Tyson Fresh Meats
What the Consumer Demands

• Transparency
• Animal Welfare
• Food Safety
• Traceability
• Sustainability
• High Quality
• Antibiotic Usage
Livestock Supplier Creed

Livestock suppliers are vital to our business; we are dependent upon them for all of the products we produce and they deserve the most courteous attention we can give them.

We strive to establish long-term supplier relationships by earning trust and loyalty through our actions.

Customer solutions are contingent upon supply chain alignment; we foster a collaborative spirit with livestock suppliers to promote communication, awareness and programs to garner preference in the marketplace for our products.

We encourage the livestock suppliers to strive for sustainable, responsible practices in all areas, including animal well-being and the environment.

Transparency is crucial; we work together with suppliers to educate customers about modern livestock production and provide responsible guidance for the industry.

Confidential Company Information, Tyson Foods, Inc.
Transition of POWER between the SELLER and the CUSTOMER

- AGE OF THE SELLER
- AGE OF THE CUSTOMER

"Competitive Strategy in the Age of the Customer", Forrester Research, October 2013
The definition of **premium** has changed...

- Traditional definition of premium has moved away from *fancy* gourmet products (although still associated with wealth)
- Trading up on everyday occasions has become the norm in modern food culture (i.e., fast casual)
- Expectations of quality have grown. The new premium is all about growing demand for transparency in production and seeking distinctive new food experience

**The Old Premium**
- Fancy
- Expensive
- Gourmet
- Imported
- Luxury

**The New Premium**
- Transparent
- Complex Flavors
- Artisan Experience
- Pride and Skillful
- Taste the Natural
- Local

SOURCE: The Hartman Group, Inc. Sustainability 2017
BQA

The guiding principles of BQA are based on these core beliefs:

- **WE BELIEVE** production practices affect consumer acceptance of beef.
- **WE BELIEVE** the BQA Program has and must continue to empower beef producers to improve the safety and wholesomeness of beef.
- **WE BELIEVE** these fundamental principles are the fabric of the BQA Program.

_Empowering people...because producers can make a difference._

_Taking responsibility...because it’s our job, not someone else’s._

_Working together...because product safety and wholesomeness is everyone’s business._
Progressive Beef

**KEY MESSAGES**

- Tyson Fresh Meats has completed Licensure of Progressive Beef™.
- Why? Consumers demand to know more about the beef they buy.
- We must do our part to increase consumers knowledge and trust in beef production as it relates to:
  - Cattle Care
  - Food Safety
  - Sustainable Production Practices
- Licensure of Progressive Beef allows us to provide this knowledge and trust through a comprehensive Quality Management System that is verified by approved USDA auditors. We believe continuous improvement, being transparent, and sharing the good story is something we all can do to help to sustain our industry.