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Director of Marketing  
U.S. Premium Beef

Our Mission Today....

- Update on U.S. Premium Beef & National Beef
- Marketing of Our Beef Products
- Opportunity at the Producer Level
**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
- Case-Ready
- International: Tokyo, Soule, Chicago

**Liberal Plant**

**Dodge City Plant**

**Brawley Plant**

**National Carriers**

**Kansas City Steak Company**

**NBP International**

**National Beef – A U.S. Premium Beef Company**
Key Elements of USPB

- Market Access
- Value Based Pricing
- Carcass Data at No Charge
- Subsidized Transportation
- Livestock and Meats Consulting
- Own a Successful Beef Company
• Members in 37 States
• All segments of the industry
• >436 Unitholders - 25 States
• >1,000 Feedyards - 15 States
• > 5.0 Million Cattle
Marketing Opportunities

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

All suppliers to NBP must be approved by a QSA program
  - Does not have to be NBP’s QSA

Animals must have proof of 20 months or less
  - Proper records & documentation
    - NBP documents
    - Certification from another USDA program
    - Affidavits alone are not enough
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

Nested EID/visual tags