

FOR IMMEDIATE RELEASE
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NEWS
OTCQB: WFCF

Heinen's Grocery Store to Feature Mike Gerber with Gerber's Amish Farm Chicken®, a Where Food Comes From® Approved Supplier, During 'We Know Our Sources' Event June 6-7

CASTLE ROCK, Colo. – Where Food Comes From, Inc. (d.b.a. IMI Global) (OTCQB: WFCF), the most trusted resource for third-party verification of food production practices, today announced that Heinen's Grocery Store will host a special appearance by one of its valued protein suppliers, Mike Gerber of Gerber Poultry, on June 6-7 in its newest location in Glenview, IL. Mr. Gerber, whose parents began Gerber Poultry in 1952, will be sampling Gerber's Amish Farm Chicken and available to answer any consumer questions about their products.

Heinen's long history of innovation and customer service is maintained with the Where Food Comes From® brand; the grocery chain holds the distinction as the nation's first food retail chain to adopt the Where Food Comes From labeling program. Where Food Comes From enables full farm-to-fork traceability allowing shoppers using smart phones to scan the quick response (QR) bar code on the meat package and subsequently access information about the source and origin of the product. With the Where Food Comes From labeling program, Gerber provides its Heinen's grocery shoppers with easy access to verified information about how and where those products are raised and produced.

Research reveals that consumers are highly concerned about how and by whom their food is produced, and find third-party verification of food production processes very appealing. "The Where Food Comes From label makes the production process completely transparent and ensures customers' full confidence and comfort when making food purchases – something that's important to all of us," said Leann Saunders, President of Where Food Comes From, Inc. "Research indicates that many consumers indicate willingness not only to seek out, but to pay more for food products whose processes and product claims are verified by an independent third party."

Mike Gerber noted, "The partnership between Gerber Poultry and Where Food Comes From and its verification divisions ensures that Heinen's customers not only can trust what they are purchasing but also establish a connection with the individuals responsible for producing their food. Our growers are wonderful, hard working family farmers who care deeply about the quality and welfare of the chickens in their care. I am proud to share their stories, as well as the story of my family and our Gerber team associates with our Heinen's customers."

Tom Heinen, Co-President of Heinen's Grocery Stores, also highlighted the importance of facilitating the customer-producer relationship. "We believe that customers should have access to more information. Where Food Comes From provides customers a meaningful solution at the meat case – it means they're able to make better purchasing decisions and helps remove the unknowns that often occur when deciding what to buy to feed your family."

For more information on the Where Food Comes From program, please visit www.wherefoodcomesfrom.com. To see complete results from the October 2013 SMG study, go to <http://wherefoodcomesfrom.com/SMGSurvey.html>.

About Heinen's Grocery Store

Joe Heinen opened his first Heinen's in 1929 as one of the best meat markets in Cleveland. Nineteen neighborhood stores later, and now in Glenview and Barrington, Illinois, Heinen's is a family-owned and operated chain of full service grocery stores employing over 2,900 associates. Today, Joe Heinen's twin grandsons, Jeff and Tom Heinen, carry on the family legacy of unrivalled quality food and world-class customer service.

About Gerber Poultry, Inc.

Located in the heart of Ohio Amish Country, Gerber Poultry produces fresh chicken products for premium retail and foodservice markets in Ohio and the surrounding region. A vertically integrated company, Gerber Poultry maintains the highest quality standards from hatching to grow out through processing and distribution. Their commitment to quality and customer satisfaction has garnered a loyal customer base since the family business was started in 1952. For more information, please visit <http://www.gerbers.com>

About Where Food Comes From, Inc.

Where Food Comes From, Inc. (d.b.a. IMI Global) is America's trusted resource for third party verification of food production practices. The Company supports more than 10,000 farmers, ranchers, processors, retailers and restaurants with a wide variety of value-added services through its IMI Global, International Certification Services, and Validus Verification Services units. In addition, the Company's Where Food Comes From® retail and restaurant labeling program utilizes the verification of product attributes to connect consumers to the sources of the food they purchase through product labeling and web-based information sharing and education. Go to www.wherefoodcomesfrom.com for additional information.

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 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. Financial results for the third quarter and nine-month period are not necessarily indicative of future results. 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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