



by Kaylen Alexander

Certified Hereford Beef News

“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 Team Attends Fall Food Shows

The Certified Hereford Beef (CHB®) team hit the road this fall and conquered the food show circuit in September and October.

CHB Chief Operating Officer Amari Manning, Regional Brand

Managers Ron Santoro, Donald Lucero and Tim Norsten and Director of Marketing Kaylen Alexander made stops at 14 food shows across the nation, including shows in Wisconsin, Missouri, Texas, Virginia, Illinois and North Dakota.

“Producer involvement and presence is what sets CHB apart at food shows from other beef programs,” Santoro says. “Consumers are always impressed with the passion of our farmers and ranchers. It is memorable when consumers are able to shake hands with the people who are producing their beef, and it keeps them coming back for more.”

Aside from connecting the pasture to the plate, food shows allow CHB staff to make connections with a large volume of people in a short period of time.

“Food shows are the fastest way to meet prospective customers, show them the people and passion behind the brand, and sell them on why Hereford beef is the best,” Alexander says. “It’s easy to sell people on the product when it truly is the best beef in the industry.”



CHB was represented at 14 food shows across the nation, including shows in Wisconsin, Missouri, Texas, Virginia, Illinois and North Dakota.



CHB was served at the 150th anniversary celebration of the Chisholm Trail in Wichita, Kan.

To commemorate the momentous anniversary, a herd of cattle was driven from Oklahoma to Kansas along the route of the original Chisholm Trail, complete with cattle drovers, Texas longhorns and chuck wagons. The tour stopped at a “cow camp” and the future site of the Wichita Union Stockyards in Wichita on Sept. 23. The cow camp was open for the public to learn more about the history of the Chisholm Trail, to enjoy a CHB brisket dinner and to listen to live music.

“I was very pleased with how everything at the event turned out,” says Rob Paxson, RayKies Catering. “The quality was second to none and the meat was very tender, juicy, flavorful and consistent. The brisket could not have been better.”

The CHB blow-up steer also made an appearance at the event, and the wait staff was decked out in CHB gear including hats, aprons and buttons. **HW**



CHB Served at the Chisholm Trail 150th Anniversary

CHB brisket made a guest appearance at the 150th anniversary celebration of the Chisholm Trail in Wichita, Kan.

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