



OPEN PRAIRIE® NATURAL\* MEATS

## The Openness Promise

The *Open Prairie* Natural Meats brand team takes openness seriously — so seriously in fact that it's rooted in our brand name. Simply put, being open means continually working 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.

We care about the animals that are sourced for the *Open Prairie* Natural Meats brand, our supplier partners, employees, customers and consumers. We promise to participate in an open dialogue and remain responsive to all inquiries and requests.

### A Promise to Our Customers

We promise to uphold high standards of openness with our natural program by consistently delivering a quality, Never Ever, product, sharing our production processes, adhering to a high standard of doing business you can trust, and providing a tool box of primary and secondary research on the natural category, target consumer and industry trends.

### A Promise to Our Consumers

The *Open Prairie* Natural Meats brand team is dedicated to quality Never Ever product. Our Openness Promise is our commitment to wholesome, uncomplicated meat from responsibly and humanely raised animals. We promise to be open about our processes, share our animal well-being standards, and adhere to strict values to be a brand you can trust. *Open Prairie* products are consistent, delicious and something you can feel good about purchasing.

If you have a question related to the *Open Prairie* Natural Meats brand, please contact us at [OpenPrairieNaturalMeats.com](https://OpenPrairieNaturalMeats.com)



**OpenPrairieNaturalMeats.com**

\*Minimally processed. No artificial ingredients.



## PROOF POINTS:

Never Ever Natural Specifications – *Open Prairie* Natural Meats is always free of anything added to meet your customers' desire for an uncomplicated, wholesome product.

- No antibiotics - ever
- No added hormones or growth promotants\*\*
- 100% vegetarian diet;  
no animal byproducts, except for milk
- Minimally processed
- No artificial ingredients
- No additives
- No preservatives

### Animal Feeding

The supply of cattle and hogs for the *Open Prairie* brand has diets developed by an animal dietician and formulated to provide the flavorful products consumers expect.

The cattle are raised on pasture for most of their lives. After 16-24 months, they are finished on a vegetarian diet primarily of grain and corn.

The hogs are fed customized diets to meet their evolving nutritional needs as they grow. They are finished on a vegetarian diet primarily of corn and soybean meal.

### Beef Quality

*Open Prairie* Natural Angus Beef is sourced exclusively from Angus cattle for flavorful beef. USDA Prime and Choice quality grades are produced and offered.

### Quality Control and Consistency

*Open Prairie* Natural Angus Beef and *Open Prairie* Natural Pork are exclusively produced at facilities in Lexington, Nebraska, and Waterloo, Iowa, respectively. Each plant sorts and segregates the carcasses to ensure quality control. These are the only two facilities that produce for the brand, which means each protein is crafted by a single workforce at each location, ensuring a consistent product you can depend on.

### Traceability

All cattle and hogs are traceable to place of birth through maintained records and/or unique identification. The beef is traceable to birth ranch through *DNA TraceBack®* technology.

### Animal Well-Being

We implement animal well-being standards because it's good for the animal and ultimately the end product, and customers can be assured they are purchasing a product from an animal that was responsibly raised.

- General animal well-being conditions must be provided, including encouraging vaccination protocols and parasite control to help minimize/prevent disease. Any ill or injured animals have veterinarian oversight or consultation for diagnosis and treatment. Animals must be handled in a manner to minimize stress and have access to food and water daily.
- To help ensure animal care best practices, all cattle feedyard managers and employees handling hogs are required to be Beef Quality Assurance (BQA) and Pork Quality Assurance® Plus (PQA) trained respectively.
- All animal transporters are required to be trained pursuant to the Beef Quality Assurance Transportation and Transport Quality Assurance best practices for hauling livestock.
- All harvest facilities have a robust program in place to manage our humane handling policies and procedures as well as identify opportunities for improvement.





### Third-Party Verification

The *Open Prairie* brand attributes and *FarmCheck*® program are third-party verified by Where Food Comes From, Inc., the number one provider of certification and verification in the food industry.

- Through our *FarmCheck* program, third-party auditors check animal access to food and water, proper human-animal interaction, and worker training at independent ranches and farms that supply for us.
- All feedyards/operations supplying animals for the Open Prairie Natural Meats brand are required to undergo a third-party audit to verify compliance to the natural raising claims associated with the program.
- All Tyson Fresh Meats harvest facilities undergo annual (at a minimum) third-party audits to assess best practice systems.

### Data Sharing

The *Open Prairie* brand team continually invests in identifying the natural meats consumer, determining what they value, how to engage them and how to better meet their needs. With a robust data tool box, our team is well equipped to share insights into the natural category, target consumer and industry trends. We openly share our primary and secondary research with customers to engage our target consumer and strategically market our products.

### Ease of doing business

The Tyson Fresh Meats Team is committed to building relationships with our customers and ensuring their needs are met. Our customers experience logistical efficiency, accurate products, excellent customer service and much more from a partner they can trust.

- We have leading-edge logistical updates in automation, loading, distribution, tracking and real-time monitoring to reduce error while increasing reliability and timeliness.
- We are committed to overall excellence in product offering, program implementation, customer service and the growth of our customers' business.
- We have decades of experience in planning our loads to maximize our efforts and increase logistical efficiency in packing, shipping and order fulfillment.

### Sustainability

The Tyson Fresh Meats Team remains committed to sustainable practices and is driven to raise the world's expectations for how much good food can do. We know that most sustainability issues are interconnected, so we approach sustainability from a multidimensional view and tackle issues on a holistic level to benefit the planet and the people on it.

- We seek answers that improve outcomes across all focus areas such as animal well-being, the environment and worker safety.
- We are dedicated to delivering safe, affordable, sustainable food for generations to come.
- We are committed to reducing our environmental impact and increasing land stewardship practices with our partners.

### Food Safety

The Tyson Fresh Meats Team promises to produce safe, high quality natural meats that maintain customer and consumer confidence.

- Our facilities have an integrated Food Safety System in place including a stringent Hazard Analysis Critical Control Points (HACCP) program.
- We have proven safety techniques, including innovative Cold Chain Management procedures and data testing confirmation that validate our cleanliness control processes.
- Our facilities are inspected daily by the Food Safety and Inspection Service (FSIS) and meet all regulatory requirements.

