



Tyson

FRESH MEATS TEAM



Media Kit

the beef & pork experts™

the **beef**
& **pork**
experts™

Consistently striving to surpass the expectations of each and every one of our customers and deliver value beyond price, *the Beef & Pork Experts™* at Tyson Fresh Meats offer superior products, marketing support and expertise to the industry along with unparalleled customer service.

The entire Tyson Fresh Meats Team – more than 41,000 strong – is committed to exceeding expectations and delivering top-tier quality products to ensure the success of our retail and foodservice industry partners.

Brand Positioning

To those who demand smart and marketable solutions, the Tyson Fresh Meats Team is *the Beef & Pork Experts™*, the only American-owned supplier of both fresh beef and pork, that consistently strives to exceed customer expectations and deliver value beyond price.



Brand Identity

Tyson Fresh Meats provides expert product solutions, offering a portfolio of fresh beef and pork brands containing everything from Never Ever meats to consistent, pre-portioned products.

Alongside the various meat products offered, the team provides best-in-class service and unrivaled industry know-how. The Tyson Fresh Meats Team makes doing business easy by offering beef and pork in the same delivery, utilizing logistical efficiencies to provide accurate order fulfillment and customer service that is second to none.



Tyson

FRESH MEATS TEAM

Our History

The foundation of the Tyson Fresh Meats Team is rooted in the 1960 formation of Iowa Beef Packers (IBP). Tyson Foods, a well-known chicken company, purchased IBP inc. in 2001. It was at this time that IBP inc. was renamed Tyson Fresh Meats. With the acquisition of IBP inc., Tyson

Fresh Meats inherited the long-standing tradition of delivering high-quality, consistent beef and pork products. Today, Tyson Fresh Meats supports sales around the globe, helping their customers drive success.



Reasons to Believe

the Beef & Pork Experts[™]

Consistently striving to go above and beyond what our customers expect and deliver superior value, *the Beef & Pork Experts* at Tyson Fresh Meats offer the industry a deep well of expertise and solutions that will help boost your bottom line.

Tyson Fresh Meats cares about our customers and team members and the local communities in which we operate. Headquartered in Dakota Dunes, South Dakota, with plant locations across the heart of America, Tyson Fresh Meats is a supporter of America's agriculture all the way through the fresh meats supply chain by partnering with independent farmers and ranchers.



- + 6 BEEF PLANTS**
- + 6 PORK PLANTS**
- + 3 CASE READY PLANTS**
- + 3 VALUE ADDED FACILITIES**
- + 24 FIELD SALES CONSULTANTS
LOCATED IN 5 SERVICE CENTERS
ACROSS THE U.S.**

The 5 Pillars of the Tyson Fresh Meats Story

1 Integrity/Accountability

We believe in doing the right thing for our customers and team members.

2 Expert Product Solutions

We offer a variety of quality, fresh beef and pork products and solutions to help customers drive success.

3 Heart of Agriculture

We play a vital role in supporting the heart of America's agriculture -- driving economic viability throughout the fresh meat supply chain.

4 Best-in-Class Service and Supply Chain Logistics

We understand the importance of having the right product at the right time. Our excellent customer service ensures we accurately move thousands of pounds of beef and pork across the country on time.

5 Market Know-How

We understand the market drivers for beef and pork and constantly search for what's next.



Heart of Agriculture

Tyson Fresh Meats knows few people are as important to the food production cycle as the American farmers and ranchers who work the land and raise the animals. Mutually beneficial partnerships with independent farmers help contribute to the economic sustainability of America's agricultural communities.

Tyson Fresh Meats partners with nearly 4,000 independent ranchers to supply beef plants throughout the Midwest, South and Pacific Northwest. An additional 2,000 independent farmers supply Tyson Fresh Meats' pork plants in the Corn Belt. As the experts in animal handling, they are raising livestock following strict standards for animal well-being and high-quality products.



Animal Well-Being, Food Safety and Sustainability

Progressive Beef[™]

Tyson Fresh Meats is the first organization to license the *Progressive Beef* program, a cattle management and sustainability program that helps elevate accountability and transparency for beef producers. The comprehensive quality management system covers all areas of day-to-day livestock management with pillars focusing on cattle care, food safety and sustainability.

The *Progressive Beef* program is driving the industry forward through increased transparency. Cattle handling, nutrition and antibiotic use plus employee safety guidelines and sustainability measures are monitored and assessed by internal auditors and USDA-approved third-party auditors on a bi-yearly basis.

To learn more about the partnership between *Progressive Beef* and Tyson Fresh Meats, visit TysonFreshMeats.com/ProgressiveBeef



FarmCheck[®]

As a company dedicated to animal well-being, Tyson Foods implemented the *FarmCheck* program in 2012 to create and continually fine-tune policies and programs for animal care practices. Through this program, auditors perform site checks on all farm and ranch partners of Tyson Fresh Meats for animal access to food and water, proper human-animal interaction and worker training. An external advisory panel also helps to determine research priorities for animal well-being and reviews the audit program, recommending any needed improvements. Tyson Foods supports additional animal welfare research, as guided by the advisory panel, and has staff dedicated to overseeing animal welfare efforts.

To learn more about the *FarmCheck* program, visit TysonFreshMeats.com/FarmCheck.

Brand Offerings

Tyson Fresh Meats offers a comprehensive portfolio of beef and pork brands for our customers.

ibp Trusted Excellence® Brand – A long-standing tradition of innovation brings the signature brown and green boxes full of reliably consistent product to the menu, time after time.

Chairman's Reserve® Meats – The only national brand offering both beef and pork in dual premium and prime high-quality tiers, *Chairman's Reserve Meats* provides an extraordinary base for culinary creations.

Star Ranch Angus® Beef – 100% pure Angus beef brings the consistent quality and taste meat lovers search for.

Open Prairie® Natural Meats – Strict Never Ever specifications make *Open Prairie Natural Pork* and *Angus Beef* a perfect choice for restaurants with a claim-conscious clientele.

In addition to our brands, Tyson Fresh Meats also provides these services and offerings:

Reuben® Corned Beef – While this product is thought of as perfect for St. Patrick's Day, corned beef brisket is making a comeback as sandwiches, especially the Reuben, are trending on menus at large-scale chain restaurants.

Supreme Tender® Pork – Delivering a consistently moist, juicy product every time, *Supreme Tender Pork* comes pre-brined in an all-natural* saltwater brine.



Foodservice

For nearly 60 years, we have provided innovative foodservice solutions to thriving restaurants and other foodservice related businesses. Our foodservice customers trust their business success to our consistent products, smart brands and unmatched service, all backed by a comprehensive support network.

Portioned Protein Innovations

Leading the way forward creating innovative solution-driven products for not only large-scale customers but also for small volume specialty programs in retail and foodservice. Capabilities include: further-processed items, case ready, specialty cut portions, grinds, seasoned and marinated, sliced, diced and cubed beef and pork products.

the Beef & Pork Experts in the News

- +** PPI Interview with Ryan Vessel
- +** 2019 AMC Video Interviews
- +** Progressive Grocer
- +** Progressive Beef Press Release
- +** PPI Press Release
- +** Meeting Place Exclusive Pork Transparency

+ National Provisioner Cover Feature



+ Progressive Grocer Interview with Kent on PPI



+ Premium Quality Interview



Assets

Logos, photography and other assets are available for Tyson Fresh Meats and its brands. Each brand's assets require special attention and care; as such, any time assets are requested, they should be accompanied by the correct brand standards guidelines. To request brand assets, contact Lauren Neuman (*contact information on page 11*).

Raw Photography

Tyson Fresh Meats photography should always be clean and rich with minimal but sophisticated propping. While the background and props speak to quality, they remain the supporting role, never stealing attention from the main hero – the meat.



Tyson Fresh Meats Logo



the Beef & Pork Experts™ tagline



Contact Us

Have questions, interested in learning more or want to write a story about the Tyson Fresh Meats Team? **Contact us today.**

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