



Farm to Table Connections

“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.



East Side Farm hosts FoodPRO Distributor Sales Team for Farm Tour



A farm tour and sales meeting were held May 14 at East Side Farm in Frederick, Md., for Certified Hereford Beef® (CHB) foodservice distributor partner, FoodPRO.

Ty Ragsdale, Certified Hereford Beef brand manager, Matt Cole, FoodPRO director of sales, and Jay and Shelly Stull, owners of East Side Farm, worked to host the event to educate the FoodPRO sales team about Hereford cattle and how management practices translate into high quality beef.

“The meeting was a huge success because of the learning opportunity it provided our sales team to experience the farm-to-table experience up close and personal,” says Cole. “We hope to bring customers to this beautiful facility in the future to solidify their belief in the quality of CHB and the Hereford breed.”

FoodPRO is a longtime partner of and one of the brand’s largest distributors.

“The FoodPRO sales team does an outstanding job in promoting CHB to their customers in the Virginia, Maryland and DC markets,” says Ragsdale.

For lunch, attendees enjoyed delicious burgers donated by National Beef Packing Company and prepared by Chef Dustin Stone of FoodPRO.



Ribeye steaks at Gary and Leo’s Fresh Food Vendor Day

Certified Hereford Beef prepared samples of ribeye steaks for customers on July 15 at Gary and Leo’s Fresh Food’s Vendor Day in Conrad, Mont.

The first Vendor Day, organized by Jamey and Jennifer Byrnes, managers at Gary and Leo’s Fresh Food’s Conrad location, showcased *Certified Hereford Beef* and other popular food brands carried in-store to hundreds of customers.



Ty Ragsdale, Jack Holden and Brenyn Burkholder, Certified Hereford Beef marketing coordinator, prepared and served ribeye steaks.

“Through the Vendor Day event, I wanted the opportunity to invite our vendors to come out and sample their products to our customers and talk about their company,” says Jamey.

Jack Holden, owner of Holden Herefords in the neighboring town of Valier, Mont., joined the *Certified Hereford Beef* team to share the producer’s side of the brand with consumers

“At Gary and Leo’s, we really like to support local producers because we are a farming community,” says Jennifer. “We have a local Hereford rancher, Jack Holden, so we have that special connection to the product.”

Supporting local producers was one of the main reasons Gary and Leo’s Fresh Foods decided to carry *Certified Hereford Beef* years ago.

“There are several Montana ranchers in the area whose cattle go into the *Certified Hereford Beef* program,” says Jamey. “We like to support local producers, so that’s ultimately why we chose to go with the program.”

Further, Gary and Leo’s Fresh Foods team was impressed by the quality of *Certified Hereford Beef* products and the service behind the brand, after switching from Tyson’s USDA Select Angus program.

“We chose to switch over to *Certified Hereford Beef* because, after sampling the beef, we found it was more tender and flavorful,” says Jennifer. “It also came with better packaging and customer service.”

After years of carrying *Certified Hereford Beef* products, Gary and Leo’s Fresh Foods is proud of their decision to carry a high-quality product that sets themselves apart from their competitors.

“We are glad that we can differentiate ourselves from other big stores and chains that carry black Angus beef,” says Jamey.

The CHB team continues to coordinate similar events for foodservice and retail partners to showcase passionate Hereford cattle producers and their dedication to the *Certified Hereford Beef* brand. If you are interested in hosting a farm tour in your area or participating in a producer spotlight, please email info@herefordbeef.org or call 816-842-3758. **HW**

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