

SRF | 極
SNAKE RIVER FARMS®

EXPERIENCE THE PURE ENJOYMENT OF THE HIGHEST-QUALITY MEATS

A PREMIUM BRAND FROM AGRI BEEF

Snake River Farms

With great pride and passion, we carefully manage the production process of our Wagyu-cross cattle and 100% purebred Berkshire hogs from start to finish.

The extraordinary care given to these special breeds make Snake River Farms American Wagyu Beef and American Kurobuta Pork the finest quality meats available.



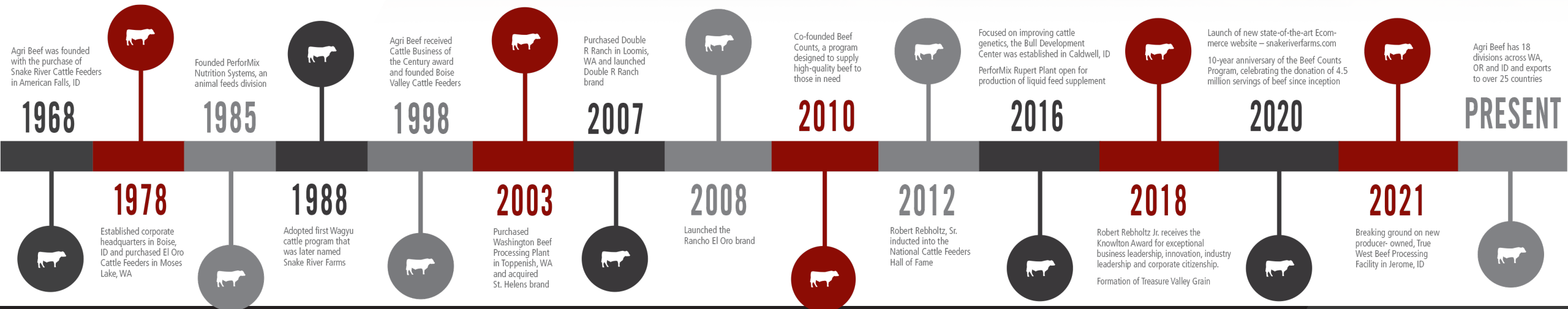
- Simply pure beef with incredible tenderness and unforgettable flavor

OUR STORY

Agri Beef is a 3rd generation, family-owned and -operated company in Boise, Idaho and has been in the cattle business since 1968.











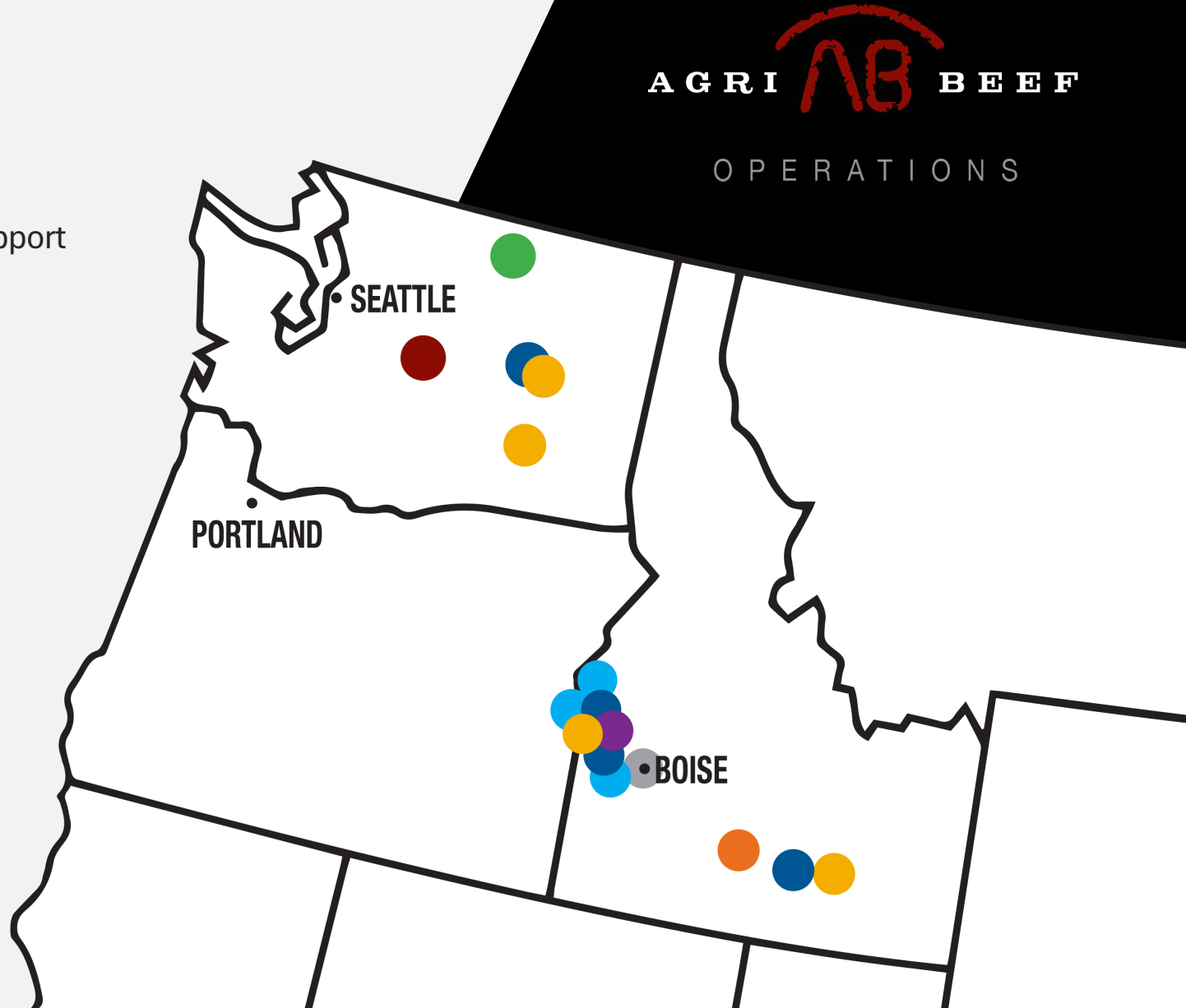
Robert Rebholtz, Sr.
Founder



NORTHWEST ROOTS

We are a company rooted in the Northwest. We have operations within Idaho, Oregon and Washington that support our vertically integrated beef production model.

-  PERFORMIX NUTRITION SYSTEMS
-  THE DOUBLE R RANCH
-  WASHINGTON BEEF PROCESSING PLANT
-  TRUE WEST BEEF PROCESSING PLANT
-  AB FEED YARDS *INCLUDING SATELLITE YARDS
-  CORPORATE HEADQUARTERS
-  GRAIN ELEVATORS
-  BULL DEVELOPMENT CENTER



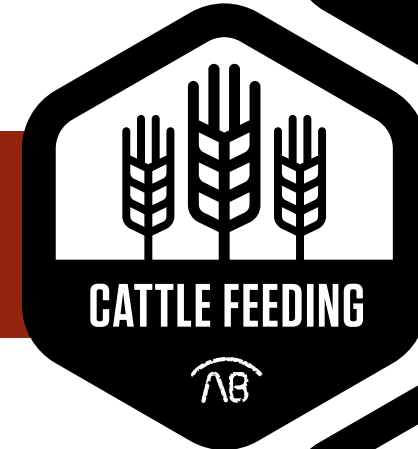
BEEF LIFECYCLE

Snake River Farms cattle are managed from start to finish in our closed loop production system. From ranch to table, we are involved in every step of the beef lifecycle to ensure quality, consistency and traceability.

Our 120,000-acre Double R Ranch in Loomis, Washington is focused on improving livestock, preserving resources, and raising the highest quality Wagyu cattle in the Northwest.



We own and operate numerous feed yards to ensure control over cattle health and nutrition, providing local, sustainable feeds that are supplemented with vitamins and minerals from our PerforMix Nutrition Systems company.



Our Washington Beef and True West Beef Processing Plants have over 24 food safety intervention steps, as well as a sophisticated tracking system and an 8-hour cleaning shift. This results in consistent, high-quality beef.



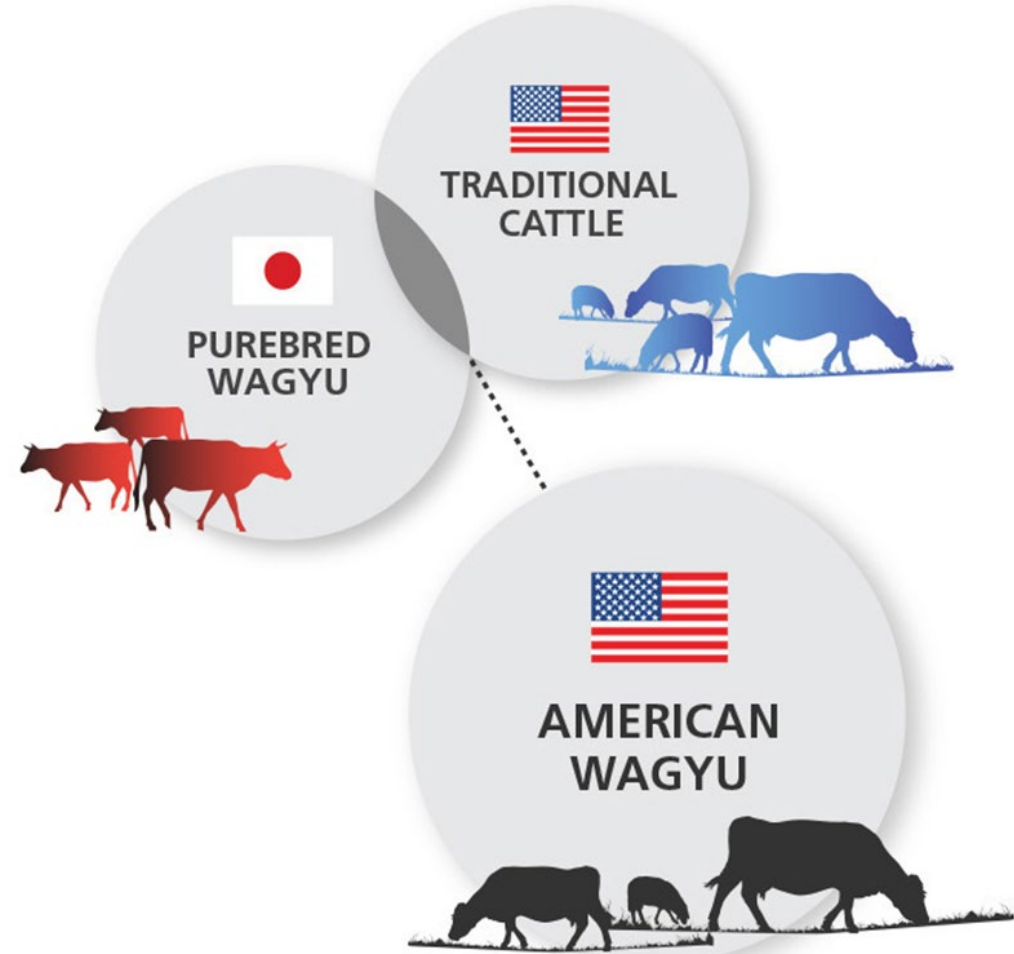
THE PRODIGIOUS WAGYU BREED

Wagyu versus Kobe Beef

Wagyu cattle originated in Japan and can be classified as Japanese Black, Japanese Brown, Japanese Shorthorn and Japanese Polled

To be certified as Kobe Beef, only cattle that are pure Tajima bred (a famous bloodline of Japanese Black), raised and slaughtered in the Hyogo Prefecture qualify

Purebred Wagyu are crossed with traditional beef cattle breeds to create American Wagyu Beef



THE NORTHWEST VISION

Ideal Cattle Raising Conditions

Snake River Farms was the vision of Robert Rebholtz Sr., after a visit to Japan in the 1980's.

He determined that the Pacific Northwest would be the perfect environment to raise famous Japanese Wagyu cattle because of its ample space, abundant agricultural resources and easy access to Asia.

This made Agri Beef pioneers in U.S. Wagyu production.



- Cattle at the Double R Ranch are rotated among high mountain pastures to graze on the abundant natural forage

MARRYING OF FLAVORS

For the first ten years of its existence, Snake River Farms American Wagyu Beef was exported exclusively to Japan.

The Japanese already favored the taste and tenderness of Wagyu cattle which presented an agreeable market for Bob's vision of combining the excellent performance and carcass traits of the Angus breed with the marbling characteristics of Wagyu.

This combination created a unique and memorable eating experience.

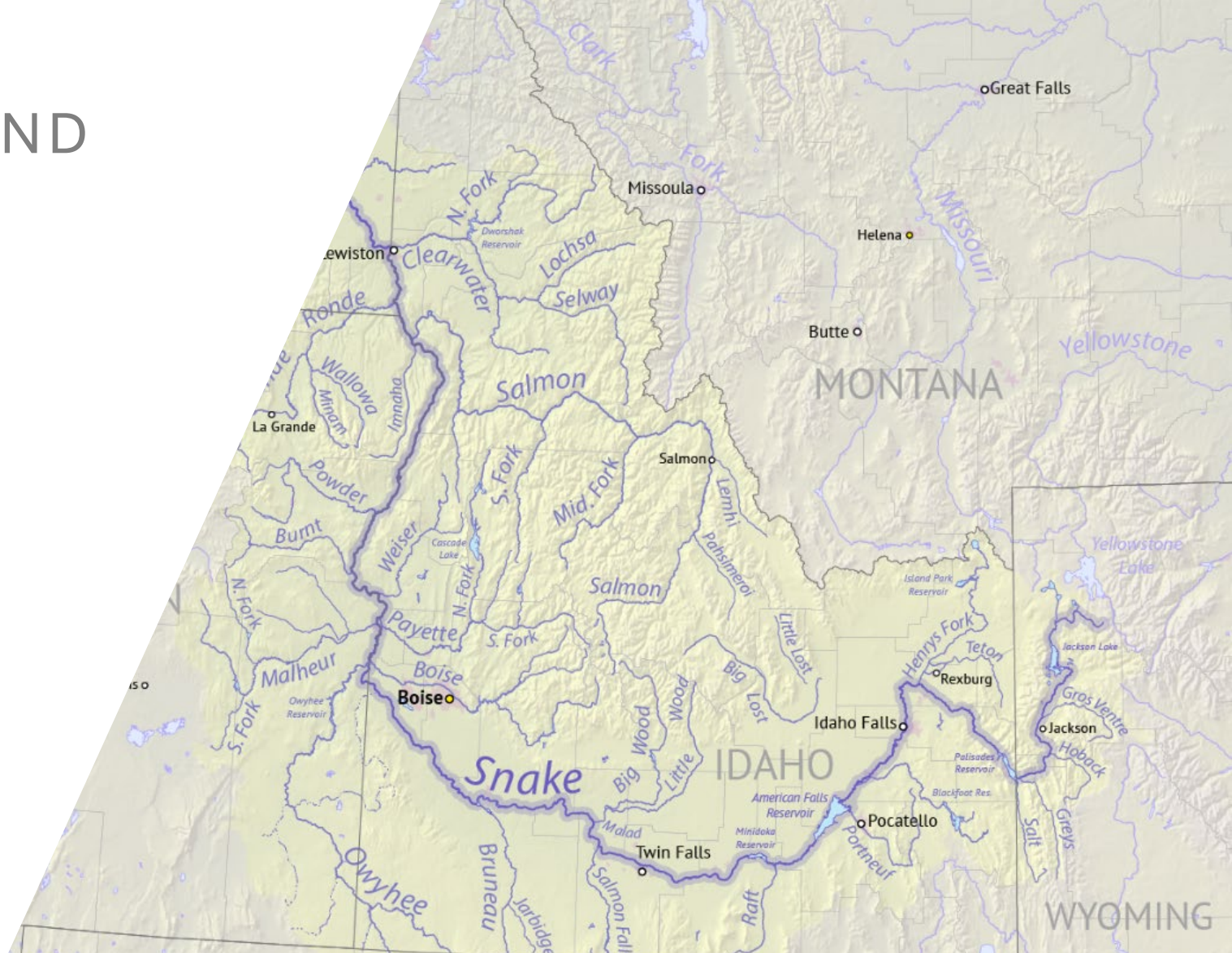


- Beef is sold in thin slices for use in traditional Japanese cuisine

DEVELOPING THE BRAND

The brand takes its name from the world-renowned Snake River that originates high in the snow-capped mountains of Yellowstone National Park and then snakes its way through Idaho on its way into the Columbia river and ultimately the Pacific Ocean. This same river flows right past where many of the Snake River Farms cattle are raised.

The logo itself embodies the concept of “East meets West” combining the Western brand feel with the Japanese character meaning “Superior.”





SRF FOUNDATION

Snake River Farms' foundation is built from famous Tajima bloodlines linking back to famed Wagyu cattle in the Hyogo prefecture of the Kobe region.

The most recognized bull from Snake River Farms foundation sires was Fukutsuru who was ranked the top marbling bull in the U.S. by Washington State University for quality.

TF Terutani
DOB 1989

Haruki II
- 1992

Michifuku
- 1992

Takazakura
- 1993

Benjirou
- 1994

TF Itomichi ½
- 1994

Sanjirou
- 1994

- Other notable Japanese bulls that make up our foundation

黒毛和種

子牛登記

左佳 福鶴

平成 4 年 5 月 29 日生

REGISTERED
登記記号

ISSUED
発行

ISSUE BRANCH HYOGO PREF. BRANCH

発行支部名 兵庫県支部

(支所) (美方郡支所)

BRANCH MIKATAGUN BRANCH

REF NO. 問合せ番号

292-0649663-03

INSPECTION DATE 検査年月日

平 04.07.10 JULY

INSPECTOR KAWAMURA

検査委員 川村 孝治

BREEDING DATE AUG. 22, '91

種付年月日 平 03.08.22

人工授精師 SEMINATOR KOTANI

氏名 小谷 和信

印 徴

鼻 紋
NOSE PRINT



WAGYU KAIRYOKUMIAI REG. NO.

和牛改良組合認定番号

兵 -10

BRANCH

GRAND SIRE YASUMI DOI

SIRE DAI 2 YASUTSURU

父 第2安鶴土井 DOI

KUROHARA

黒原 774 (81.0)

黒育 142 (82.2)

0, 01育種 64

92 産検

間検 +4.4
(57) 47 06

DAM TERUYASU

母 てるやす

KUROHARA

黒原 649663 (80.6)

祖父 安美土井

KURO

黒 10328 (79.6)

黒育 48 (82.3)

KUROIKU

GRAND DAM KIKUTSURU

祖母 きくつる

KURO

黒 978542 (77.3)

黒高 29920 (78.0)

KUROTAKA

GRAND SIRE KIKUTERU DOI

祖父 菊照土井

KURO

黒 10787 (79.3)

黒育 100 (81.1)

KUROIKU

GRAND DAM やすつる YASUTS

KUROHARA

黒原 509605 ()

黒高 114505 ()

KUROTAKA

BREEDER

繁殖者

(管理者)

兵庫県美方郡温泉町伊角

HYOGO PREFECTURE MIKATA-

ONSENMACHI IKATA

NOV. 9, '92

4.11.9

KAIJYO, ONSENMACHI

兵庫県美方郡温泉町

HYOGO PREFECTU

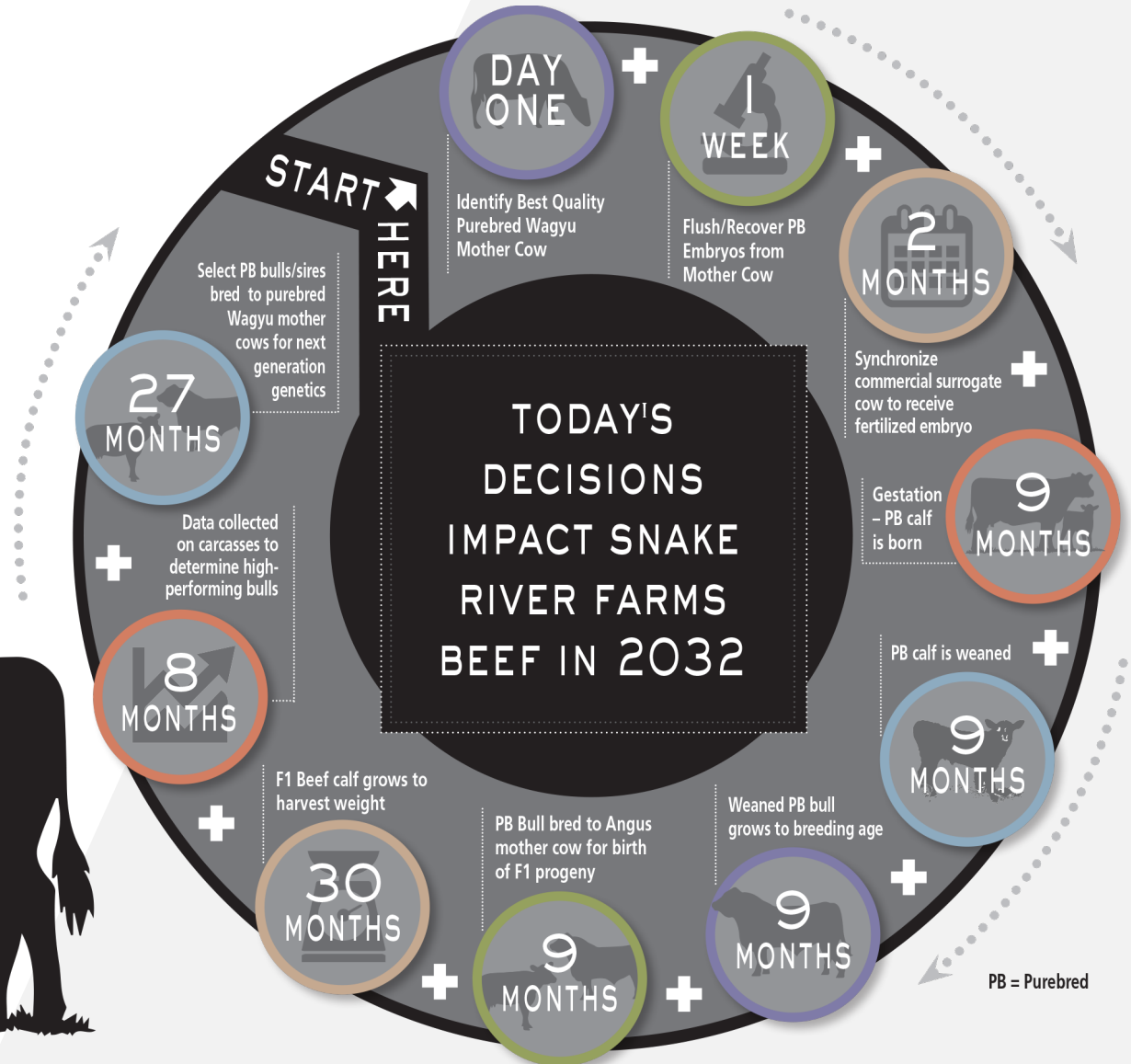
PROVEN PROGENY

With early adoption of breeding technologies and data collection, we have been able to expand leaps and bounds, taking and extending the famed lineage of bulls such as Fukutsuru and Sanjirou to new heights.

The 35 years of work by Snake River Farms to improve genetics is irreplicable by others in the Wagyu sector. We continue to sire better quality animals each generation.

THE NEXT GENERATION IN WAGYU QUALITY

With over 35 years of collecting data, Snake River Farms maintains the largest database on individual Wagyu animal performance in the U.S. This data allows Snake River Farms to select the best sires for future genetic success and improved product quality. To continually improve product quality takes dedication and Snake River Farms is committed to the program's longevity.





Identify best quality purebred Wagyu mother cow



Flush/Recover PB Embryos from mother cow



Synchronize commercial surrogate cow to receive fertilized embryo



Gestation – PB calf is born



PB calf is weaned



Weaned PB bull grows to breeding age



PB bull bred to Angus mother cow for birth of F1 progeny



F1 beef calf grows to harvest weight



Data collected on carcasses to determine high-performing bulls



Select PB bulls/sires bred to purebred Wagyu mother cows for next generation genetics

THE DOUBLE R RANCH

Home of the Purebred Wagyu herd

The ranch sits on approximately 120,000 acres in the Okanogan region of Washington State and was originally homesteaded in the late 1800's

We maintain a purebred Wagyu cow herd at the ranch whose job is producing our purebred breeding bulls.

These purebred Wagyu bulls are then leased to our partner producers with 100% of the calf crop brought back into the Snake River Farms program



- Our approx. 1,800 Purebred Wagyu Bulls reside at the Bull Development Center when not at partner ranches

LASTING PRODUCER RELATIONS

Besides the work done at the ranch in Loomis, Snake River Farms is also proud to work with 130 family-owned ranching partners throughout the Northwest.

Many of these producer relationships span generations and were started on a handshake.

These dedicated men and women have a passion for ranching and are aligned with Agri Beef's principles of sustainability, total quality, animal well being and responsibility.



JAPANESE FEEDING METHODS

Because the American Wagyu breed can deposit exceptional intramuscular marbling, they are on feed an average of three times longer than traditional U.S. commodity beef animals.

Our animals are fed an all-natural, sustainable diet of potatoes, soft white wheat, corn, triticale silage, distiller's grains and alfalfa hay.

Snake River Farms cattle are raised without the use of growth promoting hormones.

- We source feed as close to our feed yards as we can to support the local farming community

IN A CLASS BY ITSELF

More marbling means more flavor. It also merits a higher grade.

Snake River Farms American Wagyu Beef's intense marbling is so rich, the USDA grading scale simply can't capture its premium quality.

Instead, we use a combination of the Japanese and U.S. grading scales. The SRF grading scale starts at Japanese BMS 4 and increases from there.

SRF BEEF GRADING SCALE



HEALTH BENEFITS

In addition to its exceptional taste – Snake River Farms American Wagyu Beef has a healthier fat profile than traditional beef.

The Wagyu fat is two parts mono-unsaturated to every part saturated fat, the opposite of traditional beef.

It also has a higher percentage of valuable Omega-3, Omega-6 and monosaturated Omega-9 fatty acids which help in lowering blood pressure, reducing triglycerides and improving heart health.



GRADING

Snake River Farms American Wagyu Beef is sold under three different grades:

SRF Silver™	BMS 4-5
SRF Black®	BMS 6-8
SRF Gold®	BMS 9+

The grades are determined by an infrared camera system that calculates the amount of marbling, or specks of fat inside the muscle at the 13th rib. This grade is then verified and audited by a U.S.D.A. employee.



AMERICAN KUROBUTA PORK

Snake River Farms is proud to produce 100% purebred Berkshire Pork.

Referred to as Kurobuta (black hog) in Japan, it is considered the culinary equivalent of Wagyu Beef.

Using the oldest bloodlines in the U.S. Snake River Farms American Kurobuta Pork has cultivated an International following for its juicy tenderness and intense flavor.



- The coveted “money muscle” the pork collar

THE MARVEL PEDIGREE

Berkshire (Kurobuta) genetics date back almost 300 years to the Shire of Berks in England.

The breed was refined in the early 1800's and has since remained pure.

The British Royals kept a large herd of Berkshire hogs at Windsor Palace for many years and gifted hogs to Japan over 200 years ago.

The Berkshire breed was first imported to the U.S. in 1841 and is the oldest and purest established registry in the U.S. to date.



- The Shire of Berks, England



EXTRAORDINARY CARE

Raised with great care in our network of 35+ family farms throughout the Midwest.

Herds are kept small to allow for individualized attention.

Raised without the growth promoting hormones and no gestation stalls used.

Slow-fed approximately 10% longer than commodity pork to enhance marbling.



- Berkshire hogs are known for their black coloring with white on their snout, lower legs and tail.



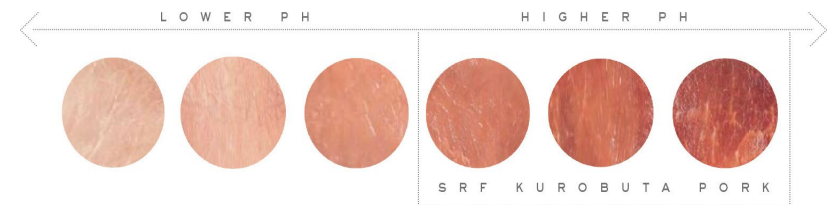
PREMIUM FLAVOR

SRF Kurobuta Pork features small, fine streaks of marbling that make each cut tender and juicy.

As the grading scale illustrates below, pH measurement is a strong indicator of pork quality and results in better moisture retention.

Unlike traditional white pork, Kurobuta Pork is richer in flavor and much darker in color.

The Wall Street Journal has dubbed it “The Other Red Meat.”



CONSUMER RECOGNITION – U.S.

Snake River Farms has been served in some of the best restaurants globally!

West Coast

- Spago – Beverly Hills, Las Vegas, Maui ❀❀
- Craftsteak – Las Vegas
- CUT – Las Vegas, Beverly Hills
- Sage – Las Vegas
- SW Steakhouse – Las Vegas
- Hula Grill – Maui
- Ad Hoc – Napa Valley
- Auberge du Soleil – Napa Valley ❀
- Bouchon – Napa Valley ❀
- Miminashi – Napa Valley
- Morimoto – Napa Valley
- Solage – Napa Valley
- The French Laundry – Napa Valley ❀❀❀
- The Restaurant at Meadowood – Napa Valley ❀❀❀
- Boulevard – San Francisco
- COI – San Francisco
- Luce – San Francisco ❀
- Manresa – San Francisco ❀
- Mourad – San Francisco ❀❀❀
- SPQR – San Francisco ❀
- Sanctuary – Scottsdale
- Canlis – Seattle
- The Metropolitan Grill – Seattle

East Coast

- Alinea – Chicago ❀❀❀
- Blackbird – Chicago ❀
- Nusr-Et – Miami
- Aureole – New York
- Bouchon – New York ❀
- Charlie Palmer Steak – New York
- Delmonico's – New York
- Eleven Madison Park – New York ❀❀❀
- Jean Georges – New York
- La Bernardin – New York ❀❀❀
- Per Se – New York ❀❀❀
- Disney World – Orlando
- Bobby Van's – Washington D.C.
- Bourbon Steak – Washington D.C.
- Mastro's – Washington D.C.
- Rural Society at Loews Madison – Washington D.C.

Michelin Star Restaurant Guide:

❀❀❀ | ❀❀ | ❀



CONSUMER RECOGNITION INTERNATIONAL

- Dry & Raw by Drakoulis – Athens
- Seabourn Ships – Global
- JW Marriott – Hanoi
- Carnal – Lima
- Osso – Lima
- CUT – London, Singapore
- Goodman Steakhouse – London
- Wynn – Macau
- Hyatt City of Dreams – Manila
- Quintonil – Mexico City
- Beefbar – Monaco, Hong Kong, Paris, Mykonos ❁
- Deville Diner – Montreal Quebec
- La Fantone – Montreal Quebec
- Tokyo American Club – Tokyo
- The Shilla – Seoul
- Candlenut – Singapore ❁
- SKAI at Swissôtel The Stamford – Singapore
- Spago – Singapore
- Grill – Stockholm
- Köttmästarn – Stockholm
- Mr. Voon – Stockholm
- Restaurant AG – Stockholm
- Fresh & Aged Steakhouse – Taipei
- Bearfoot Bistro at Whistler Resort – Vancouver BC
- Black + Blue – Vancouver BC
- Seeds Fine Dining – Yangon Myanmar
- Boeuf Côté – Montreal Quebec



- Snake River Farms joins a display of some of the finest meats in the world at Beef Bar, Monaco

WHAT ARE PEOPLE SAYING?



“It has the richness of Japanese beef with lots of marbling, but the flavor is more akin to what we’re used to in America. You can give me a pound of the best Wagyu from Japan, or a pound of this, and I’ll choose ... Snake River Farms every time.”

-Chef Wolfgang Puck



“Snake River Farms is beautifully marbled. It’s Wagyu; it’s just stunningly beautiful American beef.”

-Hugh Acheson
James Beard Award Winning Chef & Writer



“There’s nothing like a Snake River Farms ham. They’ve become the go-to-gift when I shop for friends, family, and myself, every holiday.”

-Al Roker
The Today Show Weatherman



“Snake River Farms beef to me stands for marbling, taste – it just has all those characteristics of the best you can buy. The product is quality and quality is what helps us make who we are.”

-Ronnie Killen
BBQ Pitmaster and Restaurateur

- Snake River Farms Omni-Channel approach reaches Restaurant, Retail and Direct-to-Consumer

“Over time, many things may change as we strive to achieve new levels of quality and excellence. But we won’t change our core fundamentals—our integrity and highly motivated team. We want our customers to want to do business with us.”

- Robert Rebholtz, Sr.
Founder

AGRI  BEEF