



HERITAGE PORK

Raised With Care®

All of our heritage hogs are raised by small, independent U.S. family farmers committed to sustainable and humane practices.

- No Antibiotics—Ever
- No Added Hormones—Ever*
- No Gestation or Farrowing crates—Ever
- Fed All-Vegetarian Feeds



certifiedhumane.org
* Meets the Humane Farm Animal Care Program standards, which include nutritious diet without antibiotics, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.

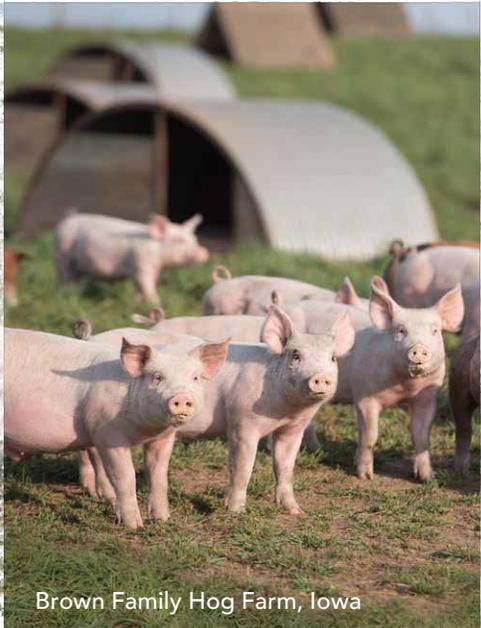
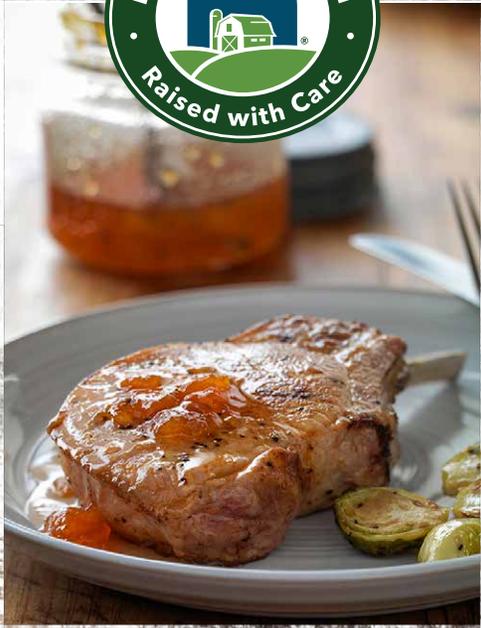
Breeds & Practices

- Niman Ranch Hogs are selected from a cross of Duroc, Chester White and Berkshire breeds. Including these heritage breeds provides the essential characteristics—exceptional mothering, a hardiness that allows for pasture raising, and extraordinary marbling—to create consistently superior pork.
- Our hogs are raised outdoors or in deeply bedded pens where they are able to express their natural instinctive behaviors.
- The higher percentage of intramuscular fat necessary to live outdoors results in juicier, more flavorful meat.
- Livestock are raised in accordance with the strictest animal handling protocols in the industry, based on the recommendations of animal handling expert Dr. Temple Grandin. We are proud to be Certified Humane®.

Sustainable Farming Practices

- Our more than 600 hog farmers make up the largest network of sustainable family hog farmers.
- Niman Ranch farmers practice crop rotation to maintain the health of the soil.
- Many Niman Ranch farmers use alternative energy sources to keep their operations up and running.
- Practices are focused on preserving the land for future generations.

*Federal regulations prohibit the use of hormones in pork.



Brown Family Hog Farm, Iowa





ANGUS BEEF

Raised With Care®

All of our Angus cattle is raised by small, independent U.S. family ranchers committed to sustainable and humane practices.

- No Antibiotics—Ever
- No Added Hormones—Ever
- Fed All-Vegetarian Feeds



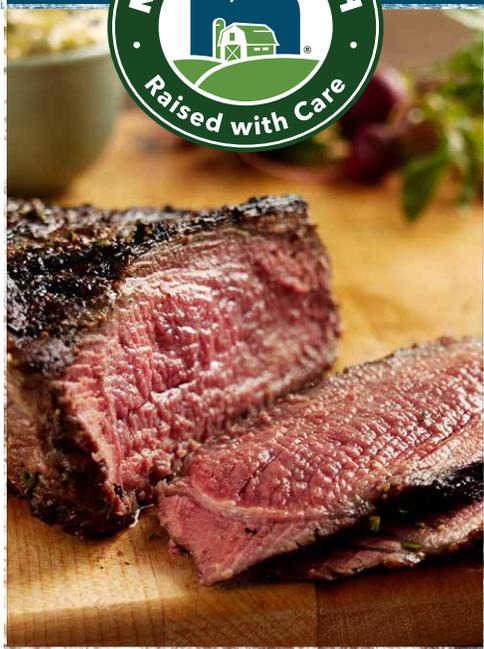
certifiedhumane.org
* Meets the Humane Farm Animal Care Program standards, which include nutritious diet without antibiotics, or hormones; animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.

Breeds & Practices

- Our beef is a true Angus program that utilizes only Angus genetics, not just black cattle.
- 100% of our cattle are bred, born, raised and processed in the U.S.
- Our beef program is fully traceable from birth to box.
- Our cattle graze on a combination of grains and grasses which are locally appropriate to their geographic location.
- Finishing them with carefully selected grains rounds out the flavor to produce beef that is consistently rich, tender, and well-marbled.
- We use low-density feedlots to provide cattle with adequate room to behave naturally, exercise, and lie down.
- Our cattle spend more time on native grasses, allowing them to mature naturally. As a result, the cattle are brought to market at 18 to 22 months of age.
- Our 100% Angus beef program is graded USDA Choice or Prime – the highest rankings for tenderness, juiciness, and flavor.
- We proudly deliver an average of 38% USDA Prime grade beef.
- Our ranchers never-ever use growth promotants, hormones, or antibiotics — including lonophores.

Sustainable Ranching Techniques

- Animals are raised in open pastures.
- Ranchers maintain small herds and practice rotational grazing to enrich the soil.
- Family ranchers are involved with the day to day activities of raising their livestock; therefore, they have a greater stake in the quality of the end product.
- Sustainable farming techniques, such as buffer strips, rotational grazing and grassy waterways are promoted to preserve the land for future generations.



Jaca Family Cattle Ranch, Idaho





LAMB

Raised With Care®

All of our young lamb is raised by small, independent U.S. family ranchers committed to sustainable and humane practices.

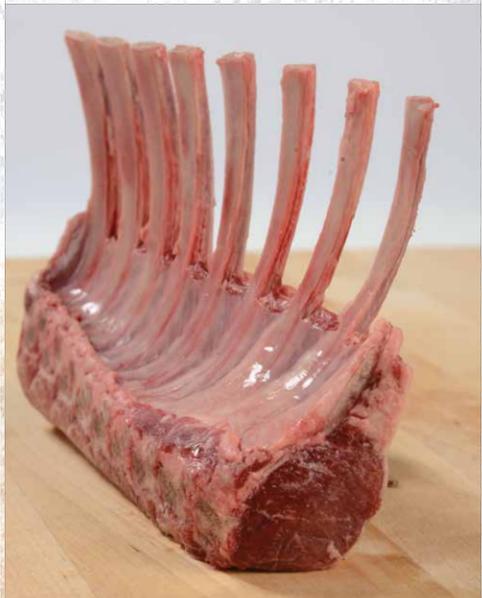
- No Antibiotics–Ever
- No Added Hormones–Ever
- Fed All-Vegetarian Feeds
- Certified Halal



certifiedhumane.org
* Meets the Humane Farm Animal Care Program standards, which include nutritious diet, without antibiotics, or hormones; animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.



Cubiburu Livestock, California



Breeds & Practices

- Our family lamb ranchers are located in California, Utah, and Oregon; many have been raising lamb for Niman Ranch since the 1990's.
- 100% of our lamb is born and raised to market weight by the same rancher.
- Our lamb comes to market at an average age of 8 months, and never more than 10 months. Young lamb results in a distinctive, mild flavor that is never gamy.
- Finished weight is between 120-140 pounds, resulting in moderately sized cuts that are more price-friendly. Depending on the season, many are brought to market off a forage-only diet.
- Our lambs are raised on pasture, then either fed a high-quality grain and roughage diet or graze on alfalfa or native grasses for finishing.
- To ensure a seasonal supply, our lamb is sourced from different regions in order to always have young lamb available:
 - March- December: California
 - October- April: Oregon and Utah
- We employ genetics from a variety of pure and cross-breeds that fit the ranching climate.
- Our ranchers raise lamb humanely and sustainably from birth to harvest and have control over the full process in order to supply us with lamb that is consistent in size and weight.

Sustainable Ranching Practices

- Most of our family lamb ranchers have raised sheep for multiple generations.
- Ranchers raise animals in harmony with the seasonality of native grasses.
- For many of our ranchers, their lamb operation is an integral part of a diversified farming and ranching enterprise. In these instances, raising lamb compliments production by allowing for crop rotation, harvested field clean-up, and low impact grazing.
- We pay our ranchers a premium to raise the lamb to our strict specifications.