



PRESS RELEASE 22-2201

Keystone Farm Future, Inc. and Food21 announce a strategic partnership to collaborate on the acceleration of expanded opportunities for the integration of a vertical beef program in Western Pennsylvania.

05 December 2022: Keystone Farm Future, Inc., a Pennsylvania-based vertical beef management company, announces the signing of a strategic partnership agreement with Food21 of Pennsylvania to expand opportunities for farmers to transition to producing beef, allowing Pennsylvania agriculture to claim a greater share in the U.S. beef market, while strengthening our family farms. “The most secure place in business is to control your supply chain. Our Keystone Farm Future model allows supermarkets to have surety of supply and clear line-of-sight across their supply chain, while giving consumers a locally grown, high-quality beef product,” noted Larisa Miller, CEO of Keystone Farm Future.

Keystone Farm Future (KFF) beef is the first PA Preferred beef sold in supermarkets. Under the KFF model, the herd is built specifically to meet the beef off-take needs of both retailers and the region’s food service industry, ensuring that the supermarket has beef on their shelves next week, next month, and next year. KFF works with family farms across Pennsylvania, particularly transitioning dairy farmers, to raise beef cattle to processing weight. Each animal is tagged with an RFID ear tag, allowing KFF to certify the provenance of the cattle, from backgrounding and animal care to nutrition and veterinary care, allowing Pennsylvania consumers to truly know that their beef is locally grown to high-quality animal welfare, bio security, and care and comfort standards. “With dairy farmers across Pennsylvania struggling, and with many dairy farms sitting empty, we can help transition these farmers to beef. They have an understanding of a ruminant animal, they have barns, they have silos, and they are perfectly suited to raising beef. This helps to keep our Pennsylvania family farms in operation, with more security than they have following a traditional model for livestock farming,” commented Miller.

A collaboration between Food21 and Keystone Farm Future was a natural fit. Food21, a Western Pennsylvania-based non-profit, is committed to expanding the breadth and depth of the regional food and agriculture economy, uniting the local agriculture industry with retailers who to bring locally grown agricultural commodities to consumers. Food21 is committed to expanding jobs through economic opportunity in the food economy, advocating for good health and well-being through the production of nutritional food, while encouraging economic sustainability through normal market exchanges. “After the last two years of supply chain disruptions, we believe that building a resilient means of bringing local and regional food to market is essential to achieving this goal,” said Joe Bute, President, Food21. “We

believe that partnerships like this are key to the mission of the Food21 Value Center, rounding out our triad of farm projects to include value chains serving growers, dairy farmers and beef producers.”

Food21's Value Center designs and coordinates regional and local food value chains, with the primary goal of building value and sustainability for all stakeholders. “There are many moving parts in a successful local food value chain. Consumer DEMAND and SUPPLY chain responses are essential factors in Food21's value chain model,” said Bute. Food21 coordinates demand-driven, local food value chains built on three principles: (1) produce measurable benefits for all participants; (2) reduce stakeholder risk; and (3) increase the certainty of their success. Food21 is the link among all value chain participants, and it is as this link that they are working with Keystone Farm Future: as conduit between farmer, retailer and consumer.

“The ‘grow and hope’ model for agriculture that we’ve farmed under for thousands of years no longer makes sense in this modern marketplace. It makes no sense for us to plant our seeds and raise our livestock and HOPE for a good price when you go to sell. Disrupting that legacy business model of farming, finding ways to do it differently than we have in the past, is key to a strong future for agriculture. The synergy between Food21 and KFF allows us to unite our collective missions, innovating the future of farming to make it profitable and sustainable so that we can attract the younger generations to embrace agriculture as viable profession,” noted Miller.

For More Information Visit:

<https://www.food21.org>

www.keystonefarmfuture.com