

Grass-Fed Marketing

A photograph of a herd of cattle grazing in a grassy field at sunset. The sun is low on the horizon, creating a warm, golden glow and silhouetting the cows. The background shows a line of trees under a clear sky.

Arkansas Grazing Lands Conference

Little Rock, AR

August 2012

Grass Fed Beef - Marketing

US Wellness Meats' mission is to provide superior quality, grass finished beef as part of our overall goal of improving family nutrition, rural communities and the environment.

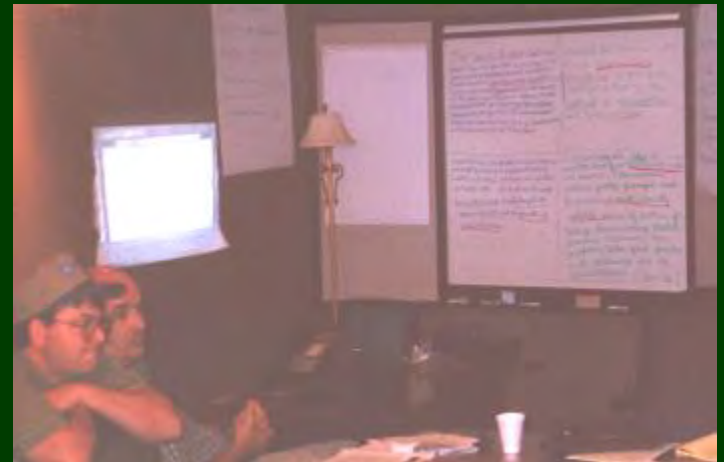
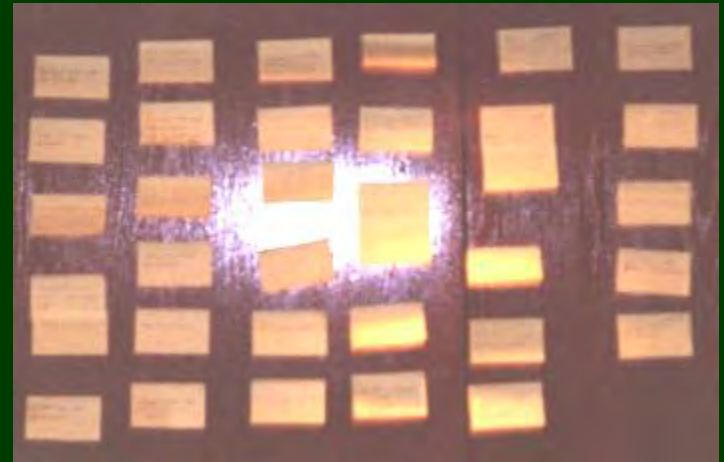


Building the Business

- Vision
- Brainstorm
- Mission

~It takes at least five years to build a food business. Be prepared to battle for at least five years before you begin to see success.~

- Plan
- Monitor
- Weak Link?
- Re-plan



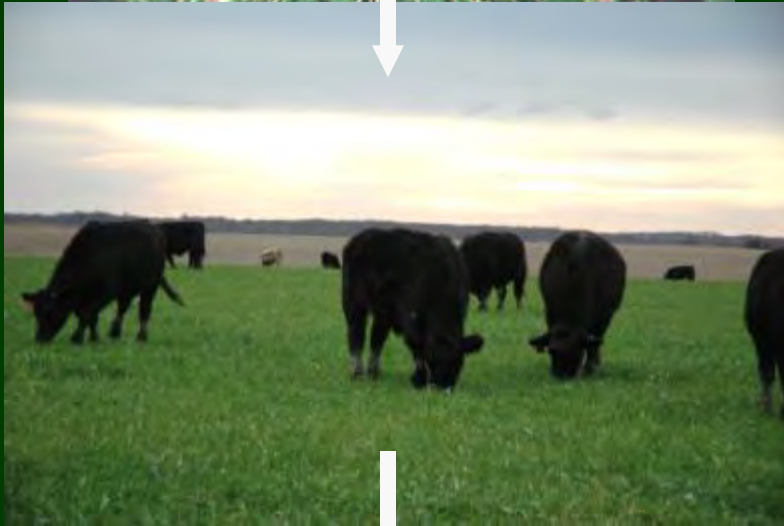
Management

- Strong business foundation
- Best forage management practice (MIG)
- Reduce overhead exposure
- Streamline production
 - Processing
 - Cold storage
 - Shipping
- Market, Market, Market...



Business Plan





- **US Wellness Meats is good for:**

- **You!** Omega-3 fatty acids, Cancer-Fighting CLA, Vitamin A, Vitamin E, and Branch Chain Amino Acids make beef healthy!

- **Our Animals!** Our cattle graze on abundant Missouri grasses year round with no added hormones, antibiotics, or animal by-products

- **The Environment!** Our sustainable practices are helping to ensure this way of life for generations to come

Health Benefits

- More CLA than grain-fed beef – why?
 - CLA is a fatty acid produced by ruminating animals
 - Natural forms are found in milk fat and meat fat
 - Green plants are rich in linoleic acid – which is necessary for CLA production
 - Cows manufacture CLA from the grass in their stomachs
 - Grain-fed cattle are fed soybeans and corn meal – low CLA production



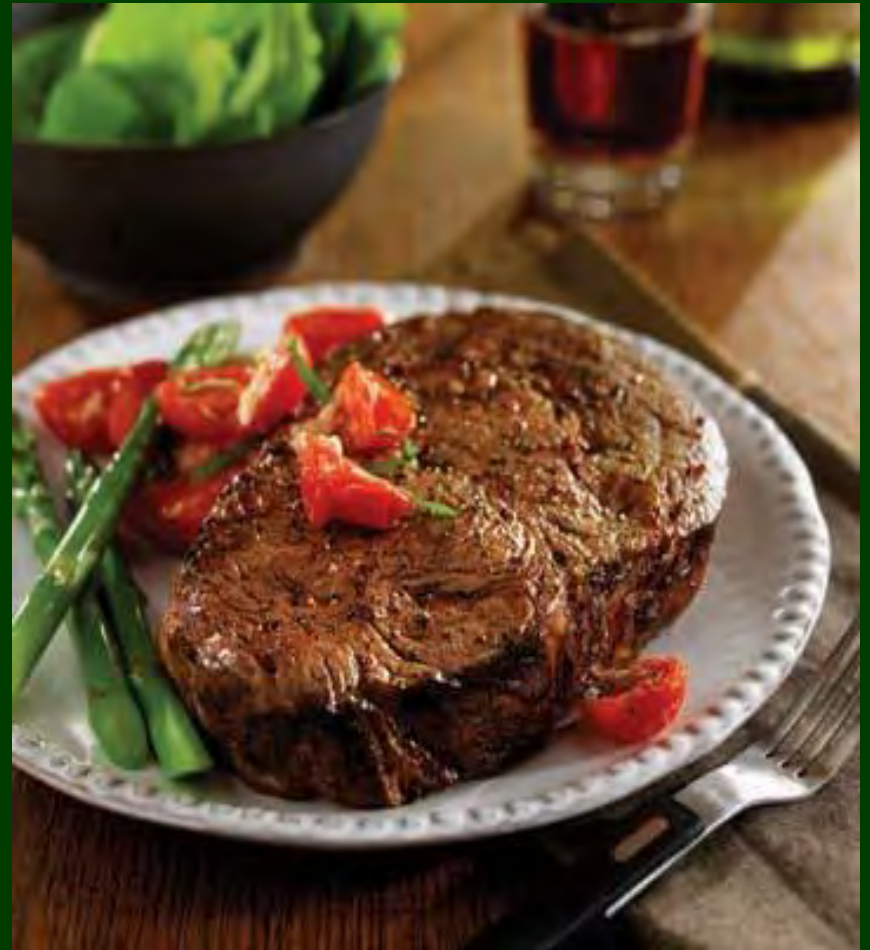
Why CLA?

- In animal studies, CLA has been shown to block all 3 stages of cancer: initiation, promotion, and metastasis
- *Journal of American College of Nutrition*, June 2000 reported that CLA had been shown to inhibit breast cancer cell growth
- Help decrease risk of insulin resistance and improve insulin action
- Is beneficial in reducing body fat and increasing lean body mass
- Helps combat heart disease and high blood pressure
- Your body does not produce CLA! The best source is to get it from your diet, instead of pills or capsules.

Why Grass-Fed?

■ 2011 Lab Testing

- ❑ Beef Ribeye Steak
- ❑ 43.4 mg CLA per serving
(3 oz serving size)
- ❑ Omega-3 component
ALA: 13.9 mg/serving
- ❑ 10 grams Protein/serving
- ❑ 1.72 grams Fat/serving
- ❑ 10 mg Iron/serving



Why Grass-Fed?

■ 2011 Lab Testing

- ❑ Beef Marrow Bones
- ❑ 70 g total fat/3 oz serving
- ❑ 82% fat!!
- ❑ 28 g monounsaturated fat/serving
- ❑ 116 mg Calcium/serving



Omega-3 Data

June 2008 - ISU Meat Science Lab			
	Ground	Lamb	
	Lamb	Loin Chop	Beef Tallow
Chain length <16	5.19	3.06	4.44
Chain length >16	94.81	96.94	95.56
Total saturated fatty acids	52.43	43.25	59.20
Total monounsaturated fatty acids	41.29	47.67	38.10
Total polyunsaturated fatty acids	6.28	9.09	2.69
Total omega-3 fatty acids	1.84	2.82	1.00
Total omega-6 fatty acids	4.30	6.24	1.65
Polyunsaturated/saturated	0.12	0.21	0.05
Omega-3/omega-6	0.43	0.45	0.60
Monounsaturated/saturated	0.79	1.10	0.64
Unsaturated/saturated	0.91	1.31	0.69
Index of Atherogenicity	0.79	0.54	1.00



Omega-3 Data

			Salmon	Colby
			Jerky	Cheese
Chain length <16			2.66	23.58
Chain length ≥16			97.34	76.42
Total saturated fatty acids			21.75	69.83
Total monounsaturated fatty acids			28.57	25.98
Total polyunsaturated fatty acids			49.68	4.19
Total omega-3 fatty acids			41.88	1.35
Total omega-6 fatty acids			6.83	2.78
Polyunsaturated/saturated			2.28	0.06
Omega-3/omega-6			6.14	0.49
Monounsaturated/saturated			1.31	0.37
Unsaturated/saturated			3.60	0.43
Index of Atherogenicity			0.29	2.78



Nutrition Testing

Fatty Acid Analysis

Common name		bre-1	bre-2	bls-1	bls-2	bls-3	gb
Myristic	C14:0	3.33%	2.46%	1.89%	2.03%	1.85%	3.78%
Myristoleic	C14:1	0.47%	0.39%	0.34%	0.36%	0.29%	0.71%
pentadecanoic	C15:0	1.55%	1.64%	1.98%	4.06%	3.98%	0.26%
Palmitic	C16:0	29.55%	26.81%	25.94%	24.35%	24.11%	28.84%
Palmitoleic	C16:1	3.40%	3.20%	3.20%	2.71%	3.07%	4.53%
Margaric	C17:0	1.03%	1.13%	1.02%	0.93%	0.72%	1.45%
10-heptadecenoic	C17:1	0.76%	0.74%	0.89%	0.92%	1.14%	0.71%
Stearic	C18:0	16.40%	16.76%	14.94%	15.56%	12.70%	16.99%
Oleic	C18:1	35.18%	36.29%	38.55%	30.36%	31.50%	37.19%
Vaccenic	C18:1 (n7)	0.31%	0.30%	0.30%	0.36%	0.39%	0.35%
Linoleic	C18:2 (n6)	4.08%	5.73%	5.99%	9.97%	10.62%	2.76%
Conjugated Linoleic Acid	C18:2 c9,t11	0.59%	0.63%	0.94%	0.45%	0.45%	0.94%
Linolenic	C18:3 (n3)	0.71%	1.13%	0.12%	1.46%	1.36%	0.63%
Eicosenoic	C20:1	0.08%	0.06%	0.06%	0.07%	0.04%	0.10%
Homogamma Linolenic	C20:3 (n6)	0.32%	0.34%	0.54%	0.74%	0.93%	0.13%
Arachadonic	C20:4 (n6)	1.39%	1.40%	2.23%	3.67%	4.34%	0.30%
Eicosapentanoic acid (EPA)	C20:5 (n3)	0.24%	0.27%	0.32%	0.74%	0.86%	0.06%
Docosadienoic	C22:2 (n6)	0.05%	0.08%	0.04%	0.12%	0.12%	0.04%
Docosatetraenoic	C22:4 (n6)	0.10%	0.12%	0.14%	0.18%	0.28%	0.05%
Decosapentaenoic	C22:5 (n3)	0.47%	0.51%	0.55%	1.00%	1.24%	0.17%
Total saturated		51.86%	48.81%	45.78%	46.93%	43.36%	51.32%
Total Monounsaturated		40.20%	40.98%	43.35%	34.77%	36.44%	43.60%
Total Polyunsaturated		7.94%	10.21%	10.87%	18.34%	20.20%	5.08%
Total omega-3 fatty acids		1.43%	1.91%	0.99%	3.20%	3.45%	0.86%
Total omega-6 fatty acids		5.93%	7.67%	8.94%	14.68%	16.30%	3.28%
Polyunsaturated/Saturated ratio		0.15	0.21	0.24	0.39	0.47	0.10
Ratio omega-3/omega-6		0.24	0.25	0.11	0.22	0.21	0.26
Monounsaturated/Saturated		0.78	0.84	0.95	0.74	0.84	0.85

Legend

BLS: Boneless Loin Strip - NY strip

BT: Beef Tenderloin

BSR: Seef Short Ribs

GB: Ground Beef

BRE: Boneless Ribeye

TRL: Top London Broil

BUTT: Top Sirloin steak

Environmental Advantages

- Soil erosion is virtually eliminated
- Eliminates pesticide use
- Improved water retention
- Positive animal/plant symbiosis
- Helps fight global warming
- Animal waste is recycled
and builds soil organic matter
- More energy efficient than producing grains
- Greatly reduces risk of water contamination
- **SUSTAINABLE AGRICULTURE**



Grass Fed Beef - Customers

- Concerned Parents
- Entire Fitness Industry
- Performing Actors and Athletes
- Consumers with Health Issues
- Nutritionists and Health Professionals
- Paleo/Primal Community
- Specialty Grocers and Restaurants
- Eventually Mainstream Product
- EDUCATION!

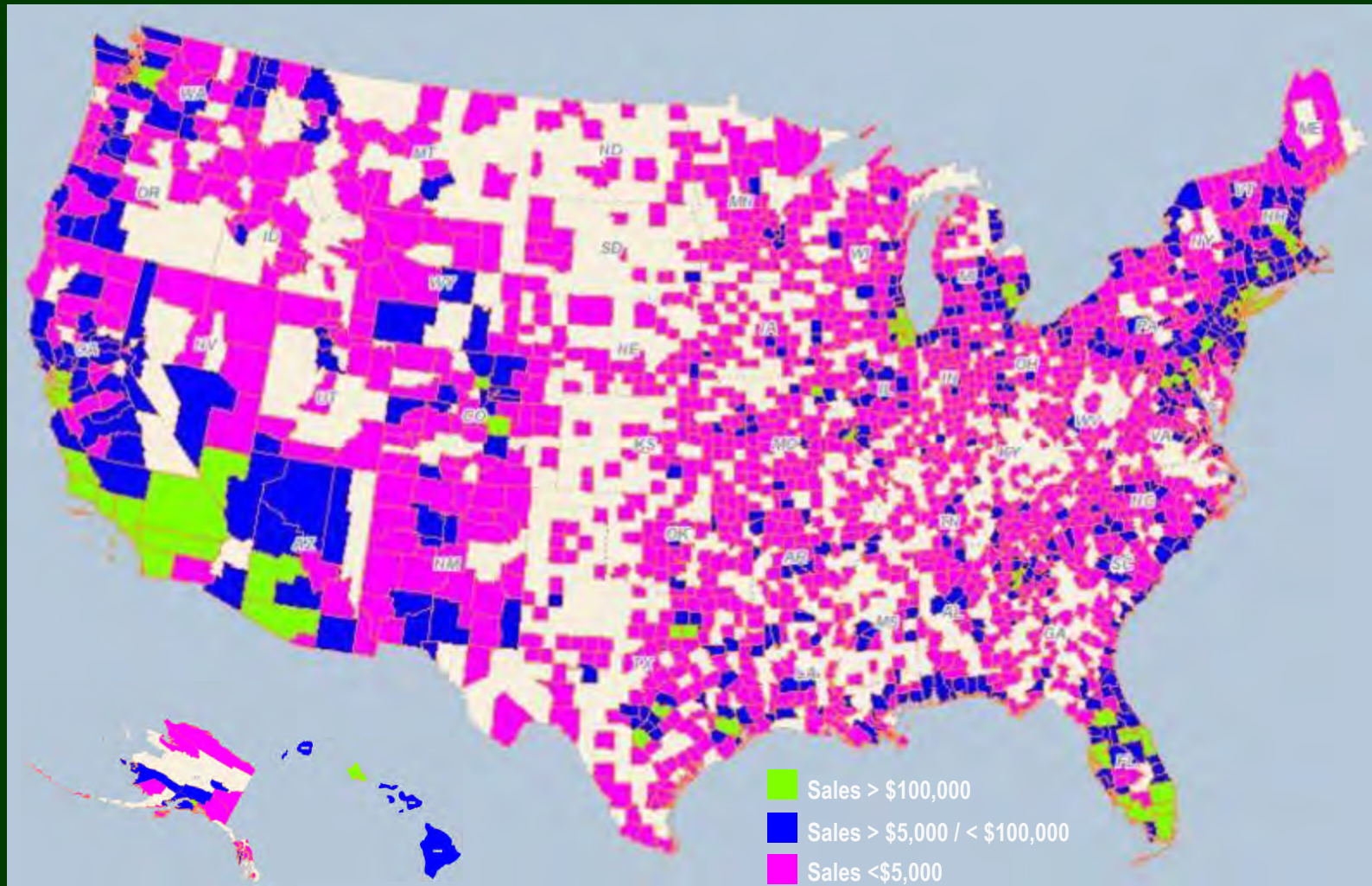


How do we sell to consumers?

- Online Retail – www.uswellnessmeats.com
 - ❑ All 50 States, Puerto Rico, Iraq and Hong Kong
 - ❑ Consumer Direct
 - ❑ Independent Retailers
- Wholesale Accounts
 - ❑ Retail Stores
 - ❑ Buying Co-ops
 - ❑ CrossFit Gyms
 - ❑ Restaurants
 - ❑ Grocery Stores



Customer Distribution 2010



How Do We Reach Customers?

- Affiliate Program
- Wholesale locations
- Trade Shows
- Word of Mouth
- Internet Marketing
- Weekly Newsletter
- Doctors and Athletes
- Professional Endorsements
- Social Media: Facebook, Twitter, Blogging



National Exposure

US Wellness is endorsed by:

- Doctors
- Nutritionists
- Food Bloggers
- Executive Chefs
- Weston A. Price Foundation
- US Marines and Seal Team Members
- Professional Athletes & Sports Teams



- Grocery Stores
- Retail & Specialty Stores
- Food Cooperatives
- Restaurants
- Cross-Fit Gyms
- National Publications: *The New York Times*, *Bon Appetit*, *Food & Wine Magazine*, *PaleoMag*

Celebrity Endorsements



New York Jets



Sebastian Siegel -
Actor, Athlete, Model



Sports Lab NYC



Jon Andersen -
Pro Strongman



Deena Kastor -
USA Marathon



Seal Team Ten



Jason Werth -
Washington Nationals



Weston A. Price
Foundation

Conventions & Trade Shows

- Navel Health Expo
- Sundance Film Festival
- Equinox Fitness Forum
- Fourfold Path to Healing
- Food & Wine Classic in Aspen
- South Beach Wine & Food Festival
- Weston A. Price - Wise Traditions Conference



What's New!



Beef Sliders & Breakfast Sausage



Traditional Beef Shanks



More Sugar-Free Options!

Newest Recipes: Pork Bacon & Sausage

Soy-Free Poultry



Askinosie Chocolate



Pet Products



Products

■ Grassland Beef

- Steaks
- Roasts
- Burgers
- Organ Meats
- Franks and Jerky
- Sausage and Bologna
- Pemmican and Tallow
- Fresh Chilled



■ Free Range Poultry

- Whole Chicken
- Ground Chicken
- Chicken Cuts
- Chicken Sausage
- Organ Meats
- Whole Turkey
- Ground Turkey
- Turkey Jerky

Products

■ Certified Humane Pork

- Ground Pork
- Pork Chops
- Sausage
- Ham Steak
- Bratwurst
- Bacon
- Baby Back Loin Pork Ribs
- Tenderloin Filet



■ Grassland Bison

- Ground bison
- Burger Patties
- Tenderloin Filet
- Bison Liver
- Bison Jerky

■ Grassland Lamb

- Ground Lamb
- Organ Meats
- Loin & Rib Chops
- Loin Roast
- Leg of Lamb
- Lamb Tallow

Products

■ Grassland Dairy

- Grass-Fed Butter
- Raw Grass-Fed Cheese



■ Organic Snacks

- Dark Chocolate
- Organic Nuts
- Organic Trail Mix
- Organic Berries
- Organic Cashew Cream



■ Wild Caught Seafood

- Wild Alaskan Sockeye Salmon
- Wild Alaskan Halibut
- Atlantic Mackerel
- Albacore Tuna
- Raw Shrimp
- Sardines

“Our cattle eat right so you can too!”

