

## Stock Show and Rodeo



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A show of their own, with tinsel and a dolly



BILL RENFRO

## He takes stock before signing off on prizes

The head of premium livestock accounting is a CEO.

By BILL HANNA  
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FORT WORTH — If you ever wondered how the winners are verified at the Fort Worth Stock Show, ask Bill Renfro.

As the head of premium livestock accounting, Renfro is in charge of signing off on the monetary prizes.

"My job is to make sure the correct person receives the correct amount of money," Renfro said.

It can be time-consuming when they're dealing with hundreds of winners in some categories like poultry contests, but Renfro said it usually goes smoothly. He deals only

with the livestock entries. The winners from the rodeo are handled separately.

"The judge's books are brought to the office to have their results entered into the computer," Renfro said. "We then check the computer entries against the judge's book and also against the premiums offered in our premium catalog. If all is correct, then the checks can be written."

Renfro started working at the Stock Show in 1974 after asking Bill Butler, the person then in charge of premium accounting, if he needed any help.

Renfro, 74, is CEO of Renfro Foods, the Fort Worth-based salsa maker that distributes all across the U.S., Canada and

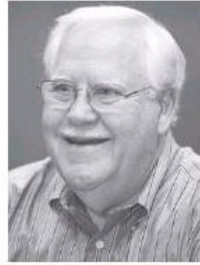
the Caribbean. It was started by his parents, George and Arthurine, in 1940.

"It just has grown steadily and since we got a sales manager it has really taken off in the last eight or nine years," Renfro said.

Besides selling their own products, Renfro Foods runs a private-label operation for other salsa makers like Joe T. Garcia's and Desert Pepper Trading Co. There are a bunch of others he cannot reveal.

"If I went down the aisle at Central Market, I could probably point out five or six that are made at our place," Renfro said.

Renfro has discovered that their most popular sellers are the same, whether it's Texas or



Bill Renfro is also the CEO of Renfro Foods. BY NELLE CHINN

someplace else. The top three sellers are green salsa, habanero and mango habanero.

"They like it just as hot in

Minnesota and Canada," Renfro said. "There's no difference from region to region."

Renfro is introducing three new flavors — pomegranate, pineapple and tequila — to cater to ever-changing tastes. Of the three, Renfro expects pomegranate to be the most popular with health-conscious consumers.

As for the Stock Show, Renfro said he keeps coming back every year because of the people and his enjoyment of the work.

"It is amazing that for the thousands of entries made at several levels, there are very few errors," Renfro said.

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