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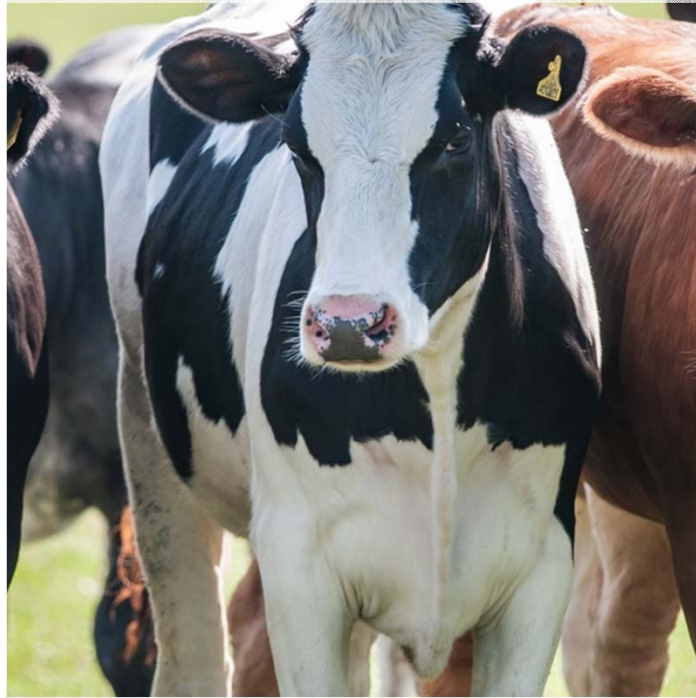


## Presentation from the USDA Agricultural Outlook Forum 2017

United States Department of Agriculture  
93<sup>rd</sup> Annual Agricultural Outlook Forum  
“A New Horizon: The Future of Agriculture”

February 23-24, 2017  
Arlington, Virginia

# Marketing-driven Changes in Agricultural Production



- moderated by -

**LAURA BATCHA**

CEO / Executive Director  
Organic Trade Association



- speakers -

**BRUCE STEWART-BROWN**, Sr. VP Food Safety and Quality, Perdue Farms

**GEORGE SIEMON**, CEO, Organic Valley

**DR. STEWART LEETH**, VP, Regulatory Affairs + Chief Sustainability Officer, Smithfield

**MAISIE GANZLER**, Chief Strategy + Brand Officer, Bon Appétit Management Company



# Slow Growing Chickens

Bruce Stewart-Brown, DVM  
Perdue Foods

SVP of Food Safety, Quality, and Live Operations





# Parents

**Male**



**Females**









# Broilers

**Current Modern Breed Cross**



**Trial Cross 2016**





**Current Modern Breed Cross**



**Trial Cross 2016**







These are different birds!



# George Siemon

Organic Valley, CEO



# Smithfield®

Good food. Responsibly.®

Stewart Leeth  
VP and Chief Sustainability Officer



## Animal Care

GOAL: Keep animals safe, healthy, and comfortable

- ✓ Animal Care Management System
- ✓ PQA Plus® Certification
- ✓ Group Housing Conversion
- ✓ Antibiotics Reporting
- ✓ Animal Care Committee
- ✓ Internal Audit/Common Industry Platform
- ✓ CO2 Anesthetization



## Employees

GOAL: Reduce employee injury rates

- ✓ Employee Injury Prevention Management System (EIPMS)
- ✓ Training and Safety Awards
- ✓ Comprehensive Benefits and Tuition Assistance
- ✓ Health and Wellness Programs



## Environment

GOAL: 100% compliance, 100% of the time & Reduce natural resource demand

- ✓ EMS Systems and ISO 14001 Certification
- ✓ Environmental Awards Program
- ✓ Web-based Wastewater Training Program
- ✓ Incident Notification
- ✓ Environmental Compliance Committee (ECC)
- ✓ Metrics



## Food Safety & Quality

GOAL: Deliver safe, high-quality meat products and eliminate recalls

- ✓ FSM System Program
- ✓ GFSI Certification
- ✓ Food Safety "Culture"
- ✓ Food Safety Auditing
- ✓ Traceability
- ✓ Nutrition



## Helping Communities

GOAL: Support our communities

- ✓ Smithfield Foundation
- ✓ Hunger Relief Programs/Helping Hungry Homes®
- ✓ Education Relief/Learners to Leaders®
- ✓ National Association of Conservation Districts Envirothon
- ✓ Environmental Stewardship & Community Beautification



## Value Creation

- ✓ \$4.7 billion in expenditures in our communities
- ✓ \$582 million cost savings in environmental awards projects
- ✓ 18.8 million servings of food to those in need
- ✓ \$3 million in education programs for children and grandchildren of employees





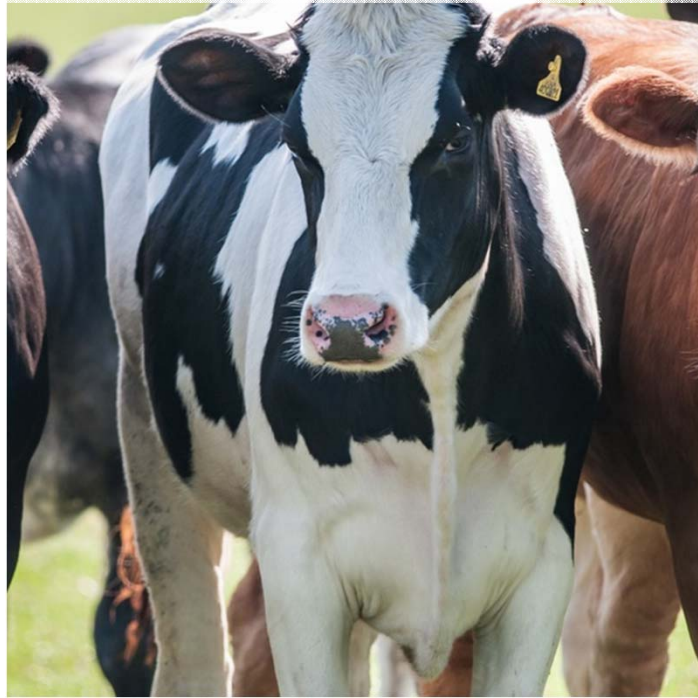
Maisie Ganzler, Chief Strategy & Brand Officer

BON APPÉTIT  
MANAGEMENT COMPANY

*food services for a sustainable future®*



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