Grass Run Farms®
100% GRASS FED ANGUS BEEF



TOP 7 REASONS TO CHOOSE

GRASS RUN FARMS

BORN
PASTURE RAISED
HARVESTED IN THE USA

01

GRASS RUN FARMS IS THE LARGEST 100% GRASS FED ANGUS BEEF PROGRAM IN THE U.S.



Grass Run Farms works with dozens of family-operated cow-calf ranches in the Midwest and pre-selected finishers that meet our rigorous production protocols that result in consistent, superior quality 100% grass fed angus beef. Our beef is never imported so you know exactly where your beef comes from.

BEEF QUALITY ASSURANCE: RAISING THE BAR ON CATTLE CARE

Developed by NCBA (National Cattlemen's Beef Association), a contractor to the Beef Checkoff, Beef Quality Assurance (BQA) is a nationally-developed and state-implemented program, BQA guidelines are designed to promote best practices related to herd health, animal handling, residue avoidance and animal welfare. More than 100,000 farmers and ranchers have voluntarily signed up to be part of BQA, which is a testament to the beef community's commitment to animal welfare.

Learn more at www.bqa.com

PROGRAM INTEGRITY

We take pride in our grass fed, grass finished beef program.

- Receive an entirely forage-based diet
  No grain and no animal by-products – ever
- No added growth hormones or antibiotics – ever
- Cattle are born and pasture raised on family-owned cattle ranches in the U.S. – never imported
- Raising standards and careful carcass selection result in over 80% USDA Choice and higher beef selection
- Third-party industry audits ensure Producers follow production protocols and animal wellbeing practices

02

ALWAYS AMERICAN, GRASS FED FOREVER

Grass Run Farms' cattle are born and raised on American soil. The brand is known for sourcing from smaller-scale, family-owned farms, which consumers associate with enhanced animal welfare. This is a significant factor driving consumer preference.



> **I'D BE MORE LIKELY TO PURCHASE GRASS-FED BEEF FROM THE U.S. BECAUSE I AM SUPPORTING U.S. FARMERS.**
>
> JBS USA Illumination Consumer Study

03

FROM FIELD TO FACILITY: AN OVERHEAD LOOK AT OUR GEOGRAPHIC FOOTPRINT

= Area where cattle are born and pasture raised on family-owned and operated cattle ranches

About 90% of our cattle are sourced from this region



04

GRADING FOR EXCEPTIONAL QUALITY

Grass Run Farms cattle are carefully fed according to a scientifically-formulated, high-energy diet. Our unique approach to silage and forage allows for a much higher percentage of cattle grading out at USDA Choice and above. Taste the difference with delicious, well-marbled Grass Run Farms angus beef.

USDA PRIME

USDA CHOICE

USDA SELECT

05

GRASS RUN FARMS DELIVERS A ROBUST SOLUTION WITH A FULL PRODUCT ASSORTMENT

Second to none, Grass Run Farms provides exceptional value to meet every retail need.

CASE READY

Grass Run Farms has the most comprehensive small box, fresh and frozen case ready program.

RETAIL-READY GROUND BEEF CAPABILITIES

This product line includes various packaging formats for fresh grass-fed angus ground beef, tailored to different customer needs. Chubs are available in 1 lb., 5 lb., and 10 lb. sizes. Bricks come in single 1 lb. units or 2 lb. and 3 lb. saddle packs. Overwrap/ Lidstock options include 1 lb. single packs, 2 lb. and 3 lb. family packs, and homestyle patties in ¼ lb. and ⅓ lb. sizes.



STEAKS AND ROASTS



- Value-added capabilities in multiple plants
- Minimize shrink with 28-day shelf life
- (21-day shelf life for Stew Meat)

GROUND BEEF



- Merchandise a full, case-ready ground beef program
- Available in various lean points to meet consumers' preferences
- Minimize shrink with 25-day shelf life (21-day shelf life for Service Case Loafs)



06

BOOST BASKET SIZE & GROW PREMIUM SALES

100% Grass Fed Beef in the basket increases total basket ring by 179%*

- Grass fed angus beef stimulates premium product sales across total store
- Retailers must merchandise grass fed beef products or consumers will take their $131 basket elsewhere



Avg. Basket All Grocery



Avg. Basket with Beef



Avg. Basket with Grass Run Farms Beef

*Compared to average grocery basket
Numerator, Shopper Metrics, Latest 52 Weeks Ending 9/7/2025

BEEF TYPE	$ SALES	$ CHANGE	LBS CHANGE
NAE Beef	$3.3B	+26.4%	+18.9%
Grass-fed	$2.5B	+37.3%	+32.0%
Grass-fed Ground Beef	$1.8B	+42.3%	+35.9%

Circana, Integrated Fresh, Total U.S., MULO+, 52 weeks ending 12/28/2025 vs. YA

Grass Run Farms meets the Top 5 Claims that are purchase priorities for animal handling/raising

- 44% Raised in the USA
- 43% No added hormones
- 40% Grass fed
- 39% Raised without antibiotics
- 34% Humanely raised

Power of Meat, 2026

GRASS-FED, CROWD-FAVORED

"RETAILER A" (nationally-ranked in Top 20 of The PG 100)

Increased pounds by **34% YOY** (1.94 million lbs) in 2025

"RETAILER B" (nationally-ranked in Top 50 of The PG 100)

Grew product mix by adding **4 NEW SKUS** in 2025

07

YOUR SUCCESS IS OUR FOCUS

PARTNER WITH GRASS RUN FARMS

We provide our strategic partners with a business building toolbox including:

- Category intelligence and insights, consumer trends and more
- Photography and recipes
- Beef production education and staff training
- E-commerce support
- Brand digital and social marketing support

*

Your connection to Grass Run Farms Angus Beef starts here—scan the QR code to see what we're all about!

