

Where Food Comes From, Inc. Engagement with Sustainable Beef Roundtables Continues to Grow

CASTLE ROCK, Colo. – May 17, 2016 – 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 in North America, today announced its continued commitment to industry and consumer responsiveness and engagement through its membership in three key Roundtables.

The Global Roundtable for Sustainable Beef (GRSB) was the first of these organizations for Where Food Comes From, Inc. to engage with, initiating membership in April of 2014. Since then, the Company has also joined the Canadian Roundtable for Sustainable Beef and US Roundtable for Sustainable Beef.

Collectively, these organizations are dedicated to multi-stakeholder initiatives developed to advance the continuous improvement in sustainability of the global beef value chain. In 2015, the GRSB established Principles and Criteria for Global Sustainable Beef production, and both the Canadian and US Roundtables are utilizing those criteria to establish similar benchmarks for their respective regions.

“The Global Roundtable for Sustainable beef has a very long list of impressive and influential participating members, from individual ranch families to the largest beef brands in the world,” said Leann Saunders, President & COO of Where Food Comes From, Inc. “It was easy for us to decide to engage with the organization, and with the subsequent Canadian and US Roundtables as they were developed. Beef producers around the world are being asked to talk about sustainability, and a collective industry effort to define, measure and share that story is reflected in these Roundtables.”

To learn more about the GRSB, visit: <http://grsbeef.org>

To learn more about the Canadian Roundtable for Sustainable Beef, visit: <http://crsb.ca>

To learn more about the US Roundtable for Sustainable Beef, visit: <https://usrsb.org>

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; the Company's continued participation in roundtables; and 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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