

Local, Lean & Delicious



About Us



- Founded in 1964 in Ellensburg, Washington
- Opened plant in Dixon, California in 1981.
- Became 100% employee-owned in 1991, through our Employee Stock Ownership Plan (ESOP).
- In 1995, Superior purchased the Denver, Colorado harvest plant.
- In 1997, Superior acquired Boston, Lamb & Veal.
- In 2000, Superior acquired Mountain Meadows Lamb Co. in Denver.
- In 2010, Superior acquired Iowa Lamb Co. and Grove Meat Co.
- We process 650,000 lambs per year.
- We produce over 1/3 of the domestic lamb sales in the U.S.
- International sales in more than 10 countries

Our Brands



The Superior Farms brand is natural, American lamb that grazes primarily on open pasture lands, and may be fed a supplemental grain diet.



Farmer's Mark signifies American lamb raised without the use of antibiotics or added hormones.



Cascade Creek ranchers use progressive methods to produce free-roaming, all pasture-raised lamb.



Sofia Farms veal provides customers with a high-quality "luxury food" product through innovative and humane methods.



Consumers Want American Lamb

Appealing to Consumers



- Lamb is “on trend” as it has remained one of the fastest growing proteins in the US for the past four years.
- Millennial consumers seek:
 - A broader array of proteins (including lamb) than older generations.
 - A more international variety of cuisines



The Consumer Data Is In!



- The American Lamb Board (ALB) has released a positive new report on consumer attitude and usage of American lamb.
- ALB reported that survey participants said **they pay attention to the country of origin** and indicated a preference for lamb produced in the U.S.
- 68% of consumers polled said they have a **strong desire to purchase American-raised lamb**.
- Consumers feel American lamb is “still a good value” at a **10%-15% premium over imported**.

US lamb is perceived to be fresher, regulated and “American made.”

- Consumer attitude up from 40% in 2011 to 68% in 2018



Carving the Path for Retail Growth

We Provide Excellent Category Support



- Superior Farms is the most reliable lamb company in North America
- Best access to supply
- Coast-to-coast production and distribution capabilities
- Vertically integrated
- Leader in packaging solutions
- Experts in the category
- Research and data driven
- Marketing support
- Ad planning



Creating Excitement In-Store!



- We have seen great success with our lamb tasting demos
- Once consumers get a taste, most come back for more
- Superior Farms will schedule the demo team (using our partner or yours)
- Superior Farms will provide the product and marketing materials
- Retailer will allow 1 event per store per quarter
- Retailer will identify locations with best potential for lamb sales
- Retailer will share pre & post event data so that we may monitor trends/success

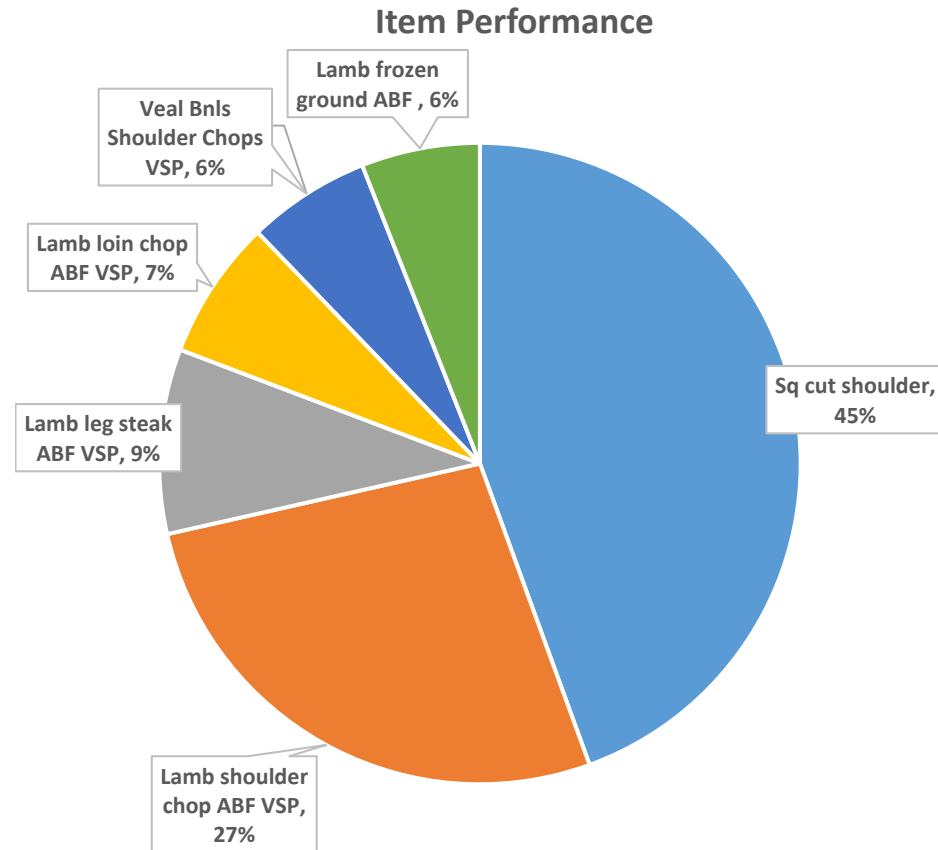


Data and Analytics



- We analyze and share item performance based on order history
 - Track and monitor fill rate%
 - Quarterly reporting available
- Perform deep dive analysis*
 - Item movement by region/store
 - Average sales per store
 - Inventory management
- Industry Insights from the American Lamb Board

*Requires data sharing from retail partner





Tasty and Exciting New Products



- Our precooked lamb offerings provide **meal solutions** for time-starved consumers
- Great addition to the **service deli**
- Complements any **ready-to-eat program**
- **Retail pack option** for the grab-and-go shopper

Your shoppers are hungry for time... and delicious lamb!

New Pre-Cooked Dishes Heat Up In Minutes

PRE-COOKED LAMB VINDALOO Code 59111				PRE-COOKED LAMB SHANK WITH HERB de PROVENCE Code 59113				PRE-COOKED LAMB OSSO BUCO WITH VEGGIE STEW Code 59115			
Pack Size	Avg. Case Weight	Cool	Shelf Life	Pack Size	Avg. Case Weight	Cool	Shelf Life	Pack Size	Avg. Case Weight	Cool	Shelf Life
4-3#	12#	FRZ	6 mos.	8-1	16#	FRZ	6 mos.	4-4	12#	FRZ	6 mos.

Ingredients: Lamb and modified starch product (lamb, water, modified comstarch, phosphate, salt, dextrose), Vindaloo Sauce (onion, water, canola oil, jalapeno pepper, raw cane sugar, cilantro, ginger (ginger, water), garlic, modified food starch, organic spices, white distilled vinegar, salt, beef concentrate (beef stock, natural flavor, salt, yeast extract, sugar, beef fat), dried coriander, turmeric, Roasted Chili de arbol), Soybean. (Allergen(s): Soy)

Ingredients: Lamb shank (lamb, water, sodium phosphate, salt, dextrose), Herbs De Provence Marinade (Onion, honey, Lemon Peel (lemon peel, water, citric acid), Mustard (distilled vinegar, water, mustard seed, salt, spices), canola oil, Beef stock (Beef stock, natural flavor, salt, yeast extract, sugar, beef fat), water, garlic, salt, dried herbs (Basil, Thyme, Fennel Seed, Lavender), Red wine vinegar, dried anise seeds, dried fennel seed, lemon juice concentrate, citrus fiber (Citrus fiber, guar gum), Rosemary).

Ingredients: Lamb and modified starch product (lamb rear shank, w modified food starch, sodium phosphate, salt dextrose), water, carrots, potato tomatoes, celery, onion, modified starch, salt dried onion, com syrup hydrolyzed soy and com protein, g powder, dextrose, autolyzed yeast extract, Romano cheese (part - sk cow's milk, cultures, salt, rennet), 4 dried orange peel, lemon powder (syrup solids, lemon juice), beef fat, beef flavored paste, caramel color, tomato powder, paprika. (Allergen: Soy, Milk)

Top: Lamb Vindaloo, Lamb Shank, and Lamb Osso Buco

Right: Pulled Lamb Shoulder

Pulled Lamb Shoulder Pre-Cooked Code: 59143

The guess-work is GONE and chefs can confidently serve an easy, delicious lamb cut in a variety of applications. The lamb shoulder is pre-cooked, frozen and delivered to your location, able to cook right in the same bag with easy cooking instructions. Shreds for tacos, sliders, breakfast items and more!



Code	Pack Size	Average Cts./Pc.	Dall at TBH	Case LxWxH	Lead Time	Shelf Life
59143	2-1	13lb	6-9	21.75"X12"X5.5"	4 Weeks	6 Months



- New Item!
- Easy Preparation
- Simple Seasonings
- Plate Profitability

Call for pricing: 1-800-228-5262



Our Marketing Programs Drive Results



- POS
- Recipe books
- Rancher profiles
- On-pack coupons
- Cuts & cooking info
- Social media content
- Photos/videos
- In-store demos
- Talking point cards
- Shirts, hats, etc.





Driving Industry Innovation

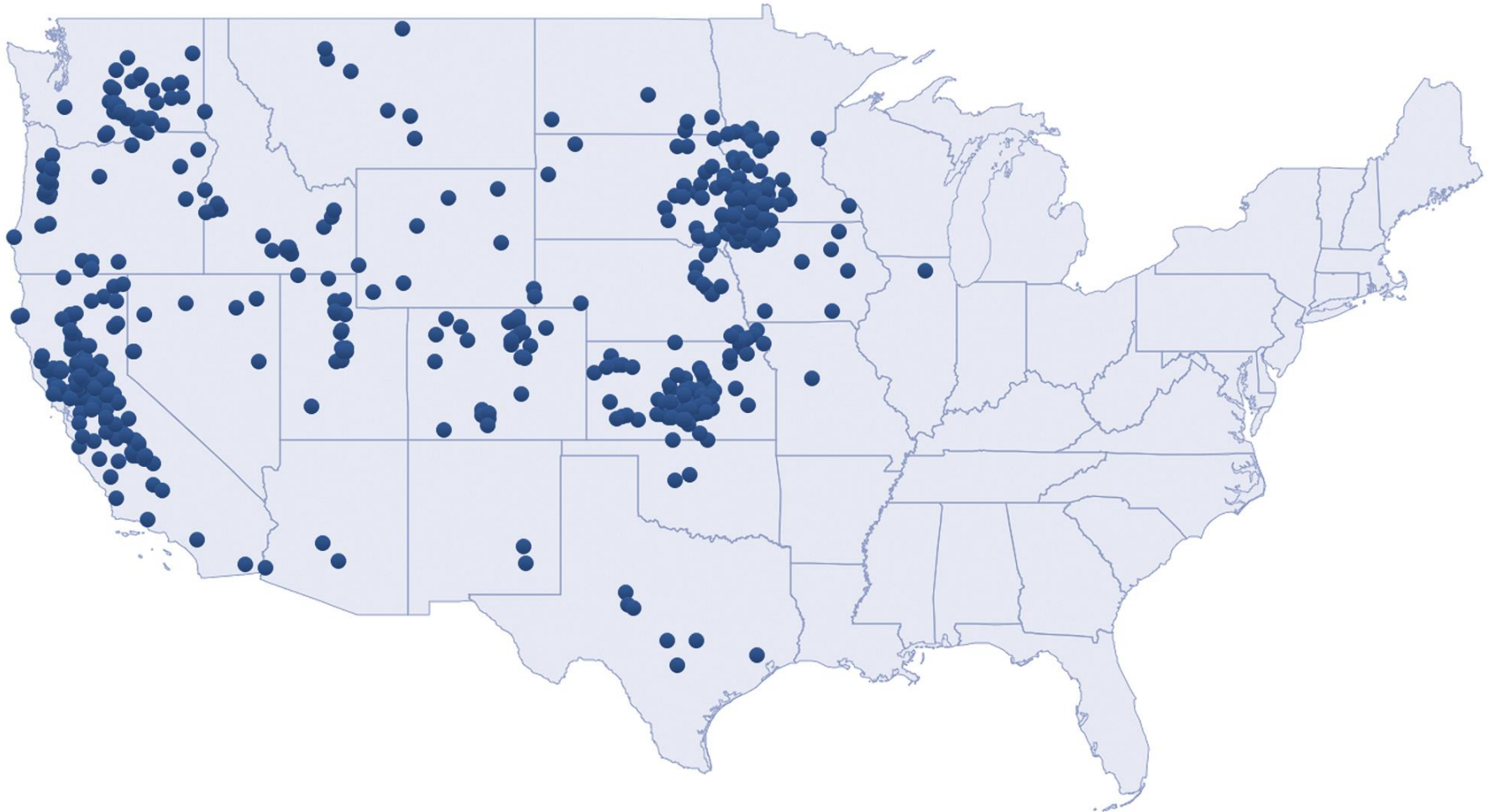
Producer Partnerships



Superior Farms sources lambs from more than 1000 family farmers, ranchers and feeders.



Producer Partners throughout the US



Sheep Industry Innovation



- Superior Farms has developed a natural probiotic as an alternative to antibiotics
- Producers report an increase in healthier lambs
- Superior can now offer a higher percentage of antibiotic free lamb





Now's the time for American lamb.

800-228-5262

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