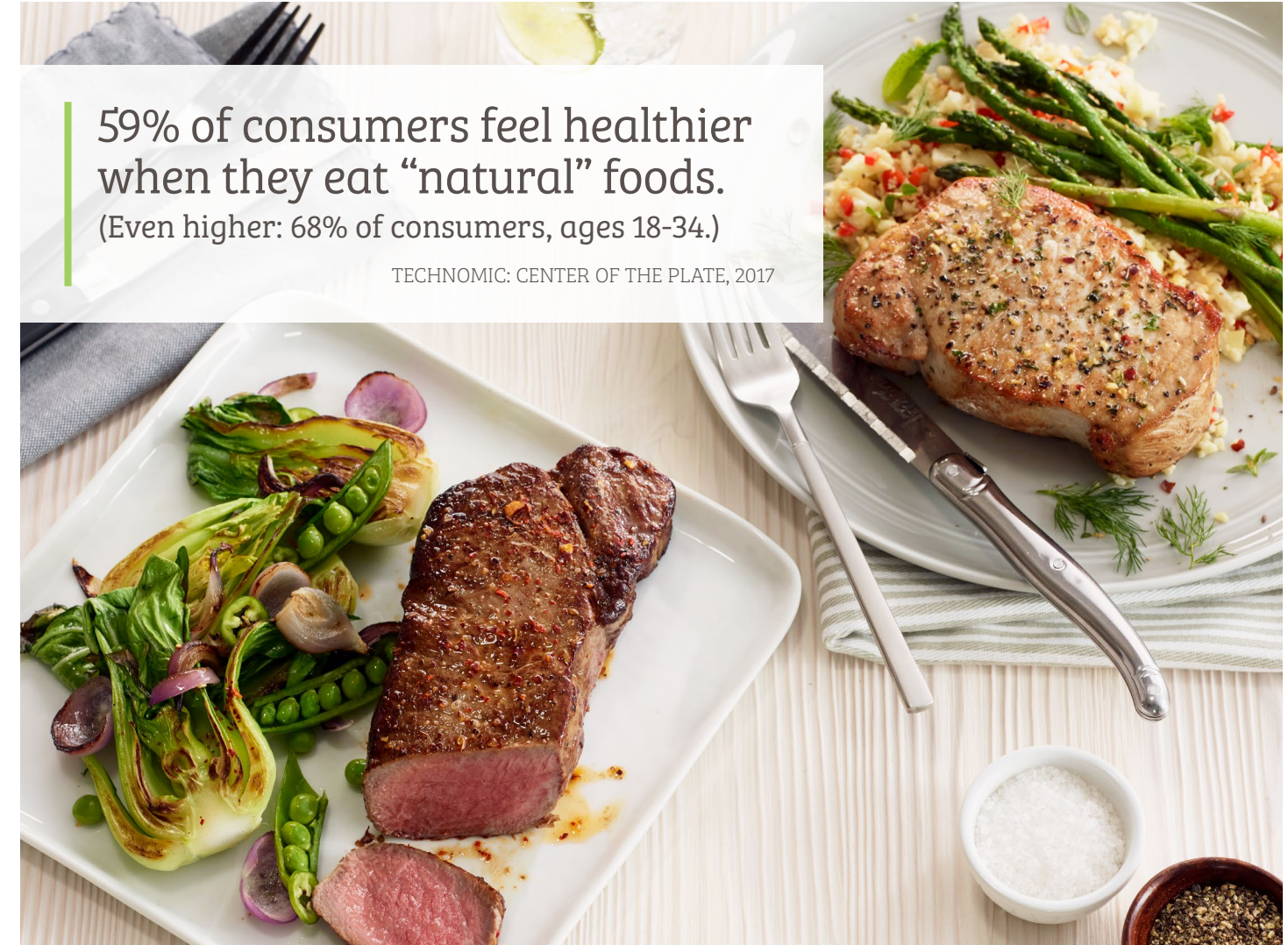




Satisfy your
customers with
Never Ever
beef and pork



59% of consumers feel healthier when they eat “natural” foods.

(Even higher: 68% of consumers, ages 18-34.)

TECHNOMIC: CENTER OF THE PLATE, 2017

Fill your menu with wholesome and uncomplicated proteins

Running a restaurant or foodservice operation is more challenging than ever. To help enhance your menu options, we can fill your customers’ plates with the natural* meats they’re asking for.

The *Open Prairie*® Natural Meats brand team delivers delicious back-to-basics beef and pork – with all the attributes diners want.

Simple, delicious meats

Open Prairie Natural Pork and Angus Beef are the perfect protein base for your flavorful entrees and appetizers.

ATTRIBUTES:

- › Sourced from responsibly raised animals
- › Angus Beef available in USDA Prime and Choice quality grades

With Never Ever specifications

Open Prairie Natural Meats is always free of anything added. It is minimally processed with no artificial ingredients, no additives and no preservatives.

WE PROMISE:

- › No antibiotics – ever
- › No added hormones or growth promotants
- › 100% vegetarian diet; no animal byproducts, except for milk
- › Animal well-being standards implemented
- › Beef and pork traceable to the animal’s place of birth through the *Trusted Path*™ Program
- › Third-party verified



*Minimally processed. No artificial ingredients.

Production processes you can trust

We adhere to practices that help improve the animals' welfare and maintain low-stress environments for them. We also uphold high standards of transparency. To share what our natural program entails, we developed **The Openness Promise.**

The Openness Promise is our commitment to be transparent and provide clear answers about our brand. It includes information about animal feeding, animal well-being and traceability.

As part of the *Trusted Path™* Program, individual cuts and grinds of *Open Prairie* products are traceable to the animal's place of birth through maintained records, unique identifications and *DNA TraceBack®* technology.

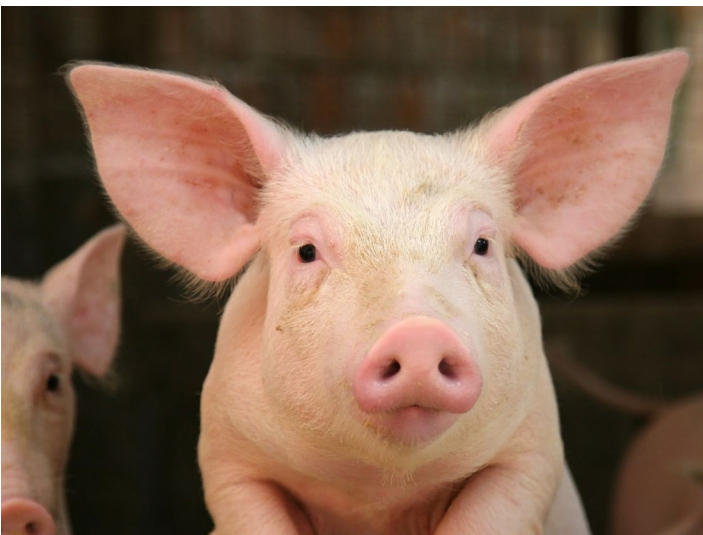
Open Prairie Natural Pork and Angus Beef are exclusively produced at two facilities. This ensures that each protein is processed by a single workforce at both locations, providing consistent quality and food safety checks.

For more information, visit
[OurOpennessPromise.com](https://www.opennesspromise.com)



65% of consumers prefer to eat proteins from animals raised in humane conditions.

TECHNOMIC: CENTER OF THE PLATE, 2017



**Choose *Open Prairie* Natural Meats
for all your culinary creations**

As you develop new dishes, start with the right proteins – wholesome and uncomplicated *Open Prairie* Natural Pork and Angus Beef. **Contact us today for details.**



More brands to satisfy everyone

For more information about additional center of the plate brand offerings from Tyson Fresh Meats, contact your Tyson Fresh Meats Foodservice representative and visit

TysonFreshMeats.com/foodservice

Tyson Fresh Meats, Inc.
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