



# You Make the CHB Difference

“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.

American Hereford Association (AHA) members are key to growing CHB demand by helping local restaurants, retailers and consumers connect the extraordinary eating experience with those who produce it with such care. As you read the following examples, join us in thanking these members for their willingness to go above and beyond. Please contact us about ways you can help grow the CHB brand in your community.

### Farm Tours

*Certified Hereford Beef* organizes guided farm tours for food distributor sales representatives at Hereford operations owned by AHA members. It’s imperative that sales representatives understand all aspects of the brand to effectively present CHB to potential restaurant



CHB’s Instagram page showcasing the Litton Family, owners of Cottle Brothers Farm, Summersville, W.Va.

and retail customers. Farm tours help them recognize the extensive hours, dedication and sustainable practices implemented in raising cattle for the CHB program.

### Social Media

CHB proudly shares pictures and short biographies of Hereford families behind the brand with consumers. CHB Instagram and Facebook accounts highlight their stories monthly.



Steve Merry, MD, (far right), attended the PFG-Milwaukee food show. He serves on the CHB board of directors.

### Retail Store Signage

CHB continues to develop “Local Hereford Producer” poster signage for licensed retail stores across the U.S. They feature a local Hereford family and educate about the CHB brand. These posters increase consumer brand recognition by illustrating the brand’s connection to AHA members in their community.

### Food Shows and Conventions

Local Hereford producers often join the CHB team at food shows, which promote *Certified Hereford Beef* to retail stores and restaurants in specific licensed distribution areas. Food show participants are always excited to visit with producers and learn more about how cattle are raised and become part of CHB. “The attendees love to hear the story of *Certified Hereford Beef* —its specifications, its consistency and the fact that it is owned by farmers and ranchers,” says Steve Merry, MD, who serves on the CHB board of directors. **HW**



The Stull family hosted this CHB farm tour at their East Side Farms, Frederick, Md. They were also featured as a local Hereford farm family in this poster at a local Save A Lot store.

For more information about Certified Hereford Beef, visit [CertifiedHerefordBeef.com](http://CertifiedHerefordBeef.com) or email [info@herefordbeef.org](mailto:info@herefordbeef.org)