

led Eli to add *Certified Hereford Beef* (CHB) to Rancho Markets' meat cases in March of 2023.

"We chose CHB for its quality and reputation. Both the service and quality are exceptional, and we are honored to have *Certified Hereford Beef* in our stores," she says. "We have increased our beef sales and customers are returning with new friends to buy Hereford beef."

Rancho Markets is the largest individual CHB retail partner in terms of volume. The company grew its *Certified Hereford Beef* sales by 27% in 2023 and has expanded its customer base since adding CHB

products. Rancho Markets also received the honor of being named Utah's Hispanic Business of the Year.

"Rancho Markets is a true partner with us," explains Ty Ragsdale, CHB brand manager. "They are a big believer in quality and serving their community. They do an excellent job of merchandising CHB across all their stores and are very innovative and willing to adopt new ideas and promotions."

Eli, her family and Rancho Markets associates are proud to be named *Certified Hereford Beef* Retailer of the Year.

"The introduction of the *Certified Hereford Beef* program was the best thing to happen to Rancho Markets. We are so thankful for the quality of the program and how it has strengthened our meat department," Eli says. "We are proud of our strong partnership with *Certified Hereford Beef* and National Beef. Together, we will grow the program and continue to provide high-quality beef to Rancho Markets' customers." **HW**

Not pictured: **Rancho Markets** was named the 2025 CHB Retailer of the Year.

MILLER'S MARKETS WINS CHB RISING STAR RETAILER OF THE YEAR

Miller's Markets, with stores in Indiana and Ohio, received the Certified Hereford Beef® (CHB) Rising Star Retailer of the Year award Oct. 25, in Kansas City, Mo., during the 2025 World Hereford Conference and American Hereford Association (AHA) Annual Meeting.

Miller's Markets is a third-generation family business founded in 1958 in Wauseon, Ohio, by the late Joseph Miller. All his children grew up working in the store, learning the business from the ground up. After marrying Rebecca in 1973, Joseph's son, Garry, purchased a former Kroger store in LaGrange, Ind. He applied lessons passed down from his father and he extended that single store into a thriving chain of 10 locations across Ohio and Indiana.

Garry made sure his kids earned their place. On each child's 15th birthday, he dropped them at the store and told them to ask Dan, the manager, for a job. Since then, they've done it all. Garry stressed that quality is in the details — cleaning restrooms matters just as much as running the business.

In 2015, Garry stepped back from daily operations, entrusting the business to his three adult children. As third-generation owners, they carry forward the family's values with unwavering commitment — failure simply isn't an option.

The Millers introduced *Certified Hereford Beef* to their store in 1996, knowing that offering the best beef would set them apart from their

competitors. They have sold CHB in their stores for nearly 30 years. Their customers know every cut of beef they purchase is going to be consistent, flavorful and high-quality, and that they're getting the most out of their dollar. Miller's Markets has been a proud CHB partner for nearly three decades, and sales continue to rise. **HW**



Miller's Markets was named the 2025 Rising Star Retailer of the Year. Pictured (l to r): Chad Breeding, AHA president; Joe and Nikki Miller, Miller's Markets; and Ernie Davis, CHB president and CEO.