



"CHB Bites" is a column designed to keep you in-the-know about Certified Hereford Beef (CHB) program happenings. CHB LLC is celebrating 20 years with a "Farm-to-Fork" series featuring how Herefords become the ultimate eating experience. You can also follow CHB on Facebook at facebook.com/CertifiedHerefordBeef.



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National Beef Packing Company

Did you know Certified Hereford Beef (CHB®) LLC sold more than 50 million lb. of beef in fiscal year 2014, resulting in its best year ever? Since 2008 CHB sales have increased by 43%.

"Much of the progress in brand growth can be attributed to a dynamic group of dedicated CHB professionals who work with the Association, along with the partnership forged with two quality-conscious beef packing companies — Greater Omaha Packing Co. Inc. and National Beef Packing Co. LLC," says Craig Huffhines, former American Hereford Association executive vice president. "We are very proud of the team we have assembled and the daily focus we place on supply chain management and customer education."

This month we're learning more about National Beef.

Remember, most Hereford cattle have journeyed from a cow-calf farm or ranch to a stocker operation. Then, they made their way to the feedlot, where they were finished on grain. Those healthy, well-kept cattle are now ready to be sourced as CHB to enter the food chain by way of a packing plant.

New distributors and increased demand for CHB continue to create demand for Hereford and Hereford-influenced cattle that can qualify for the CHB program. In 2014 packing facilities identified 362,624 live cattle, and more than 267,967 carcasses were certified for the program, with a certification rate of 74%. National Beef averages 4,500-5,000 CHB certified carcasses a week. Since the inception of the CHB program 19 years ago, 4.7 million live cattle have been identified and 2.9 million carcasses have been certified to carry the CHB name. The CHB board's goal is to drive sales past the 100 million mark in the next five years.

What about cattle inventories being at all-time lows? Will low numbers have an effect on the CHB program? Not according to Huffhines, "Our Association has experienced a 7% increase in cows on inventory and a 5.2% increase in registered yearling seedstock in fiscal year 2014."

Dale Venhuzien, CHB LLC president and Hereford breeder from Manhattan, Mont., adds, "We are very proud of the progress we have made in

growing the CHB brand. The opportunity is before us, and our product has stood the rigors of time. We fully expect the brand to expand and prosper both domestically and internationally over the next five years."

All of which would not be possible without the invaluable efforts of National Beef.

National Beef was founded in 1992, when a location was purchased in Dodge City, Kan. Today, it is the fourth-largest beef processor in the nation with annual sales above \$7 billion. Its products are available to national and regional retailers including independent grocers, supermarket chains, wholesalers, club stores, and foodservice distributors and providers.

The company has facilities in Liberal, Kan.; Kansas City, Kan.; Dodge City, Kan.; Moultrie, Ga.; St. Joseph, Mo.; and Hummels Wharf, Pa., with corporate headquarters located in Kansas City, Mo. These facilities provide a workforce of 9,000 employees.

National Beef's success is built on its years of helping customers be successful by producing high-quality chilled, fresh, further-processed beef and beef byproducts. Primarily through its lines of branded boxed beef, case-ready beef, portion-control beef and wet blue leather, National Beef continues to be a trustworthy supply partner

At the forefront of its successful business model are the people with whom it partners. National Beef prefers to partner with producers of high-quality cattle, which makes for a perfect fit with CHB. Its goal is to



produce consistent quality products, and that is accomplished by working with producers that choose the best genetics for breeding and finish out with a grain-fed diet, producing a steady supply of beef that its customers can rely on again and again. It's a formula that embodies the essence of CHB.

Along with partnering with great ranchers, there has to be a commitment to success and doing the job right. Knowing that every time you place an order you are going to receive a product that is consistent goes a long way toward ensuring success. Using innovative operational processes, National Beef delivers uniform product styling, enhanced tenderness and package presentation that are appealing. Its trade patented statistical process controls ensure consistent trim specifications and offer all customers the advantage of guaranteed product yield. National Beef also pioneers the most advanced technologies to ensure customizable packaging solutions, which allow its customers to strengthen their

bottom lines by reducing overhead through shrink reduction.

However, with all that goes on from receiving cattle to completion of processing, standards of safety have to be met. National Beef goes above and beyond by being certified by British Retail Consortium standards of the Global Food Safety Initiative through the use of its own patented Biologic Food Safety System. National Beef has developed this system to be fully integrated companywide to include training employees, interventions, zone systems, and control and assessment functions.

The National Beef website has a great video that walks the viewer through its commitment to safety. You can take a personal up-close view of the safety features of its plants, processes and procedures used by the exclusive four-part system at www.nationalbeef.com/FoodSafety/Biologic/Pages/default.aspx.

The consumer is ever-changing and today's millennial generation is more



likely to be generations removed from the family farm. However, millennials still want to know how the food they eat is produced, while setting the bar high for wanting a good value and a great eating experience. Partnering with a valuable company like National Beef helps answer the most important questions consumers are interested in. CHB wants customers to know who Hereford breeders are, who the families are that dedicate their lives to producing the highest quality, most nutritious, tender beef available, and National Beef helps CHB do just that. **HW**