



IN THE LATE 1800S, HARRY SCHWEID STARTED SELLING HIGH QUALITY MEATS TO BUTCHERS AND RESTAURANTS IN NEW YORK CITY'S LOWER EAST SIDE. BY THE 1930S, HIS SON SAM HAD HIS OWN BUSINESS IN HARLEM, SELLING THE BEST MEAT AROUND. IN 1978, WE FOCUSED OUR EXPERTISE ON ONE THING: GROUND BEEF. TODAY, THAT PASSION IS CARRIED ON WITH A SINGLE-MINDED DEDICATION TO PRODUCING THE BEST TASTING, HIGHEST QUALITY BURGER.

AS SAM ALWAYS SAID, IF YOU PUT ONLY GOOD MEAT INTO YOUR BURGERS, ONLY GOOD THINGS WILL COME OUT.

WE HOPE YOU AGREE.



THE PACKAGING

- 21 Day Shelf Life
- EZ Peel packaging
- Use By/Freeze By date conveniently located on the vacuum unit as well as the box

AVAILABLE FORMATIONS

LOAF PACKAGE

- Our unique process allows air to flow thru the meat for better handling and an improved mouth feel.
- Designed for people who want to hand patty their own meat.

TENDER-FORM® PATTY

- Patented process for patties that weaves the meat together to form a patty.
- This recreates a type of patty that is tenderized by hand forming.
- Tender-Form® Burgers shrink less and cook more evenly.

CLASSIC PATTY

- The vintage fill system for forming ground beef patties.
- Provides a more even cooking surface due to a uniform forming process resulting in a firm, almost steak-like bite.
- An ideal choice for char-grill or broiling.

CHEF'S CHOICE PATTY

- A loose filled, knife-cut, rolled patty that is unique in shape and tenderness.
- It creates a very tender bite as well as quicker cook time.
- A handmade approach to today's burger.

ALL OF OUR PRODUCTS ARE AVAILABLE IN A VARIETY OF SIZES AND THICKNESSES



Pure & Simple
Harvest Natural

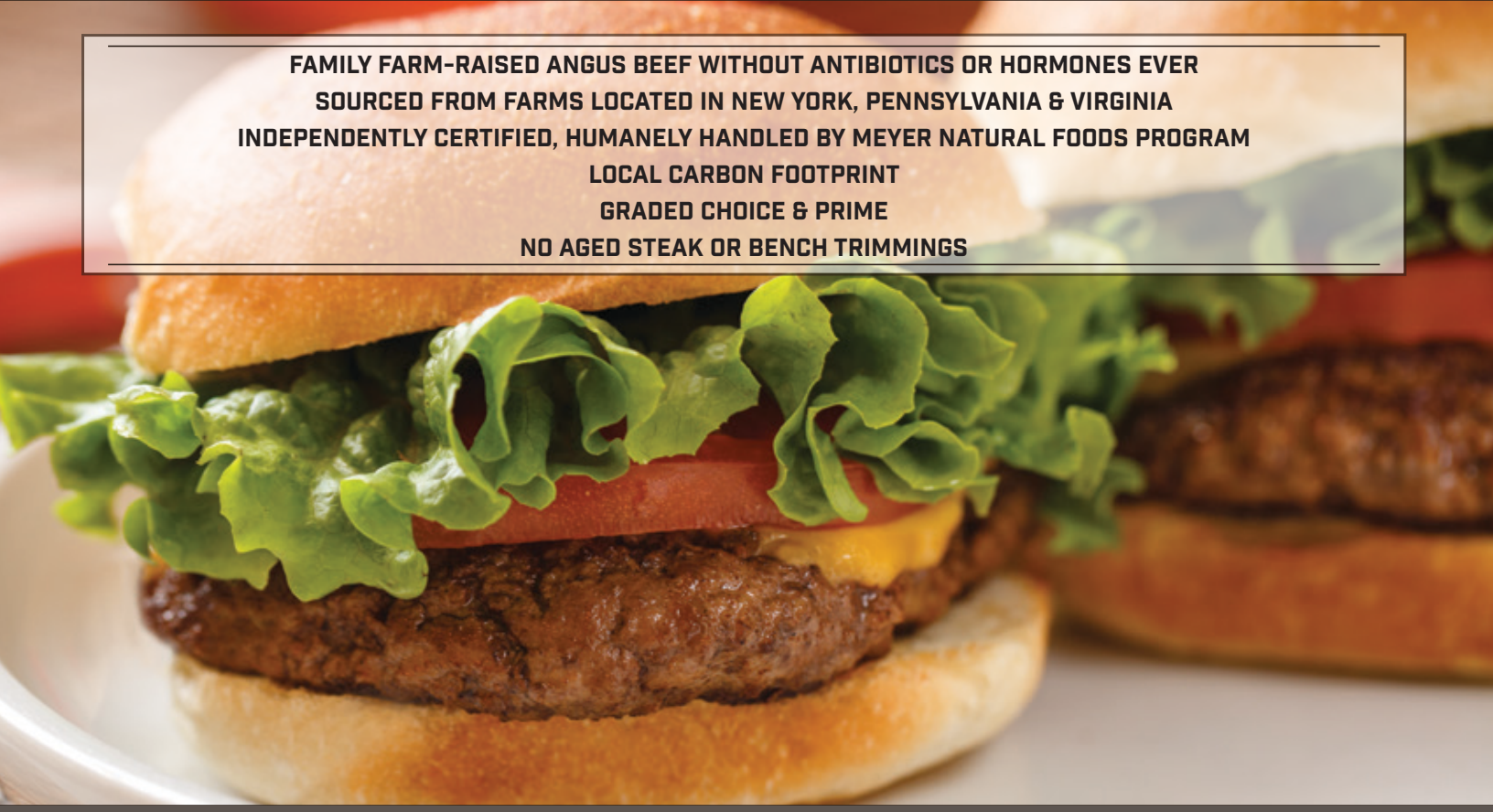


Northeast Local Harvest



FRESH NATURAL ANGUS GROUND BEEF
FROM NY, PA & VA

FAMILY FARM-RAISED ANGUS BEEF WITHOUT ANTIBIOTICS OR HORMONES EVER
SOURCED FROM FARMS LOCATED IN NEW YORK, PENNSYLVANIA & VIRGINIA
INDEPENDENTLY CERTIFIED, HUMANELY HANDLED BY MEYER NATURAL FOODS PROGRAM
LOCAL CARBON FOOTPRINT
GRADED CHOICE & PRIME
NO AGED STEAK OR BENCH TRIMMINGS



TARGET SEGMENT

Conscientious customers looking for a product that is humanely raised and locally sourced.

AVAILABLE PRODUCTS

| ITEM CODE | DESCRIPTION | PACK | DIST. CODE |
|-----------|-------------|------|------------|
|-----------|-------------|------|------------|

CONTACT INFORMATION

Pure & Simple Harvest Natural



Northeast Local Harvest



FRESH NATURAL ANGUS GROUND BEEF FROM NY, PA & VA

NEW YORK FARMS

| | | | |
|--------------------------|-------------------|---------------------|-------------------|
| Southworth Farms | Burke, NY | Marty Stancampiano | New Haven, NY |
| Buckway Farms | Auburn, NY | Charles Parkhurst | Oswego, NY |
| Thomas Ambrose | Auburn, NY | Dean Upcroft | Oswego, NY |
| Paul Hoist | Bernhards Bay, NY | Martin Stancampiano | Oswego, NY |
| Conquest Cattle Fdrs LLC | Cato, NY | Dan Almekender | Savannah, NY |
| Forschee Farm | De Ruyter, NY | Steve Denkenberger | Truxton, NY |
| Kenneth Bontodelli | Lycoming, NY | Larry Craft | Waterloo, NY |
| Dam Mapley | Meridian, NY | Tom Chatterbuck | West Winfield, NY |
| Mike Sheppard | Moravia, NY | David Stout | Brier Hill, NY |

VIRGINIA FARMS

| | | | |
|-------------------|------------------|---------------------------|-----------------|
| Meadow Grove Farm | Amissville, VA | Ivy Hill Farm | Millwood, VA |
| Sidney Colvin | Amissville, VA | Farnley Farm | White Post, VA |
| Huntley Farm | Broad Run, VA | French Bros. Dairy | Woodstock, VA |
| Robert Shoemaker | Delaplane, VA | DAL Farms Inc. | Woodstock, VA |
| Clarence Gill | Warrenton, VA | James Hill | Culpeper, VA |
| Whitewood Farm | The Plains, VA | Monty Elery Farm Inc. | Castleton, VA |
| Kinloch Farm | The Plains, VA | Senterfitt Farms | Madison, VA |
| Rock Hill Farm | The Plains, VA | Sunny Knoll Farm | Madison, VA |
| Kane Manor Farm | Alexandria, VA | Steve Aylor | Madison, VA |
| Aspen Grove Farm | King George, VA | Duck Farm Inc. | Madison, VA |
| Lewis Ashton | King George, VA | Waller Jenkins | Radiant, VA |
| Charles Woolfrey | Locust Grove, VA | Sedley Lodge Farm | Rapidan, VA |
| Black Rock Farm | Spotsylvania, VA | Glenmary Farm LLC | Rapidan, VA |
| Elton Farm | Toppahannock, VA | Jim Wetsal | Reva, VA |
| Freetown Farm | Unionville, VA | Lewis A. Land & Sons Inc. | Rochelle, VA |
| Frankford Farm | Berryville, VA | Flying A Farms | Sperryville, VA |
| Eric Good | Front Royal, VA | Graves Mtn Farm | Syria, VA |
| Gentley Farm | Front Royal, VA | DRL Farms Inc. | Bridgewater, VA |
| Marriott Ranch | Hume, VA | Cam Arbogast | Broadway, VA |
| Feller/Hockman | Maurertown, VA | Addison Bowman | Dayton, VA |

Donahue's Livestock Farm
Malone, NY

Conquest Farm
Cato, NY

Legacy Ag
Mercersburg, PA

Fox Valley Farm
Schoharie, NY

Stone Farms
Max Meadows, VA



PENNSYLVANIA FARMS

| | | | |
|-------------------------|--------------------|-----------------------------|-------------------|
| Bear Country Farms | Bedford, PA | George Bard | Conestoga, PA |
| Stahl Farm | Bedford, PA | Star Rock Farms LLC | Conestoga, PA |
| Boarts Farm | Ford City, PA | Daniel Martin | Denver, PA |
| Edward babcock | Port Allegany, PA | Joshua Martin | Denver, PA |
| Jeff Brown | Port Allegany, PA | Martin Farms | Ephrata, PA |
| Harold Noland | Singlehouse, PA | Erwin Zimmerman | Ephrata, PA |
| Leroy White | Coudersport, PA | Dale Nolt | Manheim, PA |
| Ken Palmer | Westfield, PA | Homer Eberly | Stevens, PA |
| Michael Ackley | Westfield, PA | John F. Martin & Sons | Stevens, PA |
| Tim Eldridge | Westfield, PA | Warren Hoover | Stevens, PA |
| Becker Farms | Elizabethtown, PA | Silver Run Farm | Lancaster, PA |
| Campbell Farms | Elizabethville, PA | DN Dunkle Farm | Mill Hall, PA |
| Wayne Zimmerman | Lebanon, PA | Wehry Bros Hog & Grain Farm | Dornsife, PA |
| McMillen Bros Inc. | Loysville, PA | Rich Baumert | Herndon, PA |
| Daniel Stohzfus | McVeytown, PA | Diane Lansberry | Klingerstown, PA |
| Hoffman Bros. Farms | Richfield, PA | Steve paul | Klingerstown, PA |
| Dwight Thrush | Chambersburg, PA | Zimmerman Farms | Pitman, PA |
| Cloverbloom Farms | Greencastle, PA | Clark Bros. Farms | Wyalusing, PA |
| Ronald Snake | Newburg, PA | Fern Valley Farm | Villanova, PA |
| Timmons Farms L.P. | Orrstown, PA | Lisnager Farm | Coatesville, PA |
| Sinclair Cattle Co Inc. | Warfordsburg, PA | Buck Run Land & Cattle | Coatesville, PA |
| Buck Valley Angus Farms | Warfordsburg, PA | Pleasant Hill Farm | Glenmoore, PA |
| Hoffman Farms | Dover, PA | Peterson & Shaner Inc. | Douglassville, PA |
| Glenn Binkley | Columbia, PA | | |

69.5% of natural foods consumers think naturally raised beef is higher quality than other types of fresh beef.

proprietary research conducted by Sullivan Hidgon & Sink for Meyer Natural Foods, August 2010.

