CHB Bites

by **Ernie Davis**

Building Momentum

"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) exists for one reason — to deliver more value back to stakeholders, who are members of the American Hereford Association (AHA) and commercial users of Hereford genetics — by building a premium brand that commands attention from customers and consumers.

As beef prices continue to rise, we've worked hard over the past six months to ensure CHB isn't just keeping pace but gaining ground. Through a strategic and focused approach, we are strengthening customer relationships, building demand and laying the foundation for long-term growth.

Sharpening the CHB value proposition

We've taken steps to reposition the brand around our greatest strengths — our breed, our product integrity and our ownership by ranching families.

Key initiatives include:

- A refreshed CHB Premium identity that presents a modern, upscale look while honoring our heritage and emphasizing exceptional flavor.
- Storytelling that highlights our ranchers through local bios, in-store signage and social media, reinforcing trust and transparency.
- Marketing and training tools to equip our partners with compelling ways to promote CHB and build consumer loyalty.

Growing sales through deeper customer engagement and acquisition

Over the past two months, our three-person account team has been on the road continuously, meeting with current customers and high-potential prospects. These efforts are paying off.

- In-person visits, new training presentations and onboarding of regional partners have generated strong sales momentum and an expected 5% volume increase.
- We've received praise for our hands-on support, effective training sessions and engaging, market-specific social media campaigns.
- Several key accounts have been relaunched with tailored programs, marketing support and increased buy-in from our partners.

Focusing on volume and margin growth

Together with our partners at National Beef, we are strategically managing our product mix to meet market demand while maximizing returns. Our team is:

- Placing emphasis on high-demand, high-margin cuts, such as middle meats and grinds, to improve carcass utilization and profitability.
- Aligning programs to customer preferences to boost sales efficiency and tonnage.

These efforts are designed to drive sustainable revenue growth for the CHB brand and greater value back to our rancher community.

Building a platform for long-term success

Beyond today's wins, we're investing in tools that will strengthen the CHB brand and prepare us for continued growth, including:

- A new website and marketing platform that align with our updated messaging and visual identity.
- Retail and foodservice training materials, videos and promotional tools to expand CHB's reach and recognition.
- Continued development of compelling consumer engagement strategies to build awareness, trust and loyalty.

Final thoughts

Sincere thanks to the CHB board of directors for their support, guidance and high expectations. Their leadership has helped shape an ambitious strategy that's already driving results.

Thanks also to AHA members and commercial users of Hereford genetics for your trust, passion and ongoing commitment. Your involvement is what makes this brand truly unique. We are working every day to grow *Certified Hereford Beef* into a brand that delivers more opportunity, recognition and value back to you.

In times of challenge, we don't just hold steady, we move forward together. HW

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For more information about *Certified Hereford Beef,* visit *CertifiedHerefordBeef.org*