



Your Partner in Sustainable Beef Production

Producer Survey Summary

Upper Iowa Beef, Leaders in Sustainability

Sustainability continues to move to the forefront of social media and consumers' minds. At Upper Iowa Beef, we are taking steps to understand our beef producers' operations and how our products fit into the sustainability conversation. We want to tell the unique story of our Upper Midwest cattle producers and share this with the sustainability-conscious consumer.

- In 2022, we began our sustainability story with the launch of the Tri-State Supreme program. This 12-point sustainability-focused program allows cattle producers to capture added value for their on-farm practices.
- In 2023, we created a survey to learn more about our cattle producers' operations. We gathered information through one-on-one visits, phone calls, emails, and our quarterly newsletter.

This information is the start of our Sustainable Beef Production journey, partnering with our cattle producers for better beef.

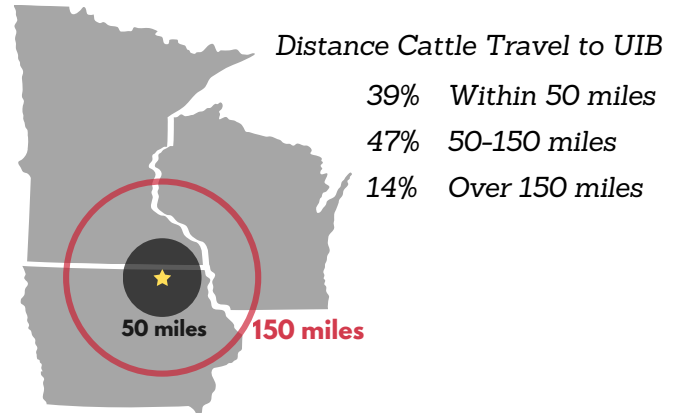
Partners in Sustainability



125,113,623

Pounds of Beef Shipped in 2024

WHERE OUR CATTLE COME FROM



WHO RAISES OUR CATTLE

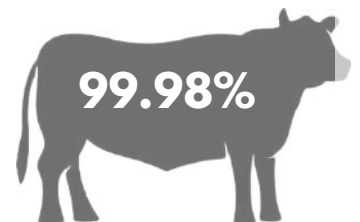
UIB purchased cattle from 283 family farms in 2024. Some of which have been in business for 6 generations.

- 67% of producers surveyed are on farms that have been family-owned for 50 years or more.
- 25% of these operations have been owned for 100 years or more.



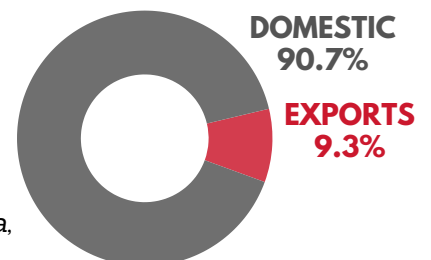
PERCENTAGE OF ANIMAL USED

At Upper Iowa Beef we collect and utilize as much of the animal as possible. Products such as animal treats, footwear, and detergents can be made utilizing further processing.



WHERE OUR PRODUCTS GO

UIB currently exports to Korea, Taiwan, Japan, Singapore, Hong Kong, Thailand, Philippines, Vietnam, Cambodia, Mexico, and China.



Data presented in this handout was compiled directly from the UIB Producer Survey and results from the US Roundtable for Sustainable Beef Feedlot Sector Self Assessment. This data was collected within 2023/2024 delivery dates and accounts for over half of the cattle brought to Upper Iowa Beef.

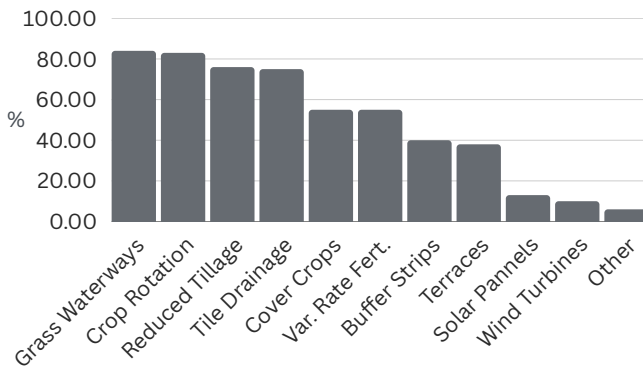


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FARM CONSERVATION PRACTICES

Our producers implement a variety of farm conservation practices to reduce their carbon footprint as shown below.



Farmers use sophisticated Manure & Nutrient Management Plans



85%

of producers utilize manure as an organic fertilizer



ANIMAL HEALTH & WELL-BEING

Our producers work diligently to ensure that their cattle are comfortable and healthy.

100%

of producers are working with a veterinarian



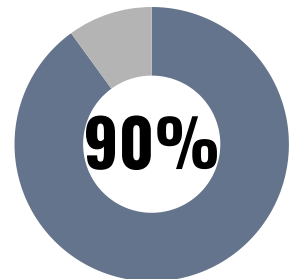
97%

of producers are tracking animal health



CATTLE ENVIRONMENT

Cattlemen use a variety of housing for the cattle on their operation. The majority of UIB cattle are protected from the summer heat and winter elements with overhead shelter.



U.S. ROUNDTABLE FOR SUSTAINABLE BEEF PRODUCTION

UIB producers were also asked to take the USRSB Feedlot Self-Assessment. Below are the average scores in three categories from those completing this survey.

90.1% Animal Health & Well-Being
88.3% Efficiency and Yield
80.9% Air & Greenhouse Gas Emissions

ADVANCED TECH & CERTIFICATIONS

66%

of producers use electronic performance tracking to measure efficiency on their operation



100%

of producers are Beef Quality Assurance certified



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