



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 recently brought the history and story behind the *Certified Hereford Beef* brand to life in front of more than 20 key influencers selling *Certified Hereford Beef* product to customers in the greater Atlanta area.

US Foods® Atlanta district sales managers and territory managers convened at White Hawk Ranch in Buchanan, Ga., April 24 to learn more about the farm-to-fork process behind *Certified Hereford Beef*.

“This farm tour was a great opportunity for our *Certified Hereford Beef* partners to gain a greater understanding of the beef production cycle and the level of care and respect our Hereford producers give to their cattle day in and day out,” says Trey Befort, *Certified Hereford Beef* director of commercial programs. “It was a great day on the ranch, and we appreciate Gary Hedrick for his hospitality and the awesome learning environment he provided.”

White Hawk Ranch was well prepared for its guests, featuring several learning stations to help explain the beef production cycle and how the operation at White Hawk works.

“This farm tour was one of the best I have ever been on, and I’ve been on dozens,” says Jonathan Wells, US Foods® Atlanta category operations



manager. “Gary and the folks at White Hawk Ranch have a pristine operation. We had several different experience levels with us for the tour, but everyone walked away with the same feeling — these people care about the animals and want to raise the highest quality of beef humanely possible. We loved

hearing all about EPDs [expected progeny differences], Gary’s family tradition and pride in raising Hereford cattle over the last 70 years.”

On the tour, participants were able to see all aspects of the operation from feedstuff samples used as supplements to rotational grazing.

White Hawk Ranch also had several pens with cattle set up for display, showing the different stages of the cattle production cycle. Tour participants were able to get an up-close view of a cow-calf pair, a yearling bull, a yearling heifer, a mature bull and a steer.

Any good tour would not be complete without a trip to the pasture, and the US Foods® Atlanta team was not disappointed. The group took a hayride to the fields to view Hereford cattle on rotational grazing pastures and to learn more about how producers manage land through grazing.

The final component of the tour was a discussion about the genetics, EPDs, record keeping and technology behind the breeding decisions that produce high-quality Hereford cattle. This segment gave tour participants a behind the scenes look into the daily decisions Hereford farmers and ranchers must make in order to produce a high-quality beef product for the *Certified Hereford Beef* brand.

“Everyone knew we had an amazing story to tell with *Certified Hereford Beef*, but they now know the passion and pride that is behind that story,” Wells says. “This experience gave life to the idea that we are supporting local farmers and ranchers, because a local farm nearby is playing a huge role in the production of *Certified Hereford Beef* and a huge role in the local economy as well.” **HW**

Kaylen Alexander is the director of marketing and communications for *Certified Hereford Beef*. She can be reached at [kalexander@hereford.org](mailto:kalexander@hereford.org).



## Certified Hereford Beef launches in SuperValu grocery stores in Montana

Saddle up your horses – Certified Hereford Beef® is blazing a trail in Big Sky Country!

*Certified Hereford Beef* can now be found in approximately 30 independently owned grocery stores across Montana and Wyoming.

The *Certified Hereford Beef* “Raising the Steaks” launch began May 15, concluding with a truckload meat sale and a Father’s Day steak sale in June to fully introduce the brand to customers.

“We are very excited to be the retail market in our area for the *Certified Hereford Beef* program,” says Maree Baldwin, meat department manager at the Beartooth Market in Red Lodge, Mont. “Our customers love the local aspect of the *Certified Hereford Beef* brand and the quality CHB provides.”

In April the *Certified Hereford Beef* team spent two weeks in the Montana and Wyoming markets, where they provided in-depth training to employees in the meat departments, educating them about the benefits and quality of the *Certified Hereford Beef* brand.

“We had a great time educating each store about the *Certified Hereford Beef* brand and how we support local Hereford farmers and ranchers in each store’s area,” says Donald Lucero, *Certified Hereford Beef* regional brand manager. “There are approximately 180 Hereford farmers and ranchers in Montana and Wyoming, so these stores are very much supporting their local farmers and ranchers by providing their customers with our high-quality beef products.”

### Consumers can purchase *Certified Hereford Beef* products at the following locations:

- Joliet Foods, Joliet, Mont.
- Everyday IGA #1, Great Falls, Mont.
- Everyday IGA #2, Great Falls, Mont.
- Big T IGA, Big Timber, Mont.
- Beartooth Market, Red Lodge, Mont.
- Teeple’s IGA, Browning, Mont.
- Picchioni’s IGA, Roundup, Mont.
- Picchioni’s IGA, Forsyth, Mont.
- Lockwood IGA, Billings, Mont.
- Lame Deer Trading Post, Lame Deer, Mont.
- Gary and Leo’s Fresh Foods, Conrad, Mont.
- Gary and Leo’s Fresh Foods, Harve, Mont.
- Gary and Leo’s Fresh Foods, Florence, Mont.
- Columbus IGA, Columbus, Mont.
- Broadus IGA, Broadus, Mont.
- Reese and Ray’s, Harding, Mont.
- Reese and Ray’s, Sidney, Mont.
- Reese and Ray’s, Worley, Wyo.
- Reese and Ray’s, Buffalo, Wyo.
- Reese and Ray’s, Thermopolis, Wyo.
- Reese and Ray’s, Laurel, Mont. **HW**