

# US FOODS-ATLANTA NAMED CHB DISTRIBUTOR OF THE YEAR

US Foods-Atlanta earned Certified Hereford Beef® (CHB) Distributor of the Year honors Oct. 25, in Kansas City, Mo., during the 2025 World Hereford Conference and American Hereford Association (AHA) Annual Meeting.

US Foods-Atlanta serves as a shining example of the powerful partnership CHB curates between the brand, its distributors, Hereford producers and customers.

“These partnerships are absolutely vital to the life of the brand, its success and its continuation,” says Ty Ragsdale, CHB regional brand manager. “CHB has a small sales team, so it is crucial to have those partners, like US Foods-Atlanta, to be the feet on the ground.”

The US Foods-Atlanta team, based in Atlanta, Ga., was recognized as the CHB Food Service Distributor of the Year for achieving the highest CHB sales volume during the fiscal year. Since 2019, CHB sales from US Foods-Atlanta have increased 30% each year, according to Ragsdale.

This rapid and consistent growth has been fueled by the US Foods-Atlanta team’s commitment to training and education, and their strong belief in the product.

*Certified Hereford Beef’s* sustainable, breed-focused, producer-owned backstory, supported by its consistent, bold flavor separates it in Atlanta’s beef market.

With a flavorful, consistent product backed by the Hereford breed’s genetics, US Foods-Atlanta arms their sales team and center of the plate specialists to tell the CHB story and help it stand out in one of the most complex and competitive protein sectors — beef. **HW**



**US Foods-Atlanta** was named the 2025 CHB Distributor of the Year. Pictured (l to r): Chad Breeding, AHA president; US Foods-Atlanta team, Jose Ramirez, Mark McGinn, Jeff Robertson, Jamaal Greer, Daniel Kaupp; and Ernie Davis, CHB president and CEO.

# RANCHO MARKETS NAMED CHB RETAILER OF THE YEAR

Rancho Markets, based in Salt Lake City, Utah, was named the Certified Hereford Beef® (CHB) Retailer of the Year Oct. 25, in Kansas City, Mo., during the 2025 World Hereford Conference and American Hereford Association (AHA) Annual Meeting.

Eli Madrigal, Rancho Markets founder and co-owner, built her business from the ground-up. She cut her teeth in the grocery business

at age 15, bagging groceries and gathering shopping carts before she worked her way up through management positions over the course of 11 years.

Eli knew the grocery business inside out when she established the first Rancho Markets store in 2006, as a young, single mother. Today, she and her husband, Roberto, own nine Rancho Market stores, all in the Salt Lake City area.

“Our objective as a company has always been and will continue to be to offer our valued customers fresh and quality products at the best market prices available,” Eli says. “Rancho Markets is not only about being a leader in the supermarket industry; it’s also about giving back to the community and being there for them.”

This commitment to offering customers value and quality is what