



Behind the Brand

“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, or @certifiedherefordbeef on Instagram.

The Certified Hereford Beef® (CHB) team organizes farm tours and represents the brand at food shows to provide added opportunities for their customers. CHB farm tours help distributor sales representatives learn more about unique brand assets, and effectively promote them to potential customers, while also providing a glimpse into the hard work, dedication and sustainable practices behind CHB-eligible cattle. Likewise, food shows promote CHB directly to retail stores and restaurants within specific licensed distribution areas. Both ultimately connect CHB consumers to the cattle producers behind the brand.



Mark Sartory, National Beef field marketing manager; Sarah Lightner, National Beef brand manager; and Ty Ragsdale, Certified Hereford Beef brand manager; showcased CHB ribeyes, tenderloins and fresh beef patties to more than 700 show attendees.



Black Hills Herefords farm tour

Black Hills Herefords in Olympia, Wash., hosted a farm tour and sales meeting on Sept. 13 for *Certified Hereford Beef* foodservice distributor partner, Harbor Foodservice.

Daniel Kump, Harbor Foodservice category manager; Jennifer Worgum, Harbor Foodservice district sales manager; and Mark Sullivan, owner of Black Hills Herefords; collaborated on the event designed to educate the Harbor Foodservice sales team about beef production. The level of care and respect Hereford producers give to their cattle every day was emphasized throughout the tour.

“That farm tour was an excellent experience to gain additional knowledge about the CHB program,” Worgum says.

“We learned about the CHB program, gained knowledge about specific cuts and fostered a connection with the farm and the family that tends to it.”

For lunch, the team enjoyed delicious CHB tenderloin and grilled squash prepared by Chef Derek Bugge of Harbor Foodservice.

enjoyed educating the customers about the local connection to Hereford farm families that the brand provides in Wisconsin.”

PFG - Shawano partnered with CHB in early September to provide a diversified product line to their customers.

“We value our new partnership with PFG - Shawano to provide a unique opportunity to deliver high-quality CHB products to restaurant customers in their extensive distribution area,” says Amari Seiferman, CHB president and chief executive officer. “We are excited to welcome them to the CHB family and look forward to future success through our partnership.” **HW**



CHB launched at PFG - Shawano Food Show

Certified Hereford Beef promoted the brand to new customers at the Performance Food Group (PFG) - Shawano fall food show on Sept. 27, in Green Bay, Wis.

“The customers were very interested in the brand as shown by the high volume of foot traffic at our booth,” Ragsdale says. “We

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