



THE INDUSTRY LEADER IN CERTIFICATION, VERIFICATION & TECHNOLOGY SOLUTIONS

WHEREFOODCOMESFROM.COM





03 COMPANY OVERVIEW

07 DIVISIONS OF WFCF

08 SERVICES OFFERED

13 IN THE PRESS

16 WFCF STORYBIT

20 CONTACT INFORMATION

COMPANY *Overview*

WFCF
HEADQUARTERS
CASTLE ROCK, CO.

Where Food Comes From, Inc., offers software, professional services, verification and certification to help food producers, brands and consumers differentiate certain attributes and production methods in the marketplace.

Mission & Vision

To create opportunities through transparency for food producers and consumers

Vision

To inspire a more sustainable food model for the world



Awards

2011 Whole Foods Quality Assurance Supplier of the Year



2016 Whole Foods Quality Supplier of the Year

2017 NCBA Beef Quality Assurance Marketer of the Year



Investor Relations

Traded: NASDAQ

Symbol: WFCF

Transfer Agent: EQ by Equiniti
866-877-6270

Fast Facts

More than **17.5K** farms

Audit to **54** different standards and growing

Social Media Stats

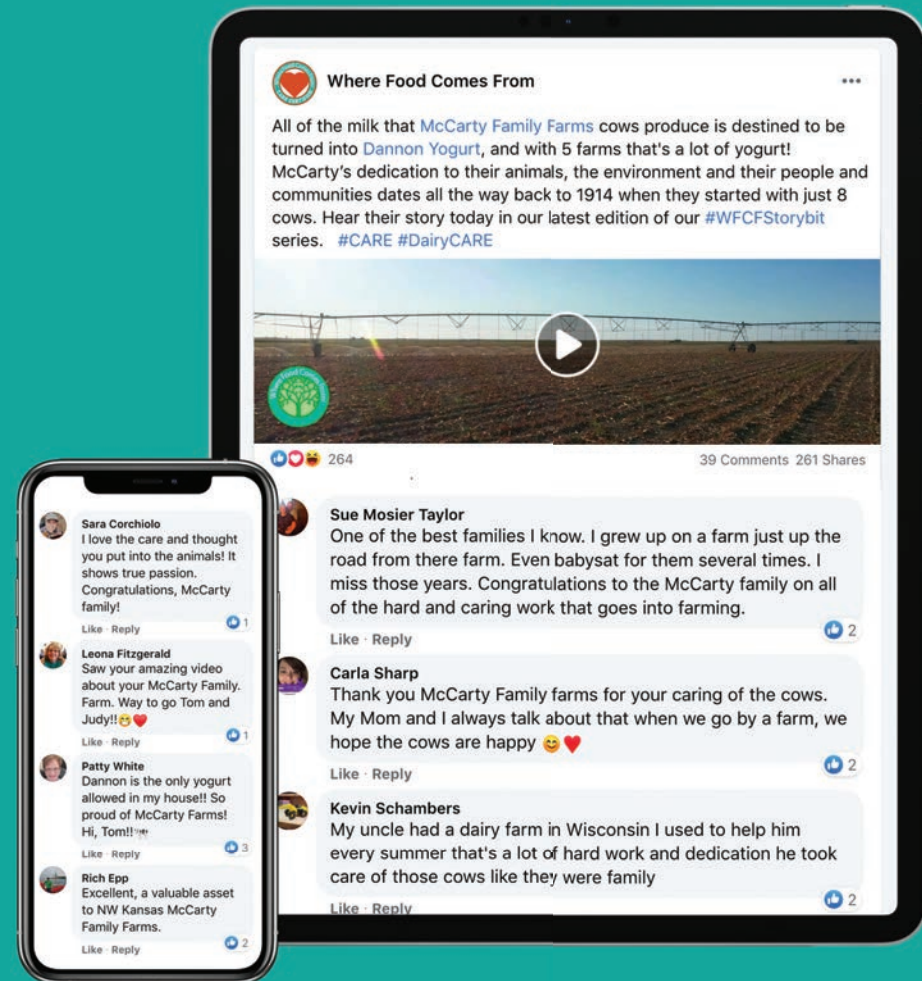
Since launching our WFCF Storybit video series in March 2020, we have received millions of views and impressions along with tens of thousands of new followers with that audience growing every day.

13M+
IMPRESSIONS

2M+
VIDEO VIEWS

15K+
SHARES

70K+
POST LIKES







Divisions OF WFCF

Each of our corporate divisions are made up of teams of people who are experts within their industry.

WFCF also has the ability to bundle together multiple verification programs and service offerings under one process, saving our customers both time and money!



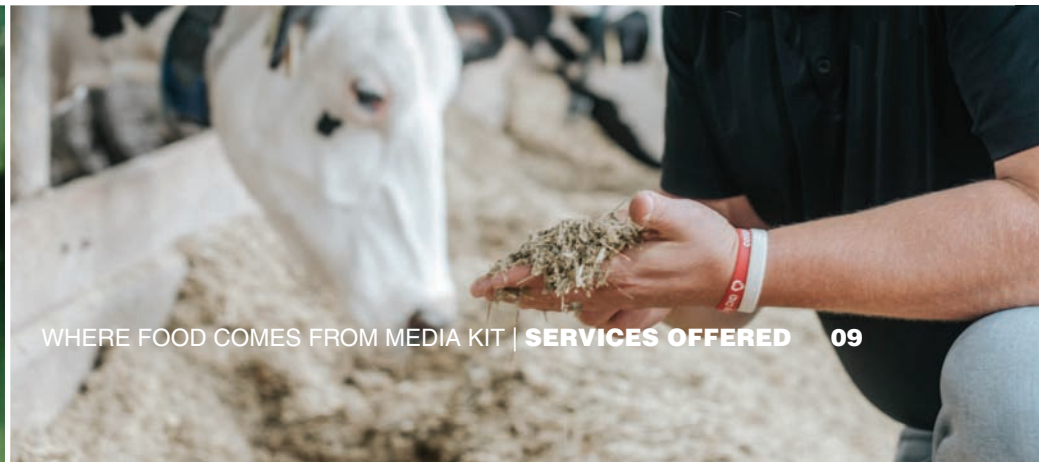
SERVICES Offered

Where Food Comes From, Inc. offers a wide array of verification and certification services to help food producers, brands and consumers differentiate certain attributes and production methods in the marketplace while also providing technology solutions that provide traceability and continuous improvement throughout the food supply chain.

- Nearly **30 years** of verification experience
- **3** verification and certification divisions
- **2** technology services and consulting divisions
- Traceability and sustainability systems



Verification and Certification Services Offered





CARE Certified

Community of **A**griculturalists who **R**espect the **E**arth

Where Food Comes From CARE Certified™ is a suite of sustainability standards that verifies farmers and ranchers CARE for their animals, environment, people and community. CARE Certified is available to beef, dairy, fish, pork and poultry producers.



CARE Certified Values



Transparency
denotes openness,
communication and
accountability



Husbandry
implies the careful
cultivation & breeding
of crops & animals



Stewardship
bestows the honor of
supervising or taking
care of something



Philanthropy
creates a desire to
promote the welfare
of others



Integrity
means doing what's
right when no one
else is watching

CARE Certified Standards

A Label You Can Trust

The CARE Certified label informs consumers that the food products they're purchasing were raised sustainably with a focus on CARE for their animals, CARE toward the environment and CARE for the communities in which they live.

The WFCF teams have extensive knowledge and experience within each of these industries, which provides each of these standards with the foundation to promote long-term and continuous improvement for a sustainable future.

Consumers today are looking for products they know are raised and grown sustainably and farmers, ranchers and brands are searching for ways to communicate their story and their efforts of sustainability with them.

CARE Certified helps tell their story in a verifiable way.





Consulting / Standard Development / Technology Platforms



SOW Organic

Where Food Comes From Organic offers a unique solution for their organic clients as we utilize a technology enabled Organic System Plan (OSP) software called SOW Organic, which gives Organic certified operations an easy-to-use online portal for organic record keeping, certification application and renewals as well as transitional certifications. SOW Organic allows clients applying for organic certification to easily upload their OSP, which is a “living” document that represents your processes and procedures at your farm or manufacturing facility. Clients will experience faster onboarding, receive more accurate organic applications and less re-work. Many customers have reported a greater than 35% growth rate year-over-year due to increased efficiency.



WFCF Passport Traceability

The WFCF Passport traceability system is designed for use in tracing identity preservation of a product or group of animals back to its source of origin. Whether you are confirming an animal or group of animal’s compliance to various programs and claims or you’re tracking a product from the manufacturer to your storefront, the WFCF Passport traceability system can help.



Asian Seafood Improvement Collaborative

ASIC is an example of a place based seafood sustainability initiative run by our Postelsia division. These projects prioritize stakeholder engagement and stories and seek to connect to markets that value that such as chefs. Postelsia also has other projects in other parts of the world including Japan.

Sustainability Program Partnerships



IN THE Press

“

You have customers who want to have a personal experience with their food. Retailers have had to increase the differentiation and diversity of their products with information about product attributes.”

Leann Saunders,
COO of WFCF, Inc.



“ The least sexy part of Organic is compliance. So, one of the biggest reasons I chose Where Food Comes From is because of their online platform. We can all agree the paperwork is tedious, so when you have perfect document control in an online portal, it makes things super easy year-after-year.

Everyone I have dealt with at WFCF has been so awesome and I think that makes them even more appealing and better than any other certifier I have dealt with in my career. ”

Fred Garcia,
Solvang Brewing
2021



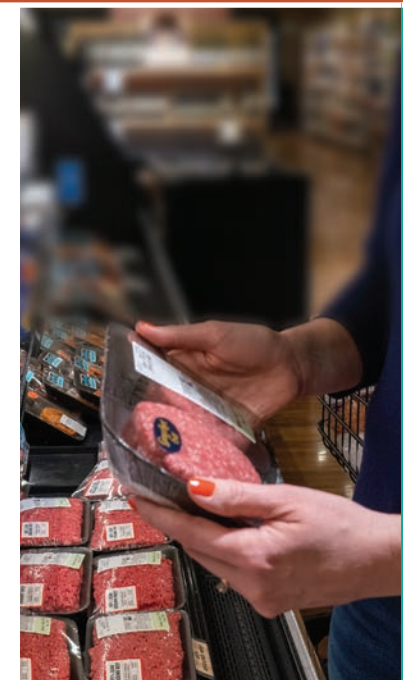
“ **Building upon their unique expertise in livestock, egg & dairy verifications,**

Where Food Comes From has successfully transitioned into their role as a Technical Administrator for the Non-GMO Project. We believe that engaging third-party experts to verify products to our standard ensures the utmost integrity in the value of our label. Many of these food production systems are intensive and detailed, and we are thankful to have experienced TA's like Where Food Comes From to successfully guide customers through the process. ”

Megan Westgate,
Executive Director of the Non-GMO Project
May 2016

“ **U.S. beef has always been the safest, tastiest and most trusted product available to consumers. Verification programs are another safety net making sure that continues to be true, as well as helping to get the stories behind the product and programs to the consumer. ”**

Dale Moore,
Owner of Cattleman's Choice Feedyard, Inc.
June 2019





“ The Upcycled Food Association is excited to bring on Where Food Comes From as the exclusive third-party certifying body for the launch of the Upcycled Certification Standard.

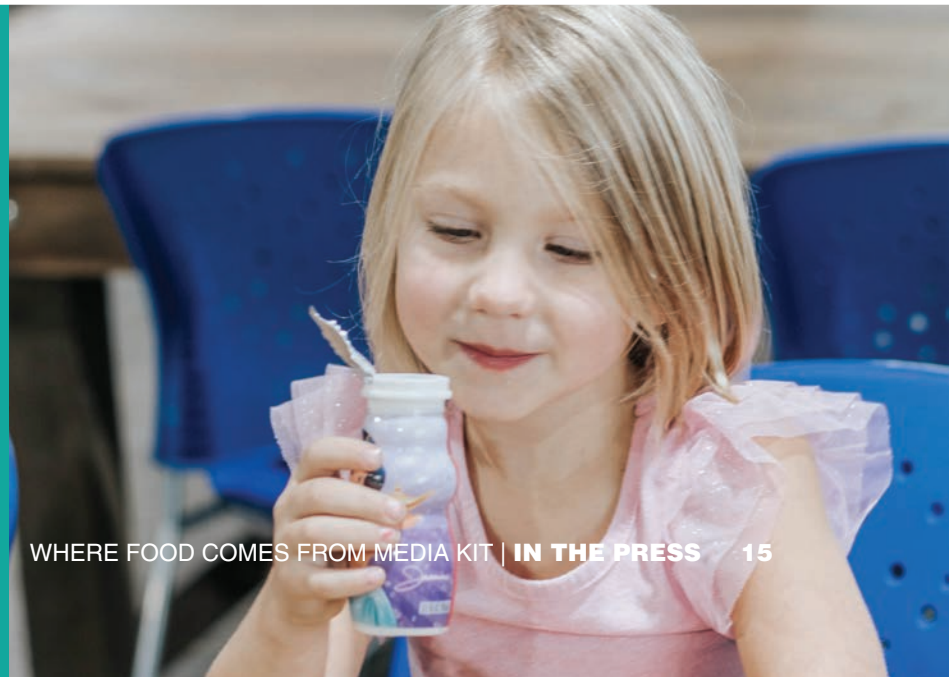
We value WFCF’s commitment to transparency and customer service and appreciate their willingness to join us on our mission to reduce food waste by growing the upcycled food economy. ”

Ben Gray,
CCO of Upcycled Food Association
2021

“ Dannon has stepped up and made a pledge for transparency in how their products are produced and who they are sourcing their ingredients from.

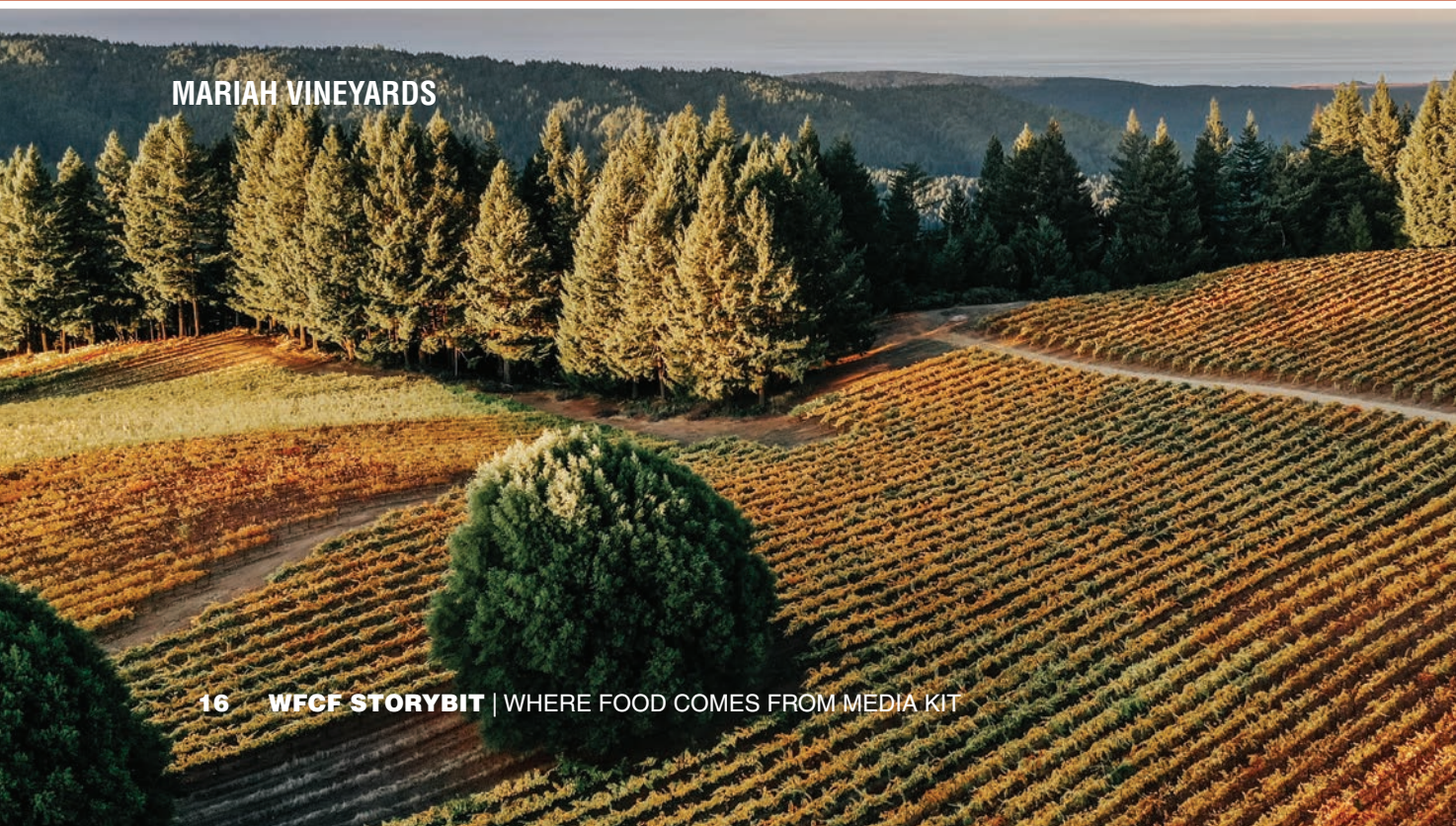
This is the new reality of food production. Anyone on our team will tell you that agriculture has a great story to tell, and Dannon is demonstrating its desire to get that story to the consumer. They want to talk about the families producing their milk products and their dedication to animal care, food safety, and so much more, and these types of initiatives founded in verification will allow them to do that in an authentic way. ”

John Saunders,
Chairman and CEO of WFCF, Inc.
on Danone Wave, May 2016



WHERE FOOD COMES FROM *Storybit*

WFCFSTORYBIT.COM



MARIAH VINEYARDS



HAPPY
HENS



ORO VERDE



PIONEER RANCH



**QUARTER
CIRCLE U RANCH**



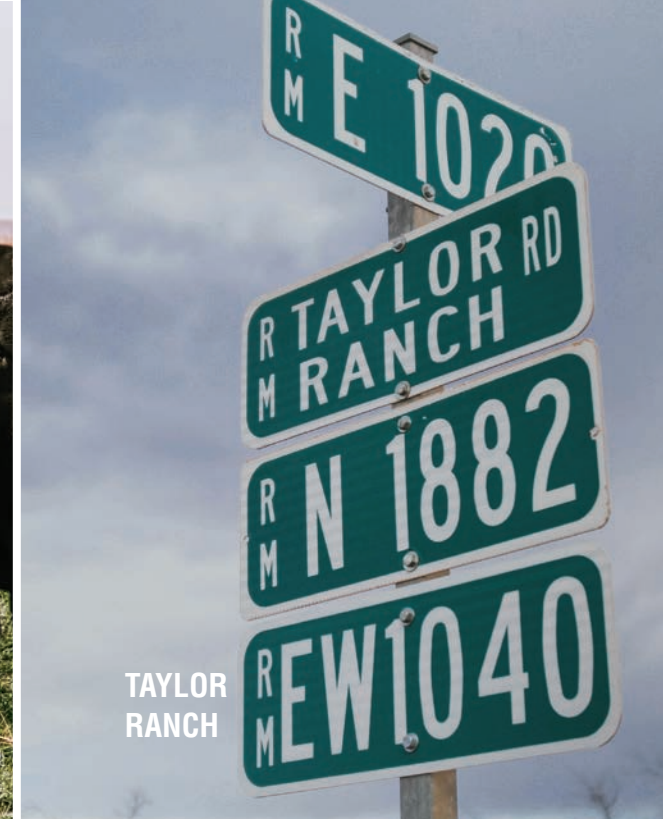
**BROWN'S
PLACE FARM**



**MYSTIC MOUNTAIN
MUSHROOMS**



IRLBECK
FARMS



TAYLOR
RANCH



TRAVAILLE & PHIPPEN
ALMONDS



SUNNY FIELDS
ORGANIC HARD SELTZER



LOURISTON
DAIRY



PERIGO
CATTLE



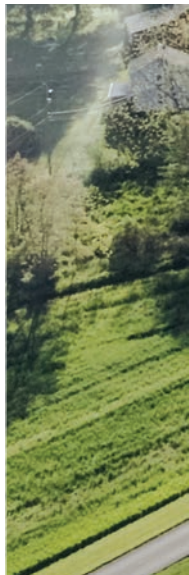
RIVERENCE



FIVE DOT RANCH

Why Choose Where Food Comes From?

With nearly 30 years of experience in the food and agriculture industry and the ability to verify more than 50 different standards, WFCF is able to help you transition to a third-party system to ensure your brand is protected, and that consumers continue to trust your brand.



CONTACT INFORMATION

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