



## Showcasing Quality

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.

The Certified Hereford Beef® team kicked off the year in full force by marketing the *Certified Hereford Beef* brand at the 2019 National Grocer’s Association (NGA) Show in San Diego and the 2019 Annual Meat Conference (AMC) in Dallas.

*Certified Hereford Beef* stood out on both the NGA and AMC expo floors, showcasing a new booth design focusing on the rich history behind the brand and the premium products offered to help retailers succeed in a competitive marketplace.

The team sampled several new products during both shows, including a ready-to-eat *Certified Hereford Beef* pot roast, sous vide prime rib and four varieties of summer sausage. The team focused on value-added items due to their increasing popularity among the millennial generation because of the items’ simple and easy preparation methods. The

*Certified Hereford Beef* team also showcased retail-ready items like cut steaks and ground beef bricks, which provide solutions the brand can offer to retailers.

“We had a lot of great retailers stop by our booth to sample our products and discuss the opportunities *Certified Hereford Beef* can provide them to be successful in their markets,” says Kaylen Alexander, director of marketing and communications for *Certified Hereford Beef*. “We are a great choice for many retailers because of the premium product our breed-specific program offers, as well as the marketing opportunities we provide our partners through in-store signage and our farmer and rancher support. The level of customer service our team provides lays a groundwork for success for the retailers who partner with our brand.”

In addition to the expo food shows, both the NGA and the AMC

provide attendees access to more than 100 educational seminars and sessions to further their knowledge about the newest industry trends and technologies.

“The educational sessions are another great reason we attend both the NGA and AMC shows,” says Trey Befort, American Hereford Association director of commercial programs. “The retail industry is constantly changing, and these sessions give our team the ability to learn about what is new and to capitalize on this knowledge to better serve our customers in the field. Continuing education plays an important role in how we work with our partners to cultivate success for the *Certified Hereford Beef* brand.”

Overall, these two shows provided the *Certified Hereford Beef* team with the tools, resources and leads to continue the brand momentum and to catapult the brand to success.

Each year, the NGA Show hosts more than 3,500 independent retailers and wholesalers, food retail industry executives, food manufacturers, and service providers for unparalleled opportunities to learn, engage, share and network. The AMC hosts more than 1,600 high-level retail executives focused on one thing — the newest innovations in meat and poultry products retailers need to increase their bottom line. **HW**

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