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 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
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 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.
Vande Rose Farms
Family of Branded Products

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

Source Verified
Capital Group
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 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