



Our Job Isn't To Just Fill Your Meat Case... IT'S TO EMPTY IT!



Excel® pork Offers:

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

Consistent Performance Of Our Fresh Pork Is No Accident. We Take Many Steps To Continuously Improve Eating Quality And Food Safety.

Why choose Excel® pork?

- State-of-the-art food safety and quality control processes.
- Engaged people in all areas of the business, from research and development to marketing.
- Investments totaling more than \$1 billion in meat science research, technology and warehousing, innovations and interventions.

A total of 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.

Begin by putting your name on pork products that consumers will recognize: Excel® pork



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.

- **HACCP Plan** - Cargill Meat Solutions voluntarily implemented a HACCP plan years before taking such steps were federally mandated.
- **Humane Animal Handling** - Because calm animals produce a more tender and delicious pork product, our animal handling practices are designed to minimize animal stress.
- **CO2 Stun Technology** - Offers a humane stunning method that minimizes animal stress and slows the decline of pH, resulting in more tender, juicy pork products.
- **Blast Chilling** - Performed early in the harvesting process, enhances product tenderness and preserves the meat's flavor and color.



JEXCEL

Build your brand on our brand.
For a customer service representative, call 1-800-835-2837.
www.excelfreshmeats.com

Cargill