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LeBeau Named CHB LLC Chief Operating Officer

KANSAS CITY, Mo. – Tom LeBeau has been selected as the new Certified Hereford Beef (CHB) LLC chief operating officer. A 28-year veteran in the meat industry, Tom brings a wealth of beef marketing and retail experience to the CHB LLC team.

Tom has worked for many leading companies in the meat industry including Monfort/ConAgra Beef Co., and Swift and Co. After leaving Swift and Co., he served as vice president of value added sales for American Food Group. Recently he worked in a partnership brokerage business servicing SuperValu, one of the largest supermarket distributors in the country.

“We are extremely excited about having Tom join our CHB team,” says Craig Huffhines, American Hereford Association executive vice president. “He brings a wealth of industry experience to our organization. He will help us continue to grow the Certified Hereford Beef® brand.”

During his diverse and successful career, Tom has acquired experience in corporate image and brand management, sales and marketing, production and operations, new business development, product development, packaging innovations and strategic planning.

“It is humbling to accept this position after being in the meat industry for 28 years,” Tom says. “I’m excited about this unique opportunity to help expand a successful branded beef program. My goal is to strategically position Certified Hereford Beef LLC in order to increase carcass utilization, drive the volume of sales of premium-priced Hereford beef products and thereby double the demand for Hereford-specification cattle.”

Tom and his wife, Doris, will be relocating to the Kansas City area in April. Tom has three grown children — Matthew, Jonathan and Kristina.

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 www.herefordbeef.net.

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