



MEDIA KIT

# OPEN PRAIRIE® NATURAL\* MEATS

## BRAND MISSION/IDENTITY

To those whose customer mix is striving for a wholesome lifestyle, *Open Prairie* Natural Meats is an uncomplicated, Never Ever protein choice backed by a team committed to upholding the standards of openness. The *Open Prairie* Natural Meats brand team delivers natural\*, quality meat with strict Never Ever standards to ensure the meat is always from animals raised with no antibiotics ever and no added hormones or growth promotants.

The foundation of the brand is openness and the *Open Prairie* Natural Meats brand team continually works to enhance communications and transparency with all of our partners, from the independent ranchers and farmers who supply our cattle and hogs, to the customers who purchase our products.

## NEVER EVER SPECIFICATIONS

- › No antibiotics – ever
- › No added hormones or growth promotants
- › 100% vegetarian diet; no byproducts, except for milk
- › Animal well-being standards implemented
- › Beef and pork traceable to the animal’s place of birth through the *Trusted Path™* Program
- › Third-party verified



[OpenPrairieNaturalMeats.com](https://www.OpenPrairieNaturalMeats.com)

\*Minimally Processed. No Artificial Ingredients.  
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## REASONS TO BELIEVE IN THE BRAND

### OUR OPENNESS PROMISE

**We promise to uphold high standards of openness with our natural program by:**

- Consistently delivering a natural, quality product
- Adhering to a high standard of doing business you can trust
- Sharing our production processes
- Providing a tool box of primary and secondary research on the natural category, target consumer and industry trends



### WHY BRANDS MATTER

**30%** of consumers prefer supplier brands vs. 20% preferring private label brands. The percentage of consumers preferring supplier brands has almost doubled since 2007, while private label brand preference has seen just a **7%** increase over the last decade. <sup>1</sup>

<sup>1</sup>The Power of Meat © 2019

<sup>2</sup>The Power of Meat © 2018 | IRI, MULO, 52 weeks ending 12/31/2017

### WHY NATURAL MEATS MATTER

As experts in the natural meat category, the team behind the *Open Prairie* Natural Meats brand understands the natural consumer and what drives their purchases.

Production claims now make up **17%** of total meat sales at retail. Those claims are led by All Natural (10.8% of sales) and Antibiotic Free (7.3% of sales). All natural meat claims totaled \$7.3B in 2018.<sup>1</sup>

Natural shoppers who purchase ABF/NAE meat spend on average **\$106.90** per basket, compared to **\$42.49** for a typical basket – an average increase of **\$64.41**.<sup>3</sup>

**↑ 52%** want more all-natural options

**\$11.5 billion**  
(meat with claims)<sup>1</sup>



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## FAQs - Open Prairie® Natural Meats

### What does Never Ever mean?

Never Ever means the cattle and hogs are raised with the following requirements:

- No antibiotics - ever
- No added hormones or growth promotants
- 100% vegetarian diet; no animal byproducts, except for milk.

### What does no added hormones mean?

There are naturally occurring hormones in all animals. That said, there are no additional hormones or growth promotants given to the cattle or hogs raised for the *Open Prairie* Natural Meats brand.

### What exactly does vegetarian diet mean?

The animals in the *Open Prairie* Natural Meats program have diets developed by an animal dietician to meet their evolving nutritional needs as they grow. They are never fed any animal byproducts and do not get any of their protein from animal sources. Their diet provides a healthy balance of nutrients for the overall well-being of the animals and delivers a flavorful product for you.

When we talk about a vegetarian diet in hogs, we always include “except for milk.” Why? Because when piglets are weaned from their mothers, they are fed a supplement that includes vitamins and minerals to help them grow. The piglets do best when these supplements are milk-based.

### Is your product certified organic?

No. The *Open Prairie* Natural Meats team is dedicated to bringing better beef and pork to consumers at a reasonable price. To be labeled Certified Organic by the United States Department of Agriculture is a costly endeavor. Because of this, it is also difficult to find consistent suppliers of organic feed. Instead, we put our focus on supplying you with high-quality meat from animals raised without antibiotics and added hormones. Tyson Fresh Meats, Inc. insists that the farming practices used by the independent farmers and ranchers to raise the *Open Prairie* Natural Meats brand are of the highest safety and quality standards available.

### What happens if an animal gets sick and needs antibiotics?

The animal’s well-being is the priority and their needs are cared for in all circumstances. Vaccination protocols and parasite control are encouraged to minimize and prevent illness. If an animal should become sick, they receive veterinarian oversight and are treated accordingly. If antibiotics are provided, the animal is removed from the *Open Prairie* Natural Meats program.

### Do you have animal well-being requirements?

Yes. Ensuring the well-being of animals is not only the right thing to do, we believe it is our responsibility. We conduct audits and on-farm verification of the independent farmers and ranchers. The animal well-being standards are third-party verified.

### Are the cattle raised for Open Prairie Natural Angus Beef grass-fed?

The cattle are raised on pasture for a considerable amount of their lives. After about 16-24 months on pasture, the cattle are then “finished” on a strict vegetarian diet of grains and roughage. This is to bring out the marbling in the meat and allows for the high-quality grading such as USDA Prime and Choice.

### Do the hogs raised for Open Prairie Natural Pork live in open pasture?

No. Because hogs are very sensitive to both cold and heat (they have very little hair and do not have sweat glands), as well as vulnerable to natural predators, the hogs are raised in safe, climate-controlled barns. There, they get just the right amount of food to eat, along with care and attention from the farmer.

### What is the Trusted Path™ Program?

The *Trusted Path* Program encompasses all the traceability efforts for *Open Prairie* products, including maintained records, unique identification, DNA technology and third-party audits. Combined, this gives our team the ability to trace individual cuts and grinds of beef and pork from finished product to the animal’s place of birth.



# BRAND ELEMENTS - LOGO

## Minimum Size

To remain legible the logo should not be used at a size smaller than 1.125 inches wide.

## Clear Space

To position the logo for maximum impact, clear space must be considered. Competing headlines, images and other visuals must be kept outside clear space.

At the logo's desired size, clear space on all sides is always equal to  $\frac{1}{2}$  of the width of the logo.

**Note:** The following statement must be adjacent to the logo:

**\*Minimally processed.  
No artificial ingredients.**



## CONTACT US

Have questions, interested in learning more or want to write a story about *Open Prairie*® Natural Meats? Contact us today.

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