



Sharing CHB Benefits and Opportunities

“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.



CHB debuts at South Carolina Save A Lot stores

Certified Hereford Beef® (CHB) made its debut at five Save A Lot stores in South Carolina in October. Save A Lot is one of the largest discount grocery chains in the United States. Stores focus on offering customers everyday low prices on great tasting, high-quality private label brands as well as national brand products.

“We are thrilled to partner with Dwayne Goodwin as he introduces *Certified Hereford Beef* to the wonderful people of South Carolina,” says Amari Seiferman, CHB president and CEO. “Our commitment to quality, flavor and sustainability aligns perfectly with Goodwin and his Save A Lot stores.”

Goodwin owns and operates the five South Carolina stores that will carry CHB. He also raises Hereford

cattle on his farm in Mauldin, S.C. He plans to carry a full variety of beef cuts for his customers, including roast, stew meat, ground chuck and more.

“I’m proud to be able to bring the gold standard of beef to my Save A Lot customers,” Goodwin says. “As a Hereford cattle farmer myself, I know the high standards of animal care and sustainable farming practices in place for this amazing product. It means I can have confidence my Save A Lot customers will be enjoying the very best.”

“*Certified Hereford Beef* is the gold standard of beef, known for its exceptional marbling, tenderness and rich flavor profile,” according to the Save A Lot announcement. “What makes *Certified Hereford Beef* so special is not only the taste, but that the producers are committed to sustainable and ethical farming practices, ensuring the well-being of the animals and the environment.”



Pictured (l to r): Brenyn Burkholder, National Beef field marketing manager, and Madison Katzenberger, National Hereford Queen, helped share the brand’s benefits and opportunities with a wide range of food distributors at the PFG – Shawano food show.

National Beef and broker partners, New Era Marketing.

Madison Katzenberger, the National Hereford Queen was also on hand. As a Wisconsin native and resident, she shared with customers the brand’s local connections to Hereford producers, including her own family’s operation.

“CHB is something that I am passionate about because raising beef cattle is essentially about raising a high-quality meat product for clients and consumers, and I think the authenticity, quality and overall taste of CHB is second to none,” Katzenberger explains.

“CHB appreciates the commitment from Performance Food Group in the Wisconsin market, and we look forward to continued growth in the years to come,” Ragsdale says. **HW**

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



Colin Campbell (left), National Beef field marketing manager, congratulates Dwayne Goodwin on the introduction of CHB to Goodwin’s Save A Lot stores. Goodwin is also a Hereford breeder.



PFG Shawano gives CHB Royal Treatment

CHB was front and center at the Performance Food Group (PFG) – Shawano food show in Wisconsin, supporting one of its newest customers. All segments of food service distribution were represented at the show, from restaurants to healthcare food service and catering. Customers were highly interested in the CHB product-line display featuring premium cuts such as ribeyes, strip steaks, tenderloins and fresh beef patties.

Ty Ragsdale, CHB brand manager attended the show, along with Joe Sterle and Mark Sartory of