



**CHB LLC and Jake's Finer Foods team up with Trinity Oaks**

Certified Hereford Beef (CHB) LLC along with Jake's Finer Foods, Houston, Texas, were able to help Trinity Oaks, a non-profit that provides hunting, fishing and outdoor experiences to veterans and terminally ill children, recognize and celebrate with wounded warriors from across the country.

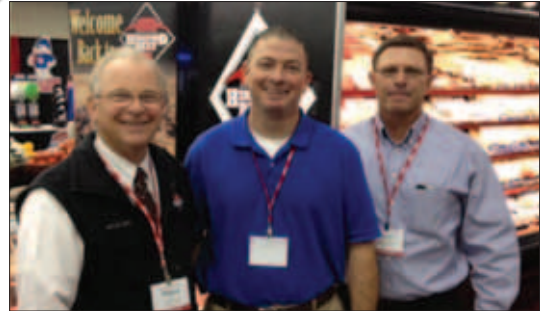
The celebration took place Oct. 6-10 at the El Sauz Ranch in Port Mansfield, Texas. Participants enjoyed fishing, skeet shooting and dove hunting and were each able to harvest a Nilgai bull.

CHB LLC with Jake's Finer Foods provided delicious CHB® beef steaks and hamburgers for the event. CHB LLC Vice President of Marketing Andrew Brooks said, "It was truly an amazing experience to be a part of."

Celebrities in attendance included country music singer/songwriters such as Thom Shepard; Roger Creager with his dad, Bill Creager; Kyle Park; and Brandon Key. Other fame-worthy individuals included nine-time UFC Welterweight Champion Matt Hughes and outdoor personality Larry Weishuhn.



**Affiliated Foods promotes CHB**



At the 2013 Oklahoma Grocers Association Food Exposition in Oklahoma City Oct. 23, CHB LLC teamed up with Affiliated Foods to promote Hereford beef. Pictured (l to r) are: Mick Welch, CHB LLC vice president of sales; Jeff Anderson, Affiliated Foods representative; and Russell Fontenot, Affiliated Foods director of purchasing.



**Downings Market celebrates 50 years**



CHB LLC recently helped Downings Market of Beaver, Okla., celebrate 50 years of business. CHB LLC staff helped serve samples and thanked customers for their continued support to Downings Market. Pictured here is Mick Welch, CHB LLC vice president of sales, and Craig Downing, Downings Market owner.



**Cash Wise grand opening**

Cash Wise Foods — owned by Coborn's Inc.— celebrated its grand opening on Oct. 2 in Minot, N.D. Coborn's is a longtime partner offering CHB in its meat case, and this location is no different.

During the event, CHB LLC representatives and helpers offered customers samples of CHB tri-tip. "Harry the Hereford" made the trip to North Dakota and watched in approval as it was heard that one store visitor commented, "We are so glad we have Hereford beef options and not Angus."

CHB LLC would also like to thank the North Dakota Beef Council for teaming up and providing the great beef recipe handouts to the store-goers. **HW**

