



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 Hosts Farm Tour for US Foods® Austin

The Certified Hereford Beef® team recently brought the history and story behind the *Certified Hereford Beef* brand to life in front of two key members of the US Foods® Austin team.

The US Foods® Austin Category Operations Manager and Center of the Plate Specialist convened at *Certified Hereford Beef* headquarters in June to get an in-depth look at the *Certified*

Hereford Beef brand before diving into the life of a Hereford producer at Schu-Lar Herefords in LeCompton, Kan.

"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 everyone at Schu-Lar Herefords for their hospitality."

Mack Brown, US Foods® category operations manager, shared excitement about the quality the *Certified Hereford Beef* brand brings to their product portfolio.

"I'm excited to have the opportunity to add *Certified Hereford Beef* to our assortment in the US Foods® South Texas area," Brown says. "The brand has a rich story backed by a product that is equally rich in quality. This is truly a brand that will allow our customers to distinguish themselves from their competition, and I'm proud to be part of the team that is bringing this to them."

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

"Our customer base will really appreciate the rich heritage of the Hereford breed, and that the cattle are raised by a network of small family farms," says Andrew Dorsey, US Foods® Austin center of the plate specialist. "The 904 Texas producers, 20-25 average herd size and the proximity to processing all make this a big win for Texans that want local beef. CHB offers a unique opportunity to partner with a 100% purebred genetic program that is maintained by an association of family farms."



Certified Hereford Beef completes the farm-to-fork circle for the US Foods® Austin team during a farm tour at Schu-Lar Herefords.



Certified Hereford Beef Shines at Gold Buckle Gala



Supporters of Missouri agriculture enjoy *Certified Hereford Beef* strip steaks at the 16th Annual Gold Buckle Gala.

As people stepped up to support Missouri's agricultural youth, they enjoyed a delicious eating experience with *Certified Hereford Beef* strip steaks.

Certified Hereford Beef was the official protein sponsor for the 2019 Gold Buckle Gala, hosted at the Ozark Empire Fairgrounds in Springfield, Mo.

"The *Certified Hereford Beef* New York Strips were absolutely amazing," says Aaron Owen, Ozark Empire Fairgrounds and Event Center general manager. "We run a large catering business, as well as our concession stands here at the Ozark Empire Fairgrounds, and these steaks were hands down the best steaks we have ever served."

In its 16th year, the Gold Buckle Gala is the signature event of the Ozark Empire Fair Foundation. Its primary purpose is to recognize the efforts of southwest Missouri 4-H and FFA livestock exhibitors who have qualified for the auction and to award youth grants and scholarships. This year's auction set a new record for money raised.

"We are happy to support the Gold Buckle Gala and the opportunities it provides to Missouri's young agricultural leaders," says Amari Seiferman, *Certified Hereford Beef* president and CEO. "These young adults are the future of the beef industry and we hope to play a part in their ability to make an impact." **HW**

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