



BRANDT BEEF

THE TRUE NATURAL

ID INFO EXPO 2009

Eric Brandt, Managing Partner

SUSTAINABLE • RESPONSIBLE • CORN FED • SOURCE VERIFIED • NO ADDED HORMONES • FAMILY PASSION



KNOW THE DIFFERENCE, TASTE THE DIFFERENCE



Brandt Beef – The True Natural, is a family owned, premium natural beef producer that is dedicated to sustainable practices and serves the upscale restaurant and retail markets.

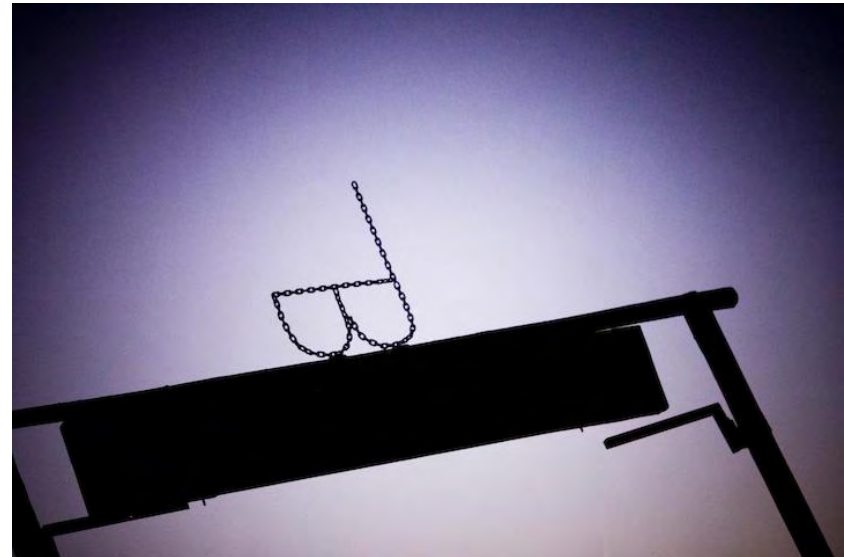


FAMILY HISTORY

The Brandt family has been in the livestock and farming business since the early 1900s and started feeding cattle commercially in 1945.

With the onset of customer concerns regarding hormones and antibiotics in the early 1990s, the Brandt family made a decision to go against the industry standard and raise their animals naturally.

Today, Brandt Beef is proud to be corn feeding its animals for more than 365 days without the use of antibiotics or hormones.





THE BRANDT FAMILY

The Brandt family is passionate about producing the...

- Most Consistent
- Highest Quality
- 100 % source verified

... natural beef on the market!





COMPLETE SOURCE VERIFICATION “FARM TO FORK”

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WHY SOURCE VERIFY?

FOOD RECALLS, E. COLI OUTBREAKS, MAD
COW DISEASE...

Brandt Beef's source verification system can minimize the social, economic and environmental costs associated with an outbreak for each organization across the supply chain. If contamination does occur, whether it is intentional or unintentional, the system can pinpoint where contaminants entered the supply chain and isolate the problem immediately.

PROTECT OUR BRAND

PROTECT OUR CUSTOMERS

**AND ULTIMATELY, PROTECT
CONSUMERS**





VALUE IN SOURCE VERIFICATION

- **Increased marketability of our live animals and our beef products**
- **Premiums in domestic and exported products**
- **Risk Management**
 - Small companies cannot afford large recalls
- **Lower Insurance Rates**
 - Savings of 8-12%
- **Potential Savings from lending sector**
- **Better/Increased data records allows more informed business decisions based on facts**
- **Forming industry relationships/partnerships**
 - -Genetic Traceability





GENETIC TRACEABILITY VALUE

PARTNERING WITH HOLSTEIN ASSOCIATION



- Genetic Improvement
 - Improved Feed Efficiency
 - Increased Marbling Score
 - Improved Conformation
 - Overall Improvement in the Quality of the Herd
- Part of NAIS



FROM FARM TO FORK

BRANDT BEEF IS PROUD TO UTILIZE A SOURCE VERIFICATION AND TOTAL ASSET VISIBILITY PROGRAM TO GUARANTEE THE SAFETY OF OUR PRODUCTS.





HOW DOES IT WORK?

BRANDT BEEF USES TRACLOGIQ'S GLOBALTRACK™ SYSTEM.

GlobalTrack provides an audit trail of information by cataloging data at various points along the supply chain, including farm, ranch, processing plant, testing laboratory, transport vehicles, storage facilities, and participating supermarkets and restaurants.



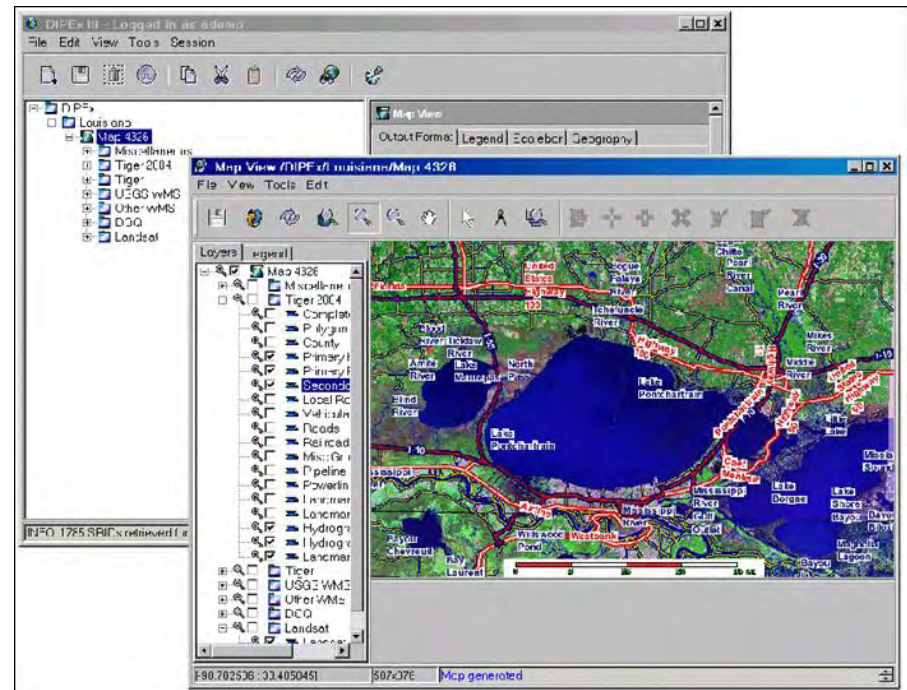


HOW DOES IT WORK?

TracLogiQ's GlobalTrack system is a Web-based viewer for tracking food items back to their origin. The systems utilizes state-of-the-art technology to create a standards-based food tracking solution.

TracLogiQ employs a geo-spatial information technology system to allow decision makers to quickly understand the scope and complexity of disaster events, enhancing their ability to mitigate secondary effects and respond quickly.

www.traclogiq.com





HOW DOES IT WORK?

The program employs several innovative technologies which deliver real-time information to assess contamination situations. These innovative technologies include:

- RFID technology and barcodes
- Spatial technology (GPS/GIS technology for immediate location of products, and tracking wind patterns in the event of an air-borne pathogen).
- Satellite imagery (immediate geographic isolation and real-time pictures of problem areas).
- Barcodes on each bag allow individual cuts to be traced back to a specific animal.



HOW DOES IT WORK?

Using the Cryovac® iBag™, every Brandt Beef shipment can be tracked to the individual item level. Each bar code contains the audit trail of the product through the entire supply chain, including laboratory test data from nationally recognized food safety laboratory Silliker, Inc.





WHERE DO WE GO FROM HERE?

Regardless of government regulation or mandates, it is vitally important that more producers implement product tracking systems.

- Protect your business
- Protect your supply chain
- Manage your risk
- Protect your customers
- Protect the consumer
- Help maintain the reputation and the safety of the US Meat Supply





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