



APPLEGATE®
NATURAL & ORGANIC MEATS

REFERENCE GUIDE

UNDERSTANDING
THE **APPLEGATE®** BRAND
& CONSUMER





**TOGETHER,
LET'S SERVE
TODAY'S MODERN
MEAT EATER.**

The APPLEGATE® Brand has a unique product line, promise and story to offer customers, or as we like to call them, Applegatarians. This rapidly growing segment of modern meat eaters is looking to connect with a company that shares their values. Simply put, the APPLEGATE® Brand can do that!

To appeal to them and to help you succeed in selling these products, we have furnished this Reference Guide. It explains the APPLEGATE® Brand, APPLEGATE® customer – Applegatarians – and highlights the standards that make these products CRAVE-ABLE and relevant to them.

Applegatarian /app•l•g•tarian/

Noun - 1. A person who consciously chooses clean, crave-able meat for ethical*, environmentally responsible** and delicious reasons.

* Animals raised with no antibiotics ever or growth promotants, on vegetarian feed with no animal byproducts (beef is 100% grass-fed) and with space to engage in natural behaviors and promote natural growth.

** Applegate requires all animals be raised without antibiotics. Applegate is committed to advancing agriculture and processing systems like organic, non-GMO and regenerative farming.

THE BRAND



THE BRAND THAT CHANGED THINGS

Since 1987, the APPLGATE® Brand has been focused on a mission: CHANGING THE MEAT WE EAT®. It started with a belief that the way in which food is raised can change and transform lives, from the farmer who grows it to the person who eats it.



Since then, we've been dedicated to leading this change by raising and crafting food with care and respect for the animals, people and the planet. We've followed these three principles to do that:

TASTE

We want to raise the bar to deliver consistent, cleaner, CRAVE-ABLE food.

TRUTH

This is a great story, and we need to tell it, being transparent across all facets of the food system.

TRANSFORM

It is critical to seed the demand for more sustainable and regenerative agriculture and business practices.

This has resulted in the APPLGATE® Brand becoming the #1 natural and organic meat brand in retail. We've earned trust. And we've become a flag-bearer for animal welfare and cleaner meats.

No. **1**

Natural & organic
meat brand
in retail

The claim is substantiated by sources: Nielsen & SPINS

OUR HISTORY



JUGTOWN MOUNTAIN SMOKEHOUSE

1987

Stephen McDonnell meets **Christopher Ely** and decides to buy Ely's family business, Jugtown Mountain Smokehouse, a purveyor of fine smoked meats made without synthetic nitrates.

1993

Stephen McDonnell becomes aware of the wide-spread use of antibiotics in animal agriculture and the detrimental effects on animal welfare, the environment and human health. As a result, Applegate introduces its **first no antibiotic ever deli meat**.



2002

Applegate goes a step further in advancing the mission by introducing **the first widely available certified organic deli meat**.



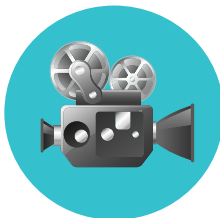
2006

Applegate gives the humble hot dog a make-over and debuts the **first ever organic, 100% grass-fed beef hot dog**.



2014

Applegate sponsors the production and distribution of 'Resistance', a documentary that outlines the perils of antibiotic overuse and proposes **solutions for reversing the tide**.



2015

Hormel Foods acquires Applegate to operate as an independent, stand-alone subsidiary. Applegate **removes genetically modified ingredients from all of its products** and announces the conversion of all beef products to **100% grass-fed and finished**.



2016

Applegate introduces its first product to carry the Non-GMO Project Verified butterfly seal.



2017

Applegate **launches in Hormel Foodservice** with a product portfolio that includes bulk and sliced deli meats.



2018

100% of the pork, beef and poultry Applegate sources are third-party certified for higher animal welfare.



Applegate requires farms to meet third-party certified Animal Welfare Standards. The substantiation are the standards issued by Global Animal Partnership and Certified Humane.

THE PATRON



Connecting with the Modern Meat Eater

So who is this new breed of meat eater? What is an Applegatarian? Broadly, it's consumers who are more conscientious than ever regarding where their food comes from. Specifically, it's those who want to eat cleaner foods and who take the time to learn about their food sources. It's those who have an eye toward the future, looking for sustainable ways to maintain a healthy food supply. It's those who care about the respectful treatment of the animals. And it's those who want the brands they purchase from to align with these values.

That's the Modern Meat Eater. That's an Applegatarian. They may not be wearing nametags identifying them as such, but you'll certainly know when they ask about these issues. The APPLEGATE® Brand, therefore, prioritizes what these patrons are seeking with a focus on:

HEALTH

- Removing antibiotics from animal agriculture
- Introducing meat & veggie blended products

ENVIRONMENT

- More animals on pasture
- Removing GMOs from supply chain

ANIMAL WELFARE

- Pigs are 100% crate-free and raised in deeply padded pens
- Cattle are raised on pasture and 100% grass-fed and finished



GO APPEGATARIAN GO APPEGATARIAN GO APPEGATARIAN GO APPEGATARIAN





THE PRODUCT



Products that answer the call

The APPLGATE® Brand portfolio begins with offering clean, CRAVE-ABLE food. And we continue to add more products to our lineup, so you will have exciting new offerings to attract and satisfy the Applegatarian.

OUR PRODUCT PORTFOLIO

[Bulk Deli Meats](#)

[Sliced Deli Meats](#)

[Prepared Proteins](#)

[Fresh Pork](#)

[Hot Dogs](#)

[Breakfast Meats](#)

[Burgers](#)

[Pizza Toppings](#)

ALL APPLGATE® PRODUCTS ARE MADE WITH

- ✓ No antibiotics ever
- ✓ 3rd party certified for higher animal welfare
- ✓ Nothing artificial
- ✓ No GMO ingredients
- ✓ No chemical nitrites or nitrates







BRAND STANDARDS BY SPECIES

To help you answer any questions, we encourage you to reference these species-specific standards to which APPLGATE® products adhere. It's how we provide responsibly produced and CRAVE-ABLE products.

APPLEGATE NATURALS® BEEF RAISING STANDARDS



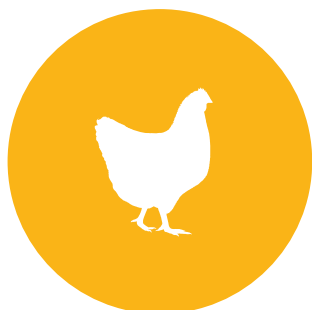
- No antibiotics ever
 - 3rd party certified for high animal welfare by a combination of:
 - *Global Animal Partnership Step 4*
 - *Certified Humane*
 - Pasture-raised
 - 100% grass-fed & finished
 - Non-GMO Project Verified
-

APPLEGATE NATURALS® PORK RAISING STANDARDS



- No antibiotics ever
 - 3rd party certified for high animal welfare by a combination of:
 - *Global Animal Partnership Step 1*
 - *Certified Humane*
 - Crate Free—including gestation crates and farrowing crates
 - 100% vegetarian diet
 - More space to engage in natural behaviors and promote natural growth
-

APPLEGATE NATURALS® POULTRY RAISING STANDARDS



- No antibiotics ever
- 3rd party certified for high animal welfare by:
 - *Global Animal Partnership Step 2*
- 100% vegetarian diet
- More space to engage in natural behaviors and promote natural growth



CONTACT US

Always here to help.

Together, we can successfully serve today's modern meat eater.
Contact us if you need any help regarding APPLEGATE® products.

hormelfoodservice.com/brand/applegate



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