



“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.



CHB attends Annual Meat Conference

The Certified Hereford Beef (CHB®) team headed south to the 2017 Annual Meat Conference Feb. 19-21 in Dallas, Texas, gain industry insight on trends and consumer behaviors and to exhibit at the trade show.

“The information provided at the conference allows a perspective into consumer behavior and how we as a brand need to make sure we are communicating the message of our product and services effectively,” says CHB Regional Brand Manager Ron Santoro.

The conference brought together a record attendance of 1,400 meat industry professionals to learn about consumer trends, the hottest meat products on the market and the latest developments in meat retailing. CHB was one of 75 exhibiting companies showcasing new products to attendees.



Manning serves as NGA Show panelist

Certified Hereford Beef Chief Operating Officer Amari Manning represented the CHB brand in February at the National Grocers Association (NGA) Show in Las Vegas, Nev.

Manning served as one of four Future of Fresh panel guest speakers. The group discussed important topics in the fresh food industry including market disruptors, the changing consumer and the importance of innovation in the industry.

“It is an honor to have been asked to speak on the Future of Fresh panel representing Certified Hereford Beef,” Manning says. “It is imperative we maintain open lines of communication about the beef industry as a whole and how we continue to evolve based on the needs of the consumer. Education is key when speaking about the wholesome and healthy benefits of beef while connecting the consumer to the passion and dedication of farmers and ranchers.”

More than 3,400 independent supermarket operators, wholesalers, food industry service suppliers

and manufacturers attended the NGA Show hosted at the Mirage Hotel and Casino.



Prime Imports Costa Rica visits CHB

CHB hosted two international guests from Costa Rica in March.

Luis Javier Martinez Quesada, Prime Imports Costa Rica managing director, and Michael Acuna, Prime Foods Costa Rica food service, have provided Costa Rica’s restaurant industry with high-quality CHB products since January 2017. The duo spent two days in Kansas City immersing themselves in knowledge about the CHB brand.

“The opportunity to host Prime Imports and provide detailed information about the program and process allow both Luis and Michael to effectively communicate and educate their customers about the CHB program,” Manning says. “We are very pleased to have them as a partner.”

Prime Imports and CHB staff visited National Beef Packing, toured the AHA museum, and spent a day immersing themselves in CHB history and the strict program qualifications. The team also visited Doss Hereford Ranch in Smithville, Mo., to understand the rancher perspective of raising Hereford cattle.

“Our agenda was very interesting,” Quesada says. “From day one, we kept our eyes open, captured new information and compared it to our local practices. It was a very important trip for us to understand the CHB process well and develop the best version of our business model.”

At the end of the trip, Prime Imports staff left with a strong understanding of the CHB program.

“CHB is not just a brand, but the final product of a well-established process that shows excellence and care in every aspect,” Acuna says. “We at Prime Foods Costa Rica are proud to represent CHB in our market and hope to put our two brands in a high place in the mind of our customers.” **HW**

