



Brad Ellefson

Account manager shares his enthusiasm for a great product with retail customers and consumers.

Working away from the office is not always easy, but Brad Ellefson, Certified Hereford Beef (CHB) LLC account manager, makes the best of his job and enjoys promoting a product he believes in.

Ellefson is a native of central Minnesota. After graduating from high school in 1977, he moved to South Dakota to help manage a 300-head cow-calf operation with his uncle and aunt, Merrill and Betty Hemen. Ellefson currently lives 10 miles from his aunt and uncle's ranch in Westport, S.D., with his wife, Jan, and two sons, Justin and Matthew.

While working on his uncle's ranch, Ellefson was able to gain a great deal of knowledge about Hereford cattle. On the ranch, they raised polled Hereford cattle, focusing on maternal genetics through artificial insemination (AI) and an

embryo transplant program. Working on the ranch was just the beginning of his life-long experience with Herefords and CHB®.

In the early 1990s, they began crossing their Herefords with Angus cattle, and in 1995 Ellefson started an order-buying business. The business primarily focused on buying Herefords and Hereford-cross cattle and placing them in feedlots in Minnesota, Iowa, South Dakota and Nebraska. After placing cattle in feedlots for three years, Ellefson began working for Red Oaks Farms, an exclusive seller of CHB.

In November 1999, he started working for CHB LLC as an account manager and has remained on staff since. "He's been here from the beginning in some form or another," says Jim Williams, CHB LLC vice president of supply. "Brad has an amazing ability to please customers."

Ellefson is a firm believer in the CHB product, and when he had the opportunity to work for an organization that supported the program, the decision to make a career change to CHB LLC just made sense. "I've always known that Herefords are the best quality beef on the market, and there just had to be a way for the consumer to purchase it," Ellefson says.

As an account manager, Ellefson has the opportunity to work with Coborn's Inc., St. Cloud, Minn.; Federal Meat Markets, Buffalo, N.Y.; The Fresh Markets, Greensboro, N.C.; Quillins, LaCrosse, Wis.; Angeli's, UP of Mich.; Reisbeck's, Williamsville, Ohio; and Miesfeld's Market, Sheboygan, Wis. "I help merchandise product, do demos and promotions, help educate the meat departments about CHB, and work closely with department managers and meat directors," Ellefson says.

Because he believes in what CHB has to offer, Ellefson says, it makes his job easy. Educating people about CHB is something he is truly passionate about. "Creating recipes with easy cooking tips and using all the different cuts of meat, as well as helping to bring about a greater understanding at the store level about the beef business from birth to box, is what I enjoy most about my job," Ellefson says.

Williams says Ellefson's customers enjoy working with him. "Everyone seems to have a warm feeling about Brad. He's well-rounded with his customers," Williams says. "His relationships go beyond the meat manager; he knows just about everyone in the store."

CHB LLC employees make many memories while working with customers. "Kicking off the business with Certified Hereford Beef, going from city to city, state to state,

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grilling up hundreds of ribeye steak sandwiches, people became regulars at these events," Ellefson says. "I carry away with me many fond memories of them all.

"It has always been my dream to see Certified Hereford Beef in stores throughout the country," Ellefson says. "With CHB LLC we're heading down the right path." **HW**