

Dannon® Announces Pledge to Communicate Sustainable Agriculture Practices, Including Commitment to Sourcing Milk Exclusively From Dairies Certified by the Validus Verification Services Subsidiary of Where Food Comes From

CASTLE ROCK, Colo. – May 2, 2016 – Where Food Comes From, Inc. (d.b.a. IMI Global, Inc.) (OTCQB: WFCF), the most trusted resource for independent, third-party verification of food production practices in North America, today announced that its Validus Verification Services subsidiary is playing a key role in a new sustainability program recently announced by Dannon®, America’s leading yogurt maker.

In introducing the [Dannon Pledge on Sustainable Agriculture, Naturality and Transparency](#), Dannon committed to sourcing milk exclusively from dairies engaged in the Validus Dairy Animal Welfare Review and Certification (Validus Certified).

The Validus Certified program was developed by independent industry experts and meets the National Dairy Animal Well-Being Initiative Principles and Guidelines. The program includes a comprehensive assessment of the dairy’s animal care practices, including rigorous onsite verifications, along with recommendations for any adjustments that may be necessary to facilitate continuous improvement over time.

“Dannon has stepped up and made a pledge for transparency in how their products are produced and who they are sourcing their ingredients from,” said John Saunders, chairman and CEO of Where Food Comes From, Inc. “This is the new reality of food production. Anyone on our team will tell you that agriculture has a great story to tell, and Dannon is demonstrating its desire to get that story to the consumer. They want to talk about the families producing their milk products and their dedication to animal care, food safety, and so much more, and these types of initiatives founded in verification will allow them to do that in an authentic way.”

Validus, a wholly owned subsidiary of Where Food Comes From, Inc., is an ISO 9001:2008 and ISO 17065 certified company with roots in on-farm verification work. With concentration at the farm-level, their services include animal welfare, environmental, biosecurity, worker care, food safety and quality, animal feed safety and sustainability.

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. Visit 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; and demand for, and impact and efficacy of, the Company's products and services on the marketplace; and the ability to bring true transparency to the food industry 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.

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