



NEWS from Certified Hereford Beef

P.O. Box 014059 • Kansas City, MO 64101 • Phone (816) 842-3758 • Fax (816) 842-6931 • <http://www.herefordbeef.net>

For Immediate Release

Contact: David Mehlhaff, dmehlhaff@hereford.org

Tribbett Joins Certified Hereford Beef®

KANSAS CITY, Mo – Certified Hereford Beef® (CHB) LLC is excited to announce that Heidi Tribbett, Sterling, Colo., has been hired to assist with the Hereford Verified program.

In this position, Tribbett will help beef producers enrolling cattle in the program and send out carcass data once the animals have been harvested. She will also have the responsibility for managing the HerfNet.com commercial Web-site listing that connects buyers and sellers of Hereford and Hereford cross feeder cattle.

“We are excited to have Heidi on staff, says Arden Gremmert, Certified Hereford Beef General Manager. Heidi comes from a strong beef background. First serving as an intern for CHB in 2005, then serving as a Meat Process Auditor for Safeway Inc., and now she and her husband have opened a retail meat market and smokehouse in Sterling.”

Tribbett will be working under the direction of Jim Williams, CHB LLC vice president of supply, and can be reached at hktribbett@hereford.org or (970) 580-4503.

Certified Hereford Beef was established in 1995 by the American Hereford Association to offer the food industry truly superior beef products and to enhance the demand for purebred Hereford cattle. Based on the research-proven and time-tested tenderness, juiciness and flavor of Hereford beef, the program promotes its distinct brand with quality-driven foodservice operators and retailers across the country.

###