

# Certified Hereford Beef Honors Brand Partners

Certified Hereford Beef® (CHB) awarded Peppers Supermarket, Performance Foodservice, Nashville, and National Beef® Packer with CHB honors Oct. 23 at the American Hereford Association (AHA) Annual Meeting and Conference in Kansas City, Mo.

“Each year we honor industry partners who have shown dedication and a passion for the *Certified Hereford Beef* brand,” Amari Seiferman, Certified Hereford Beef president and CEO, says. “We are grateful for their commitment to making a difference in their market area by providing a high-quality product and positively impacting consumers and the Hereford producers within their communities.”



“We loved the logo and marketing assets of the brand,” Schultze says. “It’s one of the main reasons we chose to go with the brand.” Since partnering with the brand, Peppers has avidly promoted *Certified Hereford Beef* through product promotion, cookout events and commercials. They continue to be satisfied customers after more than 12 years of partnership. “The brand truly separates us from our competitors,” Schultze says. “We pride ourselves on creating value for our customers, and *Certified Hereford Beef* perfectly helps us reach that goal.”

Peppers looks forward to the future with the *Certified Hereford Beef* program. “Receiving this award is a wonderful honor,” Schultze says. “We greatly enjoy our relationship with *Certified Hereford Beef* and are blessed through our partnership.”

director of procurement, says. “We are glad to offer a CHB Choice and Upper 2/3 Choice program to our customers. The product truly sells itself with its quality, consistency and service.”

As one of the largest foodservice distributors in the nation, Performance Foodservice is committed to providing customers with personalized customer service and on-time deliveries. “We are honored to be part of a successful program, and in support of the Performance Foodservice, Nashville group, we want to thank *Certified Hereford Beef* for this award and thank everyone that supported us in the growth we have had,” Wright says.

## Packer of the Year



### National Beef Packing

National Beef Packing was named the 2021 Packer of the Year for its continued commitment to growing and developing the *Certified Hereford Beef* brand and program. Since its establishment in 1992, National Beef has delivered high-quality fresh beef, case-ready products and beef byproducts to customers nationally and internationally. National Beef has remained a proud partner of *Certified Hereford Beef* since 2003.

“We have been a long-time partner of the *Certified Hereford Beef* brand, and from the beginning, we have treated the brand as one of our own,” Wes Steimel, National Beef Packing business manager, says. “Our values align very well with the mission of *Certified Hereford Beef*, and we feel that having the brand as part of our offering is a huge asset.” National Beef’s commitment to the CHB program strengthened through the launch of the CHB Premium Program in January 2017, which provides a USDA Top Choice and Prime program to the industry. National Beef provides the *Certified Hereford Beef* brand new opportunities for growth through national marketing efforts, new product launches and outstanding customer support. **HW**

## Retailer of the Year



### Peppers Supermarket

Peppers Supermarket was named the 2021 Retailer of the Year. Peppers Supermarket is a retail grocery store in the heart of Deming, N.M. In 2009 Peppers Supermarket joined the *Certified Hereford Beef* program to elevate its meat department in response to Walmart, its main competitor, expanding into the farm-to-table beef market.

“We needed to partner with a premium beef program to diversify ourselves,” Mark Schultze, Peppers Supermarket owner and general manager, says. The exceptional quality of CHB piqued their interest, but the marketing materials and brand support ultimately won them over to the program. “We stopped by the *Certified Hereford Beef* booth at one of the Affiliated Foods food shows, and

## Distributor of the Year



### Performance Foodservice

Performance Foodservice, Nashville, was named the 2021 Foodservice Distributor of the Year, servicing Tennessee, Alabama, Kentucky and Mississippi. Since partnering with the brand in 2019, Performance Foodservice, Nashville, has seen abundant success with *Certified Hereford Beef*.

“By carrying CHB, we can sell a breed-specific program that gives us an opportunity for business with accounts to offer a differentiated and competitive product line,” Danny Wright, Performance Foodservice, Nashville,