

Where Food Comes From, Inc. Names James Riva Vice President of Global Alliances to Focus on Governmental Relations and New Business and Program Development

CASTLE ROCK, Colo. – Where Food Comes From, Inc. (d.b.a. IMI Global, Inc.) (OTCQB: WFCF), the most trusted resource for third-party verification of food production practices, today announced that former U.S. Department of Agriculture (USDA) Agricultural Marketing Service (AMS) executive James Riva has joined the Company as Vice President of Global Alliances.

“We are pleased to welcome James to Where Food Comes From,” said Leann Saunders, president. “Having spent virtually his entire career in various branches of the USDA, he brings a wealth of experience and relationships in areas that are critical to our success going forward. This includes a deep understanding of food labeling standards and government’s regulatory relationship with food producers throughout North America and abroad. In his new role with Where Food Comes From, James will leverage his experience to help us develop new business relationships and verification programs and to stay on the leading edge of the increasingly complex world of food labeling standards.”

Immediately prior to joining WFCF, Riva was the Division Director of the USDA’s Livestock, Poultry and Seed Program, Quality Assessment Division (QAD), where he was responsible for standards, technical services and a national workforce of graders and auditors focused on conformance to various agricultural standards for meat, poultry and eggs as well as ISO type accreditations. Previous positions include Deputy Director, Branch Chief, Agricultural Marketing Specialist and Quality Systems Auditor.

“The skill set I have developed over many years in various capacities with the USDA is ideally suited to helping take Where Food Comes From to the next level,” Riva said. “Increasing consumer demands for transparency in food production practices – from humane handling to organic to non-GMO and dozens of other emerging standards – are causing larger retailers and food producers to get on board. This represents a tremendous opportunity for Where Food Comes From to expand its leadership position in third party verification.”

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, distributors and restaurants with a wide variety of value-added services through its IMI Global, International Certification Services, Validus Verification Services, and Sterling Solutions 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 industry leadership; expectations for growth; and the demand for, and impact and efficacy of, the Company's and its subsidiaries' 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.

Contacts:

Media

Kathryn Britton
Marketing Director
Where Food Comes From, Inc.
303-895-3002

Investors

Jay Pfeiffer
Pfeiffer High Investor Relations, Inc.
Investor Relations Counsel, Where Food Comes From, Inc.
303-393-7044