



**Tyson**

FRESH MEATS TEAM



# Media Kit

the beef & pork experts™

the **beef**  
& **pork**  
experts™

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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, along with unparalleled customer service.

Our entire 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.



# Our Purpose

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



# Our Identity

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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 and so much more.

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.



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# Our History

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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

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## *the Beef & Pork Experts*<sup>™</sup>

Consistently striving to go above and beyond what our customers expect and to 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 our customers' bottom line.

Tyson Fresh Meats cares about our team members, our customers 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 3 SERVICE CENTERS  
HUBS 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 team members and our customers.

### 2 Expert Product Solutions

We offer a variety of quality, fresh beef and pork products and offerings, including value added, innovations and solutions to help customers drive success.

### 3 Heart of Agriculture

We are an American company committed to supporting our independent livestock suppliers, the agricultural backbone of this country — 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.



# Integrity and Accountability

We are a company of people engaged in the production of food, seeking to pursue truth and integrity, and committed to creating value for our shareholders, our customers, our team members, and our communities. Each and every day, we work hard to exceed expectations.

We take our responsibility to feed people seriously. Our top priority is the health and safety of our team members. By taking care of our team members, our team members will take care of the U.S. food supply chain, which includes farmers, ranchers, truckers, retailers and restaurants.

We truly care about those who work for us and the fact that many of our team members have been with us for more than 20 years is a testament to that.





# Expert Product Solutions

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Tyson Fresh Meats offers a wide range of wholesome, quality, fresh beef and pork products. That includes a full portfolio of brands as well as value added and case ready solutions, to help customers succeed and meet their consumers' ever-changing demands.

We pride ourselves on always having a can-do attitude. We create marketable solutions and programs for retail and foodservice to meet consumers' demands both across the country and around the world. Our comprehensive capabilities deliver solutions for a variety of customers, from whole muscle boxed beef and pork solutions to more customized value added options.





# Heart of Agriculture

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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.

We partner 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 welfare and high-quality products.





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# Best-in-Class Service and Supply Chain Logistics

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At Tyson Fresh Meats, we understand that you need the right product at the right time. Our unparalleled customer service strives to ensure thousands of pounds of beef and pork accurately move across the country on time. Every time.

For us, details matter. We're constantly raising our standards for on-time delivery. We've invested in state-of-the-art logistical scheduling systems to help. Backed by our dedicated team of more than 41,000 experts who work to ensure our customers' orders are handled with care, every step of the way.





# Market Know-How

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As the *Beef & Pork Experts™*, we understand the market drivers for beef and pork. We're always looking ahead to "what's next" to create marketable solutions for our customers. We have the biggest presence of field sales consultants and experts working directly in specific regions to provide their wealth of industry knowledge.

Our knowledgeable team understands both the cattle and hog markets. Our proprietary databases and experience enable our team to be uniquely situated to understand the market.

We also have experts in innovation who foster growth for retail and foodservice. They're on the forefront of consumer insights and research to be the first to identify what's next.



# Animal Welfare and Sustainability

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## *Progressive Beef*<sup>™</sup>

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 independent third-party auditors on a biyearly basis.

To learn more about the partnership between *Progressive Beef* and Tyson Fresh Meats, visit [TysonFreshMeats.com/ProgressiveBeef](https://TysonFreshMeats.com/ProgressiveBeef)



## *FarmCheck*<sup>®</sup>

Tyson Foods takes animal welfare seriously. Our customers and consumers expect the meat they buy to be produced responsibly — that's why in 2012, Tyson Foods launched the *FarmCheck* program.

A unique partnership between Tyson Foods and more than 9,000 independent farmers and ranchers across the United States, the *FarmCheck* program welfare initiatives were born out of a responsibility to continually champion our core values.

We've put together a special team of leaders who partner with an external advisory panel to oversee audit programs, research efforts and interaction. Together, they develop and implement innovative animal welfare initiatives and practices.

To learn more about the *FarmCheck* program, visit [TysonFreshMeats.com/FarmCheck](https://TysonFreshMeats.com/FarmCheck).



# Brands

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



**ibp Trusted Excellence®** Brand – With a long-standing legacy of excellence, we combine expert service, product consistency and on-time delivery to bring quality beef and pork to retail and foodservice customers around the world.



**Chairman's Reserve® Meats** – The highest quality premium brand in our portfolio. It is the only national brand offering both beef and pork in two high-quality tiers, providing an extraordinary base for culinary creations.



**Star Ranch Angus® Beef** – 100% 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 retailers and restaurants with a claims-conscious clientele.



**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. It is a popular meat case item and trending on menus at large-scale chain restaurants.

# Areas of Expertise

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In addition to our brands, Tyson Fresh Meats also provides these programs and solutions in specialized areas:

## **Retail**

With our robust portfolio of beef and pork brands, marketing support and superior customer service, Tyson Fresh Meats is your partner for retail success. Whether our customers are looking for high-quality beef and pork, Angus beef, natural meats and more, we have a retail program that fits. Our family of brands will exceed expectations and help boost sales.

## **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.

## **Innovations**

Leading the way forward, we create innovative, solution-driven products for large-scale customers as well as small volume specialty programs in retail and foodservice. We provide solutions like case ready packaging, ground beef, variety meats, seasoned and marinated, portion cut products, and sliced, diced and cubed specialty cuts.

## **Barbecue**

As barbecue continues to trend, we provide consumers inspiration for their every day and special occasion creations. We explore cooking methods, flavors, regional barbecue nuances and the expertise of our partner pitmasters. The quality and consistency of our beef and pork products provide the perfect vehicle to bring their creations to life. Whether barbecue enthusiasts are just getting started or fanning the flame of their honed craft, there's something for everyone.

## **International**

With offices strategically positioned around the world, Tyson Fresh Meats delivers quality beef and pork while providing outstanding customer service and marketing support wherever you are. With local market expertise in various international regions, we can help boost your sales and fuel business growth.



# The Beef & Pork Experts<sup>TM</sup> in the News



**MARKETS**  
Progressive Beef<sup>TM</sup> Celebrates Record Growth

Progressive Beef<sup>TM</sup>, a cattle management and sustainability system for feedlot operators, is celebrating record growth. The program announced it has doubled the number of cattle certified through the program and nearly tripled the number of feedlots joining the program in the last year.

Progressive Beef is the largest cattle management and sustainability program for feedlot.



**theISSUES**

**Fork, real**

Full supply chain traceability is a key focus for the beef industry. The industry is working to ensure that consumers can trace the origin of their beef from the farm to the fork.



**theISSUES**

When it comes to improving freezing systems, we have tunnel vision.

Freezing systems are critical for maintaining the quality and safety of meat products. Industry experts are looking for ways to improve these systems to reduce energy consumption and increase efficiency.



**MEAT FOOD**  
Value-Added Meats

**The New Meat Revolution**

Value-added meats are becoming increasingly popular among consumers. These products offer convenience and variety, making them a go-to choice for many households.



**Meat & Poultry**

**Case ready meats**

Case ready meats are a convenient and delicious option for consumers. These products are pre-cooked and ready to eat, making them a popular choice for busy lifestyles.



**Meat & Poultry**

**Packaging Plays a Part**

Meat packaging is an important part of the supply chain. It helps to protect the meat from contamination and extends its shelf life, ensuring that consumers can enjoy fresh meat for longer.



**THE NATIONAL PROVISIONER**

**Meeting the needs of Millennials**

How Tyson Fresh Meats caters its approach to Millennials demands.

Millennials are driving the demand for high-quality, convenient meat products. Tyson Fresh Meats is responding to these demands by offering a variety of value-added options that meet their needs.



**Meat & Poultry**

**Premium CUTS**

Premium cuts of meat are in high demand. These cuts offer superior flavor and tenderness, making them a favorite choice for consumers.



**Meat & Poultry**

**Dollar sales of all cuts in the fresh beef case are up 14% from 2014 to 2015**

The fresh beef case is seeing strong growth. Dollar sales are up 14% from 2014 to 2015, indicating that consumers are spending more on fresh beef products.

# Assets

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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 17*).

## 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



FRESH MEATS TEAM

the Beef & Pork Experts™ tagline



# Contact Us

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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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