



# THE NIMAN RANCH DIFFERENCE

## MISSION:

*Niman Ranch and its family farmers and ranchers raise livestock traditionally, humanely, and sustainably to deliver the finest tasting meat in the world.*

When you partner with Niman Ranch, you get superior product and support from farm to table. The benefits of our program go significantly above and beyond those of other companies, embodying our spirit of **RAISED WITH CARE**.

## CORE EXPECTATIONS FOR A LEGITIMATE NATURAL MEAT OFFERING:

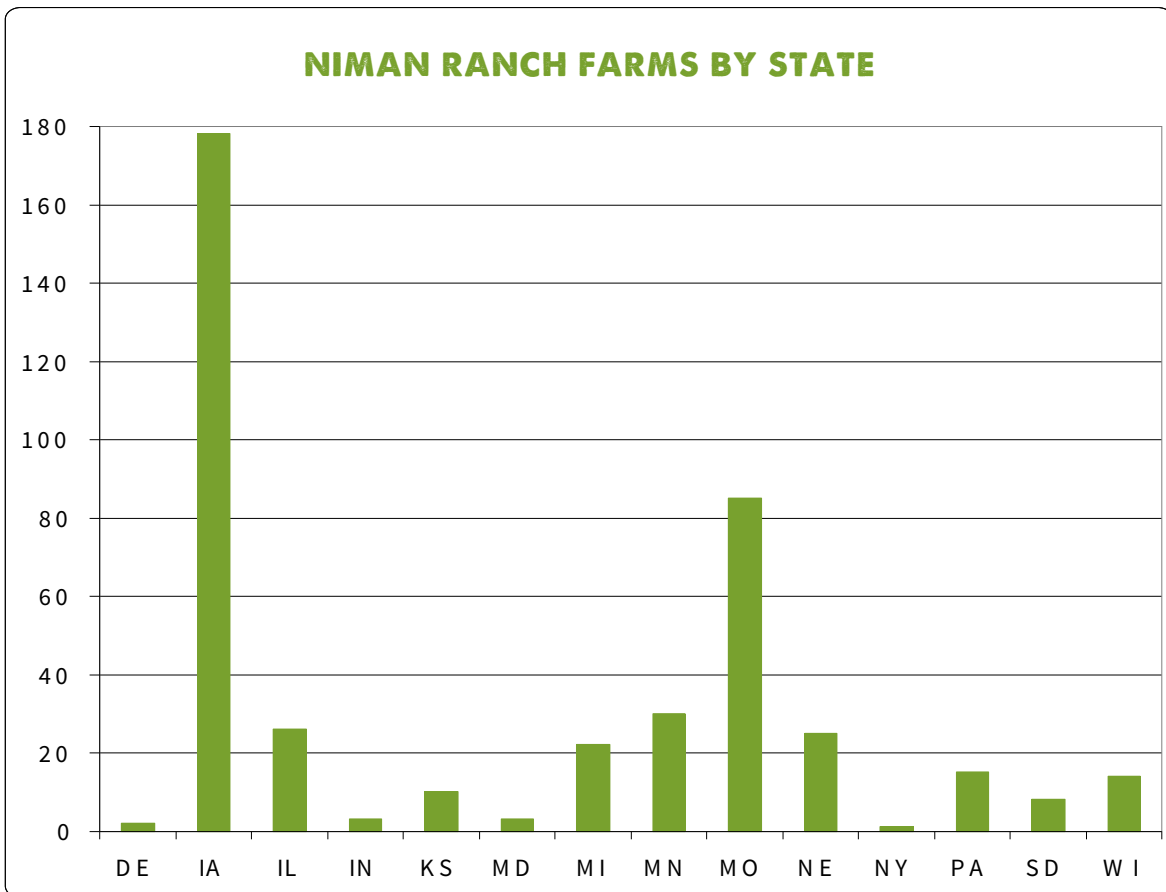
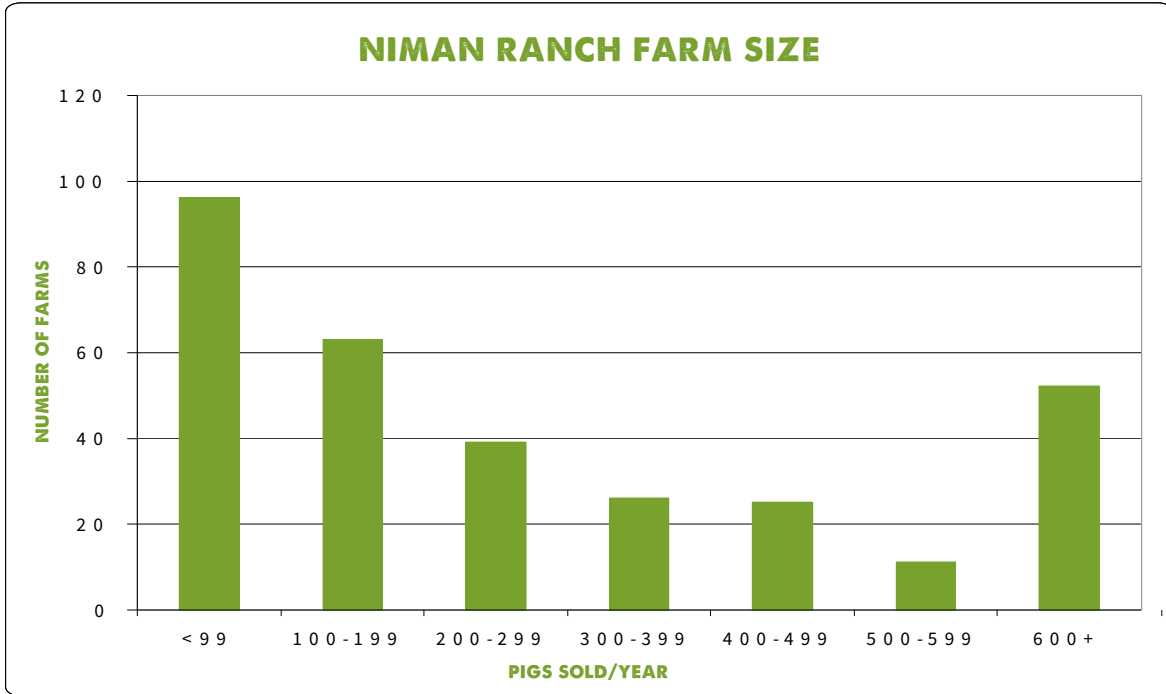
1. Great Taste
2. “Never-Ever” Natural – no antibiotics, no added hormones, 100% vegetarian diet
3. Consistency of Quality and Supply

## THE NIMAN RANCH PROGRAM DELIVERS THE EXPECTATIONS ABOVE, PLUS 25 ADDITIONAL ELEMENTS:

4. Supporting Small, Independent Family Farmers and Ranchers and their Local Communities (over 700 in 26 states)
5. Sustainable Agriculture – protocols, research, and thought leadership
6. Raised on Pasture or in Deeply Bedded Pens (no confinement)
7. No Gestation Crates
8. Multi-Protein Offering (Prime & Choice Angus Beef, Heritage Pork, Young American Lamb)
9. Humane Animal Care – approved by Dr. Temple Grandin
10. Protocols (written and transparent)
11. CO2 Stunning (hogs)
12. Family Farmer “Protection” – floor pricing to ensure financial security
13. Farmer Loan Program with local agricultural lenders
14. Local Field Agents (11) working with farmers
15. Veterinarians assisting Farmers and Ranchers
16. Food Safety – USDA inspected facilities
17. Farm Tours to Educate Customers/Staff
18. Hog Farmer Appreciation Dinner & Next Generation Scholarship Fund
19. Field Sales Support to educate and inform
20. Staff Training to educate and inform
21. Promotion – demos, point of sale material, tents, premiums, price promos
22. Advertising – Chef and Consumer publications, radio spots
23. Public Relations – national and local
24. Sponsorships – national and local
25. Social Media Outreach
26. College and University Branded Placement/Support
27. Sports and Entertainment Branded Placement/Support
28. Executive Chef (Andrew Hunter)

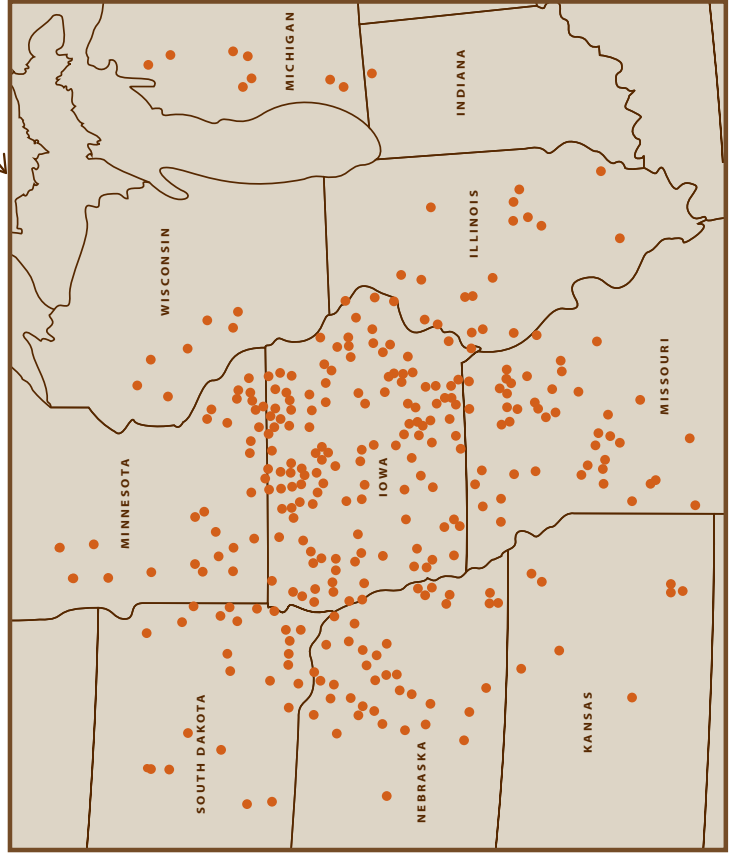
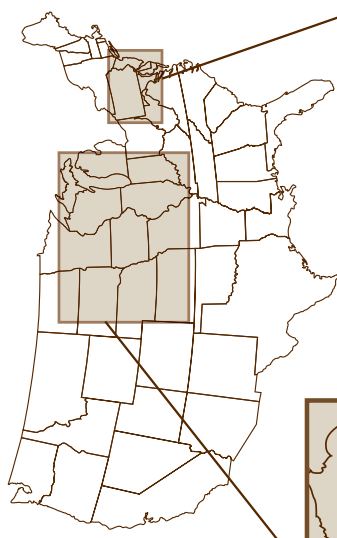


# HOG FARM SIZE & LOCATION





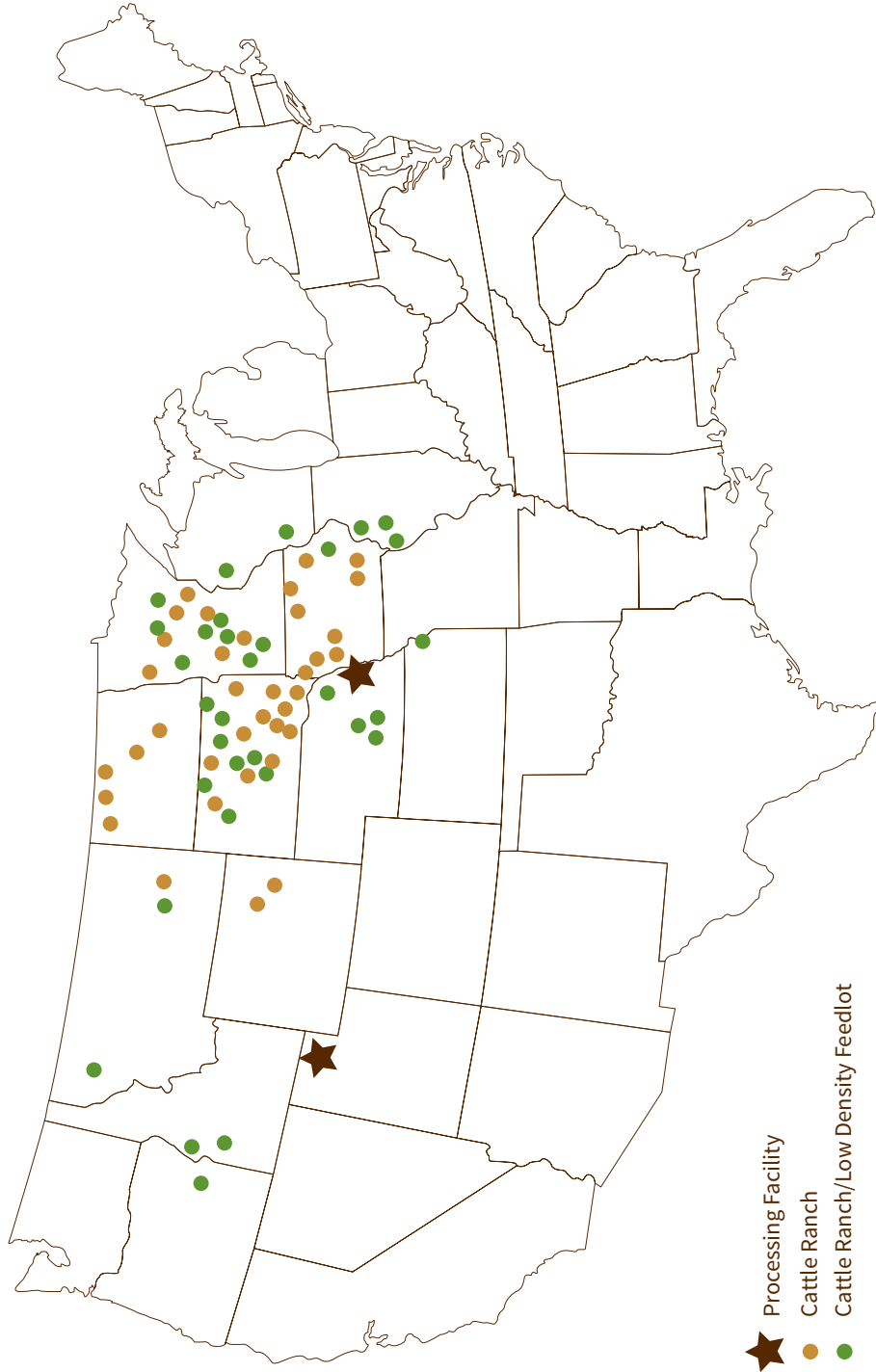
# OUR FAMILY HOG FARMS



AS OF JUNE 2014

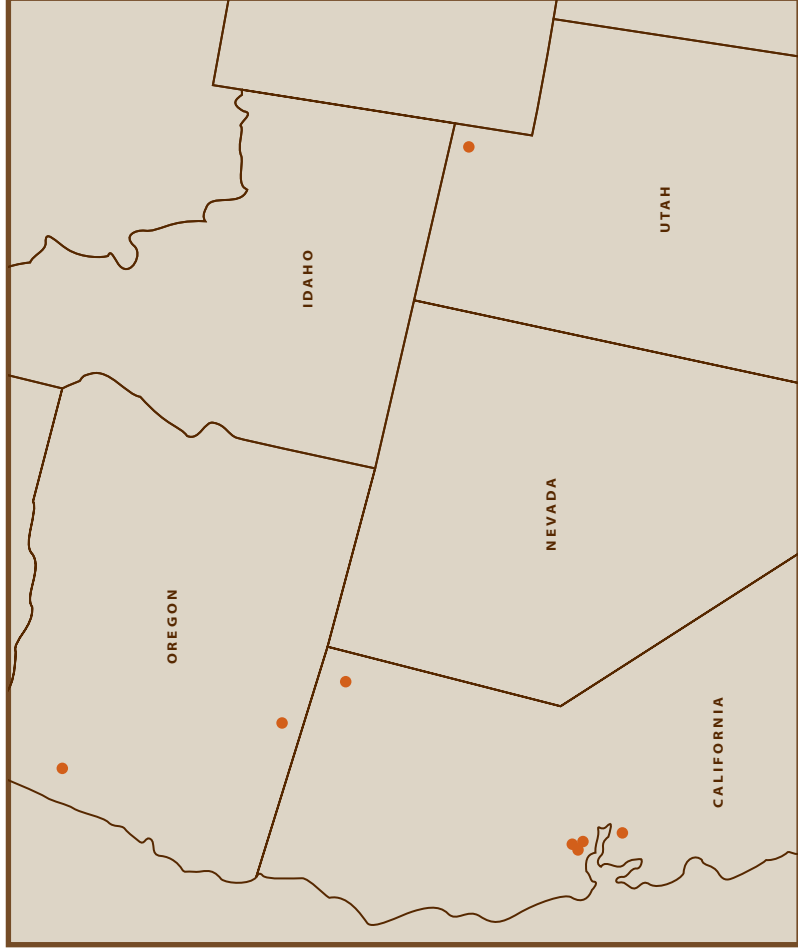
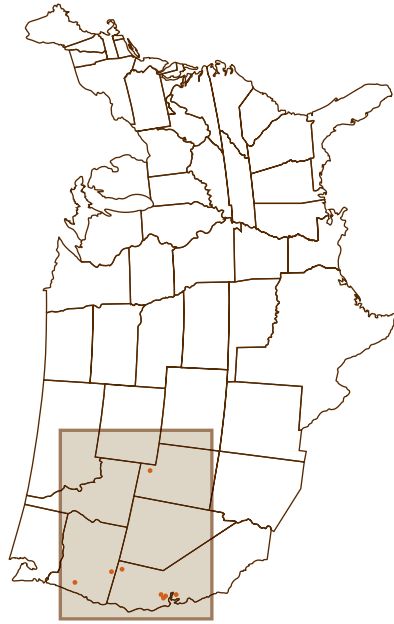


# OUR FAMILY CATTLE RANCHERS





# OUR FAMILY LAMB RANCHERS



AS OF SEPT 2014