

Regards,
Dennis

Dennis Brewer

Chief Executive Officer

Direct: 201-669-4933

Office: 800-956-9883

www.GannettPeakRanch.com

<http://www.sheldonbeef.com>

<https://sheldonfoods.com/>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

DENNIS BREWER

From: DENNIS BREWER
Sent: Sunday, August 8, 2021 9:49 AM
To: Chris Canchola; Jason Waseman; Jon Nickless; rsullivan; Ibrahim Abdelsayed; bkumin
Cc: Mike Maggard
Subject: GPR Startup Sequencing Plan

Good day - We are working to launch Gannett Peak Ranch over the next 10 weeks. We are aiming for first pork revenue in mid-November and first beef revenue in mid-January. Here is my current formulation for launch coordination and timing to minimize financial risk and maximize the possibilities of success:

- Week 1, beginning tomorrow, Monday, August 9:
 - Secure Walmart feedback and begin negotiation of contract. Negotiation and onboarding will require 6-8 weeks, perhaps longer. Moderate likelihood.
 - Secure SBI contract feedback for possible source of cashflow. First cashflow would be 4 weeks out at \$300,000 per month. Low likelihood.
 - Wrap up website, web store, community pages development and test - \$250 dev costs remaining.
 - Add RafflePress to website to coordinate contests - \$150 software license.
 - Move site to GoDaddy live environment - \$0.
- Week 2, August 16:
 - Populate website with beef and pork products and prices for pre-order start - \$0.
 - SSL certificate, merchant account signup, and soft pre-order start - \$100 SSL cert.
 - Secure and fund \$100K loan at SoFi/Credible/LightStream.
 - Enroll for Harvest Returns \$500K livestock notes offering - \$4,000 enrollment fees.
 - Seek \$2MM initial equipment financing.
- Week 3, August 23:
 - Invest in a 4 week referral and ad campaign to drive traffic to site for pre-orders (with spillover to WeFunder) - \$5,000 per week, social media and email.
 - Fund pre-order referral contest and hard pre-order start - \$500, GPR logo hat order. Add \$11,000 for prizes when we exceed minimum 2,500 referrals.
 - Invest in a 4 week WeFunder referral campaign to drive traffic specifically to WeFunder site - \$5,000 per week, social media and email.
- Week 5, August 30:
 - Gauge initial success of pre-order and WeFunder ad campaigns and contest – approximately \$35,000 committed to date, balance of \$20,000 to fund in weeks 6, 7.
- Week 7, September 13
 - Close on ranch lease or purchase. Likely lease initial payment at \$25,000, purchase down payment at \$1.5MM.
 - Interim controller start \$3,000/month.
 - Initial equipment order \$2,000,000.
 - Ranch team member start \$25,000/month.
- Week 9, September 20
 - Pig enclosure construction start \$75,000.
 - Initial feed order \$100,000.

- Initial hay order \$25,000.
- Week 10, September 27
 - Initial livestock purchases – beef \$250,000.
 - Initial livestock purchases – pigs \$250,000.
 - Hay shelter construction start \$100,000.
 - Sales team member start \$25,000/month.
- November 15, 2021
 - Initial product availability – pork.
- January 10, 2022
 - Initial product availability – beef.

We need to recognize this is a dynamic plan, not a static plan. It will be heavily influenced by Walmart's desired course of action and timing, as well as the availability of SBI and/or other funds for this overall effort. We will need to revisit the sequence each week at least through initial livestock purchase. Significant dynamic changes are likely as we go.

It will be helpful to our momentum if as many of us join the initial funding reservations as possible. We need to get another \$3,000 of reservations asap. Thanks for considering this. There is no obligation if we do not succeed in attaining our minimal goals.

<https://wefunder.com/gpr.inc.dba.gannett.peak.ranch>

Regards,
Dennis

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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, August 10, 2021 7:23 AM
To: David Baskin; Ryan Stackhouse
Cc: Tyler Lehr
Subject: Updated Pricing
Attachments: GPR Organic Grainfed Beef Price List 210809.pdf

David – Attached please find our case ready organic grainfed beef prices based upon our current index, which is updated weekly as previously mentioned. The list is probably broader than what you would want but our price structure would not change if you narrowed the list some from here.

Please advise next steps. As soon as appropriate, please provide a forward demand estimate for the desired cuts.

We look forward to working through the rest of your process with you.

Thanks.

Regards,
Dennis

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<https://calendly.com/ceosheldonbeef>

From: David Baskin <David.Baskin@walmart.com>
Sent: Monday, August 9, 2021 5:40 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>; Ryan Stackhouse <Ryan.Stackhouse@walmart.com>
Cc: Tyler Lehr <Tyler.Lehr@walmart.com>
Subject: RE: Update Request

My apologies. I understood you were going to look at your mix based off the items we discussed. I am not interested in shanks, stew, roasts etc...It would be the ribeye, strip, tenderloin and then grinds.

I thought there was a different structure you were going to send over.

That's what my interest would be.

Thanks

David

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Monday, August 9, 2021 6:01 AM

To: David Baskin <David.Baskin@walmart.com>

Cc: Tyler Lehr <Tyler.Lehr@walmart.com>

Subject: EXT: Update Request

EXTERNAL: Report suspicious emails to **Email Abuse**.

David – Good day. Hope all is well with you. Checking to see where you are in your evaluation process. Let me know how we can assist.

Thanks.

Regards,
Dennis

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DENNIS BREWER

From: Sam Doll <sdoll@naturalgrocers.com>
Sent: Wednesday, August 11, 2021 11:00 AM
To: DENNIS BREWER; newitemsfood@naturalgrocers.com
Subject: RE: GPR GRAINFED Pasture Finished Organic Beef and Pork
Attachments: Directs Natural Grocers New Item Form.xlsx; New Item Submittals Process_DIRECTS.pdf; Revised 2021 NGVC New Item Review Schedule.pdf

Hi Dennis,

Please use the attached form for New Item Submittals.

Thank you!

Sam Doll

New Item Specialist Food & Beverage

Vitamin Cottage Natural Food Markets, Inc.
DBA: Natural Grocers
4403 Table Mountain Drive, Golden, CO 80403
303-789-6082 x81544
www.naturalgrocers.com



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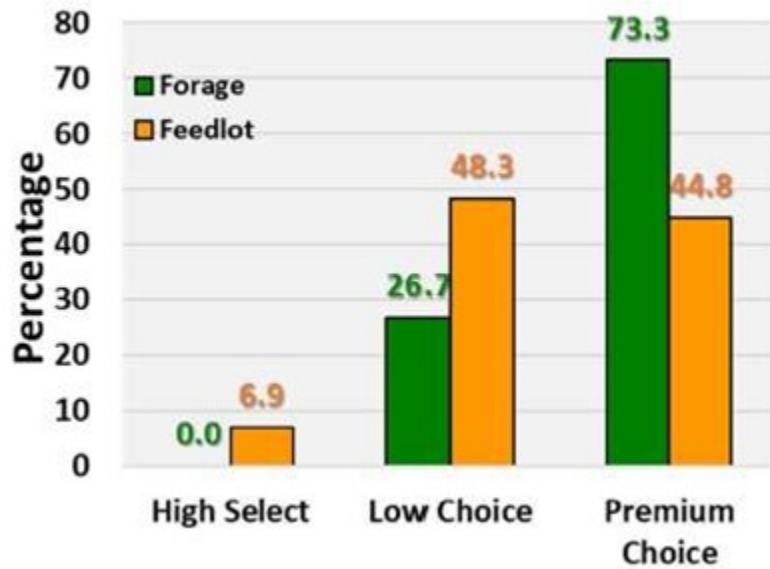
From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Wednesday, August 11, 2021 4:35 AM
To: New Items Food <newitemsfood@naturalgrocers.com>
Subject: [EXTERNAL]: RE: GPR GRAINFED Pasture Finished Organic Beef and Pork

EXTERNAL: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender, know the content is safe, and NEVER give out your password to anyone.

Good morning – Please find attached our New Item submittal for Gannett Peak Ranch grainfed organic beef and pork. We will begin supplying pork in mid-November and beef in mid-January.

As shown in the quality chart (below and attached), USDA grading conclusively substantiates the superior quality of pasture-raised grainfed organic beef. The green bar is our grading score 73% premium Choice versus 45% premium

Choice for feedlot beef. As you know, grassfed beef grades Select, so our taste profile is also superior to that set of products.



I have also attached a Quality Attributes document explaining what our brand stands for – its values, practices, and how we relate to various stakeholders from suppliers and team members to retailers and retail customers. Also, please feel free to consult our GPR website (link below) and the social media links at the bottom of the Home page.

We look forward to supporting your evaluation process.

Thanks.

Regards,
Dennis

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From: malstrup@naturalgrocers.com <malstrup@naturalgrocers.com> **On Behalf Of** New Items Food
Sent: Tuesday, August 10, 2021 10:05 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: GPR GRAINFED Pasture Finished Organic Beef and Pork

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Tuesday, August 10, 2021 6:54 AM
To: New Items Food <newitemsfood@naturalgrocers.com>
Subject: [EXTERNAL]: GPR GRAINFED Pasture Finished Organic Beef and Pork

EXTERNAL: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender, know the content is safe, and NEVER give out your password to anyone.

Good day - Sorry to annoy you with a product submission. We are introducing grainfed organic beef and pork this Fall. Certified organic, clearly superior taste to conventional feedlot beef and grassfed per USDA grading test, price point similar to Wagyu. No long pitch, we are under evaluation by SVP and VPs of protein at Walmart at the direction of their EVP, Food who runs the \$190 billion grocery business.

If interested, please visit our website. Our social media links are on the bottom of the Home page.

Feel free to contact me directly.

Thanks for your consideration.

Regards,
Dennis

Dennis Brewer
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Office: 800-956-9883

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DENNIS BREWER

From: DENNIS BREWER
Sent: Friday, August 13, 2021 7:37 PM
To: Brad Kumin
Subject: RE: In or Gone?

Ok, thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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GANNETT PEAK RANCH

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<https://calendly.com/ceosheldonbeef>

From: Brad Kumin <Bkumin@outlook.com>
Sent: Friday, August 13, 2021 7:33 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: In or Gone?

Hi Dennis. Hope you are doing well.

Let's see where this goes when the time comes and we can go from there. Too many variables and unknowns at this point to answer this one way or another.

Thanks again and have a great weekend.

Sincerely,

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Thursday, August 12, 2021 2:35 PM

To: bkumin <bkumin@outlook.com>

Subject: In or Gone?

Brad- still interested if we get underway this Fall or should I begin looking again?

Thanks.

Regards,
Dennis

Dennis Brewer

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DENNIS BREWER

From: Doug Towler <dtowler@visionpartnersllc.com>
Sent: Friday, August 13, 2021 2:32 PM
To: DENNIS BREWER
Subject: Re: Alternate Funds Advance Options

Dennis,
We are going to pass on this transaction for now. Its just too early stage for us to get involved.

Thanks
Doug

On Friday, August 13, 2021, 07:28:09 AM MDT, DENNIS BREWER <dbrewer@sheldonbeef.com> wrote:

Doug - Good morning – Any update on your thought process at this point?

We continue to make progress on the direct sales side, will be putting together our restaurant and consumer marketing campaigns next week, have found a willing ranch seller who will carry paper (first lien only), and are in process on our supply chain for organic cattle and pigs. Our website moves to WordPress and WooCommerce and product additions will be completed by next Wednesday, so pre-orders can begin. We will start pre-orders with restaurants in CA, WA, and OR, then move to consumers thereafter.

Walmart and possible SBI export contracts are pending. Update expected early next week.

We are working on securing some interim funding in the \$50,000 range to begin our marketing rollout as well as our Secured Livestock Notes filing and WeFunder filing. Clear.co (Option 3 from my Tuesday email below) has declined for now as we are pre-revenue and they fund on trailing revenue and other factors.

At this point, Options 1 and 2 mentioned on Tuesday (WeFunder and Secured Livestock Notes) are viable. We are also open to other options as you might suggest. Please let me know where you are at in your process.

Thanks, Doug.

Regards,

Dennis

Dennis Brewer

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Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

From: DENNIS BREWER

Sent: Tuesday, August 10, 2021 7:31 AM

To: Doug Towler <dtowler@visionpartnersllc.com>

Subject: Alternate Funds Advance Options

Doug – Good morning. Here are three options for generating a stronger return than a bridge loan would provide:

1. We are working on a Reg CF offering on WeFunder <https://wefunder.com/gpr.inc.dba.gannett.peak.ranch> The WeFunder offering provides a ten-fold return on the first \$1 million injected into the company and 5 times thereafter up to \$5 million invested, based upon the 10% of sales royalty rate.

	2021 (5 months)	2022	2023	2024
10% Royalty on Sales	\$ 114,038	\$ 1,368,451	\$ 4,039,430	\$ 8,233,1
Cumulative Royalty	\$ 114,038	\$ 1,482,488	\$ 5,521,919	\$ 13,755,1
Royalty Repayment				
\$500,000 total investment paid off			Paid off	
\$1,000,000 total investment paid off				Paid off
\$1,500,000 total investment paid off				
\$5,000,000 total investment paid off				

2. We are also working with Harvest Returns to put together an offering of Secured Livestock Notes. The Secured Livestock Notes offer a 15% interest rate, provide livestock as collateral and are used to pay for 80% of livestock purchase, feed, and direct labor costs, then repaid with interest upon the sale of the finished inventory. Attached please find the Term Sheet and related Note for this form of offering. We will complete a UCC-1 financing statement related to the specific lot of livestock provided as security for the Note. Since each individual animal is traceable under NOP organic regulations, and we will affix specific identity tags to each animal, we will be able to provide that information as an amendment to the UCC-1 filing once the livestock are purchased. The animals will be traceable to the specified lot at all times throughout the finishing process. We will also undertake measures to harvest and process animals by subplot to ensure finished goods inventory is traceable to that specific lot as well.
3. We have approached Clearco about a revenue based advance using Walmart as our prime customer. <https://clear.co/> I expect to have some feedback this week.

Please review these options with your team. We will begin offering public reservations for the Wefunder offering next week. Maximum return for your group would be generated by reserving a position for this offering as soon as possible. You could still opt out any time prior to the offering becoming effective. The offering will only be effective upon completion of the offering documents by WeFunder and acceptance by the SEC. The Secured Livestock Notes will likely be available on Harvest Returns in about 5 weeks. We could also work out some mutually agreeable return on any Clearco advance.

We are moving to next steps with Walmart. New pricing was supplied to them today. We are expecting feedback this week on pricing, cut selection, and future demand. We are also going live early next week with our ecommerce site and will begin taking pre-orders with a \$5 deposit. We will begin aggressive social media marketing soon thereafter with West Coast restaurant associations and then the general public. We are aiming to ship product the second week in November.

Let me know when you would like to discuss the 3 options above or other options you may identify.

Thanks.

Regards,

Dennis

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From: Doug Towler <dtowler@visionpartnersllc.com>
Sent: Wednesday, July 28, 2021 12:13 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Re: Lakeview Oregon Property

Dennis,

We are still interested in providing the \$1M bridge loan and looking to assist with a perm loan.

We are concerned with the exit for the bridge if there is not a balance sheet to secure the perm loan. Most of the federal lending programs will require 25% cash in the deal. How do we prove up the cash position?

Let me know when you have time to discuss.

On Sunday, July 25, 2021, 07:54:14 AM MDT, DENNIS BREWER <dbrewer@sheldonbeef.com> wrote:

Update, please.

Regards,

Dennis

Dennis Brewer

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GANNETT PEAK RANCH

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From: DENNIS BREWER
Sent: Wednesday, July 14, 2021 4:32 PM
To: Doug Towler <dtowler@visionpartnersllc.com>
Subject: RE: Lakeview Oregon Property

Doug - We will be using our cash and loans injected at closing to purchase all assets, including livestock, feed, equipment, real estate. Sources and uses is as of closing date, is on the monthly detail tab at the top, also below:

GANNETT PEAK RANCHES SOURCES AND USES AT ACQUISITION			
Sources:			
Equity Investment			\$ 500,000
Preferred Stock - Amsbaugh			\$ 2,250,000
Prime Loan			\$ 2,345,000
Equipment, Inventory Loans			\$ -
			\$ 5,095,000
Uses:			
Paid to seller at closing:			
Lake County Deeded Land, Improvements			\$ 1,100,000
Lake County Equipment			\$ -
Other			\$ -
Working Capital			\$ 3,995,000
			\$ 5,095,000

Regards,

Dennis

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From: Doug Towler <dtowler@visionpartnersllc.com>
Sent: Wednesday, July 14, 2021 4:24 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Re: Lakeview Oregon Property

Is there cattle on the ranch currently that you own or you will be purchasing the cattle with a portion of the loan proceeds

Can you send me a use and source of capital statement

On Wednesday, July 14, 2021, 01:28:41 PM MDT, DENNIS BREWER <dbrewer@sheldonbeef.com> wrote:

Doug – Any update?

Regards,

Dennis

Dennis Brewer

Chief Executive Officer

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GANNETT PEAK RANCH

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From: Doug Towler <dtowler@visionpartnersllc.com>

Sent: Monday, July 12, 2021 4:47 PM

To: DENNIS BREWER <dbrewer@sheldonbeef.com>

Subject: Re: Lakeview Oregon Property

Dennis

Let's plan to talk Wednesday morning. We are still working thru your information.

Thanks

Doug

480 215 0949

On Saturday, July 10, 2021, 08:52:19 AM MDT, DENNIS BREWER <dbrewer@sheldonbeef.com> wrote:

Revised Business Plan and pro forma financials. The differences are as follows:

1. The file name date has been changed to July 10, 2021 and the final digits on the file name are now 210710. That is the only outward difference between the two files (Business Plan and Pro Forma) and their predecessors. Please discard or archive the older file versions to avoid confusion. There are no other distinguishing features except the content changes described below.
2. In the 210628 version of the Business Plan and Pro Forma you initially received, we assumed we would be purchasing a second ranch (5,066 acres) near the 3,559 Lake County ranch that we are purchasing. Since the price was not agreed, that will not occur, so we made the required changes.
3. The Company Ownership and Legal Entity section of the Business Plan on page 7 has changed – we added non-voting Preferred Shares to the current owners at closing, replacing the subordinated debt. These Preferred Shares bear 6.5% dividend (same rate as the initially planned sub debt) and can be redeemed in full or in part three years after closing (similar to original debt redemption).
4. The Summary pro forma in the Business Plan (pages 32, 33) has been updated. The preferred shares have been added, the sub debt deleted. We also slowed 2022 growth and delayed introduction of pork to January 2023 to coincide with the next funds availability. If we attract this \$10 million expansion investment sooner, we will accelerate the growth schedule.
5. The Pro Forma has been changed, providing for flat monthly sales during 2022, additions of cattle toward the end of 2022, and the addition of pigs in January 2023. The overall proforma has been recast in the classic hockey stick shape. Note that we are assuming we will finance receivables for 100% of sales. This is a conservative assumption as some portion of our sales will occur online and will not require in-house financing.

Regards,

Dennis

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From: Doug Towler <dtowler@visionpartnersllc.com>
Sent: Friday, July 9, 2021 11:42 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: Lakeview Oregon Property

Dennis,

We received a request to review your loan for the acquisition of the Lakeview Oregon property. We are interested in exploring this transaction.

Please let me know your availability to do a call today or Monday.

Thanks

Doug

480 215 0949

DENNIS BREWER

From: DENNIS BREWER
Sent: Saturday, August 14, 2021 7:55 PM
To: ENOVTEC via Freelancer
Subject: RE: New messages from ENOVTEC

Put Social links under the Stay Connected paragraph on the Home page. Move up from the bottom of the page.

Sent from my Galaxy

----- Original message -----

From: ENOVTEC via Freelancer <messages@notifications.freelancer.com>
Date: 8/14/21 5:21 PM (GMT-05:00)
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: New messages from ENOVTEC



ENOVTEC



you will need to login codecanyon, and then go to
downloads and find license and purchase code
files, pls download and upload on project files.

5:21: PM EDT

i will check it when i get up in morning.

thanks

5:21: PM EDT

[View Messages →](#)

Or send a message to **ENOVTEC** by **replying to this email**.

Your email address must be linked to your Freelancer.com account.

[Refer a friend onto Freelancer and we'll give you \\$20USD. *](#)
[Your friend will receive \\$20 to use on their first project too! *](#)

[* See terms and conditions](#)

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DENNIS BREWER

From: DENNIS BREWER
Sent: Friday, August 6, 2021 6:43 PM
To: Mike Maggard
Subject: Startup Sequencing Plan

Mike - After some research, it seems that SoFi, LightStream, and Credible are the most viable sources of \$100K loans. This loan would be secured primarily by your credit with me as backup and co-borrower, and would be used to fund a portion of the Reg CF WeFunder offering if we achieve an adequate level of other WeFunder funding. We will need to coordinate the following 5 items:

1. Our loan - \$100K to be contributed to WeFunder and returned 10X as part of initial \$1MM of funding. We split proceeds after loan retirement 70% to you, 30% to me.
2. WeFunder Funding – including refer-a-friend contests to be run to secure both website pre-orders and spill-over to the WeFunder financing.
3. Harvest Returns – \$500K livestock notes to fund initial livestock purchases.
4. Walmart – to ascertain whether we are likely to be picked up as a product line, the extent of that pickup, and any funding, financing, or sales commitment.
5. GPR website, store, and pre-orders – to ascertain the magnitude of pre-orders as a measure of demand.
6. SBI export contract – while unlikely, it is a possibility we will have \$300K per month available from a current \$57MM over 12 month sales proposal for go-forward funding.

Here is my current formulation for coordinating and timing these six issues to minimize risk and maximize the possibilities of success:

- Week 1, beginning this coming Monday, August 9:
 - Secure Walmart feedback and begin negotiation of contract. Negotiation and onboarding will require 6-8 weeks, perhaps longer. Moderate likelihood.
 - Secure SBI contract feedback for possible source of cashflow. First cashflow would be 4 weeks out at \$300,000 per month. Low likelihood.
 - Wrap up website, web store, community pages development and test - \$250 dev costs remaining.
 - Add RafflePress to website to coordinate contests - \$150 software license.
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 - SSL certificate, merchant account signup, and soft pre-order start - \$100 SSL cert.
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 - Gauge initial success of pre-order and WeFunder ad campaigns and contest – approximately \$35,000 committed to date, balance of \$20,000 to fund in weeks 6, 7.
- Week 7, September 13
 - Close on ranch lease or purchase. Likely lease initial payment at \$25,000, purchase down payment at \$1.5MM.
 - Interim controller start \$3,000/month.
 - Initial equipment order \$2,000,000.
 - Ranch team member start \$25,000/month.
- Week 9, September 20
 - Pig enclosure construction start \$75,000.
 - Initial feed order \$100,000.
 - Initial hay order \$25,000.
- Week 10, September 27
 - Initial livestock purchases – beef \$250,000.
 - Initial livestock purchases – pigs \$250,000.
 - Hay shelter construction start \$100,000.
 - Sales team member start \$25,000/month.
- November 15, 2021
 - Initial product availability – pork.
- January 10, 2022
 - Initial product availability – beef.

We need to recognize this is a dynamic plan, not a static plan. It will be heavily influenced by Walmart's desired course of action and timing, as well as the availability of SBI funds to partially fund this overall effort. We will need to revisit the sequence each week at least through initial livestock purchase. Significant dynamic changes are likely as we go.

Please review and let me know your thoughts.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com
<http://www.sheldonbeef.com>
<https://sheldonfoods.com/>



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DENNIS BREWER

From: DENNIS BREWER
Sent: Monday, August 16, 2021 1:59 PM
To: Mike Maggard
Subject: Status Update

Mike – We are a couple of days behind on completing the basic website and store. I have added some requirements (a cooking section and Blog, both intended to engage our sales prospects and gain their ongoing participation) and, as usual, the flow time required for the basic migration was a bit longer than the developer expected. So, we will work toward a roll-out next Monday morning, giving a few more days for product loading, integration of marketing tools to track customer journeys and lead sources, and fine tuning. Since the rollout is crucial to customers' first impression, referrals, and pre-orders, it needs to be carefully coordinated and well planned with our other promotional activities, so overall customer first impressions are very good. I'll arrange for your access to preview as soon as I can. We are still under construction on some site basics, but you can go here to check on it now if you like:

<https://innovhosting.com/gannet/connect-with-us/>

The WeFunder site is slightly revised since your last visit. Link below:

<https://wefunder.com/gpr.inc.dba.gannett.peak.ranch>

Your LinkedIn campaign is best started next Monday once the store is up as well, as discussed previously.

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Any word on loan timing, source, amount?

I checked in with Walmart early this morning – no feedback as of now, but I am expecting a status update fairly soon – next day or two. Also, checked in on SBI China export deals, again no feedback yet.

I have a call at 4PM this afternoon regarding fine tuning our marketing and sales approach and next steps, with social media influencer and with possible ad agency to help us prep and post ads to social media.

Thanks.

Regards,
Dennis

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DENNIS BREWER

From: DENNIS BREWER
Sent: Monday, August 16, 2021 9:07 AM
To: Jason
Subject: RE: Sheldon Foods (China) - July monthly report

Hi Jason – Thanks for the update. I have requested quotes for 25MT whole frozen chicken, individually packaged. Please verify this packaging is what your customer wants.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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From: Jason <jason@sheldonfoods-china.com>
Sent: Monday, August 16, 2021 8:05 AM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Cc: raymondp <raymondp@rmcusa.net>; daniel lonergan rmc <daniell@rmcusa.net>
Subject: Sheldon Foods (China) - July monthly report

Hi Dennis,

Please see attached monthly report and status update per below of your reference.

WEEKLY UPDATE

NEW LEAD

Herman

PROSPECTS UPDATE

Herman

- Referral from previous clients, and he has connection with 45 restaurants in Hu Nan area. They are interested in whole chicken, chicken feet, and maybe beef too
- Herman solid connections in Hu Nan area and would like to know if they could have an quotation with whole chicken, as he mentioned that they have huge demands of whole chicken there

Ben

- Met with Ben and need time to consider due to COVID with postponement in transportation

Mr. Yao

- Company is on hold with import futures

QUOTATION REQUEST

Herman - Whole chicken - 25MT

Monthly CONCLUSION

This month been better than in June as I've met with Herman which where he have solid connections in the Hu Nan area with restaurants and supermarkets, however, due to COVID in Guangdong and in Nam Jing most of the cities in China are closed down now. But I will meet him in person once I am able to travel in China.

Second, I was in talk with Ben and Mr. Yao, I strongly belief that we are able to close our first deal with them or Herman. They are still interested but as the regulation in China now, they think it is a big risk to take futures for them now. So let's see in the coming 3 months if the COVID case numbers decrease and how the government will adjust with the import regulation. But so far Ben, Mr. Yao, and Herman are still interested and I will follow up with them closely as I really think one of them might be our first client!

Best,
Jason

DENNIS BREWER

From: DENNIS BREWER
Sent: Monday, August 16, 2021 11:51 AM
To: Raymond Poon
Subject: Current situation in China

Raymond – I reviewed Jason’s progress report this morning. Progress continues but is quite slow and uneven. Given the current shutdowns in China and on-going challenges with ocean logistics, let’s review the situation upon your return from your September China trip and decide on next steps. If we decide to discontinue, we will provide a 60 day notice.

Our current cash flow situation has not yet improved. We are waiting on feedback on a couple of trader sales quotes for China. These have not worked out in the past but we continue to propose. The feedback to date has been positive, so hope remains.

We are also developing the organic grainfed program in the US. First sales will likely be in November or thereabouts for pork, and January for beef.

Thanks.

Regards,
Dennis

Dennis Brewer

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DENNIS BREWER

From: DENNIS BREWER
Sent: Monday, August 16, 2021 7:29 AM
To: David Baskin; Ryan Stackhouse
Cc: Tyler Lehr
Subject: RE: Update Request

Good morning, David – Just doing my Monday check-in to see where you are in your decision process. Let me know how we can help.

Thanks!

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
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From: David Baskin <David.Baskin@walmart.com>
Sent: Monday, August 9, 2021 5:40 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>; Ryan Stackhouse <Ryan.Stackhouse@walmart.com>
Cc: Tyler Lehr <Tyler.Lehr@walmart.com>
Subject: RE: Update Request

My apologies. I understood you were going to look at your mix based off the items we discussed. I am not interested in shanks, stew, roasts etc...It would be the ribeye, strip, tenderloin and then grinds.

I thought there was a different structure you were going to send over.

That's what my interest would be.

Thanks

David

From: DENNIS BREWER <dbrewer@sheldonbeef.com>
Sent: Monday, August 9, 2021 6:01 AM
To: David Baskin <David.Baskin@walmart.com>
Cc: Tyler Lehr <Tyler.Lehr@walmart.com>
Subject: EXT: Update Request

EXTERNAL: Report suspicious emails to **Email Abuse**.

David – Good day. Hope all is well with you. Checking to see where you are in your evaluation process. Let me know how we can assist.

Thanks.

Regards,
Dennis

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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, August 17, 2021 1:48 PM
To: Mike Maggard
Subject: RE: Status Update

Thanks, Mike. Sorry the Marcus thing did not work out. Your other option sounds fine. Hopefully, we will also have some feedback from some other sources of potential cash flow soon so we can manage the commitment down and substitute other funds if you chose to do so. I am currently sending a couple of inquiries to VC funds I saw on a webinar earlier today. Long shots typically.

Still waiting on Walmart and China export sales responses. Good progress on website today but we are still awaiting the final product. Hopefully, it will be wrapped up by Thursday so I have time to do a very thorough review, load products and write commentary to flesh out each product offering.

Please add your \$3K reservation this week. We can wait a couple of days on other funds we need this week.

Thanks.

Regards,
Dennis

Dennis Brewer

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From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Tuesday, August 17, 2021 1:34 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Status Update

Dennis,

I am willing to set aside 3k more for wefunder and can put a little bit into the business for essentials. As of now I don't have 50k for that, response from Marcus below. I think my best option is to get a business loan through my S-Corp since there are no recent inquiries in my business account and there is a 13 year history there. I think the other loan I got has handcuffed me on personal loans, my credit score is 775 so I don't think that is what is causing the denials.

Goldman Sachs Bank USA

P.O. Box 45400

Salt Lake City, Utah 84145-0400

Thank you for your recent application. Your request for a loan was carefully considered, and we regret that we are unable to approve your application at this time, for the following reason(s):

- Date of last inquiry too recent
- Recent increase in bankcard utilization
- Recent balance increase activity

Our credit decision was based in whole or in part on information obtained in a report from the consumer reporting agency(ies) listed below. You have a right under the Fair Credit Reporting Act to know the information contained in your credit file at the consumer reporting agency(ies). The reporting agency(ies) played no part in our decision and is unable to supply specific reasons why we have denied credit to you. You also have a right to a free copy of your report from the reporting agency, if you request it no later than 60 days after you receive this notice. In addition, if you find that any information contained in the report(s) you receive is inaccurate or incomplete, you have the right to dispute the matter with the reporting agency(ies).

TransUnion LLC

P.O. Box 1000

Chester, PA 19016

1-800-888-4213

SageStream, LLC

Address: PO Box 503793

San Diego, CA 92150-3793

1-(888)-395-0277

We also obtained your credit score from the consumer reporting agency and used it in making our credit decision. Your credit score is a number that reflects the information in your consumer report. Your credit score can change, depending on how the information in your consumer report changes.

Your Credit Score: 775

Date: 2021-08-17

Scores range from a low of 300 to a high of 850.

Key factors that adversely affected your credit score:

- Proportion of balances to credit limits on bank/national revolving or other revolving accounts is too high
- Proportion of loan balances to loan amounts is too high

- Too many accounts with balances
- Time since most recent account opening is too short

If you have any questions regarding your credit score, you should contact TransUnion LLC at:

Address: P.O. Box 1000, Chester, PA 19016

Phone number: 1-800-888-4213

Mike Maggard

SVP, Recruiting and Operations

(469) 233 -1582

mike.maggard@cfo-search.com

www.cfo-search.com



Nationwide CFO Recruiting & C-Level Search

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Tuesday, August 17, 2021 7:03 AM

To: Mike Maggard <mike.maggard@cfo-search.com>

Subject: RE: Status Update

Mike – Thanks. We will likely use about \$5K to get the GAAP financials completed and a CPA review of same. We need to have \$50K in reservations before WeFunder will prepare the docs for SEC submittal. We will work toward the \$50K in reservations beginning with your LinkedIn network, and adding any cross referrals we get from our other sources. Once we have hit the \$50K mark in reservations, the GAAP financials are completed, and the SEC filing is complete, we will open to the public to complete the round.

At the same time we are completing the \$50K in WeFunder reservations, we will be working to secure pre-orders. To do that, we will need to spend some funds on ads and promotions. We will begin commercial pre-sales work with the CA Restaurant Association on some ads to their 18,000 members soliciting pre-orders. We will begin consumer pre-sales work with our refer-a-friend contest to expand our consumer reach at low cost. The consumer-oriented contest will cost \$50,000 overall but prizes are almost exclusively our product, so our actual out-of-pocket is lower and later (beef and pork boxes and a few thousand \$5 logo hats).

We will use our Influencer's 450K follower network, some emails, and some social media. We will get exposure to some percentage of the Influencer's 450K for the first \$2,000 spent with her. We got about 16,000 exposures for \$175 on social media, so we will spend \$1,000 on that to start. We will also likely get at least a 10% to 20% open rate on the email so we will spend \$2,000 to start to get 250,000 sent. That will get our refer-a-friend contest announcement in front of around 740,000 people. We can measure and track results from each of these sources to see what performs best and reallocate resources to the higher converting sources dynamically.

Once we have awareness, we will use an automated email package (EngageBay) to increase exposure, familiarity, engagement, and drive conversions with other promotions, such as couponing and current savings over future price increases. (Beef prices will most certainly increase over the next several years due to herd liquidations brought on by the drought.)

A refer-a-friend contest will add to our number of people for initial contact, and attract a relatively higher number of consumers to our site and store than a typical product promotional announcement. Our overall initial goal is 7 million exposures to secure awareness, including the contact expansion resulting from our refer-a-friend contest. While there is no way to know for sure, this 7 million exposure benchmark can reasonably be expected to get us to \$1 million of pre-orders, based on the industry benchmarks I have seen to date.

My suggestions on the \$50K at this point are that:

- You hold \$3,000 to increase your reservation from \$2,000 to \$5,000 on WeFunder
- You release other funds to our GPR bank account as needed to fund essentials as we work toward the \$50K in WeFunder reservations.
- A first advance to GPR of \$15,000 to get the GAAP financials and CPA review completed and to get the initial restaurant and consumer promotional campaigns off the ground. More will be needed to complete this effort but that will get us going next week on pre-orders.
- As we garner results from our pre-orders and WeFunder reservations, we can evaluate whether we need added resources to push the campaign further.

Let me know what you think of this approach.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

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From: Mike Maggard <mike.maggard@cfo-search.com>
Sent: Monday, August 16, 2021 10:59 PM
To: DENNIS BREWER <dbrewer@sheldonbeef.com>
Subject: RE: Status Update

Dennis,

The website is looking good. I was not able to get a hold of Anthony today (voicemail email) I suspect he didn't like the question when asked about home equity loans and if they would be included. I attached the contract for your review, it looks like they can throw whatever at you and you have to accept or pay a fee. I signed quickly without reading but haven't turned in loan docs to them. I am getting money tomorrow and will apply with Marcus, I got prequalified for 40k with them a week or so ago. If we can get 50k is enough to launch a capital raise publicly with wefunder?

I will wait until Monday and make sure I have the green light before posting to LinkedIn.

Best regards

Mike Maggard

SVP, Recruiting and Operations

(469) 233 -1582

mike.maggard@cfo-search.com

www.cfo-search.com



Nationwide CFO Recruiting & C-Level Search

From: DENNIS BREWER <dbrewer@sheldonbeef.com>

Sent: Monday, August 16, 2021 12:59 PM

To: Mike Maggard <mike.maggard@cfo-search.com>

Subject: Status Update

Mike – We are a couple of days behind on completing the basic website and store. I have added some requirements (a cooking section and Blog, both intended to engage our sales prospects and gain their ongoing participation) and, as usual, the flow time required for the basic migration was a bit longer than the developer expected. So, we will work toward a roll-out next Monday morning, giving a few more days for product loading, integration of marketing tools to track customer journeys and lead sources, and fine tuning. Since the rollout is crucial to customers' first impression, referrals, and pre-orders, it needs to be carefully coordinated and well planned with our other promotional activities, so overall customer first impressions are very good. I'll arrange for your access to preview as soon as I can. We are still under construction on some site basics, but you can go here to check on it now if you like:

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Thanks.

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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, August 17, 2021 1:49 PM
To: brad@blumberg.com
Subject: A \$16 Billion Opportunity with Strong, Durable Repeatability

Good morning, Brad – I listened with great interest to your presentation this morning with Mayfield and Oracle NetSuite. Here's a summary of our \$16 billion market opportunity in a space with exceptionally low obsolescence risk and a long and strong trend of widespread consumer adoption and repeat sales.

Organic consumers care deeply about where their food comes from and how it is raised. They care enough to shift their spending habits to organic foods that cost 70% to 285% more than the conventional substitutes. They have been doing this for more than 50 years in ever increasing numbers. Today, 81% of Millennials with children regularly buy organic foods. 47% of the rest of us do the same. The \$56 billion organic foods market share grew 12% last year, in the midst of the pandemic. Keep in mind that the industry is resource constrained, not demand constrained. Sales growth could have been higher.

Organic grainfed chicken sales were up 25% last year to \$1.2 billion. That grainfed organic steak you'd like to eat tonight? Try to find one for dinner. Your butcher can get you a grassfed organic burger or steak, lean and not so tender, the taste different than what you're used to. You'll pay \$40 to \$50 for your grassfed organic New York Strip. But a grainfed organic steak? Can't buy one. With traceable heritage? Can't buy one, even though they actually taste significantly better than either grassfed or conventional feedlot beef, according to USDA grading tests.

But here's your chance, Gannett Peak Ranch:

- **Stage:** Seed/early stage venture. Pre-orders start next week. Revenue toward the end of Q421. Profitability with first revenue.
- **Sectors:** Consumer and ag tech.
- **Products:** Organic Grainfed Beef and Pork, both key organic proteins, are not currently available from any source domestically or globally.
- **Market Potential:** Current organic protein market gap in the US is \$16 billion, based upon 0.6% overall share of organic proteins compared to 6% overall share of organic foods. 81% of Millennials with children regularly purchase organic foods, 47% of all consumers also regularly purchase organic foods. Fresh organic produce and milk are priced at a 70% premium to conventional milk, organic eggs at 285%. The practical market growth upper bound for beef and pork products is approximately \$3 billion by 2028, primarily due to supply constraints and animal reproduction rates. It will take decades to fully supply retail consumer demand in this space, given both the scale of the current gap, and the continuing growth of organic foods overall. Organic foods overall CAGR is about 6%, so the sector doubles every 10 years or so. The likely grainfed organic beef and pork market gap will be \$21 billion in 2028, up from the current \$16 billion, and assuming a \$3 billion sales level by that time.
- **Comparable:** \$1.2 billion of grainfed organic chicken, up 25% in 2020 over prior year. Chicken reproduction rate and age at harvest are key factors in its continuing rapid growth.
- **Quality and Price:** Requires use of a proprietary pasture based finishing process which provides 73% premium Choice grade product compared to 43% for comparable conventional products. Our organic grainfed beef and pork price premiums are approximately 100% above current retail prices for the same conventional feedlot cut. As mentioned above, typical organic price premiums for fresh organic foods range from 70% to 285% at retail. Our organic grainfed beef pricing, for example, is in line with Wagyu, another specialty beef product which enjoys increasing popularity.

- **Organic Alternative Products:** Organic ground beef, made from former organic dairy cows, is widely available. Grassfed organic beef and pork have tiny sales. There are less than 40,000 organic beef cattle in the US, 0.1% of total US beef cattle. 10,000 organic pig sows comprise 0.2% of the total sow population. But North American consumers strongly prefer grainfed taste to grassfed taste. It takes talent and experience in animal health, added labor, strong supply chains, and a committed team to finish and market organic grainfed protein products.
- **Supply Chain:** Use 340,000 organic dairy calves born annually, which are currently converted after birth to conventional cattle for finishing. Pigs reproduce about 24 offspring each year, so there will be adequate supply for sustainable organic market growth.
- **Intellectual Property:** Complete consumer level package blockchain-based traceability under development. Proprietary pasture based grain finishing process.
- **Technological Risk:** Alternative proteins, comprised of massive monocultures of pea protein, or lab-grown cell cultures are extremely unlikely to supplant organic proteins. Organic consumers value fresh, real foods, without trace chemical contaminants, grown naturally in diverse, regenerative environments using minimal outside inputs and minimally processed. While food is subject to fads, proteins have been with us since the first hunters walked the land. Organic foods have regrown from their former 100% market share before the industrially-driven Green Revolution (chemically based fertilizers, fungicides, pesticides) to a 6% share of the \$1.1 trillion food sales in the US today. Organic foods continue to gain market share at premium prices, as they have since the 1970s. Organic foods are the least likely segment of foods to be supplanted by artificially-derived products.
- **Traction:** Online pre-orders begin next week, deliveries late in Q421. Our unique product line is under evaluation by Walmart's SVP protein merchandising and VP meat as directed by the EVP, Food, who runs Walmart's \$190 billion 26% share of total US retail grocery sales. Pre-order information will be available well in advance of any practical due diligence completion by a seed investor.
- **Investment:** \$2MM seed gets initial orders fulfilled. Subsequent \$10MM round can be staged to gated growth benchmarks. We have interested follow-on investors in Canada and the US we can disclose during due diligence.
- **IRR:** Projected profitable from first revenue in Q421. Expected IRR exceeds 40%.

You can check out our pre-launch website at www.GannettPeakRanch.com and our Facebook page (link at bottom of Home page). We'll be shifting to our WordPress/WooCommerce website to begin taking consumer pre-orders next week for delivery beginning in Q421. Full doc set available including Business Plan, pro forma, pitch deck at <https://wefunder.com/gpr.inc.dba.gannett.peak.ranch> at the bottom of the first page.

Thanks, Brad!

Regards,
Dennis

Dennis Brewer

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Direct: 201-669-4933
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DENNIS BREWER

From: DENNIS BREWER
Sent: Tuesday, August 17, 2021 1:50 PM
To: sgolan@mayfield.com
Subject: A \$16 Billion Opportunity with Strong, Durable Repeatability

Good morning, Shelby – I listened with great interest to your presentation this morning with Blumberg and Oracle NetSuite. Here's a summary of our \$16 billion market opportunity in a space with exceptionally low obsolescence risk and a long and strong trend of widespread consumer adoption and repeat sales.

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- **Products:** Organic Grainfed Beef and Pork, both key organic proteins, are not currently available from any source domestically or globally.
- **Market Potential:** Current organic protein market gap in the US is \$16 billion, based upon 0.6% overall share of organic proteins compared to 6% overall share of organic foods. 81% of Millennials with children regularly purchase organic foods, 47% of all consumers also regularly purchase organic foods. Fresh organic produce and milk are priced at a 70% premium to conventional milk, organic eggs at 285%. The practical market growth upper bound for beef and pork products is approximately \$3 billion by 2028, primarily due to supply constraints and animal reproduction rates. It will take decades to fully supply retail consumer demand in this space, given both the scale of the current gap, and the continuing growth of organic foods overall. Organic foods overall CAGR is about 6%, so the sector doubles every 10 years or so. The likely grainfed organic beef and pork market gap will be \$21 billion in 2028, up from the current \$16 billion, and assuming a \$3 billion sales level by that time.
- **Comparable:** \$1.2 billion of grainfed organic chicken, up 25% in 2020 over prior year. Chicken reproduction rate and age at harvest are key factors in its continuing rapid growth.
- **Quality and Price:** Requires use of a proprietary pasture based finishing process which provides 73% premium Choice grade product compared to 43% for comparable conventional products. Our organic grainfed beef and pork price premiums are approximately 100% above current retail prices for the same conventional feedlot cut. As mentioned above, typical organic price premiums for fresh organic foods range from 70% to 285% at retail. Our organic grainfed beef pricing, for example, is in line with Wagyu, another specialty beef product which enjoys increasing popularity.

- **Organic Alternative Products:** Organic ground beef, made from former organic dairy cows, is widely available. Grassfed organic beef and pork have tiny sales. There are less than 40,000 organic beef cattle in the US, 0.1% of total US beef cattle. 10,000 organic pig sows comprise 0.2% of the total sow population. But North American consumers strongly prefer grainfed taste to grassfed taste. It takes talent and experience in animal health, added labor, strong supply chains, and a committed team to finish and market organic grainfed protein products.
- **Supply Chain:** Use 340,000 organic dairy calves born annually, which are currently converted after birth to conventional cattle for finishing. Pigs reproduce about 24 offspring each year, so there will be adequate supply for sustainable organic market growth.
- **Intellectual Property:** Complete consumer level package blockchain-based traceability under development. Proprietary pasture based grain finishing process.
- **Technological Risk:** Alternative proteins, comprised of massive monocultures of pea protein, or lab-grown cell cultures are extremely unlikely to supplant organic proteins. Organic consumers value fresh, real foods, without trace chemical contaminants, grown naturally in diverse, regenerative environments using minimal outside inputs and minimally processed. While food is subject to fads, proteins have been with us since the first hunters walked the land. Organic foods have regrown from their former 100% market share before the industrially-driven Green Revolution (chemically based fertilizers, fungicides, pesticides) to a 6% share of the \$1.1 trillion food sales in the US today. Organic foods continue to gain market share at premium prices, as they have since the 1970s. Organic foods are the least likely segment of foods to be supplanted by artificially-derived products.
- **Traction:** Online pre-orders begin next week, deliveries late in Q421. Our unique product line is under evaluation by Walmart's SVP protein merchandising and VP meat as directed by the EVP, Food, who runs Walmart's \$190 billion 26% share of total US retail grocery sales. Pre-order information will be available well in advance of any practical due diligence completion by a seed investor.
- **Investment:** \$2MM seed gets initial orders fulfilled. Subsequent \$10MM round can be staged to gated growth benchmarks. We have interested follow-on investors in Canada and the US we can disclose during due diligence.
- **IRR:** Projected profitable from first revenue in Q421. Expected IRR exceeds 40%.

You can check out our pre-launch website at www.GannettPeakRanch.com and our Facebook page (link at bottom of Home page). We'll be shifting to our WordPress/WooCommerce website to begin taking consumer pre-orders next week for delivery beginning in Q421. Full doc set available including Business Plan, pro forma, pitch deck at <https://wefunder.com/gpr.inc.dba.gannett.peak.ranch> at the bottom of the first page.

Thanks, Shelby!

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
Direct: 201-669-4933
Office: 800-956-9883

www.GannettPeakRanch.com
<http://www.sheldonbeef.com>
<https://sheldonfoods.com/>



GANNETT PEAK RANCH

Schedule a call at your convenience here:

<https://calendly.com/ceosheldonbeef>

DENNIS BREWER

From: DENNIS BREWER
Sent: Wednesday, August 18, 2021 8:37 AM
To: sgolan@mayfield.com
Subject: VC partners/co-investors, Alt Debt Sources

Shelby - Good morning – Here are some future partnering options we have developed for Gannett Peak Ranch, our organic grainfed beef and pork operation.

Correlation VC (David Coats) has expressed an interest in filling out this Seed round (\$100K to \$4MM typical range), and/or an A round, partnering with a VC.

Future rounds:

- Fiera Comox - Matt Corbett (high millions)
- NGEN – Peter Grubstein (low millions)
- Vision Partners – Doug Towler (low millions)
- Manna Tree Partners – Shannon Flahive (\$15MM plus)

Debt:

- Yieldstreet - Ashvin Viswanathan (\$5MM plus)
- Harvest Returns – Allison Stewart (\$500K plus)
- Clear.co (not known)

I look forward to our further discussions.

Thanks.

Regards,
Dennis

Dennis Brewer

Chief Executive Officer
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Office: 800-956-9883

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GANNETT PEAK RANCH

Schedule a call at your convenience here:

DENNIS BREWER

From: Priscilla Zee <Priscilla.Zee@genmills.com>
Sent: Wednesday, August 18, 2021 11:12 AM
To: DENNIS BREWER
Subject: FW: Annies Organic Marketing Partnership

Hi Dennis,

Shot you a note last wk but apologies if you didn't receive. Jon passed along your information to me – I have worked on the Annie's brand for the last 3.5 years & I have the great privilege of leading the Annie's, Cascadian Farm, and Muir Glen brands for General Mills.

Really appreciate your note & very impressed with the work that you are doing to progress Organic meat options! Clearly it seems that we have some similar values.

Not sure that Annie's condiments will be the best cross-marketing opportunity given we don't have distribution at WMT but I am interested in learning more about the great work you are doing.

Happy to hop on a quick call with you to learn more – will try to ring you later today and if I can't get to you – perhaps we can schedule some time on Fri.

Best,

PZ



Priscilla Zee

Business Unit Director

Natural & Organic | Annie's, Cascadian Farm, Muir Glen

612.616.1190

From: DENNIS BREWER
Sent: Friday, August 6, 2021 10:33 AM
To: jon.nudi@generalmills.com
Subject: Annies Organic Marketing Partnership

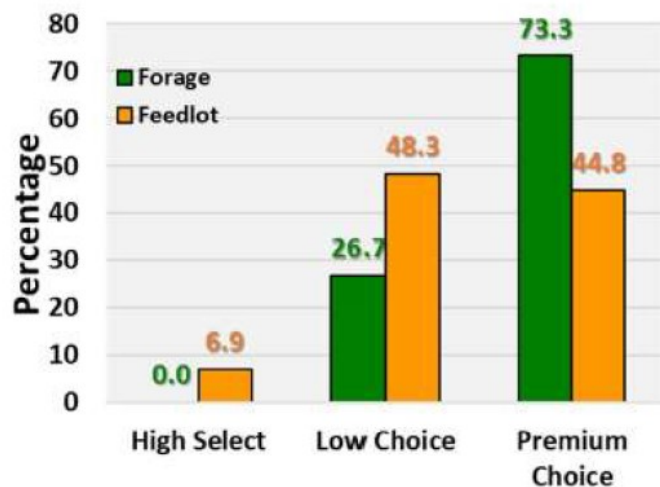
Mr. Nudi – We are interested in exploring a cross-marketing partnership with your organic Annies condiments line. We offer the best emerging organic center plate protein product line to boost sales of your Annies organic condiments. We are developing the Gannett Peak Ranch brand of organic grainfed beef and pork. The keyword here is grainfed, which is not currently available in organic form.

We are currently in product evaluation with the protein team at Walmart. This effort is being led by Tyler Lehr, their SVP for protein merchandising, and staffed by VP David Baskin, who runs their meat operations in North America, at the direction of Charles Redfield, who runs the North American grocery business. While we are not yet certain of the outcome, this is our third effort to partner with them, one of which led to a beef supply contract for Walmart China.

Organic grainfed proteins, other than \$1.2 billion of organic grainfed chicken, are not currently available for a variety of reasons. They are key to opening a \$16 billion segment of the organic protein space (beef, pork, and specialty meats) due to their superior taste and grading as compared to conventional grainfed beef and to organic grassfed beef.

We would look to cross-sell and cross-refer your condiments and our grainfed organic protein products for direct to consumer and in retail outlets where both product sets are available. Since 50% of existing North American organic food sales are in California, Oregon, and Washington, we will be introducing our products there later this year.

As you can see by the green bar below, our pasture-based grain finished organic product grades superior to conventional grainfed beef:



I appreciate your consideration and look forward to further discussions with you and/or members of your team. More information is available at www.gannettpeakranch.com

Thank you.

Regards,
Dennis

Dennis Brewer

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