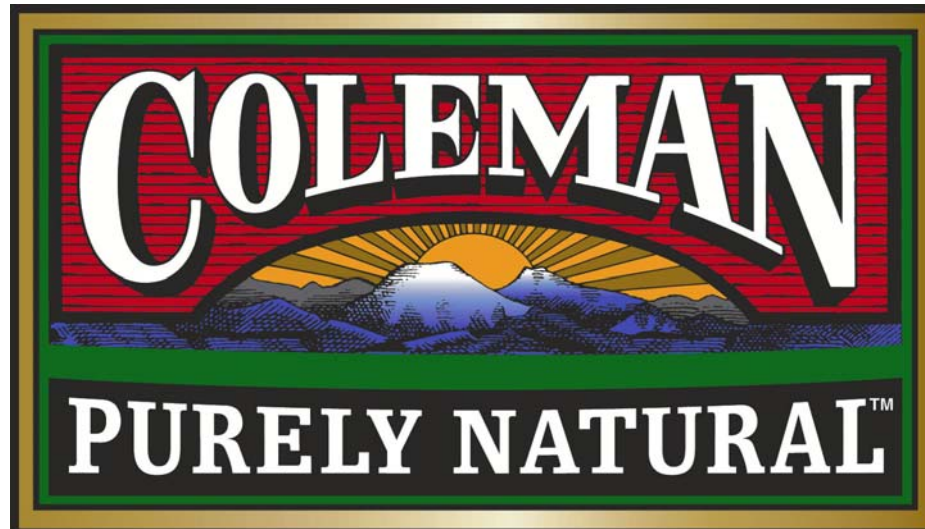
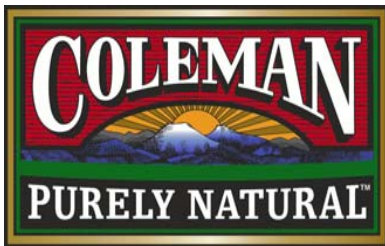


# Coleman Natural Foods

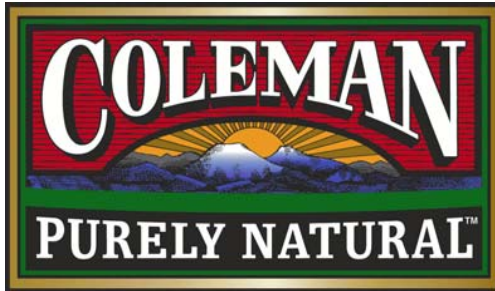
New Demands On Beef Products





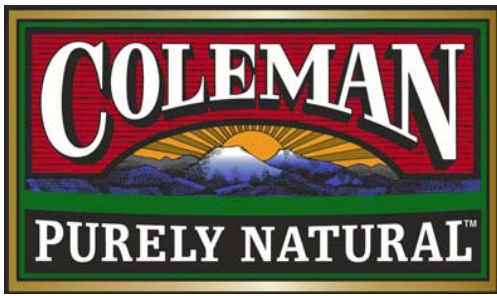
# Who are we Today?

- Coleman Natural Foods, Golden, CO
  - Represents a group of the nation's premier natural – “never, ever” – meat and poultry companies
- Red Meat Division
  - Limon and Denver, CO
  - Childress, TX



# COLEMAN PURELY NATURAL

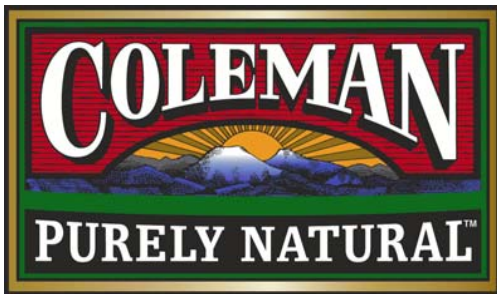
- BEEF
- PORK
- LAMB
- BISON
- POULTRY
- SAUSAGE AND PREPARED FOODS



# Coleman Purely Natural

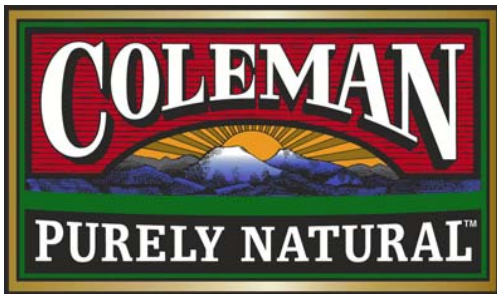
## The Difference

- Managed process!
  - Source verified and traceable
  - Controlled raising practices!
  - Controlled harvest and processing!
- This means
  - Food safe!
  - Quality standards!



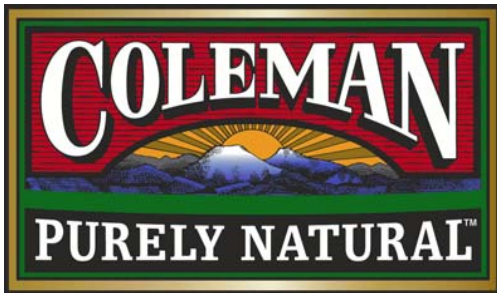
## Organic

- Federally regulated class of products following the implementation of the National Organic Program in October 2002
- USDA regulates every aspect of animal raising and harvesting for meat products making an organic claim – requires continuous organic management
- Third party certified



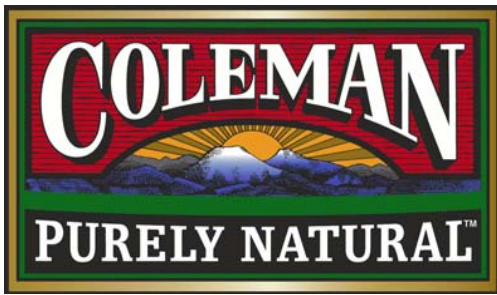
# Animal Welfare Care in Production

- Managing animals to reduce or eliminate stress and injury is important. Welfare or well being refers to the state of an individual in relation to its environment
- Animals that are well cared for will perform at a higher level and be healthier



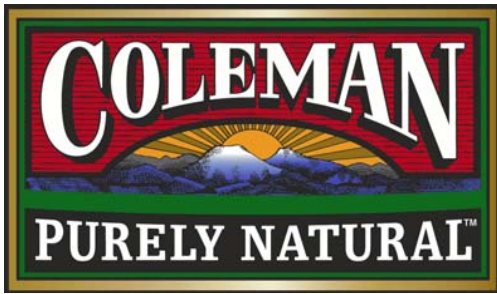
# Beef Raising Practices

- Sound practices
  - Animal welfare and care in production
    - Manage stress
      - Eliminate poor temperament cattle
      - Calving
      - Weaning
      - Disease management
      - Use best practices in handling to avoid bruising and stress
      - Transportation
  - Vaccination protocol



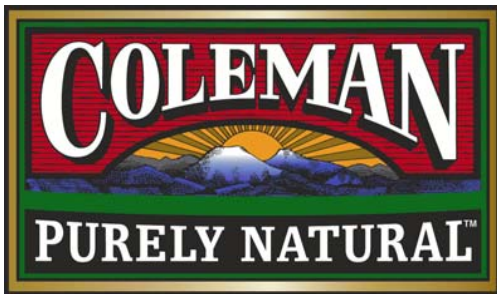
# Beef Raising Practices

- Sound practices
  - Animal friendly surroundings
    - Feedlots provide 25% more space
  - Clean water and feed bunks
  - Clean pens
  - Management – disciplined and pro-active



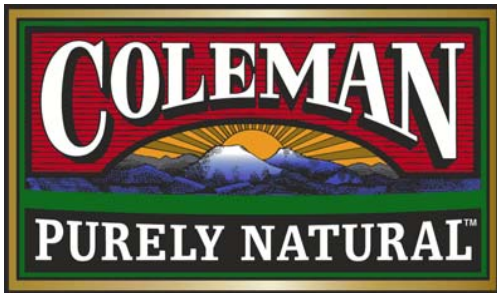
# Beef Supplier Animal Welfare Audit Overview

- Third Party Audit
- Strengthening brand integrity
- Focus
  - **Handler Practices and Cattle Handling**
  - **Nutrition, Health and Well-Being**
  - **Facilities**
  - **Documents and Records**
  - **Ranges and Pastures**
- Animal identification
- Treated cattle
  - Records and documentation



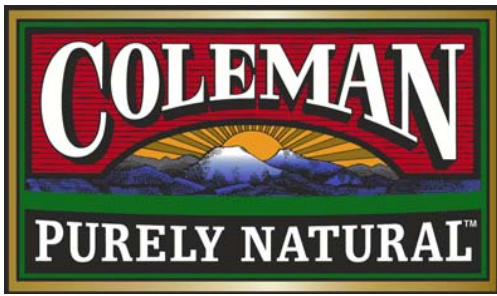
# Beef Supplier Animal Welfare Audit Overview

- Pass/fail rating – 80%
- Total points vary depending on what is observable at operation
- **Automatic Failures**
  1. Deliberately running a single animal over a downed animal
  2. Dragging a single, sensible animal
  3. Placing an electric prod into sensitive part of a single animal
  4. Maintaining animals in poor health with obvious suffering
  5. Use of animal derived proteins
  6. Use of antibiotics without separation/distinction from natural or organic herd
  7. Any acts of abuse



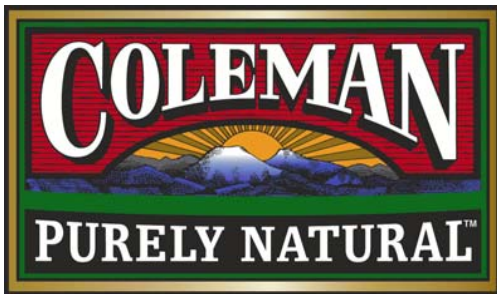
# Handler Practices and Cattle Handling

- Marking – No mutilation of ears and dewlaps
  - **Automatic failure**
- Horn and bud removal
  - Early in animals life
- Branding
  - Minimize impact on animal
  - Necessary by law or required for ID in rugged terrain
  - No face branding



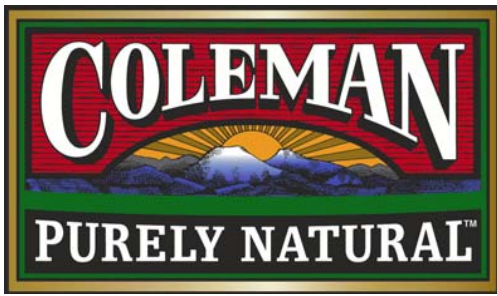
# Handler Practices and Cattle Handling

- Castration
  - Early in life and lessens the amount of stress on animal
- Minimize use of electric prods
  - Use animal instinct to move animals
- How do cattle exit the squeeze chute
  - Walk out?
  - Run out?



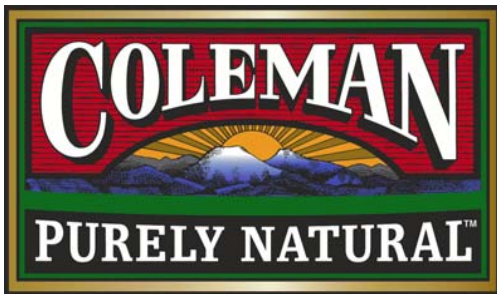
# Handler Practices and Cattle Handling

- Do cattle vocalize upon lead up or exit to the chute
- Do cattle receive medical treatment when needed
  - Withholding treatment – **Automatic failure**
- Failure to render euthanasia when appropriate
  - **Automatic failure**
- If abusive contact to an animal observed
  - **Automatic failure**



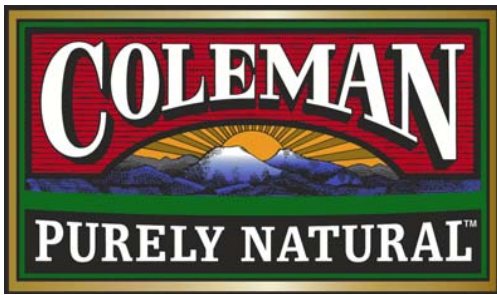
# Nutrition, Health and Well-Being

- Cancer eye, emaciation, cripple
  - Obvious neglect – **Automatic failure**
- Body condition score
  - Average of all cattle
  - Emaciated – **Automatic failure**
- Clean water supply
- Periodic water testing if natural water source used
- Does feed contain animal proteins
  - **Automatic failure**



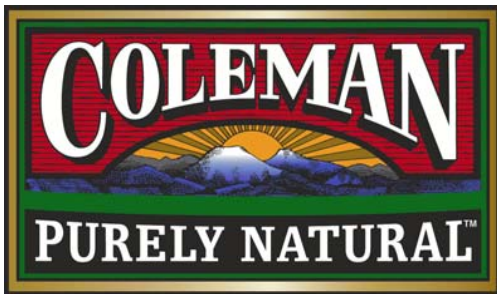
## Facilities

- Shelter provided to protect against weather conditions
  - High wind, cold conditions, windbreaks, heat relief
- Non-slip flooring/ground in loading areas
  - Minimize cattle slipping and falling in holding and loading areas
- No areas of standing water
  - Proper drainage
- Maintenance of gates and fences
  - Not to cause injury to animals, no sharp corners to puncture animals



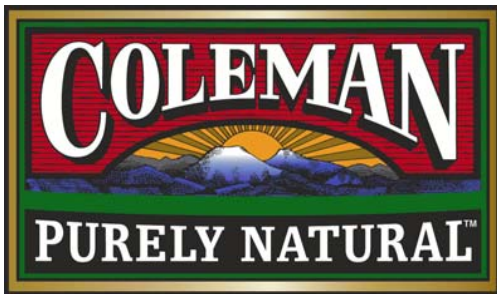
# Documents and Records

- Farm Standard Operating Procedures
  - Feeding procedures, feed content, animal handling training, treatment protocol, biosecurity guidelines
- Medical treatment log
  - Records kept on all medical treatments
  - Identify cattle that are treated
  - Remove from the “natural” program
- Mortality log
  - Record for trending and problem resolution



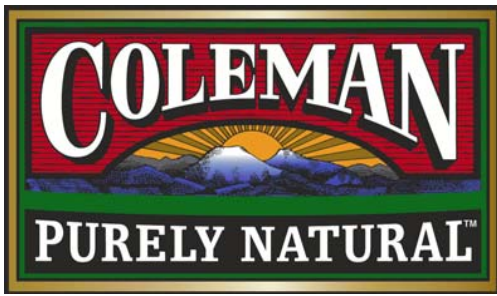
# Documents and Records

- Self audit program
  - Cover animal welfare
  - Can use the audit form being used during the auditor's visit
- Animal traceability
  - Animal identification
  - Transfer records
  - Written notes about movement of cattle
- Employee training
  - BQA certification
  - Log of on the job training



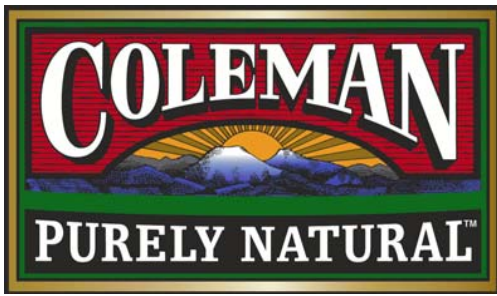
# Farmer Feeders and Feedlots

- Are cattle accustomed to handling
  - Make for ease and efficient handling at harvest facility
  - Reduces chance of injury – cattle and person
  - Better meat quality
- Are cattle given adequate space for normal behavior and movement
  - No more than 75% of space in holding pen to be used
- Is bedding changed between lots
  - Kept fresh and relatively clean
  - Unchanged bedding exacerbates pathogen harborage



# Ranges and Pastures

- Is pasture or range grazing limited
  - If limited due to weather, etc.
    - Provide feed in proper amounts.
    - Maintain body condition



# Consumer Satisfaction

- This is ultimate goal of any business
- Filling a void in the marketplace
- Providing the products consumers want
- Strengthening the integrity of the brand with sound systems and processes