



Applied Reproductive Strategies in Beef Cattle
August 30, 2006

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Our Mission Today....

- ◆ **Update on U.S. Premium Beef & National Beef**
- ◆ **Marketing of Our Beef Products**
- ◆ **Opportunity at the Producer Level**

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National Beef – Who We Are

- ◆ Market Position 4th largest U.S. Beef Processor (12.8%)
- ◆ Annual Sales \$4.3 billion
- ◆ Employees 6,500
- ◆ Headquarters Kansas City, MO
- ◆ Ownership US Premium Beef, BPI, Mgmt Group
- ◆ Main Operations Slaughter – Liberal & Dodge City, KS, Brawley, CA
- ◆ Value Added Case Ready-Georgia and Pennsylvania
- ◆ Value Added Kansas City Steak Company
- ◆ NBP International Chicago, Tokyo and Seoul
- ◆ Transportation National Carriers (Reefers/Livestock)

Partnership



Beef Products, Inc.

NBP Management Group



National Beef[™]

A U.S. Premium Beef Company



Brawley Plant

Dodge City Plant

Liberal Plant

National Carriers

Case-Ready

International: Tokyo, Soule, Chicago

Key Elements of USBP

- ◆ Market Access
- ◆ Value Based Pricing
- ◆ Carcass Data at No Charge
- ◆ Subsidized Transportation
- ◆ Livestock and Meats Consulting
- ◆ Own a Successful Beef Company

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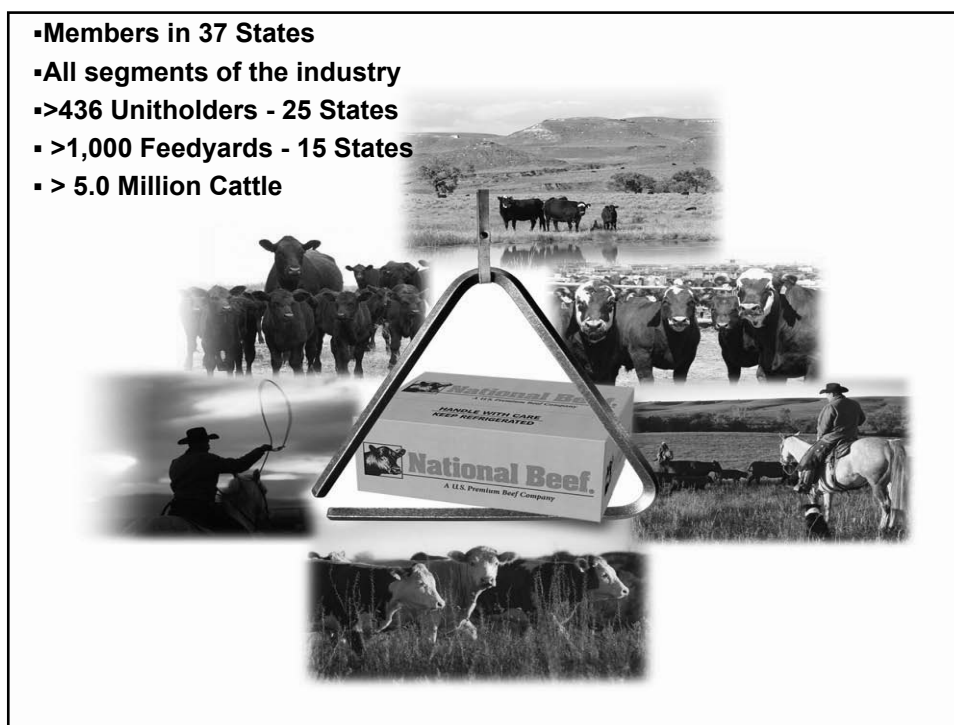
CHEVROLET



Cadillac

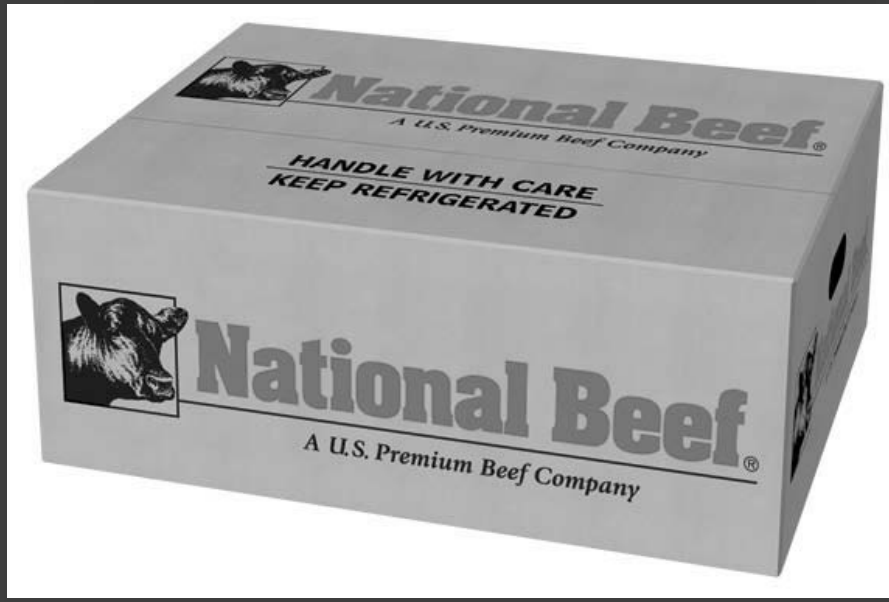


- Members in 37 States
- All segments of the industry
- >436 Unitholders - 25 States
- >1,000 Feedyards - 15 States
- > 5.0 Million Cattle





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Marketing Opportunities

- ◆ Age Verification (AV)
- ◆ USPB Grid Updates
 - Base Grid
 - Market Grid
- ◆ How to Participate

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NBP's QSA

1. All suppliers to NBP must be approved by a QSA program
 - Does not have to be NBP's QSA
2. Animals must have proof of 20 months or less
 - Proper records & documentation
 - NBP documents
 - Certification from another USDA program
 - Affidavits alone are not enough

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Birth Records

1. Individual

◆ **Calving book**

- Tag at birth
- Cow ID & DOB, then tag, then “pair up”

2. Group

◆ **Calendar or notebook**

- Beginning & end of calving season(s)
- No need to “pair up”
- Still tied to animal identification

● **WRITE IT DOWN**

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Nested EID/visual tags



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