



Learning from Each Other

“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 pictures are worth at least a thousand words, then US Foods-Atlanta sales staff walked away with volumes after an August tour of Innisfail Farm, Madison, Ga.

“I think it’s really important for them to see how the program begins with the hardworking individuals like those at Innisfail Farm, who continue to support the Certified Hereford Beef® (CHB) brand,” explains Colin Campbell, National Beef field marketing manager. “For the salespeople to actually put a face and a name with the product gives them more credibility and more passion in the product they’re selling.”

As it is, US Foods-Atlanta is currently the leading CHB partner when it comes to marketing volume. They also happen to be the *Certified Hereford Beef* Distributor of the Year.

Whitey Hunt, his son, Weyman Hunt, and Breck Debnam provided the sales team with a birds-eye-view of cutting-edge beef cattle production, including everything from advanced reproductive technology to collecting individual feed intake data on bulls and the ability of cattle to up-cycle feedstuffs people can’t use into nutrient dense protein that they can.

“When these guys come out here, they’re fascinated by what we do, how we do it, how much effort goes into it and how efficient we are,” Weyman says. “It’s fun to see them come out and get their eyes opened to how much we care as producers, not only about the cattle, but about the environment too. And they asked some good questions.”

Two-way street

Likewise, producers gain insight from the folks marketing the brand they stand behind.

“It was definitely an eye-opening experience for both parties,” Debnam says. “Being able to talk with them and hear the different customer experiences they’ve had makes you pay closer attention to where we’re going to be in terms of end product. And then for them to be able to see the kind of work and dedication that we put into it as seedstock producers to make a better product for them, I think it was really beneficial for both parties.”

Difference matters

Campbell explains differentiation is the key CHB advantage.

“Everybody’s looking to be a little bit different,” Campbell says. “There’s, ‘Me too for a dime less,’ kind of things all around, especially in the food service industry. *Certified Hereford Beef* allows that restaurant or that operator to have a product that’s different than everybody else.”

Plus, Campbell says, consumers want to know where their food comes from, now more than ever. Here again, events like the tour at Innisfail Farm and other CHB staff efforts help customers and consumers put a face with the product.

“It was fun to hear the guys from Atlanta come and talk about how consistent and how good CHB is,” Weyman says. “I think we had three different people here today ask if they could bring customers back to do the same thing again. So, it must have been a good experience for them. They must have really felt like they got something out of it. We’re happy to pass the message along and try to educate consumers because we do have a great product. It just needs to get out there in front of them. They need to have the opportunity to eat it, and they’ll come back.” **HW**

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



Weyman Hunt, Innisfail Farm, Madison, Ga., explains how and why they collect individual feed intake data to the sales team from US Foods-Atlanta.