

Our job isn't to fill your meat case.

It's to empty it.

**Excel® Pork will do your whole store good.**

81 percent of consumers say that high-quality meat is a key factor in store selection.\*

Deliver a consistently good center-of-the-plate eating experience, and you'll create customer preference for your store.

Repeat quality will result in repeat business, a community of loyal customers and a higher store ring.

Begin by putting your name on pork products that consumers will recognize.

\* Food Marketing Institute, Shopper Survey, 2003



### Why choose Excel® Pork?

State-of-the-art food-safety and quality-control processes.

Engaged people in all areas of the business, from R&D to marketing.

Investments totaling more than \$1 billion in meat science research, technology and warehousing, innovations and interventions.

Consistent performance of our fresh pork is no accident; we take many steps to continuously improve eating quality and food safety.

### Turn our Excel® brand into genuinely greater profits.

- Consumer insights
- Demographic trends
- Shelf-space optimization
- Marketing support
- Sales data analysis
- Product mix and pricing
- Research on buying behavior
- Order forecasting



**EXCEL™**

Genuinely Better™

# We strive for Clean, Cold, Correct and On-Time™.



## Clean\*

Our program of interventions helps reduce surface contaminants.

Continuous testing helps confirm our high standards for food safety.

Industry-leading innovations help strengthen antimicrobial interventions.



## Cold

Cargill Meat Solutions leads the industry in cold-chain management.

Our blast chill freezers help inhibit bacterial growth and help provide great texture and color.

Computer chips in most of our delivery trucks monitor and record temperature in transit.



## Correct

Specialized software in distribution centers increases order accuracy.

Automated retrieval, palletization and loading minimize human errors.



## On-Time

GPS systems on some trucks provide continuous tracking.

Drivers and dispatch are linked through wireless technology.

Real-time order status is available online.

\* Remember, that food safety is everyone's business. Proper handling and cooking of raw meats is required.

## Our strict standards.

Cargill Meat Solutions voluntarily implemented a HACCP plan years before taking such steps was federally mandated.

We have a long track record of industry leadership:

- Blast freezers rapidly drop temperatures of pork carcasses
- Use of CO<sub>2</sub> stunners instead of electrical stunners reduces trauma to the animal
- REDiFresh™ packaging technology



## Build your brand on our brand.

For a customer service representative, call 1-800-835-2837.  
[www.excelfreshmeats.com](http://www.excelfreshmeats.com)

**EXCEL™**  
Genuinely Better™

**Cargill™**

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