



Celebrating Partner Success

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.

Wilson Joins Certified Hereford Beef as National Account Manager

Brandon Wilson, Royse City, Texas, joined the *Certified Hereford Beef* team Dec. 10 as a national account manager.

Wilson will work with national accounts to launch the *Certified Hereford Beef* brand in targeted markets and expand the availability of *Certified Hereford Beef* products.

“I’m really excited to begin my position with *Certified Hereford Beef* because I get to wake up every morning and do what I truly love — talk to people about beef,” Wilson says. “I’m passionate about the *Certified Hereford Beef* brand and the Hereford breed that has so much integrity behind it. I can’t wait to see what the *Certified Hereford Beef* team accomplishes in the next few years.”

Wilson joins the *Certified Hereford Beef* team with more than 40 years of industry experience in both retail and foodservice. He served as a culinary instructor at The Arts Institute of Dallas for six years and also worked as the lead butcher at the prestigious Hilton Anatole Hotel in Dallas. Most recently, Wilson served as the center of the plate specialist for US Foods® Dallas.

“We are excited to welcome Brandon to the *Certified Hereford Beef* team,” says Amari Seiferman, *Certified Hereford Beef* president and CEO. “His industry experience and skillset will be a tremendous asset to our team, and we look forward to the difference he will make with the *Certified Hereford Beef* brand.” **HW**



Brandon Wilson

Beef team have worked together to educate, inform and highlight all that the program has to offer. Being in a market where there are several local *Certified Hereford Beef* ranchers has not only tied Sysco Virginia closer to our community, but also given us an advantage in a highly competitive market. We are thankful for our partnership with *Certified Hereford Beef* and look forward to continued growth with the program.”

Sysco Virginia sells, markets and distributes *Certified Hereford Beef* to restaurants across Virginia, West Virginia and Maryland.

Springfield Grocers

Springfield Grocers, a Missouri-based foodservice distributor that sells, markets and promotes *Certified Hereford Beef*, reached the 4-million-pounds milestone.

“We are honored to receive the 4-million-pounds-bought achievement from *Certified Hereford Beef*,” says Mark Hogan, Springfield Grocers beef purchasing manager. “Our team is dedicated to the *Certified Hereford Beef* brand, and we look forward to creating more demand for the product in the marketplace.”



Main Street Quality Meats Promotes Certified Hereford Beef

Tucked away in South Salt Lake City lies Main Street Quality Meats, a local meat market dedicated to serving its customers products of the highest quality.

Main Street Quality Meats is a proud supporter of the *Certified Hereford Beef* brand and is dedicated to creating customer loyalty by providing high-quality Hereford beef and supporting local Hereford farmers and ranchers. To promote its dedication to the brand, the local butcher shop recently decorated its storefront with *Certified Hereford Beef* imagery.

“We love the *Certified Hereford Beef* brand not only because of the quality, but also because it supports local Hereford farmers and ranchers in our area,” says Jay DeForest, meat specialist for Main Street Quality Meats. “We are proud to display the *Certified Hereford Beef* logo and imagery on our storefront to signify to our customers that they can find a premium beef product at our market and feel good about the product they are buying.” **HW**

Kaylen Alexander is the director of marketing and communications for Certified Hereford Beef. She can be reached at kalexander@hereford.org.



Certified Hereford Beef Partners Reach Milestone Achievements

Sysco Virginia

Sysco Virginia, a dedicated *Certified Hereford Beef* partner, reached the 2-million-pounds milestone this fall.

“Sysco Virginia was honored to be recognized by the *Certified Hereford Beef* team at their National Awards Banquet this year as the Marketer of the Year,” says Jack Dupree, Sysco Virginia vice president of merchandising. “Since our relaunch last year, both Sysco Virginia and the *Certified Hereford*



Sysco Virginia was recognized as the *Certified Hereford Beef* 2018 Marketer of the Year. Pictured (l to r) are: Kenny Kyger; Ty Ragsdale, *Certified Hereford Beef* regional brand manager; Dave Kraft; and Jack Dupree.



Main Street Quality Meats sells *Certified Hereford Beef* because of its exceptional quality and the devoted Hereford breeders behind the brand.