

Raised Naturally

to Taste Best™



“I believe a cattleman’s brand is who he is. When you choose a Meyer product, rest assured that it’s the best you can buy. My reputation rides on it.”

**Robert E. Meyer,
Founder and Owner**

Built for Consumers



Angus Genetics

Eligible cattle must be a minimum of 50% Angus genetics with no Brahman or dairy influence. All genetics must be documented with the ranch of origin able to provide records to verify genetic information.

A USDA Process Verified Program, the Red Angus Feeder Calf tag satisfies MNA's requirement of Angus parentage.

All Natural

The MNA program provides their customers with a number of guarantees, all of which must be documented at the ranch, backgrounder, stocker and feedlot level.

- No antibiotics
- No growth hormones or implants
- No animal by-products in feed
- Less than 30 months of age at harvest
- 100% born and raised in the USA

Managed for Value

Vaccinations - Many producers believe that "all natural" means cattle never see a needle. However, since "doctored" cattle must be removed from the program, a well designed vaccination program, capable of developing a strong immune system, is a "must" for cattle to achieve maximum performance and quality in a natural program.

Weaning - Calves that have been weaned for 45 days at the ranch, when combined with an appropriate vaccination program, represent the greatest value to MNA. With weaning stress behind them and a strong immune system in place at the time of shipping, these cattle will be more likely to maintain good health, desirable performance and consistent quality all the way to the consumers' plates.



Added Value for Producers

Get Paid for Source Verification

Source verification is an integral part of MNA; a cash premium is paid to producers whose cattle are identified with the Certified Red Angus ear tag.

\$2.50 per head

For calves or feeders bought by Meyer

\$3.00 per head

"Cash" market fed cattle bought by Meyer

\$5.00 per head

Fed cattle committed to be sold on Meyer Grid

\$25-\$50 Added Value for Feeder Cattle

MNA's feeder cattle procurement aggressively buys quality cattle, yet remains flexible, fitting into a variety of producers' marketing strategies:

- Private treaty - contracted directly off the ranch
- Internet or video auctions
- Through a sale barn

\$100-\$150 Added Value for Fed Cattle

MNA purchases eligible fed cattle via a competitive cash basis, or an aggressive quality weighted pricing grid at Greater Omaha Packing. The cash premiums for tagged Certified Red Angus cattle are paid in addition to all other premiums.

Recognizing Quality

Certified Red Angus cattle marketed through the Meyer program are also eligible to receive the highly coveted GridMaster Award. The GridMaster Award recognizes those sets of cattle which achieve the following levels of carcass excellence:

- Minimum 80% Choice
- Maximum 7.5% YG 4
- Minimum 30 head lot
- Minimum Grid Score of 100



"At Superior, we have seen a real increase in demand for Natural calves during the summer of 2006, with some bringing as much as \$30 to \$40 per head additional value," says Jim Kelley of Superior Livestock Auction. "For producers who have Natural calves, there is a real marketing advantage when selling on Superior."

Natural Red Angus Pays!

Three Loads of Red Angus sired "Natural" steers from one ranch were harvested on March 11, 2006. Current market conditions saw a choice/select spread of \$11.81 and a USDA dress price of \$136.50

Red Angus Performance!

Avg. Live Wt.	1312 lbs.
Dressing %	63 %
Choice or higher	94.92%
Prime	12.81%
YG 1 & 2	17.19%
YG 4	11.29%
YG 5	0%

Meyer Natural Premiums!

**Avg. Dress Price
(with MNA Premiums):
\$153.46**

**Avg. Benefit per Head:
\$138.47**



Strict Standards *make the* Quality Difference

In 1994, Robert E. "Bob" Meyer set out to market beef raised the old fashioned way; the natural way. Today, Meyer Natural Angus (MNA) is one of the nation's fastest growing suppliers of "all natural" beef products.

Meyer Natural Angus was born from the simple premise of "Do what we do best". The MNA business model raises the bar for the entire industry by establishing high expectations for superior results, relying on the expertise of its invaluable employees and demanding strict adherence to internal quality systems and requirements.

Bob Meyer believed that Red Angus cattle could supply MNA's unique, natural market, and would contribute exceptional taste and marbling. Additionally, Red Angus' moderate mature size would benefit ranchers' profitability, assuring a sustainable supply of high quality, natural beef. Expanding upon the beef industry's long standing goal of quality, Meyer sharpened the focus to society's growing concern over health and ethics in food production. Angus Genetics ensures MNA's customers of a superior eating experience while the natu-

ral claim promises growth promotant and antibiotic-free beef. Additionally, they promote environmentally friendly, "certified humane" growing practices. In fact, Meyer beef was good enough to win the 2001 Gold Medal and Best of Show award from the American Tasting Institute.



Today, Meyer Natural Angus is distributed in retail stores and restaurants throughout the United States. Additionally, MNA has become an important market for beef producers who wish to raise natural calves and sell high-quality beef through a preeminent Angus product line.

The strategy is simple. The purpose is straightforward; to produce and deliver the number one tasting, superior quality natural protein products on the market for both domestic and international use. For more information about Meyer Natural Angus, visit the company's website, www.meyernaturalangus.com.



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Building Better Beef...

Red Angus

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