



FOR IMMEDIATE RELEASE

**REVISED BLADE FARMING CASE STUDY
A REVOLUTIONARY BEEF AND VEAL PRODUCTION SYSTEM**

OAKVILLE, ON, Canada, August 19, 2014 — The Blade Farming case study has been updated and is available online: [CASE STUDY](#).

The case study explains how Blade Farming, a UK company, developed a vastly innovative and successful beef and veal production system. The system brings all parties/businesses of the value chain together in such a way that results in them being able to produce, process, and market beef more sustainably and profitably than traditional systems.

Blade Farming – now owned by ABP Food Group, one of Europe’s largest processors – developed the revolutionary beef and veal production system back in 2001, an economically challenging time for beef farmers.

The system is coordinated by a dedicated team who constantly monitors logistics, animal and producer performance, herd health, and feed inventories — resulting in the production of beef that is so consistent in quality that the cattle are effectively sold before they are conceived.

You will learn from the study how

- Blade implements tools and techniques developed in the automotive industry to improve the production, processing, and marketing of beef;
- Blade uses an integrated traceability system to continually monitor, coordinate, and improve operations from “gate to plate”;
- Margins are maximized through ways that include reducing calf mortality rates to less than 2% and reducing veterinary/pharmaceutical costs by over 75%;
- Involved producers know their expected profit margin before an animal steps onto their farm; and
- Blade’s “share the pain/share the gain” contract guarantees a floor price on dead weight, along with a formula that calculates prices paid in relation to the open market.

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VCM INTERNATIONAL (VCM I)

VCM I is dedicated to improving the profitability and competitiveness of commercial businesses, primarily in the agri-food industry, through promoting and enabling the management of closely aligned value chains. VCM I helps businesses develop closer strategic relationships with customers and suppliers, resulting in them being able to learn and adapt more effectively and realize greater profits than if operating unilaterally.

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