



Texas Takeover

“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.



Worrells host farm tour for US Foods® Austin

US Foods® Austin recently connected customer chefs and the salesforce team from Kreuz Market with Worrell Enterprises LLC, Mason, Texas, owned by James, Shannon and Jarrett Worrell, for a firsthand ranch visit. The visit gave the attendees a chance to set foot in a pasture and to interact with livestock and provided further training and education.

The Worrells are fifth-generation Hereford breeders whose multifaceted operation consists of show and sale cattle and features artificial insemination and embryo facilities. For the Worrells, this tour allowed them not only to highlight Hereford pedigrees and the history of the breed but also to explain how genetics play a role in beef quality.

“I greatly appreciate that CHB is working with producers to connect them to other segments of the industry and bridge the gap to tell the Hereford story and legacy,” Shannon Worrell says. “It’s amazing what people learn and walk away with after a ranch tour, especially when they are not in the agricultural industry.”

Andrew Dorsey with US Foods® Austin says this opportunity is important to connect the

restaurants with the communities that raise and grow the food.

“By giving our customers and sellers a firsthand experience with a working Hereford ranch, they are able to speak from the heart about the unique Hereford [breed] that makes Certified Hereford Beef so great,” Dorsey says. “When we show people the wholesome nature of a ranching family, they can speak truth to people who want to spread falsehood about the beef industry. I also really appreciate all the hard work and dedication that it takes to raise these animals and now our team does too.”

restaurants and chefs to share *Certified Hereford Beef’s* story. She led a group exercise which challenged participants to establish an elevator pitch or an idea to help promote the brand.

Nolan followed by sharing the inspiring start of The Ranch Kitchen, her partnership with *Certified Hereford Beef* and *Certified Hereford Beef* inspired recipes.

Seaton wrapped up the event by reminding attendees of the importance of women in agriculture and the role they hold in shaping perceptions of the beef industry.

“It is important for the women behind our Hereford ranches to promote and utilize the CHB program either by cooking CHB dishes or working with their local grocery stores and restaurants to promote beef from their ranch,” Nolan says. **HW**



Texas Hereford Auxiliary Annual Meeting centers on CHB

Texas Hereford Auxiliary gathered for its annual meeting, which focused on marketing *Certified Hereford Beef*. Speakers included Amy Cowan, American Hereford Association director of youth activities and foundation, representing *Certified Hereford Beef*; Alisa Nolan with The Ranch Kitchen, a partner with *Certified Hereford Beef*; and Katy Jane Seaton, Farmhouse Vineyards.

Cowan shared tips to promote the brand by connecting with

For more information about *Certified Hereford Beef*, visit CertifiedHerefordBeef.com or email info@herefordbeef.org



Attendees of the Texas Hereford Auxiliary annual meeting gathered to learn how to market *Certified Hereford Beef*.



US Foods® sellers and chefs from Kreuz Market visit the Worrell ranch in Mason, Texas.

