



# Hereford Beef Headlines

“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.



## Guest Lecture at Tarleton State University

Certified Hereford Beef (CHB) LLC Brand Manager Kyle Caldwell served as a guest lecturer in Drew Cassens’ Meat Merchandising and Marketing course at Tarleton State University in Stephenville, Texas. During the lecture, he taught students how a branded beef program operates, its value to the industry and the breeds it represents, and how Certified Hereford Beef® stands out from the competition. Caldwell also illuminated the high standards beef carcasses must meet in order to qualify for brands like CHB, as well as the tactics CHB uses to market products.

“I greatly enjoy educating others on the value of branded beef programs and the value they bring to the industry,” Caldwell says. “*Certified Hereford Beef* continues to add value by driving demand for high quality Hereford beef.”



## Crawford Hereford Breeders Association celebrates 100 years

The Hereford Crossroads reunion took place at the Crawford Community Building, in Crawford, Neb. It was the sixth event organized by Nebraskans for Hereford Heritage, since 2015.

The Crawford Hereford Breeders Association was formed in 1920, with Clyde Buffington and Sam Swinbank leading the effort, says member and former sales manager Tom Lemmon. Both men held private bull sales but were interested in

forming a regional association that could draw additional consignors.

Eleven breeders were involved with the organization when the first sale was held in March 1920. Without a sale barn, the association held its initial sale at the Crawford City Park, and early sales often took place in livery stables, according to a 1970 story in *Nebraska Cattleman*.

“They used hay bales for seats,” Lemmon says. “It was a little bit Western.”

From its earliest days, the association supported local youth, starting a 4-H Calf Club in 1921, allowing youngsters to choose calves from the members’ herds and sell them in the association sale. Lemmon’s father, Cal, was one of the boys who drew lots for calves in 1921. He and fellow club members Beth Riggs, Gilbert Swinbank, Jim Buffington and Lawrence Tollman staged an all-Hereford show for President Calvin Coolidge during his 1927 visit to Ardmore, S.D., with the assistance of the association, according to a Sept. 4, 1947, issue of *The Panhandle Digest*.

The Nebraskans for Hereford Heritage want to continue the tradition of preserving information about the Nebraska Hereford industry.

“It is our long-term goal to have our own museum somewhere in the Sandhills,” says Linda Teahon, one of the founding board members. At the end of the first meeting, the breeders each contributed \$100 toward the effort and began working on fundraising ideas. Hereford Crossroads reunion was the result. The reunions take place each October at various locations around the state. All former members of the Crawford Hereford Breeders Association, Nebraskans

for Hereford Heritage members, 4-H and FFA members and other interested parties are invited to the Hereford Crossroads.

While they work toward their goal of establishing a Hereford museum, Nebraskans for Hereford Heritage has curated an extensive collection of paintings, sculptures, bull sale catalogs and American Herd Bull editions dating back to 1926. A rotating exhibit from that collection is on display at the Sandhills Heritage Museum in Dunning, Neb. which opened in 2017.

“Our collection of information is very valuable to the Hereford industry,” Teahon says. “We have to continue to promote our Nebraska beef, and that’s one thing we’re trying to do.”

The group also has commissioned four pieces of artwork commemorating the role of landmark bulls in Nebraska’s Hereford history and also aided with the restoration and display of a metal sculpture of Golden Design 14, a noted herd sire owned by Warner Herefords of Waverly, Neb. The sculpture was commissioned by breeder Charlie Warner to honor his prized 1968 bull. Nebraskans for Hereford Heritage has helped the piece be displayed in more than 40 communities. It is currently on display at the Mari Sandoz High Plains Heritage Museum in Chadron, Neb., where it will remain until Oct. 8, when it will be relocated to Crawford for the Hereford Crossroads reunion. **HW**

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