

A New Day...



**...A New
Consumer...**

**...Providing
the Solution.**



In the Beginning:

What started over two decades ago as one man's dream of developing a process for producing the best beef on the market has grown into Meyer Natural Foods (MNF) - the industry's largest producer of Natural and Organic beef products. Mr. Robert Meyer believed that producing a superior beef product hinged on several factors, but when done consistently and with the end consumer in mind a level of loyalty could be established that would be almost un-



breakable. Although MNF has several branded beef product lines today, the flagship product continues to be Meyer Natural Angus (MNA). From the utilization of only top Angus genetics to the early adoption of humane handling protocols and unique management strategies, MNA has been a leader in the Natural beef business. Today more than ever, the consumer is demanding to know where their food comes from and how it was raised. When answering such questions, MNA is able

to provide a solution that is resonating in the hearts and minds of consumers across the country. The opportunity for growth in the Natural segment is very promising...and Meyer would like you to be a part of that with them.

In the System:



Although Meyer Natural Angus has incorporated a number of industry unique management requirements such as pre-harvest food safety initiatives at the feedyard, the minimum Natural requirements a producer must meet are very similar across the industry. As the demand for Natural beef continues to increase, so also will the demand for Natural cattle, so producers should reevaluate their management strategies as they are raising their current calf crop:

- ◆ **Minimum 50% Angus genetics**
- ◆ **Raised using humane handling practices**
- ◆ **No growth implants or synthetic hormones**
- ◆ **No antibiotics in any form**
- ◆ **No ionophores (Rumensin®, Bovatec®, etc.)**
- ◆ **No animal by-products**
- ◆ **Born and raised in US - less than 30 months old**
- ◆ **Pre-harvest food safety (finishing feedlot only)**



In the Results:

Certified Red Angus cattle sold through the Meyer program have proven time and time again to hit the targets. Whether it be performance and health in the feedlot or carcasses at the packing plant, MNA has come to expect very high marks from Certified Red Angus cattle. At the feedlot, the removal of “*industry assistance agents*” such as implants, medicated feed and ionophores really amplifies the differences represented between top quality genetics and other cattle. The fact that Certified Red Angus cattle perform the way they do at the yard equals real dollars for the cattle feeder.

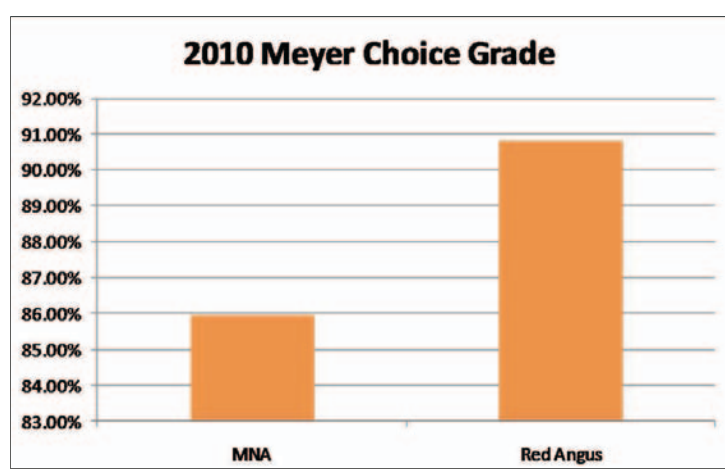
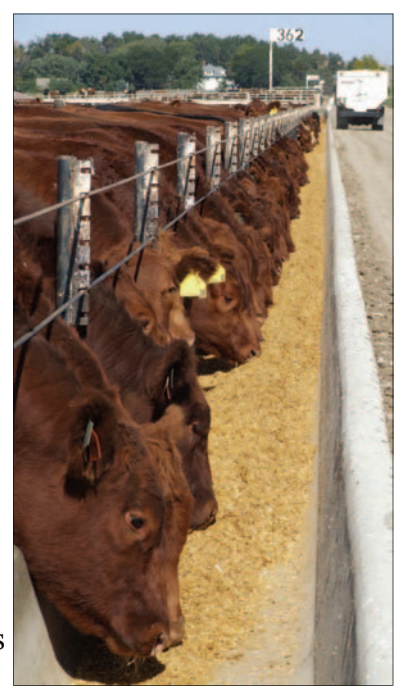


Figure 1

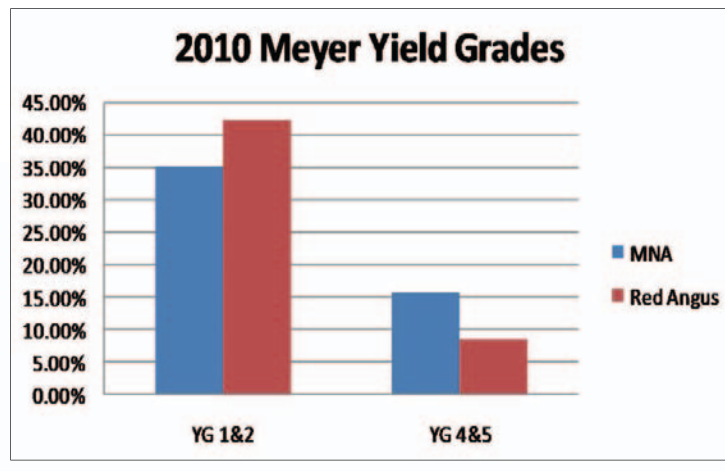


Figure 2

Likewise at the packing plant, the high performance carcasses yielded by Certified Red Angus cattle also means value for the cattle feeder. MNA premium structures are based on percent choice - the higher the grade the larger the premium. The graph to the left (Figure 1) shows how Certified Red Angus cattle measures up against all MNA cattle. Combine the quality grades with better yield grades (Figure 2) and Certified Red Angus truly do add value throughout the system.

Consistency, regardless of the segment of the industry being discussed, has become very important. Certified Red Angus cattle provide consistency for the cattle feeder, for the packing plant and most importantly for the consumer. Combining genetics of this magnitude with the proper management is a winning formula...a formula Meyer is looking to produce in higher quantities.



In the Reward:

Meyer Natural Angus realizes their ability to fulfill the growing demand for Natural Angus beef starts with you - the cow/calf producer. MNA and RAAA have a long history of working together to find mutual benefits for all involved. MNA has elected to enhance the marketing alliance between MNA and Red Angus by providing producers the following:



Bull Lottery - Let MNA purchase your next herd bull.

Red Angus producers who supply Certified Red Angus cattle to the Meyer program will be placed into one of three categories. Names will be drawn from each category and the winner will receive a voucher payable directly to their seed stock supplier towards the purchase of their next registered Red Angus herd bull.



- ▶ **1st year suppliers - \$1,500**
- ▶ **2 consecutive year suppliers - \$2,500**
- ▶ **3 or more consecutive years suppliers - \$4,000**

Tag Premium - The value is in the tag.

Meyer will begin paying the ranch of origin a tag premium for every Certified Red Angus animal that comes through the program. In addition, Certified Red Angus cattle will continue to be eligible for the prestigious Red Angus GridMaster Award, with the possibility of winning an all expense paid trip to the National Finals Rodeo in Las Vegas, Nevada.



Carcass Data Summary - Move your herd to the next level.

Meyer will collect all Certified Red Angus tags at the packing plant. Tag numbers will identify ranch of origin and the corresponding carcass data will be summarized and sent to each producer for their review and use in future breeding decisions.



If you have questions about the Meyer program or would like to discuss these new marketing incentives, please contact us at:

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