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MER FOCUS Small Family Farms Feeling the Pressure

- Farmers have felt the pressure, being forced to produce higher quantities at cheaper prices.
- Farmers have battled inflation as land and infrastructure costs have increased significantly, while profitability has remained relatively flat.

According to the 2017 Census of Agriculture:

- Average age of farmers in 2017 was 57.5 years, which is 1.2 years older than 2012's average. This reflects a long-term trend of aging in U.S. farmers.
- Number of U.S. farms declined by over 67,000 between 2012 and 2017.





Changes in the Poultry Industry

- Back in the day farmers owned their own birds, raised them on pasture with mother nature, and marketed them locally.
- Then came vertical integration followed by consolidation. It became all about growing the most amount of chicken in the least amount of space in the shortest amount of time at the least cost.
- In the process farmers lost the freedom to make farm specific decisions, even often forced to make facility upgrades.
- Antibiotics become a necessity. Air and floor quality suffered. The natural environment went away and so did your delicious tasting chicken.





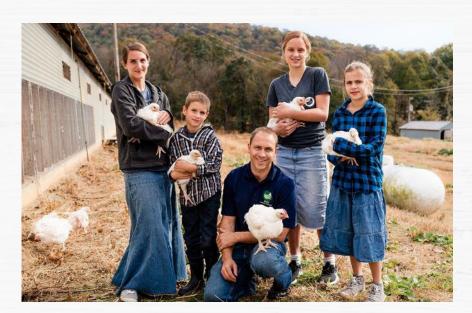






Shenandoah Valley Organic Is Born (2014)

- Shenandaoh Valley Organic (SVO) was established to revolutionize the poultry industry with a mission of promoting and protecting generational family farms.
- Our unique Farmer Focus Business Model transfers the ownership of animals back to the farmers who are treated as true partners: they receive fair compensation for their hard work and have the freedom to make decisions for their own businesses.
- Most importantly, our model allows farms to be profitable and sustainable for the next generation.







Vision, Mission, Values

VISION

To promote and protect generational family farms

MISSION

To build partnerships that support our vision to promote and protect generational family farms









Transparency & Traceability

- Traceability is very important to us.
 Every product has a 4-letter Farm
 ID which traces the product back to
 the farm on which the animal was
 raised.
- Animal Welfare standards are a top priority and birds are raised humanely.
- Environment and sustainability
 are critical to us. We are committed
 to using sustainable approaches to
 farming, production, and packaging.













FARMER FOCUS Four Pillars of the Brand

1. Farmers





2. Animals





3. Environment/Sustainability





4. Products







Portfolio of Products

- Our promise to consumers is that all Farmer Focus products will always be organic, high-quality, and clean-label, with meat as the #1 ingredient.
- Offering a full line of chicken products: fresh and fully cooked.
- Expanding into other meat categories in the near future!





ER FOCUS In Conclusion - Purpose is Key

- Our mission-based, values-driven brand was founded with the sole purpose of protecting family farms, allowing them to be profitable and sustainable for generations.
- Our deep commitment to farmers, animals, and environmental stewardship ensures a healthy source of nutrition through the most humane, clean, and safe processes possible.



