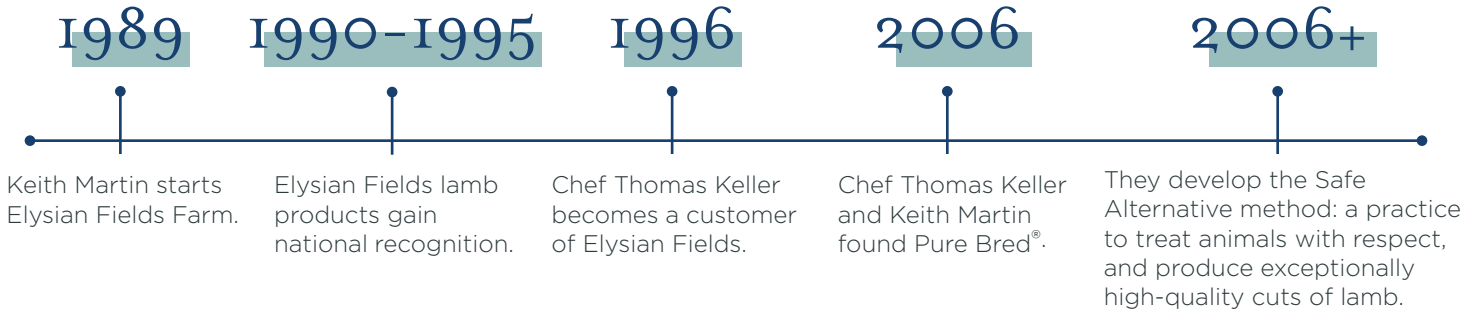


The Patented Safe Alternative[®] Method

HISTORY

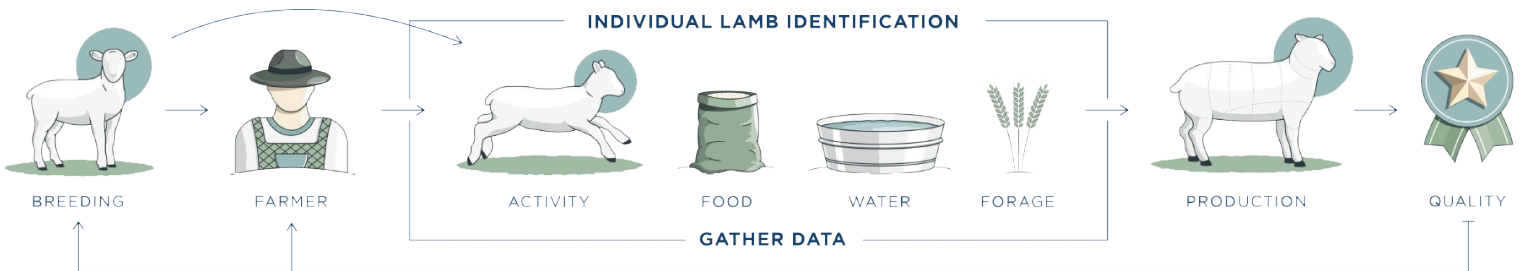


PATENT PROTECTION

Based on the mutual belief that animals should be treated with care and compassion, and be allowed to live as nature intended while under their farmer's stewardship, Keith Martin and Chef Thomas Keller embarked on the journey of patenting the Safe Alternative method and were successfully awarded patent approval in the United States, Canada, Australia, and New Zealand.

ANIMAL IDENTIFICATION

Every animal in the Pure Bred program is assigned a unique alpha-numeric identification number (think of this as their Social Security number) upon its introduction onto one of our farms. Each farmer uses these unique numbers to document information such as the origin of each animal, as well as their food and water intake, care and treatment. If you have an identification number, the information collected is made available via our Lamb Tracker.



IDENTIFICATION NUMBER

If you have purchased a Pure Bred lamb product, the individual identification number can be found on the blue package label. The code to your product is broken down as shown in the example below:

