

## **IMI Global Unit of Where Food Comes From, Inc. Launches *Black Angus Verified Beef* Program as Part of its New USDA Approved *Breed Verified* Program**

CASTLE ROCK, Colorado – May 13, 2019 – Where Food Comes From, Inc. (WFCF) (OTCQB: WFCF), the most trusted resource for independent, third-party verification of food production practices in North America, today announced the launch of *Black Angus Verified Beef*, a new verification program designed to reassure cattle buyers and beef consumers that the claims producers and marketers make about Black Angus beef are authentic. *Black Angus Verified Beef* is a sub-program of *Breed Verified*, IMI Global's newly approved USDA Process Verified Program.

IMI Global expects to bundle the *Black Angus Verified Beef* program with Source and Age verifications at no additional cost. The Company estimates that half of all US cattle ranchers produce Black Angus beef. It's important to note that providing legitimate genetics of any breed is no small feat, which is why IMI Global is excited to continue working with the following breed associations on their genetic verification programs - ABS InFocus, American Aberdeen Premium Beef, Gelbvieh Balancer Edge, Certified Piedmontese, Charolais Advantage and Red Angus Feeder Calf Certification Program. For a more in depth look into genetics and management practices, IMI Global recommends utilizing the IGS Feeder Profit Calculator.

"High quality beef producers throughout the US are heavily invested in ensuring accurate genetics in their cattle. Increased consumer demand for more transparency in food claims has made this process even more important. The *Black Angus Verified Beef* program gives producers an opportunity to reap the rewards of their efforts," said John Saunders, Chairman and CEO of Where Food Comes From.

For more information on *Black Angus Verified Beef* go to [www.blackangusverifiedbeef.com](http://www.blackangusverifiedbeef.com). For information on IMI Global's other Breed Verification activities go to [www.imiglobal.com](http://www.imiglobal.com).

### **About Where Food Comes From, Inc.**

Where Food Comes From, Inc. is America's trusted resource for third party verification of food production practices. Through proprietary technology and patented business processes, the Company supports more than 15,000 farmers, ranchers, vineyards, wineries, processors, retailers, distributors, trade associations, consumer brands and restaurants with a wide variety of value-added services. Through its IMI Global, International Certification Services, Validus Verification Services, SureHarvest, A Bee Organic and Sterling Solutions units, Where Food Comes From solutions are used to verify food claims, optimize production practices and enable food supply chains with analytics and data driven insights. In addition, the Company's Where Food Comes From® retail and restaurant labeling program uses web-based customer education tools to connect consumers to the sources of the food they purchase, increasing meaningful consumer engagement for our clients.

### **CAUTIONARY STATEMENT**

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events

could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings. Specifically, statements in this news release about industry leadership and demand for, and impact and efficacy of, the Company's products and services on the marketplace are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition; governmental regulation of the agricultural industry; the market for beef and other commodities; and other factors. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at [www.sec.gov](http://www.sec.gov).

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