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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VCMI 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. VCMI 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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