



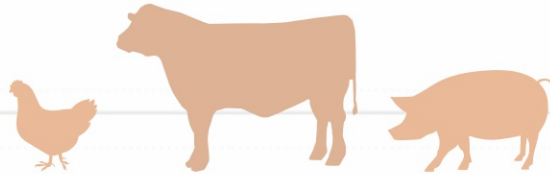
MARKSBURY FARM MARKET



01

WHO WE ARE





AT A GLANCE

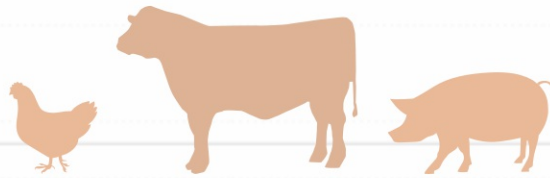
Processing facility and retail store located in the Central Kentucky town of Lancaster

Privately held by Kentucky natives

Committed to maximizing the value of Kentucky's rich pasture

Partner with area farmers who share in the commitment to land stewardship and animal welfare

Dedicated to producing the highest quality of local, grass-fed meats, free of antibiotics, steroids and hormones



OUR HISTORY

2006: Preston and Rachel Correll began selling grassfed beef, pastured pork and pastured poultry they raised on their farm, and selling it to customers for pick-up in Stanford, KY.

2009: The Corrells joined with co-founding partners Richard McAlister and Greg Correll, forming Marksbury Farm, a team devoted to exploring the scale-ability of local, natural meats based on:

- Grass feeding and pasture based production methods
- Commitment to animal welfare
- Providing a alternative to chemical and pharmaceutical intensive, factory-farmed livestock production
- Providing an alternative that addresses the healthiness and sustainability of all four of the stakeholders in meat production: the farmer, the eater, the animal and the land

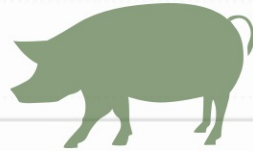
2010: Marksbury opened its USDA inspected abattoir and meat processing facility to process pasture-raised, natural livestock from local farmers and sell these products under the Marksbury label.

2013: Marksbury began working with customers outside its immediate area including large companies such as Whole Foods Market, Chipotle Mexican Grill, and Kroger.

02

COMPETITIVE
ADVANTAGES





WE NEVER, EVER...

Pasture raised means no confinement, ever.

No added hormones, antibiotics or steroids.

Chicken and pork are raised on pasture.

Beef is 100% grass fed.

KENTUCKY: THE BLUEGRASS STATE

KENTUCKY FARMERS ARE SPECIAL

Kentucky is the largest beef producing state this side of the Mississippi River.

- Average farm size: less than 150 acres
- Average herd size: less than 50 head of cattle

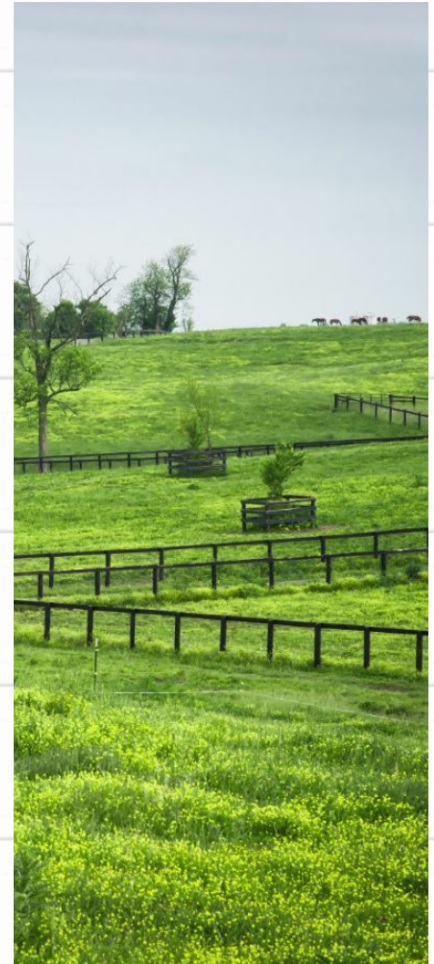
As a result, tens of thousands of small scale farmers are able to bring substantial intellectual capital about grazing and farming practices of beef, poultry, pork and lamb to the local food industry in Kentucky.

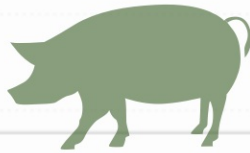
KENTUCKY PASTURE IS SPECIAL

The bluegrass region is one of the planets only natural sylvopastures - or the combination of forestry and grazing of domesticated animals in a mutually beneficial way.

This combination of Kentucky forest and field for grazing leads to enhanced soil protection and significant animal welfare benefits for beef, poultry, pork and lamb livestock.

So it is no coincidence that Kentucky is known as the "Horse Capital of the World" - above all else, this is an indicator of the pasture quality.





FOLLOW THE "NATURAL" TREND

HEALTH

88% of consumers are willing to pay more for healthier and more nutritious foods.

<http://www.forbes.com/sites/nancygagliardi/2015/02/18/consumers-want-healthy-foods-and-will-pay-more-for-them/#37f9410b144f>

SUSTAINABILITY

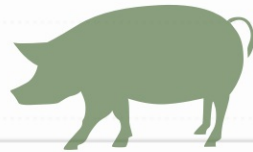
More than ever before, consumers are making their food decisions based on where and how their foods are made, grown, raised and by whom.

<http://www.forbes.com/sites/phillempert/2016/12/14/the-supermarketgurus-2017-food-trend-forecast/2/#30e6c69f671c>

TRANSPARENCY

To consumers, the definition of food safety is expanding to include more criteria than before, such as tracability, local sourcing, clear and accurate labeling, and fewer ingredients.

<http://www.foodsafetynews.com/2016/02/123246/#.WH0r2VMrJhE>



ORGANIC VS. PASTURE RAISED

WHAT DOES ORGANIC MEAN?

The organic label doesn't so much describe how the livestock is raised as list all the ways that they can't be raised:

- Livestock cannot be confined in a feed lot for any extended period of time
- Livestock cannot be over-crowded or kept in unsanitary conditions
- Livestock cannot be directly or indirectly exposed to artificial pesticides, fertilizers, antibiotics, hormones, GMOs, or other synthetic contaminants

WHAT DOES PASTURE RAISED MEAN?

Pasture raised means that the livestock were allowed to forage and graze for their own fresh food, natural to their diet, for their lifetime. Pasture raised products already naturally adhere to the spacial and nutritional standards of organic products, but the organic product label leaves room for grain-fed animals to still qualify as organic.

With that in mind, research shows that pasture raised protein is superior to grain fed protein in nutritional value and taste. The pasturing process takes the animal back to how it was naturally meant to live and take in nutrients, and those nutrients are passed on directly to the consumer who eats it.

<http://www.eatwild.com/healthbenefits.htm>

PRODUCTS HEALTHIER FOR ALL

ANIMAL WELFARE

Livestock are not made for the indoors. The rhythms of day and night, and the process of rooting, grazing, and foraging for their food is natural to their growth and development.

These practices create happier, healthier animals. Confinement farming leads to animal stress and abuse, unnecessary use of chemicals and drugs, and a less nutritious food for the end consumer.

NUTRITIONAL DIFFERENCES

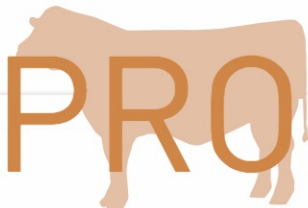
Studies have shown important differences in both the amount and type of fat and cholesterol between pasture raised meats verses conventional.

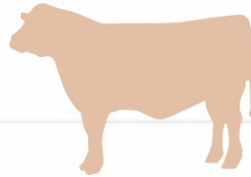
<http://www.eatwild.com/healthbenefits.htm>



02

OUR PROCESS





A METHOD, NOT A BRAND

In contrast to many "natural" brands that outsource everything from supply to processing to label claim verification, our product is rooted in a local, highly relational and optimally managed supply chain. Here are some important aspects of our method:

- **CUSTOMER RELATIONS:** All livestock is raised on pasture by Kentucky farm families that we have built and cultivated strong, trusting relationships with
 - **CUSTOM ORDER CAPABLE:** We are capable, and already implement, custom processing requirements for our customers when requested
 - **VERIFICATION PROCESSES:** Verification of label claims are done through in-house inspection, affidavits, and 3rd party audits
 - **ORGANIC CERTIFIED:** We operate our own organic certified slaughter plant that carries the same commitment to animal welfare and food safety as our farms
-

CONTINUOUS IMPROVEMENT

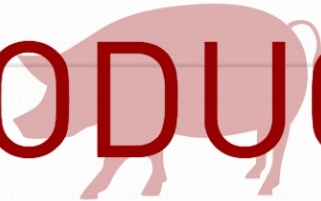
We are committed to continuous improvement of all aspects of the our program, from relationships with local farmers all the way to the end product we produce and how our customer experiences it.

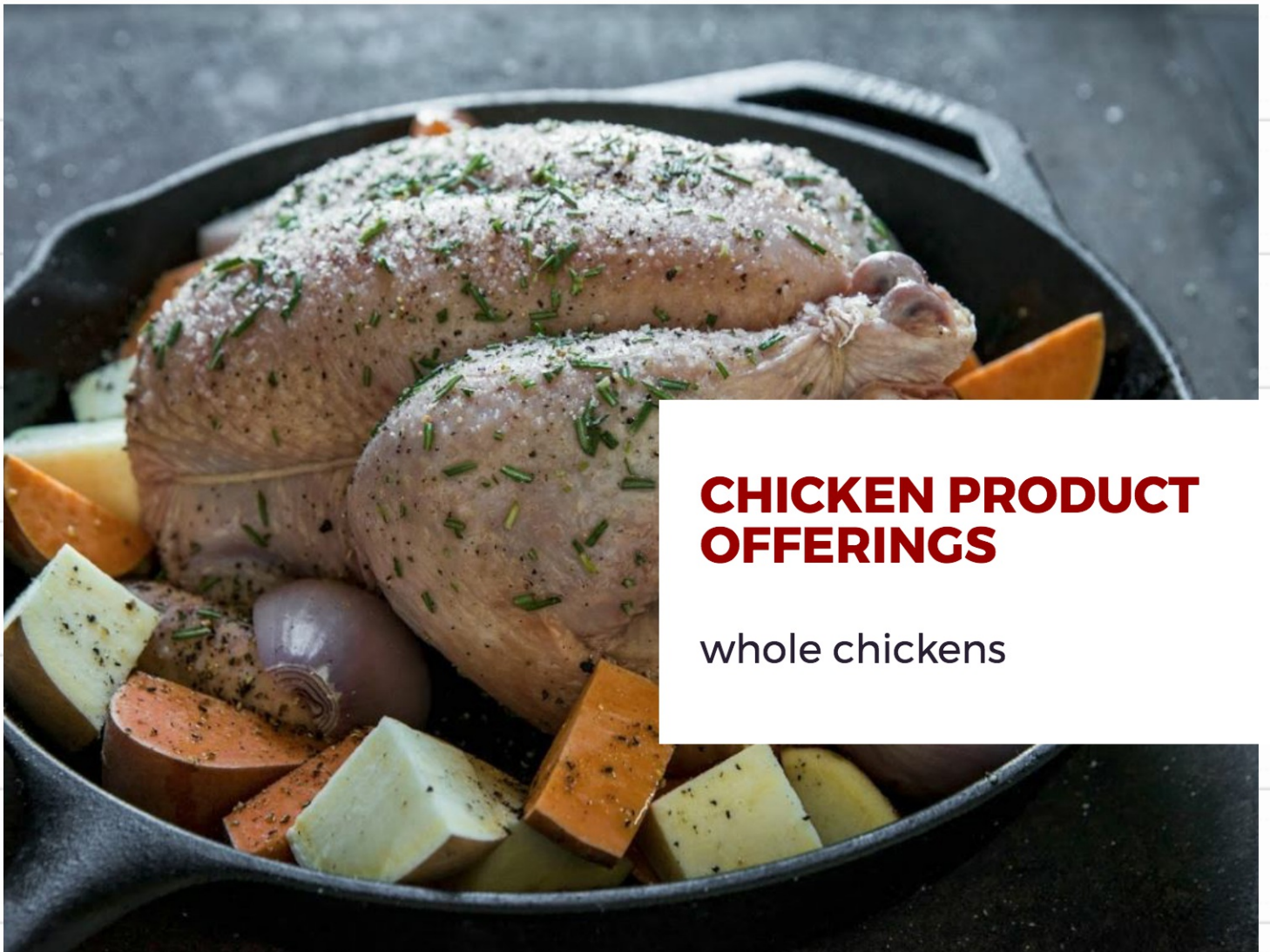
We distribute our product in retail locations and restaurants across Kentucky, Tennessee, Ohio and Pennsylvania and have the production capacity to significantly expand and move towards national distribution.



03

PRODUCTS





CHICKEN PRODUCT OFFERINGS

whole chickens



PORK PRODUCT OFFERINGS

primals, grinds, sausage
and trim



BEEF PRODUCT OFFERINGS

primals, grinds and trim



THANK YOU

www.marksburyfarm.com