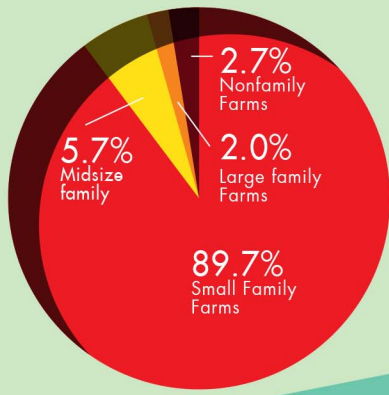




BLACK CANYON FAMILY FARMERS/RANCHERS

Juicy burgers and charcoal grilled steaks are quintessential American foods. Beef is part of our country's heritage. And, beef production is very much a family affair - pride and commitment run deep in the cattle community.

97% OF U.S. FARMS ARE FAMILY RUN



619,172 FARMS AND RANCHES SPECIALIZE IN BEEF CATTLE

AVERAGE COW HERD SIZE: 40 HEAD

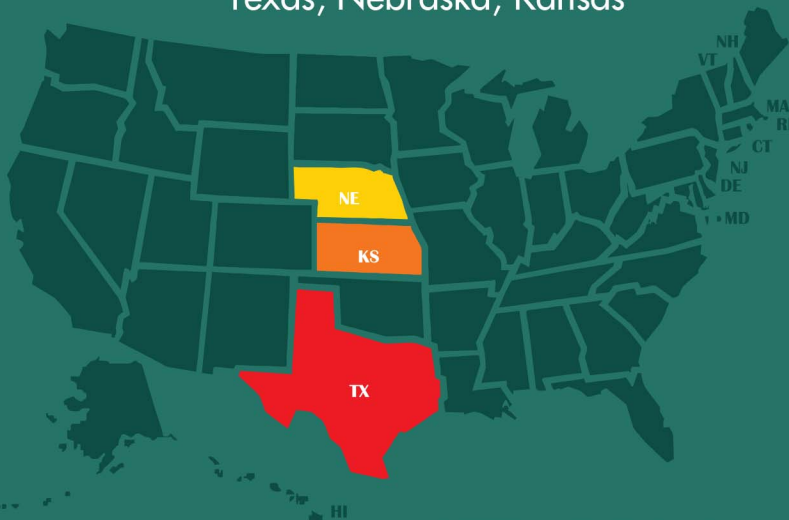


83% of cattle ranches have remained in a family for more than a quarter of a century, 10% for more than 100 years.

U.S. farmers and ranchers raise 20% of the world's beef supply with just 7% of the world cattle.



Top 3 states in cattle production: Texas, Nebraska, Kansas



87% of farmers and ranchers who raise beef follow best management practices consistent with BQA because it's the right thing to do.

