





Punxsutawney Phil

My Background

- 4th Generation producer from a 134 year old family farm in State Center, Iowa
- Master Seedstock Producer
- Iowa's Outstanding Young Farmer
- Founded Eden Farms in 1998



Eden Farms

- Eden Natural LLC dba Eden Farms
- Supplier of 100% Berkshire Pork
- 100% Producer Owned, with 28 family farms
- Has 3 full-time and 1 part-time employee.
- Five producers serve on the Board of Directors for three year long terms





Eden Farms

- Producers are required to sign multiple documents including a Packers & Stockyards waiver.
- Producers own the hogs from birth to market and the company sells the pork after the pigs are harvested.
- Producer's checks are cut within 3 days.



**WRITTEN ACKNOWLEDGEMENT AND
WAIVER OF STATUTORY TRUST**

**ON THIS DATE I AM ENTERING INTO A WRITTEN AGREEMENT FOR THE
SALE OF LIVESTOCK ON CREDIT TO:**

**EDEN NATURAL LLC
P.O. BOX 87
STATE CENTER, IOWA**

**A PACKER, AND I UNDERSTAND THAT IN DOING SO I WILL HAVE NO
RIGHTS UNDER THE TRUST PROVISIONS OF SECTION 206 OF THE PACKERS
AND STOCKYARDS ACT, 1921, AS AMENDED (7 U.S.C. 196, PUB. L. 94-410)
WITH RESPECT TO ANY SUCH CREDIT SALE.**

**THIS WRITTEN AGREEMENT FOR SUCH SELLING ON CREDIT:
(CHECK ONE)**

COVERS A SINGLE SALE

PROVIDES THAT IT WILL REMAIN IN EFFECT UNTIL _____.

**PROVIDES THAT IT WILL REMAIN IN EFFECT UNTIL CANCELED IN
WRITING BY EITHER PARTY.**

Date: _____

Signed: _____ for SELLER

Signed _____ for Eden Natural LLC

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What Sets Us Apart

- Signature Pork Product
- A Series of Attractive Labels
- A “Feel Good Story”
- Consistent Genetics
- Tremendous Meat Quality





Berkshire Facts

- Discovered over 300 years ago by Oliver Cromwell's army.
- The Berkshire bloodstream has been pure for hundreds of years and it's the oldest breed of swine.
- The first Berkshires were imported in the the US in 1823.
- Prized for their exceptional carcass quality.
- Berkshire is considered by many the Kobe of pork.



Eden's Protocols

- 100% Registered Berkshire Breeding Stock
- No antibiotics or hormones to promote growth
 - 100 Day Withdrawal
 - Antibiotic Free
- Vegetarian Feed, No Animal Bi-Products
- Room to Move – 12 square feet per pig
- No Gestation Crates





Producer's Role

- Raise a healthy pig in a sustainable environment
- Deliver hogs to Pine Ridge Farms in Des Moines, Iowa on Tuesday evening
- Attend Annual Producer Meeting
- Be loyal to each other and the company as a whole



Producer Incentives

- Price premium is consistent through out the year and doesn't follow the commodity market
- No sort, No contracts, No commission - OWNERSHIP
- Partial reimbursement for producers who are more than 100 miles from the packing plant
- Business pays Pork Check-Off



Producer Savings

- Operating Capital
- Accounts Receivable
- New Product Development
- Reserves for Catastrophic Events



Processing

- Processed at Pine Ridge Farms
- Pigs are harvested first in line every Wednesday @ 6:00 a.m.
- Hang for 24 hours for cool down
- Carcasses are cut and packaged Thursday @ 6:00 a.m.
- Production hygiene is superb





Product Inspection



Product Inspection

- Hand inspect every loin
- Loins that do not meet our strict criteria are removed from regular production and sold to select customers at a discounted price
- Attention to detail is crucial because the expectations of our customers are extremely high



Product Inspection



National Pork Board 6 Point Color Scale

Sales

- Sales are driven by the amount of loins sold
- Educate and inform distributors sales staff
- Customer expectations leads to new product development



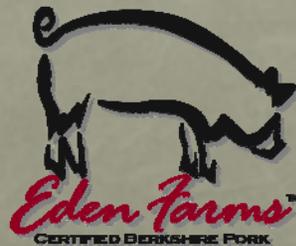
Customer Base

- The majority of our product is sold to specialty distributors, retail markets, and further processors on each of the Coasts.
- White tablecloth Restaurants
- Consumers have a more disposable income



Products

- Most products are sold as primal cuts with minimal portion control
- Most all further processed products contain no added nitrites, nitrates, or MSG
- 130 codes for different products



Products

- Berkshire Hams, Bellies, and Boston Butts have become extremely popular for producing dry cured charcuterie.
- Prosciutto, Pancetta, Sausage, and Salami are just a few.
- La Quercia and Salumeria Biellese are two of our primary customers who use this cuts.
- Chefs also produce their own charcuterie in house.





Carcass Utilization

- Utilization of the whole carcass is crucial
- Unused cuts are diverted to the commodity market at substantially lower prices
- Under Utilized Products - Hams, Bellies, Back Fat, Trim
- Value Added Products - Pulled Pork, Bacon, Franks, Bratwurst, Sausage

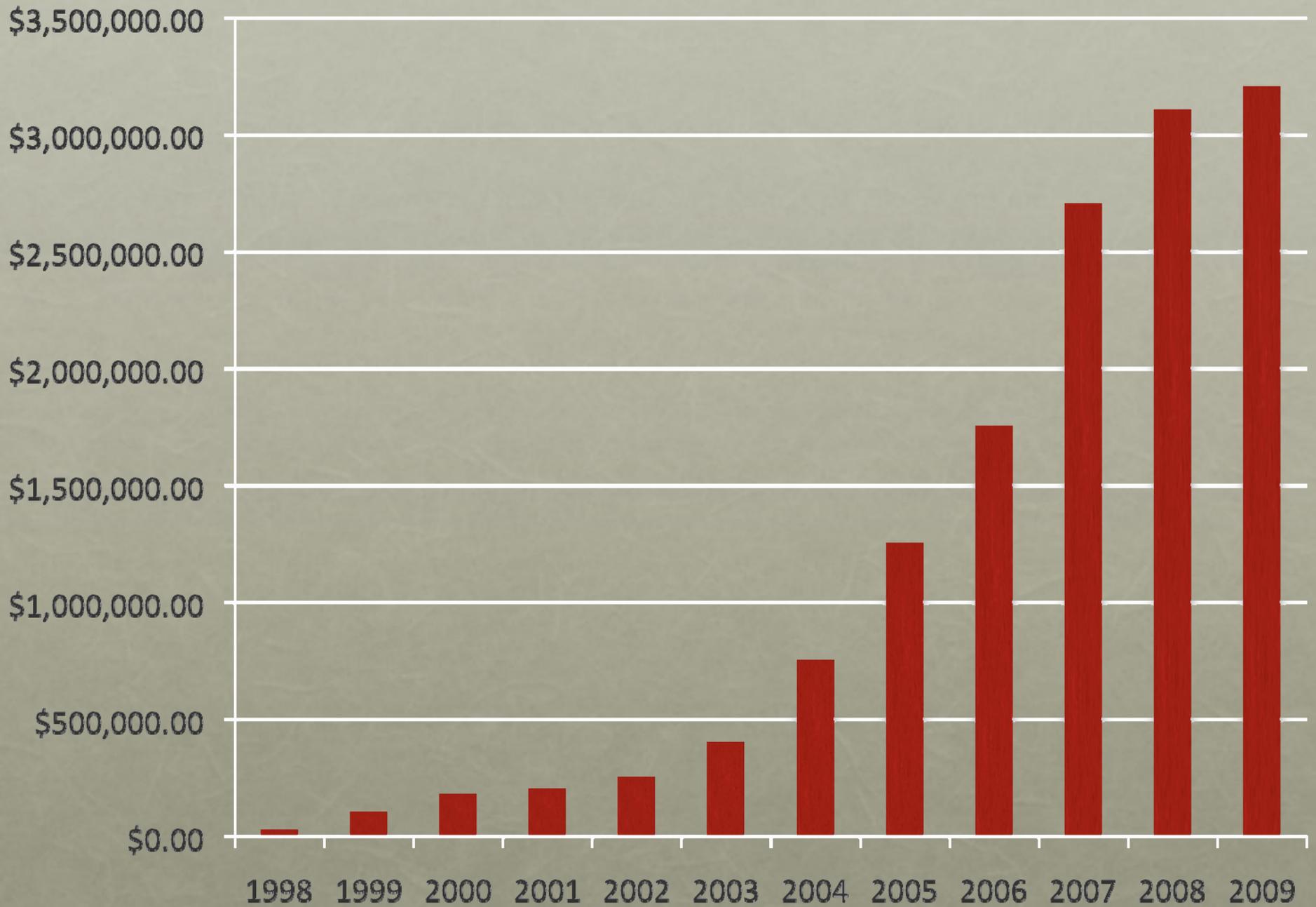


Difficulties

- Fix Costs
 - Processing
 - Office Overhead
- Berkshire Breed Factor
 - Lower % lean cuts
 - Lower Feed Efficiency
 - Smaller Litters
- Accounts Receivable
 - Slow Paying
- Labeling
 - All Natural, Ingredients
- Markets
 - High Feedstuff Cost
 - Low Hog Prices
 - Low Commodity Meat Prices



Eden Farms Sales



Eden Farms

- Openness & Transparency
- Commitment & Loyalty
- Producer Profitability
- Provide great meal for the consumer every time



Thank You!

Contact Information

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