



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.



## Certified Hereford Beef provides partner support

Aside from serving the best-tasting beef in the industry, companies that partner with Certified Hereford Beef (CHB®) as a licensee receive many benefits, including marketing assistance.

Kern Meat Co., a family-owned St. Louis-based meat company servicing five Midwest foodservice companies, is one licensed partner that is taking advantage of the marketing assistance CHB can offer. Kern Meat Co. trucks are now spreading the CHB message around the greater St. Louis area with a customized truck wrap.

“Kern Meat Co. has proudly featured Certified Hereford Beef as its flagship beef program for nearly a decade,” says Matt Sherman, Kern Meat Co. general manager. “From marketing support to providing

a consistent and quality-driven product, CHB is one of our most valued partners. Most recently, this partnership was demonstrated when CHB leadership offered to design a wrap for a new truck in our fleet. We were able to work directly with the CHB marketing team to produce one of the best looking designs to ever adorn our trucks. Most importantly, we are proud to display the CHB logo and product on our new truck.”

Eye-catching truck wrap designs are just one of many ways the CHB marketing team is appealing to consumers across the United States. “Kern Meat Co. has been a long-time partner of the brand, and we appreciate the effort they give the program each day,” says Amari Seiferman, CHB chief operating officer. “It is important for us to partner with companies that have integrity and a great reputation to

carry on our mission of providing the highest quality beef and supporting our Hereford farmers and ranchers. Individually we can only go so far, but with partners like Kern Meat Co, we are able to do so much more.”



## Certified Hereford Beef exhibits at Annual Meat Conference

The CHB team traveled to Nashville, Tenn., in February to showcase CHB at the Annual Meat Conference — the largest gathering of professionals in the meat and poultry industry.

The three-day conference and trade show featured professional development workshops, industry insights and a one-day trade show event. The entire CHB team attended the event, along with more than 1,200 meat industry professionals.

“The Annual Meat Conference provides a platform to create brand recognition to today’s leader in the industry,” Seiferman says. “We are motivated to use this opportunity to tell our story about the breed and how the brand can help their business create a competitive advantage through differentiation and quality.” **HW**

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Kern Meat Co. is utilizing CHB’s eye-catching truck wrap design to appeal to consumers.