



# Value Added Calf Verification Programs

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IMI Global,  
a division of Where Food Comes From, Inc.



# Where Food Comes From, Inc.



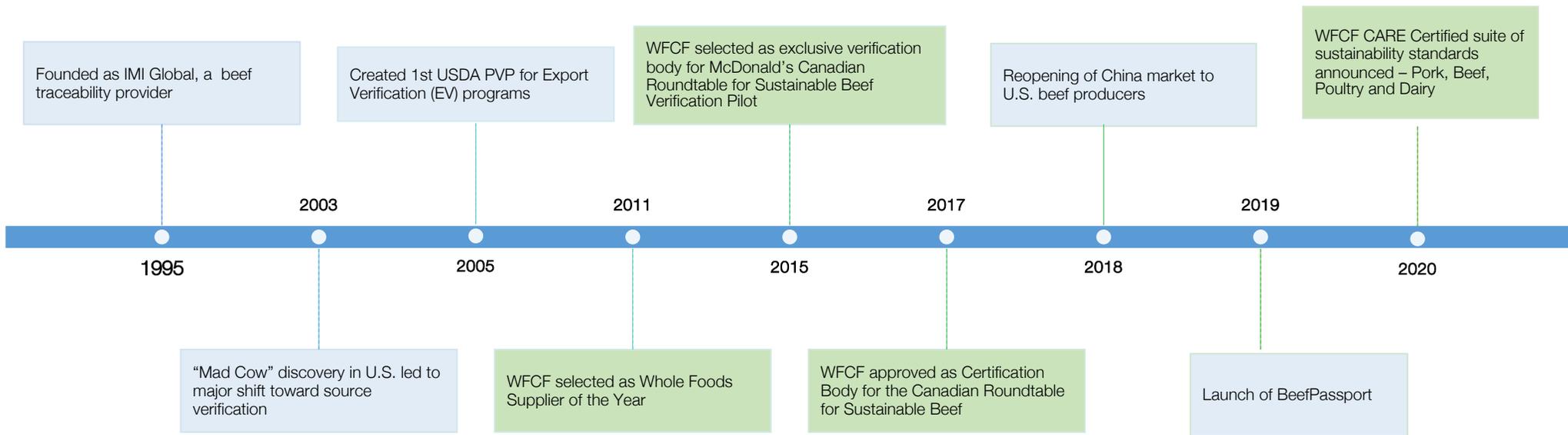
Where Food Comes From, Inc., offers a wide array of verification and certification services to help food producers, brands and consumers differentiate certain attributes and production methods in the marketplace.

Where Food Comes From helps food producers and brands make certain claims on live animals or packaged food products by verifying that they are meeting the standards or guidelines associated with the claim(s) they are making.

- **26 years** of verification experience
- **3** verification and certification divisions
- **2** technology services & consulting divisions
- Traceability and sustainability systems



# IMI Global - Our Roots in the Beef Industry



# IMI Global Programs

## Source / Age

## NHTC

## Verified Natural Beef

All programs require an EID tag be applied **before** leaving the ranch of origin.  
All programs allow you to be eligible for export, as well as domestic markets.

- Desk-audit only, no onsite required, prior to leaving the ranch of origin
- Age Verification allows carcasses to bypass dentition & physiological checks for age at the packer
- Shipping Certificate moves with the cattle through the supply chain and EID tags are allocated in the Beef Passport online tag lookup system

- Calves can never receive any growth promotants of any kind
- Ranch must have an annual onsite audit prior to leaving the ranch of origin
- If there are any hormone products onsite (i.e. CIDRs, Lutalyse), an inventory must be kept up-to-date
- Cattle must move through NHTC approved locations at all times, all locations must be approved prior to arrival
- Required by the EU

- Ranch must have an onsite audit, prior to leaving the ranch of origin
- Requires no growth hormones, no antibiotics, no ionophores, and no animal by-products
- Cattle must move through NHTC/VNB approved locations at all times, , all locations must be approved prior to arrival



# Two EID Tags? Bangs Vaccinations? What you need to know!

- **At Bangs Vaccination what tag do your cattle have in?**
  - Non-Orange 840 EID tag: do not let your vet apply a second orange bangs tag when giving the vaccination
  - 840 Orange Bangs EID tag: do not apply a second 840 EID tag for value-added program use
- **My vet says I can apply two 840 tags to one animal, is this ok?**
  - **No. It is actually illegal to apply two 840 EID tags to one animal.**
    - If you do apply two EIDs to one animal, there is a chance that the animal(s) will be disqualified from the programs. Contact IMI Global immediately to tie both EID tag numbers to the one animal in Beef Passport.
      - **DO NOT CUT OUT AN EID TAG - THIS IS ALSO ILLEGAL.**



# American Angus Association-AngusLink partners with IMI Global

## IMI Global responsibilities

- USDA Processed Verified Program (PVP) management
  - Source & Age, including EID tags
  - NHTC
  - Verified Natural Beef (NE3)
- Customer communication and management of above PVP management as well as AngusVerified and AngusLink - Genetic Merit Scorecard.

## American Angus Association (AAA) responsibilities communicated to IMI Global, not the customer

- AngusVerified
- AngusLink – Genetic Merit Scorecard (GMS)



# Breed Verified Partners



# Concerns About Sustainability Raised Meat Increasing

34%

Of meat consumers say they have become more concerned with the sustainability of meat products they purchase in the last year.



# Where Food Comes From CARE Certified™

Where Food Comes From CARE Certified™ is a suite of sustainability Standards.



CARE Pillars >

01 ANIMAL CARE

02 ENVIRONMENTAL STEWARDSHIP

03 PEOPLE & COMMUNITY

As of December 31, 2022, we have **806** CARE Certified beef ranchers in **30** different states with a total of **852,795** head approved.



# A Sustainability Standard for the Beef Industry

- Third-Party sustainability Standard for Cow/Calf producers and Stocker/Backgrounders operations
- Recognized by US Roundtable for Sustainable Beef

## Pillars include:

### Animal Care

- Handler training
- Herd health plan
- Antibiotic stewardship
- Safe transportation

### Environmental Stewardship

- Grazing management to ensure water, land and air quality
- Waste reduction
- Efficient cattle production

### People & Community

- Worker safety
- Succession planning
- Emergency preparedness
- Local community support



CARE Values

#### Transparency

denotes openness, communication and accountability

#### Husbandry

implies the careful cultivation and breeding of crops and animals

#### Stewardship

bestows the honor of supervising or taking care of something

#### Philanthropy

creates a desire to promote the welfare of others

#### Integrity

means doing what's right when no one else is watching



# Claims Drive Value Back to the Producer\*

	Heifers	Steers	Overall
Source and Age	\$4.92/cwt	\$2.67/cwt	\$3.42/cwt
NHTC	\$8.76/cwt	\$8.29/cwt	\$8.45/cwt
Verified Natural Beef	\$11.20/cwt	\$9.65/cwt	\$10.17/cwt
CARE (2020 only)	\$12.77/cwt	\$12.68/cwt	\$12.71/cwt

Premiums based on 2018-2022 average premium prices from Superior video sales on base weight of 600#



# CARE Certified Beef Expansion in 2023

- Prime Pursuits / Walmart

- Source & Age
- AngusVerified
- NHTC
- CARE Certified

- Tyson – Brazen Beef

- Source & Age
- CARE Certified

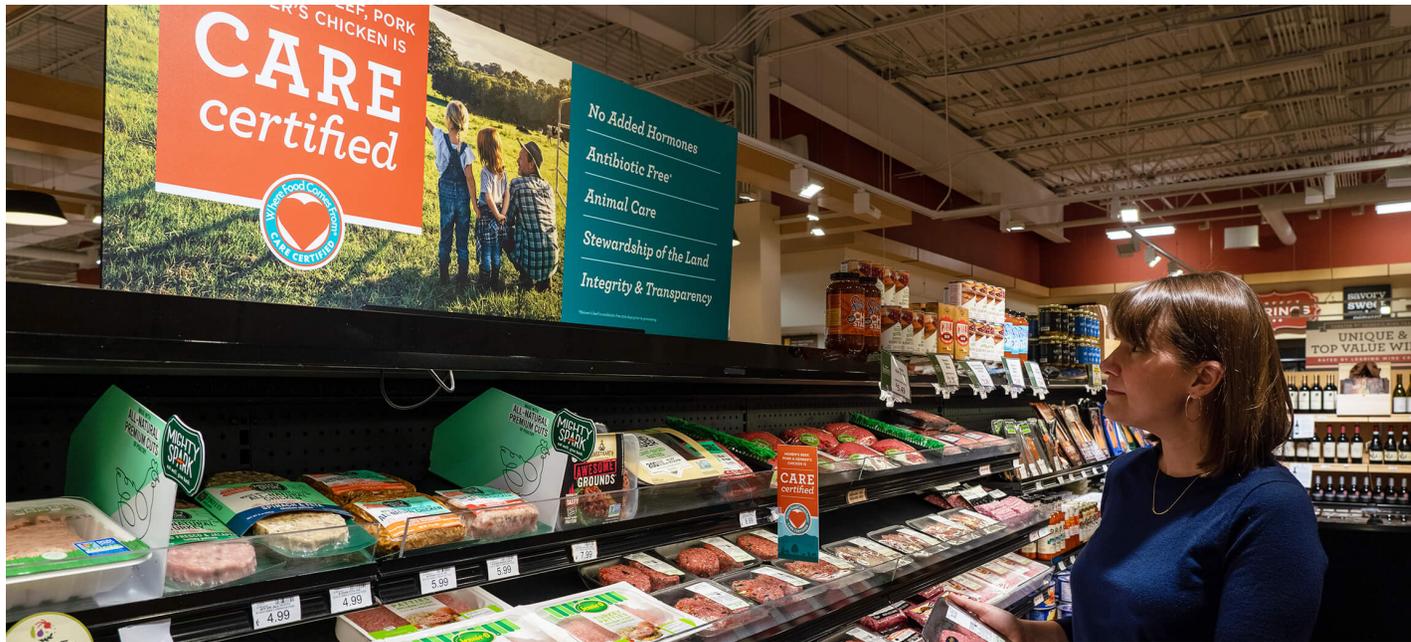


Walmart Launches McClaren Farms, Bringing High-Quality Beef Options and Added Transparency to Customers Through Its Angus Supply Chain



heinen's

# Heinen's Grocery Store



Shop our  
**CARE  
CERTIFIED  
PROTEINS**

Meet Our CARE Certified Partners



# WFCF Storybit Video Series

Since launching in  
March of 2020,  
we have featured  
**24 FAMILIES**  
and have seen  
**13 MILLION**  
**IMPRESSIONS,**  
comments, engagements, shares, views, etc.



storybit.com





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