



Imagine the

# prime abilities

Prairie Fresh USA Prime® products consistently deliver as close as we have ever come to pure pork perfection. We use our industry-leading proprietary technology to select premium cuts based on superior marbling, color and tenderness. With Prairie Fresh USA Prime pork, shoppers will experience a restaurant-quality meal at home.



**USA PRIME**®



## Give consumers a higher quality of pork with Prairie Fresh USA Prime® products



**100% ALL NATURAL\***

**AMERICAN OWNED FARMS**

**SUPERIOR TENDERNESS**

Product quality is the most important attribute for 53% of meat shoppers.<sup>1</sup> With our ability to control the entire process, you'll receive proven, unmatched quality that your shoppers will love. Here's what you can expect when you partner with Prairie Fresh®:

- Our connected food system allows you to be confident in knowing where your pork comes from.
- Our quality control program meets the rigor of a U.S. Department of Agriculture Process Verified Program for source verification, animal handling and meat quality.\*\*
- Our proprietary technology helps measure marbling and color to ensure a higher level of consistency and premium attributes that result in restaurant-quality pork.
- A higher-quality brand helps differentiate your meat case, which creates higher margins.
- A dedicated team of industry experts will support you with sales and consumer trends to create product demand.
- We provide marketing support to help you with advertising and point of sale to move products off shelves.



**Join us and get ready to Imagine the Primeabilities.**  
[prairiefreshway.com](http://prairiefreshway.com)

\*Minimally processed, no artificial ingredients. \*\*USDA Process Verified only applies to fresh product.

<sup>1</sup>2023 Power of Meat

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