

# People's Choice Beef

CHB was a fan favorite in the Denver Yards.

by *Katie Maupin Miller*

By an overwhelming round of applause, Certified Hereford Beef® (CHB) was crowned the “People’s Choice” of the second annual Stockyards Beef and Wine Festival held in conjunction with the National Western Stock Show (NWSS) in Denver, Colo., on Jan. 10.

The sold-out event aimed to bridge the gap between rural and urban America while showcasing pasture-to-plate beef from across the country paired with exclusive wines. The festival bolstered the stock show’s mission to provide education and events showcasing animal protein as a valuable food source for the world, according to Jennifer Boka, NWSS director of livestock operations.



“The Stockyards Beef and Wine Festival is designed to celebrate the Yards while sharing the Western lifestyle through food. This festival combines two very different lifestyles by sharing a meal in the historic Stockyards,” she adds.

While the inaugural event featured cattle, they took center stage at this year’s event. Cattle were led through the overhead door of the H.W. Hutchison Family Event Center in the Yards with AC/DC’s “T.N.T.” exciting an already electric crowd that met each calf with a round of cheers. Emcee

Trent Loos invited the participating cattle producers and wineries to the stage to share their stories and answer any consumer questions.

This one-on-one interaction with consumers allowed CHB staff to tell beef lovers about the brand’s connection to Hereford producers and its commitment to quality.

“There are so many choices available to consumers when making purchasing decisions about beef. We appreciate the chance to give them a reason to connect with Hereford,” says Amari Seiferman, CHB president and CEO. “The platform we are given raises awareness about Hereford and the quality and experience you can expect from the specification-based program.”

The Stockyards Beef and Wine Festival is designed to present these sorts of opportunities where cattlemen and consumers, foodies and food animal producers can rub elbows while appreciating the final product of the beef cattle industry. This year, about 60% of

attendees were Denver residents with no ties to production agriculture, and 40% were directly connected to agriculture, which means the NWSS’s mission to bridge the gap between producers and consumers is working.

Taylor VanWinkle, Colorado cattle producer and this year’s event superintendent, was overwhelmed by the positive response. She noted that the participating beef brands and wineries made valuable connections with consumers, and those folks outside of agriculture learned more about where their food comes from.

“I’m so honored to have been a part of the planning and execution of this event,” she says. “It was fun for all, from the breeders who brought cattle to the producers and wineries. I feel it’s very important to have breed associations involved in events like this.”

## Standing behind the brand

Being named the “People’s Choice” was indeed an honor, and as Seiferman explains, CHB has a genetic predisposition for flavor and tenderness.

“The level of breed integrity has allowed us for years to be the leader in beef flavor. The product is naturally tender and delicious. The program uniformity grants the ability to have a consistent positive eating experience,” she notes.

The 300 attendees lined up to enjoy a CHB tri tip, slow-smoked to perfection and lightly seasoned to highlight the beef’s natural flavors. Guests enjoyed the perfect tender, juicy and delicious bite at the booth’s carving board while visiting with breed representatives about the product, its merits and the farmers and ranchers behind it.

CHB proudly represented the Hereford producers who work each day to ensure the brand is synonymous with the highest quality, most wholesome beef available to NWSS attendees.

“It was an honor to be part of such a prestigious event and have the opportunity to highlight the program’s attributes,” Seiferman says. **HW**