

CHB LLC Launches Consumer Web Site



Shonda Anderson

Certified Hereford Beef (CHB) LLC staff is proud to announce the launch of a consumer-based Web site, www.HerefordBeef.net. The Web site is geared toward the everyday consumer, but also contains useful information for CHB® retail and foodservice customers.

HerefordBeef.net provides a fresh look at CHB LLC's already familiar, quality product. The Web site not only showcases exciting new recipes and the latest nutritional and healthy living information, but also smart shopping techniques for families and information about the CHB community in the agricultural world.

Most importantly, it also has a complete list of CHB retail supermarkets, retail distributors and foodservice distributors by state. Along with contact information,

there are direct links to these CHB providers' Web sites.

"This Web site is a great opportunity for CHB LLC, and not only for our consumers," says Craig Huffhines, American Hereford Association (AHA) executive vice president. "It also contains great customer-based information that both our retail outlets and foodservice outlets can use to help answer questions, provide cutting-edge material and guide consumers on where they can buy CHB in their own communities."

CHB LLC is a wholly owned subsidiary of the AHA. Its threefold mission is: to provide consumers with consistently tender, juicy and flavorful beef



products; to enhance the marketing opportunities of food industry distributors, retailers and restaurateurs; and to increase the demand for commercial Hereford-influenced cattle.

For more information, call (816) 842-3758 or visit HerefordBeef.net or HerefordBeef.org, which remains as CHB LLC's producer-based Web site. **HW**

CHB LLC president brings passion to the plate

Fellow board members elected Bill Cox, Pomeroy, Wash., as the 2007 Certified Hereford Beef (CHB) LLC president. Cox has served on the CHB LLC and American Hereford Association (AHA) boards since 2004, and will now focus primarily on issues related to marketing the CHB® brand.

As a passionate Hereford breeder, Cox is especially excited to help advance a brand that creates demand for Hereford genetics. More than 37.9 million lb. of CHB were sold in fiscal year 2006, creating pull demand for 465,261 head of commercial Hereford cattle.

Cox says that selling even more product in upcoming years will require growing

the CHB LLC marketing team. This process has already begun with the hiring of an additional account manager in November 2006 and a food service director in January 2007. As this issue is going to press, Cox is working with other board and staff members to identify the best individual to lead CHB LLC in the absence of Rob Ames, 10-year executive vice president, who resigned this winter.



Bill Cox

In conversations with CHB retail and foodservice customers, Cox has been informed that CHB is appreciated by customers because of its consistency — a quality eating experience time after time. Cox says, "What CHB brings to the supermarket and restaurant is the same thing we (Hereford breeders) bring to commercial cattlemen — a consistent, efficient, easy-to-handle product."

Cox and his wife, Terrilie, own and operate CX Ranch near Pomeroy. They raise registered Herefords and some commercial cattle, and also grow wheat and barley.

Cox is a director and past president of the Oregon, Washington, Northern Idaho (OWNI) Hereford Association. He also served as president of the Lewiston Hereford Association for four years. In addition, he is a member of the Washington Cattlemen's Association and the Garfield and Columbia County Cattlemen's associations, as well as a charter member of the Pomeroy FFA Alumni Association and a member and past warden of St. Peter's Episcopal Church.

The Coxes have three grown children — Andria, Josh and Piper — who were raised on the farm and active in 4-H, FFA and junior Hereford activities. **HW**