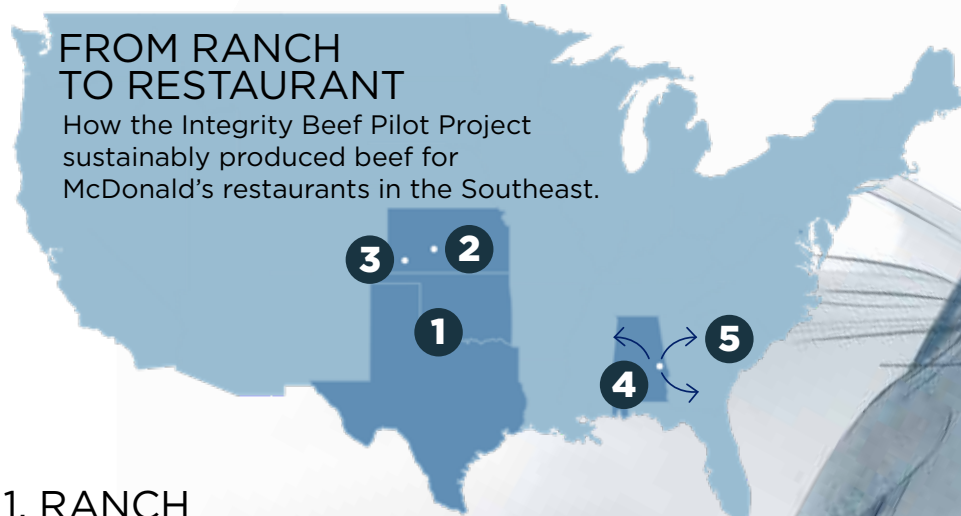


INTEGRITY BEEF PILOT PROJECT ILLUSTRATED

FROM RANCH TO RESTAURANT

How the Integrity Beef Pilot Project sustainably produced beef for McDonald's restaurants in the Southeast.



1. RANCH

Calves were born on ranches in Oklahoma, Texas and Kansas, during February and March. They had access to fresh grass from birth and were weaned from their mothers at 6 to 8 months of age.

2. FEEDYARD

Calves were sold and went to the BMG feedyard in Great Bend, Kansas, in November and December. There, they ate a well-balanced diet formulated to help them grow and develop marbling.

3. PACKER

Calves were harvested at a Tyson plant in Garden City, Kansas, in May, June and July.

4. PROCESSOR

Hamburger meat was shipped within three to five days after harvest to Golden State Foods in Opelika, Alabama, where it was formed into patties.

5. CONSUMER

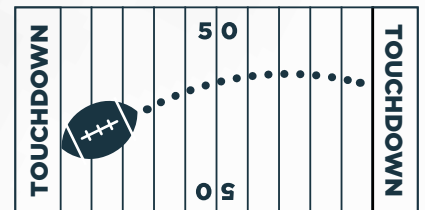
Hamburger patties were distributed by McDonald's across the Southeast U.S. in May, June and July.

TEN BLUE WHALES

During the two-year program, 3.5 million pounds of beef were harvested, which is equal to the weight of 10 adult blue whales.

NYC

You could take 74,000 round trip flights from Dallas to New York with the \$6 million in total beef that was produced during the project.



69K FOOTBALL FIELDS

The number of football fields it would take to equal the amount of acres that were involved in the pilot project.



The project produced the equivalent of 2.4 million quarter pounders.

DFW

36 COW-CALF PRODUCERS

