



# **Clearfork Foods**

January 2020

### WHAT IS CLEARFORK FOODS?



- \* Clearfork Foods ("Clearfork") is a Fort Worth, TX based food brand and premium protein supplier founded in 2018
- \* Clearfork is committed to providing the highest quality protein products on trend with consumer preferences
- \* Our signature product, **Clearfork Chicken**, comes from a 99-year old farm in the mid-Atlantic region and provides Clearfork with <u>dedicated</u> sourcing
- \* Key product attributes include:
  - No Antibiotics Ever ("NAE")
  - Vegetarian fed
  - Hormone & preservative free
  - Small- to medium-sized bird
  - Humanely raised (cage free, etc.), certified by the Global Animal Partnership

## THE CLEARFORK CHICKEN DIFFERENCE





# Commodity Chicken

Bird Size	Small (~4 lbs.) & Medium (<6.25 lbs.)	Large/Jumbo (>7 lbs.)
Bite	Soft	"Woody"/tough
Portion	Natural fall	Typically cut-down
Feed	Vegetarian fed	Corn & animal byproducts
Hormones	None	Typically
Farming	Cage-free; Humanely raised: Global Animal Partnership certified	N/A

#### WHY NO ANTIBIOTICS EVER?



- Industry moving toward limited or no unnecessary use of antibiotics in the growing process
  - Trend toward overall healthier bird (e.g., vegetarian diet) and humanely-raised animals
- Increasing numbers of fast food chains have pledged to go antibiotic free in the US:
  - 14 of the top 25 restaurant chains surveyed in 2018 are taking steps to limit antibiotic use in some or all of their supply chains. These 14 companies, according to the Consumers Union, account for two-thirds of all fast food industry revenue
  - Chick-fil-A recently announced that it will exclusively serve NAE chicken:

#### Chick-fil-A's Commitment to No Antibiotics Ever

In 2014, we announced a goal to serve only chicken raised with No Antibiotics Ever nationwide by the end of 2019.

In partnership with our suppliers, we reached that goal early (in May 2019) and have established a stable supply chain that can deliver on our promise of No Antibiotics Ever chicken. This means that every customer, at every restaurant across the country, is served chicken raised with No Antibiotics Ever every day (except Sundays, of course).

### WHAT IS "WOODY" CHICKEN?



- \* Woody Chicken Breast (WB) is a muscle abnormality that mainly affects chicken breasts
- \* Characterized by hardness and overall muscle rigidity (tough bite)
- \* Typically found in high-growth rate, large live weight birds (>7 lbs.)



Raw Normal

Raw WB



Cooked Normal

Cooked WB

### WHAT IS THE GLOBAL ANIMAL PARTNERSHIP?



- Non-profit organization dedicated to improving farm animal welfare
- \* Consists of a 3<sup>rd</sup> party audit with a 5-step animal welfare rating program focused on the overlapping components:
  - \* Health & Productivity
  - Natural Living
  - \* Emotional Well Being

