

## **PRODUCTION PROTOCOL AND ANIMAL HUSBANDRY GUIDELINES**

Revised: April 29, 2010

### **Background**

Panorama Meats, Inc. (PMI) began as a program of the Western Ranchers' Beef Cooperative (WRB) in January 2002. The objective was to market a superbly tender, uniquely flavorful, nutritious and exceptionally high quality 100% grass-fed beef while paying producers appropriately for the high quality of their animals.

### **Cattle Qualifications**

Cattle must comply with the requirements listed below and be certified by Born and Raised in the USA™. This program consists of the following criteria:

1. No hormones/implants or animal by-products have been used
2. No antibiotics have been fed or injected - EVER
3. Beef Quality Assurance practices (all injections in the animals neck)
4. Certified Born and Raised in the USA®
5. Age and source verification
6. Certified Organic by USDA

This also enables producers to verify and document husbandry practices as well as breed lineage of the animals provided for PMI.

### **Feed and Finish**

Producers providing animals to the PMI program will raise their animals on natural grasses, legumes or range forage. Grass and alfalfa or other leguminous hay is permitted. No supplemental grains or grain-based manufactured ration EVER. No reprocessed animal tissue, animal by-products, fecal material, food waste or by-products to be used either as supplement or primary feed at any time. Producers are encouraged to provide a full array of mineral supplements as required to maintain maximum levels of good health. Minerals are not to be provided in conjunction with grain or grain-based supplements. Not only must all animals be continuously fed grasses as defined above but they also must be finished on these same grasses as at no time can they be grass-fed but grain-finished. Our USDA label clearly states that all PMI meat products are 100% grass-fed and finished.

### **Growth Hormones, Antibiotics and Vaccinations**

No synthetic hormones, growth promotants or steroids are allowed at any time during the animal's life. No implants. None fed or otherwise administered.

Producers are encouraged to employ management practices that promote animal health, including pasture rotation, vaccination and low-stress handling. Producers are also encouraged to medicate animals in the event of illness or injury in order to minimize suffering and prevent death. However, no animal will be processed that has had antibiotics administered.

All vaccinations are required to be administered in the animal's neck area and must be traced and verified.

### **Unconfined Pasture Access**

Animals shall have continuous and unconfined access to pasture throughout their life Cycle. Producers must verify how livestock are cared for during normal and inclement weather conditions, birthing, and other conditions that would merit special protection. It is understood that animals must occasionally be confined in corrals for branding, sorting, shipping, vaccination and pasture management.

### **Retained Ownership**

It is encouraged that the ownership of the animal be retained by the producer through slaughter. These producers then agree to provide PMI a market-ready, grass-finished animal that is no older than 29 months of age at time of slaughter and is of a desirable finished weight (approximately 900 lbs. to 1200 lbs.) and condition. This status will be determined by the PMI Production Manager prior to shipping any animal to slaughter for PMI. The producer will then be paid on the hot carcass weight of their cattle. PMI will work with the producers on the arrangements and cost of transporting the cattle to the processing plant. PMI will pay all the harvesting, processing, and distribution cost associated with these cattle. As a service to those producers, PMI will provide important production information including carcass yield percentages and quality grade.

In the event that a producer cannot retain ownership of their cattle to slaughter or does not wish to participate in the carcass weight payment program, PMI will entertain purchasing the animals from the producer on a live basis under the standard cattle purchasing guidelines and provisions determined by the Packers and Stockyards Act, 1921.

### **Producer Costs, Compensation, and Information**

We understand that we are asking our producers to provide a premium animal. Our customers demand it. So, we believe that it is fair to pay a consistent price to compensate the provider for the extra care, diligence and expertise we require. Producer prices will be reviewed and revised periodically with the goal of setting prices for a full year.

As producers have experienced over generations, prices on the commodity cattle market can fluctuate greatly from season to season and year to year. It is the goal of PMI to move away from this pricing trend and provide it's producers a stable and less volatile means of yearly income for their products. PMI will maintain a stable pricing structure to its producers at all times. In short; while we know we will have to follow the commodity cattle market as it goes up, we will not follow it down in the same manner. Prices paid to producers are based on the strength of the product in the market place and all the information used in this calculation will be shared with the producer at the time of agreement on the price paid for their cattle.

### **Relationship with Producers**

Panorama Meats, Inc. represents the connection between a demanding and pioneering customer and a skilled and pioneering producer. We value and maintain our direct relationship with the customer and the producer. We will be working directly with producers to provide the best organic grass-fed beef available. We will track the animals sold on an individual basis, and we will be surveying our customers as to their experience with PMI products. We will provide feedback to our producers on the quality of the animals provided to PMI and the reaction of our customers to their beef.

Producers are required to sign a personal certification that they comply with all of our requirements as to the source, the feeding and the handling of animals selected for Panorama Meats, Inc.

### **Revisions**

Panorama Meats, Inc. reserves the right to make revisions in this protocol to reflect new information and product improvements at its sole discretion. Producers will be informed in advance of any changes.

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