

Ernst Elected CHB LLC President



Arden Gremmert

Fellow board members elected Marshall Ernst, Windsor, Colo., as the Certified Hereford Beef (CHB) LLC president. Marshall has served on the CHB LLC and American Hereford Association (AHA) boards since 2006.

He owns Ernst Herefords and has more than 30 years of experience in the meat industry. Marshall has worked for many notable companies in the meat industry such as Smithfield Foods, Johnsonville Sausage, Sara Lee Meat Group, ConAgra Beef Co., and Swift and Co. He has managed both hog and cattle harvesting facilities as well



as further-processed and cooked meat operations.

During his career, he has been responsible for 35 meat-processing plants in 20 states. He has experience in manufacturing, engineering, sales, food quality and safety, planning, scheduling, and transportation as well as profit and loss and strategic planning.

Marshall says the goal for the CHB program continues to be to drive demand for Hereford genetics through the promotion and sales of CHB®.

"We are expecting CHB LLC to continue gaining momentum in 2009," he

says. "A lot of ground work was laid last year that should generate sales early this fiscal year. The Nuestro Rancho brand, which is one of the first brands in the U.S. that focuses on the Hispanic customer, is doing nicely after its introduction this past summer. Additionally, CHB is getting its ground beef program going and will have sales from that for the entire fiscal year. Several of the distribution channels that were started last year are seeing growth and have interest in expanding to new markets."

While Marshall was working in the meat industry, he and his family stayed active in the Hereford business, starting their own herd in 1977. Marshall served as Wisconsin Polled Hereford Association president twice and as a director for six years. He was a member of the planning committees for the Junior National Polled Hereford shows that were held in Wisconsin in 1982 and 1992. Additionally, Marshall was co-chairman of the 2007 Junior National Hereford Expo in Denver.

Marshall's career moved him from Wisconsin to Ohio, where his family was active in the Buckeye Hereford Association, and then to Colorado. Marshall and his wife, Barb, have four children — Melissa, Stephanie, Katie and Kevin. All four have been active in junior Hereford events, exhibiting at every junior national since 1990. **HW**

Reinhart sales staff recognized

Prior to the Mile High Night National Hereford Sale in Denver, Jan. 16, two members of the Reinhart FoodService Omaha, Neb., division were recognized for their efforts in promoting and selling Certified Hereford Beef® (CHB). Reinhart became a member of the CHB foodservice team in 2007 and has made a commitment to marketing and promoting sales of CHB in Nebraska, Iowa, Kansas and Missouri.

Reinhart converted a large amount of its beef inventories to CHB, and management continues to challenge sales staff to increase CHB tonnage. Under the direction of Doug Cooper, center-of-the-plate specialist, Reinhart has set a goal of selling 1 million lb. for fiscal year 2008-2009.

Those honored in Denver were Bernie Pieper and Kent Carl. Both stepped up and exceeded their sales quotas. Bernie's territory includes central Nebraska, and Kent's is central Missouri and the Kansas City market. "Keeping sales people enthusiastic is a key," says Mick Welch, CHB LLC director of food service. "Nobody does it better than our ranchers and farmers, who put their time and energies in the Certified Hereford product."

Welch adds that each sales person who has had the privilege to visit the Denver Yards during the show walks away with a new appreciation and passion for the brand. After visiting the stock show this year, Kent Carl said, "Hereford people are passionate about their cattle and it is contagious. I can't wait to get back to my customers and share the message." **HW**



Pictured following the award presentation with Craig Huffhines, AHA executive vice president, are: Pieper, Carl, Cooper and Welch.