



Consumers Savor Certified Hereford Beef Products

“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.



CHB exhibits at the Performance Foodservice Latin Food Show

Certified Hereford Beef® (CHB) served product to business owners July 19 at the Performance Food Group (PFG) Performance Foodservice Latin Food Show in Nashville, Tenn. PFG’s first Latin Food Show of 2021 showcased PFG vendors to their Latin customers. “PFG-Nashville has a diverse portfolio of customers, with the Latino restaurateurs being a large and important contingent,” Ty Ragsdale, CHB brand manager, says.



Attendees were excited to see new food products that could be sold in their businesses. “The event was very successful for PFG and CHB,” Ragsdale says. “Since this was PFG’s first post-pandemic food show, restaurateurs were ready for new ideas and products that can increase their profits and sales.”

At the event, Ragsdale served samples of *Certified Hereford Beef* flank steak, and Brenyn Burkholder, CHB marketing coordinator, educated attendees about the CHB brand.

“We engaged with business owners and decision makers to stress how high-quality products drive customers to their facilities and bring them back,” Ragsdale says. “There were over 200 business owners and decision makers at the event, which set an event record.”

The CHB team finds value in attending these events to drive brand awareness for *Certified Hereford Beef*, connect with potential customers and foster relationships with current partners.



Ty Ragsdale, CHB brand manager, promoted the versatility and quality of *Certified Hereford Beef* to attendees of the PFG Latin Food Show in Nashville, Tenn.

“It was important to attend the event to engage with salespeople and the customers, especially as the pandemic ends, to show support for their businesses,” Ragsdale says. “We were happy to support PFG-Nashville because they are a great partner and dominant food service distributor.” **HW**



Prime rib is served at NCBA Trade Show

Certified Hereford Beef® (CHB) provided prime rib samples to convention attendees at the National Cattlemen’s Beef Association (NCBA) Trade Show on Aug. 11 in Nashville, Tenn.

The Cattle Industry Convention & NCBA Trade Show is an annual event hosted to promote fellowship, networking, education and business opportunities in the cattle industry amongst cattlemen and women.

Ty Ragsdale, CHB brand manager, joined the American Hereford Association (AHA) team at their trade show booth to promote the CHB brand.

“I enjoyed attending the convention because I was able to support my coworkers with the American Hereford Association and promote *Certified Hereford Beef*,” Ragsdale says.

“Working alongside the AHA team keeps me updated on the Hereford producer side of our brand.”

The CHB and AHA teams served hundreds of convention attendees throughout the trade show.



“At the AHA booth, we served prime rib, made with *Certified Hereford Beef* Premium ribeyes and prepared by chefs at the Opryland Hotel,” Ragsdale says. “We were one of the only booths that served food, so that made us a crowd favorite!”

By attending events, like the NCBA tradeshow, the CHB team can continue to foster relationships directly with the farmers and ranchers raising cattle for the brand, which is crucial for brand success.

“A significant number of the farmers and ranchers that came to our booth were Hereford producers,” Ragsdale says. “It is important for us to come to these events to show the Hereford producers that we are out in the market every day, promoting Hereford cattle through retail and food service channels, and that our activities are helping create demand for their cattle and the CHB brand.” **HW**

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