



by Kaylen Alexander

# New Twists, Same Tradition

“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.



## National Beef Packing Co. expands its Certified Hereford Beef line with new product offering



National Beef Packing Co. is exhibiting its dedication to the *Certified Hereford Beef* brand by expanding its product line under the CHB label. National Beef recently launched *Certified*

*Hereford Beef* fresh patties — an 80/20 blend of freshly ground chuck that creates an exceptional burger-eating experience. The patties come in three sizes — 4 ozs., 5.33 ozs. and 8 ozs. — to cater to a variety of restaurant operations.

“National Beef is dedicated to the success of the *Certified Hereford Beef* brand,” says Wes Steimel, National Beef branded-beef business manager. “It is important to offer our customers a full product mix, and incorporating the *Certified Hereford Beef* fresh patties in our product offering gives our customers another option to provide a high-quality beef product in their operations.”

The fresh *Certified Hereford Beef* patties are a highly requested product in foodservice distribution and restaurant operations across the United States.

“The industry is demanding high quality *Certified Hereford Beef* products and National Beef Packing has once again stepped up to the challenge in support of the brand,” says Amari Seiferman, *Certified Hereford Beef* president and CEO. “Together we are setting the bar on Hereford quality and providing the industry with a complete product offering that continues to make a positive impact for the Hereford breed.”

Looking for restaurants that serve *Certified Hereford Beef* in your area? Visit [CertifiedHerefordBeef.com/Where-To-Buy](http://CertifiedHerefordBeef.com/Where-To-Buy) for restaurant locations promoting *Certified Hereford Beef* near you.



## Big changes to come in Certified Hereford Beef® Cook-off contest at JNHE

There will be a few changes to the *Certified Hereford Beef* Cook-off contest at the 2019 Junior National Hereford Expo (JNHE) hosted in Denver, first beginning with the contest name.

Formerly known as the Great American CHB Grill-off, the *Certified Hereford Beef* Cook-off contest will now open the kitchen for contestants to prepare their recipe using a variety of cooking methods, instead of the previous contest where participants could only utilize a grill to prepare their dish. Additionally, a greater emphasis will now be placed on the educational component of the contest.

“We believe it is important for our young Hereford enthusiasts to better understand all facets of the beef industry, specifically the *Certified Hereford Beef* brand,” says Trey Befort, *Certified Hereford Beef* director of commercial programs. “This contest will take a deep dive into the beef packing industry and issues relevant to producers and consumers alike.”

For the 2019 contest, each participant in the cook-off will be required both to have a speaking role and to answer one question from the judges. A comprehensive study guide will be available with study topics and links, courtesy of *Certified Hereford Beef*. The study guide can be found on the *Certified Hereford Beef* blog and in the JNHE

section of the *Hereford.org* website. For contestants wanting to get a head start on the competition, great topics and places to start studying include:

- *Certified Hereford Beef* history
- *Certified Hereford Beef* program specifications and requirements
- *Certified Hereford Beef* restaurant and retail partners
- Beef packing industry
- Beef cuts education
- Beef nutrition
- Beef industry issues
- U.S. Meat Export Industry

### Other contest changes include:

- The number of team members per team will now be three to five, a change from the previous two to six team members per team.
- Only two product options will be available from which junior members may choose. These products will be announced May 1.
- The scoring rubric will be modified to place a greater emphasis on education. The adjusted scoring rubric includes: 50 points for knowledge, 30 points for the recipe and 20 points for showmanship, for a total of 100 points.
- There will be no individual contest.

The 2019 *Certified Hereford Beef* Cook-off is shaping up to be a great event! For more information on the contest changes and new guidelines, please visit [Hereford.org/Youth/JNHE/ContestsEducation/](http://Hereford.org/Youth/JNHE/ContestsEducation/). **HW**

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