



# News update



## PM Beef — Company Background

**BETTER BEEF.<sup>™</sup>**  
**EVERY TIME.**

### *About the company*

PM Beef is a privately held company committed to being the leading domestic and international supplier of top-quality, Midwestern, corn-fed beef. We are an integrated beef-production system that is driven by our customers' needs and a desire to provide the highest level of quality at every stage of beef production from cattle-feeding programs to the final product. Our mission is to deliver the highest quality, most consistent, best-tasting beef to our customers, every time, on time.

### *PM Beef's prime location*

PM Beef is ideally located in southwestern Minnesota, the heart of the Midwest corn- and cattle-raising area. Surrounding our facility are our beef-producer partners — family farmers who are committed to providing top-quality beef raised under the most humane standards and strict individual product specifications. We are proud of our producer partners and their steadfast commitment to quality.

### *PM Beef's commitment to quality*

PM Beef has approximately 600 people at its production facility in Windom, Minn., and each one of them is dedicated to quality and safety. PM Beef's commitment to quality was recently recognized nationally and internationally when it was awarded the Safe Quality Food (SQF) 2000 Level 3 certification by the SQF Institute, a division of the Food Marketing Institute (FMI). SQF 2000 Level 3 is the highest recognition awarded by FMI, and PM Beef is the first U.S. beef harvest facility to receive this certification. At PM Beef, providing safe, quality food isn't just a goal — it is an unwavering standard. It is this passion and pride that sets PM Beef apart from its competitors.

### *Customized product lines*

PM Beef offers our domestic and export retail and foodservice customers a wide variety of beef programs; each one may be customized and branded to meet individual market needs and requirements. PM Beef's most popular retail and export programs — PM Angus Beef, PM Black Angus Beef and PM Natural Angus Beef — are developed around the superior Angus genetics found in the Midwest. PM Beef also offers a number of customized trim, grade and yield programs, including the profit-enhancing Retail Ready<sup>™</sup> No-Trim program.

### *Retail Ready<sup>™</sup> No-Trim program*

PM Beef recently introduced the Retail Ready<sup>™</sup> No-Trim program. PM Beef primal cuts are delivered to our customers completely trimmed to exacting specifications, ready to cut and tray for the retail meat case. The program reduces labor costs and the potential for over-trimming or inconsistent trimming, improving the profitability of the fresh-meat case.

## ***PM Beef is committed to customer service***

Every PM Beef customized program is backed by a highly experienced customer service and marketing team that offers 24/7 assistance.

## ***PM Beef Wellness & Nutrition Council™***

The PM Beef Wellness & Nutrition Council™ helps our retail partners build customer loyalty by providing fact-based, consistent messaging that helps inform customers about food safety, diet, and beef nutrition and preparation.

Council members include a select group of professionals representing leading authorities in their areas of expertise. The council provides our customers with access to experts — including dietitians, veterinarians and others — to work with their staff to develop customized materials for their customers. Information also is provided via fact sheets, newsletters, timely e-news alerts and the Wellness & Nutrition section of the PM Beef Web site.

## ***For more information***

For more information about PM Beef, please contact John Hagerla at (830) 377-0500; or [jhagerla@yahoo.com](mailto:jhagerla@yahoo.com).