Seafood and Fresh Mike Richter says after reviewing multiple programs Coborn's chose CHB because it outperformed USDA Choice product during cuttings they conducted.