Gary Cooper |

Cooper Farms’ Story

Where is Cooper Farms?

Company Statistics

Team Members

2,021 Team Members

Gary Cooper | Cooper Farms
Cooked Meats: Van Wert, OH
Hatchery: Oakwood, OH
Feed & Animal: Fort Recovery, OH
Processing: St. Henry, OH

Emily getting me updated aerial shots

Turkey
Vertical Integration

Van Wert and St. Henry Expansions

Clean Room Slicing

High Pressure Pasteurization

Chicken Layers

Gary Cooper | Cooper Farms
**FEED PRODUCED**

<table>
<thead>
<tr>
<th>Year</th>
<th>North Feed (Thousands)</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016 Est.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Feed (Thousands)</td>
<td>400</td>
<td>500</td>
<td>600</td>
<td>700</td>
<td>800</td>
</tr>
</tbody>
</table>

**TOTAL FEED: BY MILL**

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>North</td>
<td>1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>986</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>East</td>
<td>400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cooper Grain &amp; Feed</td>
<td>500</td>
<td></td>
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</tbody>
</table>

**FOUR FEED MILLS**

- North Mill
- South Mill
- East Mill
- Cooper Grain & Feed

**2014 PRESIDENTIAL TURKEY**

**TDEP: TURKEY DEMAND ENHANCEMENT PROGRAM**
Through domestic and global key strategies, we will increase the disappearance of US Turkey production relative to recent historical trends.

Consumption Trend

Those in attendance:
1. Bill Klump - Butterball, LLC
2. Gary Cooper - Cooper Farms
3. Cassie Jo Arend - Cooper Farms
4. TJ Johnson - Foster Farms
5. Russ Dierenfield - Tyson Foods
6. Kate Freihofer - Foster Farms
7. Carl Wittenburg - Protein Alliance
8. Joe Gebbia - Prime Equipment Group
9. John Reicks - JBL Foods
10. Sue Wangerin - Holsteb
11. Bill Schmutz - Ideal-Pure
12. Brock Dietz - Koch's Turkey Farm
13. Jihad Douglas - Aviagen Turkey
14. Ron Rieth - Hybrid Turkey
15. Jon Chabonka - Ohio Poultry
16. Joe Durbin - Minnesota Turkey Growers Association
17. Gretta Swink - Iowa Turkey Federation
18. Jeffrey Deutscher - Indiana Poultry Association
19. Amanda Martin - Express Market Inc.
20. Russ Whitman - Urner Barry Report
21. Gwen Yeast - USPOULTRY
22. Leah McVicar - SAVREC
23. Kay Johnson-Smith - Animal Agricultural Alliance
24. John Billard - UNL Low
25. Dennis Freyman - LLC
26. Courtesy Share - Ralston
27. National Spoil - Babbel
28. Dennis Ryan - Outward, LLC
29. Jed Gambles - Outward, LLC
30. Joel Brandenberger - NTF
31. Keith Williams - NTF

Our Objectives

1. Grow the network of partners and influencers.
2. Amplify NTF messaging by utilizing a relevant influencer audience.
3. Spark the decision to choose turkey through messaging that inspires, educates and influences.
4. Engage with the community of influencers and consumers who advocate for turkey.
Our Approach

LEVERAGE & ENGAGE INFLUENCERS TO CREATE POSITIVE AWARENESS TO DRIVE MORE TURKEY USAGE.

Our Audience

FOODSERVICE
- Executive chefs
- Menu development

GROCERY/RETAIL
- Dietitians
- Increase self-space for Turkey products

SOCIAL INFLUENCERS
- Bloggers
- Experts on social media

Building On Our Success

2014: Researched obstacles and reasons for long-term stagnant turkey demand and created a three-year strategic plan and budget
2015: Laid a framework for increasing demand
2016: Creating ownable channels, forming targeted contacts and establishing our voice
2017: Drilling deeper to lay the foundation with our influencers

Expanded Board Of 20 Experts

Geographical Representation
Expanded job titles: Marketing, Supermarket Chefs, Meal Delivery, Meat Managers, Marketing Chefs, and RDs

Trusted Advocates Serving Another Year

Eat More Turkey!
Examples of new innovative turkey dishes
**Educational Videos**

We are in the process of creating educational videos combating myths about turkey!

Topics include:
- steroids
- hormones
- cages/barns
- antibiotics

**Comparable Protein Budgets**

<table>
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<tr>
<th>Program</th>
<th>Budget</th>
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<tbody>
<tr>
<td>Dairy Checkoff</td>
<td>$320.0 Million</td>
</tr>
<tr>
<td>Pork Checkoff</td>
<td>$66.0 Million</td>
</tr>
<tr>
<td>Beef Checkoff</td>
<td>$40.7 Million</td>
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<tr>
<td>Egg Checkoff</td>
<td>$22.8 Million</td>
</tr>
<tr>
<td>Lamb Checkoff</td>
<td>$2.6 Million</td>
</tr>
<tr>
<td>Turkey Promotion</td>
<td>$2.1 Million</td>
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**2017 Roadmap: How We’ll Get There**

A rising tide raises all boats.

**Thank You!**

Gary Cooper
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E: garyc@cooperfarms.com