



Grass Roots CHB Leadership

“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.

If you have ever hosted or attended a farm tour conducted for folks unfamiliar with the cattle business, then you understand the power of bridging the gap between what they might have heard and the reality of cattle care and land stewardship. That’s why Certified Hereford Beef® (CHB) strives to provide these opportunities in partnership with Hereford breeders.

For instance, CHB recently worked with MGM Polled Herefords, Hartford, Wis., to host a tour for Performance Food Group (PFG) Milwaukee, a company dedicated to providing top-notch food solutions. MGM is owned by Dr. Steve Merry and his wife, Jann. The Merry family has bred Hereford cattle for 120 years. Currently, the sixth generation is entering the fold of the family’s operation. Steve’s parents, Marian and Gordon Merry, established MGM Polled Herefords in 1954. Steve is also a member of the CHB board of directors.

“Tour 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,” Steve explains.

Steve and Jann were proud to host the folks on the PFG tour, as it provided the opportunity to showcase the Hereford breed, its commitment to animal welfare and other sustainability practices, as well as CHB.

The tour began with an introduction to the Hereford cattle and their unique genetic advantages.

As the tour progressed, Steve provided insights to livestock and

land management, from prioritizing genetic diversity to pasture rotation strategies aimed at preserving soil health and every other part of the operation’s meticulous planning. Along the way, visitors gained a deeper understanding of the interconnectedness between farming, conservation and food production.

Discussion connecting the farm to the consumer table was a tour highlight.

If you’re interested in hosting a tour and helping bridge the gap, please email info@herefordbeef.org or call 816-842-3758.

Feature CHB at Your Event

Promoting the *Certified Hereford Beef* brand at events hosted by Hereford breeders and industry partners is a powerful way to increase brand awareness and the overall success of the brand. CHB staff can help you source product for your

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Dr. Steve Merry, MGM Polled Herefords, Hartford, Wis., hosted Performance Food Group Milwaukee for a tour. He helped attendees understand the dedicated care and stewardship that goes into producing Certified Hereford Beef®.

Steve emphasized the importance of transparent supply chains, and the role farms play in delivering fresh, responsibly sourced products to consumers.

PFG recognizes the value of these connections and aims to strengthen partnerships with local farms, like MGM, to provide its customers with premium, traceable food products.

event. However, given the logistics involved, please submit requests at least six weeks ahead of the event. Please complete the request form to begin the process. You will find it at [Hereford.org/commercial/programs/Certified-Hereford-Beef](https://www.hereford.org/commercial/programs/Certified-Hereford-Beef). **HW**

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