



CHB Shines Locally and Internationally

“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.



The Dough Hook Meat Market

The Dough Hook Meat Market in Bluffton, Ohio, is a must-stop destination when visiting the northwest part of the state. You will find baked pastries made from scratch, local goods, Amish-crafted



Marlena Ballinger is The Dough Hook Meat Market owner, butcher and beef expert.

deli meats and cheeses, fresh-cut meats and friendly service.

“All of our beef is Certified Hereford Beef® (CHB),” says Marlena Ballinger, second-generation owner and on-site

butcher at The Dough Hook Meat Market. “We believe Hereford beef is the best because the founder of The Dough

Hook, John Calvelage, raises Hereford cattle.”

Love of the Hereford breed continues through generations of the market’s owners. Ballinger serves on the National Hereford Women board of directors. The market’s logo even includes Hereford imagery.

The Dough Hook Meat Market prides itself in fresh, quality products. All meat is hand-cut on-site, and most is cut to order.

As a proud CHB partner, Dough Hook provides beef customers USDA Choice grade beef that embodies Hereford’s unique carcass characteristics. The market also offers meat packages online at *DoughHook.com* or scan the QR code below.

Ballinger attributes her skill in the butcher shop to techniques passed down through generations of her family.

“Ever since I could walk, I was right at the butchering table with my grandfather, father and brothers, graduating from a butter knife to a paring knife and finally a butcher’s knife,” says Ballinger.

Ballinger and her crew promote The Dough Hook and *Certified Hereford Beef* on Facebook, Instagram and TikTok (@thedoughhook). Visit their pages to see product spotlights, weekly specials and behind-the-scenes videos.



CHB Hosts Caribbean Chefs and Restaurateurs

Certified Hereford Beef continued to expand its global footprint by hosting a CHB brand workshop in May for Caribbean chefs and restaurateurs at the office in Kansas, City, Mo.



Lucia Ruano, U.S. Meat Export Federation, regional representative for Central America and Dominican Republic, photographs CHB product Matt Sherman (holding tray), general manager of Kern Meat Company showcased to Caribbean chefs and restaurateurs.

Guests learned about Hereford’s legendary heritage as they toured the American Hereford Association and a local Hereford operation. Next the group visited CHB’s meat lab, where they learned about profitable, alternative meat cuts and CHB value-added products to utilize in Latin American cuisine.

Caribbean visitors ended the day strategizing with the CHB team, while enjoying *Certified Hereford Beef* steaks at Pierpont’s restaurant in Kansas City’s iconic Union Station. **HW**

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



Hereford has been part of the Dough Hook Meat Market across generations.



Scan here to order Certified Hereford Beef® from The Dough Hook Meat Market!

