

## **Jeff Tripician Promoted to President of Perdue Premium Meat Company** *Chris Oliviero Named General Manager to Shepherd Niman Ranch's Legacy*



Salisbury, Md. (Wednesday, February 27, 2019) — Mark McKay, President of Fresh Poultry and Premium Meats for Perdue Foods, today announced the promotion of Jeff Tripician to President of Perdue Premium Meat Company, LLC, bolstering the company's continued leadership in responsible agriculture and humane animal care. Chris Oliviero, Vice President at Perdue Farms, has been named as the General Manager of Niman Ranch and will be working in tandem with Tripician to continue Niman Ranch's legacy as the pioneer in humanely and sustainably raised pork, beef and lamb. Oliviero is a fourth generation Perdue family member and grandson of Frank Perdue.

"When we acquired Niman Ranch in 2015 and Coleman Natural in 2011, we were expanding our ability to make positive change. As we stay current with consumer demands and values, we will continue to expand our mission-driven positions on responsible agriculture and clean products – important areas of learnings and growth." Said McKay. "Jeff's passion and drive will help make all of Perdue a more progressive leader in humane animal care, sustainability and, most importantly, our commitment to our farmers and ranchers."

Tripician has more than 30 years of consumer marketing and branding experience within the food industry and 20 years in the meat business. He joined Perdue in 2015 as part of the company's acquisition of Niman Ranch. Tripician joined Niman Ranch in 2006 and has been the steward of growing the brand from a regional presence to a national industry leading brand by expanding distribution channels and geographies. In the last 13 years, the company has grown more than four-fold in size, supporting over 740 independent U.S. family farmers and ranchers. Prior to joining Niman Ranch, Tripician was the Vice President of Marketing for the International Dairy Foods Association and led the development of the Milk Mustache Campaign. Tripician has also served as Chief Marketing Officer of Frontier Natural Products and Chief Marketing Officer of Coleman Natural Meats. While at Coleman, he built the first natural multi-protein business platform.

"Perdue has continued to build trust by supporting Niman Ranch with a value-driven, family run approach that has allowed the largest expansion ever of our independent family farmer and rancher network and growth of our brand, with no compromises to our commitments to sustainability and humane animal care," said Tripician. "Our mission is stronger than ever. The commitment by Perdue, the most progressive meat company in the United States, will enhance the quality investments in humane, sustainable family farming."

McKay continued, "Chris' new role as General Manager of Niman Ranch is part of Perdue's long-term pledge to humane animal care, no-antibiotics-ever, all vegetarian-fed products from animals raised sustainably and to the highest standards across the full range of proteins. Chris has paid his dues through a wide-array of leadership positions within Perdue, and he is well-positioned to continue Tripician's legacy as a steward of Niman Ranch."

Chris joined Perdue Farms in 2007 after serving as a business consultant for Fortune 100 brands such as FedEx, Toyota, BMW, Heinz and Molson. One of his first initiatives at Perdue was to develop and lead the company's Environmental Stewardship Committee. He also chaired the company's Chesapeake Bay Watershed clean-up effort. Chris was Vice President of Deli in 2012 and has also served as Vice President of Business Development. He was responsible for the successful roll out of Perdue organic and no-antibiotics ever products, helping to lead industry standards and drive growth. He will join Niman Ranch after serving most recently as Vice President of the Central Region Sales and Trade Marketing for Fresh Poultry.

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