



# BetterFedFoods

**Better Fed Land.  
Better Fed Animals.  
Better Fed People.**

**Aligning the Food Value Chain.**

*BetterFedFoods* Climate-Smart Premiums Program

**Changing American Ag from Subsidies to Premiums**



*This presentation contains confidential information regarding BetterFedFoods LLC's proprietary technologies. By accepting this presentation the recipient agrees that it will cause its directors, officers, employees and representatives to use the presentation and such information only to evaluate a specific transaction with BetterFedFoods LLC, and for no other purpose, BetterFedFoods <sup>TM</sup>© 2022*



## **BetterFedFoods Climate Smart Premiums (BCSP) program**

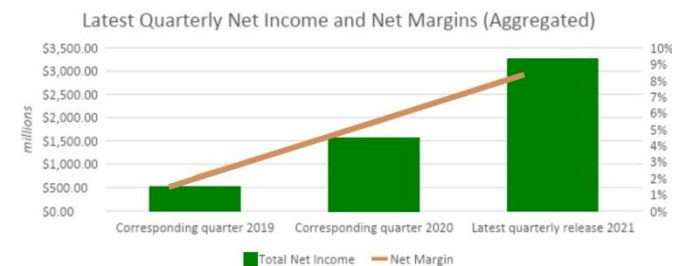
- Shifts the independent farm producer from a livelihood based on subsidies to one rewarded by premiums.
- Certification program that provides traceability of individual producers who commit to climate-smart practices to improve soil health, crop yields, and animal performance.

## **BetterFedFoods™ LLC**

- Kansas-based, with national reach.
- Aligns food production, supports producers, and engages the consumer.
- Partners with companies, trade associations, non-profits, and individuals promoting premium-based system
- System built on block chain to provide traceability and transparency

## **American Agriculture is Broken**

- Four large meat-packing companies control 85 percent of the beef market.
- In poultry, the top four processing firms control 54 percent of the market.
- In pork, the top four processing firms control about 70 percent of the market.
- Profitability data released by four of the biggest meat-processing companies. Gross profits have collectively increased by more than 120% since before the pandemic, and their net income has surged by 500%.



## The Conscious Consumer

Meanwhile, consumers have shifted focus from the value of the product on the shelf to values beyond the shelf. The new focus is called Conscious Consumerism, buying practices that prioritize products that are sustainably produced, ethically sourced, and come from brands committed to making a positive impact on the resources around them.

- 3 out of 5 shoppers identify as a conscious consumer
- 4 out of 5 shoppers care about the sustainability of the products they buy
- 70% of shoppers are willing to pay a premium of up to 35% for a sustainable product
- 84% of consumers say that brand trust is important when choosing a sustainable product

## An Industry In Need of Sustainability

### FREQUENT TRANSPORT

Crude Oil Price - Per Barrel  
1960: \$1.63 ➔ 2022: \$110+

With fuel cost and emissions of little concern, the cattle industry became reliant on cheap fuel for the frequent, long-distance transfer of cattle.

Cow-calf ranches span across the country, while CAFOs and processing plants are concentrated to a handful of geographical areas with liberal permitting. As a result, cattle are subject to numerous transportation events.

### UNLIMITED WATER

With a large percentage of cattle operations located in midwest and western US states, producers were reliant on the seemingly endless supply of water from the Colorado River, now endangered by widespread long term drought.

Cattle production utilizes a significant amount of water, particularly after accounting for irrigation of crops used for feed. In some of these geographical areas, cattle production accounts for over 70% of all water use.

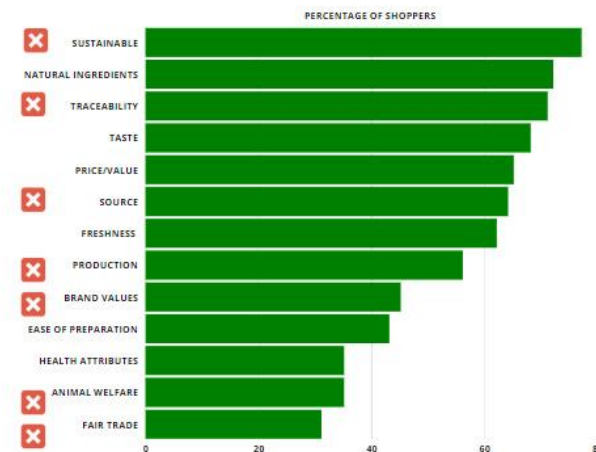
### PERMITS TO POLLUTE

One cow will generate the equivalent waste of 33 people per day. CAFOs are regulated by state and local permitting authorities, leading to geographically concentrated CAFOs in locations that have adopted liberal permitting. CAFOs are consolidating and becoming more concentrated.

The strict permitting and regulation prevents cattle operations from becoming, smaller, more localized, and cost-effective.

## Consumers Want More Information About the Products They Eat and Drink

### FACTORS & INFORMATION INFLUENCING PURCHASE DECISIONS\*



\* Information consumers want but typically cannot find on a product package.

\*Statistics: Valassis, IBM Research Insights - Meet the 2020 Consumers Driving Change



## Capacities

### Focus:

Create and build infrastructure for a transparent national model.

### Year 1 Goals:

- Engage
- 250,000 cattle; 375,000 acres
- Currently managing ~30,000 cattle; 100,000 acres

### Disciplines:

- |                        |                  |
|------------------------|------------------|
| • Soil science         | • Farming        |
| • Phycology            | • Ranching       |
| • Nutrition            | • Finance        |
| • Food production      | • Logistics      |
| • Food processing      | • Marketing      |
| • Corporate management | • Block chain    |
| • Advocacy             | • Data retrieval |

BetterFedFoods™ founder Bernard L. Hansen

- 45 years in meat and food production.
- Created, grew and sold numerous companies
- Advocated for the meat industry in leadership positions
- Industry recognition and awards

*"Ribbonwire Ranch is a family-owned & operated ranch located in the panhandle of Texas. We believe in raising and providing organic beef in the most sustainable, most humane way possible.*



Dalhart, TX

*"Our Angus Beef herd numbers about 4,000 cow-calf pairs, and we depend on proven genetics, humane practices, and premium organic feed to keep quality high for the consumer. We have a firm belief that cattle raised on native pastures and fed pure, organic feed from the same land..results in beef that consistently grades at the highest possible rating, including USDA prime.*



*"Consistent quality is important for our retail brand, so it's not without real evidence that we have decided to transition to the soil amendment Enlightened Soil, which uses Chlorella algae to improve soil health, meet our organic standards, and maintain Climate Smart practices.*

*"I've seen how independent producers struggle and I advocate for BetterFedFoods that can address some of those challenges while still keeping our standards."*

- Doug Lathem

## Project Partners



## Underserved/Minority-Focused Partners



## Academic Partners



## Strategic Partner



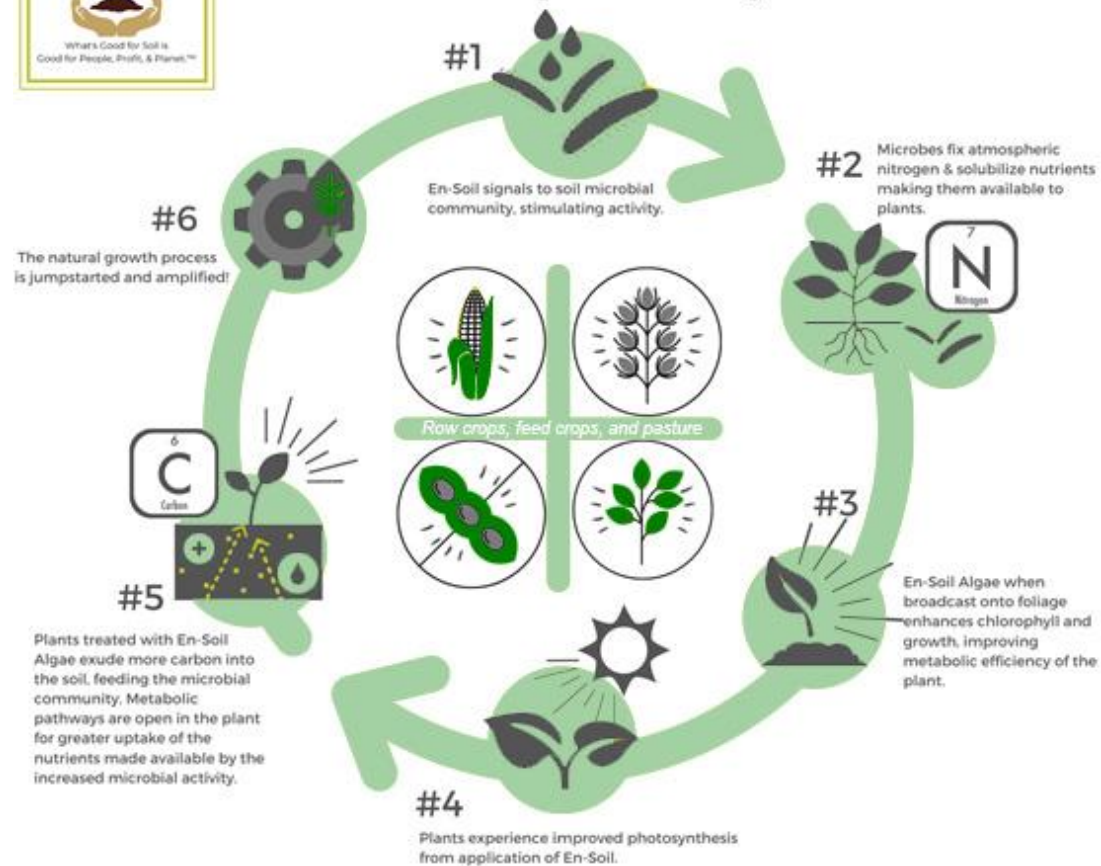
## The Process



## The Science – Microalgae as a Bio-Stimulant



### En-Soil Algae Effect on the Nitrogen to Carbon Cycle

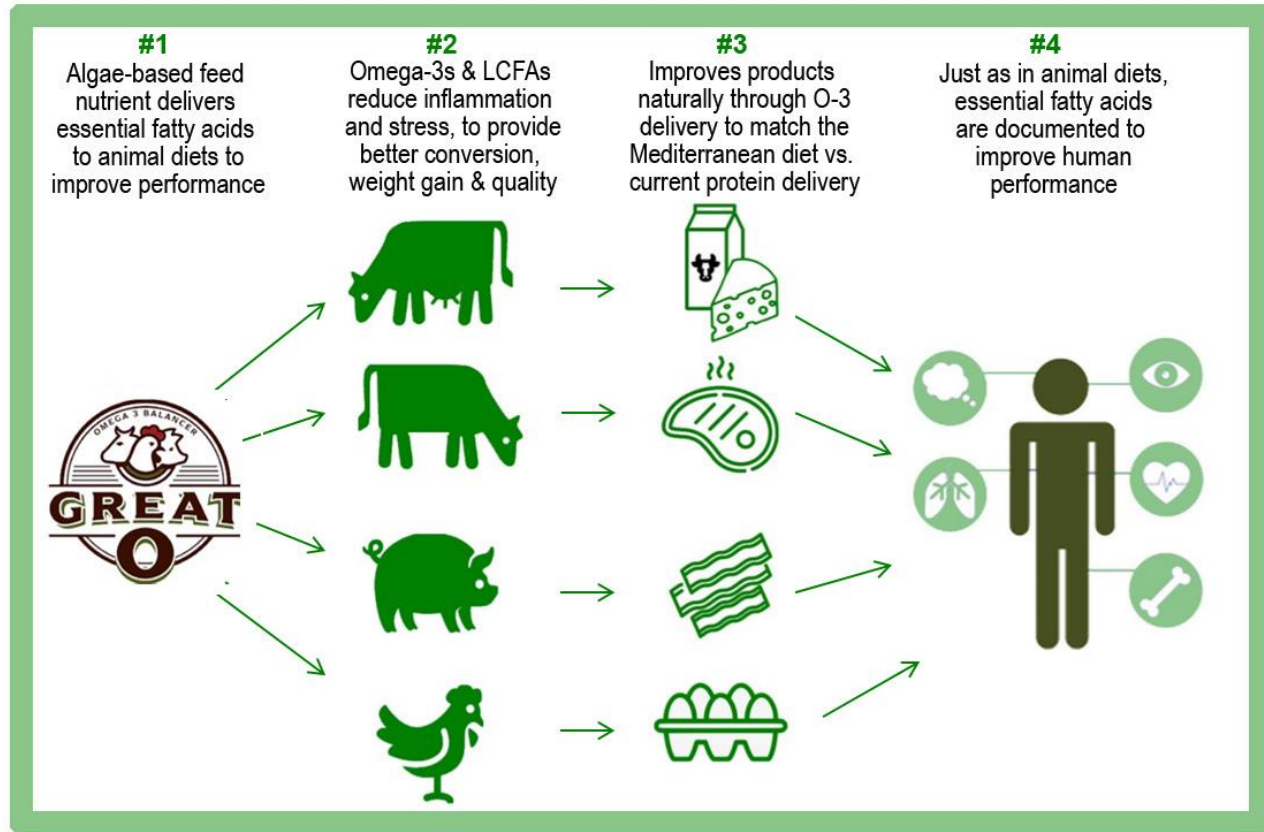




## The Science – Why are Omega-3s So Important?

Thousands of data points in the lab and the feedlot prove that essential fatty acids are an important factor in improving animal performance, curbing inflammation and other elements, allowing them to perform and produce at higher levels.

Consumer Protein	Conventional	GreatOPlus
	Omega 6:Omega 3	Omega 6:Omega 3
Whole Milk	8:1	4:1
Ground Beef (80/20)	10:1	4:1
Bacon	25:1	5:1
Eggs	21:1	3:1





## Wise Up Food –

- Key to the BetterFedFoods™ Climate-Smart Premiums Program.
- Massive differentiator in complete traceability and driving engagement, education between producers and consumers.
- Connects consumers to information that matters to them about their fresh food.
- Proprietary technology platform combines scanning, block chain and database retrieval technology to provide extensive information about every specific cut of beef, other meats, seafood, produce and dairy.
- Delivers key data points on Climate Smart practices directly to consumers via its platform, fulfilling a critical role in establishing a premium for participating producers, and educating consumers on the tangible benefits for climate, producer, and consumer health.
- Existing relationships national food retailers (i.e. Walmart, Costco) and currently promotes multiple food brands using QR codes, block chain and database retrieval.



Scanning Frequency - Costco



## Ginger Hill Farms

Washington VA

Ginger Hill Farms of Washington, VA is a Black Angus producer following the BetterFedFoods system.



Ginger Hill recorded significant improvements to its bull herd by following the regimens of improving soil conditions through application of En-Soil Algae for crops and algae-based Omega-3 feed nutrient in daily rations.

*"We used GreatOPlus tubs at Ginger Hill Angus this past year and saw significant improvements in our overall herd health, including reductions in pneumonia and pinkeye. GreatOPlus was also added to our bull developer ration and we saw significant improvement in the bulls' digestive health and daily gains. Semen score and fertility test results were also tremendous with 100% of the yearlings passing."*

*Dr. Brooke Miller MD, owner  
President, U.S. Cattlemen's Assn.*



## BetterFedFoods

**Climate-Smart Premiums Program  
benefits all stakeholders.**

### Producers

- Multiple incentives on sustainable practices, breeding, soil health, crop yield, animal performance, and consumer engagement.

### Processors

- Guaranteed supplies of superior products

### Partners

- A dependably aligned production system

### Non-Profits

- Better nutritional options for at-risk populations

### Consumer

- An active relationship with food choices and the people who produce them.



Dillon, MT



*"Reminisce Angus Ranch performs most of the functions associated with cattle production. We wean and feed about 8,000 cattle, do background and finishing, and operate our own retail operation."*

*"We focus on the measurable difference in Angus genetics and it starts with quality beef. When it's all said and done, someone has to eat our product for us to be profitable, which defines sustainability."*

*"That's why we believe that the BetterFedFoods system can provide answers to our concerns about the quality of the land and our animals. We've watched our soil quality diminish. We give more and more vaccinations but cattle are sicker and harder to manage. We've purchased Enlightened Soil as a soil amendment to improve our crops, and plan to use it for better results in silage. We believe that GreatOPlus feed nutrient can improve the health of our herd, our cattle."*

*"As a rancher and businessman, I've seen nothing change in the industry in over 30 years, and I support BetterFedFoods."*

- Bryan Mussard

*"Ribbonwire Ranch is a family-owned & operated ranch located in the panhandle of Texas. We believe in raising and providing organic beef in the most sustainable, most humane way possible."*

**RIBBONWIRE RANCH**  
Dalhart, TX

*"Our Angus Beef herd numbers about 4,000 cow-calf pairs, and we depend on proven genetics, humane practices, and premium organic feed to keep quality high for the consumer. We have a firm belief that cattle raised on native pastures and fed pure, organic feed from the same land...results in beef that consistently grades at the highest possible rating, including USDA prime."*

*"Consistent quality is important for our retail brand, so it's not without real evidence that we have decided to transition to the soil amendment Enlightened Soil, which uses Chlorella algae to improve soil health, meet our organic standards, and maintain Climate Smart practices."*

*"I've seen how independent producers struggle and I advocate for BetterFedFoods that can address some of those challenges while still keeping our standards."*

- Doug Lathem






**Moove Over Regular Milk**  
OMEGA-3

**Oregon Dairy**  
Lititz PA

Oregon Dairy of Lititz, PA, markets its own milk brand from its 65-head Holstein herd and milk production facility. The dairy dramatically lowered the Omega 6:3 ratio of its herd with inclusion of GreatOPlus

feed nutrient that bypasses the rumen as a fat supplement to provide a high conversion rate of Omega-3 fatty acids. Oregon Dairy is unique as a milk producer, providing Omega-3 milk and unsaturated fats through animal diet instead of adding fish oils during milk production, like most of the market.

Milk sales have increased and consumers have shown a greater preference for whole milk since Wise Up Food's engagement campaign using QR codes on milk caps.

**Hethwood Market**  
Blacksburg VA

Hethwood Market of Blacksburg, VA is the initial retail model for BetterFedFoods, featuring Omega-3 milk and Eco-Eggs.

Owner Scott Sink applied Enlightened Soil to his forage and corn crop between March and June of 2021, while introducing his Angus herd to GreatOPlus lick tubs starting in September 2021. Independent soil testing and fatty acid results showed marked improvements to SOM and meat quality, which Sink sells at his retail locations both on- and off-campus at Virginia Tech University. (Letter of Support available)

Scott's a Black Angus cattle operation is part of a 50-ranch supply chain providing beef throughout the Mid-Atlantic region.

His reach doesn't stop there. He also serves as the vice president of the Virginia Farm Bureau (VFB) board of directors, representing over 36,000 producer members and 130,000 total members in Virginia



**AgriUnity**  
Cobbtown, GA

The AgriUnity Group's agricultural legacy is inspired by the HK Farm, started in 1869 by Handy and Jane Kennedy four years after the Emancipation Proclamation was signed by Abraham Lincoln. For generations of farmers the vision has been to create an agriculture group that provides a comprehensive Agricultural Vertical Integration Model to provide solutions for small farmers who have been historically marginalized.

Currently, membership includes 120 farm operations, seven university partnerships, and multiple business relationships, most recently, BetterFedFoods.



## Case Studies – Climate-Smart Premiums Program

**Windmill Angus Ranch** of Haigler, NE is representative of the BetterFedFoods™ producer model. Enlightened Soil was applied to 160-acre crop circle of cane sorghum in June, 2021 and produced an approximate 40 percent gain in protein, and an 18 percent gain in yield, certified by two independent soil-testing labs and resulting in a USDA SARE grant. Angus bulls were provided GO+ lick tubs, consuming an average of 0.75 lbs. daily for three months. Bulls sold at the Windmill Ranch auction in April 2022 demonstrated performance and fertility scores resulting in higher sale prices.

BetterFedFoods™ has significantly reduced the Omega 6:3 ratio in the daily rations of layers that produce high Omega-3 eggs. BetterFedFoods™ introduced **Eco Eggs** with 225mg of Omega-3 fatty acids per egg. Feed is formulated from crops following Regenerative Ag protocols and using algae-based nutrients to introduce essential fatty acids. Wise Up has engaged consumers using its QR code platform and resultant QR code scans indicate consumer interest in sustainability.