



PANORAMA Grass-Fed Meats

PRODUCTION PROTOCOL AND ANIMAL HUSBANDRY GUIDELINES

Revised June 16, 2006

Background

Panorama Grass-Fed Meats (PGM) 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% grassfed beef while paying producers appropriately for the high quality of their animals.

Cattle Qualifications

We expect to be investigating the suitability of various breeds and breed crosses, but for now, cattle provided to PGM must be 51% Angus (red or black). We are targeting 75% or higher percentage Angus. We favor sire EPDs indicating moderate-framed, early-maturing, high-marbling and high rib eye area. No **Brahman** influence is permitted at this time.

Cattle must comply with the WRB Certified Premium Protocol 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. Minimum 45 day backgrounding before delivery
5. No horns, bunk broke, tank broke
6. Certified Born and Raised in the USA
7. Age and source verification.

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

Animals will be required to spend a minimum of 30 days in an approved PGM conditioning facility before processing at 1100 to 1200 pounds net live weight at 14-18 months of age.

Feed

Producers providing animals to the PGM 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.

It is understood that animals must occasionally be confined in corrals for branding, sorting, vaccination, pasture management, etc.



Growth Hormones, Antibiotics, and Vaccinations

No synthetic hormones, growth promotants or steroids 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 in accordance with the WRB Certified Premium Program.

Finishing and Conditioning

Animals selected for the PGM program will be required to spend at least 30 days in a PGM sanctioned conditioning facility. Animals will be fed a grass hay/alfalfa ration with added forage based proteins and fibers for this period.

Retained Ownership

Producers may retain ownership through the conditioning period. Ownership of the animal is retained by the producer through slaughter. The producer is responsible for the cost of feed while animals are in the conditioning facility and will be billed directly by the facility. Trucking cost from the conditioning facility to the slaughter facility is the responsibility of the producer and will be deducted from the proceeds to the producer. Producers will be paid for their animals within 60 days following slaughter. As a service to those producers choosing to retain ownership of their cattle through the PGM conditioning program, PGM will provide important production information including daily gain figures, carcass yield percentages, and quality grade. Should an animal fail to reach the target weight of 1100 pounds by 14 to 18 months of age, producers will be advised, and the animal may be removed from the program. Upon removal, the animal may be sent to auction or returned to the producer as the producer directs.

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 premium 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 an incentive to our producers, prices paid by Panorama Grass-Fed Meats to producers are based on hot carcass weight at time of slaughter tied to yield. In recent months, carcass yield has ranged from 51 to 59%. Producers are paid on a carcass weight system that assumes an average yield of 55%.

Although prices paid to producers may change periodically at the discretion of PGM, the 55% benchmark will not change. Over time, this will provide an incentive to producers to improve the yield of their cattle through genetic selection both for PGM and for any other purchasers of their cattle.



Relationship with Producers

Panorama Grass-Fed Meats 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 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 PGM products. We will provide feedback to our producers on the quality of the animals provided to PGM 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 Grass-Fed Meats.

Revisions

Panorama Grass-Fed Meats 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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Panorama Grass-Fed Meats Producer’s Agreement

As a potential provider of finished cattle for Panorama Grass-Fed Meats, I hereby agree to follow the PGM Production Protocol and Animal Husbandry Guidelines for producing cattle that may offer for PGM products in the future. Those guidelines specifically require that:

- Cattle not be fed supplemental grain or commercial grain-based ration of any kind; cattle be fed on range (range grasses, legumes and other plants), or with hay made from grasses and legumes; no feeds containing reprocessed animal tissue, fecal material, garbage or food waste to be used either as supplement or primary feed at any time.
- No artificial growth hormones, growth promotants or steroids may be used.
- All animals must comply with the WRB Certified Premium Feeder designation, which includes *Born & Raised in the USA*™ certification.

By signing this Provider Agreement, I acknowledge that I have received a copy of the Panorama Grass-Fed Meats Production Protocol and Animal Husbandry Guidelines, that I have read its contents, and that any cattle I agree to provide for PGM products will comply with the Protocol and Guidelines.

I also understand that this Agreement does not constitute an offer to sell, or an offer to buy, any particular livestock. However, I understand that PGM will not purchase any livestock for the PGM program without a signed Provider Agreement and will require an executed Cattle Affidavit with WRB before any shipment of livestock can be accepted for PGM products.

I agree with the foregoing statements, and I want my cattle to be considered for the Panorama Grass-Fed Meats Program.

Producer Signature: _____

Producer Name
(Please Print): _____

Ranch Name: _____

Address: City _____ State _____ Zip _____

Telephone: _____ FAX _____

E-mail: _____

Date (Month, Day, Year): _____

