

Consumer Brochure:

Guardian Protection Seal

Your Guarantee of Quality

Pork is now better than ever, thanks in large part to Aegis Systems. The quality and leanness of pork has improved dramatically in the last decade – and the ***Guardian Protection*** Seal of Assurance takes quality assurance one step farther. When the pork you buy carries the ***Guardian Protection*** Seal of Assurance, you know you bought the safest and highest quality pork product available. Buy with confidence – look for packages that display the ***Guardian Protection*** Seal of Assurance.

A Real Solution: The Seal of Assurance

Gone are the days when producers, distributors and retailers worked independently. Now, consumers who buy pork with the ***Guardian Protection*** seal are assured that all links – producer, distributor – are connected. These caring, hard-working people make the difference. They care about your family and take extra steps to assure that you and the people you love get the very best pork possible.

Only when every link meets the ***Guardian Protection*** standards does the consumer find the seal on the package at retail. Each link must earn the right to use the ***Guardian Protection*** seal by meeting and adhering to the highest set of guidelines in the industry today. Only the best quality, safest products are placed in the retailers' meat case for your to purchase.

(Insert simple diagram illustrating the process from farm to consumer)

The Value – Caring About Your Family

Aegis Systems applies practical science and the art of continuous quality improvement to better the quality of America's meat products. The purpose for developing ***Guardian Protection*** was to improve the safety, quality and overall value of pork for consumers. *Aegis Systems* brings tremendous scientific advancements in monitoring, testing and auditing for microbial contamination and residues.

Aegis Systems recognized the changing lifestyles of today's consumers and looked toward tomorrow in creating ***Guardian Protection***. Whenever you see the "***Guardian Protection***" seal, you can be assured that you are purchasing the safest

and highest quality pork products on the market today. That is because behind the seal is an exclusive system unlike any other.

A New Era of Standards

Guardian Protection goes beyond minimum industry standards for food safety and quality. Consumers can be assured that all products with the *Guardian Protection* seal exceed USDA standards. Indeed, *Guardian Protection's* criteria for safety are stricter than any regulations the U.S. government is considering imposing for many years.

The Seal at Work for You – Behind the Scene

The data produced by *Guardian Protection* helps identify critical factors that contribute or detract from pork safety. Based on the findings, adjustments to production systems, distribution practices or retail execution are made to further improve the safety and quality of pork.

(Insert seal and byline)

(Info-Age logo and byline)