



# Certified Hereford Beef Highlights

“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.



As the official protein sponsor of the 2019 Gold Buckle Gala, Springfield, Mo., participants were served a CHB strip steak meal all while supporting youth in agriculture.



## CHB stands out at the 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 qualified for the auction and to award youth grants and scholarships. This year’s auction set a new fundraising record.

“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.”



## CHB proudly supports the South Dakota Hereford Association at DakotaFest

The South Dakota Hereford Association (SDHA) and the *Certified Hereford Beef* brands were once again well represented at DakotaFest – the largest farm show in the Dakotas – drawing farmers and ranchers from across the upper Midwest to network, to learn and to grow their farming and livestock operations.

For nearly 20 years, the SDHA has served ribeye sandwiches at the annual event, hosted Aug. 20-22 in Mitchell, South Dakota. This year was no different with more than 10,300 *Certified Hereford Beef* ribeye sandwiches served to attendees.

More than 4,800 pounds of *Certified Hereford Beef* were used to create the sandwiches for the event, and it took 79 volunteers from the SDHA to operate the sandwich stand.

The team tasked with grilling the ribeyes for attendees made multiple comments on the outstanding quality of the *Certified Hereford Beef* ribeyes throughout the event, explained Abbie Cribbs, SDHA manager. They were specifically impressed with the marbling and tight trim specs of the beef, she says.

“DakotaFest is a great annual event for the SDHA members and is a testament to the Team Hereford spirit in South Dakota,” says Pete Atkins, American Hereford Association past president. “The quality of the CHB steaks is phenomenal and they are truly a highlight for many visiting DakotaFest. Many attendees commented they would not miss a visit to the SDHA booth. This speaks volumes for the quality of the CHB product and quality of the Hereford breeders who make this event a success.”



Attendees line up for a *Certified Hereford Beef* ribeye sandwich at the annual DakotaFest in Mitchell, S.D., where over 4,800 pounds of CHB was served.



*Certified Hereford Beef* announces a ready-to-eat pot roast in both retail-ready and foodservice packaging.



## CHB expands product offering

*Certified Hereford Beef* is expanding its product offering with the addition of a ready-to-eat prime rib and pot roast in both retail-ready and foodservice packaging. Both products will give retailers the ability to market a premium ready-to-eat product that consumers can bring home and immediately serve, providing their families an easy and nutritious mealtime solution.

These new items will also give foodservice and restaurant partners additional options to serve *Certified Hereford Beef* products with minimal preparation and exceptional results. “The industry demand for *Certified Hereford Beef* allows us to continue to expand our product offering,” says Amari Seiferman, Certified Hereford Beef president and CEO. “We are pleased to have the opportunity to partner with processors in the industry who have the ability to produce high quality products that align with the integrity of the CHB brand. We will continue our efforts to create innovative products to support our customers and provide solutions for continued business growth.” **HW**

For more information about *Certified Hereford Beef*, visit [CertifiedHerefordBeef.com](http://CertifiedHerefordBeef.com) or email [info@herefordbeef.org](mailto:info@herefordbeef.org)