

**For immediate release:**  
February 24, 2020  
Hardwick, MA

**Contact: Ridge Shinn BPB, 413-657-7709  
Steve Sands PFG, 402-730-2974**

## **PERFORMANCE FOOD GROUP AND BIG PICTURE BEEF ANNOUNCE PARTNERSHIP TO EXPAND DOMESTIC GRASS-FED BEEF PRODUCTION AND DISTRIBUTION**

*Deal will provide consumers with higher quality, locally sourced, healthier grass-fed beef produced by environmentally regenerative grazing; will provide small family-owned farms in the U.S with more favorable economics; and will support natural herd dynamics and humane treatment of animals.*

PERFORMANCE FOOD GROUP COMPANY (NYSE:PFGC) and BIG PICTURE BEEF (BPB), a privately held company, announced today an extensive partnership to bring high-quality, domestic grass-fed beef to PFG customers in the Northeastern United States. PFG is a leader among major food distributors in providing customers with a broad range of more environmentally friendly produce and protein across brands such as PEAK Produce and Braveheart Black Angus Beef. BIG PICTURE BEEF is a fast-growing leader in building a high-quality supply of locally sourced, domestic grass-fed beef through its network of over 100 family-owned farms in the Northeast that follow the BPB animal and land management protocols.

PFG will offer BIG PICTURE BEEF products to its commercial customers under the FarmSmart brand. The offering will meet tremendous demand for healthier, local, grass-fed beef from universities, hospital systems and other customers committed to beneficial agricultural practices, most notably, grazing methods that combat climate change.

Steve Sands, VP of Protein at PFG, said “PFG is a leader in providing customers with sustainably produced products. As our customers and policy makers focus on the environmental impacts of grain-fed beef, we are proud to partner with Ridge and the team at BIG PICTURE BEEF to promote a fully domestic source of high-quality grass-fed beef. Not all grass-fed beef is the same; the beef produced by Big Picture’s family farmers is raised utilizing regenerative grazing methods that sequester carbon deep in the ground, which reduces environmental impact and also protects against flooding and drought. At PFG, we believe that environmentally responsible agriculture is the best way to ensure the long-term success of our nation’s farms. This partnership is a big step forward in accelerating the sustainable growth of the Northeast rural economy.

Ridge Shinn, Founder and CEO of BIG PICTURE BEEF, adds, “From our first meeting, I have been blown away by Steve and his team’s vision for the future of agriculture. We are tremendously excited about this partnership, which will allow us to support more small farmers, keep more cows eating grass instead of grain, and help sequester millions of tons of carbon in healthy pastures that can better absorb water to reduce flooding. And we can do all this without harmful pesticides, petroleum-based fertilizers, hormones or antibiotics. Mother Nature has always offered good solutions to our agriculture-based environmental problems, but somewhere along the line folks just stopped listening. This partnership shows that PFG is paying attention to natural solutions that are literally right at our feet.”

### **About BIG PICTURE BEEF**

BIG PICTURE BEEF is a privately held company focused on building the domestic grass-fed beef industry in the U.S. Through better animal and land management practices, BPB is committed to building a grass-fed beef business that provides consumers with a healthier product and production practices that benefit the environment, support rural economies and treat livestock with appropriate care. In addition to PFG, our products are available through retailers such as Big Y, and through partners such as the Kosher distributor, KOL Foods. For more information please contact us at [ridge@bigpicturebeef.com](mailto:ridge@bigpicturebeef.com) or [josh@bigpicturebeef.com](mailto:josh@bigpicturebeef.com), or visit [www.bigpicturebeef.com](http://www.bigpicturebeef.com).

### **About Performance Food Group Company**

Built on the many proud histories of our family of companies, Performance Food Group is a customer-centric foodservice distribution leader headquartered in Richmond, Virginia. Grounded by roots that date back to a grocery peddler in 1885, PFG today has a nationwide network of over 100 distribution centers, nearly 25,000 talented associates and thousands of valued suppliers across the country. With the goal of helping our customers thrive, we market and deliver quality food and related products to over 200,000 locations, including independent and chain restaurants, schools, business and industry locations, healthcare facilities, vending distributors, office coffee service distributors, big box retailers, theaters and convenience stores. Building strong relationships is core

to PFG's success – from connecting associates with great career opportunities, to connecting valued suppliers and quality products with PFG's broad and diverse customer base. To learn more about PFG, [visit pfgc.com](http://visit.pfgc.com).