

2008 Cattle Industry Annual Convention & Trade Show

Coverage by Angus Productions Inc.

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IMI Program Designed to Clarify 'Natural' Claims on Beef Products

News release provided by IMI Global

CASTLE ROCK, Colo. (Feb. 7, 2008) — Integrated Management Information, Inc. (IMI Global), a leading provider of verification and Internet solutions for the agricultural/livestock industry, today introduced Simply Natural Beef™ the first approved program that meets the requirements of the U.S. Department of Agriculture's (USDA's) new "Never, Ever 3" Program for live animals and meat products. The Simply Natural Beef program was introduced to cattlemen from across the nation as they gathered in Reno, Nev., for the 2008 Cattle Industry Annual Convention and NCBA Trade Show Feb. 6-9.

The purpose of the USDA's "Never, Ever 3" Program is to provide a clear definition of live animal-rearing practices. The mission of IMI Global's Simply Natural Beef offering is to clarify for consumers precisely what constitutes "natural" beef. Specifically, the Never, Ever 3 Program refers to the following rearing practices: 1) No added growth hormones, 2) no antibiotics, and 3) no animal byproducts (excluding milk and milk proteins) in feed.

IMI Global's Simply Natural Beef verification program was built on the back of the company's non-hormone-treated cattle program (NHTC), which is a standard for meeting the stringent verification requirements of the European Union (EU).

"IMI Global is proud to be the first company to meet the USDA's requirements


**IMI Global introduces
Simply Natural Beef
as first approved program
under USDA's 'Never,
Ever 3' Program.**

for verifying beef as defined under the USDA's Never, Ever 3 Program," said John Saunders, president and chief executive officer (CEO) of IMI Global. "We have worked closely with the USDA for many years in developing programs to benefit producers, packers, processors, retailers and consumers, and our strong, cooperative working relationship with the USDA was an important element of our ability to be first to market with this new verification offering."

Saunders said Simply Natural Beef benefits all levels of the supply chain. Consumers benefit from a standardized definition of natural; retailers can develop a consistent supply with a program that fits well with existing program brands and standards; and producers benefit from a defined and standardized program and value structure.

"Natural and organic meat is among the fastest-growing segments of the natural foods industry with an estimated \$2.1 billion

in annual sales," Saunders added. "With that figure projected to grow rapidly in coming years, we believe our introduction of Simply Natural Beef immediately positions IMI Global as an important player in the 'natural' segment. In addition, it opens the door to our ultimate objective of licensing our Simply Natural Beef brand to retailers."

For information on Simply Natural Beef, visit www.usverified.com/simplynaturalbeef.html. For more information on the USDA's Never, Ever 3 Program, visit <http://processverified.usda.gov/LSNeverEver3Program.pdf>. 

Editor's Note: Founded in 1995, IMI Global is a leading provider of verification and Internet solutions for the agriculture industry. Visit www.IMIGlobal.com for additional information. IMI has worked with some of the largest agricultural organizations in the United States, providing web-based applications for verification and identification as well as a range of consulting services tailored to meet each customer's needs.



Editor's Note: This release is adapted from a news release distributed by IMI Global Inc. For more information visit www.usverified.com/simplynaturalbeef.html.