



News Release

For Immediate Release

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UNFI TO SELL NIMAN RANCH MEAT NATIONWIDE SUPPORTING SUSTAINABLE FAMILY FARMERS ON NATIONAL AGRICULTURE DAY!

***Leading brand of natural and specialty meats to give
independent grocers access to highly competitive prices through UNFI network***

Northglenn, Colo. (March 21, 2017) – UNFI today announced a partnership with Niman Ranch, the pioneering leader in humanely and sustainably raised pork, beef and lamb, to distribute the top-selling brand from coast to coast. This partnership enhances UNFI and its network at Alberts Organics and Tony’s Fine Foods in providing the finest tasting meat in the world© to their extensive customer base. Niman Ranch will now have a larger presence in key markets in all 50 states, increasing the company’s capacity to support more family farmers nationwide.

The partnership also allows small independent grocers to increase their access to the country’s leading brand of natural and specialty meats at highly competitive prices. Niman Ranch is ranked first in eight of the nine Natural/Specialty product categories in SPINS data. UNFI will feature Niman Ranch’s top-selling items.

“The success of the Niman Ranch brand with our Tony’s Fine Foods division is truly amazing” stated Steve Spinner, Chairman and CEO of UNFI. “Today’s consumers are demanding. They expect great tasting, humanely raised meats that are clean – no antibiotics, no added hormones, gluten free, vegetarian fed, plus sustainably raised and environmentally friendly; Niman Ranch delivers on all these, and more.” Spinner added that he was pleased to have access to Niman Ranch’s top-selling branded products to distribute nationwide through this specialty program.

“This is an expansion of our successful decade-old partnership with Tony’s Fine Foods in California,” said Jeff Tripician, Niman Ranch general manager. “UNFI is a world-class leader in specialty product distribution – a natural fit to bring our products to progressive-minded grocers that cater to millennial shoppers. Niman Ranch shares their values and beliefs for great food that is raised and handled with care. We could not be more proud of the spirit of this partnership.”

The announcement was made on National Agriculture Day as one of many initiatives that help support humane, sustainable and generational family farming.

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With more than 40 years as an industry leader, Niman Ranch is a community of more than 720 independent family farmers and ranchers who raise livestock traditionally, humanely and sustainably to deliver the finest-tasting meat. All Niman Ranch pork, beef, lamb and prepared products are certified under the Certified Humane® program and available nationwide at both food service and retail locations.