

Where Food Comes From Provides Investors and Media with Video Links to Live Auction of First RaiseWell® Certified Cattle

CASTLE ROCK, CO – JANUARY 6, 2026 – Where Food Comes From, Inc. (WFCF) (Nasdaq: WFCF), the most trusted resource for independent, third-party verification of food production practices in North America, today launched the RaiseWell® Certified cattle verification standard, with the first group of certified cattle being sold at the Superior Livestock Auction in Oklahoma City, OK.

The “live” auction of RaiseWell Certified cattle can be viewed at the following video links:

10:15am CST – Lot #1111

<https://superiorlivestock.com/onlineCatalog/?contractId=338753&auctionId=1347>

10:30 am CST – Lot #1114

<https://superiorlivestock.com/onlineCatalog/?contractId=338610&auctionId=1347>

10:45 am CST – Lot #1129

<https://superiorlivestock.com/onlineCatalog/?contractId=339086&auctionId=1347>

“RaiseWell Certified is a groundbreaking new standard in cattle production and we’re excited to offer our constituents the opportunity to view the inaugural auction live via video link,” said Leann Saunders, President and COO of Where Food Comes From.

Developed to meet growing consumer and retailer demand for responsibly raised proteins, RaiseWell Certified provides clear, third-party verified claims for brands, high-end retailers and foodservice operators who want to differentiate on integrity, quality, and certified production practices.

The standard requires that animals are responsibly raised at every stage of life, with rigorous animal care requirements, with no antibiotics or added growth hormones ever, and source-verified back to the source of origin, creating traceability throughout the supply chains that retailers and consumers can trust.

High-end natural retailers, foodservice operators, brands and supply chains interested in learning more about RaiseWell Certified can contact WFCF for program requirements and onboarding information.

Learn more at www.wherefoodcomesfrom.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 estimates that it supports more than 17,500 farmers, ranchers, vineyards, wineries, processors, retailers, distributors, trade associations, consumer brands and restaurants with a wide variety of value-added services. 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 expectations that the Company's services will add value for producers, retailers, and consumers; 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 its 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.

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