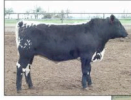


## Producing for a Branded Market

Bern Kotelko  
Spring Creek Ranch Premium Beef  
July 2<sup>nd</sup> 2008



## We are adding value



### What is Spring Creek Ranch Beef?

- "Natural"
  - Raised without hormones
  - Raised without antibiotics
  - Not feed animal by products.
- CFIA (Canadian Food Inspection Agency) certified
- Branded Beef
- Retain Ownership



## Our Vision



- To provide consumers with a wholesome, superior quality beef that was raised without hormones or antibiotics under the best standards.



## Why Natural Beef?



It is one of the **fastest growing** food sectors

- Information driven
- Sales are growing at a faster rate and at prices 45% higher than commodity beef

May 2006 Survey by **Whole Foods** in the US

- 65% of Americans want a guarantee that their meat is free of hormones and antibiotics

Who buys Natural Beef?

- Baby boomers (ages 43-64)
- Young mothers
- Young, highly educated couples



## Spring Creek Ranch: Protocol



### Approved

- Vaccines
- Anti-parasite (Ivomec)

### NOT Approved

- Hormones
  - Growth Implants
  - MGA
- Antibiotics
  - Ionophores (Rumensin)
  - Scour tablets



## The Value Chain: Production

Cow Calf producers "sign" up

- Age verified
- Health records
- No hormones or antibiotics
- Affidavit

8 weeks after weaning, cattle shipped to Highland Feeders

Sell feeders to Highland for a premium

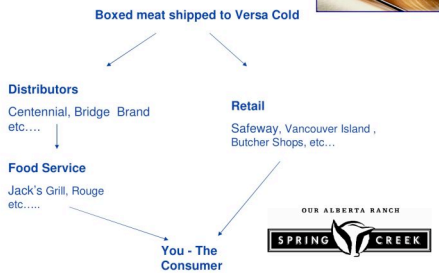
Retain ownership

Finish cattle on grain for at least 180 days

Cattle shipped to XL for processing



## The Value Chain: Distribution



## Spring Creek Ranch: Marketing

### The Results:

- A consistent product that Chefs love
- "This is the best beef I've ever had!"
- Loyal customers

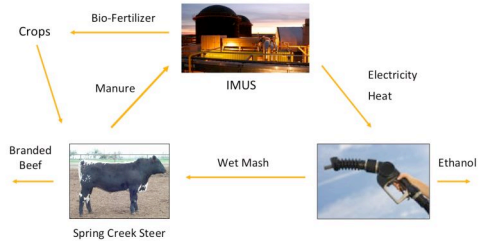


## Benefits of Integrated BioRefining

### Food AND Fuel Production

- Almost no land impact from grain ethanol production
  - 10% of wheat land used for RFS, 8% of barley land released from production of distillers grains
- 18x more energy efficient than conventional ethanol production
  - 4.4:1 vs. 1.24:1
- Half the water use of conventional ethanol production
  - 3.1L/L vs. 6.2 L/L
  - All water is returned to eco-system, oil and gas production permanently removes water
- 75,000 tonnes/year of GHG reductions
- Increased energy and cost efficiencies = greater competitiveness

## The Future



## Spring Creek Ranch: Questions?

For More information contact either:

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Or visit:

[www.springcreek.ca](http://www.springcreek.ca)