



"CHB Bites" is a column designed to keep you in-the-know about Certified Hereford Beef (CHB®) program happenings. To get involved with CHB on social media, search Certified Hereford Beef on Facebook and Pinterest, @certifiedherefordbeef on Instagram and @crtherefordbeef on Twitter.

Welch Receives Meat Vendor of the Year Award

Certified Hereford Beef (CHB®) LLC Vice President of Sales Mick Welch took home the title of 2016 Meat Vendor of the Year from Affiliated Foods Inc. during its banquet Aug. 10 in Amarillo, Texas.

Affiliated Foods Inc. has met the needs of grocery stores and restaurants in Texas, Oklahoma, Kansas, New Mexico, Colorado, Arizona and Arkansas by supplying fresh meat, bread and dairy products for 60 years.

This annual award is given to a representative who provides outstanding service to Affiliated Foods Inc. and retail members in the areas of sales and service.

"What sets Mick apart is his drive and initiative," says Russell Fontenot, director of meat operations for Affiliated Foods Inc. "He wants to sell product, and he is very dedicated to CHB. I would have him on my team any time."

Welch says he had no idea he was selected or even in the running to win this prestigious award.

"Winning this award was a complete surprise to me," Welch says. "It is always exciting to be recognized by your peers, but to be recognized by a company such as Affiliated Foods is truly an honor."

Welch joined the CHB LLC team in 2007, when he was looking to change his career, he says.

"I needed something a little more exciting and challenging in my life other than the hum drum of city sales," Welch says. "Through networking in the industry, I was able to get an interview with CHB LLC."

Welch's first assignment upon being hired was to build the foodservice division for CHB LLC.

Welch began building a relationship with Affiliated Foods Inc. in 2010 when he gained it as a retail account. In one year CHB sales through Affiliated Foods nearly tripled from 2 million lb. of sales to 5 million lb. of sales.

"Mick is an invaluable resource to Certified Hereford Beef," says Amari Manning, CHB LLC general manger



Certified Hereford Beef (CHB®) LLC Vice President of Sales Mick Welch (r) was awarded the 2016 Meat Vendor of the Year award from Affiliated Foods Inc. Presenting the award is Russell Fontenot of Affiliated Foods Inc.

and chief operating officer. "His passion, dedication and commitment to the program have set a solid foundation for years to come."

Looking back on his career, Welch says the thing that has helped him excel is simple — hard work.

"I've been in the meat business for 48 years," Welch says. "I started putting meat in a box in 1968 at Boyles Famous

Corned Beef Co. I worked my way up the ladder by hard work and dedication to the program and the process."

Although he has accomplished a lot, Welch said the CHB story is not complete.

"The puzzle we have here at CHB is never done," Welch says. "We are just going to keep adding to the picture." **HW**