

## **IMI Global and International Genetic Solutions (IGS) Partner to Offer New Service to Beef Producers**

- **IGS Feeder Profit Calculator**
- **Non-breed specific, independent**
- **Free to all IMI Global customers**

CASTLE ROCK, Colo. – July 16, 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 its IMI Global division has established an exclusive partnership with International Genetic Solutions (IGS) to offer the IGS Feeder Profit Calculator within its suite of verification services for beef producers.

The IGS Feeder Profit Calculator utilizes the largest and most comprehensive set of management and genetic data available in the beef industry to calculate the Relative Value of feeder calves in a one-of-a-kind, breed agnostic, independent manner. The evaluation and resulting value is based on both management and genetic criteria. The Relative Value, as indicated on a formal certificate, enables producers to benchmark their work to continuously improve management and genetic decisions in their herds. For buyers of the cattle, it provides insight into projected feedlot and carcass trait performance and overall profit potential.

“The IGS Feeder Profit Calculator is the perfect addition to our suite of value-added services for our beef producers,” said Leann Saunders, President of IMI Global, a division of Where Food Comes From. “We have been searching for this kind of solution for years, and feel that the IGS tool is far and away the most inclusive and sophisticated calculator available in the industry today. By enabling beef producers to see the value their management and genetic decisions are providing to their operation, it enables them to have a benchmark from which they can make confident, knowledgeable choices about how to continuously improve their operations. As my dad has always said, ‘If you buy unknown genetics you never know if they are going to finish like an elephant or an ant.’ Knowledge matters, and the IGS Calculator provides producers with one more tool in their toolbox to make transparent, informed management decisions.”

The IGS Feeder Profit Calculator will be offered to all of IMI Global’s customers at no added cost to their existing verification programs.

“Deciding to establish a partnership with a company like IMI Global was an easy decision for us,” said Chip Kemp, Director of IGS Commercial and Industry Operations. “Even in today’s data-driven world, this level of genetic awareness in the commercial cattle sector is woefully inadequate. Price discovery as we know it today most often does not take into account the actual performance potential of a producer’s cattle. The IGS Feeder Profit Calculator is unique in that it offers a level of genetic awareness of feeder calves that has not been previously possible in the beef business. This, combined with the progressive, market-driven programs IMI Global provides, will enable their producers to market calves with the ultimate value-added package.”

To learn more, visit <http://www.internationalgeneticsolutions.com/index.php/feeder-profit-calc>.

### **About International Genetic Solutions**

International Genetic Solutions (IGS) delivers objectively described, user-friendly and science-based genetic predictions to enhance the profitability of beef cattle producers. To learn more, visit <http://www.internationalgeneticsolutions.com>.

### **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).

### **Company Contacts:**

John Saunders  
Chief Executive Officer  
303-895-3002

Jay Pfeiffer  
Pfeiffer High Investor Relations, Inc.

303-880-9000