



CHB Named People's Choice — Again

“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.

Certified Hereford Beef® (CHB) tri-tip was named People's Choice of the premium beef brands offered at the prestigious Stockyards Beef and Wine Festival Jan. 15 during the National Western Stock Show in Denver. It was the second consecutive year CHB earned the acclaim, this year besting offerings from three other brands, including tenderloin and brisket.

Approximately 400 attended the event, which is designed to bridge the gap between agricultural production and the public.

“The goal is to invite the downtown Denver crowd that doesn't necessarily connect agriculture with where their food comes from,” explains Tayler VanWinkle, superintendent of the event. Producers also attend the Stockyards Beef and Wine Festival, but she says the majority of attendees hail from the Denver municipality.

Moreover, judging by the number of people lined up to take pictures of the display cattle entering the Hutchinson Events Center in the Denver Yards — including Hereford — it's not a stretch to think many were seeing live cattle for the first time in their lives.

“For the most part, consumers give little thought to where their food comes from, and they tend to take for granted the time, know-how, science and labor that goes into raising the high-quality beef that shows up on their tables,” explains Ernie Davis, CHB president and CEO.

Along with providing the public with premium fare, VanWinkle emphasizes there's an educational component to each event, such as



Attendees of the National Western's Stockyards Beef and Wine Festival voted Certified Hereford Beef® tri-tip People's Choice for the second year in a row.

sharing where different beef cuts are located on the carcass and the temperature for various degrees of doneness.

“The Stockyards Beef and Wine Festival was a fantastic display of outstanding cattle and beef from pasture to plate. It brought together ranchers, wine growers, culinary professionals and the public for an educational event and celebration,” Davis says. “This festival was a celebration of our beef heritage, and we had a chance to show off *Certified Hereford Beef*.”

While the American Hereford Association (AHA) has done a phenomenal job demonstrating and promoting the *Certified Hereford Beef* advantage to industry, Davis explains most consumers have never heard of CHB.

“We know CHB delivers a consistently excellent eating experience. AHA ranchers and our business partners are urging us to broadcast our compelling story

and develop a smart go-to-market campaign to ignite consumer demand,” Davis says. “In the age of digital, connecting in the real world is really important. This Stockyards Beef and Wine Festival was a great reminder of the power of building relationships, hands-on experience and tasting of our CHB product.”

VanWinkle describes the festival's atmosphere as electric, given the excitement of those who attend.

Close your eyes and see the old stockyards, the Stadium Arena that hosted its last shows this year, as well as friends made and met. VanWinkle believes those are the kinds of memories being etched for those who attend the festival. **HW**

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