



APPLEGATE®

CHANGING THE MEAT WE EAT™

The #1-Selling Brand in the Natural Meat Category

Our Company

Mission: Changing the Meat We Eat!

Guiding Principles: Taste, Truth, Trust

- **Taste** - Strive to make the best tasting products with no shortcuts and only natural ingredients
- **Truth** - Conduct our farming practices with integrity and treat our animals and land with respect
- **Trust** - Tell all of our story, provide transparency into our industry and to our consumers

With a network of over 700 family farms, Applegate is the pioneer in producing full lines of humanely raised Natural Meat and Organic Meat products.

Our Products & Category Presence

Pre-packaged Deli



Service Deli



Meat Department



Frozen



Our Consumers

- **Less Price Sensitive** - will pay a premium for great tasting, high quality products
- **Claim Savvy** - educated about food claims and seek out "clean ingredients" on product packaging
- **Socially Conscious** - concerned about the source of their food and how it was raised

Our Claims

- NEVER EVER ANY: fillers, antibiotics, growth hormones, added nitrites or nitrates, artificial ingredients or preservatives, or animal by-products
- ALL of our meats are gluten and casein free

What Does Organic Mean?

- Organic food is produced by farmers who emphasize renewable resources and conservation to enhance environmental quality for future generations
- Organic Meat products come from animals that consume organic vegetarian Feed produced without pesticides, synthetic fertilizers, irradiation or genetically modified organisms (GMO's)

What's the Difference between Natural Meat and Organic Meat?

- Currently, the USDA's definition for "natural" meat products does not include standards for how animals are raised
- Meat labeled as "natural" can come from animals that are fed grocery waste, animal by-products, antibiotics or hormones

At Applegate, we have the same standards for both our Natural and Organic products. The only difference is the animals in our organic program are fed Certified Organic grain or grass.

Applegate Brand Standards - Putting Nature Back in Natural				
Animal Raising Practices to Promote Better Health	Applegate Organic	Applegate Natural	Conventional Natural	Top Selling Conventional
Animals never administered antibiotics	x	x		
Animals never administered growth hormones	x	x		
Animals fed 100% vegetarian diet - never fed animal by-products	x	x		
Animals fed 100% organic vegetarian diet - never fed animal by-products; feed is free of synthetic fertilizers, pesticides and herbicides	x			
Animals are given plenty of room to engage in natural behavioral practices	x	x		
Ingredients	Applegate Organic	Applegate Natural	Conventional Natural	Top Selling Conventional
No Nitrates or Nitrites added	x	x	x	
No Artificial Ingredients	x	x	x	
No Fillers	x	x	x	
Sustainability	Applegate Organic	Applegate Natural	Conventional Natural	Top Selling Conventional
Animals are Humanely Raised according to sustainable agricultural practices	x	x		
Manure Management - composting of dry manure, no lagoons	x	x		
Farms located in geographically diverse areas to reduce risk of spreading disease	x	x		