



"CHB Bites" is a column designed to keep you in-the-know about Certified Hereford Beef (CHB) program happenings. You can also follow CHB on Facebook at facebook.com/CertifiedHerefordBeef.



Look at all that Certified Hereford Beef (CHB®). Pictured touring the J&B warehouse in St. Michael, Minn., on Nov. 25 (l to r) are: Mike Hageman, J&B Wholesale Quality Food Products CEO; Craig Huffhines, American Hereford Association (AHA) executive vice president; and John Dinsmore, J&B sales manager. J&B supplies CHB product to Coborn's Inc. and Sysco Foods.



CHB LLC staff visited Sysco Minnesota on Nov. 26. Pictured (l to r) during the visit are: Brad Ellefson, CHB LLC vice president of retail; June Dunn, Sysco center of the plate specialist, Craig Huffhines, AHA executive vice president; Deed Danielson, Sysco center of the plate specialist; and Mick Welch, CHB LLC vice president of sales.



Jon Erdling, Sysco merchandizing manager, and Craig Huffhines point out a Greater Omaha Packing Co. Inc. CHB box during the Sysco Minnesota tour. Sysco Minnesota has made CHB its primary beef program. The company recorded record sales of 6 million lb. in 2013 and has a goal to be the first CHB foodservice distributor to reach 10 million lb. Based on its numbers of primal cuts, portion cuts and ground beef it should hit that milestone goal sometime in 2015.

Fifth Annual Montana Hereford Association Feeder Calf Sale Another Success



For the second time since its inception five years ago, the Montana Hereford Association Hereford Influenced Feeder Calf Sale grossed more than \$1 million.

Wednesday, Nov. 13, 1,080 head of whitefaced calves sold at the 2013 MHA Sale, at the Headwaters Livestock Auction Yard in Three Forks, Mont.

The sale is coordinated by a Montana Hereford Association committee. Eleven buyers participated in the auction; spending \$1,021,018 on whitefaced calves that day. Prices were up \$15 to \$35/cwt. over last year's sale.

A comparison of the MHA sale averages with the USDA compiled Montana average market report for that week, indicates that average prices for calves sold in the Hereford Influenced sale fell within the range of the USDA compiled prices in all weight breaks.

Information and results are available on the Montana Hereford Association website at mhafeeder calvesale.com. **HW**