



by Kaylen Baker

"CHB Bites" is a column designed to keep you in-the-know about the Certified Hereford Beef (CHB®) program. To get involved with CHB on social media, search Certified Hereford Beef on Facebook and Pinterest, @certifiedherefordbeef on Instagram and @crtherefordbeef on Twitter.

CHB Awards Milestone Achievements

Certified Hereford Beef (CHB®) Regional Brand Manager Ron Santoro recently recognized two food service companies that reached significant CHB milestones.

Santoro awarded Merchants Foodservice, Jackson, Miss., the 4 million lb. of CHB sold achievement.



Sysco Virginia, Harrisonburg, Va., was recognized with the 1 million lb. of CHB sold achievement. Pictured (l to r) are Dave Kraft, operating company president of Sysco Virginia, and Ron Santoro, CHB regional brand manager.

"Certified Hereford Beef has enjoyed a tremendous partnership with Merchants Foodservice for many years," Santoro says. "We look forward to continued success and growth with Merchants Foodservice."

Santoro also recognized Sysco Virginia, Harrisonburg, Va., with the 1 million lb. sold achievement.

"Sysco Virginia appreciates the partnership we have with Certified Hereford Beef," says Dave Kraft, Sysco Virginia operating company president. "We are excited to continue to grow with the Certified Hereford Beef program and hit the 5 million lb. sold award."



Merchants Foodservice, Jackson, Miss., was awarded the 4 million lb. of CHB sold achievement. Pictured (l to r) are Bill Pitts, Merchants DSM West Coast; Alex Tinkle, Merchants COP; Ron Santoro, CHB regional brand manager; and Tom West, Merchants vice president of purchasing.

CHB Hosts International Guests from Panama

Certified Hereford Beef recently hosted several international guests from Pretelt Gourmet Meats, located in Panama. The group toured Ambassador Meats in Kansas City, Mo., before heading to Schu-Lar Herefords, Lecompton, Kan., for a Hereford ranch tour.

Pretelt Gourmet Meats is the pioneer and No 1 distributor of American cuts in Panama and Colombia and has held this distinction for more than 20 years, according to Pretelt Gourmet Meats Vice President Roberto Pretelt Jr.

While at Ambassador Meats, Pretelt Gourmet Meats staff were especially interested in the new sous vide products, a cooking method that maximizes the tenderness and minimizes the cooking time of the product.

"At our visit to the Ambassador plant, we were able to see the technological advances that exist in the meat industry with products pre-cooked in sous vide," Pretelt says.

"We fully believe in the benefits of the Hereford breed and are working to help the consumer understand why Herefords are better," Pretelt says. "We had an exceptional time at our visit to the Hereford ranch because we could see how the animals were being raised to produce an exceptional product." **HW**



Certified Hereford Beef hosted guests from Pretelt Gourmet Meats, located in Panama. The group toured Ambassador Meats in Kansas City, Mo., before heading to Schu-Lar Herefords, Lecompton, Kan., for a Hereford ranch tour.

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Demand the Brand

Do you want to see Certified Hereford Beef in restaurants and grocery stores near you? It's time to Demand the Brand. Certified Hereford Beef (CHB®) rolled out a new campaign that puts the power in your hands.

As producers, consumers and brand ambassadors of the CHB program, it is important to ask for and to talk about the product at restaurants and grocery stores to create additional demand for the CHB brand.

CHB's 2017 resolution is to increase producer involvement by allowing you, the producer, to take ownership of the brand that was created to help market your Hereford cattle and create more demand and value for the breed.

This is CHB's challenge to you: every time you are in a restaurant or grocery store, simply ask if Certified Hereford Beef is served or sold. We are confident the consistent requests for the product will begin a conversation about the program and how retailers and foodservice providers can get the product to fill customer demands.

You are not only a producer, but a consumer as well. Today's market is driven by consumer demands. With 7,000 strong consumer voices across the United States, we can Demand the Brand.

Informational handouts to take to restaurants and grocery stores can be found at hereford.org/wp-content/uploads/2017/01/demand_brand_final.pdf. **HW**

