

**Heinen's Fine Foods Responds to Shoppers' Desire for Transparency in the Food Supply With the Addition of New Where Food Comes From® Labeling on 'Shepherd's Pride' Natural Lamb by Mountain States Rosen**

CASTLE ROCK, Colo. – Where Food Comes From, Inc. (d.b.a. IMI Global) (OTCQB: WFCF), the trusted resource for third-party verification of food production practices, is proud to announce that Mountain States Rosen is utilizing the Where Food Comes From® labeling program on its 'Shepherd's Pride Lamb' line. Shepherd's Pride is a source-verified brand featuring all natural lamb raised on U.S. family ranches with no antibiotics, no added hormones and a 100% vegetarian diet. The labeling program offers valuable farm-to-table information for discriminating consumers and will be initially launched exclusively at Heinen's Fine Foods stores in Ohio and Illinois.

"Knowing where your food comes from is the basis for knowing everything about what you eat," said Tom Heinen, Co-President of Heinen's Fine Foods. "We only accept the very best for our customers, so we take great pride in the specifications that go into the sourcing of our food products. The Where Food Comes From® labeling program has helped us provide our customers with information about the sources of our beef, pork, and now our American lamb. Our ultimate goal is for Heinen's shoppers to look at our entire meat case and understand where, how and by whom their food was raised."

Using QR codes for smartphones, Where Food Comes From® leads consumers through the story behind their food and empowers customers to make informed decisions about what they feed their families. Customers can learn more about the families who produce their food, as well as more specific details on the product itself.

"Where Food Comes From® is dedicated to connecting consumers back with those who produce their food," said John Saunders, Chairman and CEO of Where Food Comes From. "Together with Mountain States Rosen, we are educating consumers about their lamb purchase with a story behind every package."

Based in Greeley, CO, Mountain States Rosen is a leading supplier of lamb and veal products across the United States. "Mountain States Rosen is proud to offer third-party audited, source-verified lamb products to our customers with the 'Shepherd's Pride' line," said Dennis Stiffler, CEO of Mountain States Rosen. "We are a producer-owned lamb cooperative and our members are proud of the product they produce. We're excited to engage with Where Food Comes From® so consumers clearly understand that they can trust Mountain States Rosen for its safe, pure, nutritious, succulent lamb, raised with utmost care."

Shepherd's Pride Lamb certified under the Where Food Comes From® program is currently available for purchase at all Heinen's Fine Foods locations. Visit the following website for more information: <http://www.wherefoodcomesfrom.com/shepherdspride>

**About Heinen's Fine Foods**

Joe Heinen opened his first Heinen's supermarket in 1929 as one of the best meat markets in Cleveland. Eighteen neighborhood stores later, and now in Barrington, Illinois, Heinen's is a family-owned and operated chain of grocery stores offering an entire line of fine foods.

Heinen's employs over 2,400 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 Mountain States Rosen**

MSR is committed to providing the finest lamb and veal in the country and has received the global Safe Quality Food Institute's top-ranked food safety certification: [SQF Level 3](#). As the only producer-owned, vertically-integrated U.S. lamb and veal company, MSR adheres to responsible raising practices, land management and conservation, providing consumers with a consistently lean, tender and juicy product. For more information, please visit <http://www.mountainstatesrosen.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 9,000 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](http://www.wherefoodcomesfrom.com) for additional information.

*This news release, which is distributed by Where Food Comes From, Inc. ("WFCF"), 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 WFCF's predictions. Important factors that could cause actual events to vary from predictions include those discussed in WFCF's SEC filings. Specifically, statements in this news release about demand for, and impact and efficacy of, WFCF's solutions, are forward-looking statements that are subject to competition; governmental regulation of the agricultural industry; the market for food 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](http://www.sec.gov).*

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