



CHB is a Preferred Beef Brand at Local Events

“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 steaks served at Gold Buckle Gala

Certified Hereford Beef® (CHB) donated steaks to the Gold Buckle Gala, the annual fundraising event for the Ozark Empire Fair in Springfield, Mo.

The gala is a fun-filled night with a silent auction, livestock sale, and dinner to recognize and raise funds for the Southwest Missouri 4-H and FFA livestock exhibitors who have qualified for the auction.

Aaron Owen, Ozark Empire Fairgrounds and Event Center general manager, says gala attendees raved about the flavorful CHB steak served at the dinner portion of the event.



“Everyone loved the steak,” Owen says. “If I gave you a list of phone numbers of everyone from the event, I don’t think you would find a single complaint.”

Each year, Owen looks forward to the generous donation from *Certified Hereford Beef* and the flavorful beef experience he can provide to the gala attendees.

“I am a Simmental guy, but CHB steaks always taste the best to me, and I’m sure a lot of other people would agree with me on that,” Owen says. “*Certified Hereford Beef* has done an amazing job with the brand, and the flavor of the products is always amazing.”

Each year, the Gold Buckle Gala team strives to elevate the gala and provide new opportunities for the youth.

“Since its establishment in 2003, the gala is the event of the season and our biggest fundraiser,” Owen says. “We work year round to provide opportunities for the youth, and the ticket money proceeds from the gala go back into new facilities, grants, scholarships and major projects for the fairgrounds.”

More than 600 guests attended the event, and several records were broken during the market livestock show sale. Ticket sales also increased.

“This year’s gala was a huge success. We were happy to have attendance back up,” Owen says. “We broke several records and are proud of the new strides we make each year.”



CHB ribeye steaks served at TableSteaks



CHB ribeye steaks were served as the featured steak at TableSteaks, the American Royal’s annual social event, Sept. 30 in Kansas City, Mo. The exclusive and extravagant evening celebrates the American Royal’s most dedicated supporters through fine dining and entertainment.

Jack Ward, American Hereford Association executive vice president, and his wife, MaryAnn, attended the high-end affair on behalf of *Certified Hereford Beef*, a bronze sponsor of the event. “The *Certified Hereford Beef* brand was very well represented at the event, and we were proud to be there,” Ward says.

The flavorful CHB ribeye steaks were enjoyed by guests and added the perfect flavor to an exceptional meal.

“The steaks tasted amazing,” Ward adds. “It was a great eating experience, and I know everyone enjoyed the noteworthy meal and event.” **HW**

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