



"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](https://www.facebook.com/CertifiedHerefordBeef).



**CHB LLC presence at Red Bluff Bull & Gelding Sale**

Trey Befort, Certified Hereford Beef (CHB) LLC supply chain manager, recently attended the Red Bluff Bull & Gelding Sale Trade Show Jan. 28 through Feb. 4 in Red Bluff, Calif. Befort worked an informational booth that provided information about CHB and the American Hereford Association (AHA) with emphasis on helping purebred and commercial producers realize how they can get their Hereford calves into the CHB® supply chain. The event sold 319 all-breed bulls, 82 geldings, 16 working stock dogs and 133 Western Video feeder/replacement females.



**Sysco Nashville reaches 3 million lb. sold**

Congrats to Sysco Nashville for reaching the 3 million lb. mark in CHB sales. Sysco Nashville plays a key role in spreading the CHB name across the Tennessee market.



Pictured accepting the award (l to r) are: Danny Wright, Sysco Nashville director of merchandising, and Vaston Brooks, Sysco Nashville merchandising meat/fresh seafood specialist.



**CHB at NGA Show**

CHB LLC Vice President of Retail Brad Ellefson, CHB LLC Vice President of Sales Mick Welch and CHB LLC Vice President of Marketing Andrew Brooks attended the 2014 National Grocers Association (NGA) Show in Las Vegas Feb. 8-11.

This year, the event attracted record attendance and offered a larger expo floor, which featured six partner pavilions. More than 3,100 independent grocery retailers and wholesalers and close to 400 industry partners displayed their latest products and services on the expo floor. CHB LLC had the opportunity to team up with Kari Underly, a third generation meat cutter and author of the book "The Art of Beef Cutting." Underly and CHB LLC produced a four-hour meat cutting demonstration the day before the show kicked off that had more than 40 viewers and was standing room only.



**Herefords sell in South Dakota**

At the Mitchell Livestock Auction, Mitchell, S.D., 1,488 head of Hereford and Hereford-cross cattle were sold Feb. 20. The Hereford portion of the sale grossed more than \$1.5 million, and cattle feeders in the CHB supply chain, which will ultimately supply the CHB program, purchased many of those cattle.



**CHB rancher spotlight**

The CHB rancher spotlight is a monthly blog that highlights a particular Hereford operation. February's rancher spotlight was on Johansen Herefords LLC of Castle Dale, Utah. To read about the Johansen's family operation, be sure to check out the blog at [EyeoftheWhiteface.org](http://EyeoftheWhiteface.org). If you know of an operation willing to be spotlighted, please send an e-mail to [whiteface1881@gmail.com](mailto:whiteface1881@gmail.com).



### CHB/AHA booth at Cattle Industry Convention

CHB LLC and AHA staff had a booth at the Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show Feb. 3-7 in Nashville, Tenn. The Cattle Industry Convention is the oldest and largest convention for the cattle business. The convention and trade show create a unique, fun environment for cattle industry members to come together to network, create policy for the industry and build relationships. The meeting featured joint and individual meetings by five industry organizations: the NCBA, the Cattlemen's Beef Promotion & Research Board, the American National CattleWomen Inc., CattleFax, and the National Cattlemen's Foundation. The AHA and CHB booth was a hit. Staff members stayed busy sharing their knowledge with producers. **HW**



## Mitchem joins CHB LLC team as director of food service sales

Mike Mitchem is the new Certified Hereford Beef (CHB) LLC director of food service sales. Mitchem joins the CHB LLC team with more than 20 years of experience in the foodservice industry.



**Mike Mitchem**

Most recently, Mitchem has been working in Dallas as a regional category manager center of the plate for US Foods. He's worked with vendors on national, regional and local marketing programs, conducted pricing reviews, trained personnel and executed management strategy.

Mitchem says he's excited to return to his native Kansas, after having earned his bachelor's degree in animal science at Kansas State University. He's working on a master's degree in ruminant nutrition from K-State.

Mitchem spent about seven years of his professional career working for Sysco Food Services in Kansas City.

"Mike has over 20 years of experience in food service in a sales and sales training capacity," says American Hereford Association Chief Executive Officer Craig Huffhines. "We are excited to add to the team Mike's wealth of knowledge and experience."

Mitchem started at CHB LLC headquarters in Kansas City March 31. **HW**