



by Kaylen Alexander

“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.



Investing in Our Youth

CHB sponsored a bowling activity for 124 students from 23 intercollegiate meat-judging teams in October before the 2017 Elanco American Royal Intercollegiate Meat Judging Contest in Omaha, Neb. CHB provided cups for the students and signage for the event hosted by the American Meat Science Association (AMSA).

“We are proud to support youth with an interest in the meat industry,” says CHB Chief Operating Officer Amari Seiferman. “It is important to

create awareness of our brand in those who will be leading the industry in the future. These events are great ways to teach these students the benefits of Certified Hereford Beef and the impact we can make in foodservice and retail.”

The future of agriculture is bright due to the upcoming generation of young agriculturalists with a keen interest in the industry. CHB is dedicated to fostering the education of these individuals who will someday make an impact on the beef industry.

“The passion these students have for the meat industry is very unique,” says Deidrea Mabry, AMSA director of scientific communications and technical programs. “By partnering with Certified Hereford Beef, we can continue to create new opportunities of learning and networking to enrich AMSA programs.”



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Aroma Culinary Studio Hosts CHB Dinner

The Aroma Culinary Studio, Port-of-Spain, Trinidad and Tobago, hosted a CHB Steakhouse Dinner with Executive Chef Jason Huggins.

The “Steakhouse Experience” dinner featured a CHB New York strip and ribeye steak seasoned perfectly and grilled to each guest’s liking. It was presented with creamy mashed potatoes, sautéed mushrooms and creamed spinach. The four-course meal also came with a wedge salad, shrimp cocktail and crème brulee for dessert.

The “Steakhouse Experience” dinner cost guests \$550 to attend and sample the high-quality Hereford beef product. The Aroma Culinary Studio is a television production kitchen studio that hosts signature culinary events. Event attendees enjoyed interactive dining experiences with top local chefs in the Trinidad and Tobago area. CHB has launched into the international



The Aroma Culinary Studio, Port-of-Spain, Trinidad and Tobago, hosted a CHB Steakhouse Dinner with Executive Chef Jason Huggins on October 28, 2017.

market and can be found in numerous countries including Trinidad and Tobago, Panama, Chile and Costa Rica. **HW**

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