



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.



Promote your brand

The CHB® brand is a premium branded-beef program supporting the 7,000 farmers and ranchers of the American Hereford Association. The CHB team works hard to market and to promote the elite product produced by our hardworking farmers and ranchers.

From producing marketing and educational materials to drive demand at the retail and foodservice levels to reaching consumers through social media and the redesigned *CertifiedHerefordBeef.com* website (read more on page 44), the CHB team is dedicated to growing demand for CHB products.

We need your help

Hereford farmers and ranchers behind the brand are what make

CHB so unique. Banded together, all 7,000 of you producers can assist the CHB team in sharing your story with consumers across the globe.

Where do you start?

Hop on social media and follow CHB on Facebook, Instagram (@certifiedherefordbeef) and Twitter (@crtherefordbeef). Engage with our social media platforms by sharing posts, recipes and beef fun facts to promote the consumption of CHB. Sharing posts creates a social web, increasing brand exposure to millions in a matter of a few clicks.

While you are at it, rate CHB as five stars on Facebook, and let your friends know what a great product you are producing. A higher rating on social media lets

visiting consumers know CHB is a premium product that produces an exceptional eating experience.

Looking to take your CHB promotion a step further? Head over to *ShopHereford.com* to purchase CHB-branded items and show your brand pride. You can purchase CHB jackets, polo shirts, hats, koozies and more to showcase the CHB brand anytime you step out in public. There are even custom steak knives, wine glasses, tumblers and grill sets to outfit your house in CHB style. Also, don't forget to pick up some hand cut CHB steaks in the butcher shop to serve at your next family gathering.

You produce a premium product — now share it with the world. **HW**

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