



GANNETT PEAK RANCH

Grainfed Organic Protein Brand Quality Attributes

GANNETT PEAK RANCH

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Our Organic Meat Quality

- USDA Organic certified beef and pork.
- Grainfed taste.
- Fully traceable from birth to individual retail package by late 2024.
- Familiar grainfed taste without excessive fat.
- Vacuum packed for maximum quality, 28 day fresh shelf life.
- Can be frozen without fear of freezer burn for 12-18 months.

Our Retail Packaging

- Clear trays used to give consumer a complete view of the cut they are buying – top, bottom, sides.
- Safe for freezer use with no additional steps required.
- Completely recyclable consumer packaging, including film and clear container.
- Containers typically made from recycled material.
- Secure, reusable outer packaging replaces cardboard boxes.

Our Harvesting and Processing Practices

- Humane handling at all times.
- Certified organic facilities.
- Smaller harvest and processing plants for artisan handling.

Our Case Ready Plants

- Will provide 100% farm to fork traceability for every individual retail package to a specific carcass by late 2024. Ground beef is tracked by production lot instead of individual carcass due to mixing and packaging requirements.
- Will show the specific history of that package including all animal handling and feeding information, introduces processing team, provides cooking and serving recommendations to consumer on their phone, tablet, and PC.

Our Organic Livestock

- As soon as feasible (2022), 80% enteric methane emission reduction with 0.5 to 3.5 ounces of seaweed each day, so our finished cattle and other ruminants emit 80% less methane during their lifetime, not the usual 400 or so pounds.
- Pasture based finishing, animals graze every day, and are never confined.
- Grain feeding period limited to 120 days.
- Feed is custom blended, feed quantities are carefully controlled to avoid waste, animals are never force fed.
- Mob grazing for productivity and optimum long-term pasture health, leading to maximum carbon sequestration.
- Manure distributed in pasture, not concentrated locations.
- No antibiotics.
- No animal based feed additives.
- No hormones.
- No growth promotants.
- Strong biosecurity measures for animal health.
- Sick animals treated and removed.
- All animals are handled safely and gently at all times.

Our Farming and Ranching Practices

- Carbon sequestration by growing grass and root systems, natural supercharge of pasture fertility through mob grazing.
- Electric vehicles, farm equipment, and pumps used where possible.
- Humane handling practices are used at all times.
- Renewable power.
- Reusable containers.
- Sustainable water use.
- Regenerative agriculture practices.

Our Team Members

- Team members wages, full benefits, good working conditions are well above industry standards.
- \$17 per hour minimum wage.
- Advancement opportunities with company growth bring training and higher pay.
- Education benefits and reimbursement.
- Paid team member medical and life insurance benefits.
- Medical and life insurance benefits available at reduced cost for family members.
- Flexible schedules and paid time off, family leave policy.
- Affordable quality family housing for workers in remote locations available through the company.

Our Suppliers

- Organic hay and grains sourcing is certified organic.
- Livestock sourcing is certified organic, and humane handling is required for all suppliers.
- Regional supplier base used where possible.
- Additional regional suppliers being developed to reduce logistics carbon footprint.

Our Logistics Practices

- Move animals the shortest possible distance as few times as possible.
- Use electric over the road vehicles when this becomes possible.
- Use rail for feed transport where feasible to reduce carbon footprint.

Our Company

- Will be certified as a B Corporation in 2022.
- Humane handling certified.
- Regenerative ag certified.
- Majority owned by our team members, not investors.
- Uses 100% renewable energy.
- Aims to waste nothing.

Our Management and Supervisory Practices

- Diversity emphasis in all employment.
- Equal opportunity for all regardless of current skill level, race, religion, or heritage.
- Safe and positive work environment for all people.
- Safe space for LGBTQ+.
- Anti-racist policies, practices, and training.
- Problem solving, practical approach to issues every day.
- Respect for differing viewpoints.
- Welcoming environment.
- High performance and compassion side-by-side in our everyday practices.
- Support for team members in difficult situations and circumstances.
- No tolerance for abuse of any kind at any time, immediate corrective action.
- Patience, understanding, and respect for others, regardless of title, position, or life circumstance.
- Delegate responsibility to individuals and teams to help them grow and develop new skills, abilities, and judgement.
- Don't assume, know.
- We coach our team, we don't boss.

Ours as A Team

- Ours means we own it – good, bad, or indifferent.
- When we own it, we want to make it better than before.
- Good judgement and ever better outcomes result from learning and improving. Bad judgement and poor outcomes result from endless repetition, ignoring outcomes, and from lack of understanding, assumptions without evidence, rigidity, and inflexibility. Learn, grow, and make it better. Every day.

Packaging Detail

- Clear padless trays.
- Full wrap linerless label (2-3 inches wide) with USDA organic seal, brand, cut, traceability, and sell by information placed vertically on the left side of the package.
- Tray presented in landscape orientation in refrigerated case, i.e., long side of package at top and bottom when stacked.

