



Why All Natural?

So what's the deal with "all natural" and why should today's consumer choose all natural and organic menu options?

The natural and organic categories are two of the fastest growing categories in the foodservice industry with poultry leading the way as the most popular protein. 76% of natural and organic consumers said in a recent Coleman Natural study that they specifically look for restaurants that offer natural and organic menu options.

A 2009 study conducted by the National Restaurant Association discovered one of the top 20 trends heading into 2010 was the necessity of free range poultry menu offerings. Other trends listed were gluten free products and an overall concern for healthy menu options.

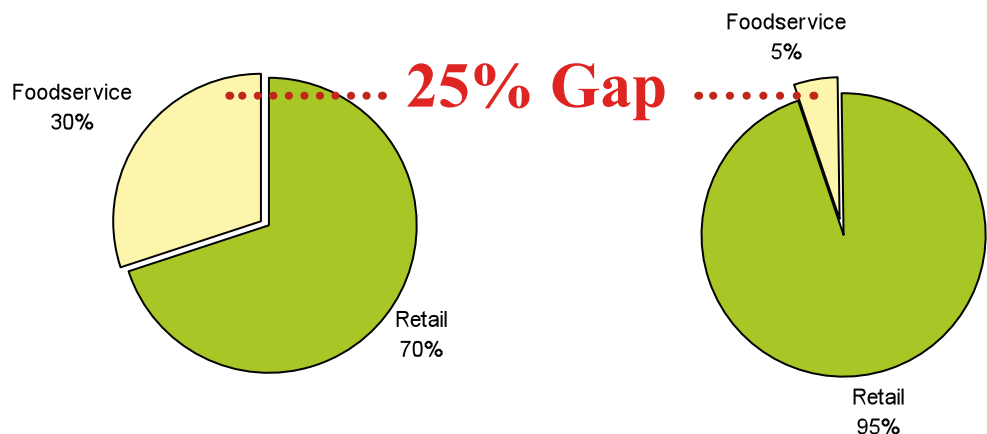
Why Coleman Natural?

Coleman Natural is the largest processor of fresh and prepared, natural and organic, free-range poultry in the United States. We create our products the way nature intended? What does that mean? USDA defines "all natural" as "products that have undergone minimal processing and contain no artificial flavors or added colors, no chemical preservatives, or any other synthetic ingredients.

At Coleman, we go a step above. We call it our "Never Ever" promise, allowing animals to grow at their natural pace, free from growth hormones and antibiotics....the way nature intended™

Many restaurant chains are adopting our promise by understanding the importance of all natural menu offerings. From all natural, free range chicken, to a vast array of additional all natural products, today's dining establishments including fine dining, fast casual and multi-unit chains are adding all natural, gluten free, and organic options for their customers to meet the growing demands.

Research shows that while the economic struggles have impacted the natural and organic buying patterns in some areas, all natural poultry sales continue to climb and the growth within this segment appears consistent. Recent Nielsen data shows over a 19% increase in all natural and organic poultry sales. However, the all natural and organic protein market is highly untapped and a recent Coleman Natural independent study shows that only 5% of the market share in the foodservice segment has been penetrated.





With a majority of this market untapped the possibilities are endless for growth. The Coleman independent study also revealed that the vast majority of all natural and organic meat buyers searched for dining venues whose menu offerings included natural and organic food.

Why poultry?

The low cost of poultry items gives this protein a significant advantage over other all natural and organic proteins, making it the most frequently used.

So that's the deal with all natural. It is an untapped market of endless opportunity for the foodservice industry. With sales expected to continually climb and demand rapidly growing, specifically for all natural, free range poultry offerings, more and more operators will increase their menu options to include that of all natural and organic foods.

	USDA Natural Meats	COLEMAN NATURAL	COLEMAN ORGANIC
Animal Raising Practices			
Animals never administered antibiotics		X	X
Animals never administered growth hormones		X	X
Animals allowed to grow at their natural pace and develop natural immune systems		X	X
Animals fed a 100% vegetarian diet with no animal by-products		X	X
Animals fed a certified organic diet free of synthetic fertilizers, pesticides, herbicides, fungicides or GMOs			X
Animals are comfortable with open air access and a reduced-stress living environment		X	X
Ingredients			
No chemical preservatives - No nitrites/nitroses	X	X	X
No artificial flavors or colors - No MSG	X	X	X
No fillers - All meat		X	X
Sustainability			
Grown by approved/certified small family farms and ranches , not "factory" farms		X	X
Focus on sustainable land, water, and soil conservation		X	X