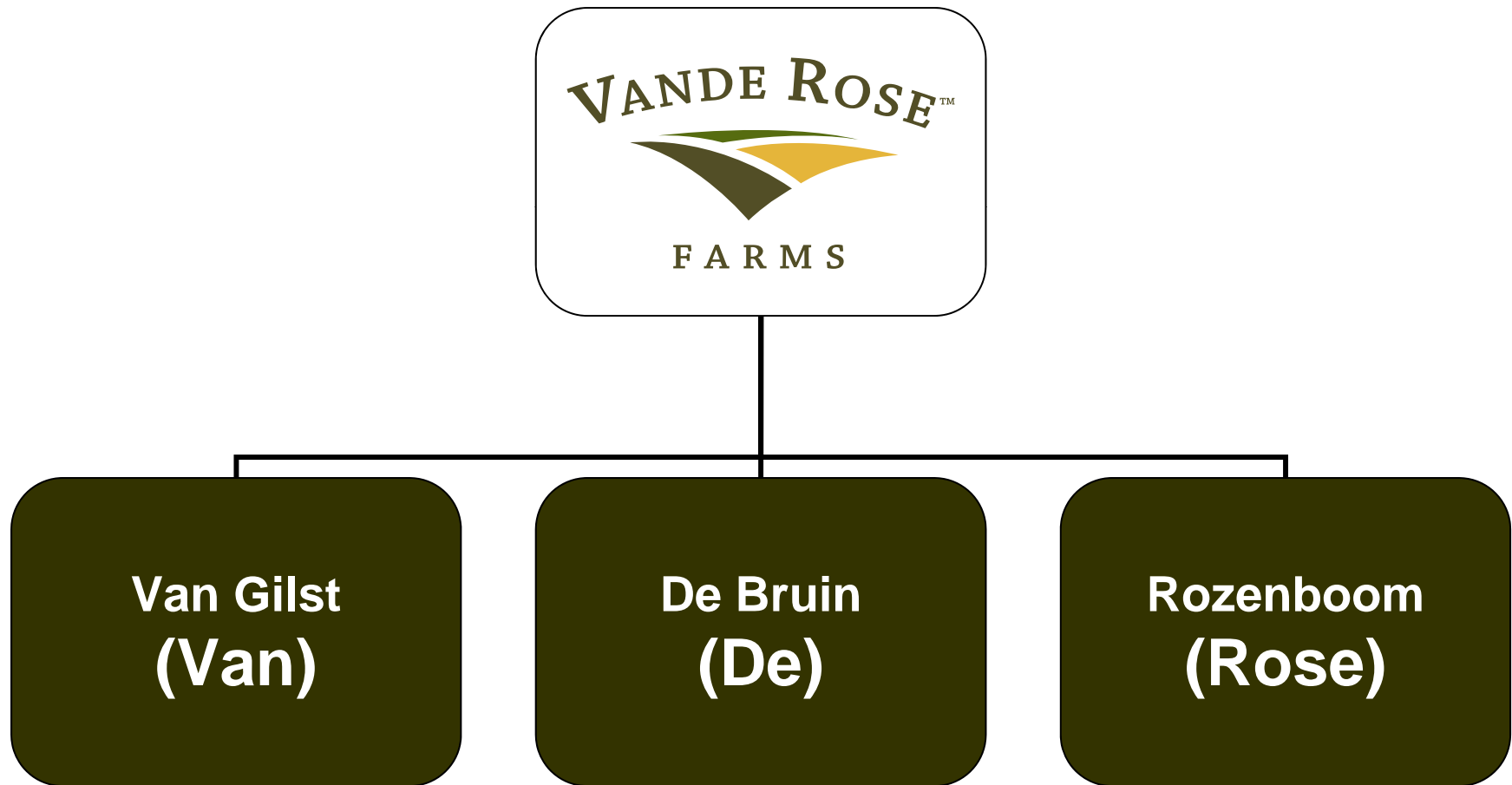




Vande Rose Farms transpired from three families – the Van Gilsts, the De Bruins and the Rozenbooms. These three families have been neighboring farmers for five generations raising Hereford Cattle and Duroc Hogs.



# Vande Rose Farms Brand Identity

- ✓ Premium Duroc Pork
- ✓ Premium Hereford Beef

“A Memorable Dining Experience”

# Vande Rose Farms Company Timeline

- 1999 – Formed Vande Rose Foods, LLC
- 2000 – Direct Marketed Pork Within Iowa
- 2002 – Entered Markets in California
- 2004 – Developed & Entered Markets On Both Coasts
- 2006 – Introduced Beef Line
- 2007 – Entered Export Markets in addition to the United States
- 2007 – Brought Vande Rose Brand together with Source Verified Foods
- 2008 – Acquired a specialty processor in Wellsburg, IA and a value-added processor in Ackley, IA



**Vande Rose Farms  
Branded Meat Products**

**Source Verified  
Capital Group**



**Source Verified  
Foods LLC**

**Meat and Fish Market**



**Retail Food  
Brokerage**

**Value-Added  
Processing**

**Roaster & Suckling  
Pig Processing**

**Fresh Wholesale  
Meat Distribution**

**e-Store**

# Vande Rose Farms Facilities

- ☑ Oskaloosa, IA
  - Headquarters / Distribution / Finance
  - 12 Employees
- ☑ Value-Added Processing – Ackley, IA
  - 35 Employees
- ☑ Specialty Processing – Wellsburg, IA
  - 12 Employees
- ☑ Retail Store – Granite Bay, CA
  - 12 Employees

# Vande Rose Farms Meat & Fish Market

- ✓ In 2007, Vande Rose Farms opens its first retail store dedicated to marketing the Vande Rose Farms brand of products
  - Located in Granite Bay, CA
  - Affluent customer base looking for superior service and premium products
  - E-store
  
- ✓ Future activities include:
  - Additional Retail Stores
  - Creation of a franchise model



# Value-Added Processing Ackley, IA

- ✓ Acquired second processor in summer 2008
  - Existing processor for Vande Rose Foods
  - New product development
  - Purchase included existing book of business and access to established Midwestern retail markets

# Specialty Processing Wellsburg, IA

- ✔ Converted the Triple T Custom Meats existing operation to a roaster/suckling pig processing center.
- ✔ 90% of processing capacity already taken to fulfill an existing contract
- ✔ Working to identify additional specialty products and markets to use remaining 10% capacity

# Retail Brokerage

- ☑ Combine sales force from all entities into one comprehensive organization
- ☑ Six regions – Midwest, North Eastern, Mid Atlantic, South Atlantic, Southwest and West Coast
- ☑ Four product markets:
  - Retail
  - Foodservice
  - Distributors
  - Further Processing
- ☑ Revenue generation from a structured commission for all sales
  - Pay Sales Staff
  - Finance Operations

## e-Store

- ✓ Using the Vande Rose Farms website to build an Internet and direct mail program.
  - Customer direct
  - Retail Internet sites
  - Retail catalogs
- ✓ Fulfillment handled through the retail store in California



# Vande Rose Farms Processing

- ☑ Processing Partners selected with same Vision and Quality Assurance Programs:
  - Pork – Pine Ridge Farms, Des Moines, IA.
  - Beef – Greater Omaha Packing, Omaha, NE.

# Vande Rose Farms Beef Sourcing

- ✔ Premium Hereford Beef
- ✔ A portion are grown on our Mahaska County Farms
- ✔ A portion are sourced and placed by the company in select feed yards
- ✔ A portion are directly purchased as finished cattle from qualifying producers

# Vande Rose Farms Pork Sourcing

- ✓ Premium Duroc Pork
- ✓ 100% born and raised on our Mahaska County Farms
- ✓ No Antibiotics Fed
- ✓ No Added Hormones

# Why Durocs?

## Duroc Breed Attributes

- ✓ The Duroc Breed has the appropriate meat to fat ratio that our customers appreciate.
  - Products produced with Vande Rose Farms fresh pork, such as ham and bacon have less fat.
- ✓ Have desirable pH levels



# High pH Level = High Quality

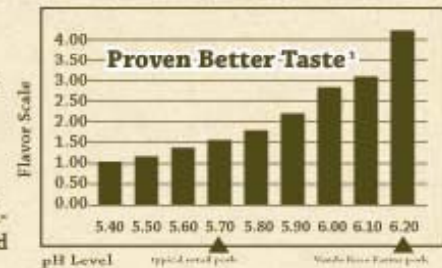
- ✔ The measurement of pH is the amount of hydrogen ions in a substance and therefore, its acidity.
- ✔ A higher pH level means less acidity.
- ✔ Acidity is the main culprit in meat deterioration, discolor and watery consistency.
- ✔ Higher pH levels is usually indicated by the darkness of pork.
- ✔ Research conducted over the past 20 years has indentified three contributing factors that increase pH levels: genetics, stress levels and processing.
- ✔ “Higher pH products are more tender, juicy and flavorful,” according to Ken Prusa, Professor of Food Science at Iowa State University.

## Pork the way pork used to taste.

For truly memorable tasting pork, try the one-of-a-kind Premium Duroc Pork from Vande Rose Farms. Our all natural Premium Duroc Pork is source-verified from our family farm operations, raised responsibly, hand-selected for quality and minimally processed to retain the flavor qualities found only in the Duroc breed.

The Duroc is a 175-year-old American breed that produces a highly marbled, rich, dark color meat with a higher moisture content and higher pH than typical retail pork. Sensory testing at Iowa State University shows higher pH products are more tender, juicy and flavorful. (See chart)

Today, all of our Duroc hogs are raised from start to finish on our single-source family farms in environmentally controlled facilities to keep them comfortable. In our responsible, sustainable farming operations, we feed each hog only natural grains grown on our farms - no antibiotics fed here. We hand select hogs for processing to ensure the full, natural flavor true pork connoisseurs have come to expect.



# Vande Rose Farms

## Family of Branded Products

- ✓ Premium Duroc Pork
- ✓ Premium Hereford Beef
- ✓ Hams
- ✓ Bacons
- ✓ Sausages
- ✓ Steak Burgers
- ✓ Adobo Picnic
- ✓ Duroc Dogs
- ✓ And Others

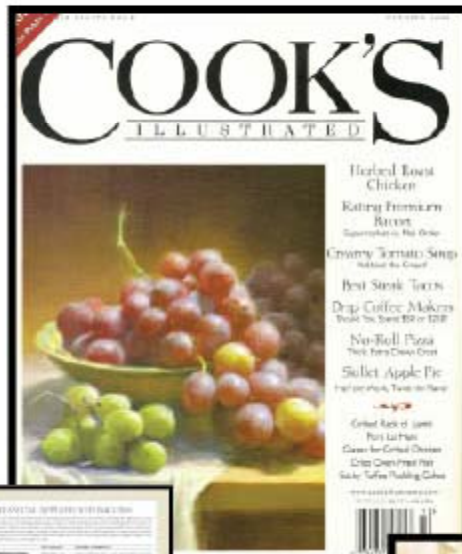


PREMIUM  
**DUROC  
PORK**

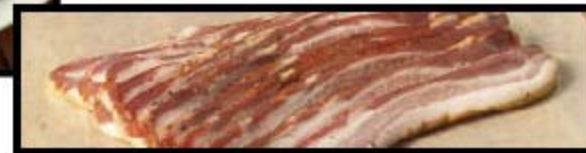


PREMIUM  
**HEREFORD  
BEEF**

# Highly Recommended by *Cook's Illustrated*, Vande Rose Farms' Artisan Dry Cured Bacon



*"BRINGING HOME BETTER BACON"*



*"Nice balance of sweetness to salt, great deep complex ham flavor, very meaty"*

# Vande Rose Farms

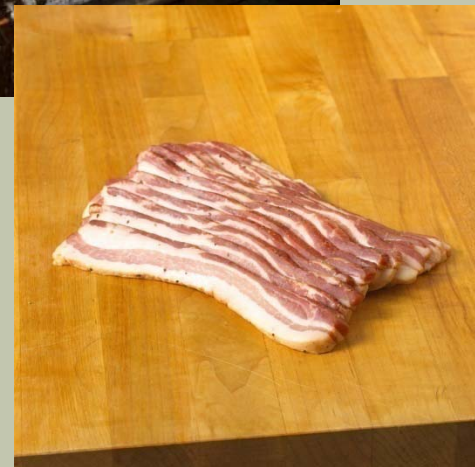
## Artisan Line

- ☑ In 2005 Vande Rose Farms introduces an Artisan product line
  - Crafts Artisan product line, processing bacon and ham the old fashion way and slowly smoking over real apple wood chips.
  - Artisan Sausage line will launch in the Spring of 2009

# Vande Rose Farms Artisan Bacon Line



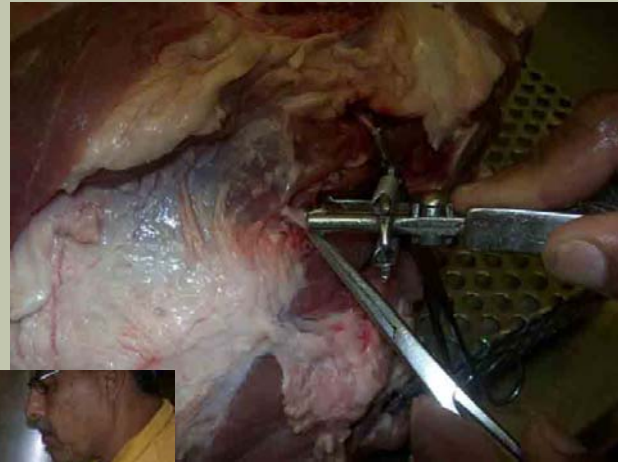
# Vande Rose Farms Artisan Bacon Line



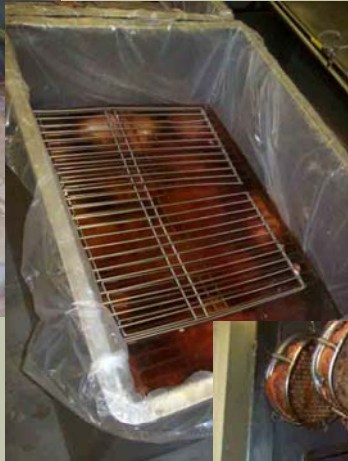
# Vande Rose Farms Artisan Bacon Line



# Vande Rose Farms Artisan Ham Line



# Vande Rose Farms Artisan Ham Line



# Vande Rose Farms Artisan Ham Line



# Vande Rose Farms National Distribution

- ✓ Exclusive Vande Rose Farms contracted refrigerated tractor/trailers
- ✓ Trucks deliver product to markets in the East Coast, the West Coast, and the Midwest



# Vande Rose Farms National Distribution

- ✔ Selling into 23 States
- ✔ More than 50 Distributor Customers
- ✔ Approximately 5,100 Upscale Restaurants and Retailers as end-users

# Vande Rose Farms International Distribution

- ✔ Korea - Vande Rose Korea



# Vande Rose Farms International Customers



# Vande Rose Farms Distributor/Customer's Delivery Trucks



# Vande Rose Farms Branded Meat Products

## Sampling of Current Customers



### West:

- Sunshine Foods, Napa Valley, CA
- Bryan's Market, Corte Madera, CA
- Taylor's Market, Sacramento, CA
- Nugget Markets, 9 stores in N. CA
- Pasta Shops, Berkeley & Oakland, CA
- Neilson's Market, Carmel, CA
- Berkeley Bowl, Berkeley, CA
- Ashland Food Coop, Ashland, OR
- BarBersQ, Napa, CA
- Eccola, Berkeley, CA
- Mason's, Sacramento, CA
- Mustards, Napa Valley, CA
- Lemon Grass, Sacramento, CA
- Montrio Bistro, Monterey, CA
- Boulevard, San Francisco, CA
- Albertson's, Bakersfield, CA
- Rancho Bernardo Inn, San Diego, CA
- Surf & Sand, Laguna Beach, CA
- Temecula Creek Inn, Temecula, CA
- Lodge Of Torrey Pines, La Jolla, CA



### Midwest

- Fareway Stores, IA
- HEB/Central Market, TX
- Court Avenue Restaurant, Des Moines, IA
- Plum Markets, Bloomfield & Ann Arbor, MI
- Holiday Food Center, Royal Oak, MI
- Zacarro's Market, Traverse City & Detroit, MI
- Walt Churchill's Market, Maumee, OH
- Forest Hill's Foods, Grand Rapids, MI
- Dearborn Market, Dearborn, MI
- Randazzo Fresh Market, Warren & Macomb, MI
- Waltz Inn, New Boston, MI
- Peninsular Club, Grand Rapids, MI
- Battle Creek Country Club, Battle Creek, MI
- Kruse & Muer, 3 restaurant chain, Rochester, MI
- Dusty's Wine Bar, Okemos, MI
- Up Stream Restaurant, Omaha, NE
- Addy's Restaurant, Omaha, NE

# Vande Rose Farms Branded Meat Products

## Sampling of Current Customers



### Southeast:

- HolidaChefs de France (Epcot), Orlando, FL
- Emeril's Orlando (Universal Studios), Orlando, FL
- Emeril's Tchoup Chop, Orlando, FL
- Safety Harbor Spa, Clearwater, FL
- Tampa Yacht Club, Tampa, FL
- Innisbrook CC, Tarpon Springs, FL
- Lowes Stores, Winston-Salem, NC
- Satterfields, Birmingham, AL
- Tria Market, Birmingham, AL



### Northeast:

- Braburn CC, Newton, MA
- Four Seasons Hotel, Boston, MA
- The Butcher Shop, Boston, MA
- Blue Smoke, New York, NY
- 22 Bowens Wharf, Newport, RI
- The Inn at Castle Hill, Newport, RI
- White Horse Tavern, Newport, RI
- Al Forno, Providence, RI
- Prov, Providence, RI
- Puritan & Genesta Natural Foods, Mystic, CT
- Eddie's Market, Baltimore, MD
- Balducci's, 11 locations in Washington DC and New York area
- McQuay's Marketplace, Rehoboth, DE
- International Trade Center, Ronald Reagan Building, Washington, DC
- Equinox, Washington, DC
- Route 7 Grill, Great Barrington, MA
- Parker Meridian Hotel, New York, NY
- Heartland Home Foods, Baltimore, MD

# Vande Rose Farms

## Future Product/Market Strategies

- ✓ Continue to establish Vande Rose Brand as a premium, high quality product
- ✓ Will seek a balanced market portfolio by
  - Increasing market presence with retail grocers and restaurants
  - Developing new products to enter into new markets
  - Developing a robust export market



Thank You

