

## **Where Food Comes From, Inc. Announces Expansion of its Labeling Program to Include Balls Hen House Markets and Good Natured Family Farms Grass Fed Beef**

CASTLE ROCK, Colo. – July 2, 2018 – Where Food Comes From, Inc. (WFCF) (OTCQB: WFCF), the most trusted resource for independent, third-party verification of food production practices in North America, today announced that the Balls Hen House Market chain has rolled out a new line of grass fed beef bearing the Where Food Comes From label. Good Natured Family Farms Grass Fed Beef, certified grass fed by Where Food Comes From, is now on the shelves at Hen House Market locations throughout the Kansas, City, KS, area.

Balls Hen House Market is a premier, full-service neighborhood supermarket committed to health, wellness, family and community. The Company is the latest supermarket chain to carry the distinctive WFCF label on its products, following other leading regional markets such as Heinen's, Whole Foods and Nugget Markets.

Good Natured Family Farms (GNFF) is the vertically integrated organizer of the Good Natured Family Farms Alliance, a cooperative of more than 100 cattle ranches, and parent of a working cattle ranch, a meat processing plant, and a food distribution company. GNFF joins fellow producers Pine Manor Chicken and Mountain States Rosen as early adopters WFCF's labeling program.

"We are pleased and proud to welcome Balls Hen House Markets and Good Natured Family Farms Grass Fed Beef to the Where Food Comes From labeling program," said Leann Saunders, President of Where Food Comes From. "These two organizations are regional leaders in driving responsible food production practices and their adoption of the WFCF labeling program underscores their commitment to providing consumers with increased transparency into how and by whom their food was produced."

### **About Where Food Comes From, Inc.**

Where Food Comes From, Inc. is America's trusted resource for third party verification of food production practices. The Company supports more than 15,000 farmers, ranchers, vineyards, wineries, processors, retailers, distributors, trade associations, consumer brands and restaurants with a wide variety of value-added services through its IMI Global, International Certification Services, Validus Verification Services, SureHarvest, A Bee Organic 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](http://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, 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](http://www.sec.gov).

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