



2009 FOOD SYSTEM
SUMMIT
THE NEW NORMAL

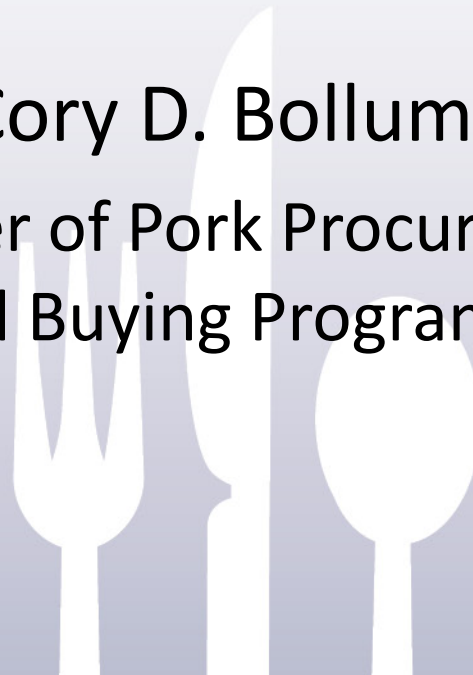
**Food Animal Well-Being
Breakout Session**



Hormel Foods: Focusing on Brand Awareness

Cory D. Bollum

Manager of Pork Procurement
and Buying Programs





Overview

- Corporate Mission
- Animal Welfare Standards
- Program Overview





Mission

- Manufacturing and marketing high-quality, brand-name food and meat products for consumers throughout the world.





Reach

- About 9 million hogs harvested annually at 3 processing operations.
 - 775 independent family farms across the Midwest.
 - 3 company-owned operations.





Animal Welfare Mission

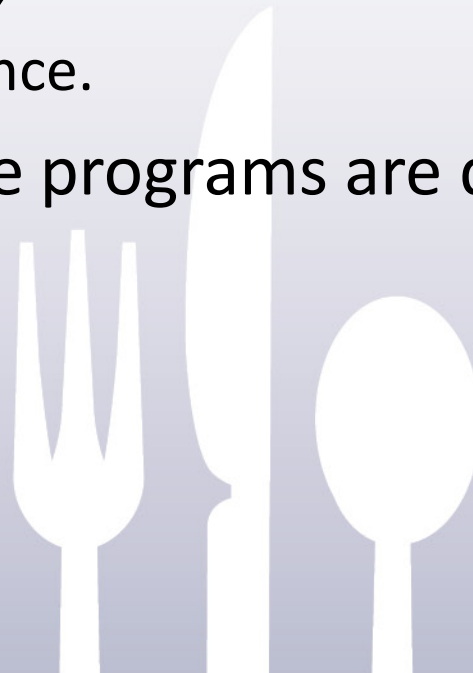
- Quality products start with:
 - The highest animal welfare standards and practices.
- Treating animals humanely is the right thing to do.
 - Public trust is retained by always doing things right.





Animal Welfare Standards

- We base our animal welfare standards on:
 - The best scientific data;
 - New technologies; and
 - Hands-on experience.
- Our animal welfare programs are designed to be:
 - Consistent;
 - Measurable; and
 - Successful.





Animal Welfare Standards

- *Pork Quality Assurance*[®] (*PQA*[®]) *Plus* and *Transport Quality Assurance*[®] (*TQA*[®]) certifications required by Dec. 31, 2009:
 - All hogs purchased by the company will be raised by *PQA*[®] *Plus* certified pork producers and their employees ; and
 - Producers, employees of producers and individuals who transport hogs to Hormel Foods will have *TQA*[®] certification.
- Original supporter of the *PQA*[®] program by requiring producer participation.



Animal Welfare Standards

- Why *PQA[®] Plus*, *TQA[®]*?
 - Highest production practices for the pork industry.
 - *PQA[®] Plus* program covers 10 good production practices.
 - Focus on animal well-being and food safety.





Animal Welfare Program Components

- Ongoing training, reinforcement and knowledge of each person's skills while interacting with animals.
- Company management staff and independent producers who supply animals to Hormel Foods held to highest standards.
- Encouraging accountability among employees at company farms and independent family farms for proper animal handling techniques.



Animal Welfare Program Components

- For independent family farms:
 - Premiums paid for properly sorted, consistent, lean hogs that meet the company's stringent requirements.
 - Ensure hogs purchased by Hormel Foods are healthy, top quality animals and have been properly managed and treated well.
 - Hogs purchased via contractual agreements.
 - Compliance with local, state and federal laws.
 - Qualifications outlined by Hormel's Food Quality Assurance Program.
 - Suppliers that consistently meet the company's stringent requirement are rewarded with our annual Spirit of Excellence Awards .



Conclusion

- We continue to review and implement the highest animal welfare standards and programs.
- Planning for business-critical scenarios is a high priority.
- Proactively building our brands remains our focus.





Thank you

media@hormel.com

