



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.



Certified Hereford Beef team hosts US Foods® for tour and training

Certified Hereford Beef® (CHB) hosted several key influencers from US Foods® for an in-depth look into the history of the Hereford breed, the role the American Hereford Association (AHA) plays in the industry, and why the *Certified Hereford Beef* brand adds value and a point of differentiation in the market. The group toured a Hereford ranch to gain insight into the animal management practices of our producers to complete the visit.

The group convened at the AHA and *Certified Hereford Beef* headquarters for an informative session about the Hereford breed and brand before departing for Schu-Lar Herefords, LeCompton, Kan. The Schu-Lar family maximized the farm-to-table experience by bringing cattle to the group on horseback. Bryce and Gina Schuman, owners of Schu-Lar Herefords, explained how their operation uses data, relevant

technology and proven sires to produce elite Hereford animals that contribute a high-quality product to the United States beef supply.

“Our meeting with *Certified Hereford Beef* was incredible,” says Erik Hutchinson, US Foods® region center-of-the-plate specialist. “The information on the history of the Hereford breed, the genetics and dedication to quality was astonishing. The trip to the Schu-Lar Ranch was memorable, and being able to learn and see first hand what it involves to raise and maintain a herd of Hereford cattle was very educational. I’m looking forward to taking the information I have learned and launching the *Certified Hereford Beef* brand in my region.”

The US Foods® group concluded the tour with a visit to National Beef Packing Co.’s Dodge City, Kan., plant. National Beef is *Certified Hereford Beef*’s packer partner.

“We appreciate the opportunity to highlight the Hereford breed and the impact the CHB brand can make in the market to these key influencers,” says Amari Seiferman, *Certified Hereford Beef* president and CEO. “They have the ability to make a difference in their respective markets.” She adds, “The CHB brand wouldn’t be what it is today without our Hereford producers and we appreciate their hard work and dedication to ensuring the integrity of the breed so we can be proud to represent the brand every day and provide a high quality product to the industry.”



Certified Hereford Beef served at the 2019 Hospital Hill Run

Certified Hereford Beef was the official protein sponsor for the 2019 Hospital Hill Run in Kansas City, Mo., partnering with the Missouri Beef Council to donate more than 2,000 all-beef hot dogs for marathon participants to enjoy at the conclusion of the race.

“As the runners experienced the ‘Thrill of the Hill,’ they were happy to enjoy the all-beef hotdogs,” says Lisa Drake, Hospital Hill race director. “Many participants commented that the hot dogs were really good, and we were very grateful for the support.”

The Hospital Hill run is an iconic marathon in Kansas City where participants race around the downtown area. The race, in its 46th year, brings nearly 9,000 people to downtown Kansas City each year.

“The Hospital Hill Run event was a great way to promote consumer awareness of the *Certified Hereford Beef* brand here in Kansas City,” Seiferman says. “We were happy to work with one of our valued partners to provide a great eating experience to participants at the conclusion of the race.” **HW**

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The Certified Hereford beef tour was enjoyed by many Certified Hereford Beef representatives and attendees. Front row pictured (l to r) are Gina Schuman, Mike Przytulski, and Wes Steimel. Back row pictured (l to r) are Trey Befort; Lakyn Roehrich; Kassidy Schuman; Chuck Herrick; Erick Hutchinson; Kyle Caldwell; and Brent Olsen.