



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.



Representatives from Kohl Wholesale enjoyed learning more about the cattle behind the brand they have sold for more than a decade.



Certified Hereford Beef Team Hosts Trainings for Partners

Certified Hereford Beef (CHB®) hosted several important guests for farm-to-fork tours and CHB University trainings May 1-3 in Kansas City, Mo.

Representatives from Kohl Wholesale, Quincy, Ill., and Chef Jonathan Scinto, Long Island, N.Y., visited with the CHB team to gain in-depth understanding of the CHB brand and how it benefits restaurateurs by offering differentiation and a competitive advantage against other beef brands.

“Promoting Certified Hereford Beef is one of our strategic

priorities as a company,” says Aaron Kerkhoff, Kohl Wholesale director of sales. “We’ve had Certified Hereford Beef for over 10 years and have sold more than 10 million lb. It’s our brand. We love cutting Certified Hereford Beef against the other brands out there because we’ve found it helps us stay more competitive and keeps us giving quality products to our customers. It is by far the most tender and flavorful beef out there.”

The farm-to-fork tour segment of the training is vital to educate foodservice sales managers and restaurant chefs on how Hereford cattle for the CHB program are sustainably and humanely raised. Each group toured a different Hereford operation within close proximity to the Kansas City area including Schu-Lar Herefords, LeCompton, Kan.; Frank Hug and Sons, Scranton, Kan.; and Doss Herefords, Smithville, Mo.

“I believe as a chef you have to know where every ingredient you use and prepare with comes from,” Scinto says. “The farm-to-fork concept can mean so many things to so many chefs, but when I was able to go to the Hereford ranch, it gave me an opportunity to see the best cattle around and learn how they are raised, giving me more knowledge about the beef so I can educate my clients.” **HW**

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Representatives from Kohl Wholesale participated in a recent farm-to-fork and CHB University training.

Cook along with Chef Matt Starcher

Want to cook like a rock star? Learn to pan sear the “poor man’s ribeye” with Chef Matt Starcher.

Ingredients

- 2 Certified Hereford Beef chuck eye steaks (8-10 oz. each)
- Fresh thyme
- 4 whole cloves of garlic, smashed
- 1 stick of butter
- 1 tablespoon MaD seasoning
- 1 tablespoon olive oil



Visit the Certified Hereford Beef website to prepare chuck eye steaks like Chef Matt Starcher.

For step-by-step instructions and instructional videos, follow along with Chef Matt at certifiedherefordbeef.com/blog. **HW**